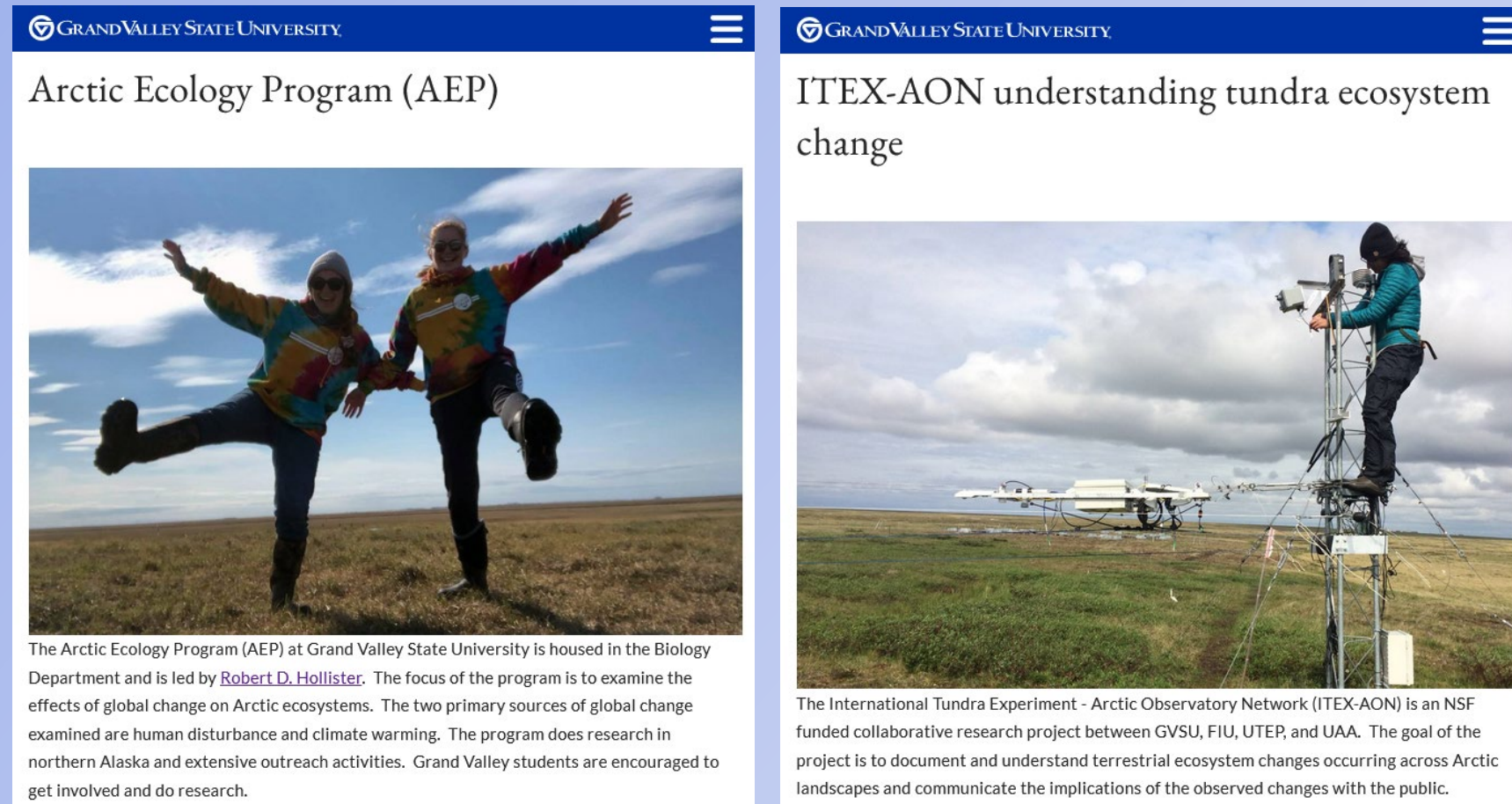


Furthering Outreach Through Web Engagement

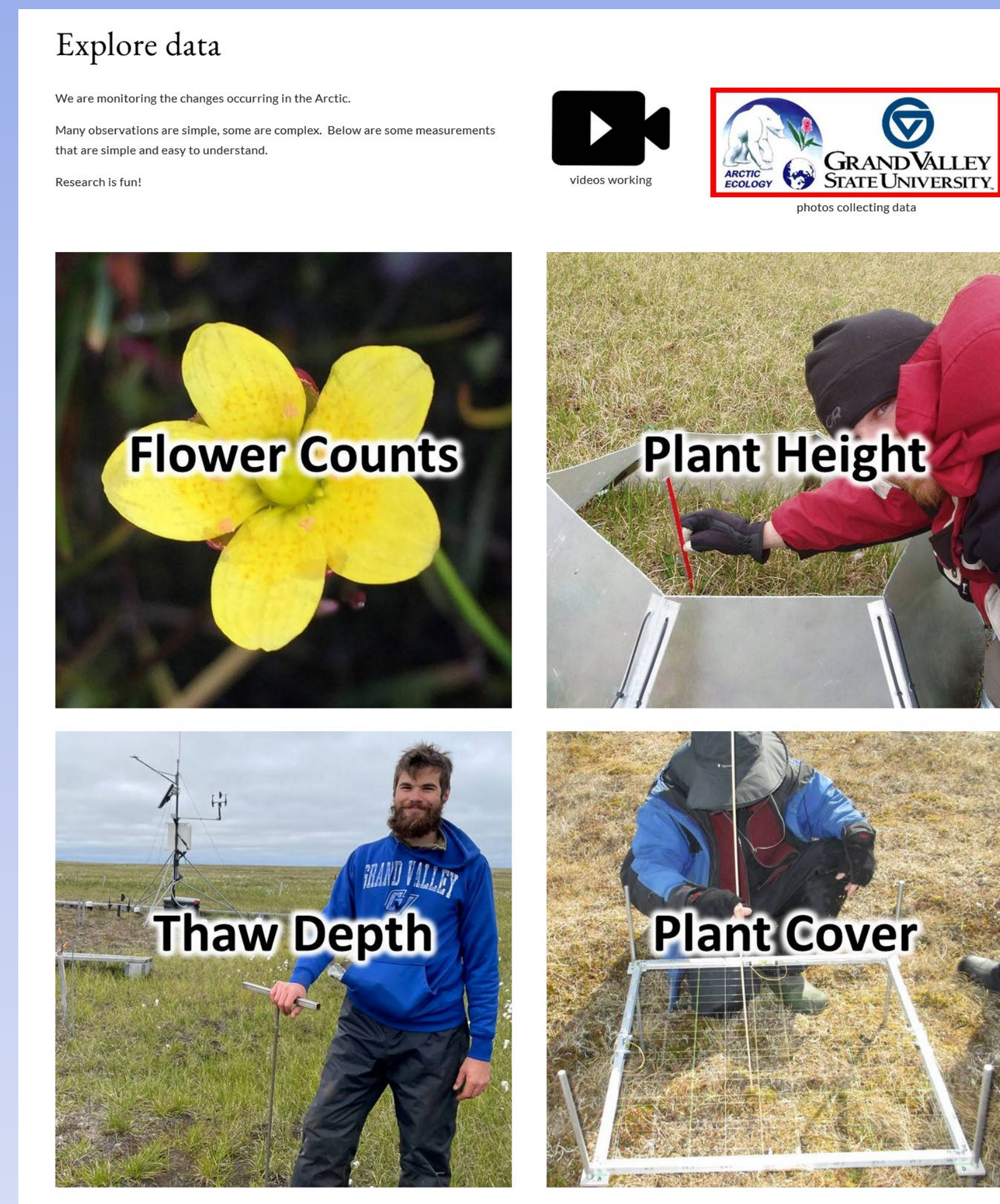
Justin Blough & Robert Hollister
Grand Valley State University, USA



Goal: Research Interactivity!



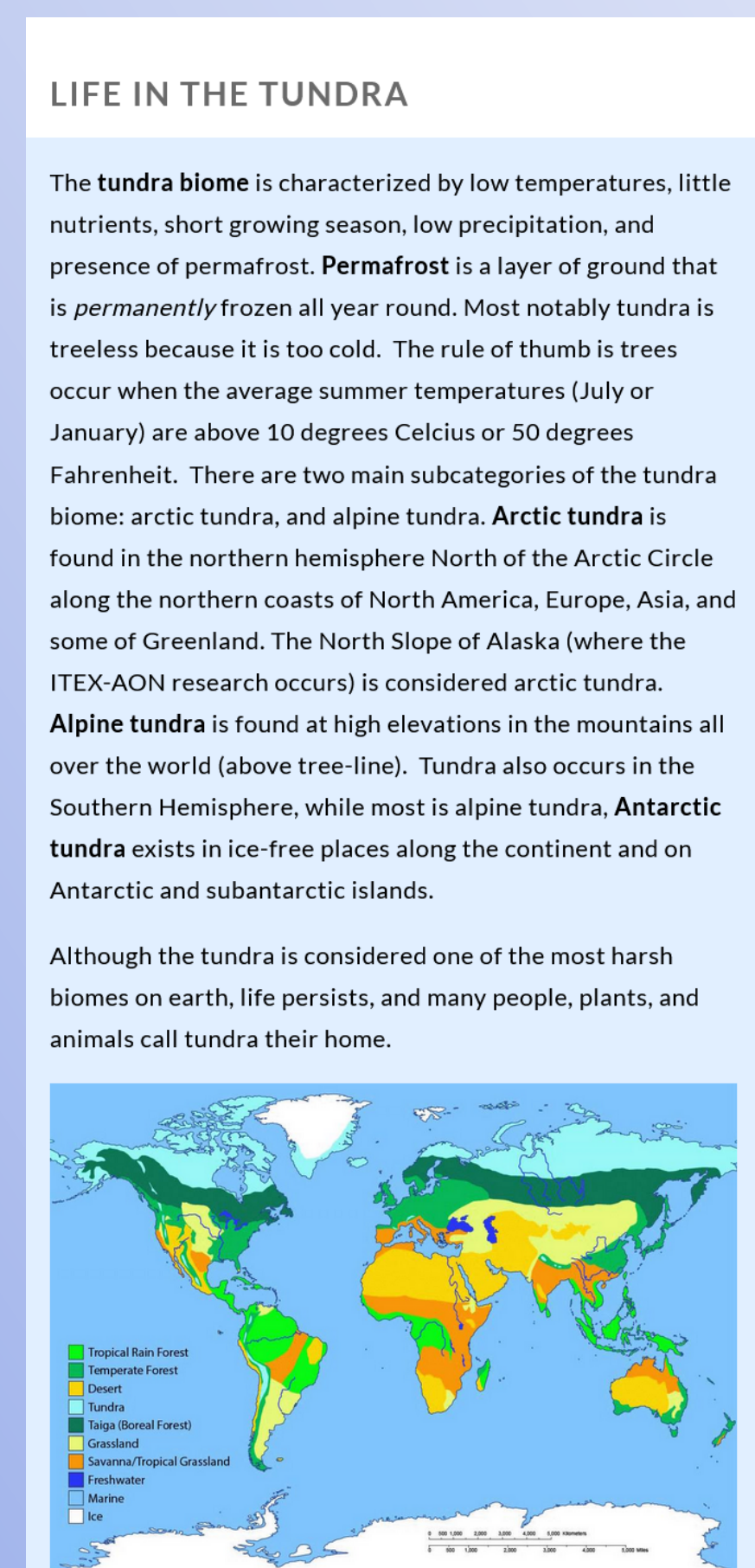
Outreach, accessibility, and public engagement should be some of the most important deliverables in scientific work. To increase accessibility and ease public understanding of the complicated data presented under the scope of “climate change related research”, the website and outreach materials of the Arctic Ecology Program at Grand Valley State University are being updated, expanded, and reconfigured with interactive images and data to increase public access and provide a more user friendly and entertaining experience for those seeking to learn about the tundra, climate change, and Arctic ecology.



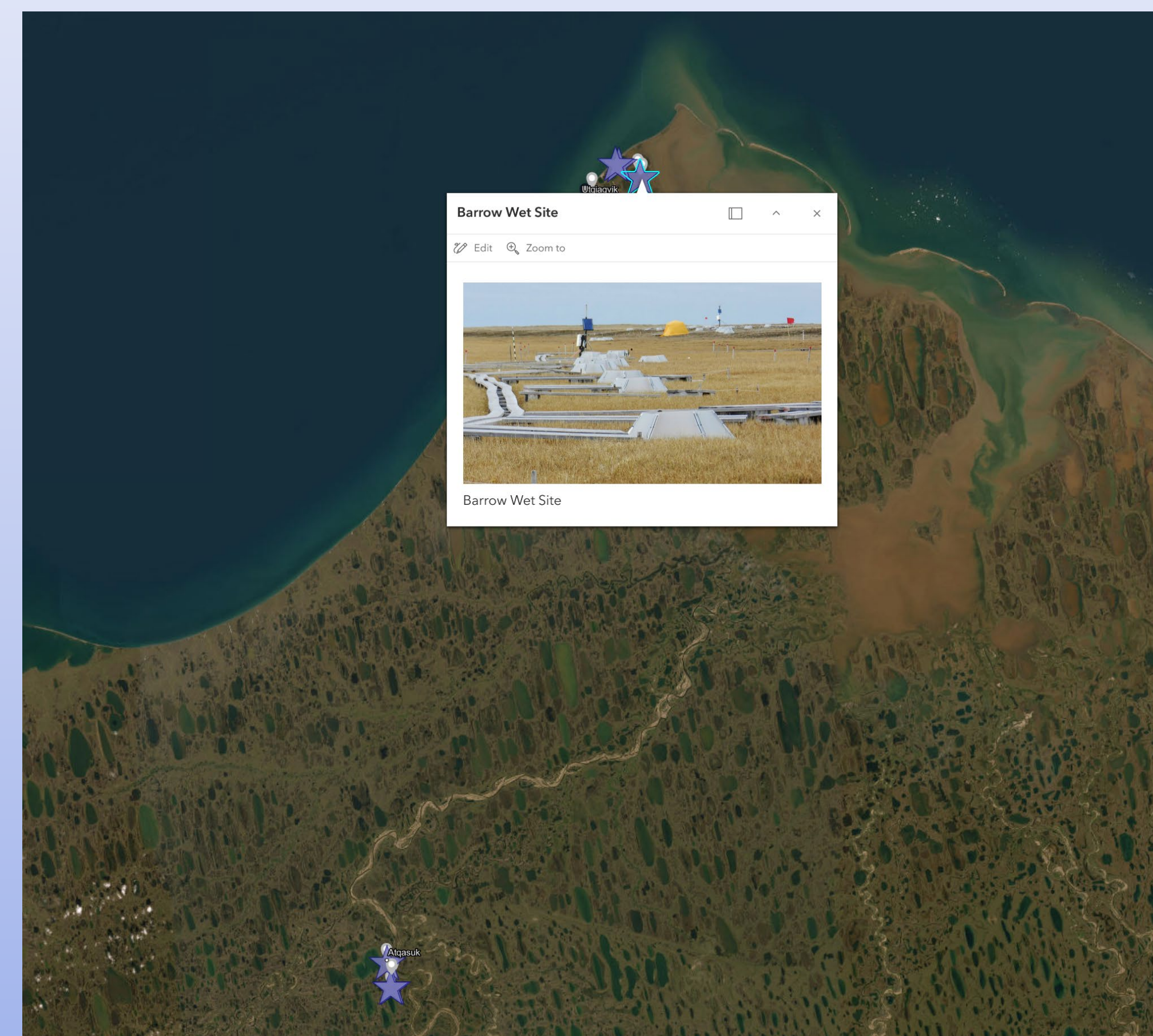
We've built a new page exploring AEP data that include graphs, figures, and videos of researchers at work.



Data visualizations were made using the Dashboard application within ArcGIS to better highlight measurements and the recorded changes over time in a manner that allows users to filter data individual data points, making figures more engaging and easier to comprehend.



We've built new pages on life in the tundra—highlighting the animals, landscape, and the ways of life of the people that call the North Slope home.



We've integrated imagery made with the ArcGIS mapping application to create an interactive web of site locations important to ITEX-AON and the AEP that use web-links, field season images, and videos to create an immersive experience for users of the website.



Interactive images made with the Genial.ly application allows users to experience the tundra and daily life of a field season using an interactive hotspot framework that highlights important aspects of pictures from AEP members that link to further information and videos.

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Suggestions? Let us know!
What has worked for you?