



project noan

A Worldwide Citizen Science Platform

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OSI Forum at the United Nations, Geneva, Dec. 14 2016

• Networked Organisms and Habitats

- A global platform to help people share nature sightings

-  ITP, 2010

- Technology-driven, mobile emphasis
- Rapidly adopted as an educational tool and citizen science platform

Awards and Initial Funding



Home Screen



The screenshot shows the Project Noah website's home screen. At the top is a navigation bar with links for Home, Organisms, Blog, Missions, Education, and Sign out. The main header features the Project Noah logo and a green leaf icon. Below the header is a feed of user posts. The first post shows an 'Unknown spotting' spotted by 'mobrien516' in Rhode Island, USA, 2 hours ago. The second post is a suggestion by 'JoshuaGSmith' for a 'Blue-crowned Motmot' in Quindío, Colombia, 42 minutes ago, with its common and scientific names listed. The third post is a comment by 'JoshuaGSmith' on a 'Female goldeneye' in Alaska, USA, 44 minutes ago. The fourth post is another suggestion by 'JoshuaGSmith' for a 'Red-tailed Hawk' in Rhode Island, USA, 56 minutes ago. On the left side, there is a profile for 'DanielePralong' with a 'Settings' link and a green 'Upload a new spotting' button. Below the profile is a 'My Noah' section with statistics: 542 spottings, 83 missions, 7,238 comments, and 3,713 suggestions.

Home Organisms Blog Missions Education Sign out

project noah

Unknown spotting spotted by [mobrien516](#)
Rhode Island, USA 2 hours ago

Everyone Following

All Spottings Needs ID Suggestions Comments Favorites

Unknown spotting suggestion by [JoshuaGSmith](#)
Quindío, Colombia 42 minutes ago
Common name: Blue-crowned Motmot
Scientific name: *Momotus coeruliceps*

Unknown spotting commented on by [JoshuaGSmith](#)
Alaska, USA 44 minutes ago
Female goldeneye: Either Common or Barrow's.

Unknown spotting suggestion by [JoshuaGSmith](#)
Rhode Island, USA 56 minutes ago
Common name: Red-tailed Hawk

DanielePralong
Settings

Upload a new spotting

My Noah

- 542 spottings
- 83 missions
- 7,238 comments
- 3,713 suggestions



Grasshopper nymph

Tropidacris cristata



Favorite Flag

Like 0 Tweet 0

Description:

Beautifully colored, yellow and brown striped grasshopper.

Habitat:

I found this specimen while hiking through the Manuel Antonio national park.

Edit this spotting



Spotted by
Yasser



San José, Costa Rica

Lat: 9.41, Long: -84.16

Spotted on Jun 6, 2011

Submitted on Jun 30, 2011

Spotted for mission



[Paso Pacifico Survey](#)

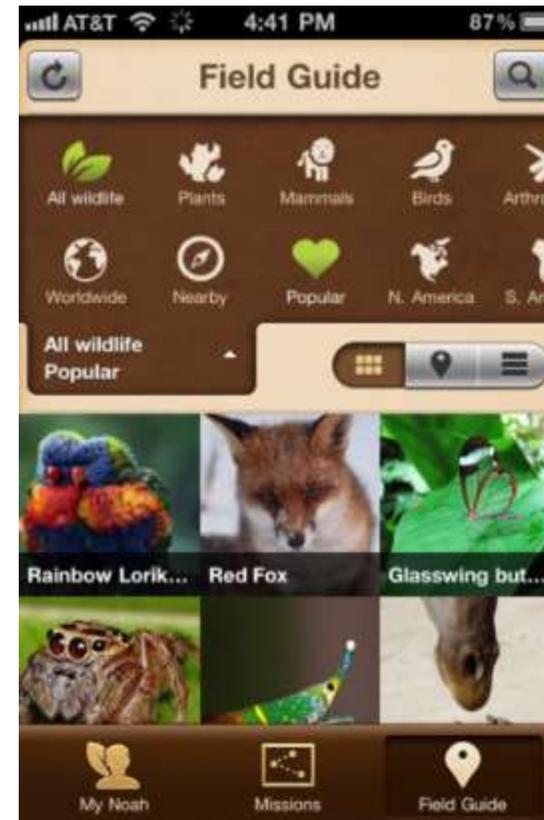
Reference

[Immature Grasshopper from Costa ...](#)

Related spottings



Mobile App



>500k downloads

Field guide

Offline work

Educational Platform: > 16k students accounts

Turn your students into citizen scientists in three simple steps!

Project Noah was created to provide people of all ages with a simple, easy-to-use way to share their experiences with wildlife. By encouraging your students to share their observations and contribute to Project Noah missions, you not only help students to reconnect with nature, you provide them with real opportunities to make a difference.



1. Join Project Noah

Quickly and easily create a free account



2. Register as a teacher

Access Project Noah's educational tools



3. Set up your classroom

Reconnect your students with nature

Resources and teaching materials

Find teacher-created, teacher-tested resources here that can help you get started using Project Noah in your classroom:



A Broad User Base

Agronomists **Birders** Children **Students** Teachers **Retirees**
Conservationists **Anthropologists** Activists **Gardeners** Amateur
entomologists **Professional entomologists** **Zoologists** Geologists **Office**
workers Writers **Botanists** Engineers **IT professionals** Veterinarians **Medical**
professionals Business people **Homemakers** **Mycologists**
Marine biologists **Divers** Humanitarian workers **Military personnel** Nature
guides **Naturalists** Lodge owners **Artists** Herpetologists **Hikers** Adventurers
Geographers **Travelers** Photographers **Tour guides** Farmers **Park**
rangers Nature lovers Animal rescuers **Museum curators** **Activists**

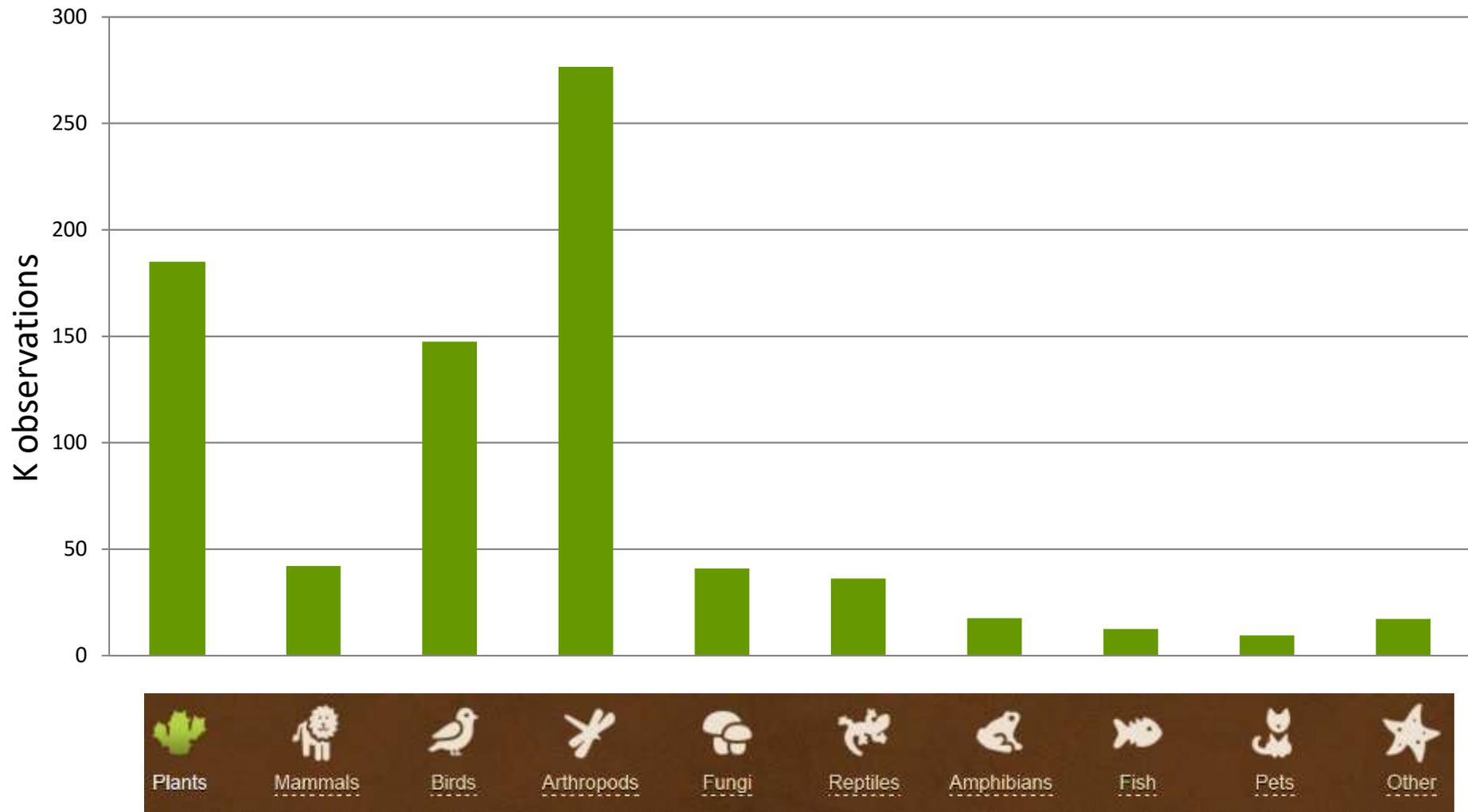


785k spottings 7 continents 1.5 million geo-tagged images 325k users

196 countries



10 Categories of Living Organisms



2 Terabytes of data

Butterflies and Moths of Bhutan

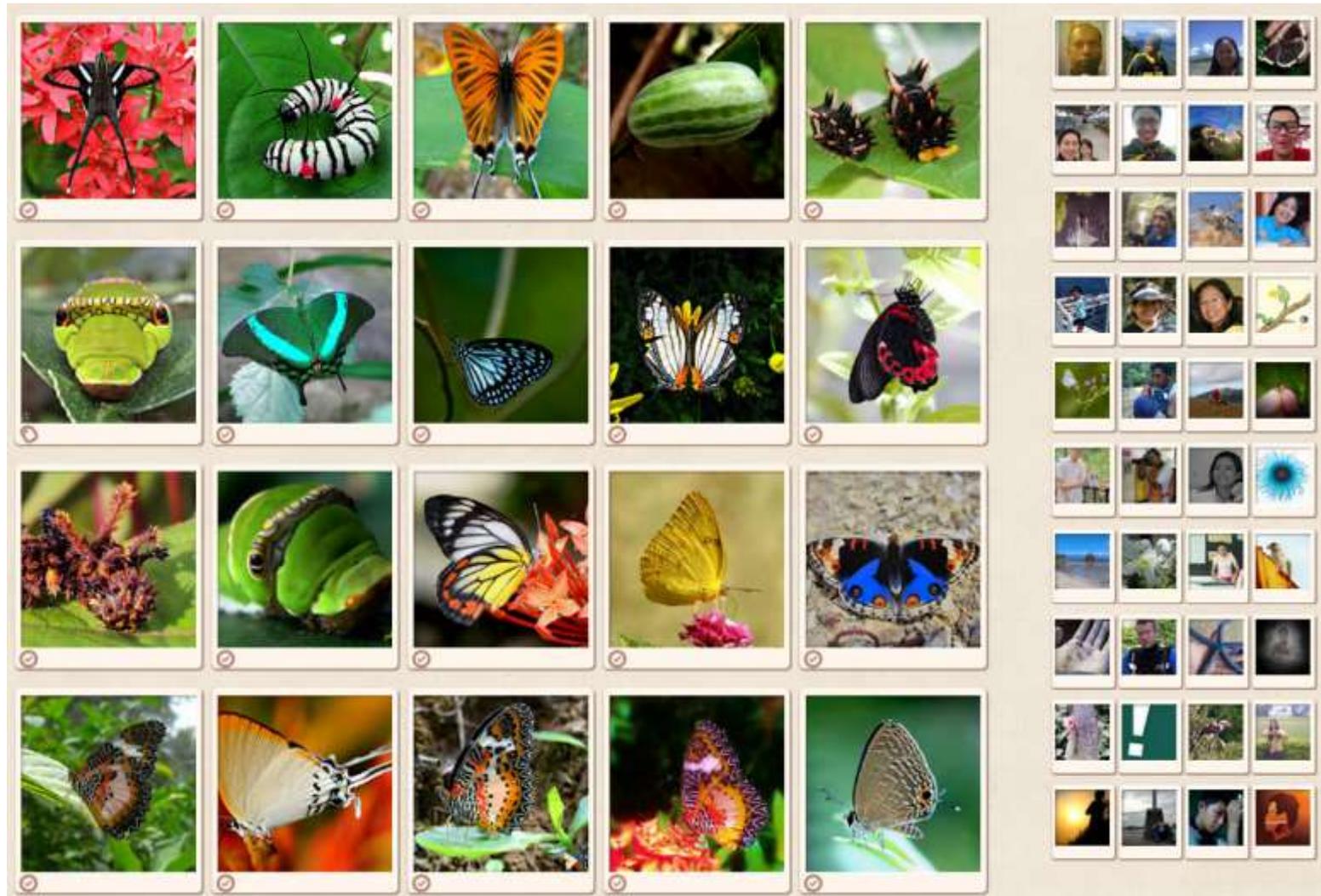
Jatishwor Singh

The screenshot displays a mission page for 'Butterflies and Moths of Bhutan' by Jatishwor Singh. The main content is a 4x5 grid of 20 photographs of various butterflies and moths. To the right of the grid is a sidebar with the following elements:

- A row of four small thumbnail images.
- A single larger thumbnail image below the row.
- Three interactive options:
 - [Edit this mission](#) (with a pencil icon)
 - [Export mission data as CSV](#) (with a document icon)
 - [Export mission data as KML](#) (with a globe icon)
- A large profile picture of Jatishwor Singh at the bottom.

Butterflies and Moths of the Philippines

Agnes Adique Talavera and Leana Lahom-Cristobal philepidoptera.wixsite.com



Flora of the Levant

Dr. Ori Fragmann-Sapir

✎ [Edit this mission](#)

📄 [Export mission data as CSV](#)

🌐 [Export mission data as KML](#)

Motivational Tools: Ongoing Engagement

- Patches 
- Blog participation
- Ownership: local projects (missions)
- Visibility: daily highlights on social media 
- “Ranger” status
- Photo competition

Data Validation

- GPS-based geotagging



- Identification: suggestions and votes
 - Peer
 - Reputation
- **Flags** (incorrect category, identification or location)
- **Experts**
- **Amateur experts: digital reputation**

Outcomes

- Joining local nature projects
- Moving to more specialized platforms
- Businesses or own website started
- Local nature guides/inventories
- Incentive to higher education
- Scientific publications

New Location

 **Ant Mimic/Ground Sac Spider**
Falconina gracilis





Cynthia Bingham Keiser

Favorite Flag

 Like   Tweet

 Edit this spotting

 Spotted by **CindyBinghamKeiser**



San Diego, California, USA
Lat: 33.14, Long: -117.03

Spotted on Aug 29, 2013
Submitted on Sep 1, 2013

Spotted for missions

-  [The Bug Chicks Sofa Safari](#)
-  [Southern California Wildlife](#)
-  [International Spider Survey](#)

A South American spider, *Falconina gracilis* (Keyserling 1891) (Araneae: Corinnidae), newly established in southern California. *The Pan-Pacific Entomologist* 89(4):259–263, (2013)

New Species

 **Stick Insect, Phasmid**
Orthomeria kangi





 Favorite  Flag  Like  16  Tweet

 Edit this spotting

 Spotted by **AlbertKang**



Benguet, Philippines
Lat: 16.47, Long: 120.50

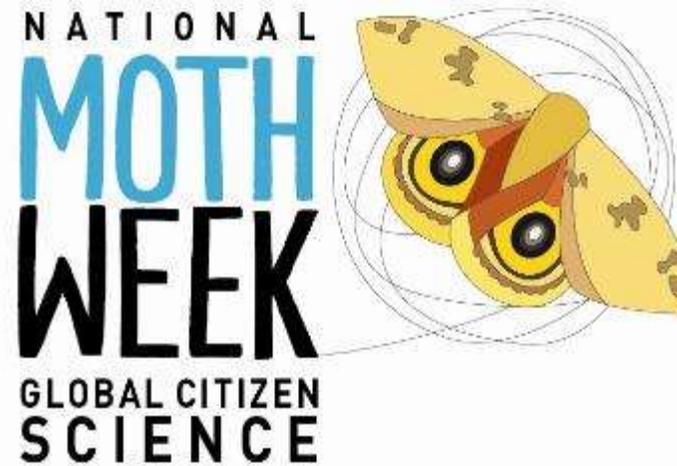
Spotted on Sep 23, 2014
Submitted on Sep 25, 2014

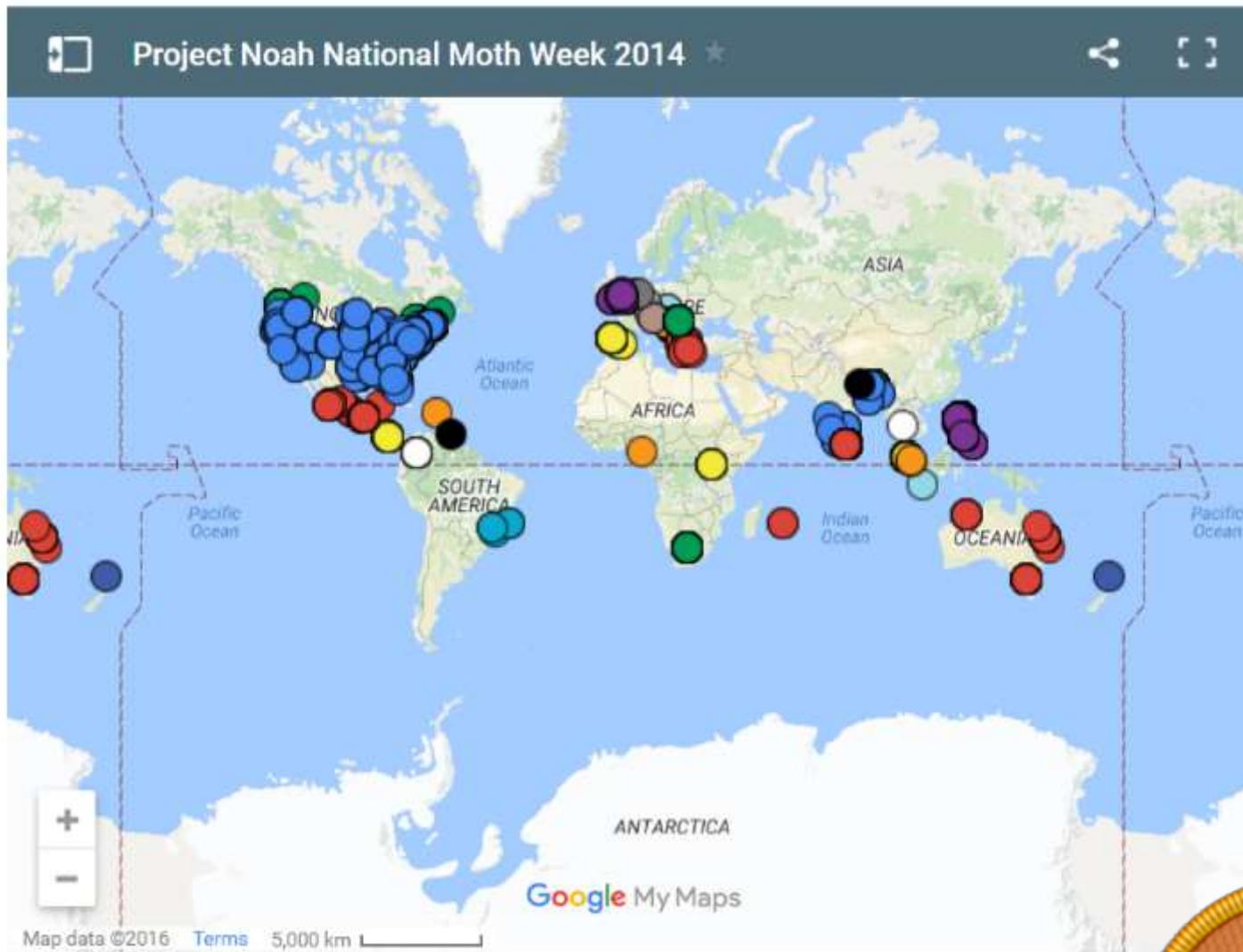
Spotted for missions

-  [Mission WILD](#)
-  [Phasmids of South East Asia](#)
-  [Macro Insect South East ASIA](#)

A black-and-red stick insect from the Philippines – observations on the external anatomy and natural history of a new species of *Orthomeria*. ZooKeys 559: 35-57, (2016)

Collaboration with other Citizen Science Projects





National Moth Week 2014

Project Noah members from 34 countries documented 2197 moths



The Future of Project Noah

- Open-source code, open data base
- Improve data portability  GBIF
- Re-development of web and educational platforms. Gamification?
- Update of mobile apps (Android)
- New partnerships



Caterpillars of Parana, Brazil

Only caterpillars that can be found in the target area are allowed.

Insects: a call for rapid discovery

Join this mission

Tweet Like

Overview

Details

Map

Sergio Monteiro

Trending Popular **Recent**

All Identified **Unidentified**



RECENTLY JOINED



Edit this mission

Export mission data as CSV

Export mission data as KML

The Project Noah Community



Thank you:

- Project Noah Community
- Project Noah Rangers



projectnoah.org

twitter.com/projectnoah

facebook.com/projectnoah

Dr. Danièle Pralong

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“An understanding of the natural world and what’s in it is a source of not only a great curiosity but great fulfillment”

David Attenborough