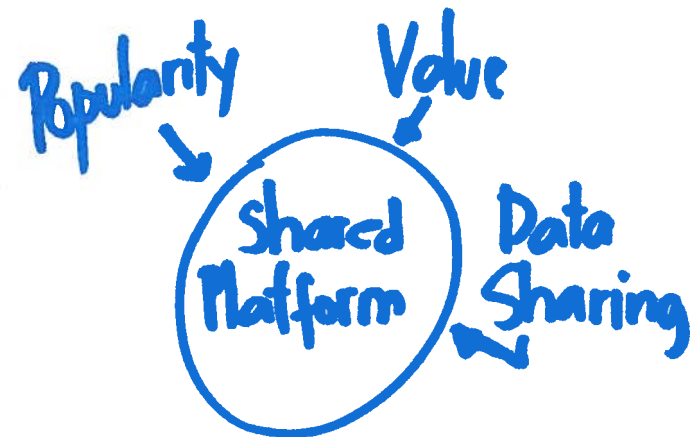


# CREATING A BIODIVERSITY NETWORK

Using a citizen science app to monitor biodiversity in Alberta

- JORDAN BELL -

ABMI  
rigorous data



VIRTUAL REAL ESTATE  
social. community

COMPETITION? PROMOTION?

- work with stakeholders, showcases 2000 users, 1100 species

DATA STORIES?

- group generation • mission • results
- + comparisons • costs



NATURELYNX

"Instagram-ish"

- sightings
- missions
- download
- species profiles