eBMS survey data

Early findings and insight

Prepared by Martha Henson for UKCEH 03.012.2025

Project aims

Understand needs and motivations of eBMS recorders to improve their experience, encourage more recording and, in particular, to support the development of templates for personalised feedback to recorders.

Methodology

- Discovery - gathering existing information

- Quantitative data

- Scheme and national coordinator interviews

- Survey to all eBMS recorders

Discovery and interview insight

- Significant variation by country (or region)

- Several major factors determining reception and motivation

    - Cultural/historical (esp attitudes to citizen science, volunteering, EU, being "told what to do")

    - Availability of reference material/field guides

    - Economic/funding

    - Difficulty (species ID, number of species, terrain)
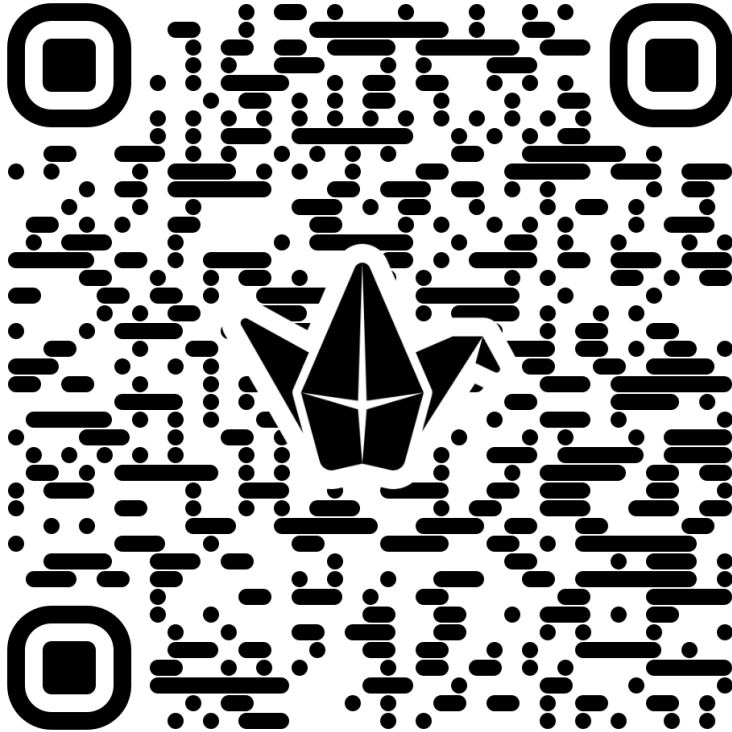
    - Individual

eBMS Survey

- Translated into local languages (thank you!)

- Promoted in all eBMS countries (exc UK and Sweden)

- Open for three weeks

- **1328 responses**

- Challenges: translation and size of survey for qualitative answers

  - Automatic translation of responses into English via Qualtrics
    and automatic insight

Goals for today

- Share initial findings

- Support later discussions about personalising feedback

- Validate results

- Gather additional insight

- Gather any questions and suggestions for further ways to interrogate the data

How to respond

Please share your comments, suggestions for further analysis and insight on this Padlet board. Click the "+" button to add.
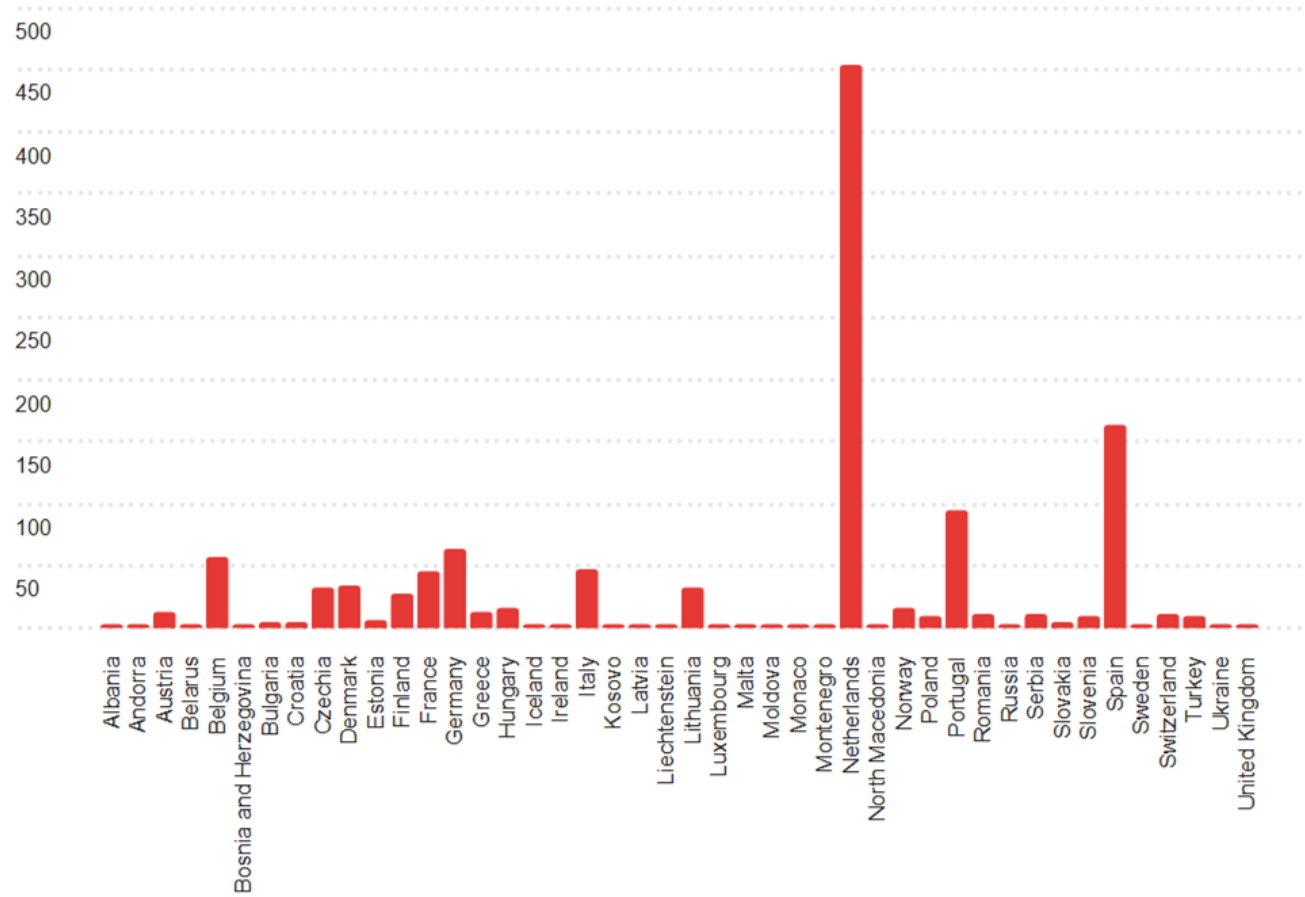
padlet.com/marthahenson/ebmssurveyresponse
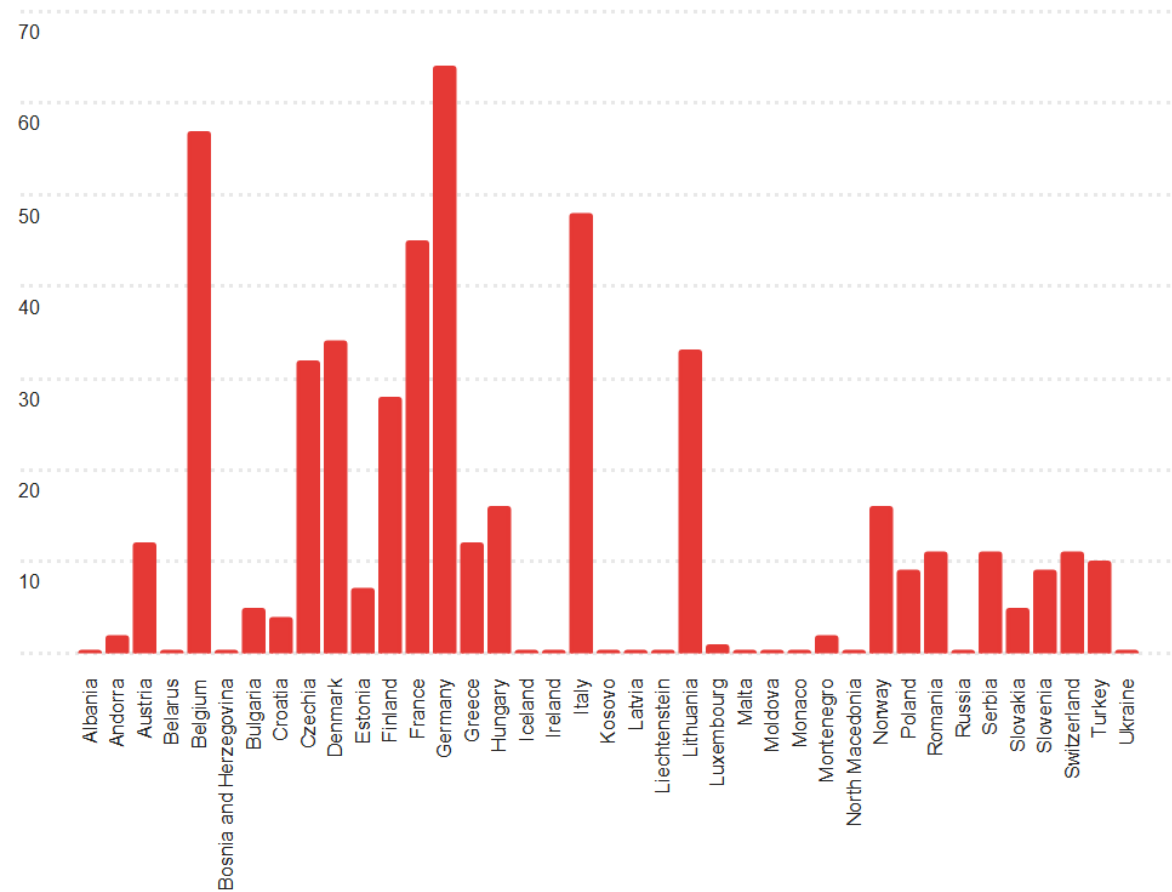
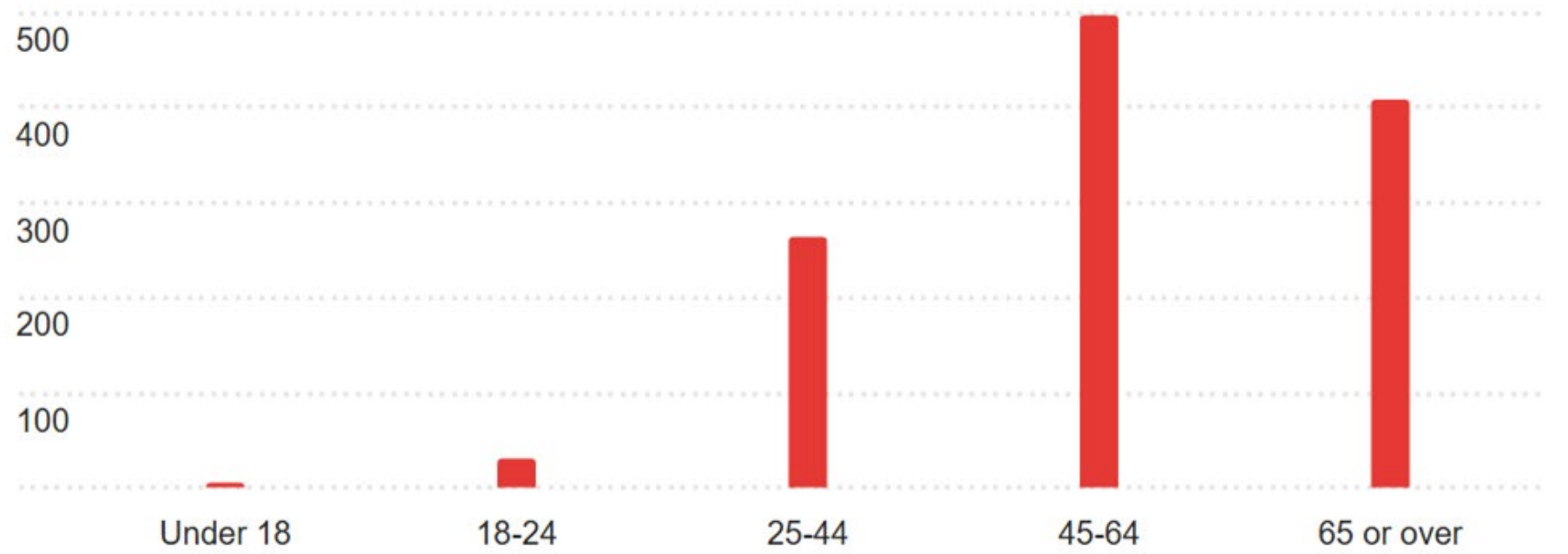martha@techworksforus.com

eBMS Survey
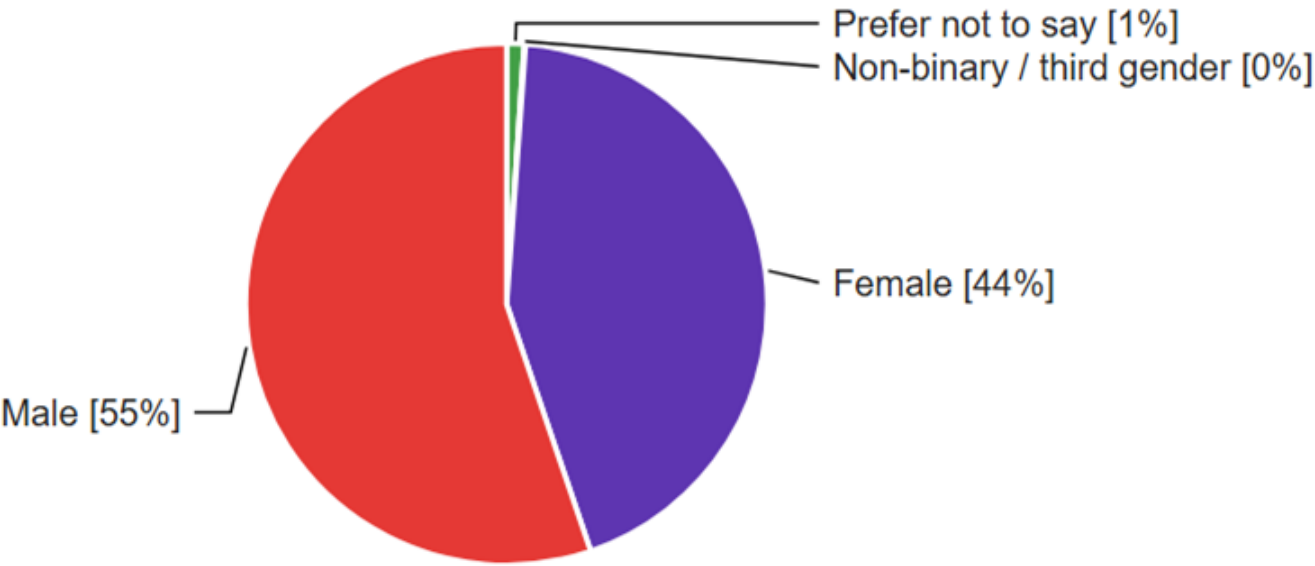# Summary Findings

Q3 - Which country do you usually record in?

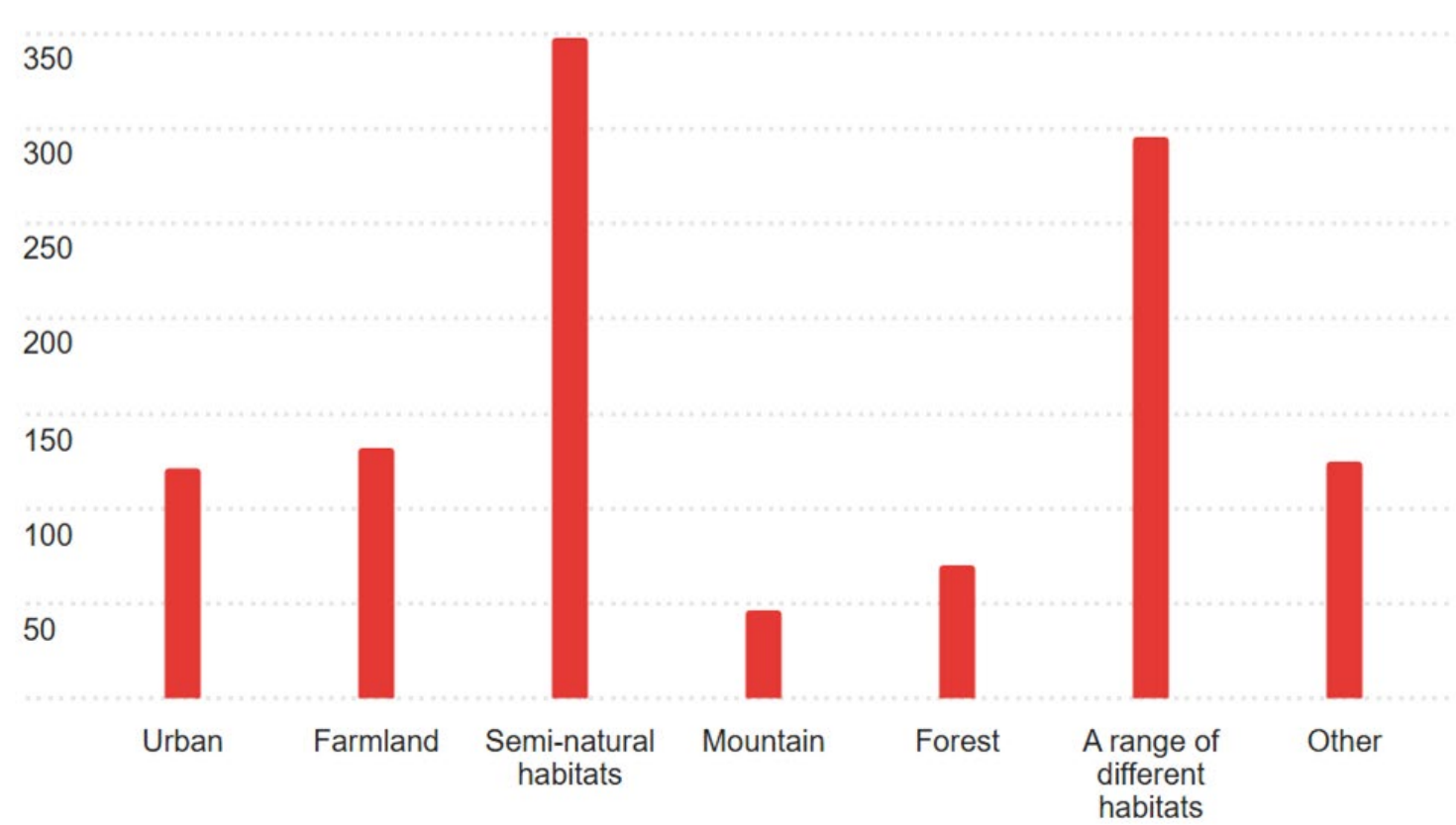# Q3 - Which country do you usually record in? (ex Netherlands, Spain, Portugal)

Q1- How old are you?

Q2 - What is your gender?

Prefer not to say [1%]
Non-binary / third gender [0%]
Female [44%]
Male [55%]

Q4 - Which landscape best describes the one you do more recording in?
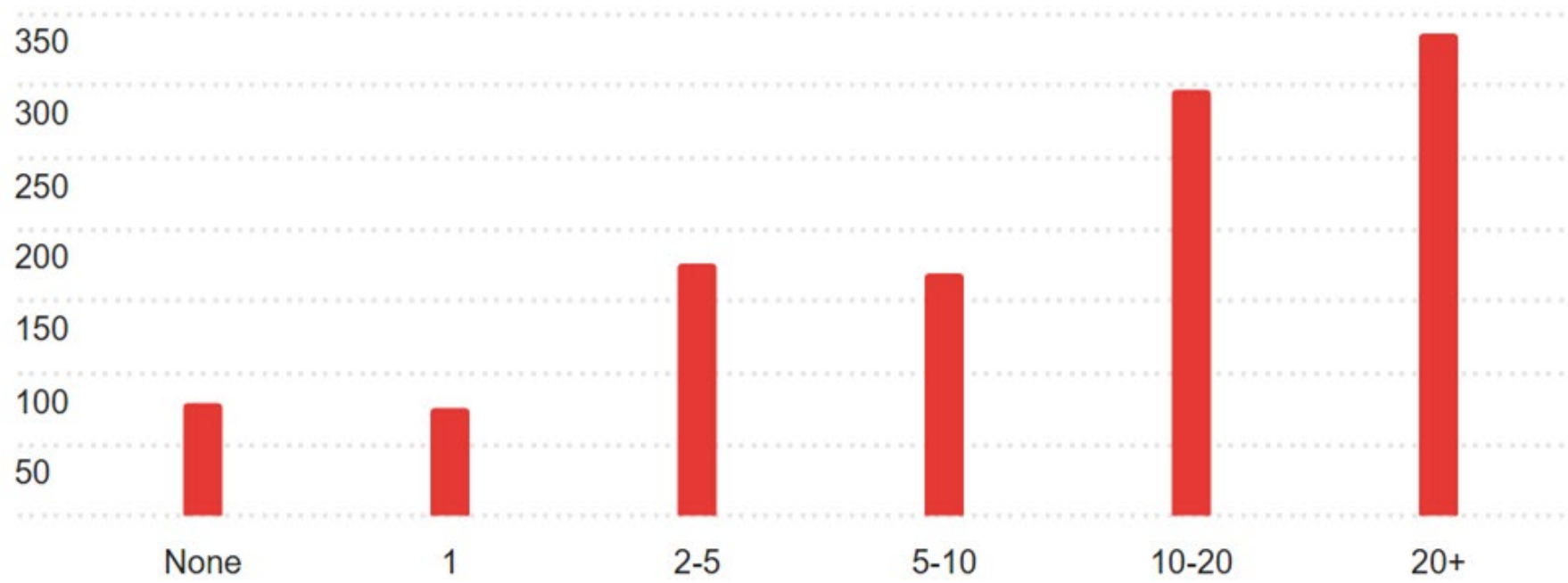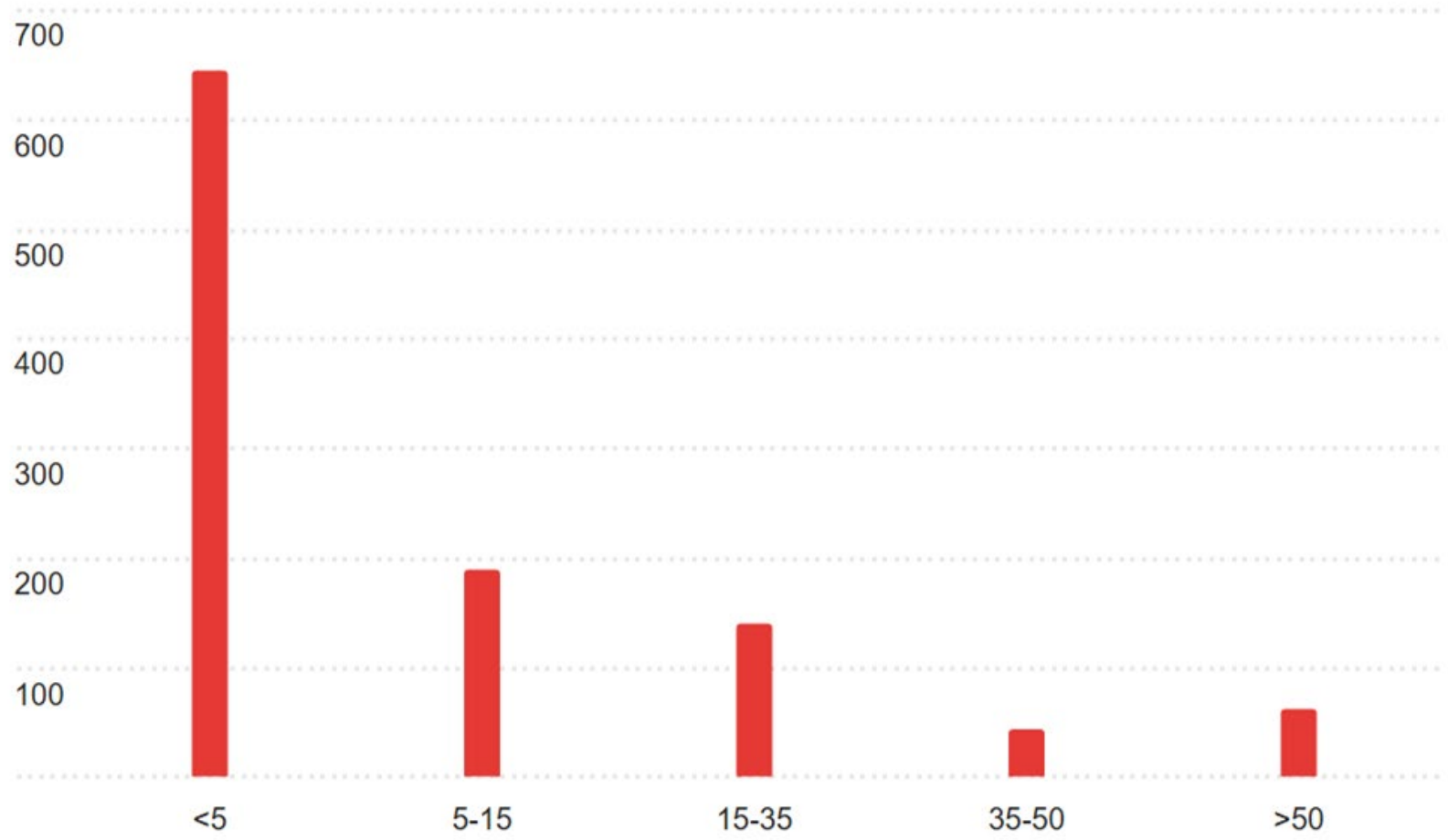
Landscape Other (ALL)

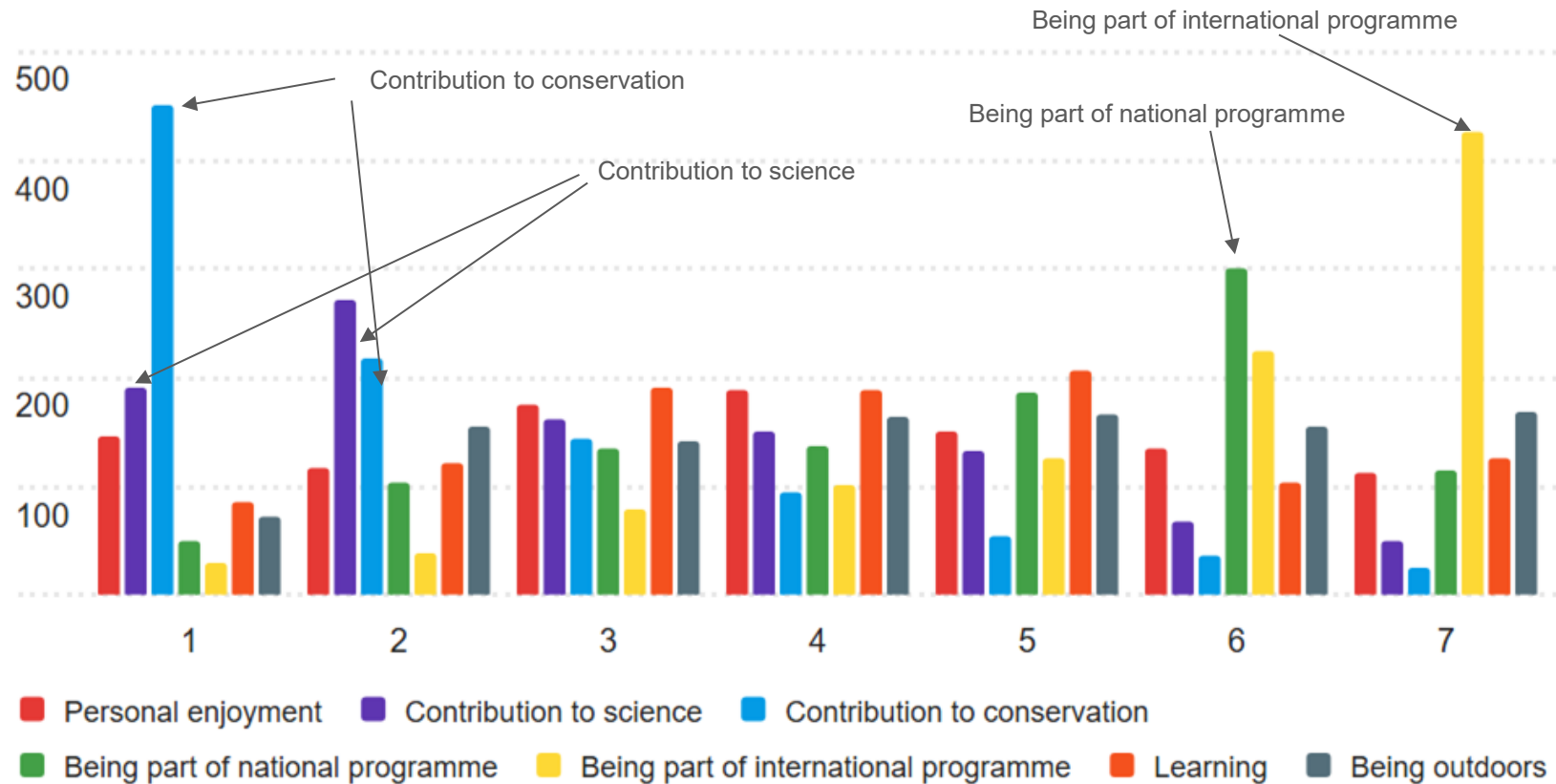# Landscape Other (Excluding Netherlands)

Q5 - How many transect visits do you make in a typical year?

Q6 - How many 15 minute counts do you typically do per year?

# Q7 - What motivates you to take part in butterfly monitoring? Please rank the follow factors in importance where 1 is most motivating.

Q8 - Please explain more about why you gave this answer. Why are these factors more or less motivating?

# Q9 - What do you find more difficult about butterfly monitoring? Please rank the following factors in importance to you where 1 is most difficult.

Q10- Please explain more about why you gave this answer. Why are these factors or less difficult?
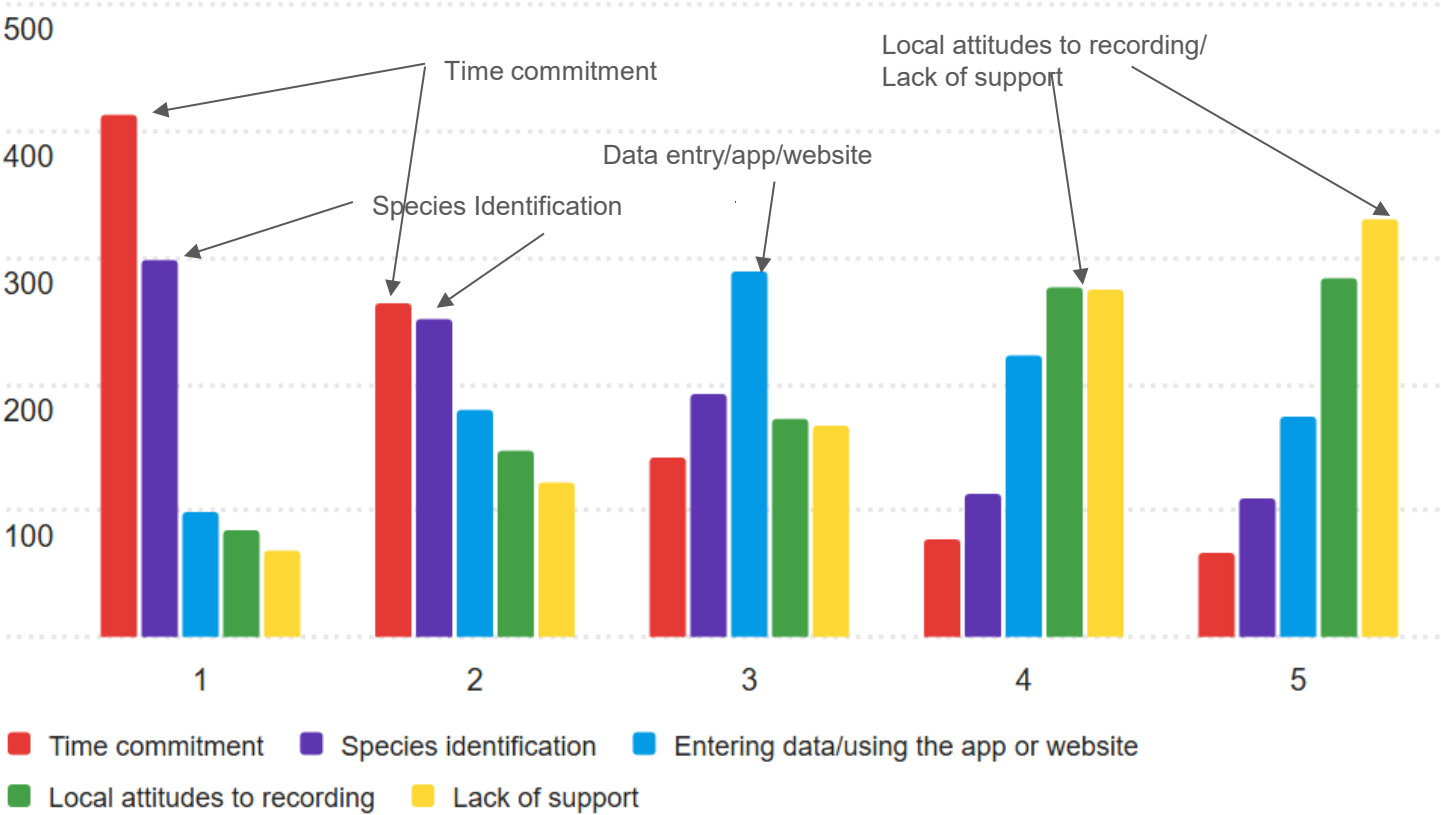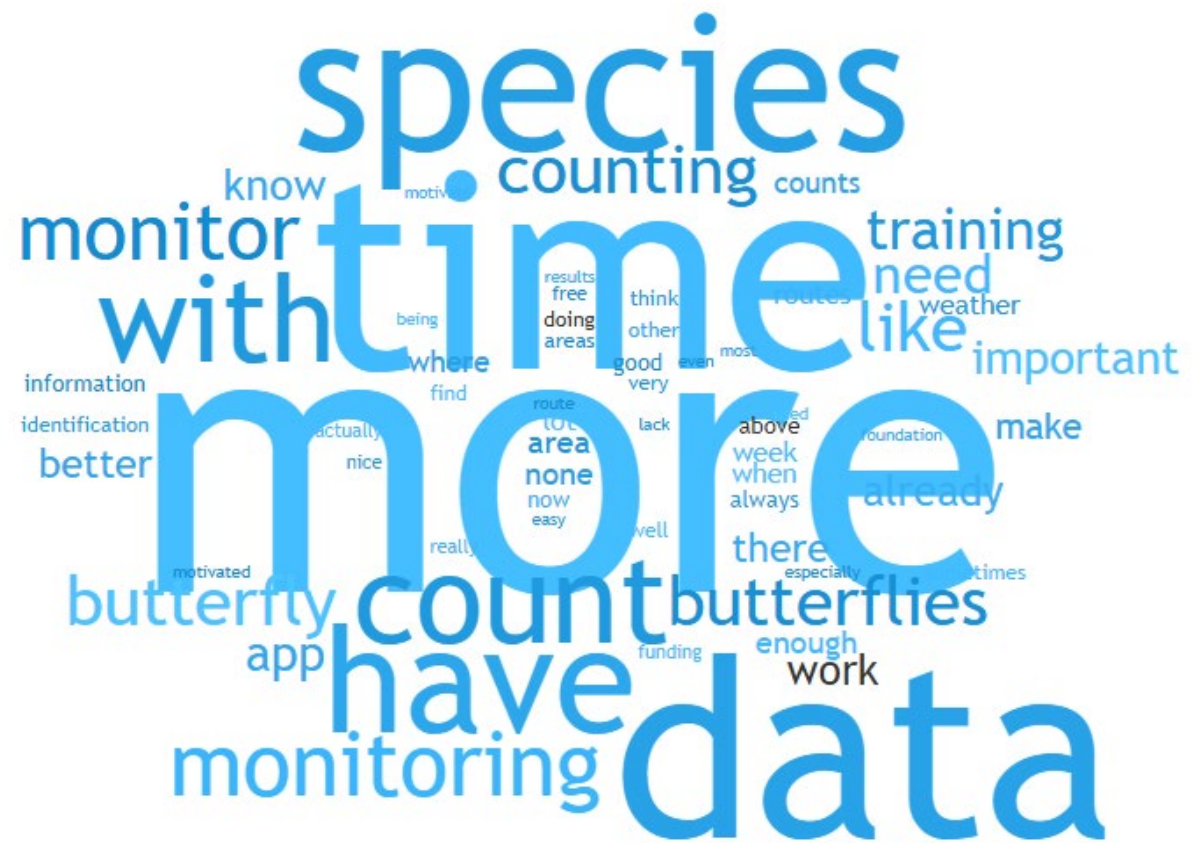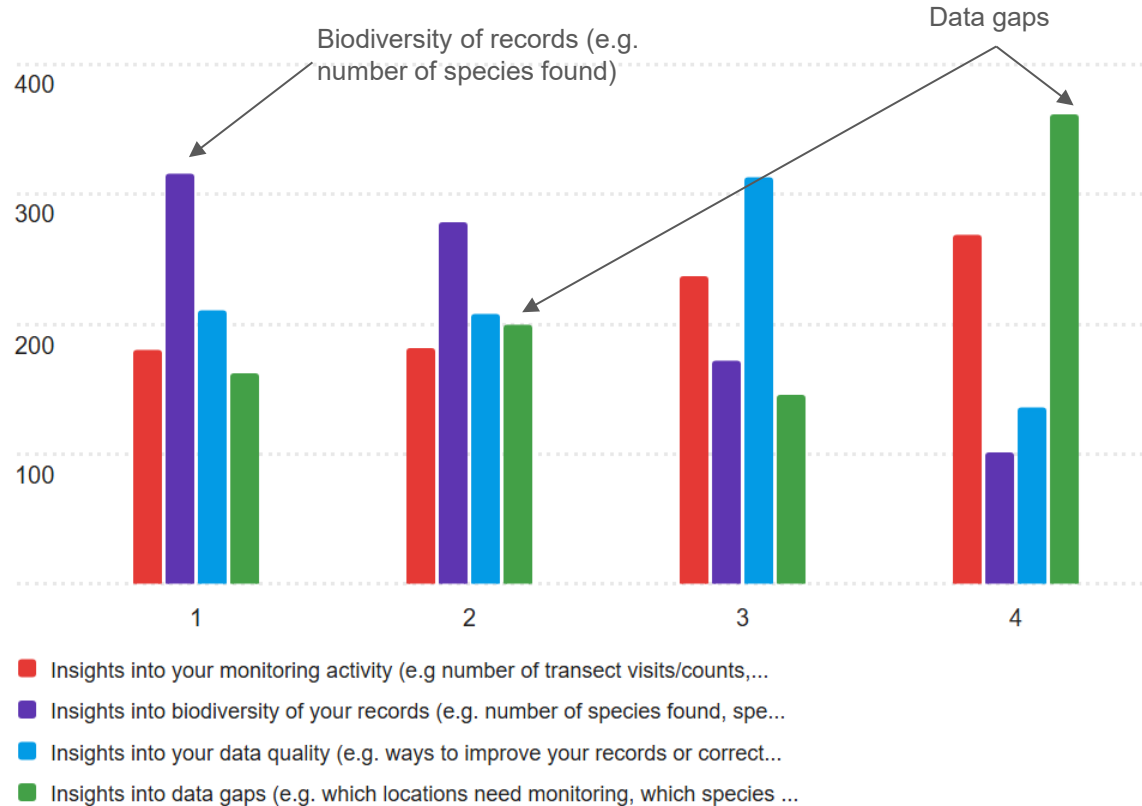
Q11- What would encourage you to increase the amount of monitoring that you do? Please choose the three most important factors
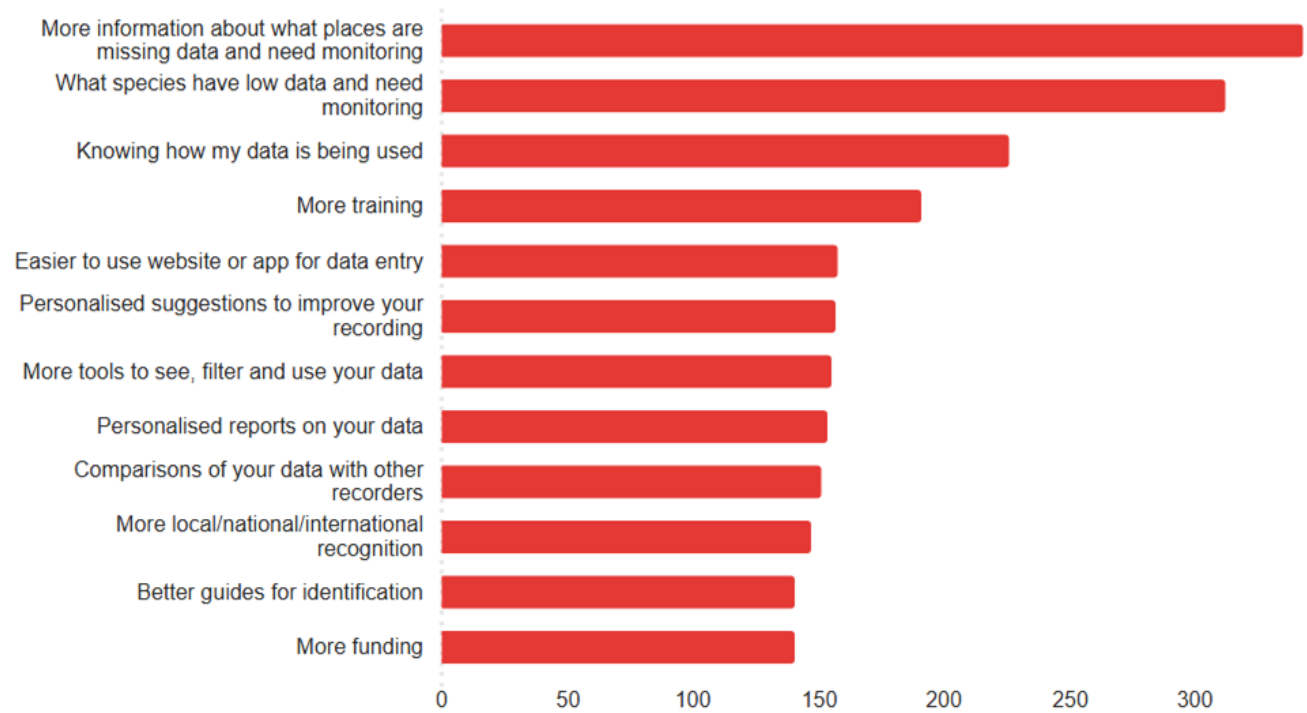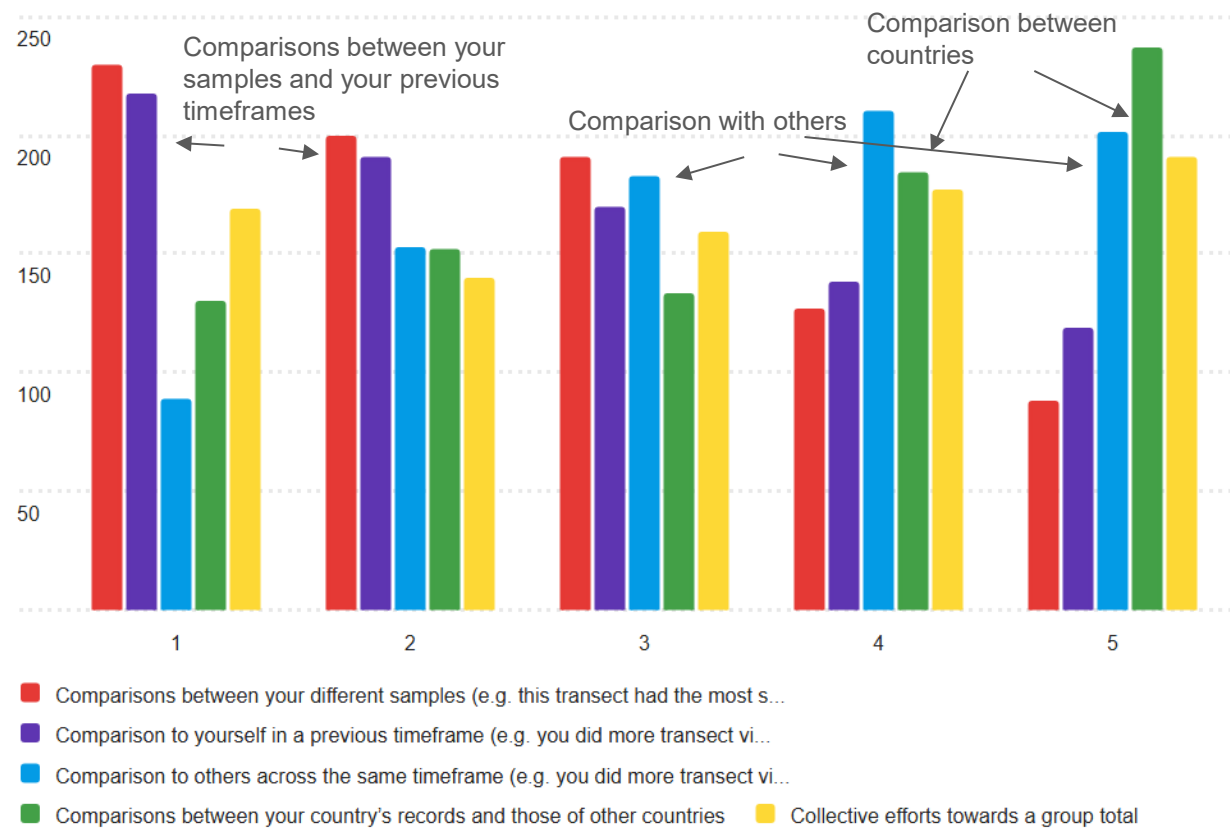
Q12- Please can you say more about why you gave this answer (regarding what w encourage you to do more monitoring)?

Q13- We would like to offer more feedback to people involved in the eBMS scheme. What sort of feedback would you like to receive on your transects or 15 minute cou... Please rank the following factors in importance where 1 is of most interest to you.

Legend:
- Insights into your monitoring activity (e.g number of transect visits/counts,...
- Insights into biodiversity of your records (e.g. number of species found, spe...
- Insights into your data quality (e.g. ways to improve your records or correct...
- Insights into data gaps (e.g. which locations need monitoring, which species ...

Q14- What data comparisons would be most useful or interesting to you? Please ra[...] the following factors in importance where 1 is of most interest to you.


- Comparisons between your different samples (e.g. this transect had the most s...
- Comparison to yourself in a previous timeframe (e.g. you did more transect vi...
- Comparison to others across the same timeframe (e.g. you did more transect vi...
- Comparisons between your country's records and those of other countries
- Collective efforts towards a group total

Q15- What geographic area is more relevant to you for data feedback or compariso
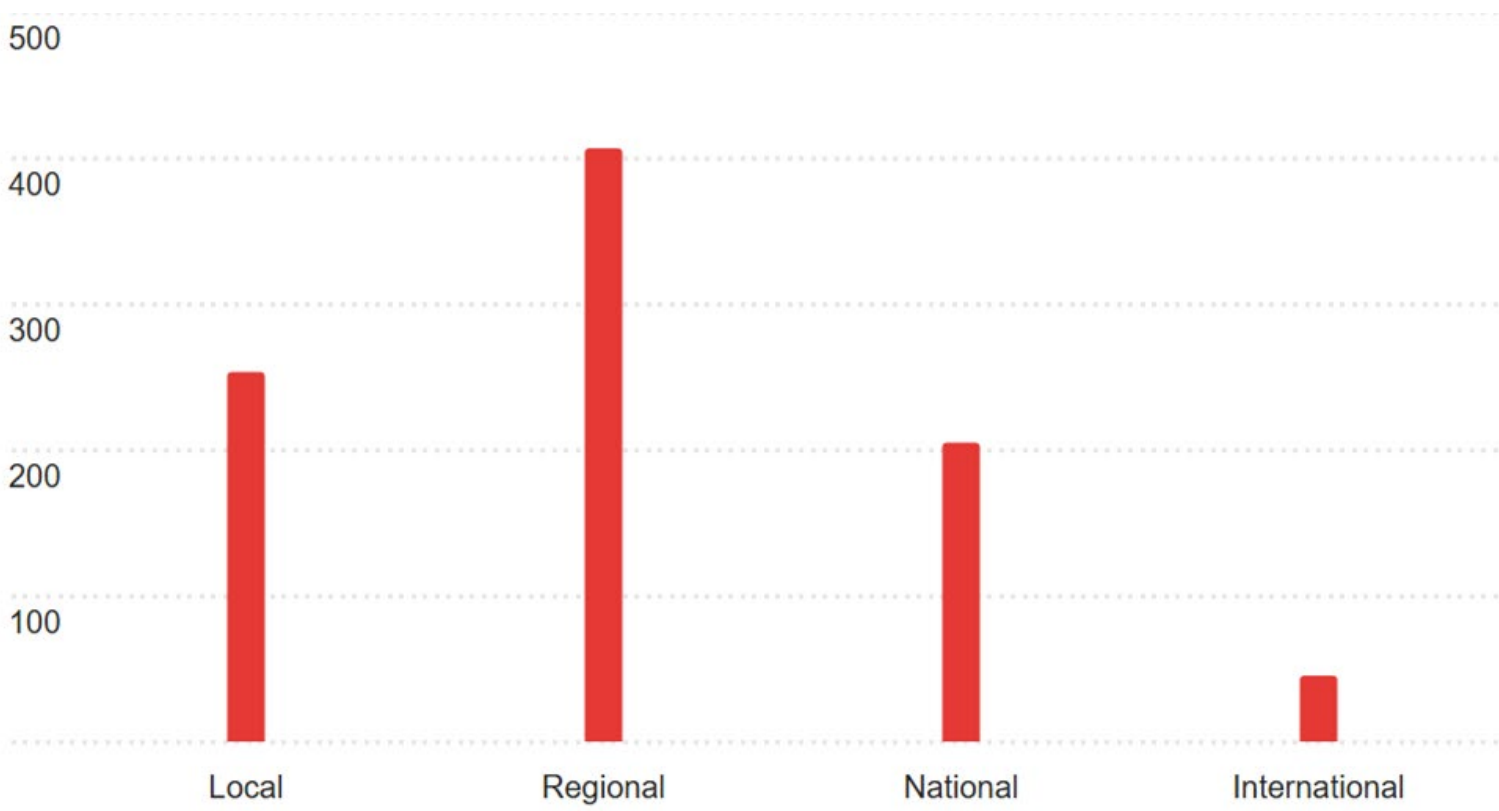
Q16- How often would you like to receive feedback?
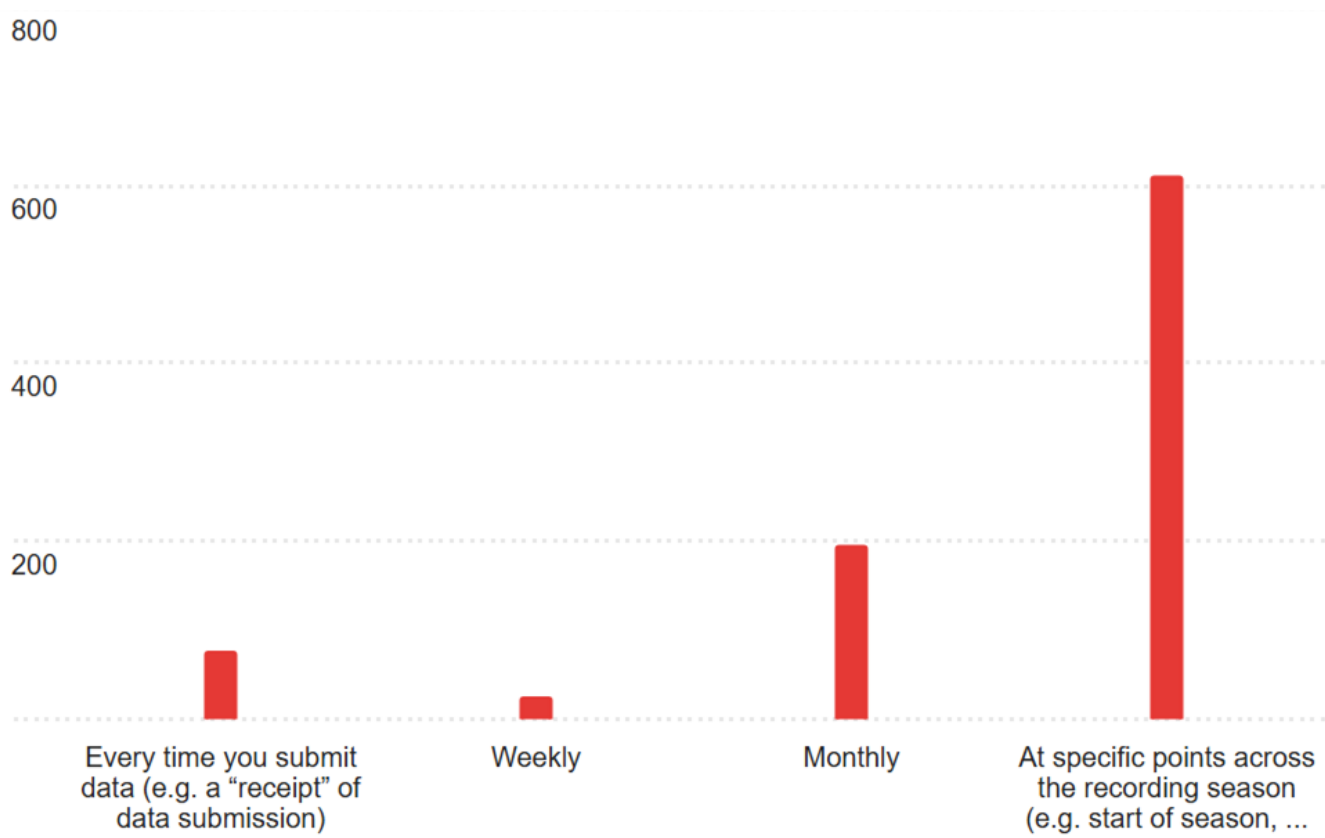
Q15- Do you have any other comments or suggestions about personalised feedba
described in the previous questions to help us design feedback to eBMS recorders
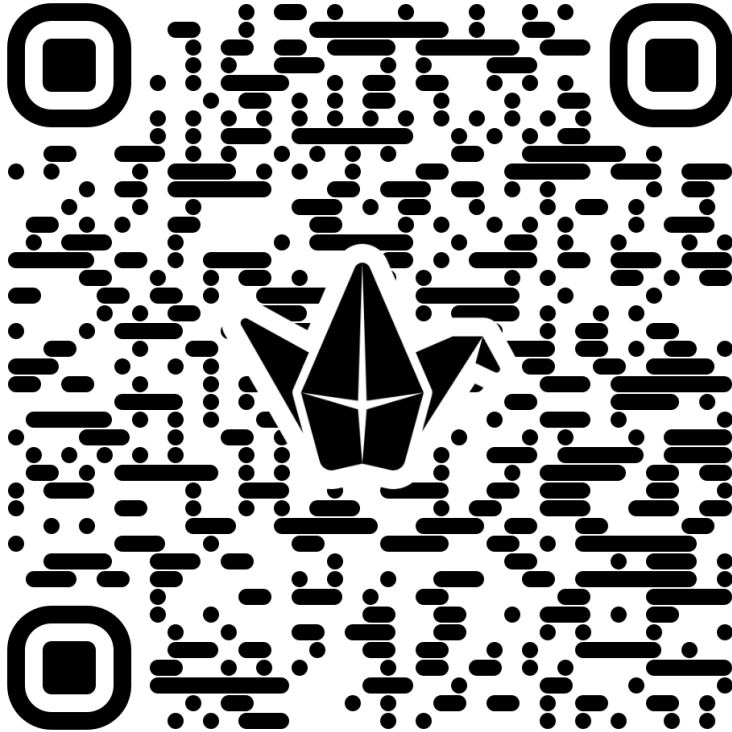you?

Insight

- Look beyond the answers e.g. time—what could free up time?

- What might apparent contradictions mean?

- Areas relevant to personalised feedback:

  - Motivated by knowing which areas and species need attention

  - Desire to know how data is being used

  - Some interest in all areas, but especially biodiversity of records

  - More interest in self comparison than with others (?)

Next steps

- Cross referencing e.g. investigate if results differ per country/age group/gender

- Refine qualitative data categories

- Full insight report (end of 2025)

How to respond

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padlet.com/marthahenson/ebmssurveyresponse

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