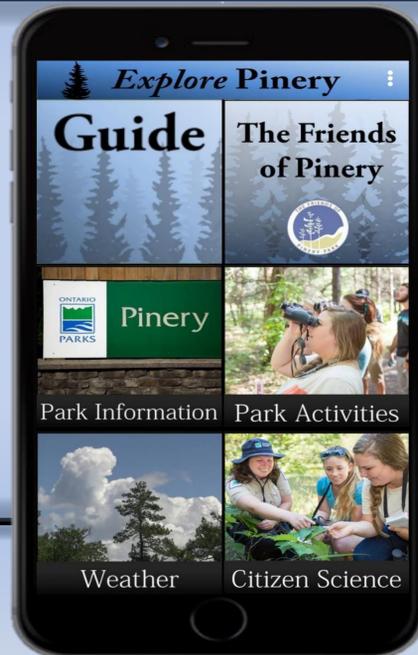


Fostering Environmentally Informed Visitors Through Smartphones in Ontario's Protected Areas

What is Explore Pinery?

Explore Pinery is the first Ontario Parks smartphone application. Designed specifically for Pinery Provincial Park, this application was launched in January 2016 by Andrew MacDonald. Explore Pinery aims to innovatively engage visitors and encourage them to become informed environmental stewards.



Citizen Science

Explore Pinery allows easy integration into existing and new citizen science projects within Pinery including:

- Bat monitoring
- Wildlife sightings
- Photo monitoring
- Roadkill reporting

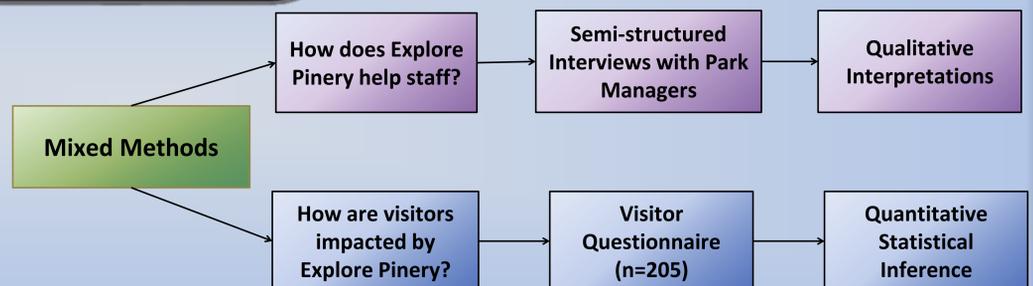


'Photo monitoring' using Explore Pinery

Research Objectives

- How is Explore Pinery beneficial to park managers?
- How does Explore Pinery influence visitor experiences?

Methods



Findings & Results

Themes and subthemes were created to illustrate the park managers' experiences with Explore Pinery

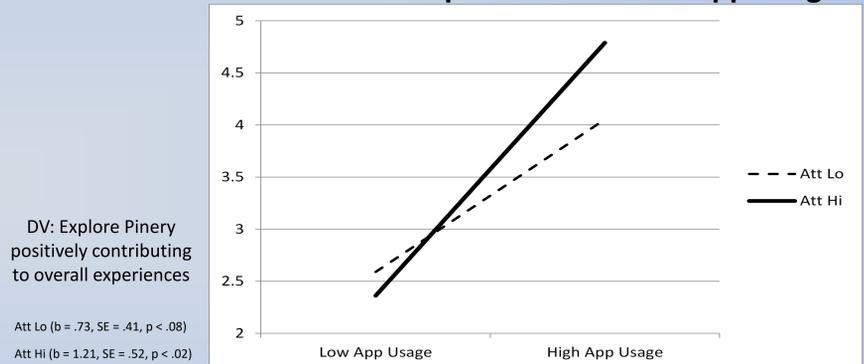


- Themes are comprised of sub-themes
- Themes overlap to create tangible outcomes
- Themes, sub-themes, and outcomes all contribute to creating dedicated park users

"...instead of just see[ing] the park as something they use, they see the park as something they protect." (participant)

Positive attitude towards technology significantly impacts the amount Explore Pinery contributes towards visitors' overall experiences

Interaction Graph: Attitudes and App Usage



DV: Explore Pinery positively contributing to overall experiences

Att Lo (b = .73, SE = .41, p < .08)
Att Hi (b = 1.21, SE = .52, p < .02)

No differences between App and Non-app users for:

- Nature Connectedness
- Education Levels
- Sense of Place
- Technology Competence

Conclusions

Explore Pinery encourages park visitors to become dedicated users whose actions are environmentally informed and responsible. Explore Pinery greatly contributes to visitors' overall experiences when they have positive attitudes towards technology.

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