Networks Survey Analysis Report – April 2022

SUMMARY:

A survey of network translators and editors had an 89% response. Most of 46 respondents (63%) spoke 3 or more languages and half had lived in more than one country, with 20% still training and 63% in mid/late career. Of the 29 asked to create satellite sites, 23 found it easy and 4 difficult, while system instructions were considered easy by 27, difficult by 3 and neither by 16. Difficulty translating 3 or more words or concepts was found by 30% but only 13% thought content would be hard for 16-18-year-olds and 92% considered content useful. There was strong support for sustainable use that conserves ecosystems from 80%; none disagreed. Regional discussion fora, in local languages, will help implement suggestions for improving networking and engaging with social media to promote conservation through sustainable use.

Introduction:

The following report has been compiled by Julian Mühle, working for Anatrack Ltd and IUCN-SUME, with Tetiana Gardashuk, Ben Kenward & Robert Kenward. We assess the Naturalliance glocal network, the SYCL+Morphmaster software it runs on and the backgrounds, user experience and preference of the volunteers that contribute to the running of this network.

Between the 7th of December 2021 and the 20th of January 2022 network users including translators, site editors, content creators and administrators had the opportunity to evaluate the strengths and weaknesses of the system by completing a 12 question survey (with 37 possible answers including subsections) focused on A) the background of respondents, B) their assessment of tasks and network content, and C) guidance for the future. Out of a total sample size of 52 network users, 46 (89%) responded to the survey within the time frame, giving a total of 1977 observations for evaluation. We are very grateful for all their efforts.

Findings A: Respondent Background

An important finding of this survey was the diversity of backgrounds amongst its respondents, which allowed for an assessment of glocal networks from a number of different perspectives. Respondents had lived in a multitude of different countries, with just over half (52%) having lived in two or more countries. They spoke 43 different languages with 63% speaking at least two languages (Figures 1 and 2).
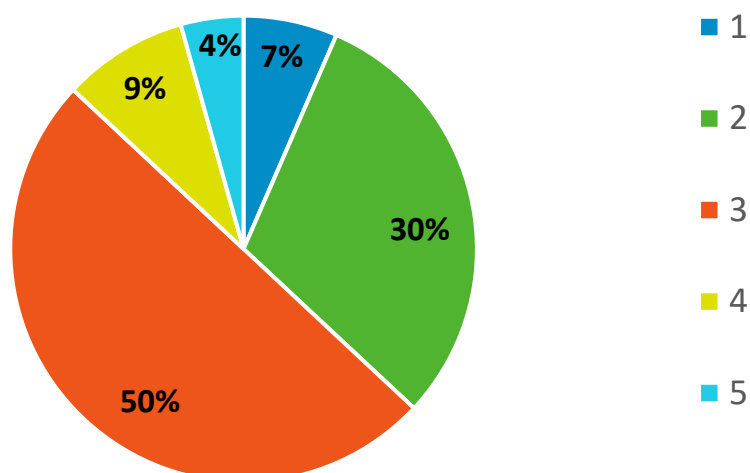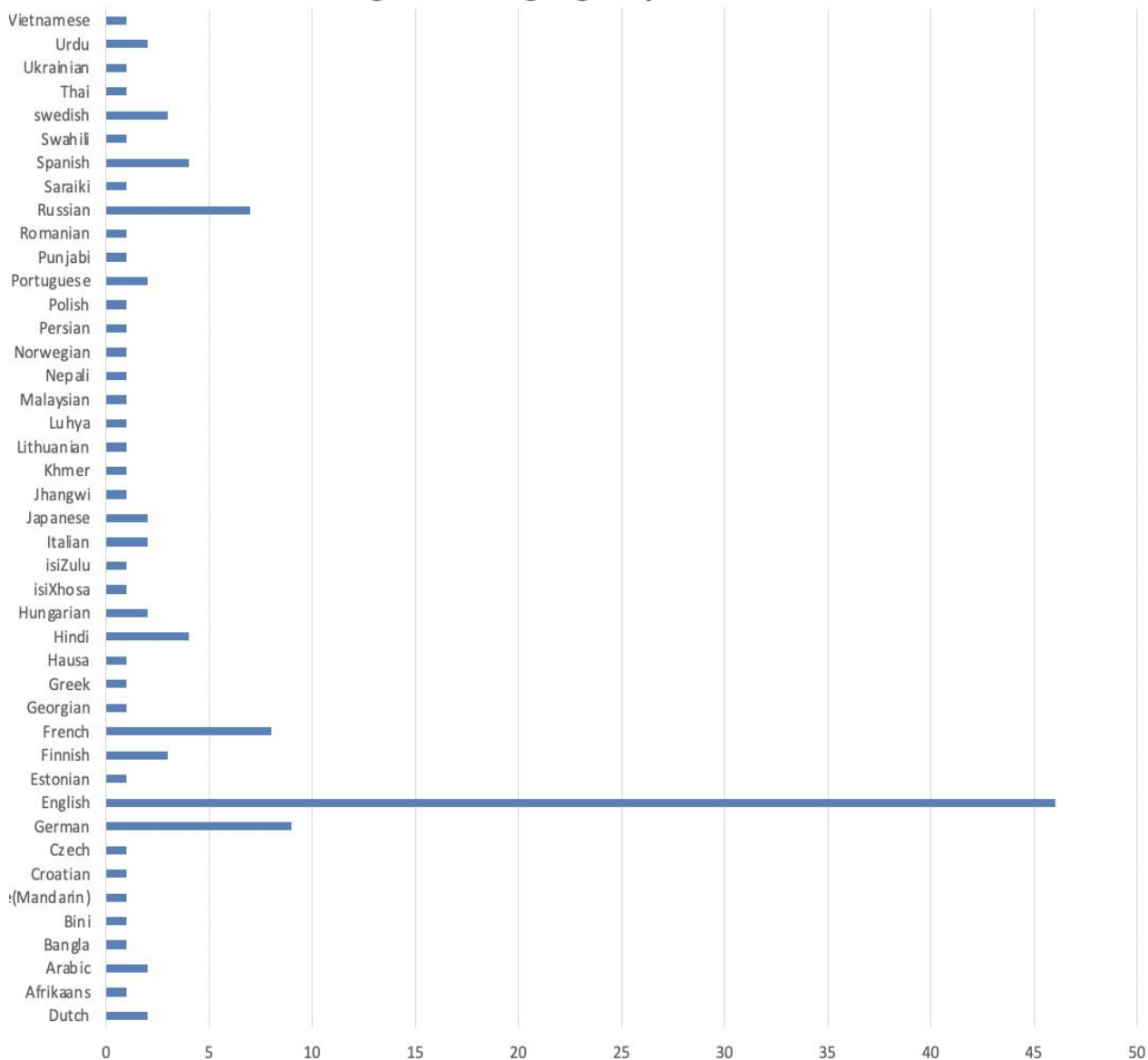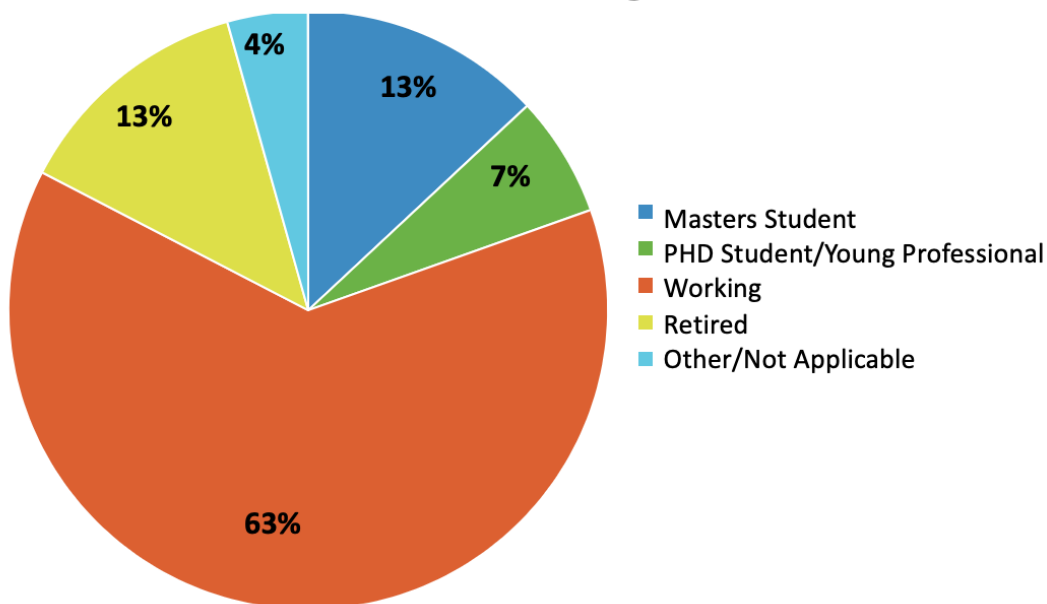
Figure 1. Number of Languages Spoken

Figure 2. Languages Spoken

The majority of respondents (63%) were currently in mid or late career while 20% were still in early career stages, mostly pursuing academic qualifications (Figure 3).

Figure 3. Academic and Professional Backgrounds

- Masters Student
- PHD Student/Young Professional
- Working
- Retired
- Other/Not Applicable

Respondents brought a number of insights from not only their own different cultural contexts but also from different countries that they had lived in (Figure 4). Some 52% of respondents had lived in two or more countries and 10% in four or more. The majority of respondents (72%) lived in urban environments (based on EC, FAO and World Bank criteria of having less than 5,000 people in an administrative unit). A minority (28%) lived in rural environments.

Figure 4. Lifetime Countries of Domicile
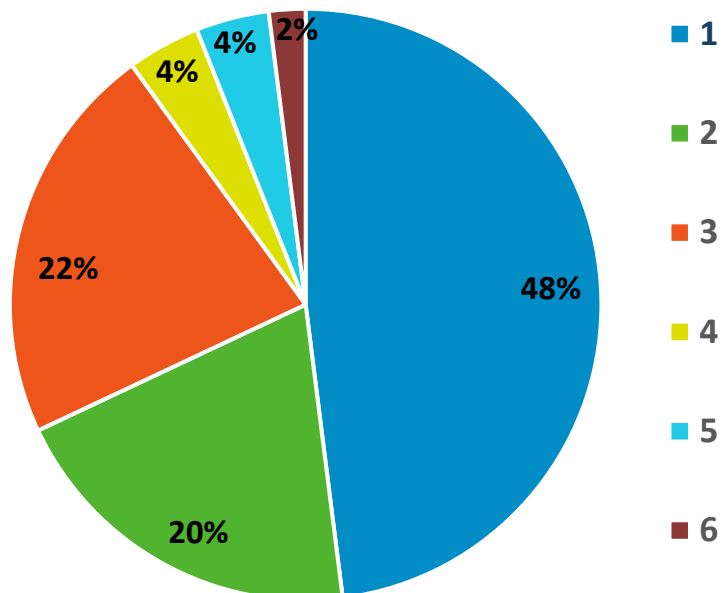
B: Assessment of Tasks and Content

The second part of the survey was dedicated to respondents experience with the software and its content. Among 29 respondents who built satellite sites, 23 (79%) found the setting up of satellites easy or very easy, and only one respondent considering the software very difficult to use (Figure 5). The instructions that were provided, including those for the hub as well as for satellites, were considered useful or very useful by 59% of respondents and not useful by only 7% (Figure 6).

Figure 5. How easy was it to set up satellite sites (29 people)
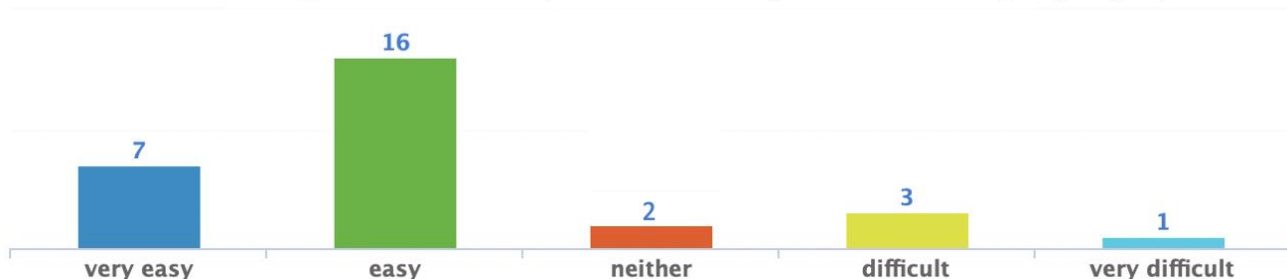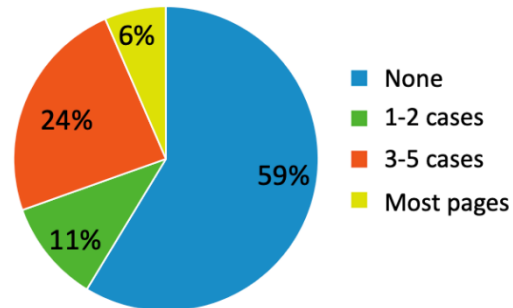

### Figure 6. How useful were the instructions that were provided

The wording which was used was considered simple to understand on average, with 59% indicating that there were no particularly difficult words or concepts and only 6% of respondents finding that most pages contained difficult words or concepts (Figure 7).

Figure 7. Complexity of Wording and Concepts

A particular emphasis was placed on evaluating the utility of the information on the networks, with 14 subsections evaluating this. In this context the information on Covid-19, overall utility of content and information on climate change were highlighted. Throughout the 14 different sub questions, a vast majority (92%) indicated that the information on the network was either very useful or useful with only 3% indicating that the content had not been useful (Figure 8).

Figure 8. Aggregate Utility of Content across Sites
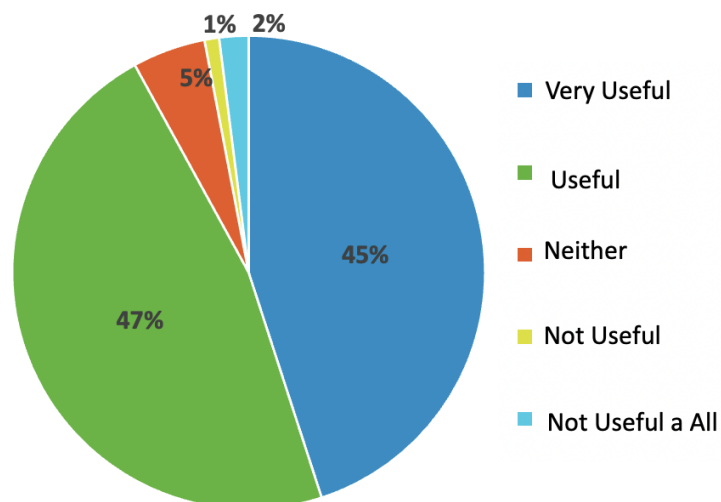
The Covid-19 content specifically was considered Very Useful or Useful by 84% and not useful by 2% (Figure 9). The positive rating was slightly greater for climate change information, at 89% (Figure 10). Qualitative analysis of the open response questions indicates that respondents who did not find the information useful thought so primarily because the information was already known to them and therefore considered to be common knowledge.
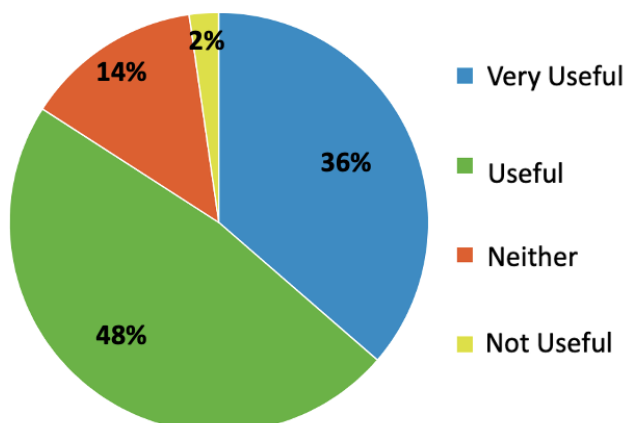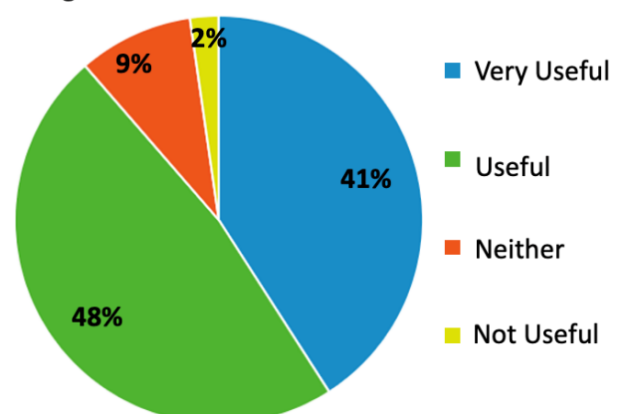
Figure 9. Consider Covid-19

Figure 10. For the Climate too?

## C: Guidance for the Future – views on conservation issues

In the last section of the survey respondents were asked to indicate their preferences and views towards a number of conservation approaches including protection-based approaches, any preferences towards farming rather than sustainable use of wild resources by humans, with a separate question on their general acceptance for sustainable use of natural resources. The survey showed that 37% of respondents agreed to various degrees with strict protection measures while 46% respondents disagreed, and 17% of respondents were undecided on the issue (Figure 11).

Figure 11. How strongly do you agree (1) or disagree (5) with the following statement: "Nature conservation is best achieved by strict protection wherever possible."
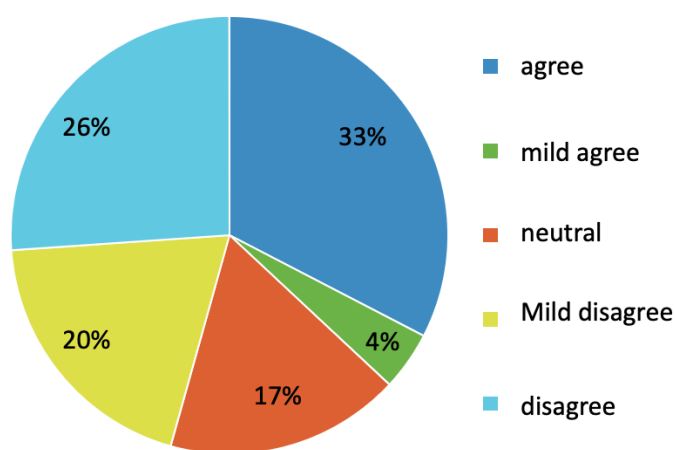
When asked about farming, 37% of respondents indicated that they agreed that this should be the primary source of food and natural materials while 33% disagreed (Figure 12).

Figure 12. How strongly do you agree (1) or disagree (5) with the following statement: "Food and natural materials for humans should primarily be farmed."
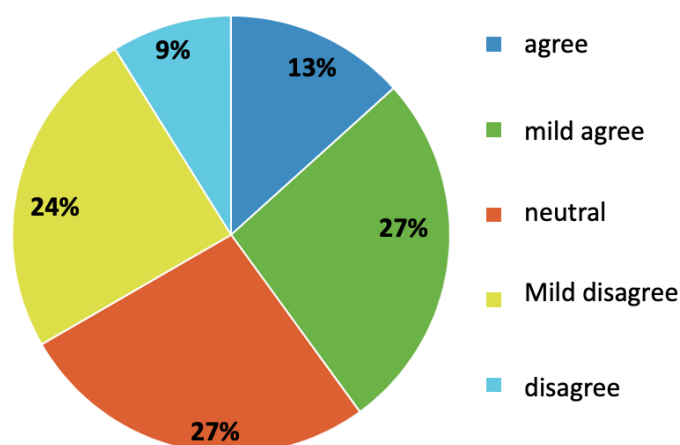
These two leading questions were phrased in ways unsupportive of using wild resources, to avoid 'leading' respondents to favour sustainable use in the last question. Bearing in mind that the relative scope for strong protection measures, and need for farming of resources, differs greatly between countries, a wide spread of answers was to be expected.

Nevertheless, when asked about their views towards the sustainable use of natural resources, an overwhelming majority of 80% agreed strongly with this while 20% indicated that they agreed and none disagreed (Figure 13).

Figure 13. How strongly do you agree (1) or disagree (5) with the following statement: "Such human needs should also be met, where practical, by sustainable use that conserves wild ecosystems."
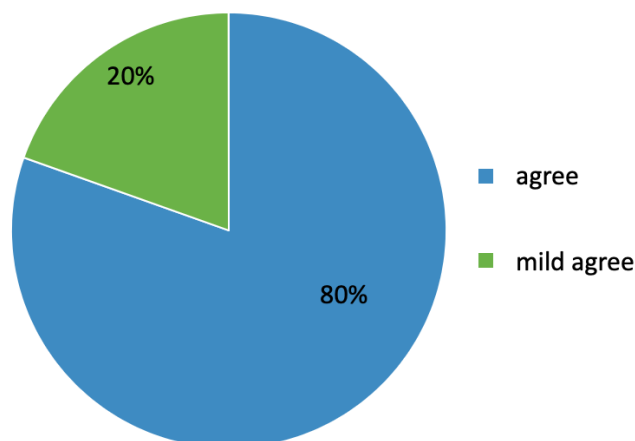

– challenging words or concepts

While the majority of respondents found the content to be easy to understand and translate, some indicated that the language which was used was too academic or literary when simpler terms could have been used. Some also mentioned that a specially created glossary would help with this. While such glossaries have been included, perhaps a page on Naturalliance UK could be modified to include a full glossary of difficult words or concepts across networks. A link to this could then be included in all survey instructions as well as an overview of different instruction materials. Specific words which were considered complicated were "gardens, parks, green lungs, emerald necklaces, urban sprawl, sweet cows and traditional knowledge".

A majority of respondents (73%) considered that the content on the Naturalliance hub would be easy or very easy to understand for young people between 16 and 18 years while 13% considered the content to be somewhat difficult for that age group (Figure 14).

Figure 14. How easy to understand do you think the content of the Naturalliance hub and satellites is for people aged 16-18 in your country?
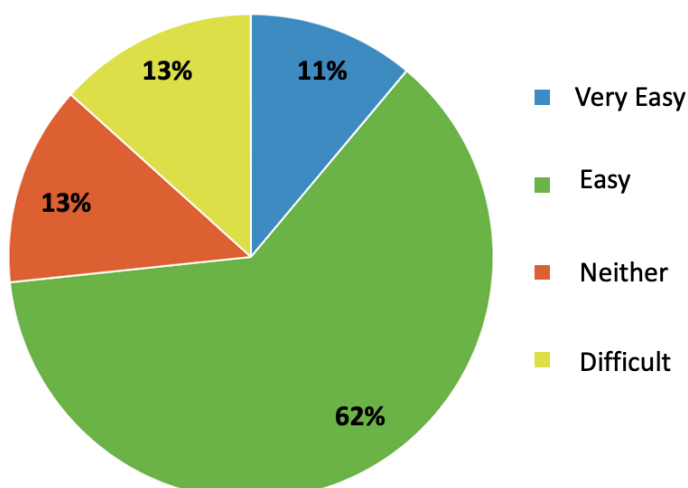
Respondents also indicated that some translations overflowed the optimal format as more words were needed in their language than in the English version. The consideration of concepts and words also influenced responses about the system and software as a whole, through comments in the potential improvements section.

– suggestions for improvements, including use of social media

The last question of the survey asked respondents to indicate ways in which the content, platform and support could be improved. There were 24 concrete responses received to this, with various levels of specification. A key highlight was the need to integrate glocal platforms more closely with social media (specifically looking at what type of social media was most popular in each country) and to also communicate news via social networks. Further suggestions were to disseminate the network and encourage its use via universities on one side and to make it appealing for younger audiences through video content and a more basic language version on the other side, and to improve layout of the editors for mobile phones.

Two survey questions anticipated building social media coverage. A majority of respondents (60%) indicated that in their country social media influencers promoted the consumption of wild animals and plants while 40% responded that there no social media influencers encouraging such consumption. When asked whether social media were used to encourage the use of sustainable resources for conservation purposes, (84%) answered yes while (16%) answered that social media influencers did not encourage this in their country.

Other suggestions for improvements included promotion of infographics and videos with subtitles in other languages, with more frequent updating of content and promotion via pamphlets or ads. The incorporation of events into the network and the promotion of the network on World Conservation Days was suggested. Another potential improvement that was suggested was the inclusion of more country specific information and, more examples, and especially examples showcasing collaborations between local communities, government and business. It was also mentioned that the overall purpose of the network should be made clearer as well as its affiliation and the roles of SUME, ESUG and other organisations. One respondent suggested that more medical information or links redirecting to other credible sources of information would be useful. Several users emphasised that the sentences on the multilingual hub were too complicated and academic which appeared to be an issue both in translating and conveying concepts. The academic nature of the content was also highlighted with a suggestion for more practical and applicable sustainable use information. Another respondent mentioned that the focus of the platform appears to be mostly European and a more global approach and ties into organisations in other regions would be an improvement.

There was more than one suggestion for the inclusion of a discussion capability. Indeed, many improvements proposed above for the hub can be accommodated by a general forum for all translators and site editors, which is now in place. Other aspects, including regional relevance, more regional linkage and general media connectivity, greater explanation and more graphic capability can be accommodated by building groups to run satellites in regional and national languages. Therefore, the next stage, broadly to "promote the networks and improve the number of people who benefit from information on the network" will be to work with regional and language-based groups to address people in different age groups, from different backgrounds or in different countries, by applying more specific promotion methods. This should enable us to gain best effect from the diversity among our amazing team of volunteers.