

CITIZEN SCIENCE MONTH

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Across the Years: Lessons Learned & Impacts Measured

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What is Citizen Science Month?

Citizen Science Month (CSM) is a global April celebration of the people, projects, and perspectives powering the movement.

Launched in 2020 by SciStarter and ASU with support from AAPs, NIH, and NLM, CSM offers free trainings, events, marketing tools, and data insights to boost impact.

All SciStarter-listed projects benefit. In 2024, the theme "One Million Acts of Science" encouraged widespread participation.

2.50 MILLION ACTS OF SCIENCE

GOALS

- Engage more people in real scientific research
- Support libraries and community partners as hubs for CitSci
- Train participants and facilitators
- Provide customizable resources
- Coordinate national and local events
- Measure impact through ongoing evaluation and analytics

What is an "Act of Science"?

Participation in activities that contribute to scientific research—playing games that advance medical studies, counting visible stars to measure light pollution, documenting observations in nature, or engaging in CitSci events.

Key Insights

- Focus on Facilitators:** Support for facilitators, particularly library staff, broadens participation, sustains engagement, and increases confidence introducing and doing citizen science (CitSci).
- Foster Ownership:** Empowering project leaders with customizable tools and open-source materials increases investment and success.
- Branding Matters:** Framing activities as "Acts of Science" reduces jargon, inviting broader public interest and participation.
- Champion Champions:** Growing the SciStarter Ambassador network builds confidence, skills, and enthusiasm to expand CitSci in communities.

OUTCOMES & IMPACTS

Before One Million Acts of Science 2019-2023

The Citizen and Community Science Library Network, launched in 2021, steadily grew from an informal community to over 500 official members by May 2023.

Participants:

- 94% of people who completed the **Foundations of Citizen Science training** survey reported **significant increases in their confidence** participating in CitSci projects, collecting data, and analyzing data.

Facilitators:

- From event planning to post-event, **60% of leaders reported improved confidence in hosting or facilitating** a virtual CitSci event.
- 40% reported no improvement, but were already "very" confident before the event (measured in 2021).

Project Leaders:

- 100% of project leaders surveyed reported that participating in Citizen Science Month **increased public awareness** about their CitSci project "quite a bit."
- They also indicated CSM imparted value to their project by **helping them spread the word about their project and attract additional contributors**.

One Million Acts of Science 2024-2025

Events: The # of events doubled between April 2023 and April 2024 due to increased partnership and growth of Library Network. In 2025, CSM partnered with the European Citizen Science Association to promote 70+ European projects.

Social Media Reach: CSM hashtags reached **12.8 million more people** (1.3 million in 2024. 14.1 million in 2025)

Participants:

- 52% (n=42) of participants learned about CSM from SciStarter, 48% from social media
- 94% rated events as "good" or "excellent" and 96% said they would recommend the activity, in 2024.
- Participants **increased awareness of citizen science** after participating in facilitated events.
- 100% said they were likely to participate again in a CitSci project.
- 68% of participants in 2025 did 2 or more projects or events, compared to 29% in 2024.
- 2,938 Foundation of Citizen Science badges were earned in April 2025, compared to 183 in 2024.

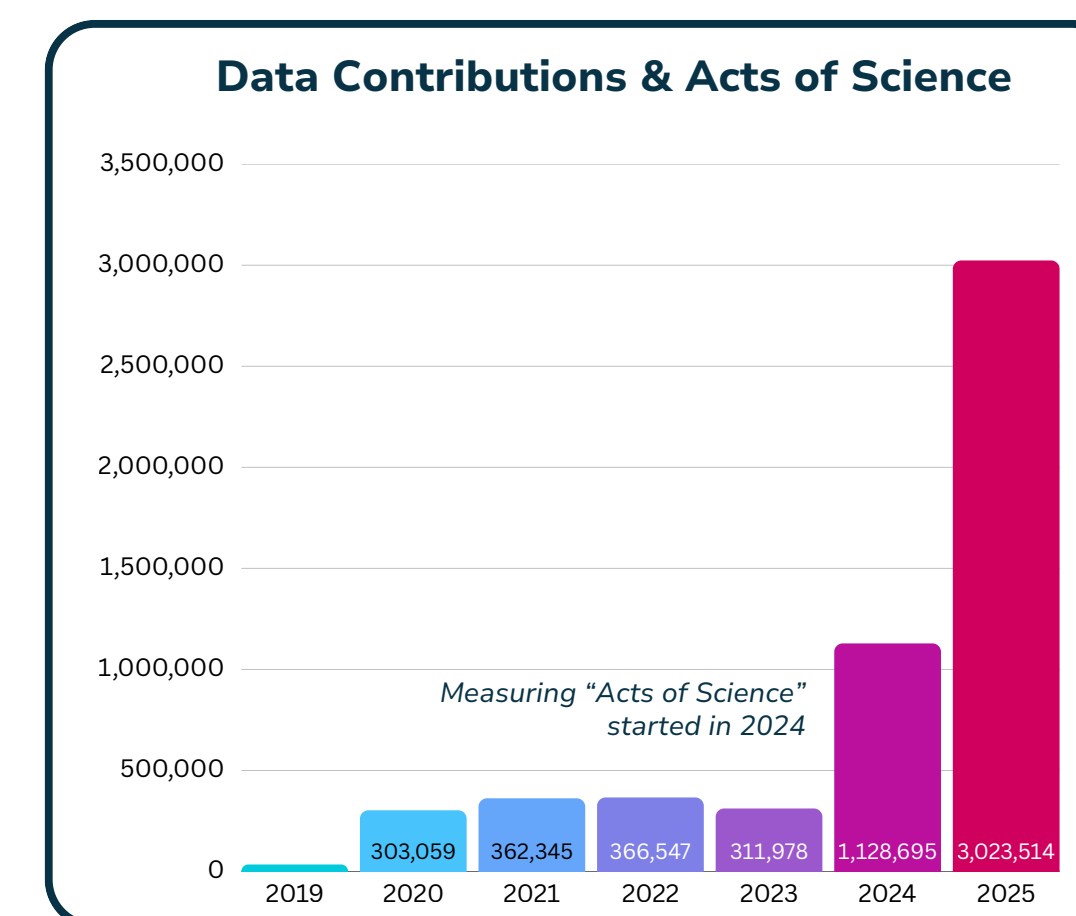
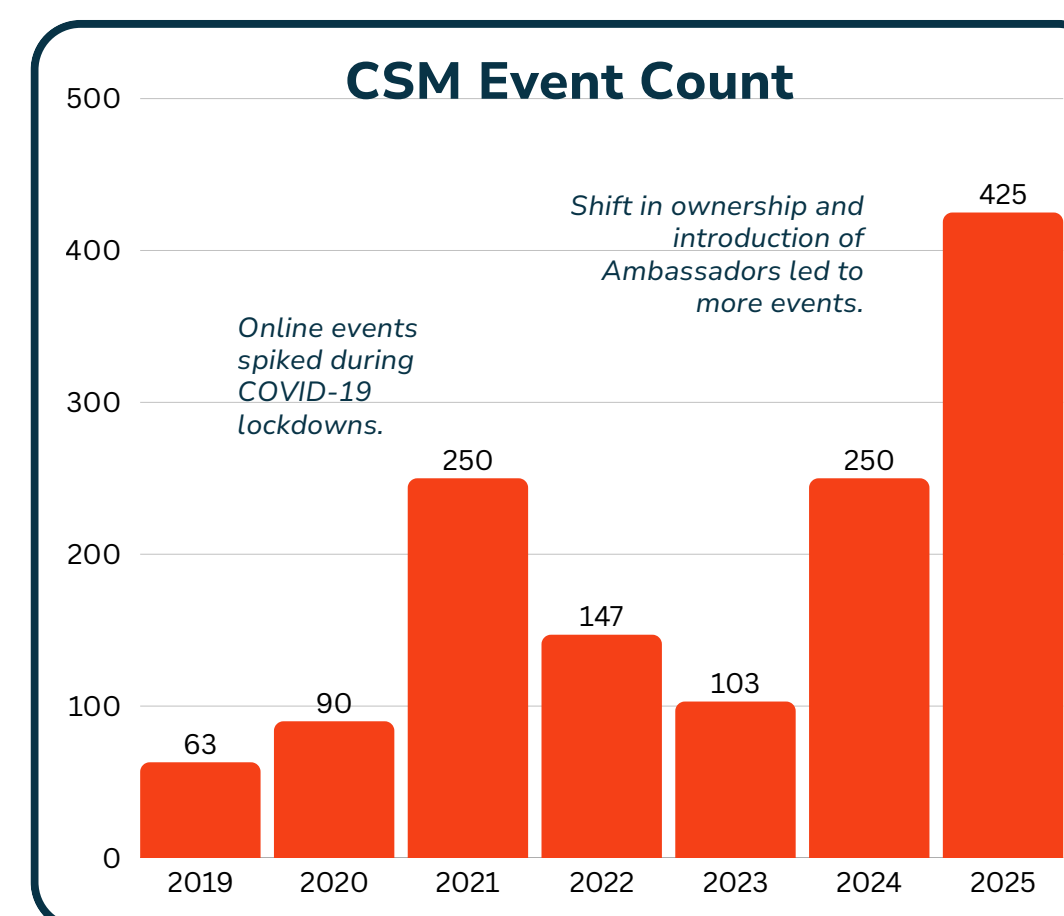
Facilitators:

- 95% rated their event and clarity of expectations as "good" or "excellent".
- 100% of facilitators **felt confident** in the impact of CitSci.

Project Leaders (2025):

- A record amount of project teams engaged with CSM by hosting events, promoting on social media, and reporting Acts of Science.
- Early data tells us that **46%** of project leaders saw an increase in data or relevant activity used to define "participation" during CSM and 36.4% saw an increase in the number of participants during CSM.
- 82% of project teams reported **feeling positively impacted** by being part of a larger movement.

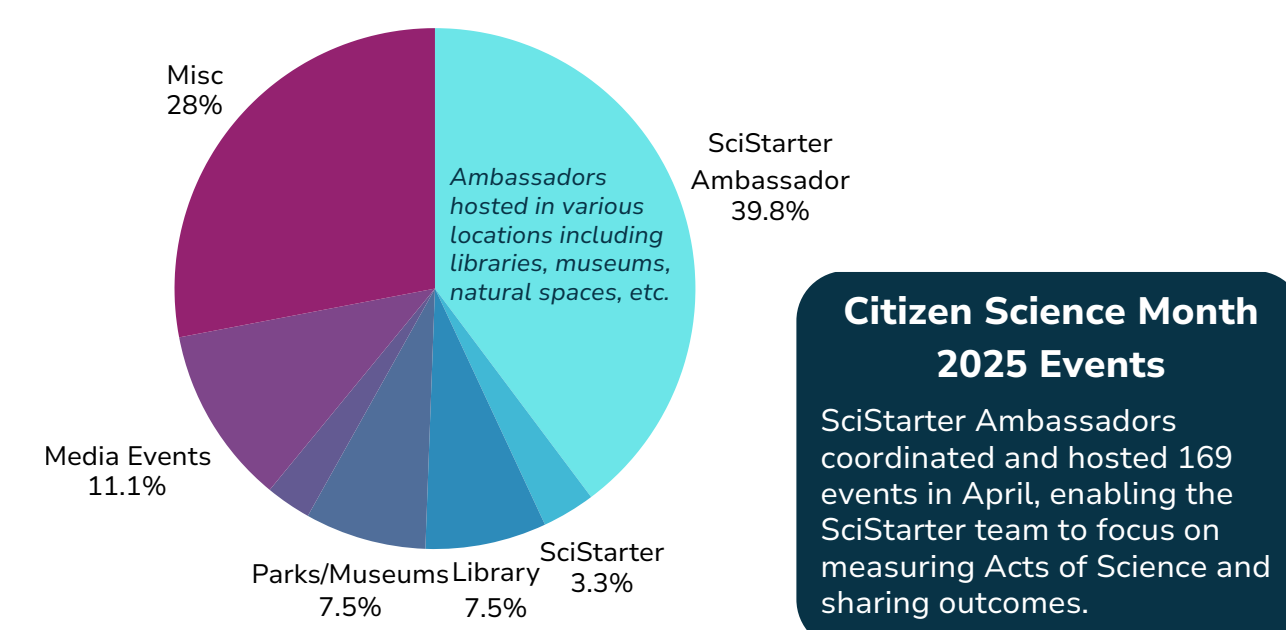
*Due to funding constraints in 2025, results data comes from data collected by SciStarter, including event metrics and informal surveys for project leaders.



Methods: "Acts of Science"

Data sources:

- Affiliate project activity
- Self-reporting by volunteers and facilitators via online forms.
- Online and email reports from project leaders. Affiliate data is deduplicated.
- Contributions to projects featured in CSM events are counted for the day before, day of, and day after the event.
- Social media posts using #OneMillionActsofScience and/or #CitizenScienceMonth



Collaborators and Supporters



Review the Evaluation reports on SciStarter.org/Research

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