Citizen Science in Museums
New Approaches to Science Learning and Communication

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Adler Planetarium
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What is Zooniverse?
People-powered research
Processing large datasets through crowdsourcing
SINCE 2007

1.7 million people around the world
150+ projects across the disciplines
We also have an app!

Search Zooniverse in the iOS and Android app stores
Online, Zooniverse continues to gain popularity year after year.
Reaching a new audience
Zooniverse in museums
Two approaches

Introducing Zooniverse to Adler Planetarium guests

1. A bespoke multi-person touch table interactive exhibit
2. Adapting the existing Zooniverse iPad app
A social, interactive museum experience that encourages guests to contribute to science through Zooniverse
PRELIMINARY EVALUATION RESULTS

I thought the exhibit was fun

- Strongly agree: 38.3%
- Agree: 53.2%
- In between: 7.1%
- Disagree: 1.3%

In my next visit to the Adler, I would try the exhibit again

- Strongly agree: 38.1%
- Agree: 56.1%
- In between: 3.9%
- Disagree: 1.9%
PRELIMINARY EVALUATION RESULTS

Huge numbers!

- **1000 galaxies** classified each day by Adler guests
- Typical dwell time **about 2 minutes**
- Numerous dwell times between 5-7 minutes and a few at more than **20 minutes**
Key takeaways

- Strategically narrow and agree upon project goals before starting design and development
- Keep it simple
- Test, iterate, test again
Mapping Historic Skies

Adapting the existing Zooniverse iPad app for installation in a new exhibit
Current app + museum mode

A work in progress
We all look up at the same sky no matter when or where we live on Earth. You can help us discover the diverse representation of constellations across cultures and times.

**What You Can Do**
The Adler has a collection of more than 4,200 constellation drawings. With your help, we will be able to understand more about the way people around the world have connected with the night sky across many centuries.

**How Does It Work?**
You can scan the Adler's morning activity with your iPad and click below to get started.

**Do more science!**
With your iPad, check out our interactive exhibits, field programs, and more when you're ready to explore more!
Key takeaways

- Work together across departments
  - Build in structure and agree upon roles and responsibilities before getting started
  - Write everything down so there’s a record to refer back to
- Build with an eye towards the future - how can this work be reused?
Thank you!

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