



# Digital Conservation: Scientists portal to connecting with the public?

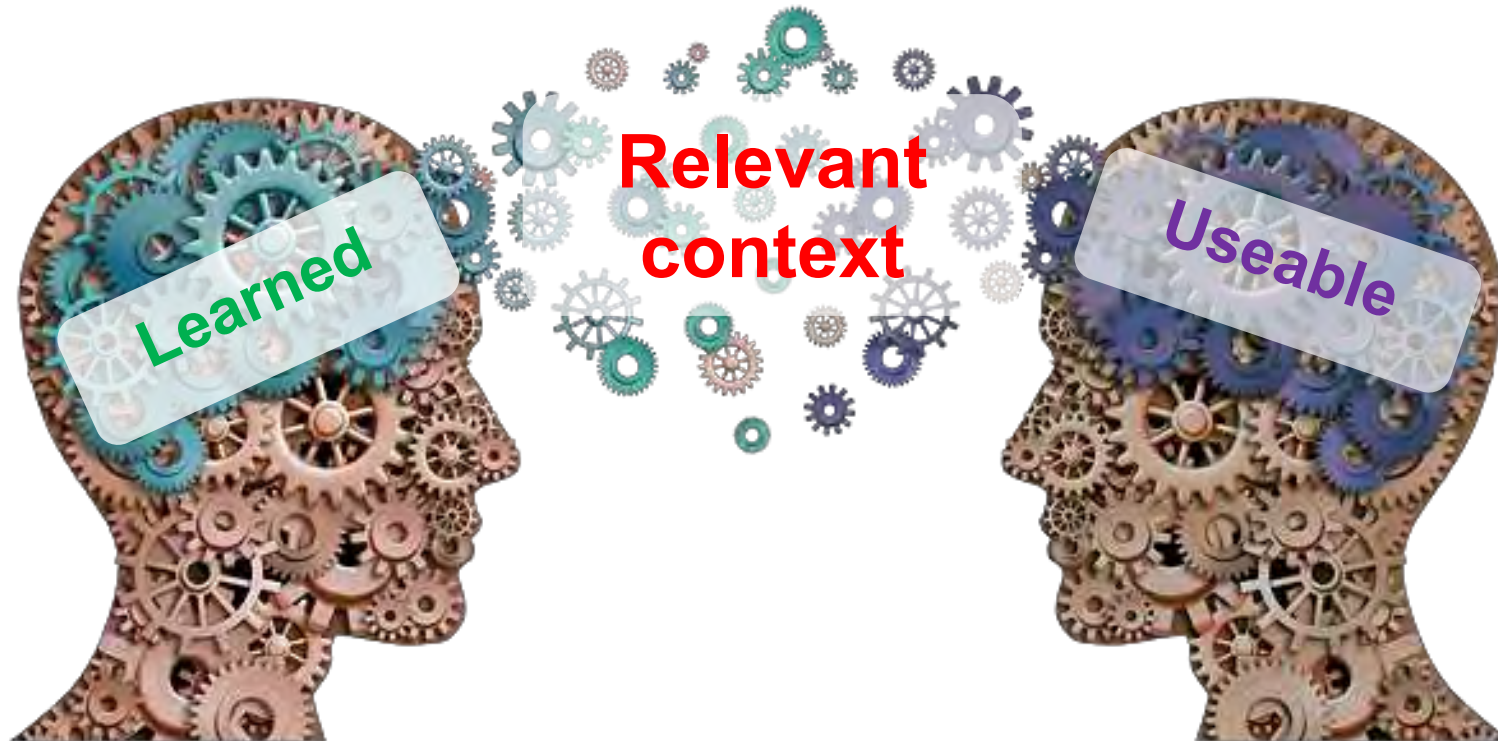
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Deborah V. Robertson-Andersson





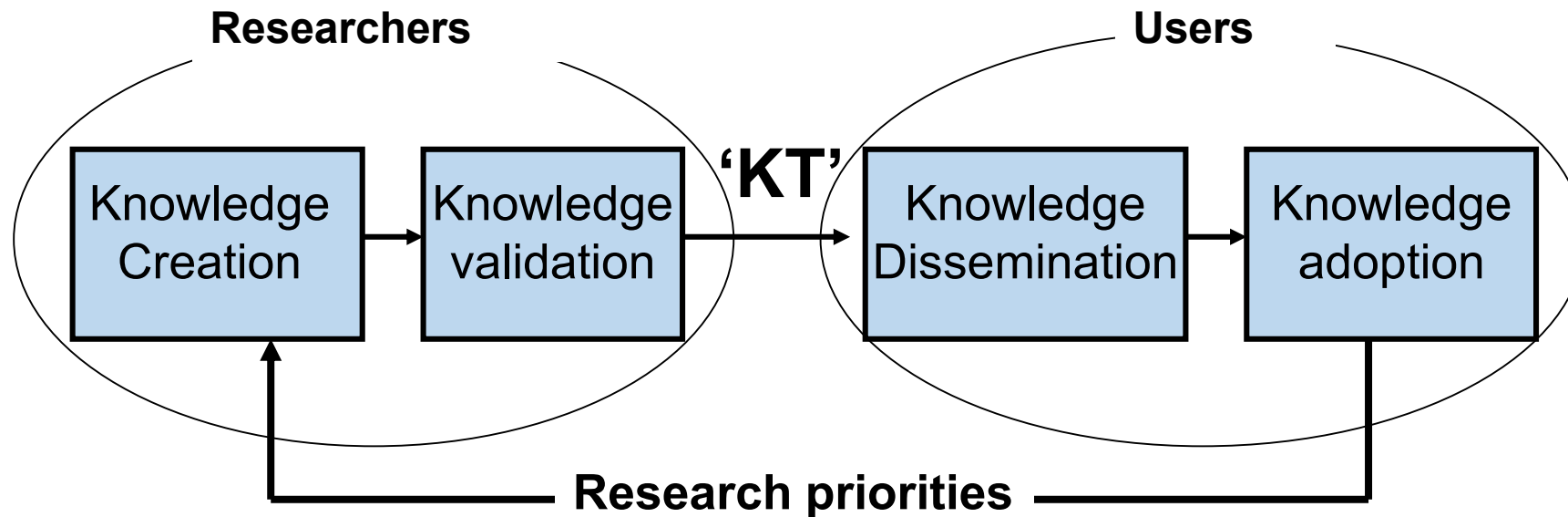
# Knowledge Transfer (KT)

Defined as: *“The methods in which knowledge, ideas, skills, expertise and assets to bring benefits to the economy and general public, at different global scales”*



# From Knowing to Doing:

**Traditional linear model** – *assumes rather **uncomplicated** relationships between research/knowledge and knowledge/action*

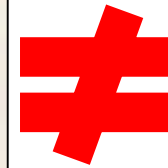


## THE PROBLEM WITH THIS MODEL

Too - simple, rational, linear, uni-directional, individualised, unproblematised, asocial, and acontextual-**Otherwise**



# The **BIG** Problem



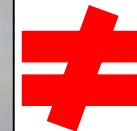
**B**ooks = Knowledge

**I**deas = Innovation

**G**eneral understanding



# The **BIGA** Problem



**B**ooks = Knowledge    **I**deas = Innovation    **G**eneral understanding    **A**ction

*"In the end we will conserve only what we love,*

*We will love only what we understand,*

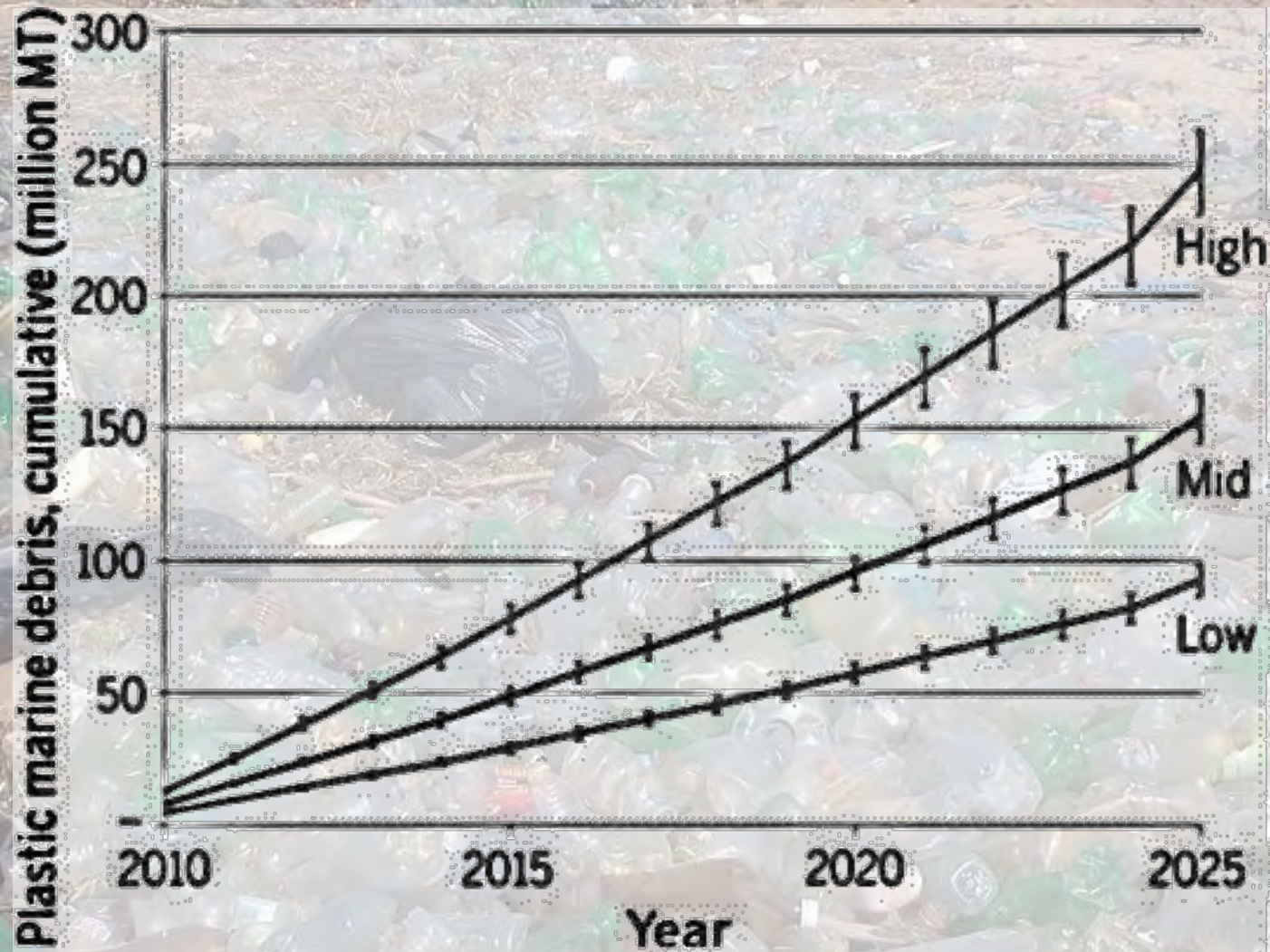
*We will understand only what we are taught"*

*\_Baba Dioum*





# Biodiversity threat: Plastic Pollution





# More of the same?



# The BIGA Problem

White hair

=

- × Wise?
- × Knowledgeable?

Would you trust this smile?

Lab effect

Lab coat /  
professionally  
dressed

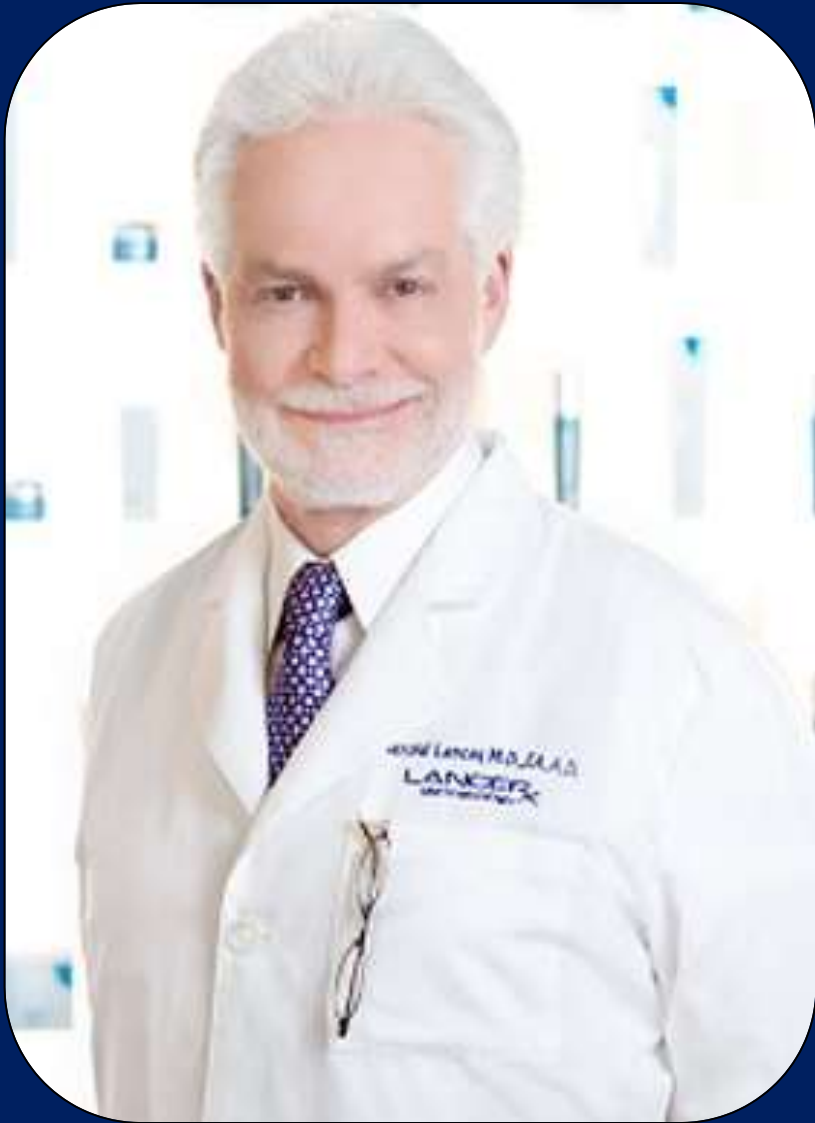
Lab logo

Glasses





A



B



C



# YouTube Video Analysis

## 20 YouTube videos on Biodiversity & Conservation



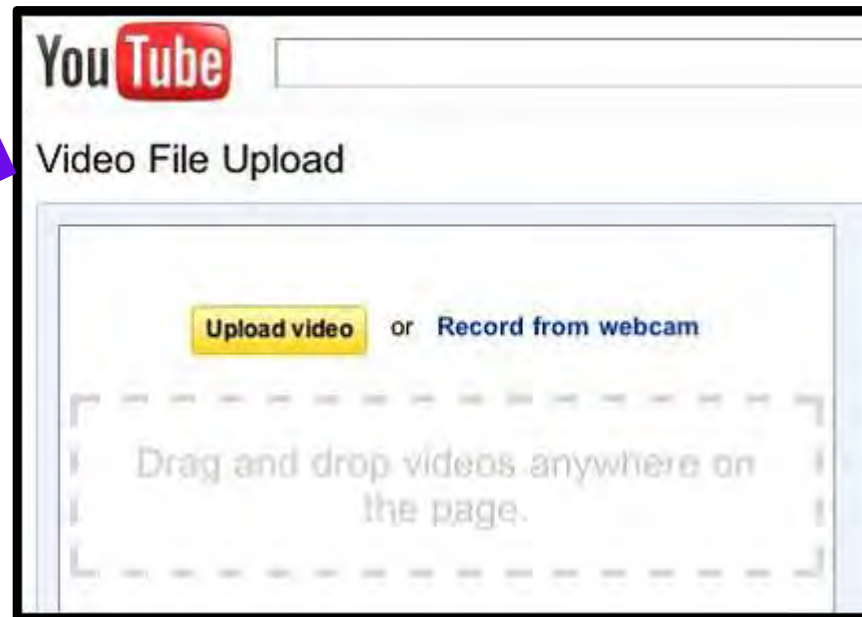
### Video criteria

- Video details- length, no. of views, like...
- Speaker demographics
- Video effects- colour, text
- Motivational message
- Etc...





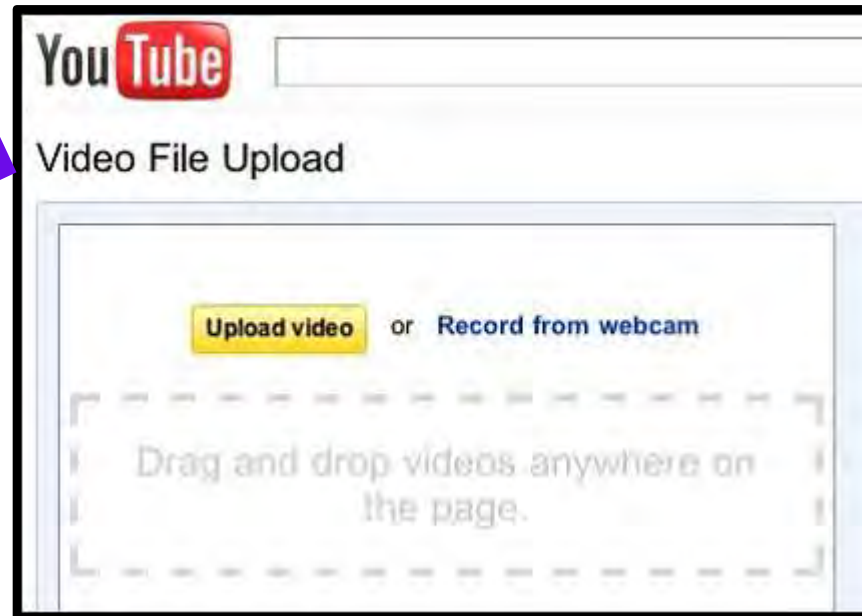
**Same message  
Different impact  
factors**







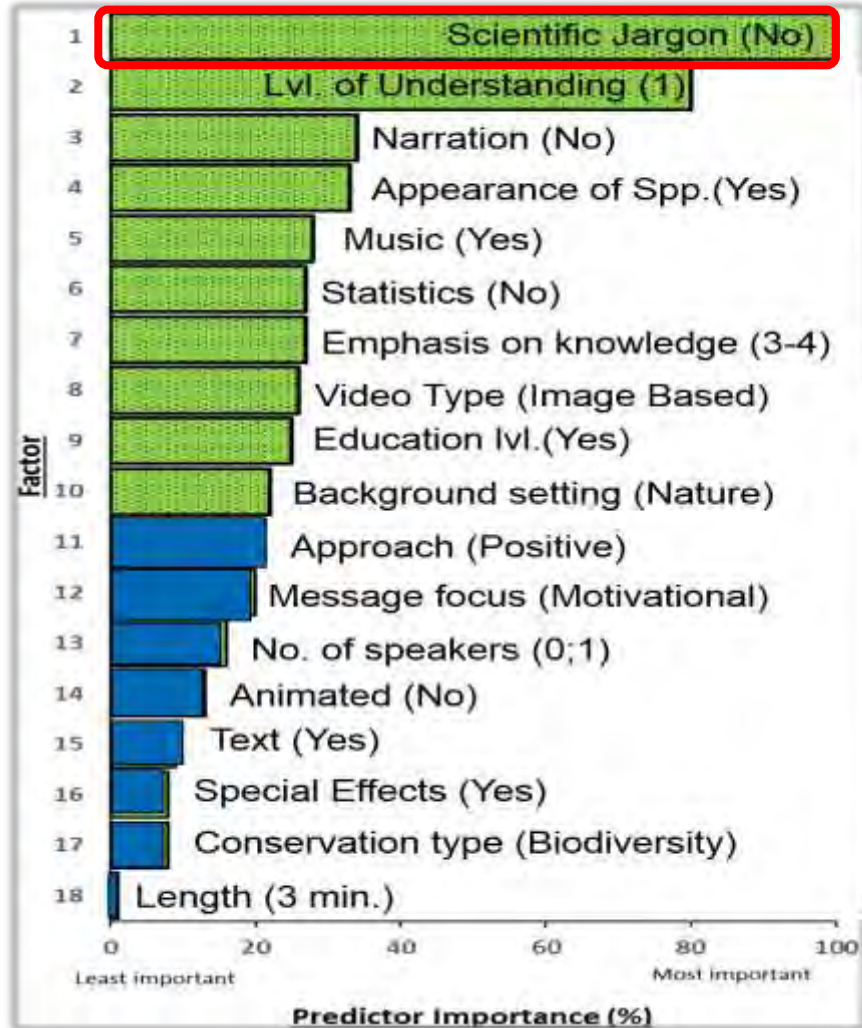
**Same message**  
**Different impact**  
**factors**







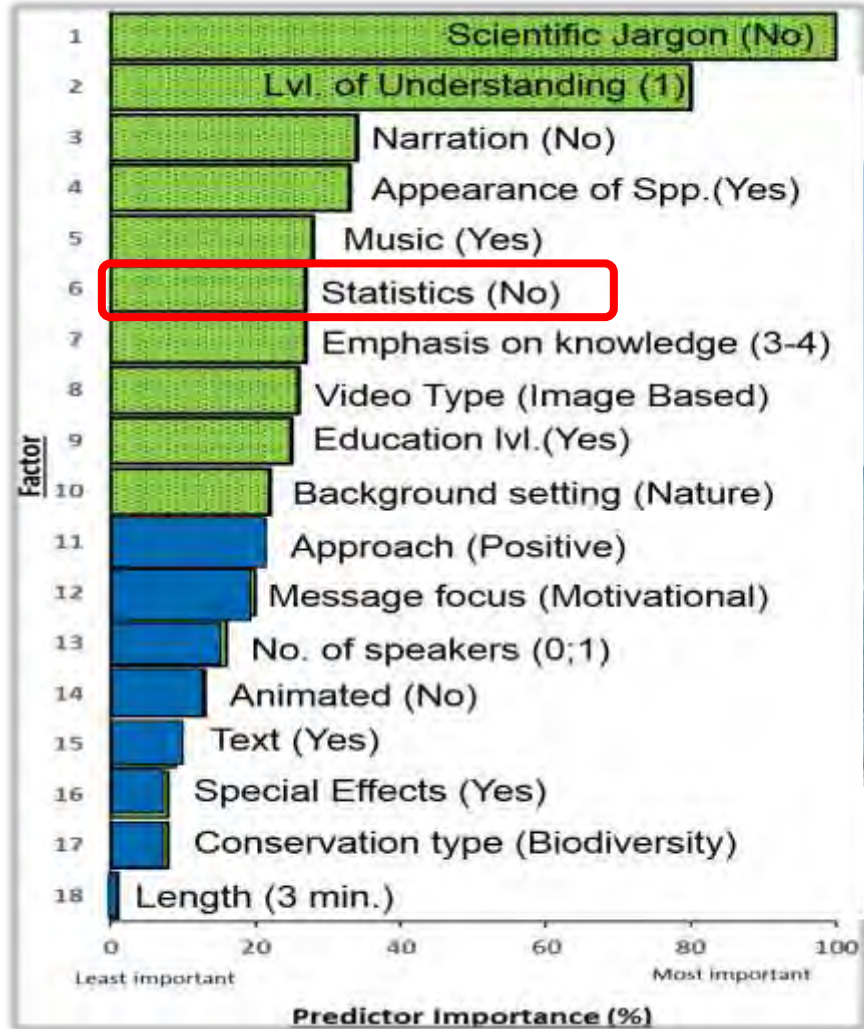
# Video Factor Analysis



Cluster rankings of the highest ranked factors (with corresponding variables) for 20 YouTube LLC videos



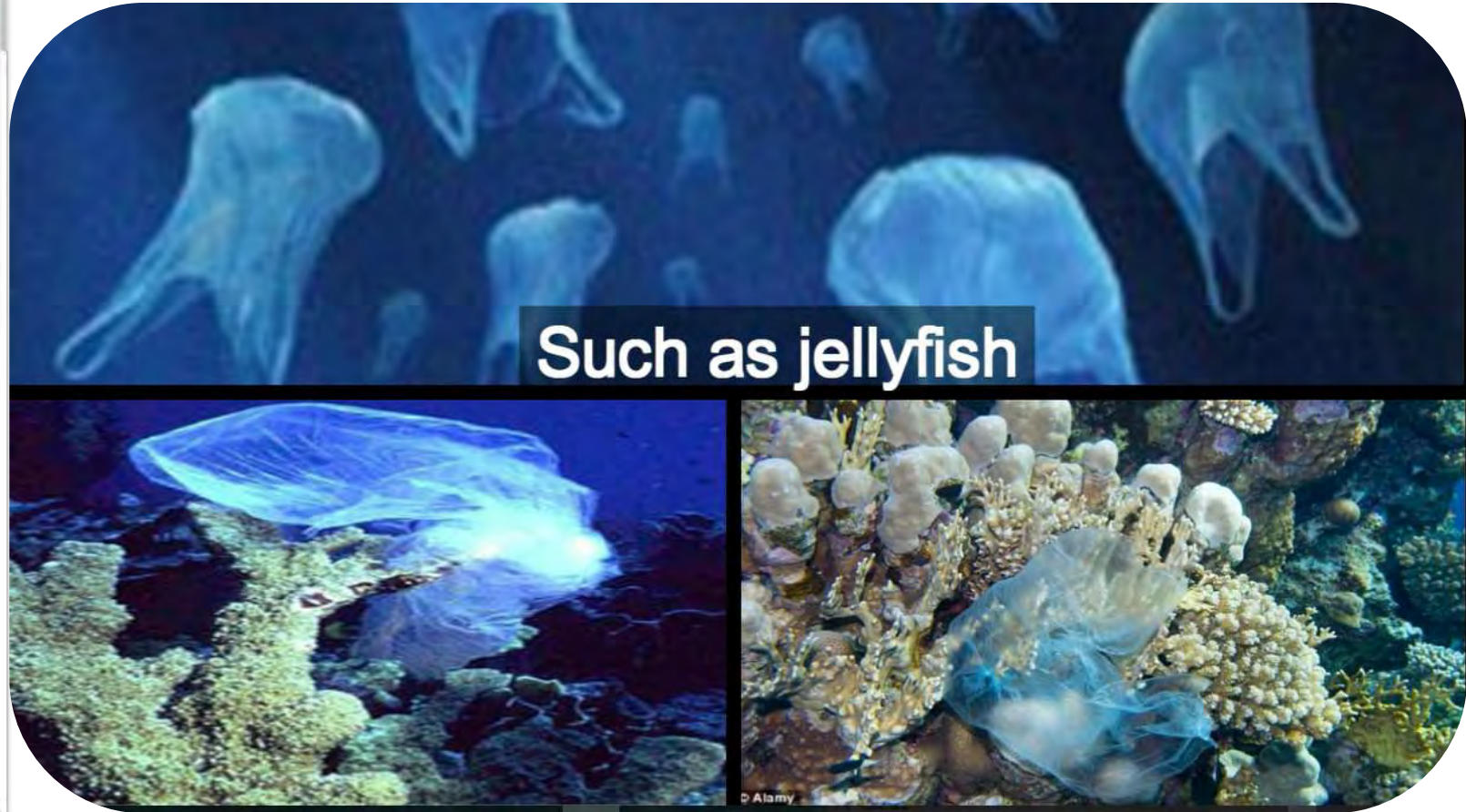
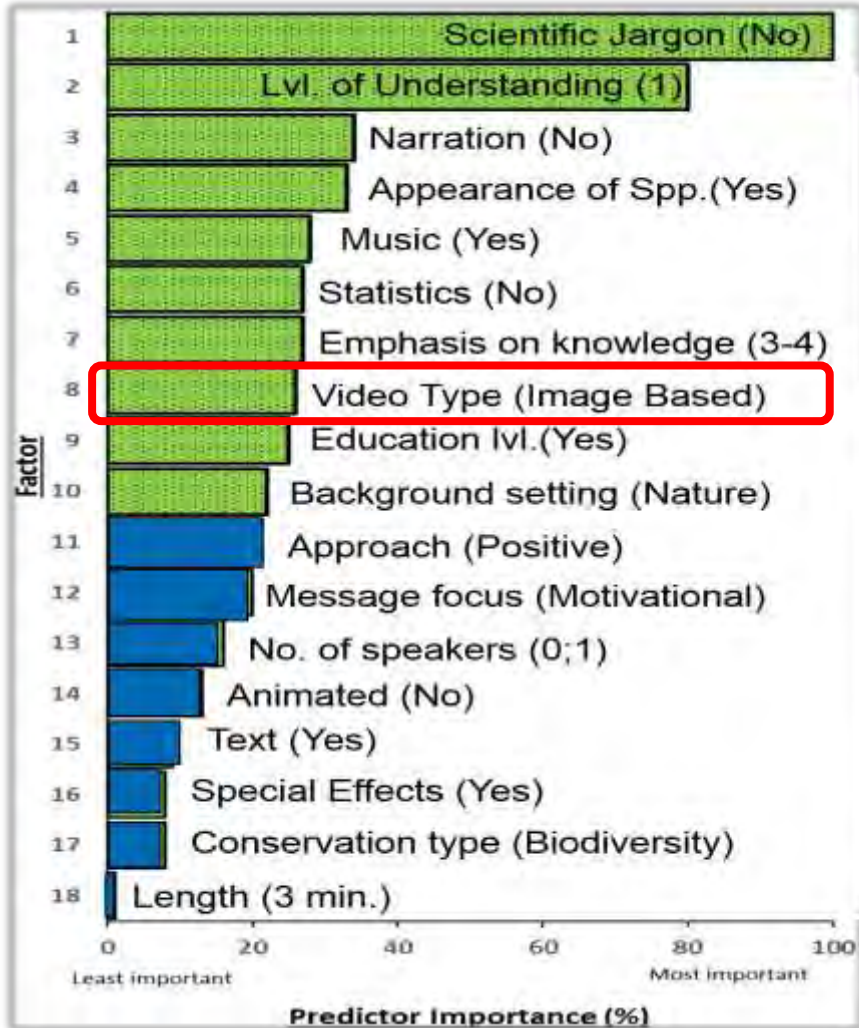
# Video Factor Analysis



Cluster rankings of the highest ranked factors (with corresponding variables) for 20 YouTube LLC videos



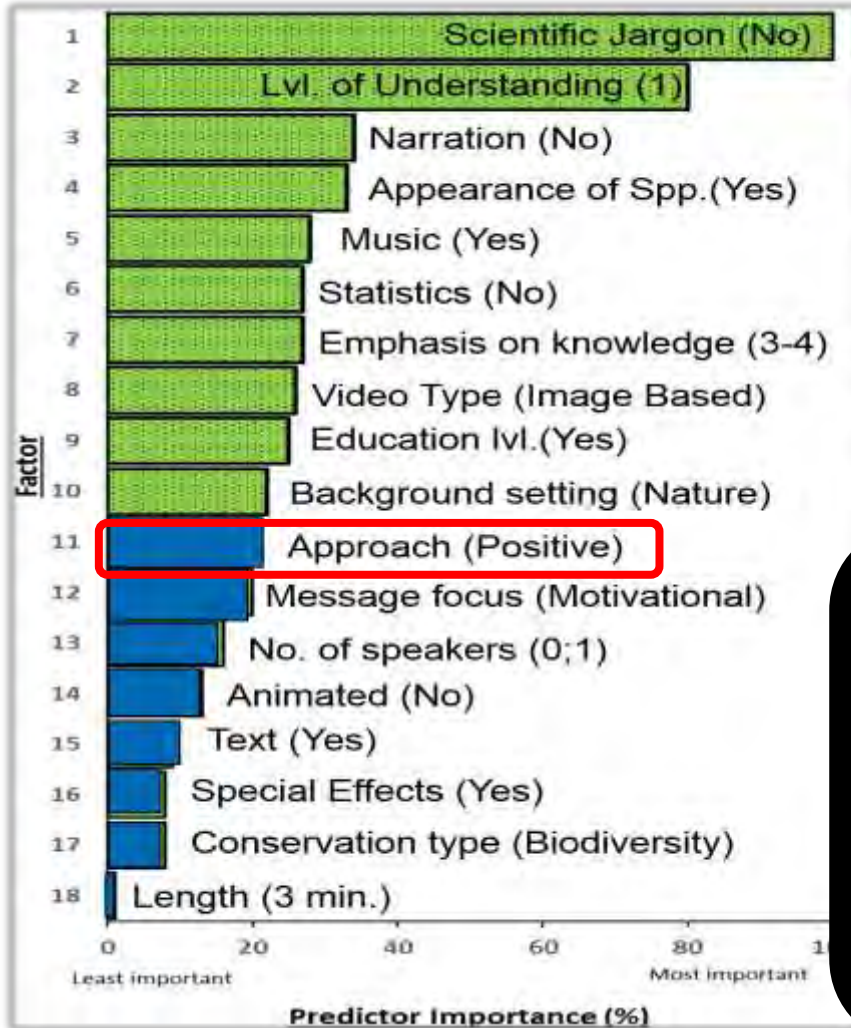
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Cluster rankings of the highest ranked factors (with corresponding variables) for 20 YouTube LLC videos



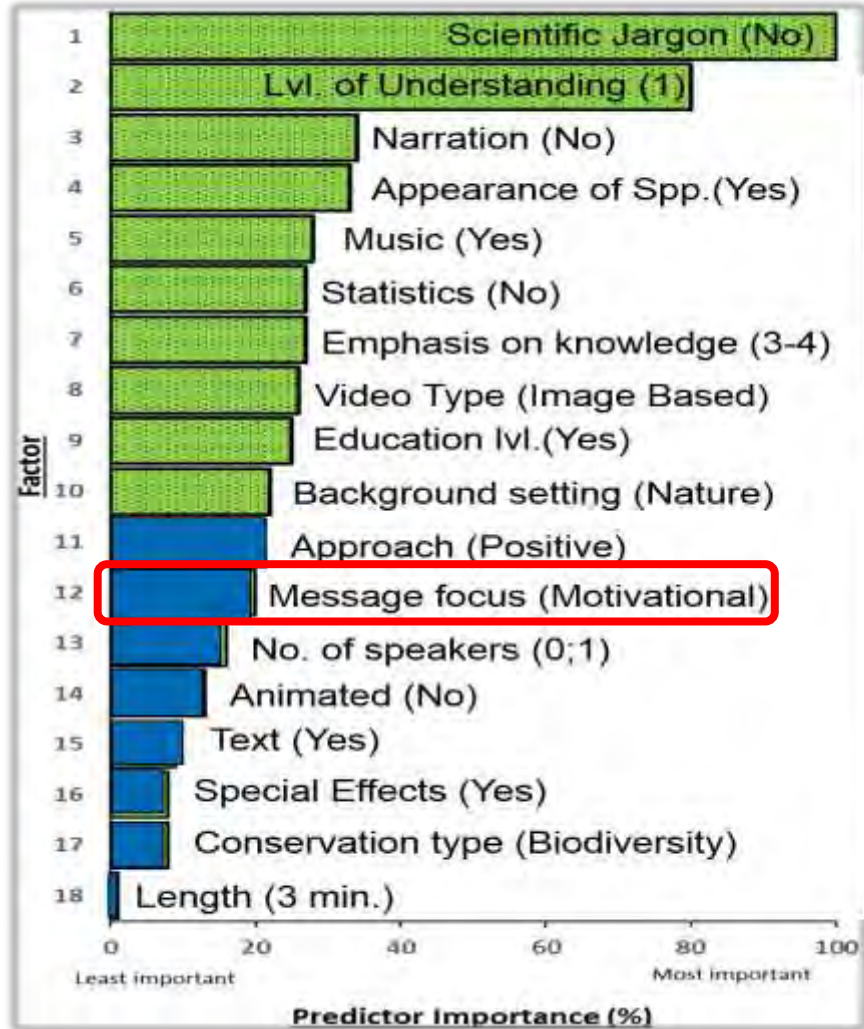
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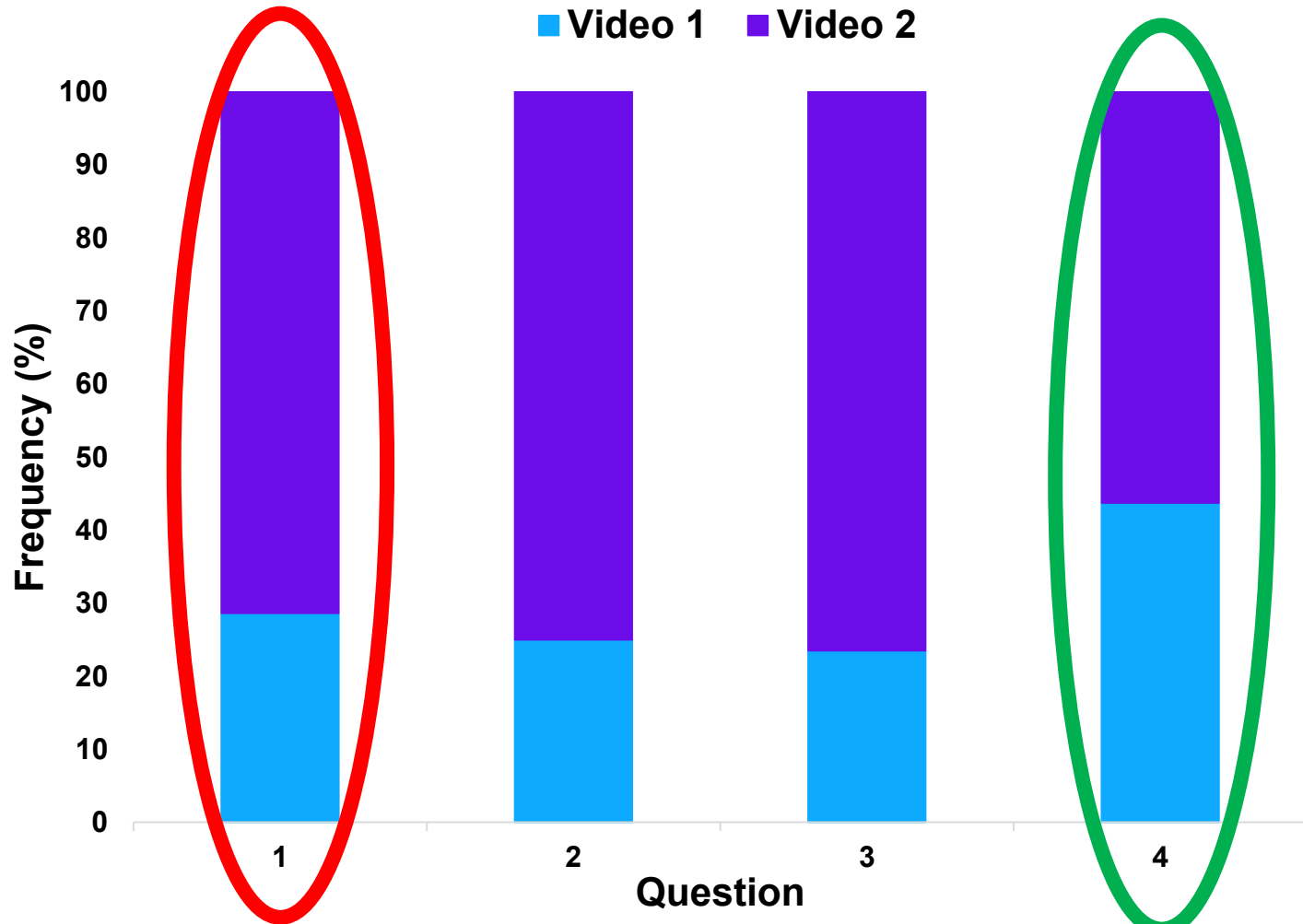


# Video Factor Analysis



Cluster rankings of the highest ranked factors (with corresponding variables) for 20 YouTube LLC videos

# Video Preference



Answers (%) to video preference related questions

**Q1.** Which video did you enjoy watching?

**Q2.** Which video did you feel was more effective at conveying the conservation message?

**Q3.** Which video do you think you will remember more?

**Q4.** Which of the two videos were more educational, in terms of the cause, consequences and solutions to plastic pollution?



# Response to action on Social Media Platforms

“Meme”: An image that spreads virally on social media

Social Media Platforms: 3



Meme 1



Meme 2



Meme 3

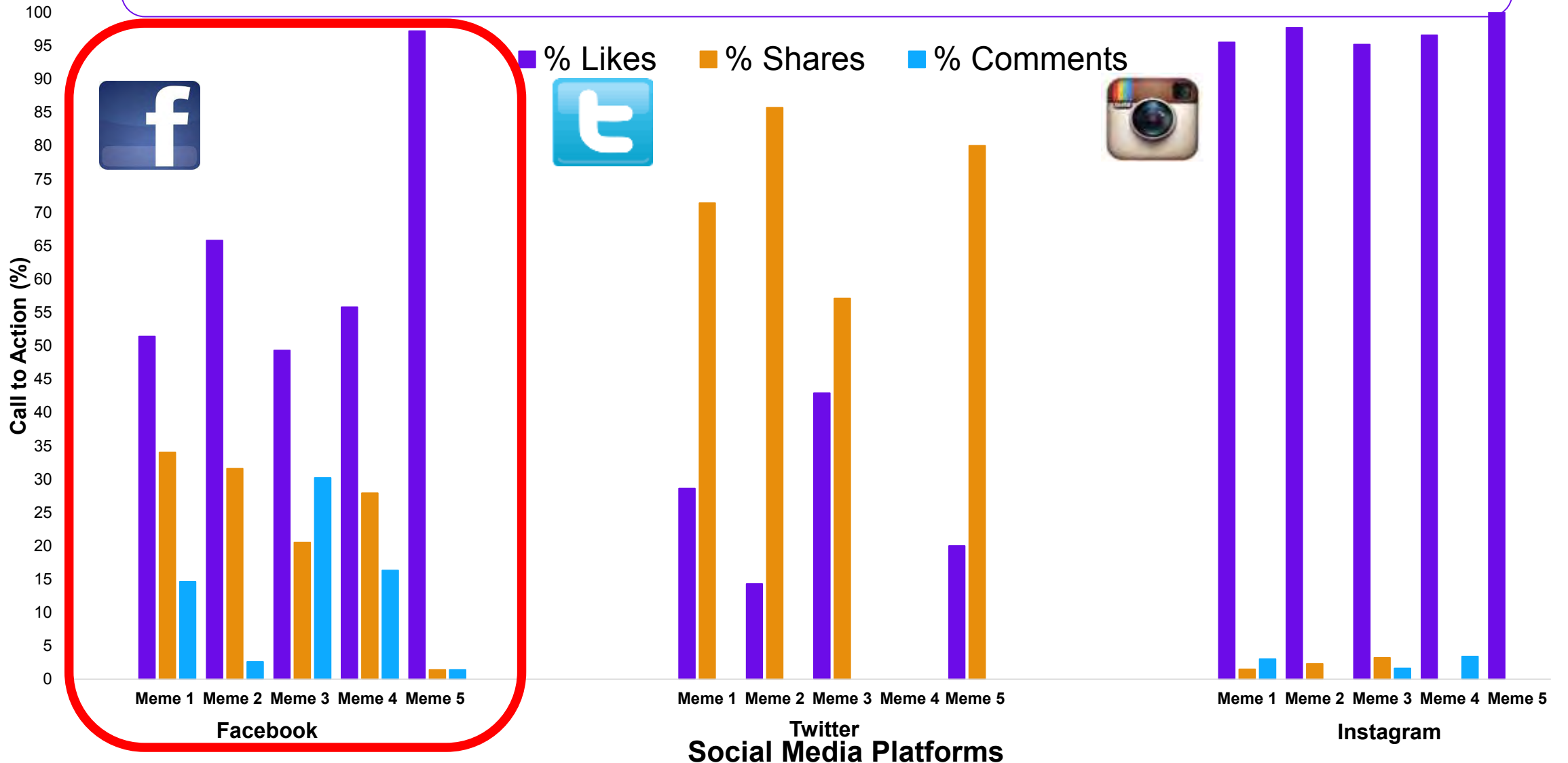


Meme 4



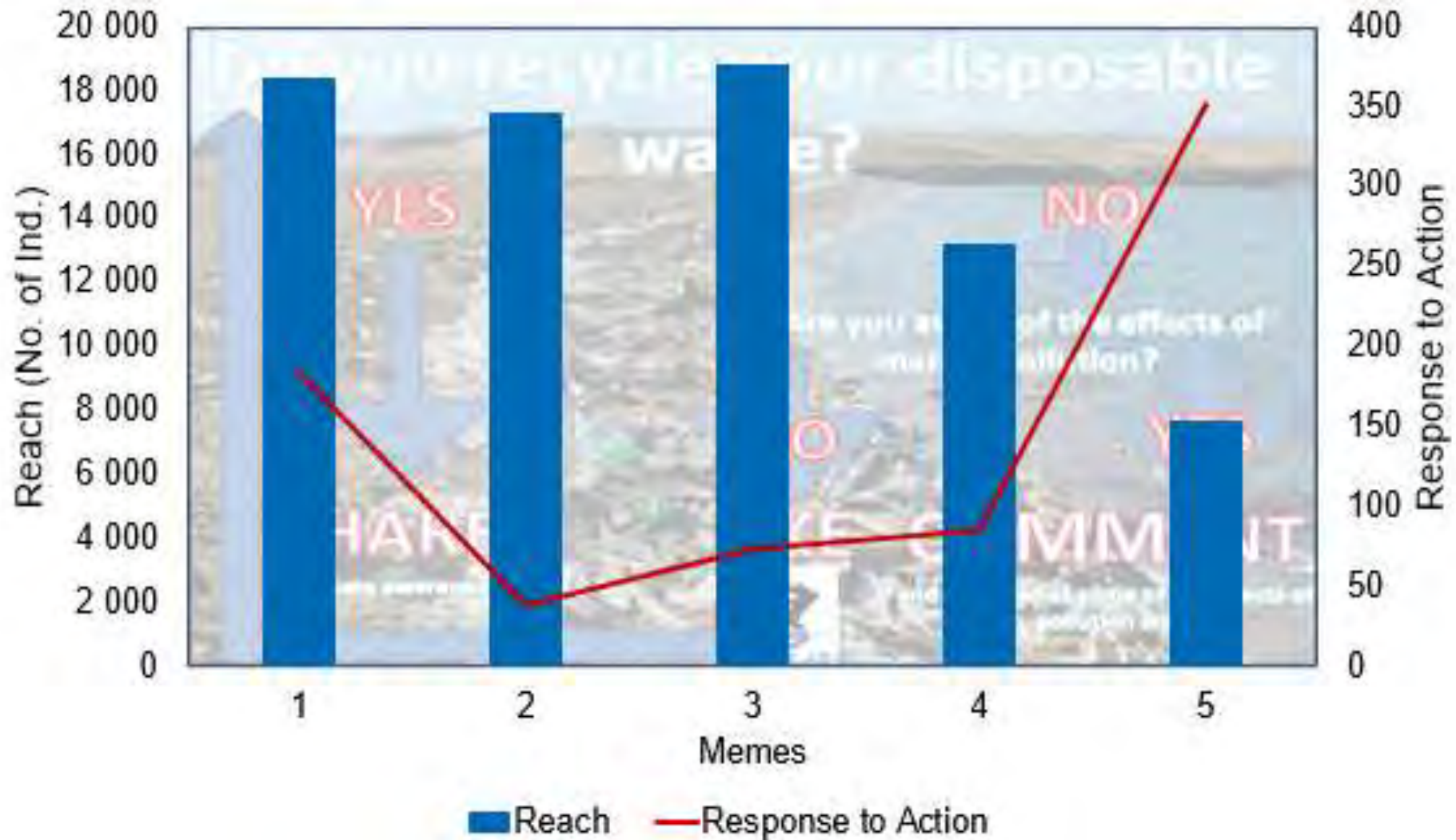
Meme 5

# Response on Social Media Platforms



Response of Call-to-Action (%) on three social media platforms

# Reach vs. Response



Reach of Facebook™ meme posts (no. of individuals) and Response to Action received.



# Global Response



## Top 5 Countries:

1. South Africa
2. United States of America
3. India
4. United Kingdom
5. Nigeria





**18-24 yrs**



# The BIGA Solution?



**BUT,  
We would like to do  
more....**

Science **coupled with conservation education can help improve conservation efforts!**





# Booms, Bins & Bags (B3) Project 2016







THE OCEAN IS  
THE HEART OF  
OUR PLANET

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[worldoceansday.org](http://worldoceansday.org)



# Thanks & Acknowledgements:

Mrs. Judy Mann-Lang



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# Thanks & Acknowledgements:

Mrs. Judy Mann-Lang



# MACE Lab Precious Plastic Project (SA)



Shredder

Compressor

### Blends

Working with plastic yourself allows you to mix different materials and create new textures.



### Patterns

Blend colors together, make weird patterns, or keep it even and simple.

### Production

The machines work well for small productions. Create a solid mold and start mixing!



### Raw material

Next to creating products, you can also create raw materials. Sell your materials to other makers who create wonderful things with it.





# Long-term Goal

