

Visualising biological records, and options for feedback to engage recorders

BRC recording schemes meeting, March 9th 2024

Rich Burkmar & Simon Rolph

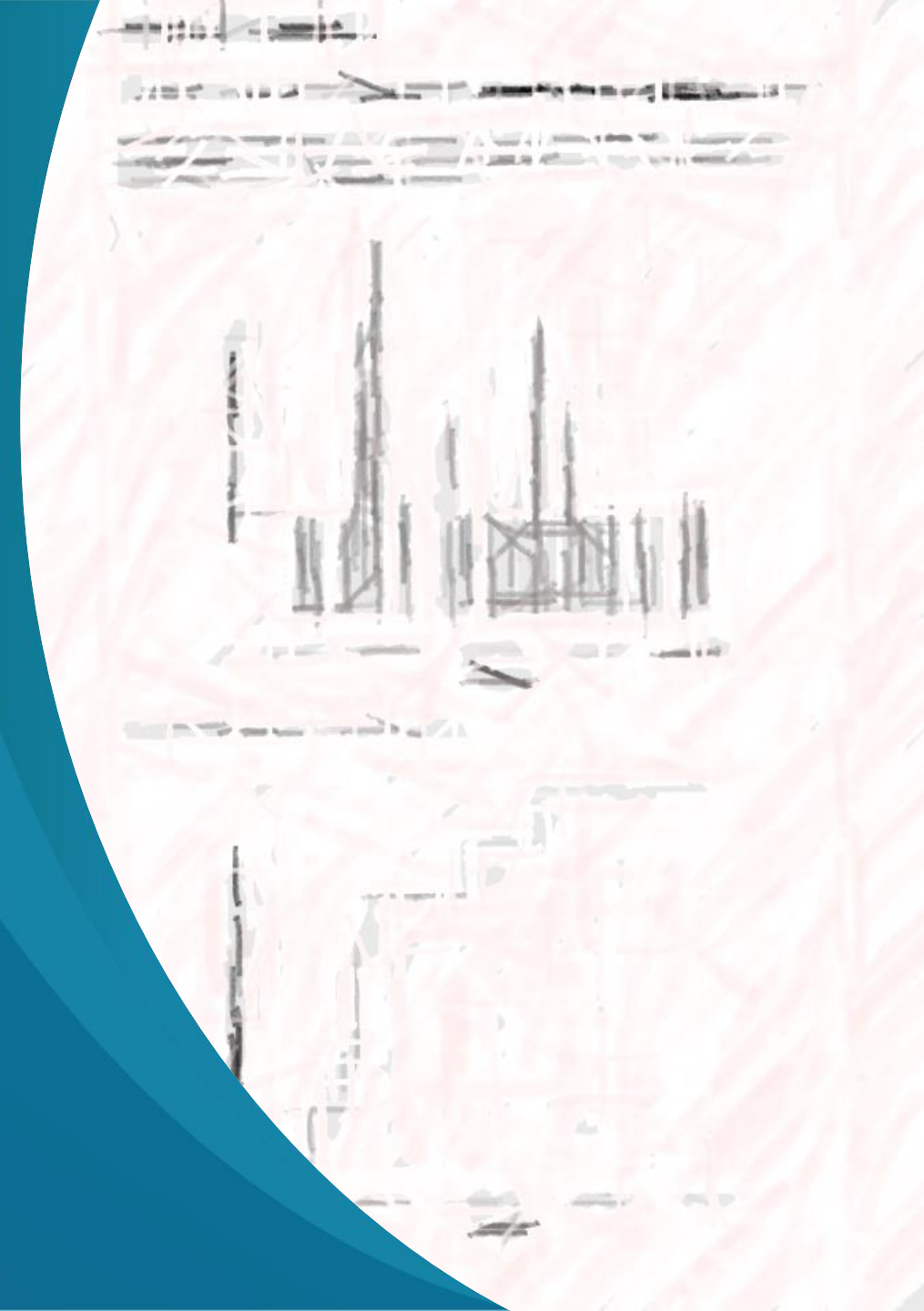


Presentation plan

1. Visualising records - Rich Burkmar
2. Feedback to engage recorders - Simon Rolph
3. Questions

Local atlas tool

Feedback loops for biological recording



Outline

1. What do we mean by feedback loops?
2. Some real-world examples of feedback loops in biological recording
3. What are we doing currently?
4. A look into the future

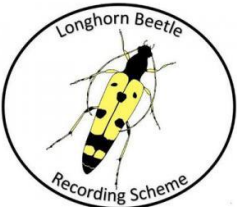
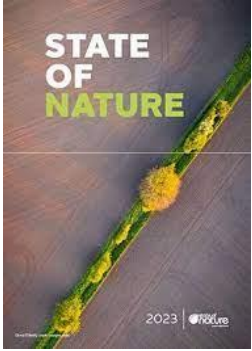
Creating feedback loops



Submitting biological records



Database of records



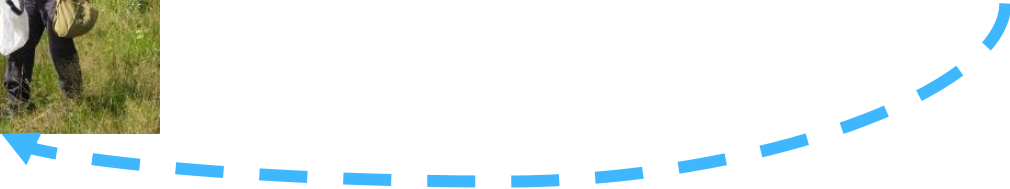
Creating feedback loops



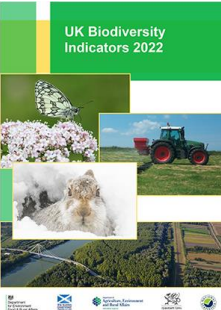
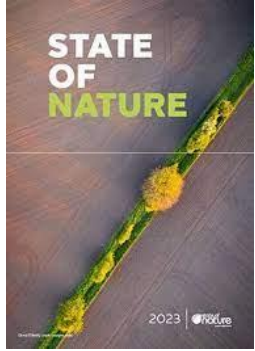
Submitting biological records



Database of records

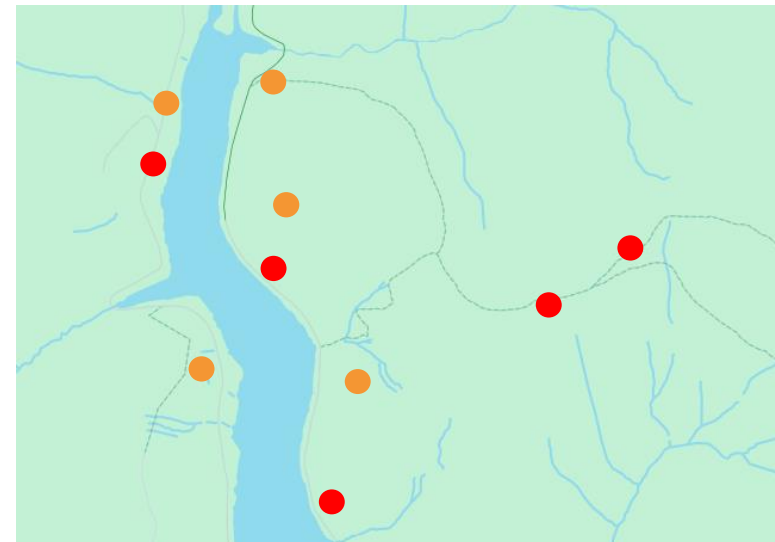
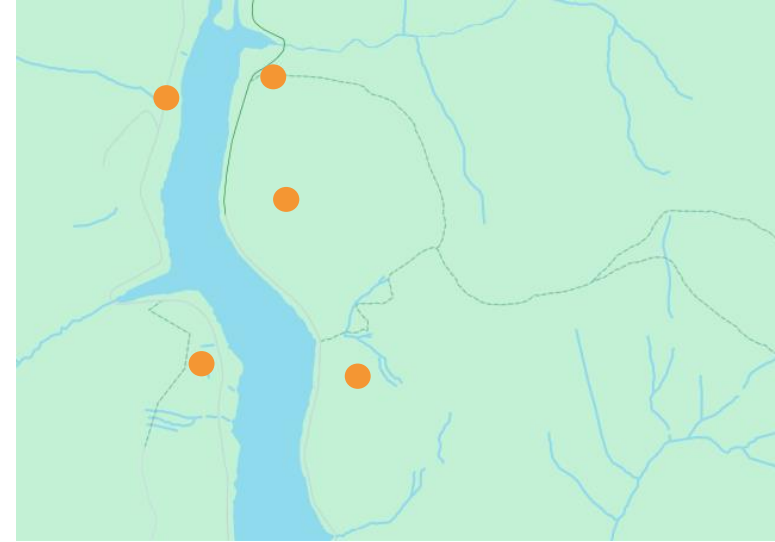


Getting feedback on recording activity



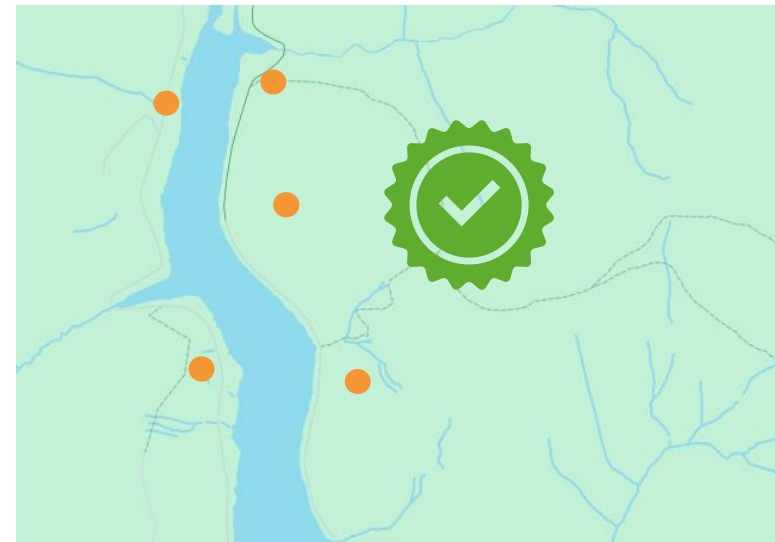
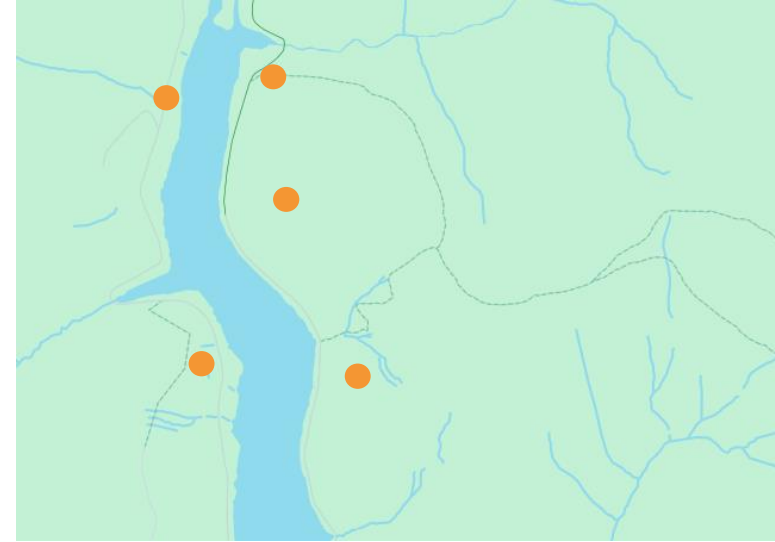
Why?

- Encourage more recording



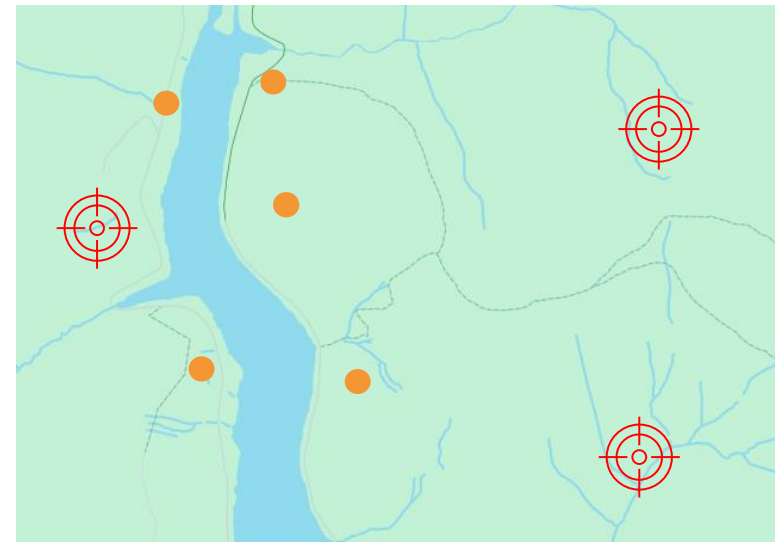
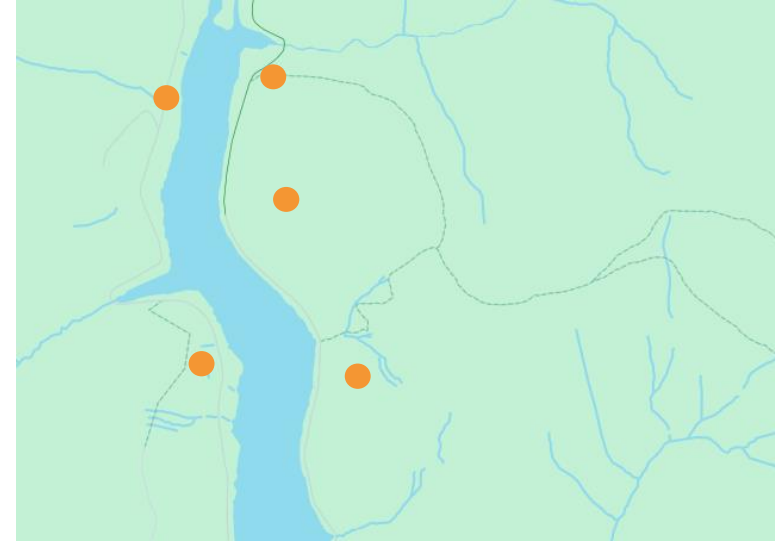
Why?

- Encourage more recording
- **Improve quality of recording data**

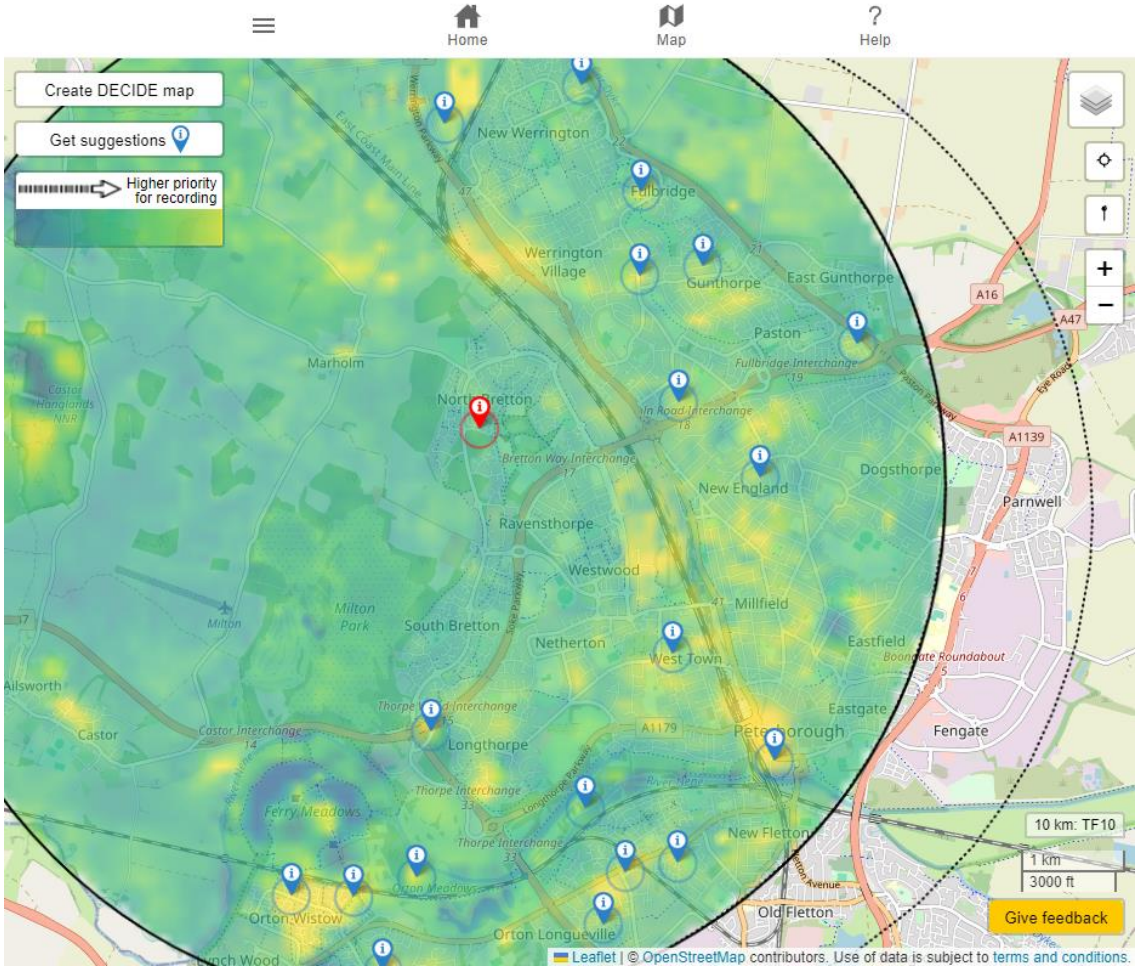
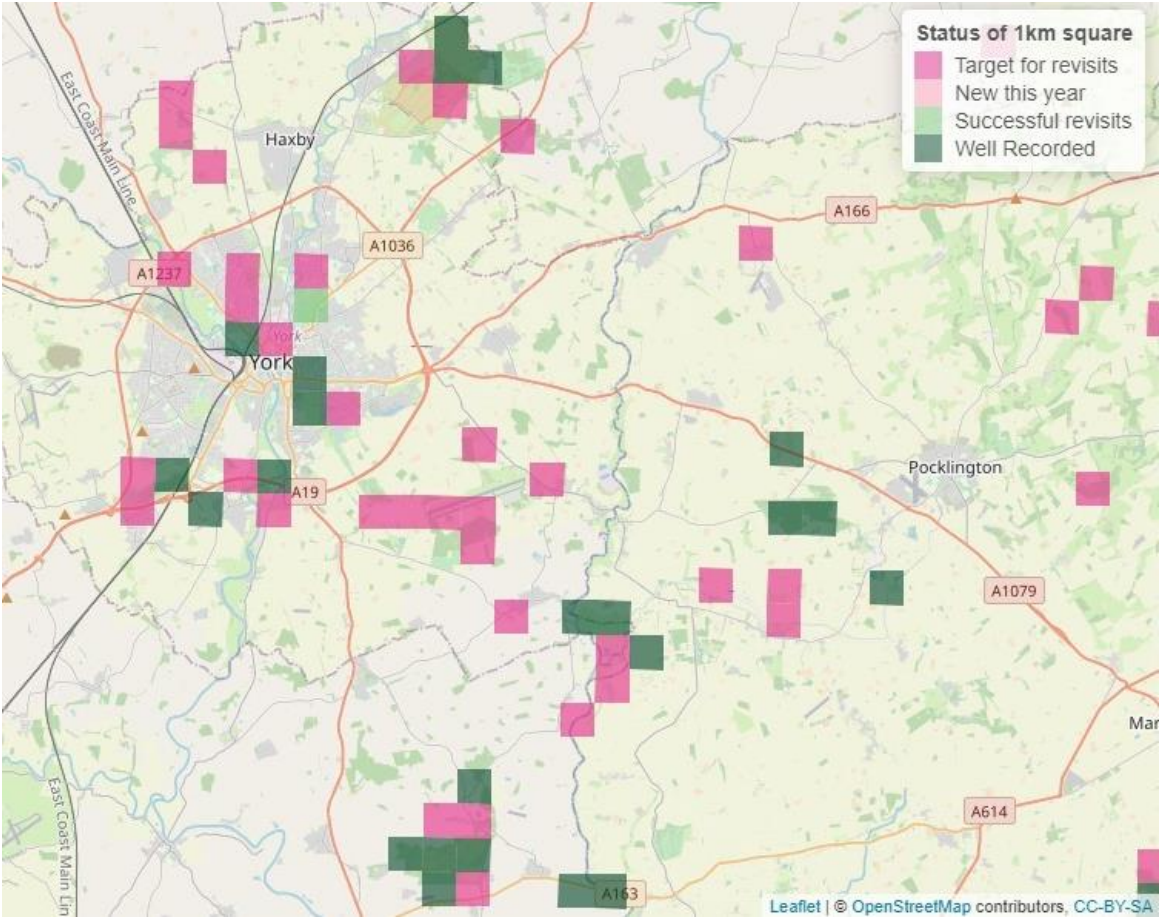


Why?

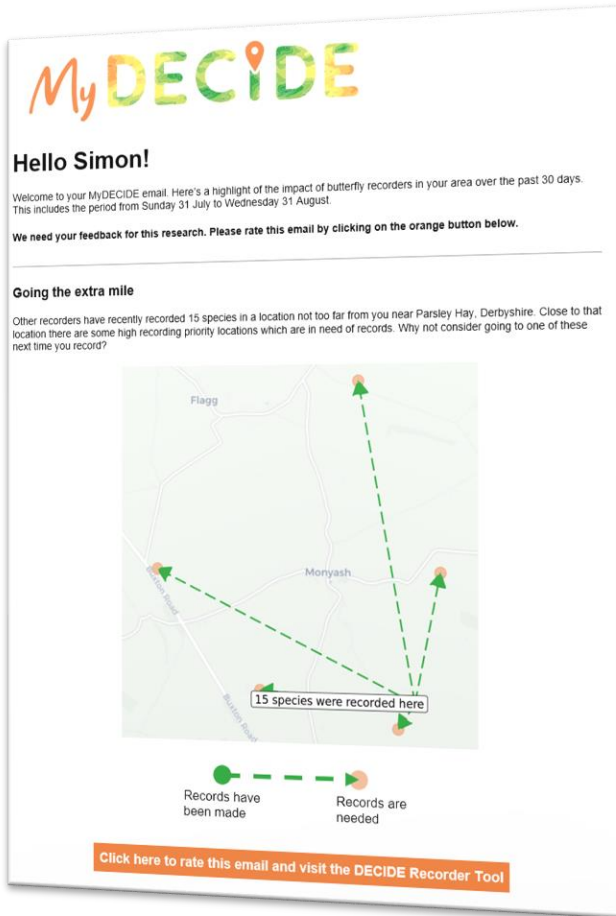
- Encourage more recording
- Improve quality of recording data
- **Suggest recording in areas which need more data**
- **Targeting under recorded species**



Recent examples: Targeting Revisits and DECIDE



Personalised feedback in MyDECIDE



MyDECIDE

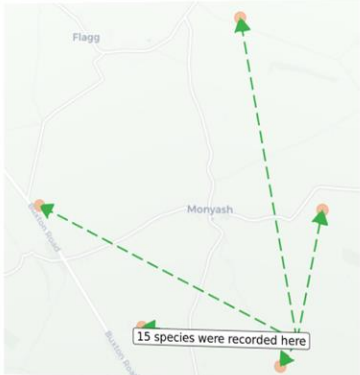
Hello Simon!

Welcome to your MyDECIDE email. Here's a highlight of the impact of butterfly recorders in your area over the past 30 days. This includes the period from Sunday 31 July to Wednesday 31 August.

We need your feedback for this research. Please rate this email by clicking on the orange button below.

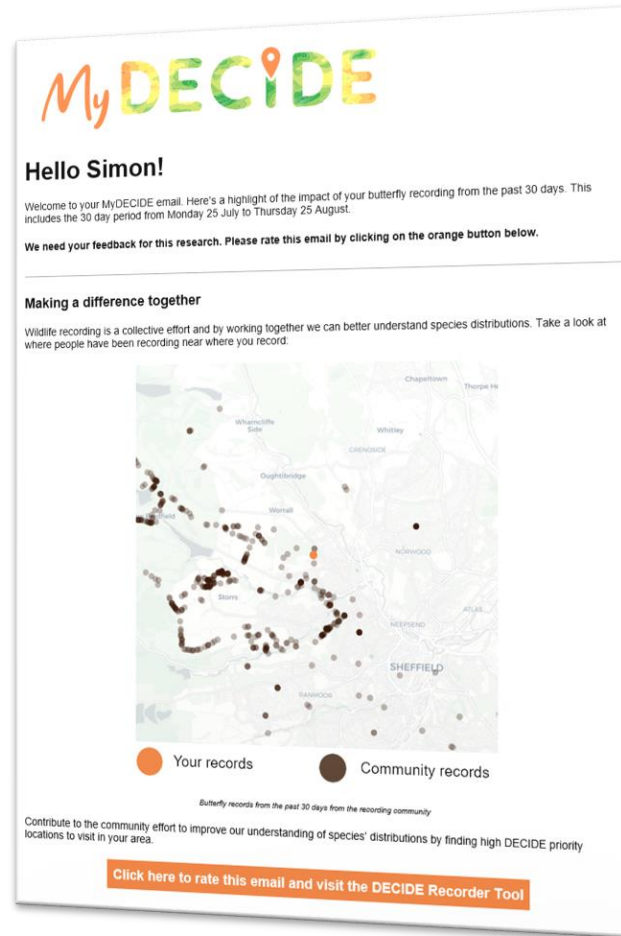
Going the extra mile

Other recorders have recently recorded 15 species in a location not too far from you near Parsley Hay, Derbyshire. Close to that location there are some high recording priority locations which are in need of records. Why not consider going to one of these next time you record?



Records have been made Records are needed

[Click here to rate this email and visit the DECIDE Recorder Tool](#)



MyDECIDE


Hello Simon!

Welcome to your MyDECIDE email. Here's a highlight of the impact of your butterfly recording from the past 30 days. This includes the 30 day period from Monday 25 July to Thursday 25 August.

We need your feedback for this research. Please rate this email by clicking on the orange button below.

Making a difference together

Wildlife recording is a collective effort and by working together we can better understand species distributions. Take a look at where people have been recording near where you record.

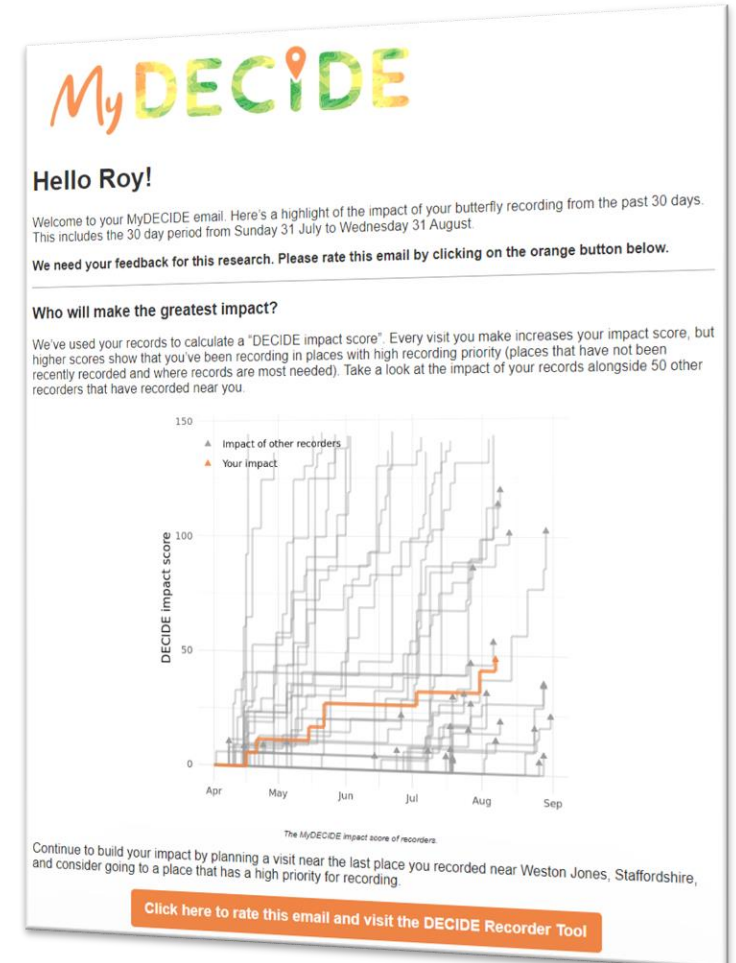


● Your records ● Community records

Butterfly records from the past 30 days from the recording community

Contribute to the community effort to improve our understanding of species' distributions by finding high DECIDE priority locations to visit in your area.

[Click here to rate this email and visit the DECIDE Recorder Tool](#)



MyDECIDE

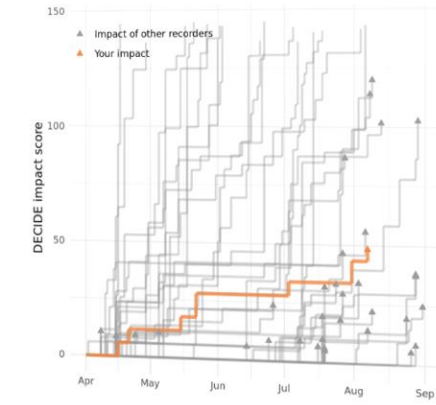
Hello Roy!

Welcome to your MyDECIDE email. Here's a highlight of the impact of your butterfly recording from the past 30 days. This includes the 30 day period from Sunday 31 July to Wednesday 31 August.

We need your feedback for this research. Please rate this email by clicking on the orange button below.

Who will make the greatest impact?

We've used your records to calculate a "DECIDE impact score". Every visit you make increases your impact score, but higher scores show that you've been recording in places with high recording priority (places that have not been recently recorded and where records are most needed). Take a look at the impact of your records alongside 50 other recorders that have recorded near you.



The MyDECIDE impact score of recorders

Continue to build your impact by planning a visit near the last place you recorded near Weston Jones, Staffordshire, and consider going to a place that has a high priority for recording.

[Click here to rate this email and visit the DECIDE Recorder Tool](#)

Current findings

- Building feedbacks loops can create win-wins
- Communication is key
- Challenges in implementing personalised feedback at scale

What are we doing now

- Engaging with scheme organisers to find out **WHAT** sort of feedback they want to send to recorders and **WHY** they want to send it

Questionnaire online now →

Within a project called BReVI



BRC Data Visualisation and Personalised Feedback questionnaire 2024

Background

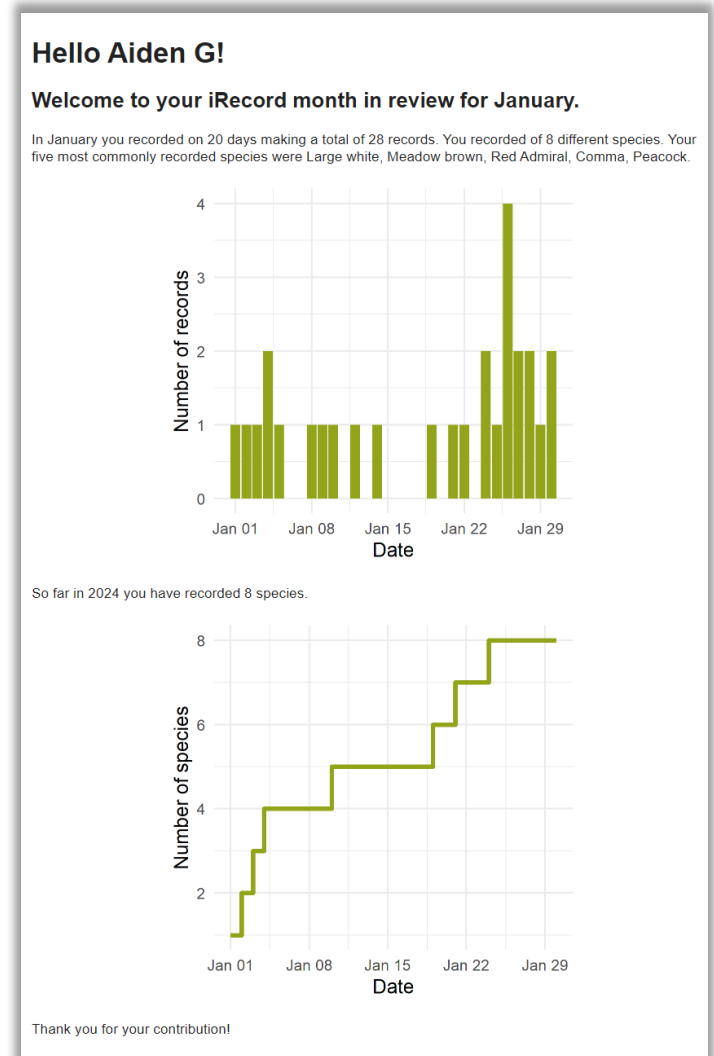
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Thank you for starting this questionnaire. The [UKCEH Biological Records Centre](#) (BRC) BRC wishes to get a clearer idea of what additional tools could be provided to support recording scheme activity, including online resources for producing maps and charts or other graphical displays, and automated ways of generating feedback to recorders. This work is supported by the [Joint Nature Conservation Committee](#) (JNCC) via the "Biological Recording, Verification and Interpretation" project.

We would be very grateful for your response. We estimate it will take 10-15 minutes to complete the questionnaire. We would also like to follow up with online interviews for around 10-12 people, and there is a final question to sign up for being contacted about this (with no commitment to take part). If you do wish to take part in the interviews, we will contact you direct via the email you provide (please note that we may not be able to interview everyone who signs up to this).

Recorder feedback work under NCEA

- Working out **HOW** to send personalised feedback
- Infrastructure:
 - Tools for generating feedback
 - Integration with iRecord
 - Delivering feedback (website, emails, push notifications)



A (speculative) look into the future

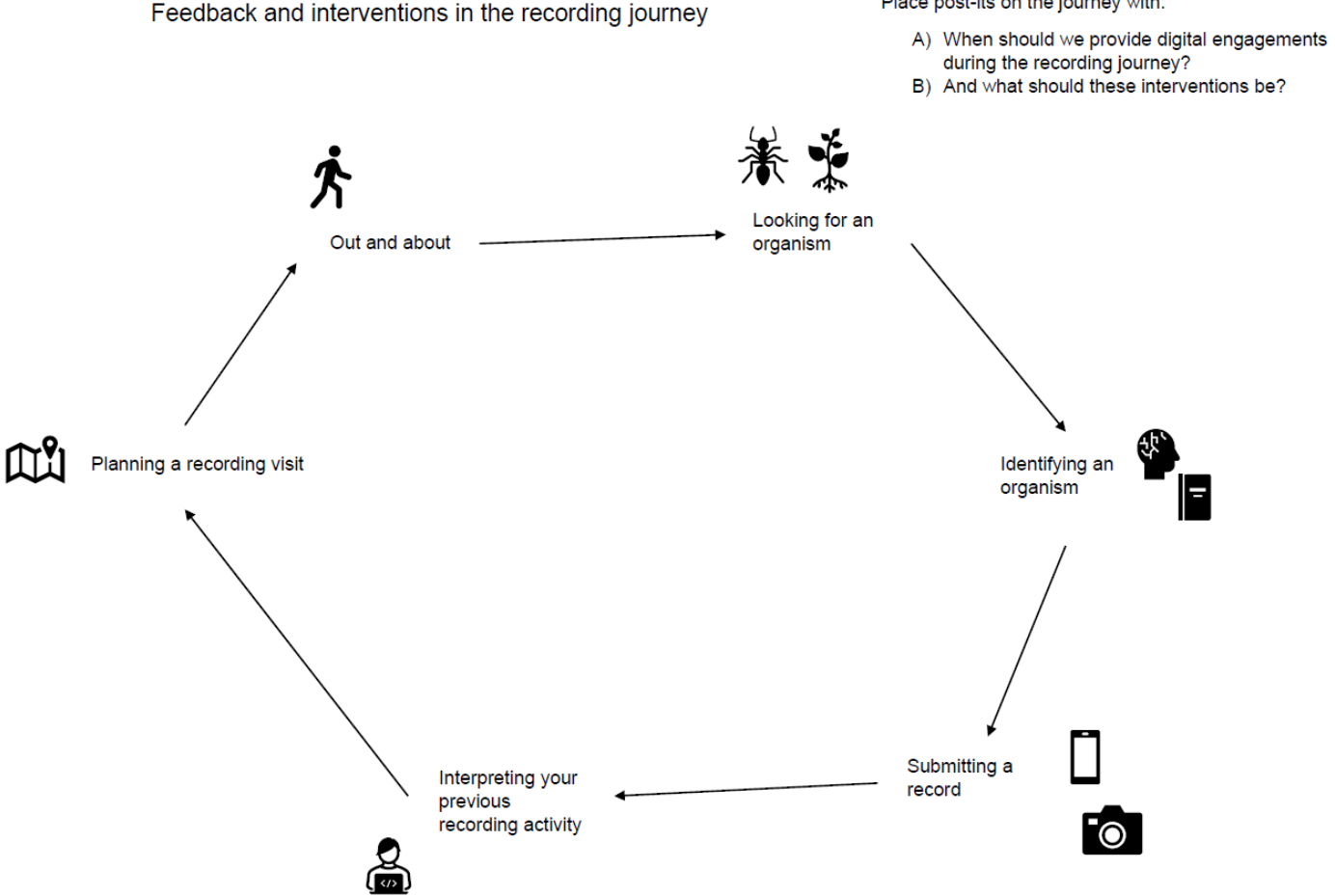
Using AI approaches such as large language models (LLMs) to provide interactive, engaging personalised feedback

- Automated error checking and validation
- Immediate feedback for users on the quality/appropriateness of photos

However, there are risks to be considered



Give us your thoughts!



Thanks for listening – Any questions?

