

**iNaturalist.org**

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Jess Kline  
Ken-ichi Ueda

A Community for  
Naturalists

Advisor  
Coye Cheshire

*Final Presentation*



# Contents

## Why it's important

- empowering naturalists
- ecoliteracy
- living history

## Why it's interesting

- capture
- retention
- data quality

## Walkthrough

- welcome
- viewing obs.
- ID Please!
- adding obs.
- exploring obs.
- species pages

## To the future!

- checklists
- rewards
- easier contribution
- mobile

Seen some of **these**?



# Seen some of **these**?





# What is **iNaturalist.org**?

*A place to...*



**Record** and **manage** observations



Find **other naturalists**



**Learn** about biodiversity

# Existing Tools

## Specialized Sightings Sites

Wikipedia



Online Guides



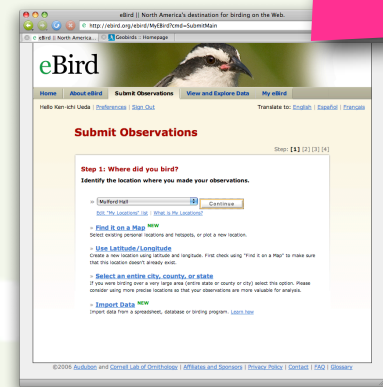
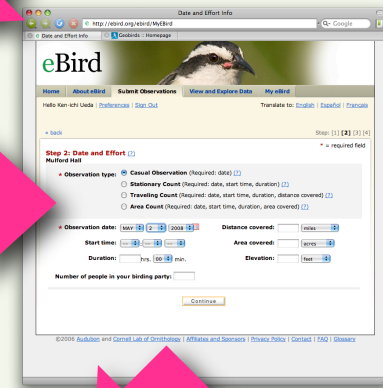
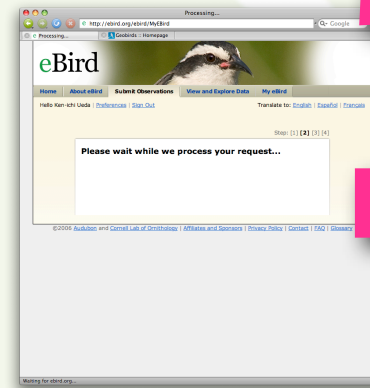
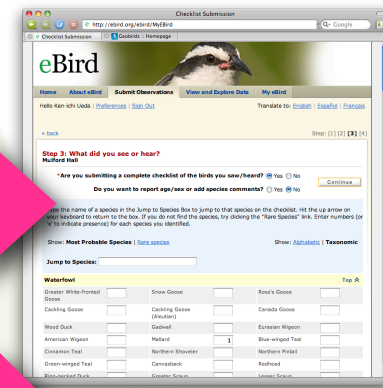
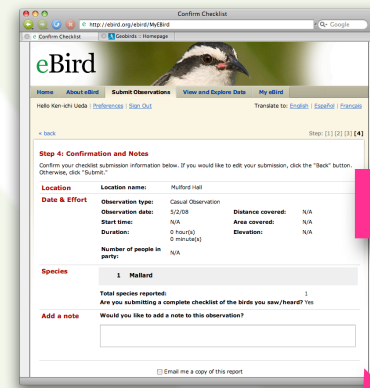
Mailing Lists

Subject: Sassafras Pond Preserve - Mashpee  
 From: Mary Keltner [maryrak AT yahoo.com](mailto:maryrak AT yahoo.com)  
 Date: Sun, 22 Apr 2007 05:47:33 -0700 (PDT)

This meeting at Sassafras Pond Preserve in Mashpee I found the following:

- Canada Goose - 4
- Wood Duck - 2
- American Black Duck - 5
- Mallard - 24
- Ruffinhead - 13
- Common Noddy - 1
- Common Loon - 1
- Double-crested Cormorant - 2
- Great Blue Heron - 2
- Black-necked Stilt - 2
- Mourning Dove - 1
- Great Black-backed Gull - 12
- Ring-necked Pigeon - 4
- Red-tailed Woodpecker - 1
- Downy Woodpecker - 4
- White-headed Woodpecker - 2
- Western Tanager - 3
- Eastern Phoebe - 9
- Blue Jay - 8
- American Crow - 11
- Tree Toad - 1
- Red-bellied Woodpecker - 39
- Black-capped Chickadee - 13
- Tufted Titmouse - 13
- Red-breasted Nuthatch - 5
- White-breasted Nuthatch - 1
- Brown Creeper - 2
- Carolina Wren - 3
- Winter Wren - 1
- Hermit Thrush - 1
- American Robin - 1
- Yellow-rumped Warbler - 15
- Pine Siskin - 10

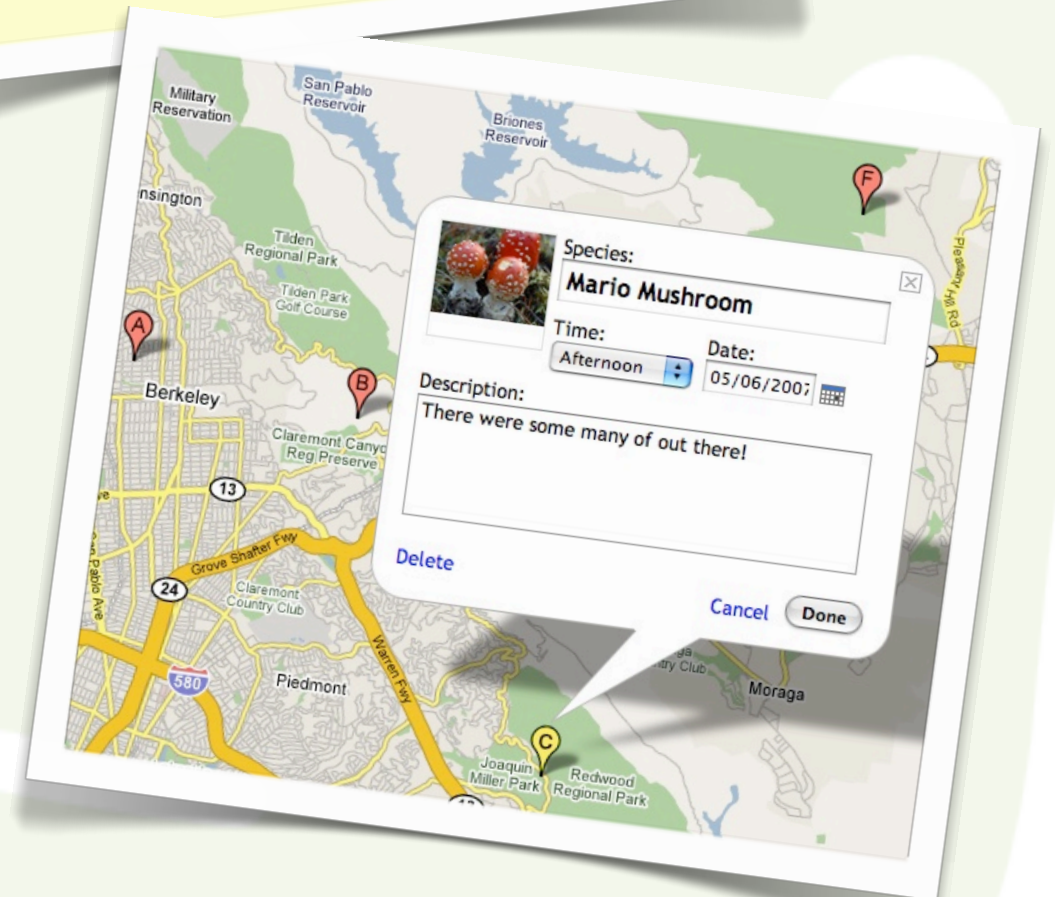
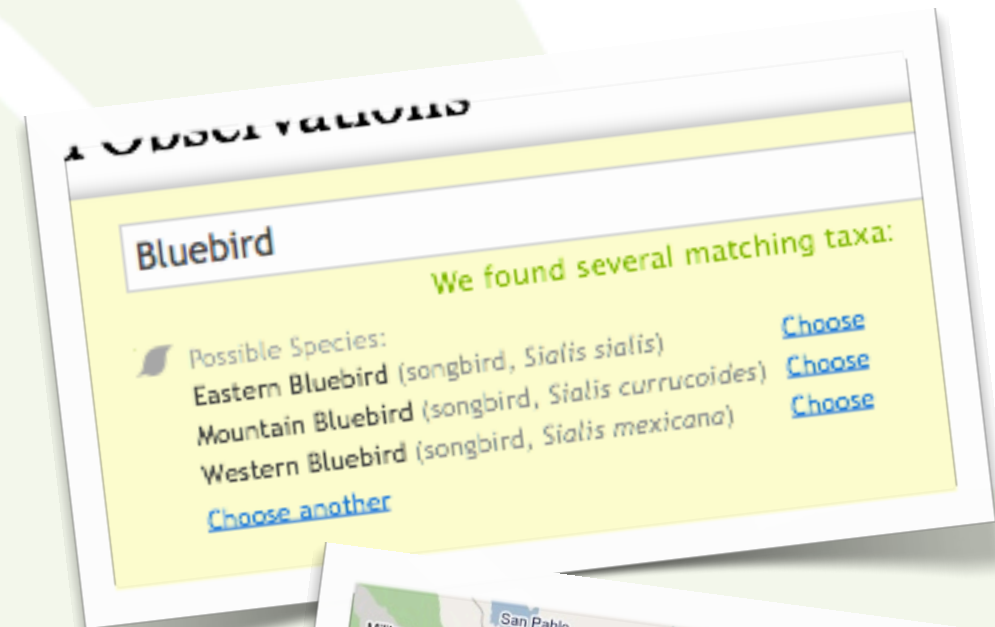
Photo-sharing Sites





# What We Can Add

- user-centered design process
- support all forms of life
- benefit from integration



# Living History of Life on Earth

- naturalists record ecologically relevant data almost **24/7**
- tracking **invasive species**
- monitoring **native populations**
- useful to **researchers and managers**





# Ecological Literacy

- enable people to **explore local biodiversity**
- **reveal novelty** to seasoned naturalists
- **get outside!**



# Incentivizing Users

## Capture

- reveal community activity
- support varying levels of expertise

## Retention

- provide added value
- keep community engaged

## Maintain Quality

- accuracy
- completeness
- consistency

Juggling these things is **HARD!** (but **interesting**)




iNaturalist.org – A Community for Naturalists

http://test.inaturalist.org/ Google


**iNaturalist.org** Observations Species People ID Please! Sign In or Sign Up!

is an egg 🥚! Help us emerge by telling us what you think!




## Explore!

Your World!



## Learn!

About Life!



## Record!

Sign Up and Add Observations!

## Welcome!

to **iNaturalist.org**, where you can **record** what you see in nature, **meet** other nature lovers, and **learn** about the natural world.

[Learn More →](#)

[Sign Up!](#)

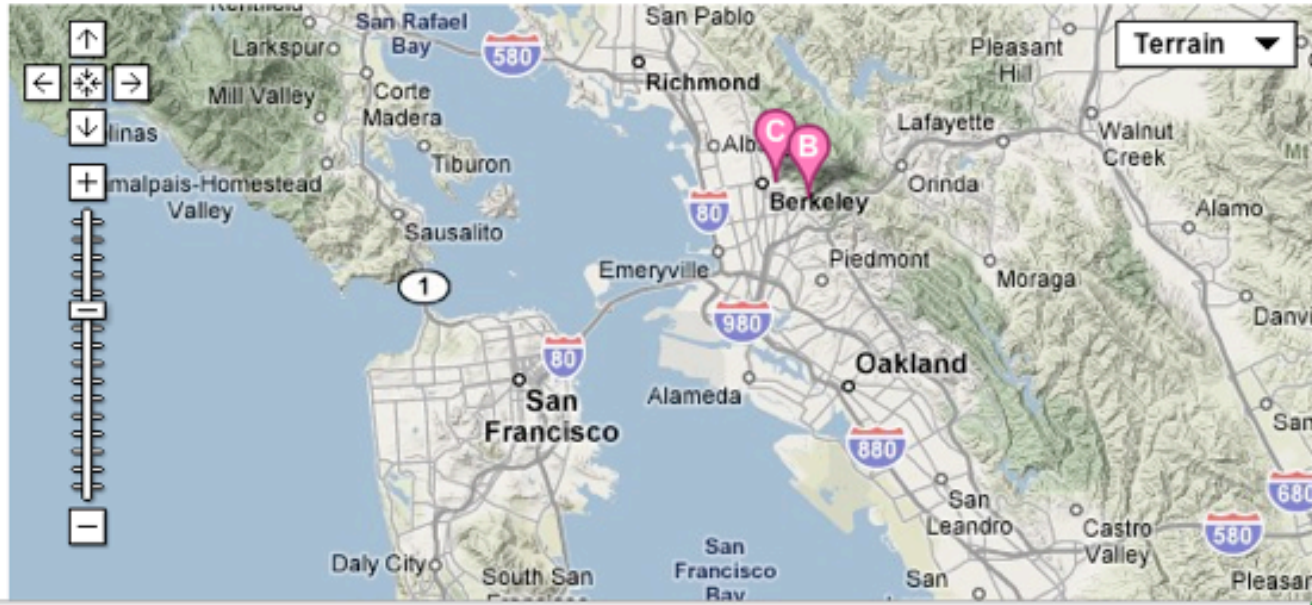
100

### 125 Observations

Help us reach our initial goal of 1,000 observations! [Learn More »](#)

### The last 5 observations

- A **Hermisenda crassicornis**, observed by [kueda](#) on 2008/05/01. [View »](#)
- B **Sceloporus occidentalis**, observed by [kueda](#) on 2008/05/02. [View »](#)
- C **chestnut-backed chickadee**, observed by [kueda](#) on 2008/05/03. [View »](#)



Done zotero


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Google

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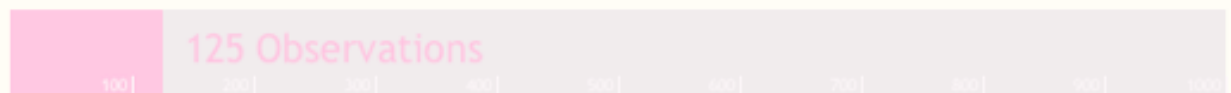
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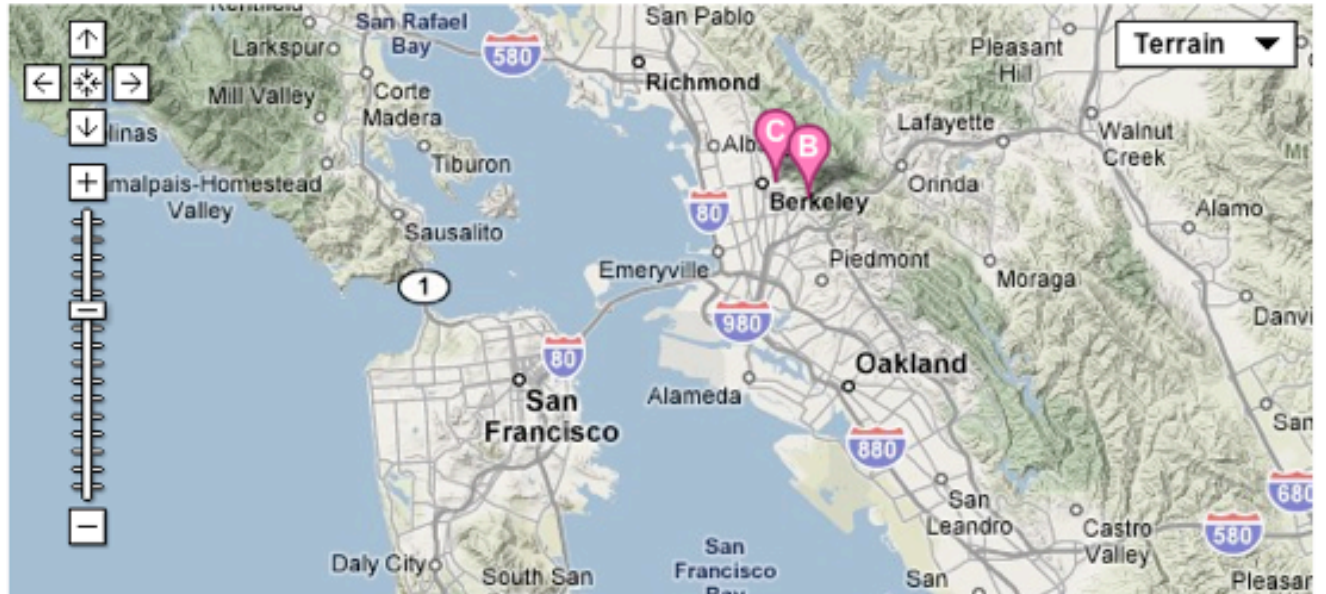
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Capture



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Retention

iNat: Observation 9: Umbrella Crab, observed by kueda on May 8, 2008

http://test.inaturalist.org/observations/9

iNaturalist.org Observations Species People ID Please! Welcome, tedsinclair! (Sign Out) Your Home Your Obs. (add) Your Lists

Is an egg 🐣! Help us emerge by telling us what you think!

« Back to kueda's observations

## Umbrella Crab, observed by kueda on May 8, 2008

th Pacific Ocean

United States

México

POWERED BY Google Map data ©2008 Tele Atlas - Terms of Use

Location: Search for a place  
Lat: 37.2258 , Lon: -122.412

### Identifications

kueda thinks this is a umbrella crab  
(*Cryptolithodes sitchensis*)

Suggest an ID

Species Unknown

### Markings

Beautiful

**Bizzare**

You marked this Bizzare

Crikey!

1 person has marked this Crikey!

Cute

Dangerous

Rare

### Description

*I have always seen this crab in guides, but never in reality, so I was VERY excited to find one under a rock while tidepooling.*

Tags: tidepools, crabs

### Comments

tedsinclair said 2 minutes ago, ( Edit | Delete )

Woah, that is one freaky crab.

Done zotero

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Suggest an ID

 Save

Species Unknown



iNat: Observation 9: Umbrella Crab, observed by kueda on May 8, 2008

http://test.inaturalist.org/observations/9


Google

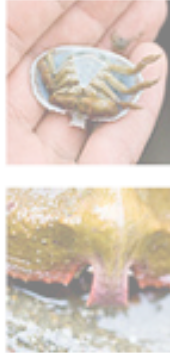
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Woah, that is one freaky crab.

# Retention

Done zotero

iNat: ID Please!

http://localhost:3000/observations/id\_please

iNaturalist.org Observations Species People **ID Please!** Welcome, kueda! (Sign Out) Your Home Your Obs. (add) Your Lists




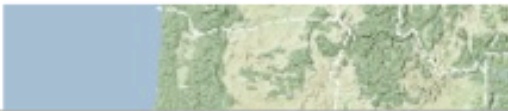
is an egg 🥚 ! Help us emerge by telling us what you think!

## ID Please!

Inspired by the Flickr group [ID Please](#), this is a place to post observations of things you don't know, and to help people identify mysterious creatures! To add an observation to ID Please, click this button:

[Add a New Observation to ID Please!](#)

Remember, it's a lot easier to ID something if you provide as much descriptive information as possible. Most importantly, please provide a place, a date/time, and some information about the size.

Guess / Description	Where	Help Out!
 <p>Beautiful flower, observed by adam at 12:00 PM PST on April 24, 2008</p> <p><i>I know they're everywhere, but I'm embarrassed to admit I don't know what they are!</i> <a href="#">View full observation »</a></p>	<p>Somewhere</p>  <p>POWERED BY Google LeadDog Consulting, Tele Atlas - <a href="#">Terms of Use</a></p>	<p>Suggest an ID</p> <input type="text"/> <a href="#">Save</a>
 <p>some kind of bear, observed by adam on April 22, 2008</p> <p><i>What kind of bear lives in the Sierra?</i></p>	<p>Somewhere</p> 	<p>Suggest an ID</p> <input type="text"/> <a href="#">Save</a>

Done

zotero

Capture

Retention

Quality



iNaturalist: Add Your Observations

http://localhost:3000/observations/new\_alt

iNaturalist.org Observations Species People ID Please!

Welcome, kueda! (Sign Out) Your Home Your Obs. (add) Your Lists

is an egg ! Help us emerge by telling us what you think!

What did you see?  
Anna's Hummingbird

Where were you?  
berkeley [Search the Map](#)

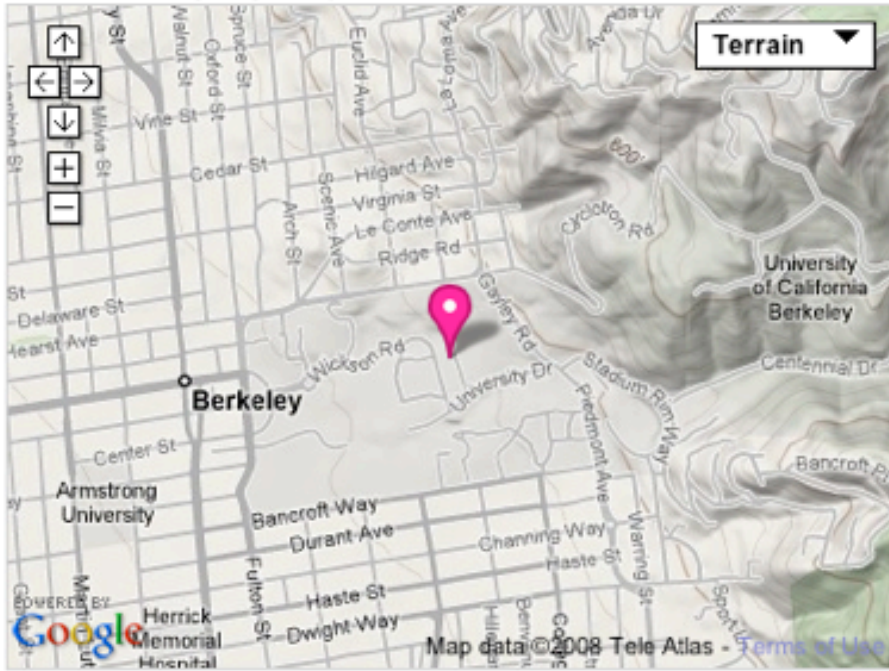
*Calypte anna*  ID Please!

When did you see it?  
yesterday at 2pm

Description  
It was a mature male.  
Brilliantly purple!

What words best describe this observation?  
hummingbirds, berkeley, radical

Click on the map to place your observation.



Latitude  
37.872888595170075

Longitude  
-122.25817680358887

[Cancel](#) [Add Another Observation](#) or [Save All](#)

[About iNaturalist](#) [FAQ](#) [Tell Us What You Think!](#)

Done zotero

iNaturalist: Add Your Observations

http://localhost:3000/observations/new\_alt

iNaturalist.org Observations Species People ID Please!

Welcome, kueda! (Sign Out) Your Home Your Obs. (add) Your Lists

is an egg 🐣! Help us emerge by telling us what you think!

What did you see?  
Anna's Hummingbird

Where were you?  
berkeley [Search the Map](#)

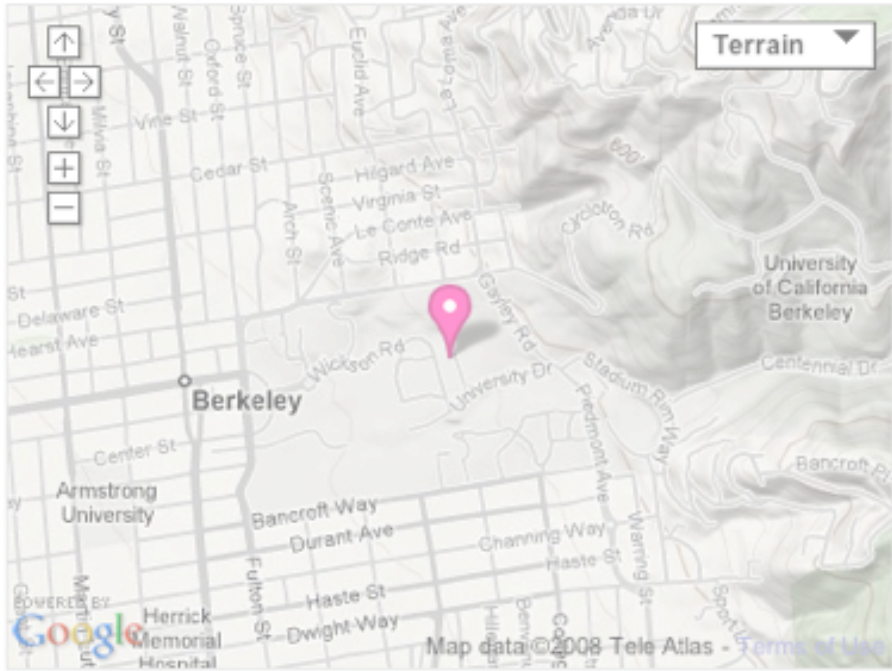
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[Cancel](#) [Add Another Observation](#) or [Save All](#)

[About iNaturalist](#) [FAQ](#) [Tell Us What You Think!](#)

Done zotero



**iNaturalist**

**When**

February 2007

Mornings  
 Afternoon  
 Night

Mornings: 12:00 AM - 12:00 PM  
 Afternoon: 12:00 PM - 12:00 AM  
 Night: 12:00 AM - 12:00 AM

**Where**

Search for a place

Search

What

Choose a photo  
 Add a species  
 February 17th, 2007  
 Mark change  
 Drag to Map  
 Different options

Western Bluebird  
 9:56 AM Feb 17th 2007  
 Change  
 Different options

Add Your Data

**iNaturalist.org**

Create an Outing

**When**

February 2007

Any time  
 Morning  
 Afternoon  
 Night

**What**

Anna's Hummingbird  
 Feb 23, 2007 (Morning)  
 Tilden Regional Park  
 Berkeley, CA

Add a Photo  
 Turkey Vulture  
 Feb 23, 2007 (Morning)  
 Tilden Regional Park  
 Berkeley, CA

**iNaturalist.org**

New outing

Find a location: Search

click on map to add observations

Map Satellite Hybrid

Click to add photo  
Type species name  
No date or time selected  
(click and drag to add location)

More options Add another at this location Done

**Observations**

Brandi's Cormorant

No date or time selected Edit Date/Time

Date: 2007 April 4

Time: 10:40

Zone

(click and drag to add location)

Hide Options

Type notes here

Total Found: 1

Add another at this location Done

Click to add photo  
Annas Hummingbird

No date or time selected Edit Date/Time

Date: 2007 April 4

Time: 10:40

Zone

(click and drag to add location)

More options Add another at this location Done

**iNaturalist.org**

Observations: new

http://dev.naturalist.org/observations/new

Map Satellite Hybrid

Species: Mario Mushroom

Time: Afternoon Date: 05/06/2007

Description: There were some many of out there!

Delete Cancel Done

**iNaturalist.org**

Your Observations

New Observation

What: Trumpetfish

Where: Trumpetfish (*Macroramphosus scolopax*)  
Trumpetfish (*Aulostomus maculatus*)  
Trumpetfish (*Aulostomus maculatus*)  
Trumpetfish (*Aulostomus maculatus*)  
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Trumpetfish (*Aulostomus maculatus*)  
Trumpetfish (*Aulostomus maculatus*)  
Trumpetfish (*Aulostomus maculatus*)

When: Jan. 8

Description:

Where: Turks and Caicos

Cancel Add

What did you see?  
Anna's Hummingbird

When did you see it?  
Yesterday

Description  
It was rad!

Where were you?  
South Hall, Berkeley, CA

Click on the map to place your observation.

Search the Map

Latitude: 37.87152506205973

Longitude: -122.25825190544128

Cancel Add Another Observation or Save All



Observations by Everyone

http://localhost:3000/observations

# Observations by Everyone

Showing 30 of 30. [Jump to recent](#)

Filter by  w/ photos only  ID Please  Identifications  Any  Most agree  Some agree  Most disagree

Show All, None

[Apply Filters!](#)

Map Satellite Terrain

Calochortus pulchellus, observed by [tedsinclair](#)  
at 05:00 PM PST on May 1, 2008  
*Can't believe how many are blooming this year!*

[View full observation »](#)

Map data ©2008 Tele Atlas

- rnis
- Hygrocybe
- harbor seal
- hoopoe
- Dirona albolineata
- blue whale (Balaenoptera)
- Nymphalidae
- American Avocet
- Hygrocybe conica
- California Towhee
- Some kind of wader?
- Calochortus pulchellus

Done zotero

iNat: Taxa: Anna's Hummingbird (*Calypte anna*)

http://localhost:3000/taxa/114

**iNaturalist.org** Observations **Species** People ID Please!

Welcome, kueda! (Sign Out) Your Home Your Obs. (add) Your Lists

is an egg 🥚 ! Help us emerge by telling us what you think!

[« Back to All Species](#)

## Anna's Hummingbird (*Calypte anna*)

Source: *Catalogue of Life*

### Classification

within iNaturalist

- All Life
- Kingdom Animalia
- Phylum Chordata
- Class Aves
- Order Apodiformes
- Family Trochilidae
- Genus *Calypte*
- Anna's Hummingbird (*Calypte anna*)

### All Names

*Calypte anna*  
(scientific names)

Anna's Hummingbird  
(english)




Photo: [View original CC'd photo on Flickr by Miwok.](#)

### Observations

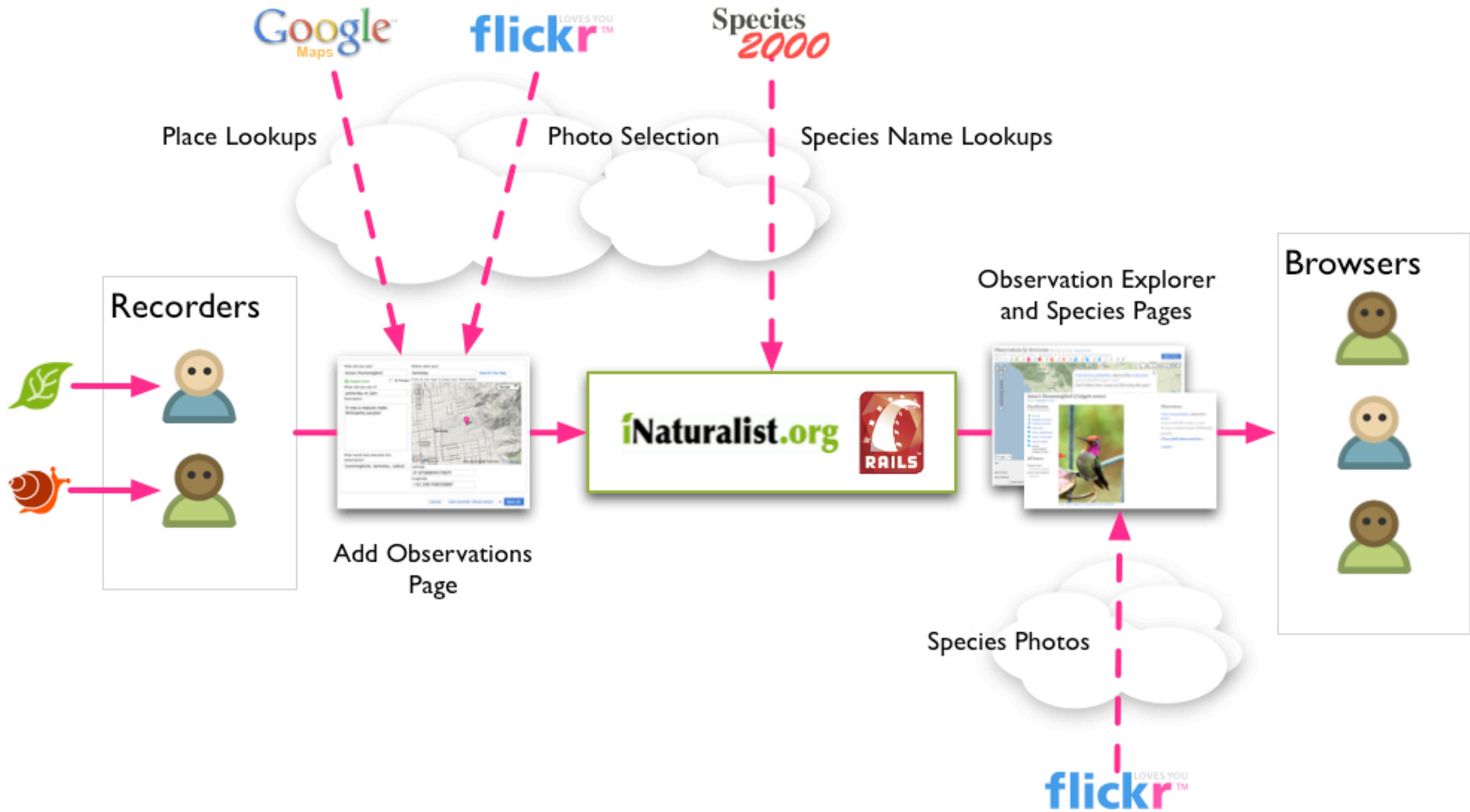
[Anna's Hummingbird](#), observed by [kueda](#)  
at 02:00 PM PST on May 3, 2008  
*It was a mature male. Brilliantly purple!*  
[View full observation »](#)

**1 total »**

More Creative Commons Flickr Photos Tagged "Calypte anna"

Done zotero

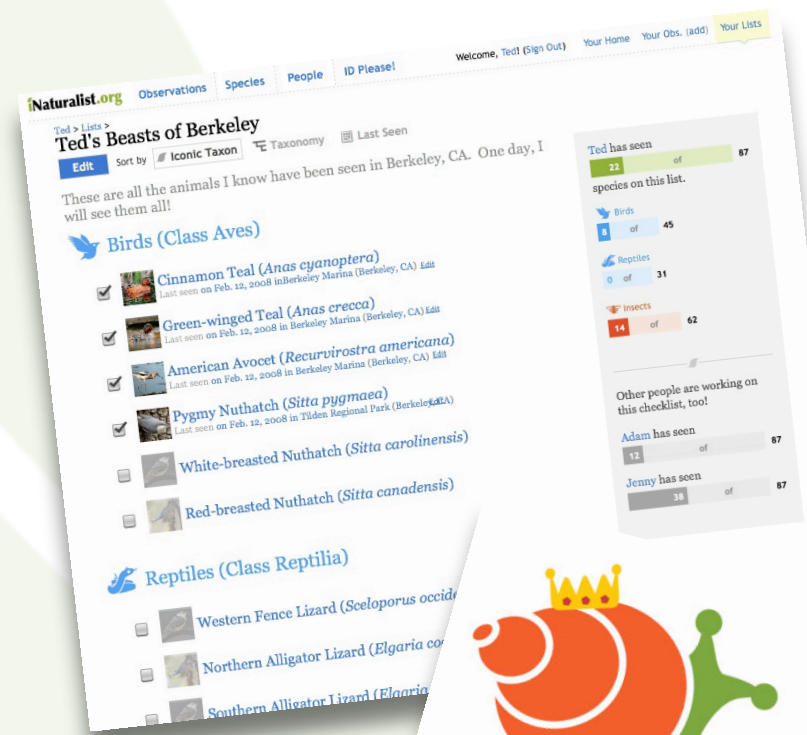






# The Glorious Future

- checklists and personal goals
- rewards (badges)
- integrating more external data
- easier data contribution!
- parsing species names from your email or blog posts
- mobile app





# Thanks!

Sign up and tell your friends!

[www.inaturalist.org](http://www.inaturalist.org)

Nate Agrin <[n8agrin@ischool.berkeley.edu](mailto:n8agrin@ischool.berkeley.edu)>

Jess Kline <[jess@ischool.berkeley.edu](mailto:jess@ischool.berkeley.edu)>

Ken-ichi Ueda <[kueda@ischool.berkeley.edu](mailto:kueda@ischool.berkeley.edu)>