



UNIVERSITY OF  
Southampton

# Zebraversity Challenge

Southampton BioBlitz, summer 2016



# Southampton BioBlitz

- Campus BioBlitzes in June 2014 and 2015
- Aim: to engage the general public with local wildlife
- But, small number of members of the public actually attended (our students loved them!)



# Summer 2016 – Zebraversity Challenge!



# Zebraversity events

- At the sculpture
- Attended by about 1000 people
- What we learnt – Saturdays are not a good day



# Zebraversity events

- Evening talks
- Attended by 100 people (mainly our students)
- What we learnt – attendance not good at 5pm on a Saturday, our students not here until September



# Zebraversity events

- BioBlitz in East Park
- Only about 10 people came along (not including us and our volunteers)
- What we learnt: Rainy Saturdays do not work



# Measuring outcomes

- ERGO approval for data collection
  - Questionnaires
    - Adults
    - Children

Abstract accepted for British Ecological Society to present in citizen science session

- Interviews

# The future...

- Events/activities
  - Going into schools works really well (different audience to other science communication events in the city)
  - Getting people to attend is hard work! Use pre-existing groups, where you can
  - Summer school?
- Social media interest
- Recognition by other groups within university and beyond
- Analysis of 4 years of campus species lists
- Use events to generate their own data → research in itself
  - Connection with nature

# Thank you!

- Meg and Olly, the Southampton BioBlitz interns 2016

