

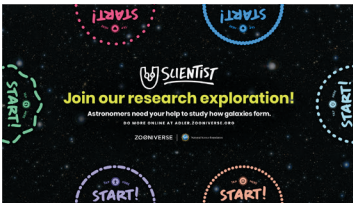


YOU, THE SCIENTIST!

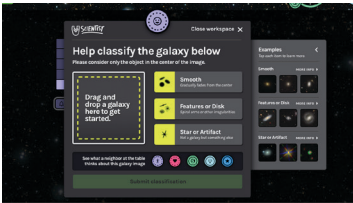
Bringing citizen science to a new audience

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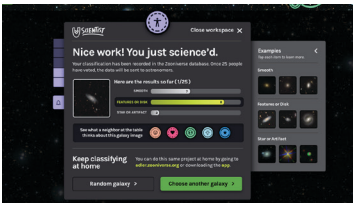
SCREENSHOTS



LANDING SCREEN



INDIVIDUAL WORKSPACE



SUMMARY SCREEN

PROJECT BACKGROUND

U!Scientist is an in-gallery touch table adaptation of the popular Zooniverse project Galaxy Zoo. Since 2007, citizen scientists have helped astronomers do real research by answering a series of short questions to classify galaxy images based on their shape. U!Scientist distills this workflow into a concise experience made specifically for museum visitors.

MAIN OBJECTIVE

This study examined how the messaging on the U!Scientist in-gallery interactive prompts museum visitors to understand that they are able to help scientists do real research and to use evidence-based reasoning to explain their choices to family and friends.

RESULTS & CONCLUSIONS

1. The messaging helped people understand they were contributing to real science and not just playing a game.
2. Visitors were motivated to stay at the table longer to try to match the consensus results when they saw that their answers would be compared to others'.
3. Kids and adults generally approached the activity differently. On average, kids treated the interactive like a game, classifying by matching example pictures with the galaxies shown; conversely, adults read the provided information and took longer to make their choices.
4. The rapid, iterative testing and design approach made it possible to quickly incorporate user feedback about messaging and interaction design.
5. The link between the table interactive and the Galaxy Zoo online experience was not apparent.



GATHERING DATA: QUALITATIVE INTERVIEWS

NEXT STEPS

The U!Scientist and Zooniverse teams are looking to expand this project outside of the Adler Planetarium. If your institution might be a good fit for this type of interactive or something similar, please fill out this Google form: bit.ly/UScientistSurvey.

For more information about this project, contact becky@zooniverse.org.