



Save the Bees

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Audience: customers at farmers markets

Goals:

- To show how bee Colony Collapse Disorder (CCD) affects consumers
- To get audience to take actions to mitigate CCD

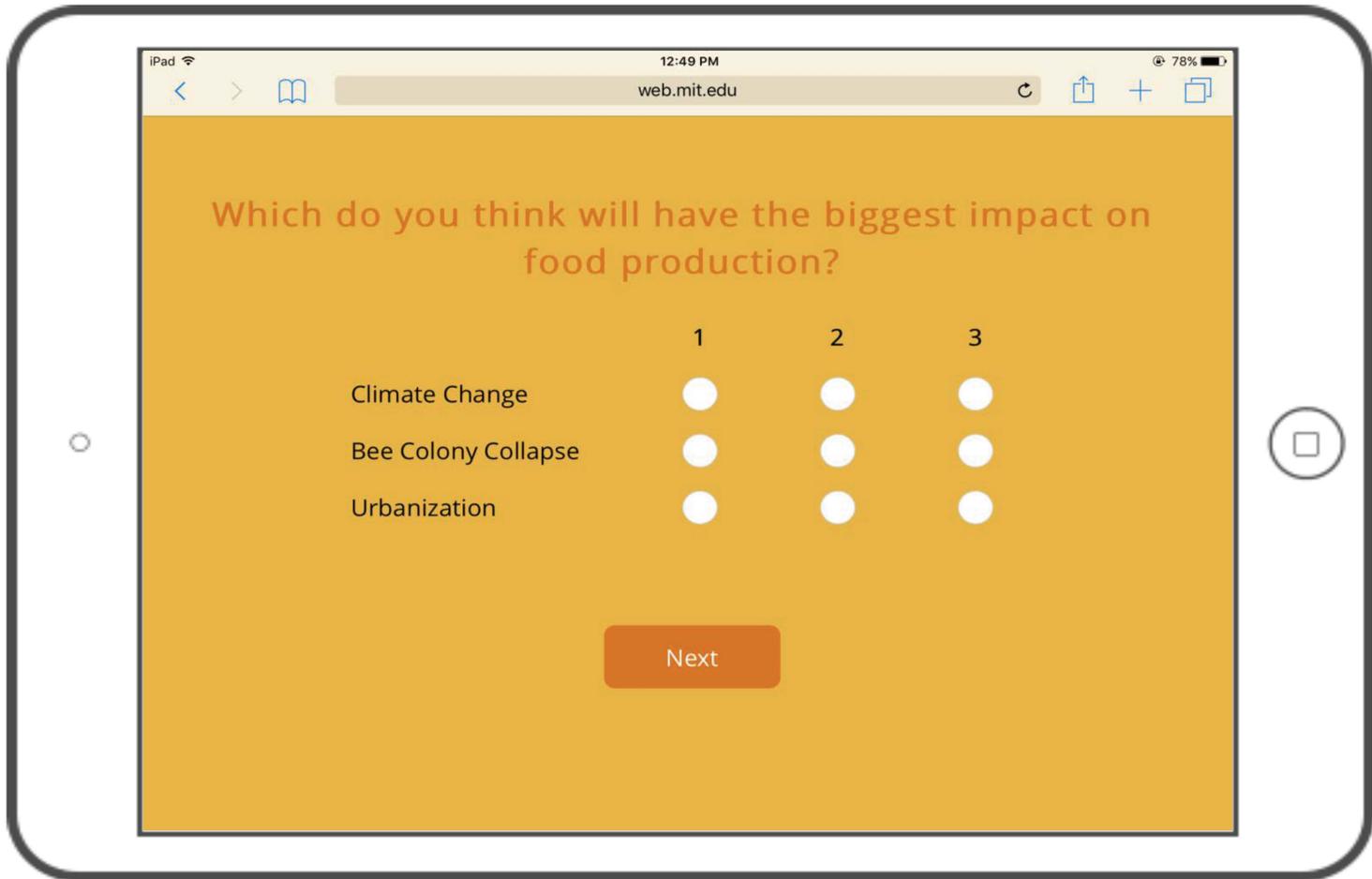
Method: interactive map visualization



Interface Walkthrough

Try it out!

shoutkey.com/sit



Which do you think will have the biggest impact on food production?

1 2 3

Climate Change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bee Colony Collapse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urbanization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

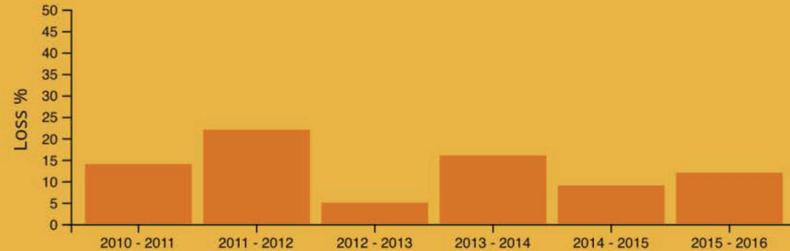
Next

Bee Colony Collapse Disorder in the US



44% of bee colonies in the United States died in 2015 - 2016

Total US managed honey bee colonies Loss Estimates



[Explore More](#)

Pick foods you love



Next

Among the foods you chose, some are highly dependent on bees:



They are among the top 10 crops that would disappear without bee pollination

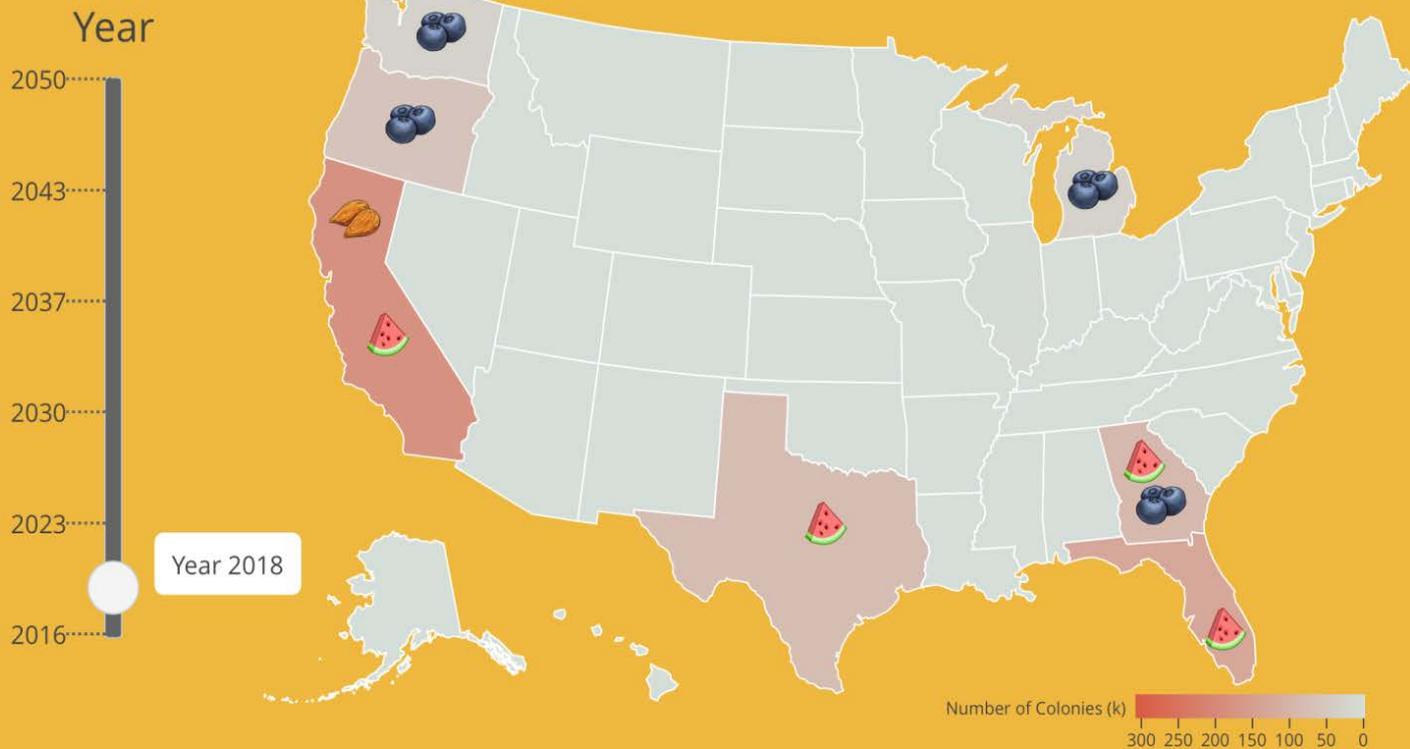
Next



\$ Will cost: 1.4X

1.0X

1.3X



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Next

Which do you think will have the biggest impact on food production?

	1	2	3
Climate Change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bee Colony Collapse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Urbanization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next



You can do more!

Donate

Donate to Save the Bees Fund. Raise money for research to fully understand Colony Collapse Disorder (CCD)

Sign a Petition

Neonicotinoid pesticides contribute to the alarming death rate of honeybee colonies. Sign a petition to ban the use of these chemicals



If you would like to donate, how much would you give?

\$1

\$5

\$10

\$15



 SAVING-BEE
ASSOCIATION
HARVARD

SAVE THE BEES

See more information at [Save the Bee Fund](#)



Setup

Place: Copley Square Farmers Market

Subjects: 11 customers (approached upon leaving produce booth)

Procedure: subjects use the iPad demo, answers some questions
, and get free seeds

Nametags



Gauging effectiveness

- Pre- and post-survey responses about how subjects believe different factors (including CCD) affect food production
- Options: Sign a petition? Donate?
- Share this information with friends? Plant the seeds? Buy organic?
- Opportunity to provide general feedback increased engagement



Results

Pre/Post Survey

(Beginning & mid of interaction with iPad)

Rank these from most threatening to least:

→ **Urbanization**

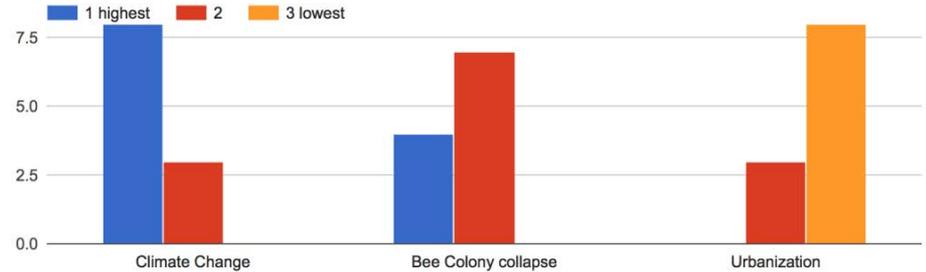
Consistently ranked last (least threatening).

→ **CCD**

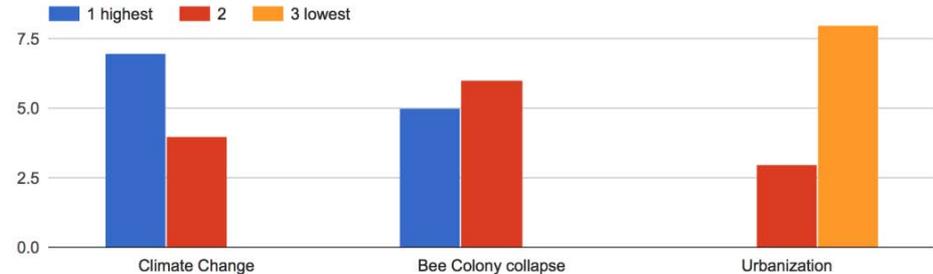
Most commonly ranked second, but also ranked first (appeasement?)

→ **Climate change**

Widely considered most important, tended to derail discussion.



Pre-Demo



Post-Demo

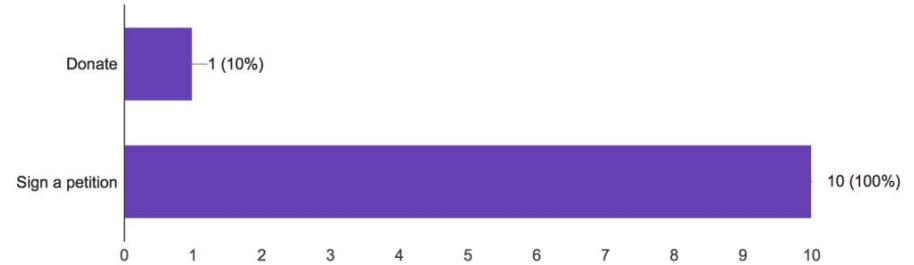
Petition/Donate

→ Sign a Petition

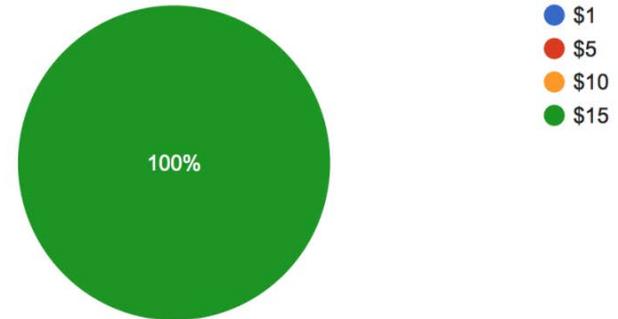
Everyone who didn't want to donate was willing to sign the petition.

→ Donate

Only 1 of 11 people decided to donate.



Outcome (n= 11)



Donation Amount

Verbal Questions

(After interaction with iPad)

How likely are you to...

→ **Buy Organic?**

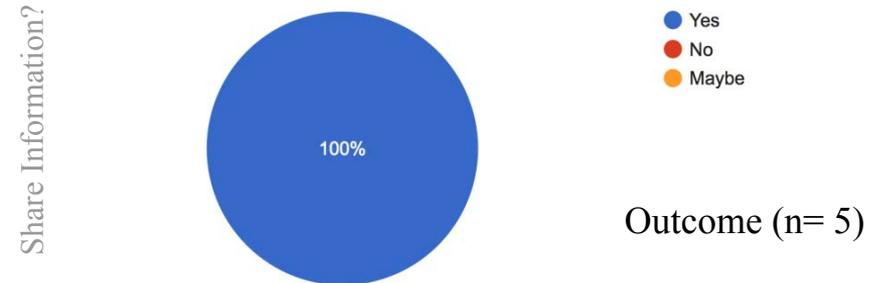
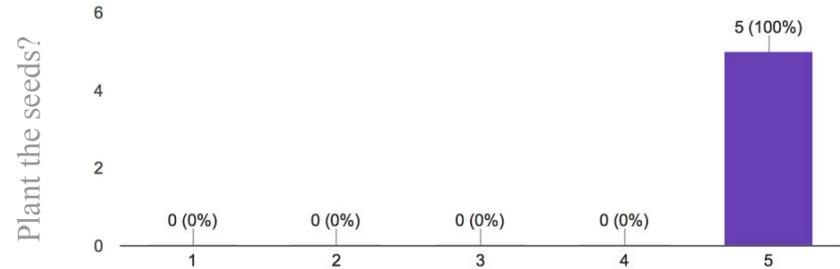
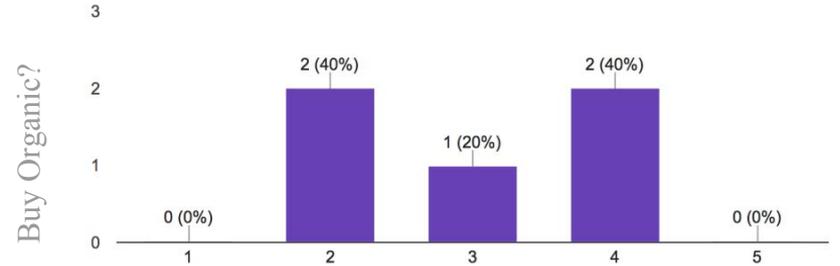
Many subjects stated they were already likely to buy organic before our demo.

→ **Plant these seeds?**

Everyone wanted seeds, and seemed genuine in their desire & intent to plant

→ **Share this info with friends?**

“Sure.” “Yea, why not?” “Just for you.”



Takeaways/Feedback

- Extremely positive feedback
- Outcomes - all interactions resulted in either petition signature or donation
- Good venue - idea was well received, high rate of participation

- Subjects wanted more information about CCD... brochures?
- Interactive map sequence position?
- Differentiate between pre/post survey
- Reducing bias in subject selection?
- Very knowledgeable sample of subjects... correct target audience?

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