
Project Building with the Zooniverse Online Citizen Science Platform

Lucy Fortson, November 28, 2018
University of Minnesota

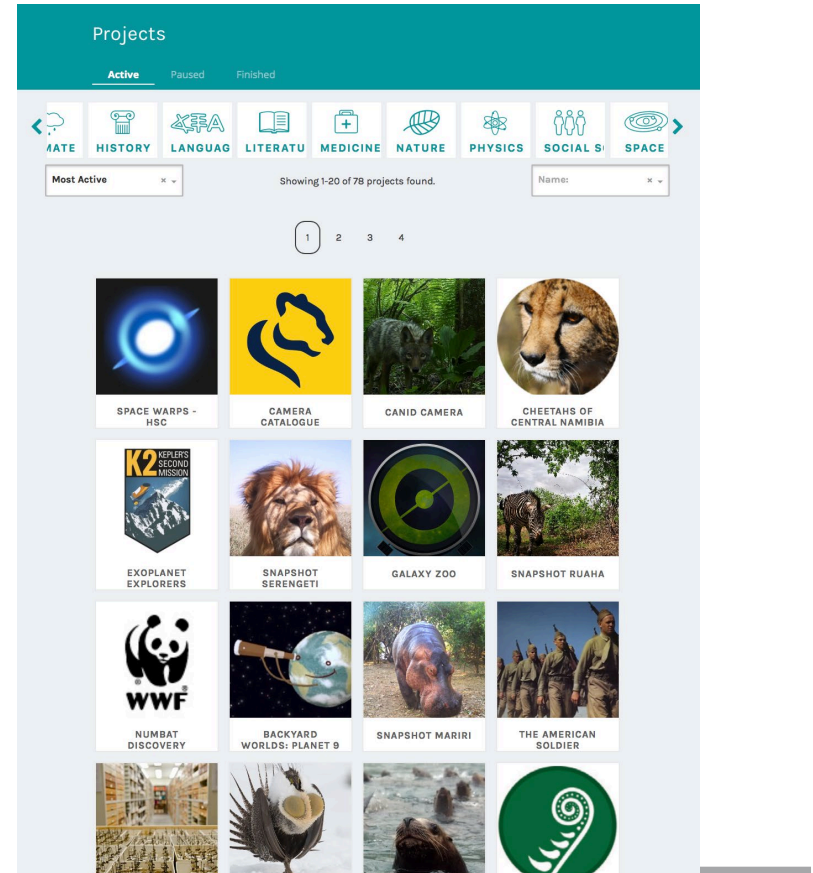
CitSciMN 2018



Zooniverse Home

- 1.75 million volunteers worldwide
- 120+ projects
- 391,682,220 classifications (as of last night)
- 150+ peer reviewed papers
- 110+ FTE effort in one year

<https://www.zooniverse.org>



The screenshot displays the Zooniverse 'Projects' page. At the top, there are tabs for 'Active', 'Paused', and 'Finished', with 'Active' selected. Below the tabs is a navigation bar with icons for various categories: DATE, HISTORY, LANGUAGE, LITERATURE, MEDICINE, NATURE, PHYSICS, SOCIAL SCIENCES, and SPACE. A search bar is visible with the text 'Most Active' and 'Showing 1-20 of 78 projects found.' Below the search bar is a pagination control showing '1' selected. The main content area is a grid of project thumbnails, each with a title and a small image. The projects shown are: SPACE WARPS - HSC, CAMERA CATALOGUE, CANID CAMERA, CHEETAHS OF CENTRAL NAMIBIA, KEPLER'S SECOND MISSION, EXOPLANET EXPLORERS, SNAPSHOT SERENGETI, GALAXY ZOO, SNAPSHOT RUAHA, WWF, NUMBAT DISCOVERY, BACKYARD WORLDS: PLANET 9, SNAPSHOT MARIRI, THE AMERICAN SOLDIER, and a green circular logo with a white spiral.

Individual Landing Page

- Easy access to tools
- Personal Stats
- Zoowide promotions
- Direct Messaging to other volunteers

Project Level:

- “Talk” boards
- Project blogs
- Project Twitter/FB
- Project Emails

“Talk” Board – facilitates volunteer-inspired research through collections & conversations with research team and other volunteers

Subject 20531116

Comments:

- April 2nd 2018, 11:47 pm
NICE, Strong #bar with #foose-two-arm-spiral-galaxy
- April 2nd 2018, 8:38 am
Amazing arms. Spiral in formation?
- April 2nd 2018, 5:30 am
Wow! The spiral tails are incredible. Maybe the early stages of forming out from a protogalactic cloud.
- April 1st 2018, 9:28 pm
ra 154.21883837583079
dec -0.7750331554462862
@lisaebeth @isaebeth
I suspect something interacted with this galaxy, or perhaps it's a merger in progress?
DCALS
Simbad
NASA WISE

Collections:

Popular Tags:
foose-two-arm-spiral-galaxy
bar

18 Active Participants:
lisaebeth, utmozun311, MartinTheK, LucyEWo, Honoha, @isaebeth, @isaebeth, @isaebeth, @isaebeth, @isaebeth

Projects:
Zooniverse Talk
Protect Our Planet From Solar Storms
Penguin Watch
Rain-forest Flowers
Galaxy Zoo
Interior Leaf Tern and Piping Plover Predators
Panochar Archive Project in Borneo
Space Wars - HSC
Galaxy Builder
Snapshot APD
The American Spider

Also same pathways Zooniverse-wide.

Project Builder

**Public – intended for promotion
by Zooniverse**

- **100,000 users signed up for
beta testing**

**Public – intended for promotion
by research team with URL**

- **Ideal for education and
small research projects**

Private – behind firewall

- **Useful for projects requiring
human subject review**

<https://www.zooniverse.org/lab/>



The screenshot displays the Penguin Watch web application interface. At the top left is the Penguin Watch logo. The main header includes the text "Penguin Watch" and navigation links for "ABOUT", "CLASSIFY", "TALK", and "COLLECT". The central part of the interface features a video player showing a large colony of penguins on a rocky shore. The video player includes a timestamp "2013-10-27 6:00:00 AM T" and a temperature indicator "3°C". To the right of the video player is a control panel with zoom in (+), zoom out (-), crop (C), and refresh (refresh icon) buttons. Below the video player, there is a list of marking categories: "Adults" (2 drawn), "Chicks" (0 drawn), "Eggs" (0 drawn), and "Other" (0 drawn). A "NEED SOME HELP WITH THIS TASK?" section contains two checkboxes: "Hide previous marks (2)" and "This image is too dark or blurry." A "Next →" button is located at the bottom of the task panel. The video player has "HC500 HYPERFIRE" and "RECONYX" logos at the bottom, along with a "You should sign in!" notification.

Tracking effects of global warming on penguin populations

Etch a Cell

ABOUT CLASSIFY TALK COLLECT

TASK TUTORIAL

Please draw around the nucleus of the cell

0 Draw around the nucleus of the cell drawn

NEED SOME HELP WITH THIS TASK?

Done

You should sign In

Studying diseases through their effects on the structure of a _____
cell's nucleus

PROJECTS ABOUT GET INVOLVED TALK BUILD A PROJECT NEWS NOTIFICATIONS MESSAGES DARRYL WRIGHT

Snapshot Serengeti

ABOUT CLASSIFY TALK COLLECT RECENTS SNAPSHOT SAFARI

HCO ScoutGuard 09.09.2015 06:06:17

FIELD GUIDE

TASK		TUTORIAL			
Like	Pattern	Color	Horns	Tail	Build
	Aardvark	Guinea Fowl		Nyala	
	Aardwolf	Hare		Ostrich	
	Baboon	Hartebeest		Porcupine	
	Bat	Hippopotamus		Reedbuck	
	Bat-eared fox	Honey Badger		Reptiles	
	Bird (other)	Human		Rhinoceros	
	Buffalo	Hyena (brown)		Rodents	
	Bushbuck	Hyena (spotted)		Sable	
	Bushpig	Hyena (striped)		Secretary bird	
	Cattle	Impala		Serval	
	Caracal	Insect/spider		Steenbok	
	Cheetah	Jackal		Topi	
	Civet	Kori bustard		Vulture	
	Dik dik	Kudu		Warthog	
	Duiker	Leopard		Waterbuck	
	Eland	Lion (cub)		Wildcat	
	Elephant	Lion (female)		Wildebeest	
	Gazelle (Grant's)	Lion (maie)		Wild dog	
	Gazelle (Thomson's)	Mongoose		Zebra	
	Genet	Monkey (Samango)		Zorilla	
	Giraffe	Monkey (Vervet)		Nothing here	

Showing 63 of 63 Clear filters

Fire

No animals present

Done & Talk Done

Studying migration and behavior patterns for a range of species in the Serengeti

African American Civil War Soldiers

EXPLORE PROJECT

U.S.C.T. 40

Henry Pearson

Co. 4, 40 Reg't U. S. Col'd Inf.

Appears on
Company Descriptive Book
of the organization named above.

DESCRIPTION.

Age 21 years; height 5 feet 10 inches.
Complexion Dark
Eyes Dark; hair Dark
Where born Pear, Ar., N.C.
Occupation Farmer

ENLISTMENT.

When April 26, 1865
Where Greenville
By whom Lt. Sadr.; term 3 y'rs.

Remarks:

TASK TUTORIAL

Name: He|

Co: [Select...]

Age: []

Height:

Feet [Select...]

Inches [N/A]

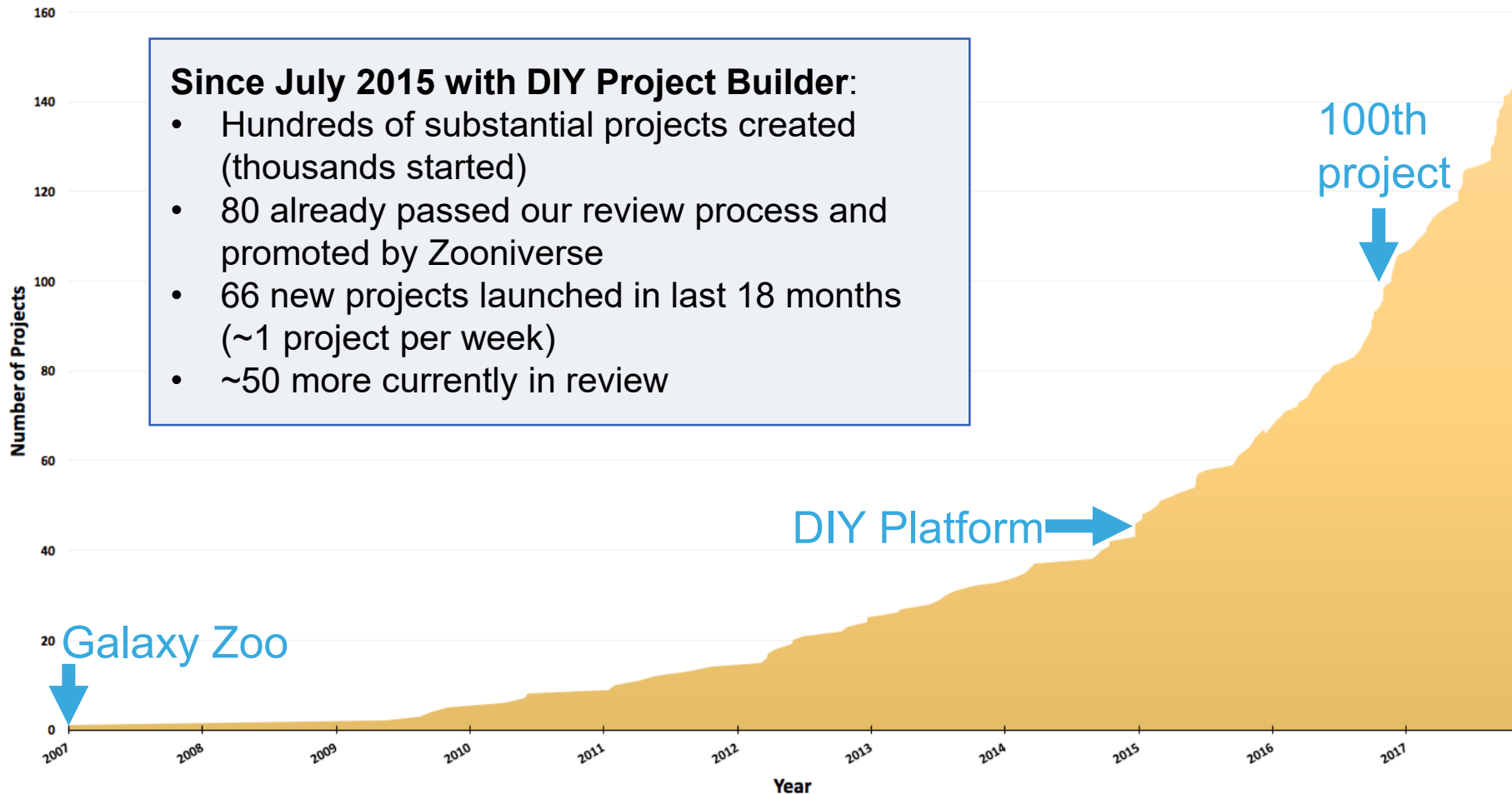
Inch fractions (optional) [N/A]

Digitizing historical records for easier exploration

Number of projects over time

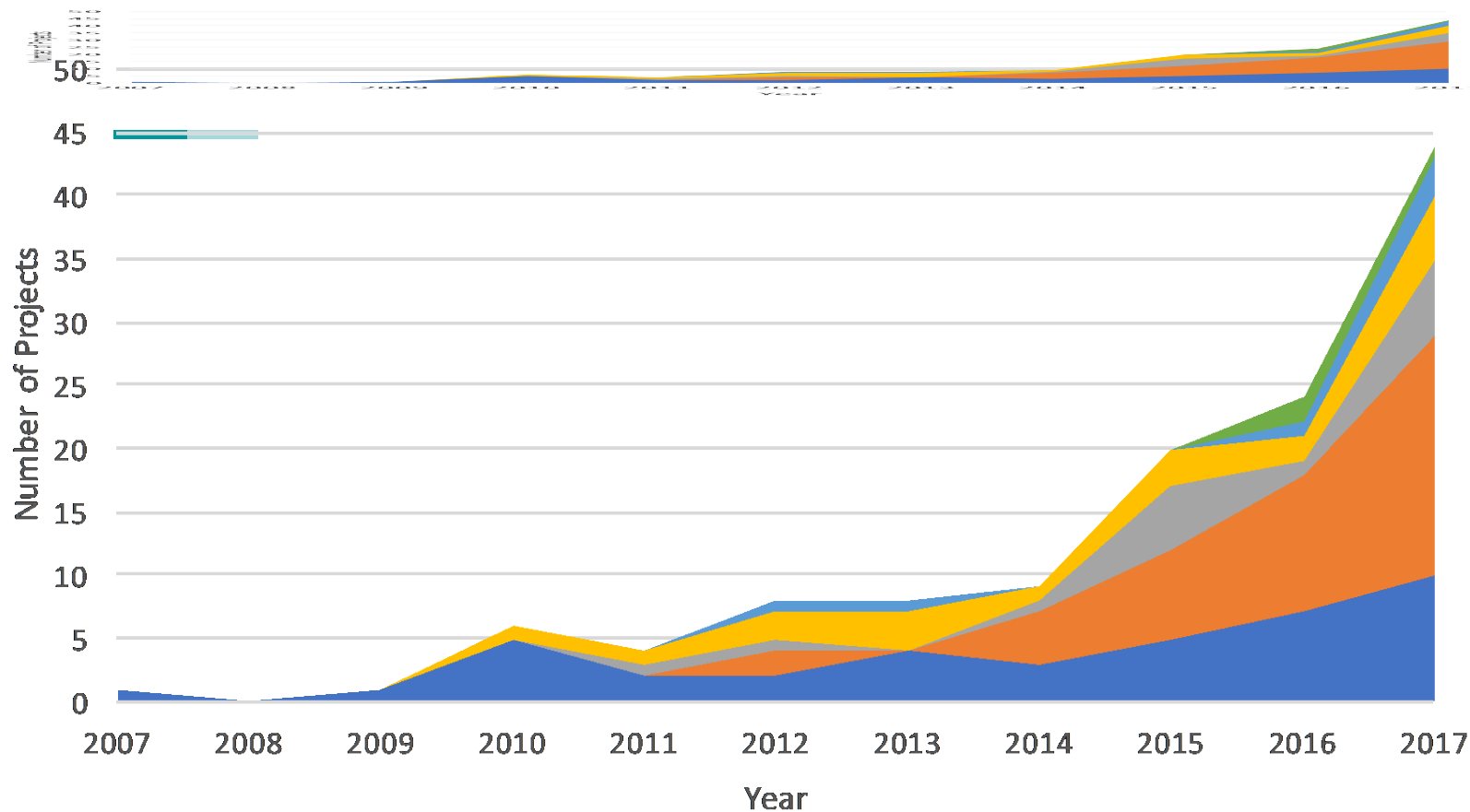
Since July 2015 with DIY Project Builder:

- Hundreds of substantial projects created (thousands started)
- 80 already passed our review process and promoted by Zooniverse
- 66 new projects launched in last 18 months (~1 project per week)
- ~50 more currently in review



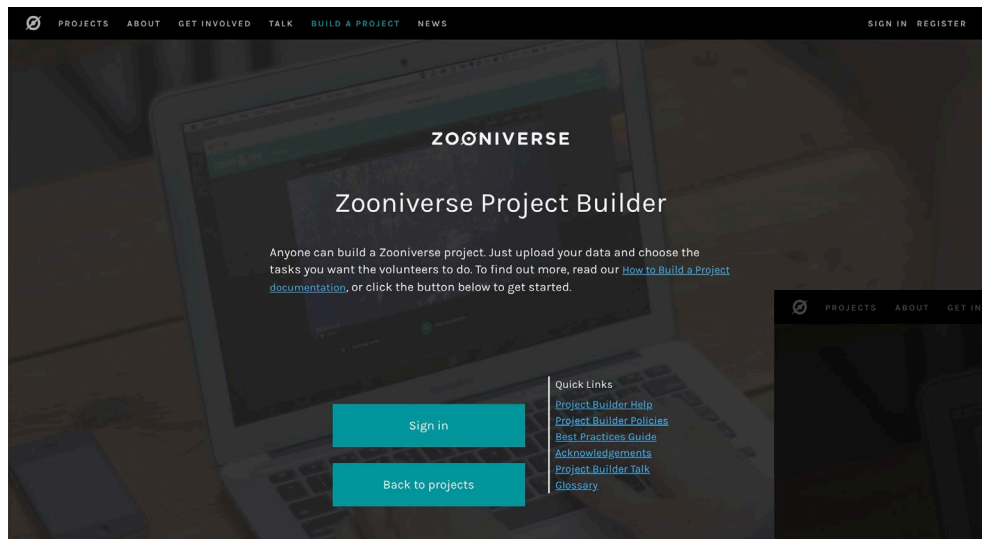
Growth in Disciplines

ZOONIVERSE

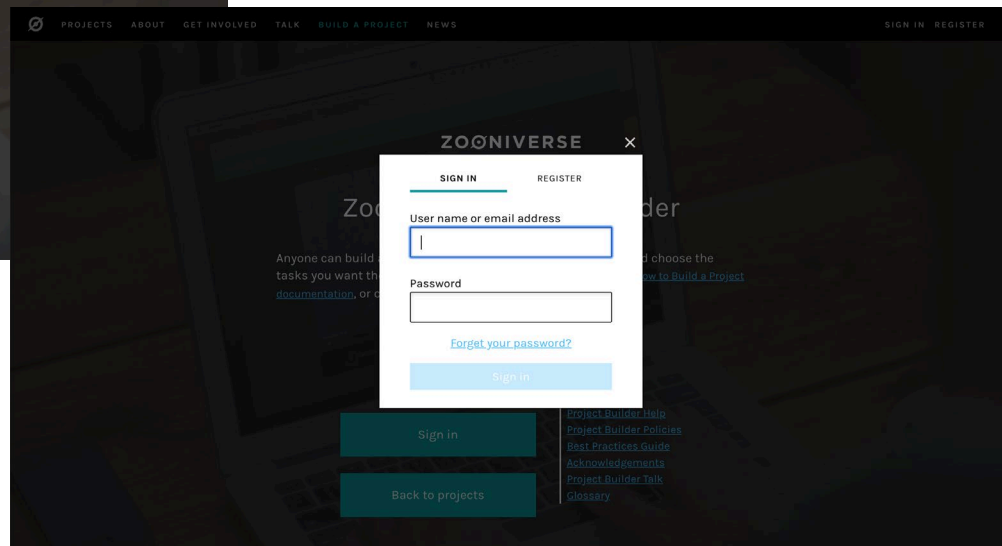


Step 1: Preparation

ZOONIVERSE

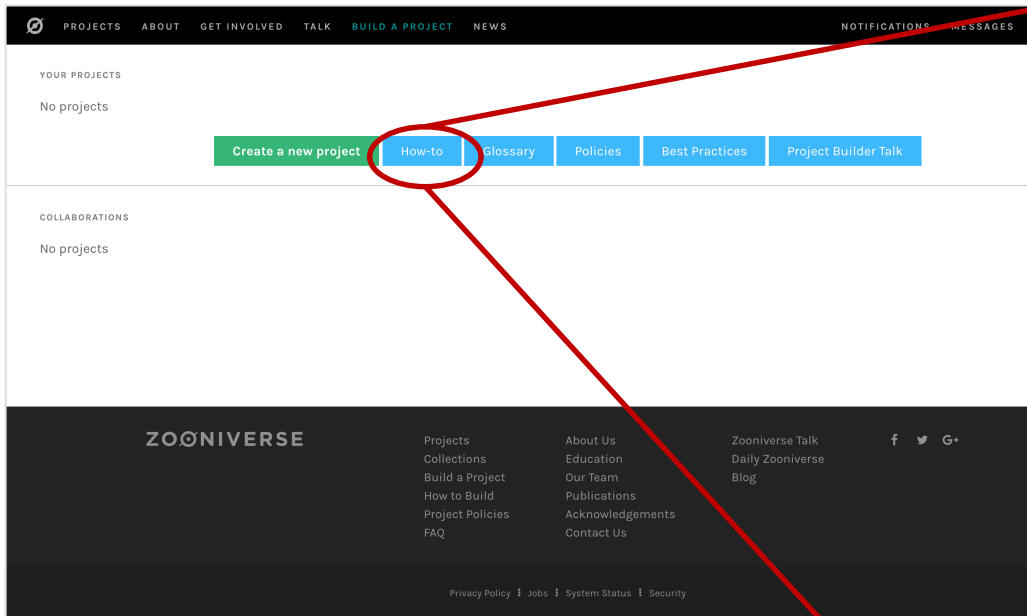


Create a login and sign in



Go to:
www.zooniverse.org/lab

Step 1: Preparation



Zooniverse Help
How to do things in the Zooniverse
Best practices ▾
Getting started ▲
How to create a project with our Project Builder
Example Project
Glossary
Lab policies
Next steps ▾

How to create a project with our Project Builder

A quick guide to building a project

A brief overview of all the steps you need to complete to set up your project.

1. Log in to your Zooniverse account.
2. Click on "Build a Project" and click "Create a New Project".
3. Enter your project details in the pop-up that appears. You'll then be taken to a "Project Details" page where you can add further basic information.
4. Add more information about your project via the blue tabs on the left-hand side of the project builder page. Guidance for each of these sections is provided on the page itself.
5. If you have data to upload, add your subjects via the "Subject Sets" tab of the Project Builder (detailed instructions are provided [here](#)).
6. Next, create your workflow. Click on the "Workflow" tab in the navigation bar on the left-hand side of the page. Use the "New workflow" button to create a workflow. Multiple workflows can be created.
7. Once you've created a workflow, the "Associated Subject Sets" section allows you to link your workflow to your subject sets. If you have no subjects, go to the "Subject Sets" tab and upload your data (see step 5 above).
8. Hit the "Test this workflow" button to see how your project looks.
9. Explore your project to figure out what works and what doesn't. Make changes, then refresh your project page to test these out.
10. Guidelines on how to design your project to maximize engagement and data quality are provided on the [Policies](#) page.
11. When you are happy with your project, set it to "Public" on the "Visibility" tab. Use the "Apply for review" button to submit it to the Zooniverse team for review.

Table of contents
A quick guide to building a project
Navigating the Project Builder
Project
Workflows
Subjects
Project building in detail
Project details
About
Collaborators
Field Guide
Tutorial
Media
Visibility
Talk
Data Exports
Workflow Details
Create Tasks
Task Content
Questions
Drawing
Transcription
Linking the workflow together
Subject Sets
Further Help

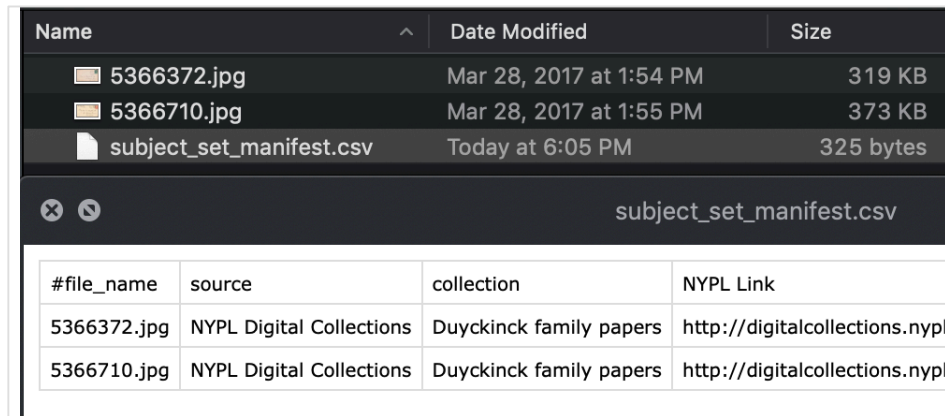
Navigating the Project Builder

On the left-hand side of the project builder you will see a number of tabs which can be divided into three key sections; "Project", "Workflows" and "Subject Sets". These are terms you'll see a lot, and they have specific meanings in the Zooniverse.

- **Project** is pretty self-explanatory; Galaxy Zoo and Penguin Watch are examples of Zooniverse projects that could be built using the project builder.
- **Workflows** are sequences of tasks that volunteers are asked to do.
- **Subject sets** are collections of data (typically images) that volunteers are asked to perform tasks on.

For more Zooniverse definitions, check out the [Glossary](#) page.

Read the How-to! (and the other tabs)



Format all your images as needed and create a subject manifest:

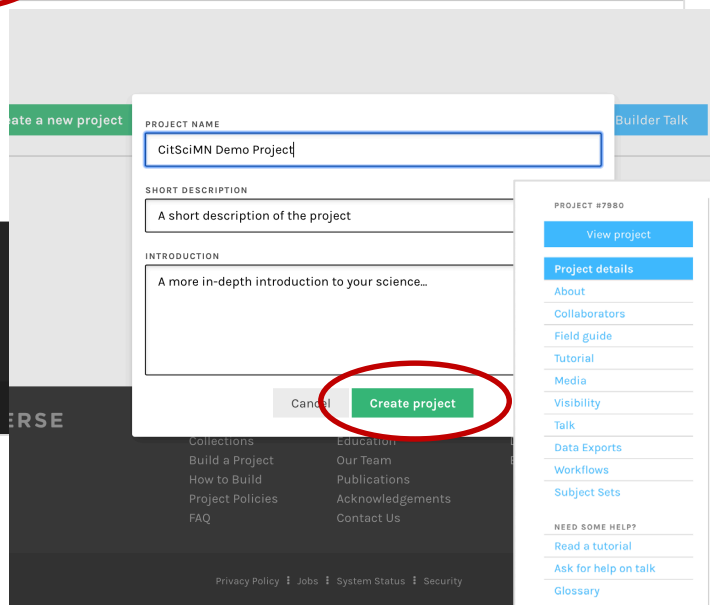
1. Put in a folder all the images – each image is a “subject”
2. Create a “csv” file with each row as an image and subsequent columns any metadata

Step 2: Create a project

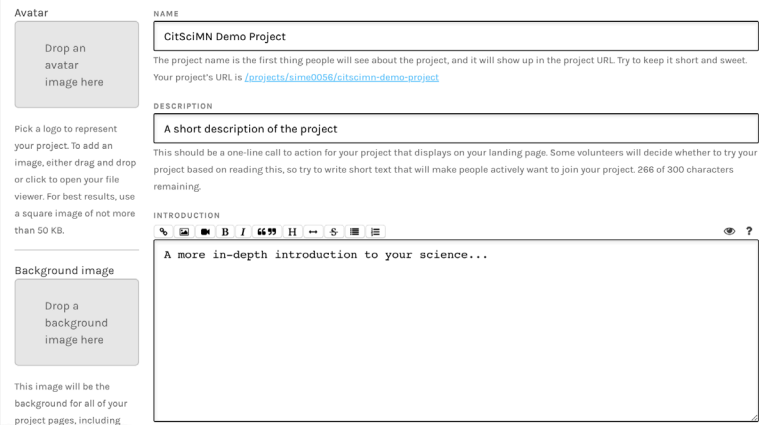


1. Click on “create a new project”

2. Give your project a name, short description and introduction



Input the basic information about your project, and set up its home page.



3. Clicking on “create project” takes you to your new project editor home page

Step 3: Upload Subject Manifest

1. Click on “subject sets”

2. Name your subject set

3. Drag and drop your subjects and manifest from your computer

4. Check all subjects loaded

Step 4: Create Workflow

PROJECT #7980

[View project](#)

[Project details](#)

[About](#)

[Collaborators](#)

[Field guide](#)

[Tutorial](#)

[Media](#)

[Visibility](#)

[Talk](#)

[Data exports](#)

Workflows

[Subject Sets](#)

NEED SOME HELP?

[Read a tutorial](#)

[Ask for help on talk](#)

[Glossary](#)

OTHER ACTIONS

[Delete this project](#)

Demo Project Workflow #8367

A workflow is the sequence of tasks that you're asking volunteers to perform. For example, you might want to ask volunteers to answer questions about your images, or to mark features in your images, or both.

WORKFLOW TITLE

Demo Project Workflow

Choose a task to edit. The configuration for that task will appear here.

If you let your volunteers choose which workflow to attempt, this text will appear as an option on the project front page.

TASKS

(No tasks yet)

[Add a task](#)

Question Drawing Text Survey

Volunteers to do. You can ask them to answer a question or mark an image. Add a task by clicking the question or marking buttons below.

Version 1.1 - Status: ACTIVE

Version indicates which version of the workflow you are on. Every time you save changes to a workflow, you create a new version. Big changes, like adding or deleting questions, will change the version by a whole number: 1.0 to 2.0, etc. Smaller changes, like modifying the help text, will change the version by a decimal, e.g. 2.0 to 2.1. The version is tracked with each classification in case you need it when analyzing your data.

2. Name your workflow

3. Add a task to your workflow

1. Click on “workflows”

Step 5: Fill in task logic

PROJECT #7980

[View project](#)

[Project details](#)

[About](#)

[Collaborators](#)

[Field guide](#)

[Tutorial](#)

[Media](#)

[Visibility](#)

[Talk](#)

[Data Exports](#)

Workflows

[Subject Sets](#)

NEED SOME HELP?

[Read a tutorial](#)

[Ask for help on talk](#)

[Glossary](#)

OTHER ACTIONS

[Delete this project](#)

Demo Project Workflow #8367

A workflow is the sequence of tasks that you're asking volunteers to perform. For example, you might want to ask volunteers to answer questions about your images, or to mark features in your images, or both.

WORKFLOW TITLE

Demo Project Workflow

If you let your volunteers choose which workflow to attempt, this text will appear as an option on the project front page.

TASKS

Enter a question. (first) TO

[+ Add a task](#)

First task Enter a question.

A task is a unit of work you are asking volunteers to do. You can ask them to answer a question or mark an image. Add a task by clicking the question or marking buttons below.

Version 1.1 - Status: ACTIVE

Version indicates which version of the workflow you are on. Every time you save changes to a workflow, you create a new version. Big changes, like adding or deleting questions, will change the version by a whole number: 1.0 to 2.0, etc. Smaller changes, like modifying the help text, will change the version by a decimal, e.g. 2.0 to 2.1. The version is tracked with each classification in case you need it when analyzing your data.

MAIN TEXT

Enter a question.

Describe the task, or ask the question, in a way that is clear to a non-expert. You can use markdown to format this text.

HELP TEXT

Help text editor with toolbar (bold, italic, quote, link, etc.)

ADD TEXT AND IMAGES FOR A WINDOW THAT POPS UP WHEN VOLUNTEERS CLICK "NEED SOME HELP?" YOU CAN USE MARKDOWN TO FORMAT THIS TEXT AND ADD IMAGES. THE HELP TEXT CAN BE AS LONG AS YOU NEED, BUT YOU SHOULD TRY TO KEEP IT SIMPLE AND AVOID JARGON.

CUSTOMCES

Allow hiding marks Allow multiple Required

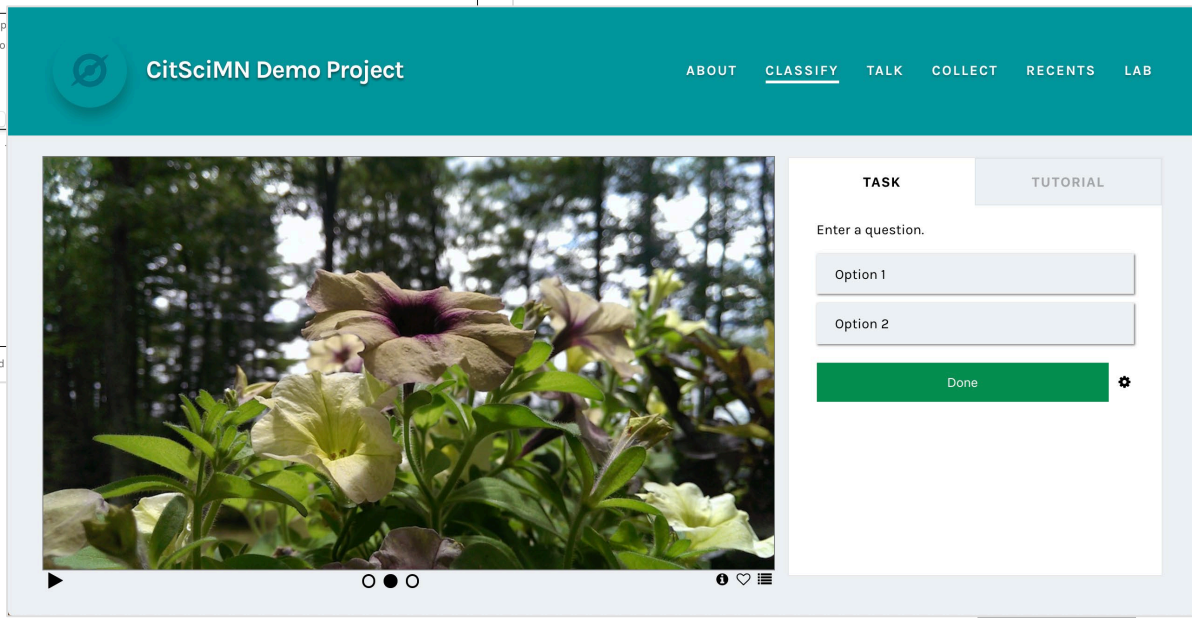
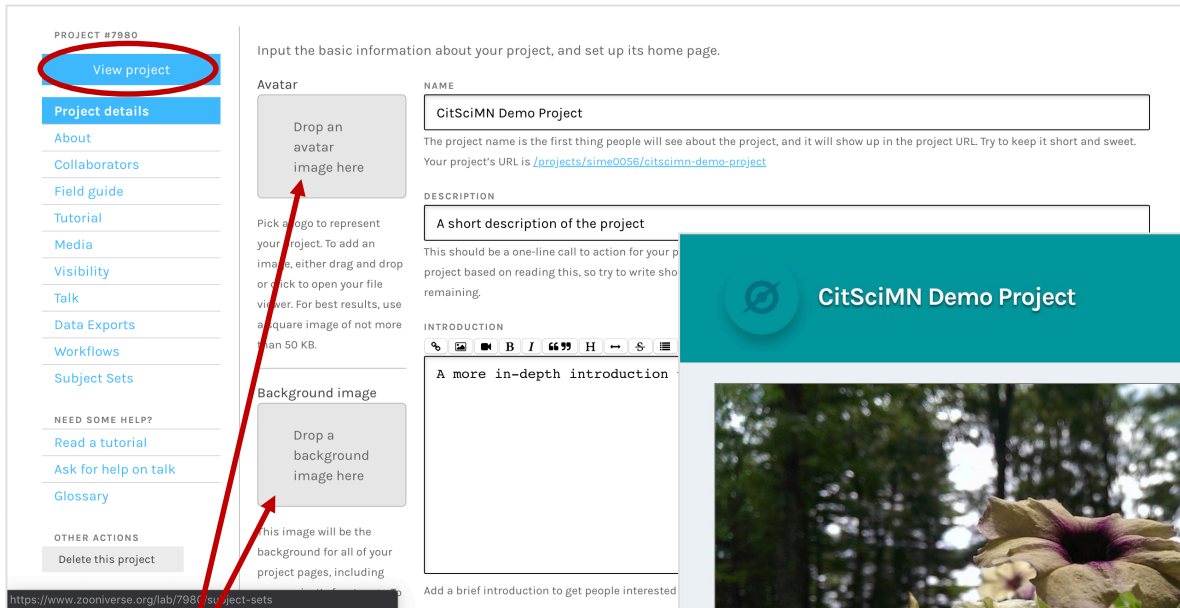
1. Fill in your question text

2. Fill in any help text for the question

4. Add more tasks as needed

3. Fill out answer options [slide image cut off]

Step 6: View and Classify on Project



1. Fill in avatar and background image

2. Click "View Project"

PROJECT #7980

[View project](#)

[Project details](#)

[About](#)

[Collaborators](#)

[Field guide](#)

[Tutorial](#)

[Media](#)

[Visibility](#)

[Talk](#)

[Data Exports](#)

[Workflows](#)

[Subject Sets](#)

NEED SOME HELP?

[Read a tutorial](#)

[Ask for help on talk](#)

[Glossary](#)

OTHER ACTIONS

[Delete this project](#)

PROJECT DATA EXPORTS

Please note that the Zooniverse will process at most 1 of each export within a 24 hour period and some exports may take a long time to process. We will email you when they are ready.

For examples of how to work with the data exports, see our [Data Digging code repository](#) or use our [Panoptes Aggregation python package](#).

Project Data

Request new classification export CSV format. Never previously requested.

Request new workflow classification export CSV format.

Request new subject export CSV format. Never previously requested.

Request new workflow export CSV format. Never previously requested.

Request new workflow contents export CSV format. Never previously requested.

Talk Data

Request new Talk comments export JSON format. No recent requests

Request new Talk tags export JSON format. No recent requests

<https://www.zooniverse.org/lab/7980/data-exports>

1. Click on Data Exports

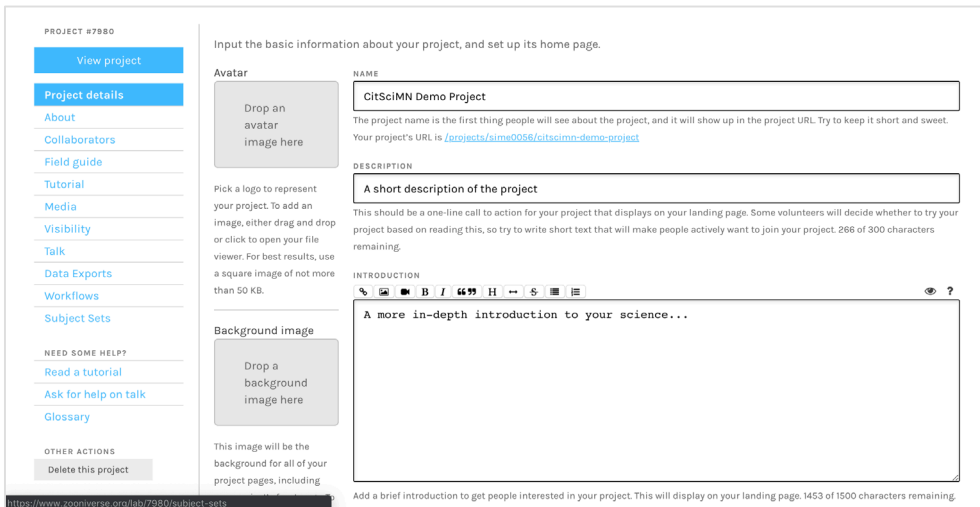
2. Click on e.g. classification report

Additional Steps for Full Project

All from your project home page

1. Add an “about” section describing your team and research goals
2. Add collaborators and set permissions
3. Create a field guide for examples of what you are or aren't looking for
4. Create a tutorial to help volunteers learn the task(s)
5. Upload media to be used in field guides, tutorials, etc
6. Visibility: request beta test, live launch etc.
7. Create project “Talk” discussion board

Thank you!



PROJECT #7980

[View project](#)

Project details

- About
- Collaborators
- Field guide
- Tutorial
- Media
- Visibility
- Talk
- Data Exports
- Workflows
- Subject Sets

NEED SOME HELP?

- [Read a tutorial](#)
- [Ask for help on talk](#)
- [Glossary](#)

OTHER ACTIONS

- [Delete this project](#)

Input the basic information about your project, and set up its home page.

Avatar

Drop an avatar image here

NAME

CitSciMN Demo Project

The project name is the first thing people will see about the project, and it will show up in the project URL. Try to keep it short and sweet. Your project's URL is [/projects/sime0056/citsci-mn-demo-project](#)

DESCRIPTION

A short description of the project

This should be a one-line call to action for your project that displays on your landing page. Some volunteers will decide whether to try your project based on reading this, so try to write short text that will make people actively want to join your project. 268 of 300 characters remaining.

INTRODUCTION

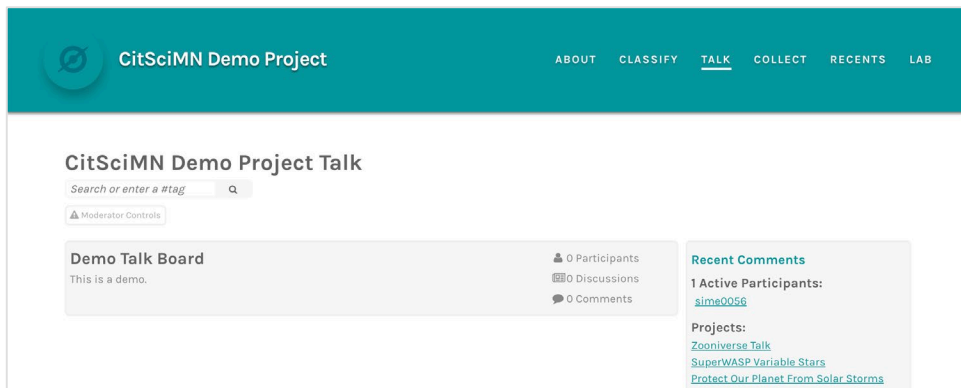
A more in-depth introduction to your science...


This image will be the background for all of your project pages, including

Drop a background image here

Add a brief introduction to get people interested in your project. This will display on your landing page. 1453 of 1500 characters remaining.

<https://www.zooniverse.org/lab/7980/subject-sets>



 **CitSciMN Demo Project**

[ABOUT](#) [CLASSIFY](#) [TALK](#) [COLLECT](#) [RECENTS](#) [LAB](#)

CitSciMN Demo Project Talk

Search or enter a #tag

[Moderator Controls](#)

Demo Talk Board

This is a demo.

0 Participants
0 Discussions
0 Comments

Recent Comments

1 Active Participants:

- [sime0056](#)

Projects:

- [Zooniverse Talk](#)
- [SuperWASP Variable Stars](#)
- [Protect Our Planet From Solar Storms](#)