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AMPLIFY: Creation, Testing, and Revision

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Protocol status: In development

We are still developing and optimizing this protocol

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Abstract

This project seeks to create a video-based scientific data platform called AMPLIFY, with the goal to revolutionize the way we communicate scientific studies and findings to the general public. This platform will be created on the island of Mo'orea, French Polynesia, through thorough community involvement and collaboration. By creating a platform, which emphasizes visual data dissemination in the form of videos and photos with shorter articles, data is made more accessible, engaging, and easily understood.

Guidelines

Prioritize community needs

Foster a healthy and democratic work environment for the team

Act with honesty and transparency

Materials

Computers

Space to conduct community meetings

Office space to work on project

Safety warnings



Treat everyone with respect, be open to criticism, and act ethically.

Ethics statement

All data will be shared with the consent of the participants involved. All participants will be properly compensated and well-informed of their part in the project, as well as the project as a whole. All team members will be paid the same salary and given equal decision-making power.

Before start

Interview and create the team of experts.



Pre-Creation

- 1 Reach out to any community members, scientists, programmers, and other experts I have in mind for the project to be a part of the team.
- 2 Conduct interviews, explaining the idea and expectations of the project.
- 3 Form team, hiring 50% local Mo'orea residents and 50% other experts (UC Berkeley undergrads with knowledge of Mo'orea, programmers for creating the platform, local activists, fishermen, politicians, cultural figureheads, scientists).
- 4 Begin meetings, opening with the Community Engagement framework (See part 4 of project), to foster a healthy culture within the group and between the team and the broader community.
- 5 Conduct surveys in Mo'orea before beginning working on the platform, collecting information on what locals hope to see incorporated in this platform, the general level of interest for it, issues they may see it causing or containing, and what they would like to see during and after the process of its creation in regards to community engagement.
- 6 Take time to read through community input and incorporate as much of it as possible into the project plan.

Creation

- 7 With software engineers and all other members of the team, create the app/platform as outlined in the research proposal. We will meet 5x week. Everyone will receive the same salary.
- 7.1 During this time, set to take about a year, there will be presentations to the community in open meetings 2 times per month. Anyone is welcome to come, and after the presentation there will be time for community members to discuss their complaints or praises of certain aspects of the project.

Testing

- 8 After the platform is created, it will be tested on local residents. They will fill out surveys and participate in focus groups to give feedback on any improvements that need to be made



- 9 A revision period will follow, taking into account anything that needs improvement about the platform.
- 10 Steps 8&9 will be repeated, this time with audiences not only on Mo'orea, but indigenous groups around the world, as well as groups of individuals from different age, socioeconomic, and cultural groups around the world.

Marketing and Outreach

- 11 In collaboration with Coral Gardeners, AMPLIFY will launch a social media campaign to spread awareness. A team will work on brand development and social media presence that will reach more than just mainstream culture.