Furthering Outreach Through Web Engagement

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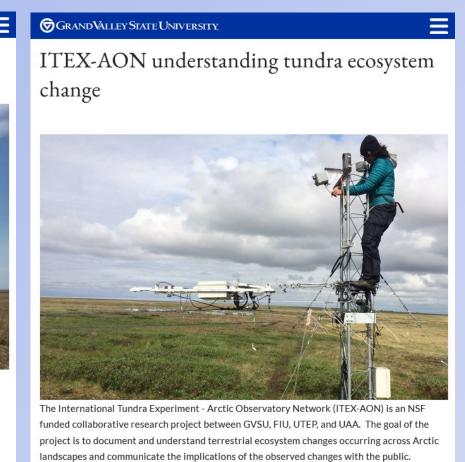


Goal: Research Interactivity!

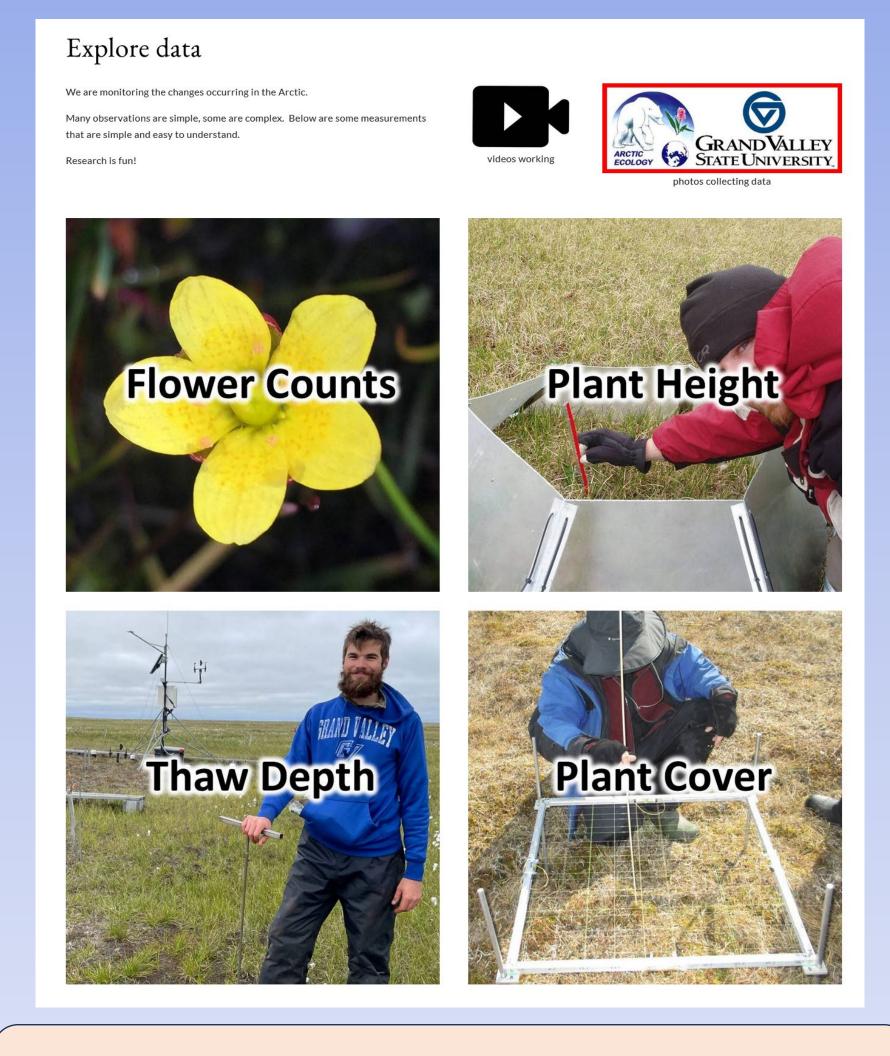


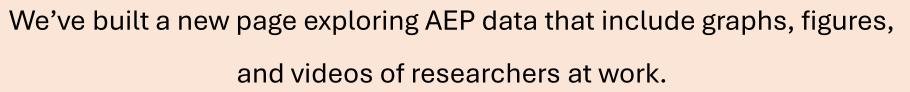
northern Alaska and extensive outreach activities. Grand Valley students are encouraged to

get involved and do research.



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,





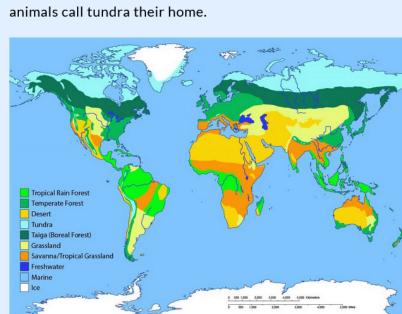


3 highlight measurements and the recorded changes over time in a manner that allows users to ArcGIS Online filter data individual data points, making figures more engaging and easier to comprehend.

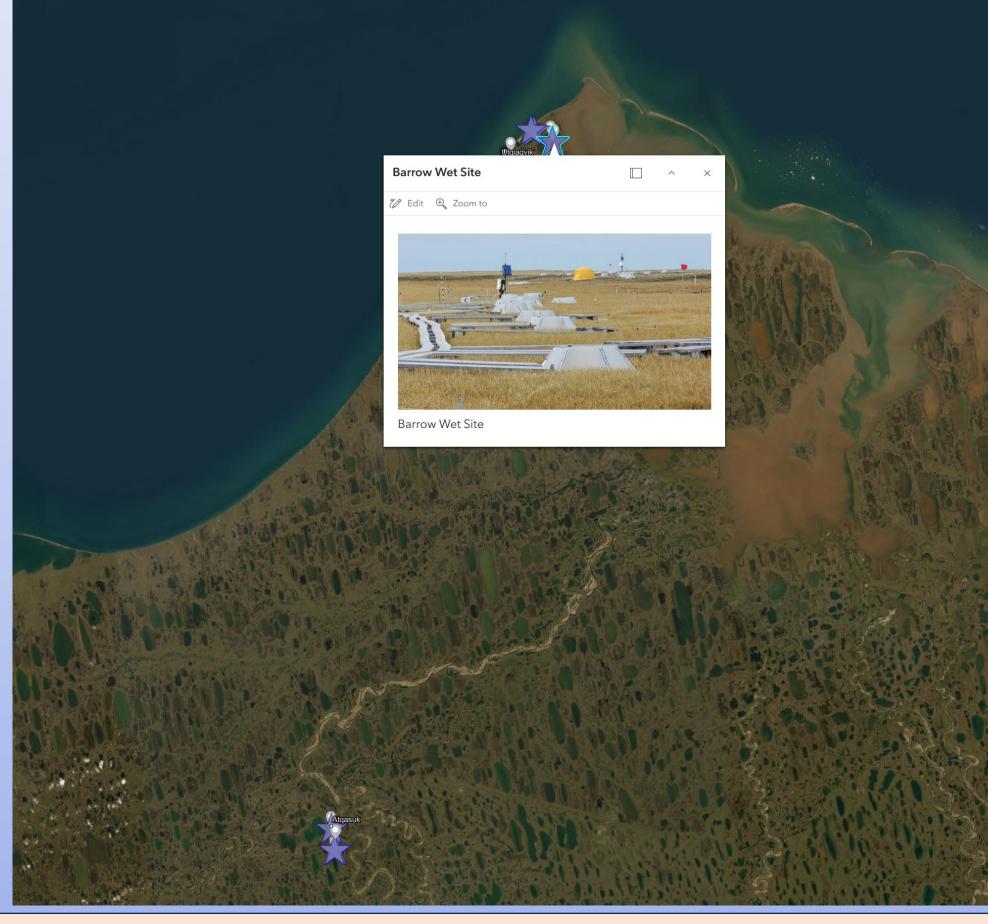
climate change, and Arctic ecology.

LIFE IN THE TUNDRA

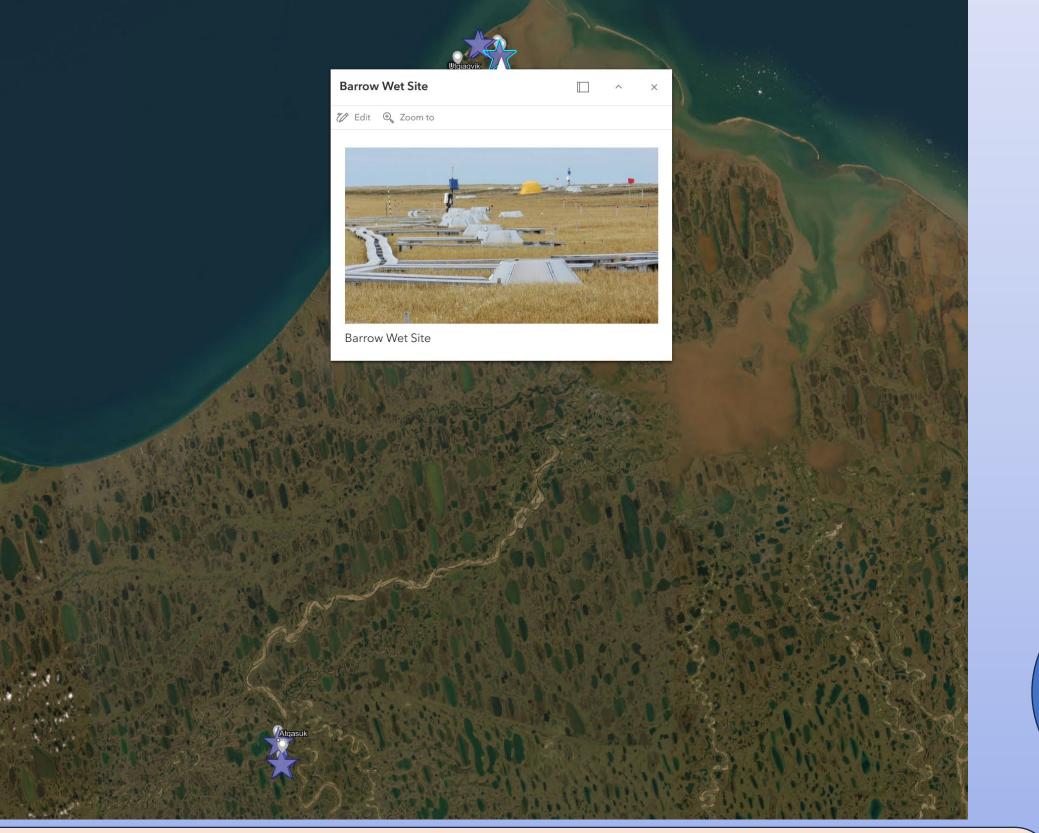
The **tundra biome** is characterized by low temperatures, little nutrients, short growing season, low precipitation, and presence of permafrost. **Permafrost** is a layer of ground that is permanently frozen all year round. Most notably tundra is treeless because it is too cold. The rule of thumb is trees occur when the average summer temperatures (July or January) are above 10 degrees Celcius or 50 degrees Fahrenheit. There are two main subcategories of the tundra biome: arctic tundra, and alpine tundra. Arctic tundra is found in the northern hemisphere North of the Arctic Circle along the northern coasts of North America, Europe, Asia, and some of Greenland. The North Slope of Alaska (where the ITEX-AON research occurs) is considered arctic tundra. Alpine tundra is found at high elevations in the mountains all over the world (above tree-line). Tundra also occurs in the Southern Hemisphere, while most is alpine tundra, Antarctic tundra exists in ice-free places along the continent and on Antarctic and subantarctic islands.



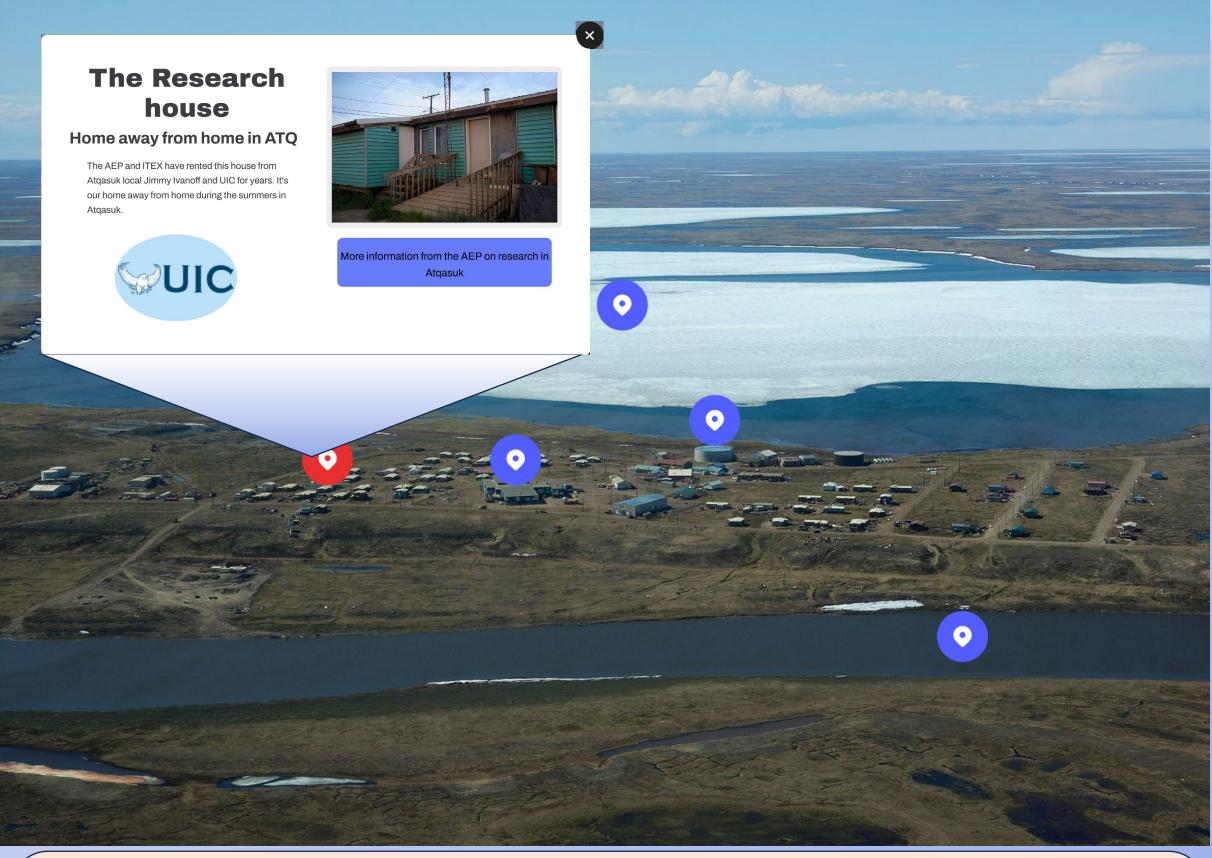
We've built new pages on life in the tundra—highlighting the animals, landscape, and the ways of life of the people that call the North Slope home.



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?