

# QuestaGame



Available on the  
**App Store**

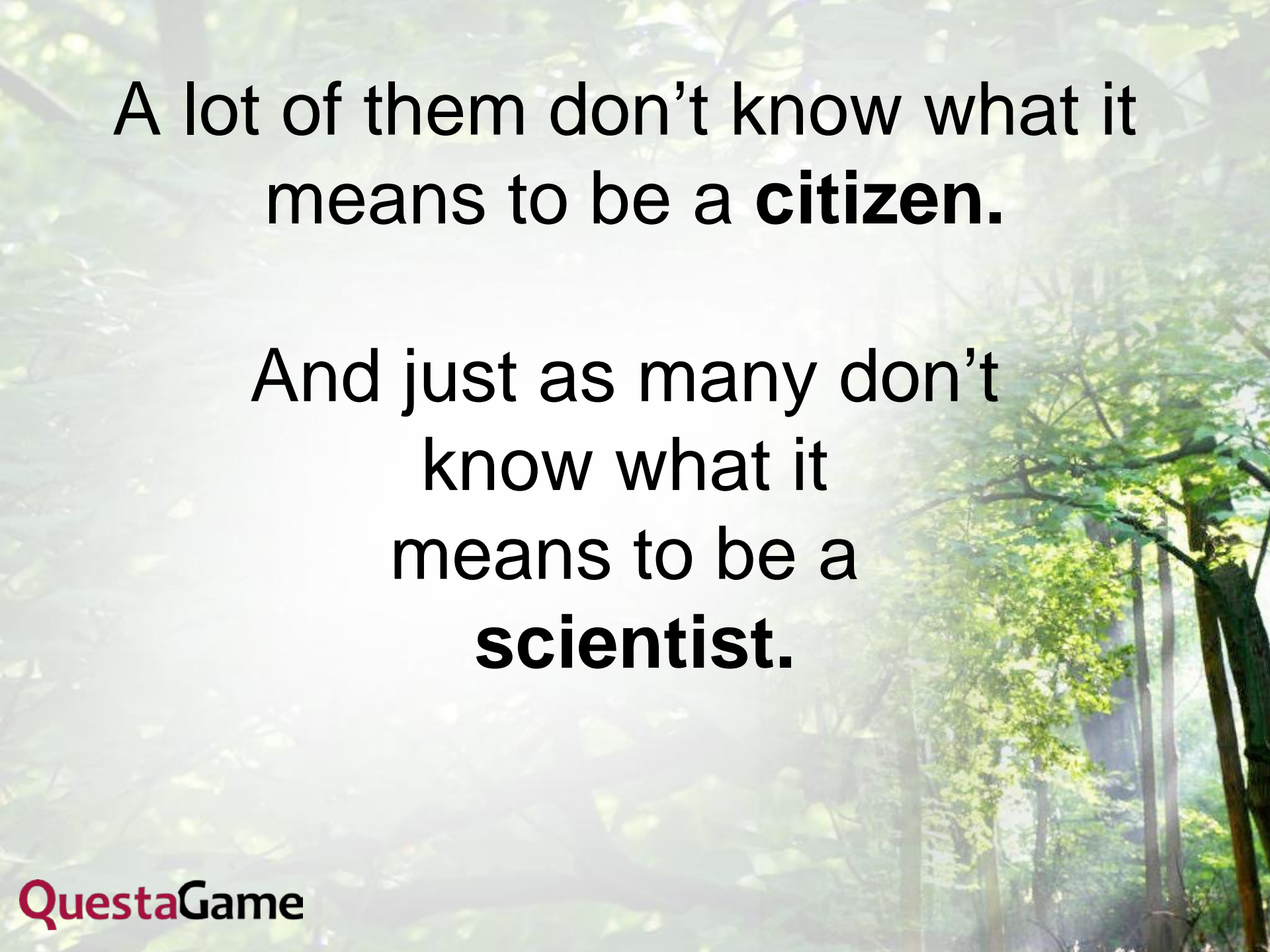


ANDROID APP ON  
**Google play**

# Youth

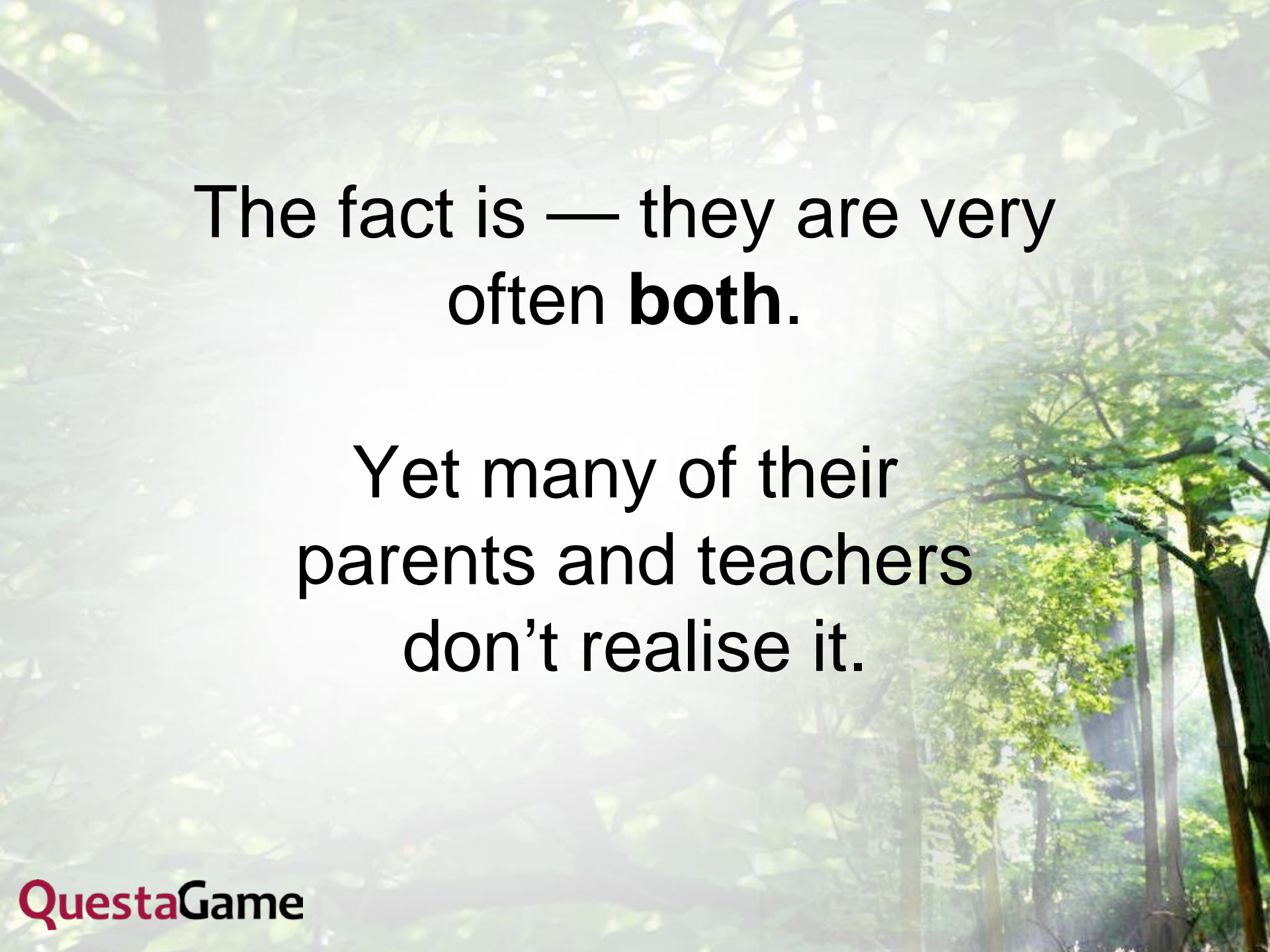
**The citizen scientists  
of the very near future.**





A lot of them don't know what it  
means to be a **citizen.**

And just as many don't  
know what it  
means to be a  
**scientist.**



The fact is — they are very  
often **both**.

Yet many of their  
parents and teachers  
don't realise it.





**So the behaviour changes  
we're creating: Getting kids...**

- Away from virtual game environments into real ones.**
- Learn about their environment.**
- Collecting data that's useful to scientists.**



# The method:

**Replicate the gaming experience outdoors in a way that's engaging for kids and which collects useful, verifiable data.**





# What's making it work:

- Partnerships - Atlas of Living Australia for species data.
- Over a year's worth of game development, algorithms, testing, cheat-proofing, etc.
- Over 20 years research in collective intelligence systems.





# **Results so far...(early days still)**

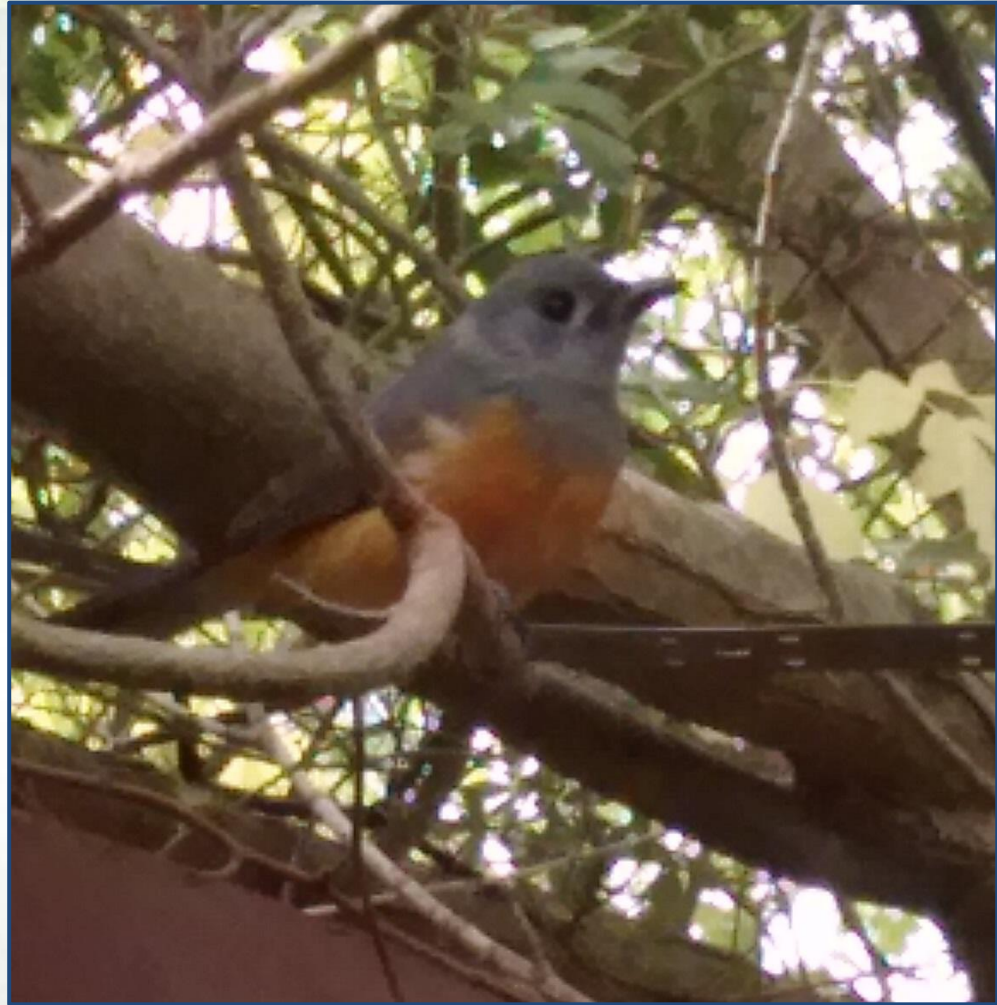
- “Gamification” appears to be working.**
- Data is cheat-proofed.**
- Competition is fierce.**

# Data is useful to science

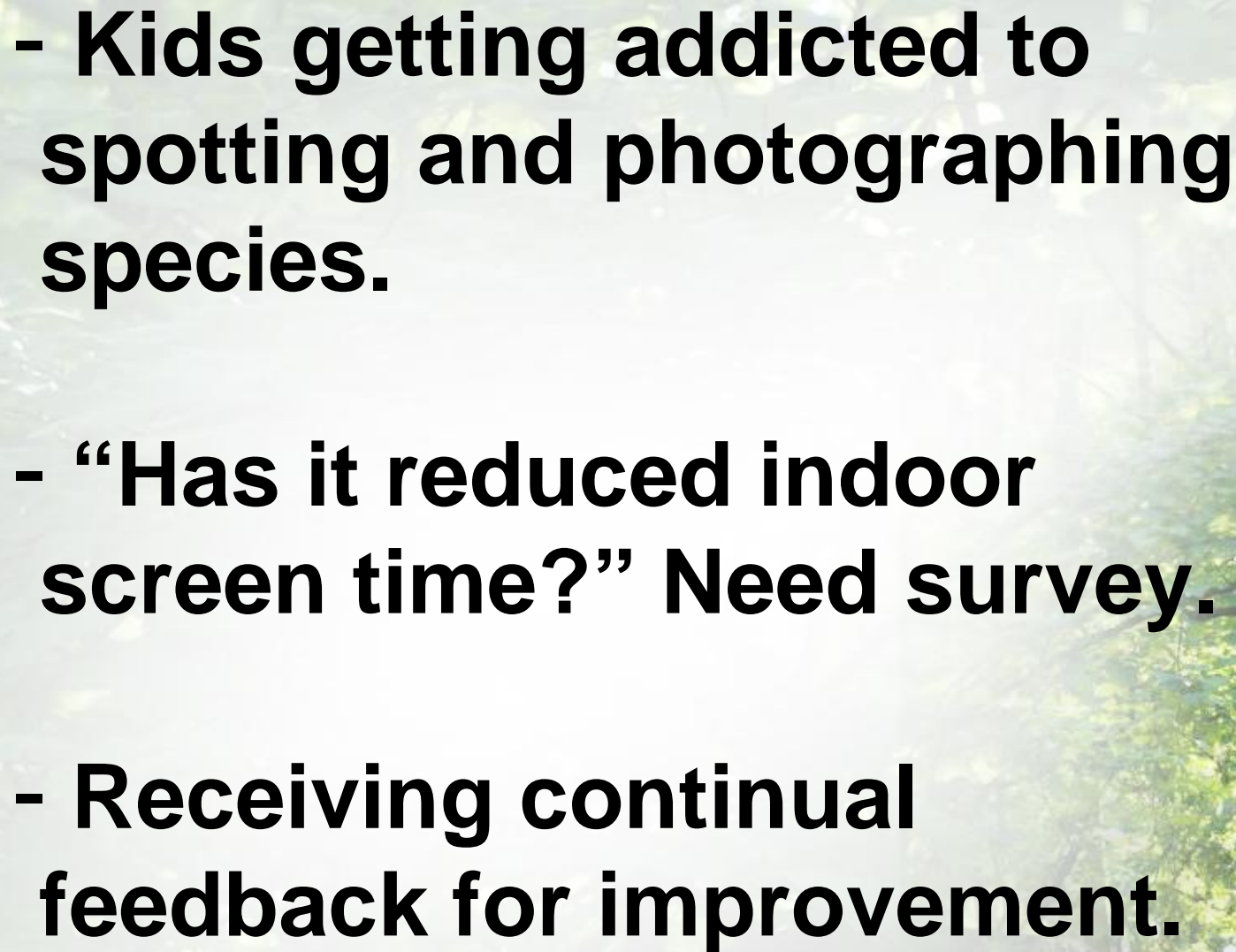
## Black-Faced Monarch

Bungendore NSW  
2621, Australia  
March 14, 2014

User name: Gereon  
Gold Earned: **15049**





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- Kids getting addicted to spotting and photographing species.
  - “Has it reduced indoor screen time?” Need survey.
  - Receiving continual feedback for improvement.



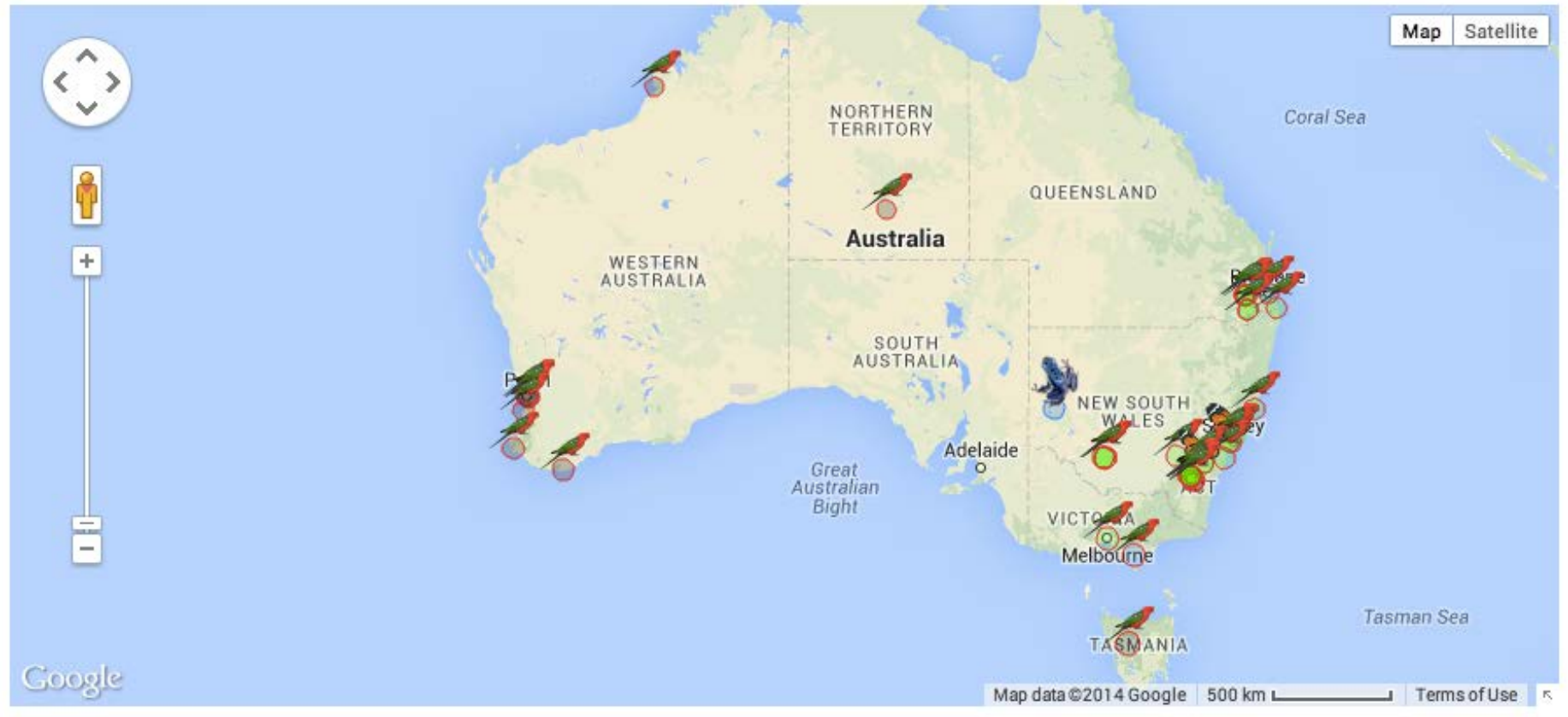
# Interest from parks, gardens, university campuses...

- Ability to focus behaviour:
  - Weed control
  - Flora / fauna surveys
  - Target dark spots
  - Public engagement

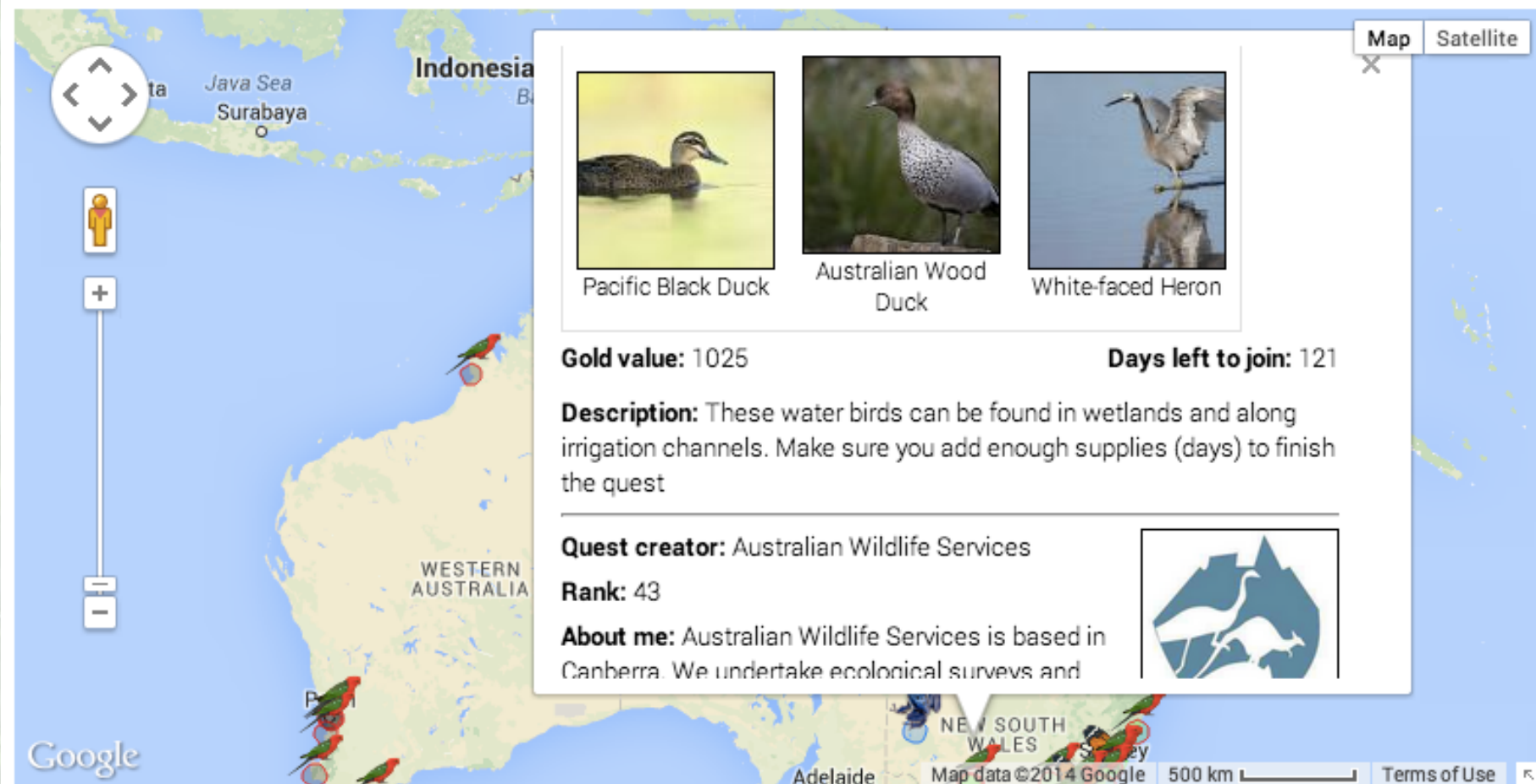


Office of  
Environment  
& Heritage

## Live map of quests in progress...



# Live map of quests in progress...



The screenshot shows a Google Map of Australia with several red bird icons indicating quest locations. A quest window is open, displaying information about water birds. The window includes a close button (X) and tabs for 'Map' and 'Satellite'. It features three bird images: a Pacific Black Duck, an Australian Wood Duck, and a White-faced Heron. Below the images, it states 'Gold value: 1025' and 'Days left to join: 121'. The 'Description' reads: 'These water birds can be found in wetlands and along irrigation channels. Make sure you add enough supplies (days) to finish the quest'. The 'Quest creator' is 'Australian Wildlife Services' with a 'Rank: 43'. The 'About me' section says: 'Australian Wildlife Services is based in Canberra. We undertake ecological surveys and'. A logo for Australian Wildlife Services is also present. The map shows parts of Indonesia, Java Sea, Surabaya, and Western Australia. A scale bar for 500 km and a 'Terms of Use' link are at the bottom.

Map Satellite

Pacific Black Duck Australian Wood Duck White-faced Heron

**Gold value:** 1025 **Days left to join:** 121

**Description:** These water birds can be found in wetlands and along irrigation channels. Make sure you add enough supplies (days) to finish the quest

**Quest creator:** Australian Wildlife Services

**Rank:** 43

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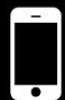
Google

Adelaide NEW SOUTH WALES Sydney

Map data ©2014 Google 500 km Terms of Use



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# Global Spread



# Targets – October, 2015



**400,000** people participating in species awareness and biodiversity issues.



**50,000** unique species submitted and correctly identified\* against GPS coordinates (out of 300,000 submissions)\*\*



**8,000** unique species from “average” or “lower” Bio-Knowledge territories in Australia.



**10,000** trained and qualified taxonomy assistants.

\* Data verified by qualified verifiers (every piece of data tagged)

\*\*Data formatted to Darwin Core specifications

# QuestaGame

Thank you!

