



Earthwatch Citizen Science Programs: TeachWild case study

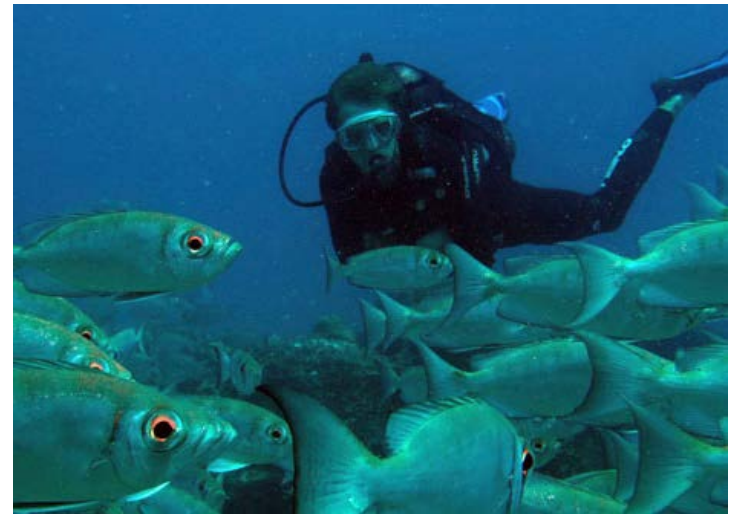




Earthwatch and citizen science

Our mission:

To engage people, worldwide, in scientific research and education to promote the understanding and action necessary for a sustainable environment.



What is TeachWild?

TeachWild brings scientists together with teachers, students and employees to address the issue of marine debris





TeachWild – inspiring students

- 60 School visits by CSIRO scientists and Earthwatch staff
- Over 5,700 students surveyed their local beach, logging marine debris and the animals impacted by it





TeachWild – inspiring teachers

Teachers participated in research expeditions, working with scientists to understand marine debris and its impacts





Behaviour change and TeachWild

Stages of change*



Pre-
change

Post-
change

Processes for change*

Finding new facts, ideas
Experience emotions
Behaviour linked to identity
Realising impact on surroundings
Committing to change
Seeking social support, relationships

*Transtheoretical model of Prochaska & DiClemente, 1982; 1983; Prochaska, DiClemente & Norcross 1992; Prochaska & Velicer 1997



Behaviour change: intellectual factors

1. Finding new facts and ideas
2. Realising your impact on your surroundings





Behaviour change: emotional factors

- Experiencing emotions
- Linking behaviour to identity





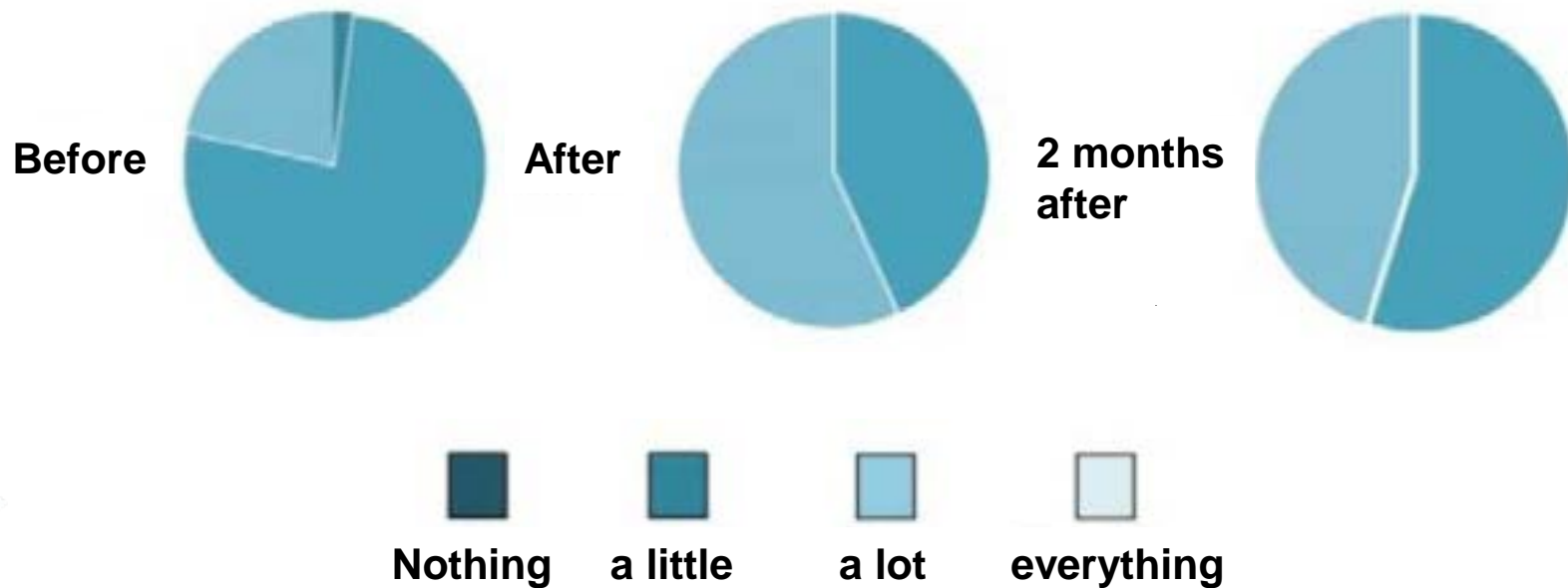
Behaviour change: social factors

- Committing to change
- Seeking social support and relationships





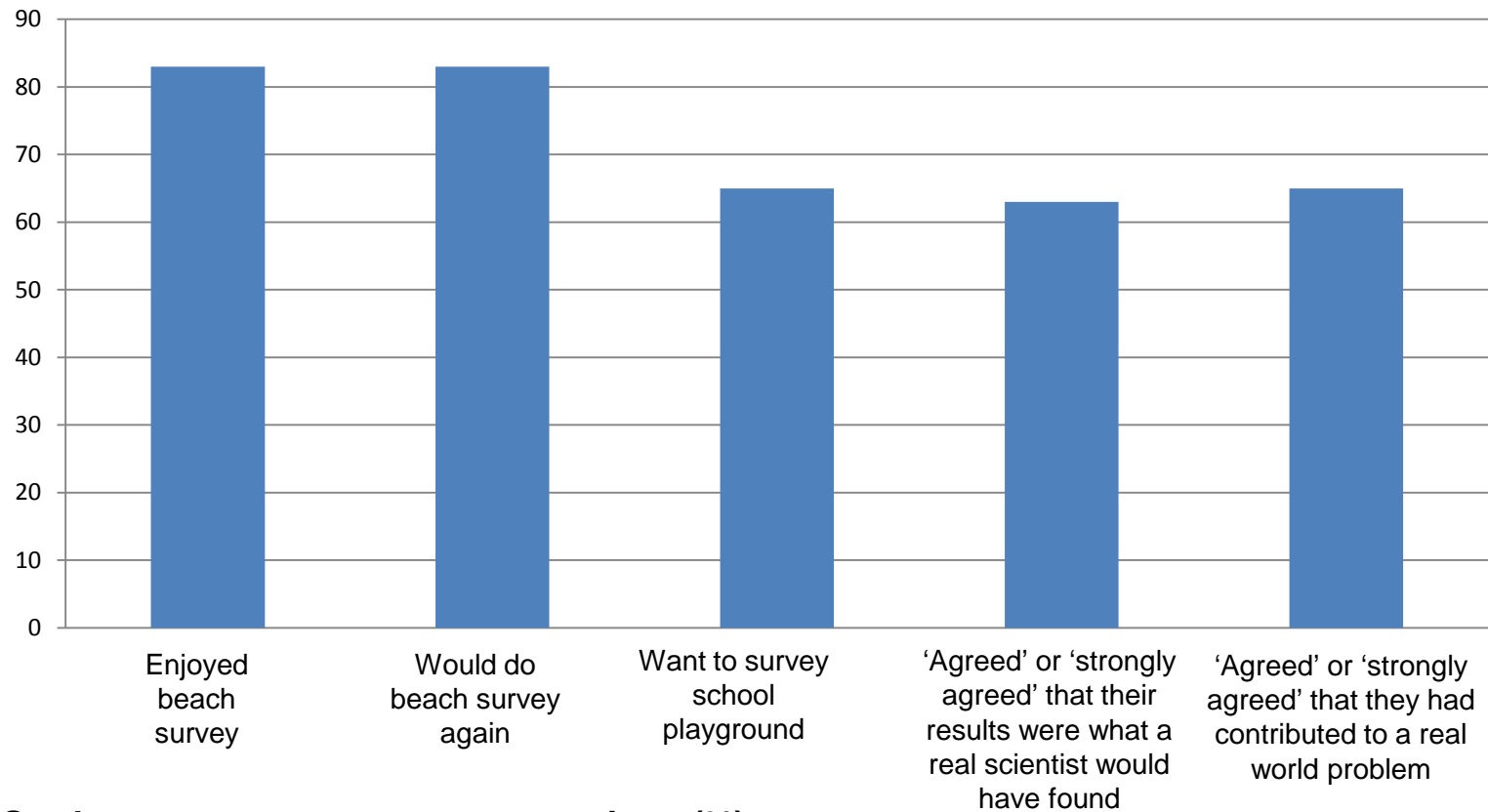
Did it work?



River's Edge Primary School students' self-reported knowledge of marine debris
[Source: Fletcher et al (2014) *TeachWild Evaluation Report*]



Did it work?

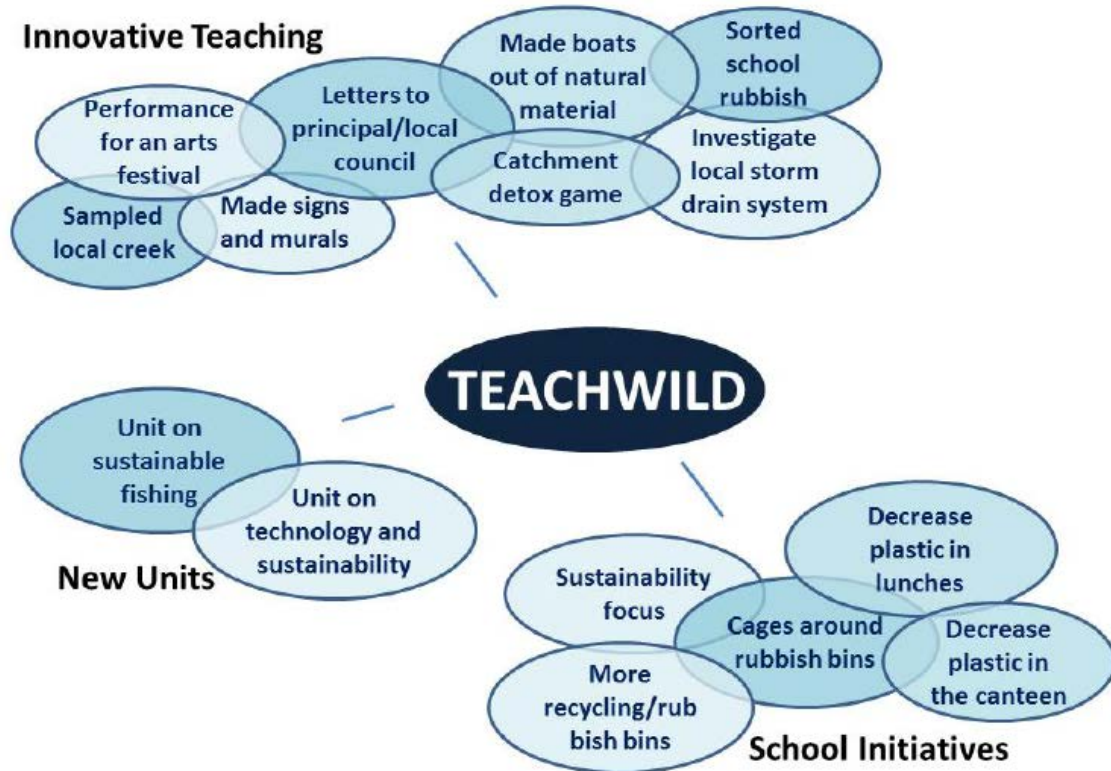


Student responses to survey questions (%)

[Source: Fletcher et al (2014) *TeachWild Evaluation Report*]



Yes, but *did it work?*



Related lessons, projects and programs schools have done since TeachWild program
[Source: Fletcher et al (2014) *TeachWild Evaluation Report*]



Yes, but *did it work?*

Actions undertaken by students following TeachWild:

- Not buying bottled water
- Picking up rubbish at the beach
- Picking up rubbish in the playground
- Family taking reusable shopping bags
- Lunch not wrapped in plastic
- Telling family and friends what they can do to look after the environment



For more information:

Bruce Paton

Earthwatch Institute Australia

Ph: +61 3 8102 1208

Email: bpaton@earthwatch.org.au

www.earthwatch.org.au

www.teachwild.org.au