

A Citizen Science Project on Roadkill in Taiwan: Facebook Groups as a Corresponding Platform

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Abstract:

Roadkill has been a serious threat to wildlife in many parts of the world. In 2011, the Facebook group "Reptile Road Mortality" has been created as a citizen science platform for roadkill surveying in Taiwan. The volunteers upload the photos, dates and locations of roadkill events on the Facebook group. From August 2011 to August 2012, there were 2,078 photos of reptile. Almost 98% of the photos were identified on species level. About 26.5% of the group members (984 members in total) has uploaded information about roadkill events. About 56.2% of the photos were uploaded by the top 20 volunteers. As with the increase of the numbers of group members and uploaded photos, data management and analysis will be more important than ever for this collaborative work in the future.