



*With comments*

**Tweet!**

134 remaining

# The Yellowhammer dialects project use of social media

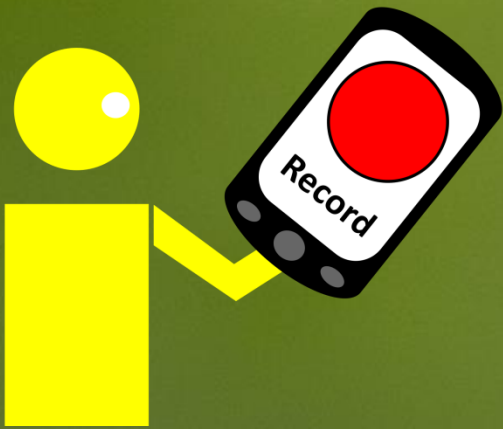
Pavel Pipek, Charles  
University in Prague

©Petr Jan Juračka





*We aimed to map  
distribution of different  
yellowhammer dialects  
in Great Britain and in  
New Zealand with help  
of volunteers*



• RESULTS : Poster #732

# Great support of VIP or media



2.7 millions readers



18 000 birdwatchers



- Little or no effect!

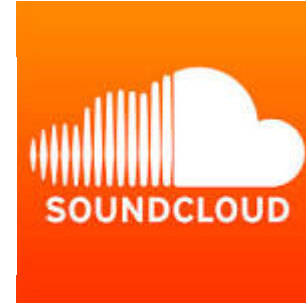
= > Online recordings came for rescue

# Social media for audio/video recordings



The Internet  
IBC Bird  
Collection

You Tube



- Great answer rate
- Some started to record yellowhammers

*Recordings on Youtube / Soundcloud are not geotagged, however, this can be actually perceived as an advantage – it gives you an excuse to contact people directly and present the project to them.*

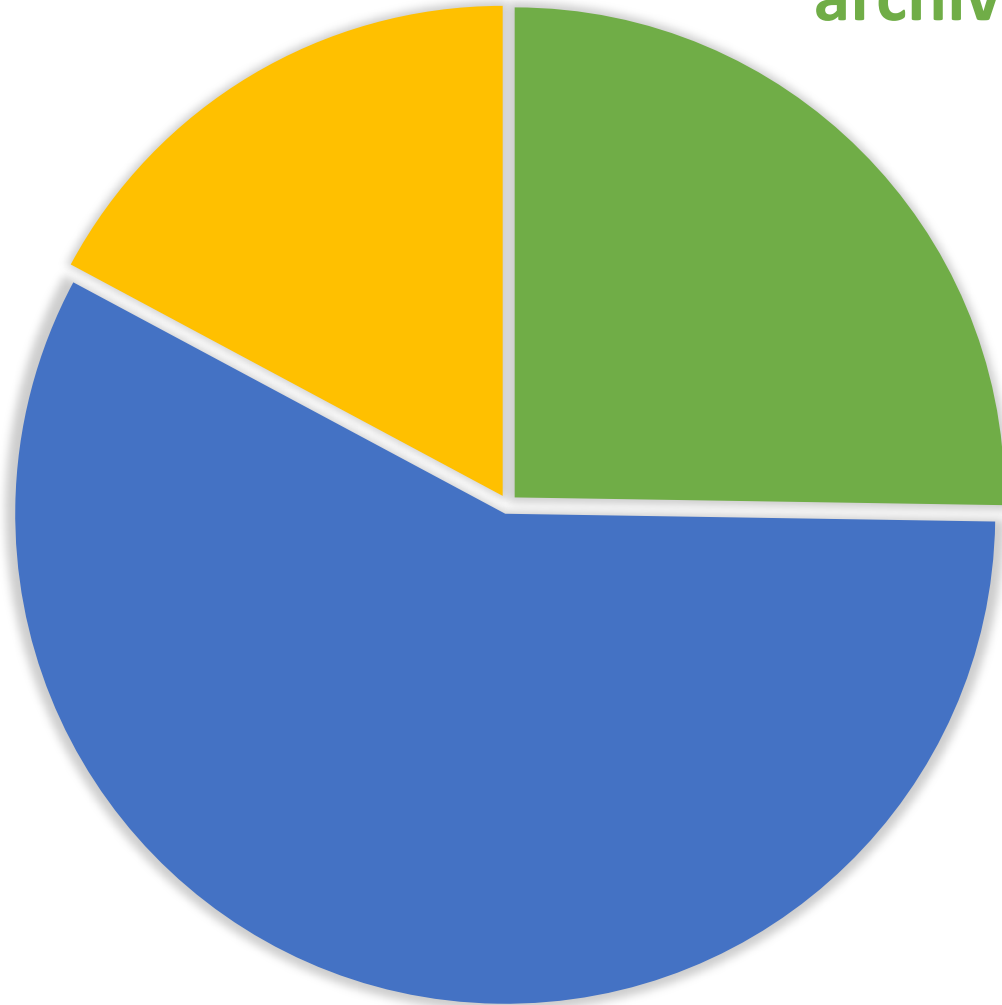


# Sources of recordings

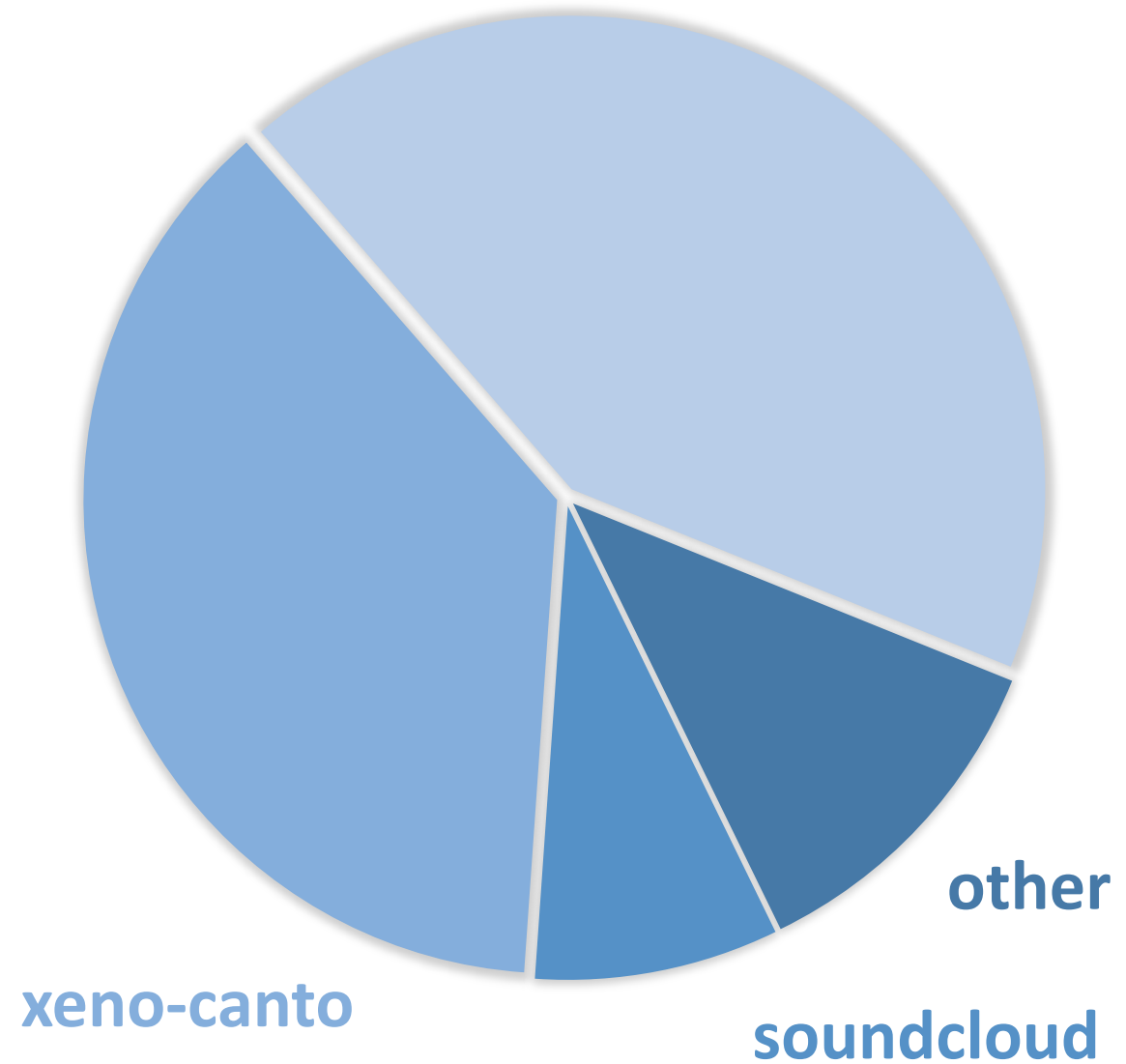
our website

archives

youtube



online



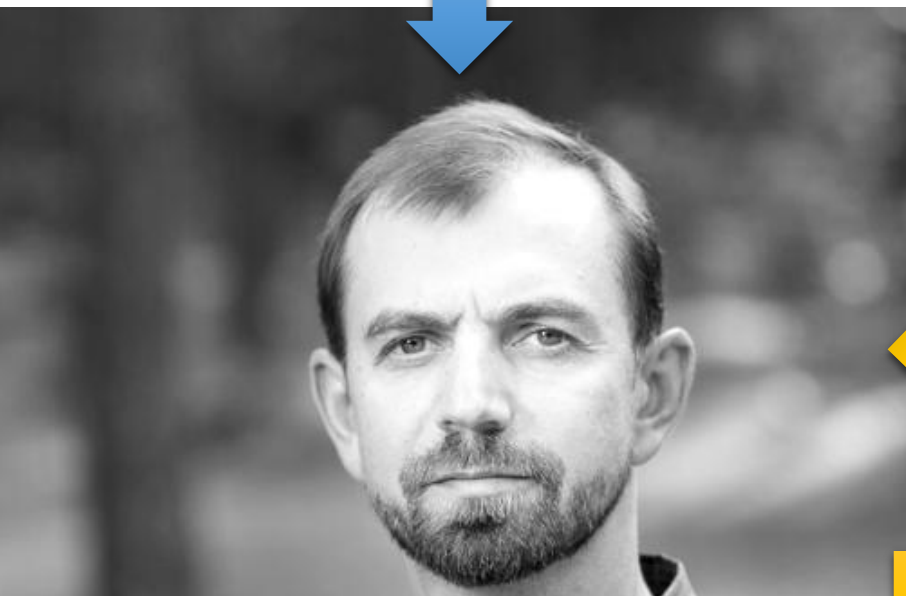
xeno-canto

soundcloud

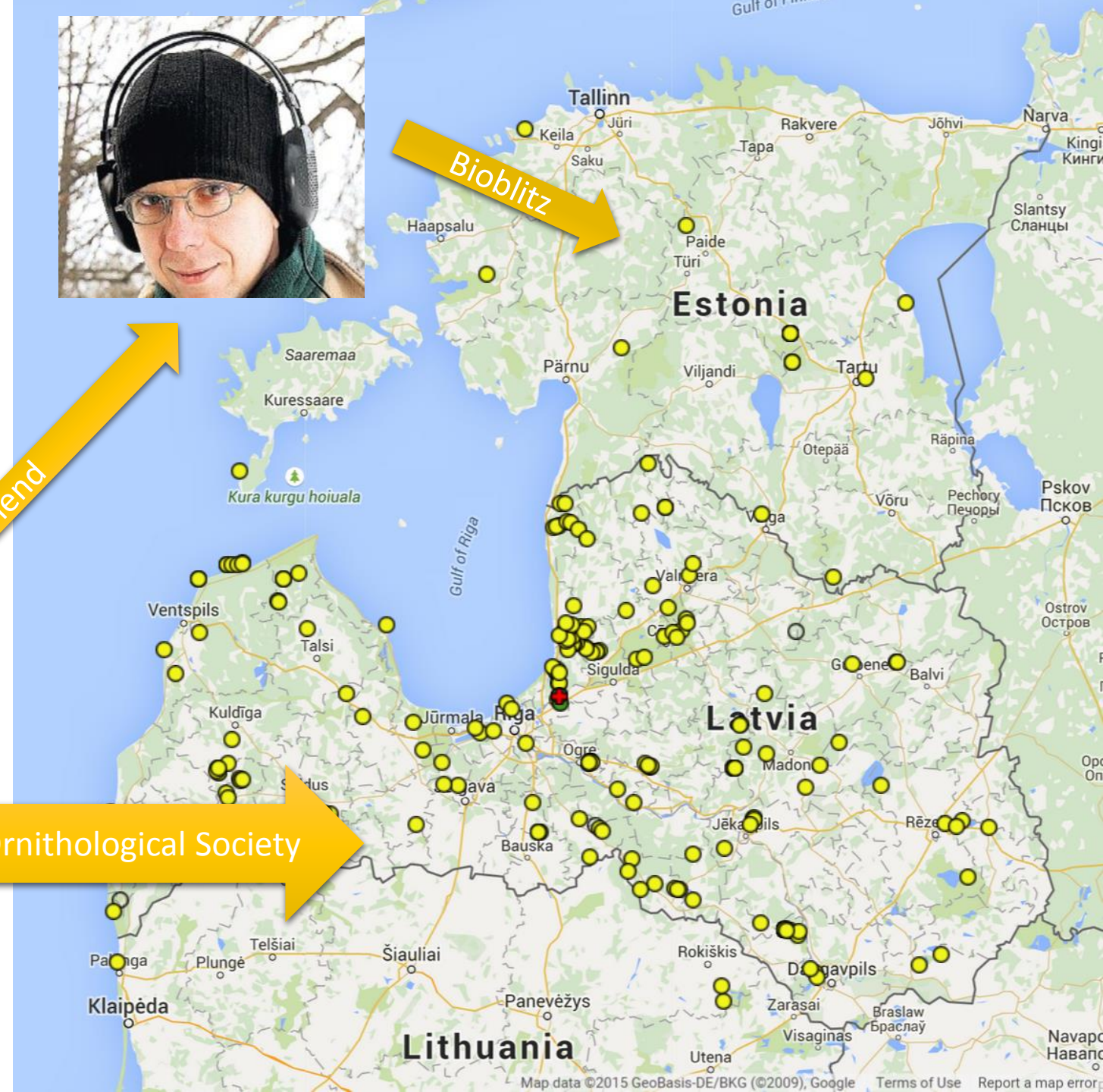
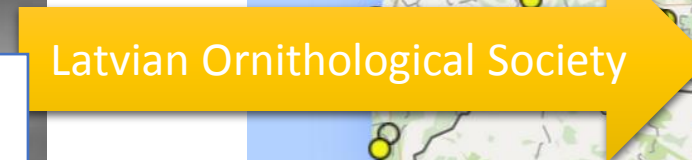
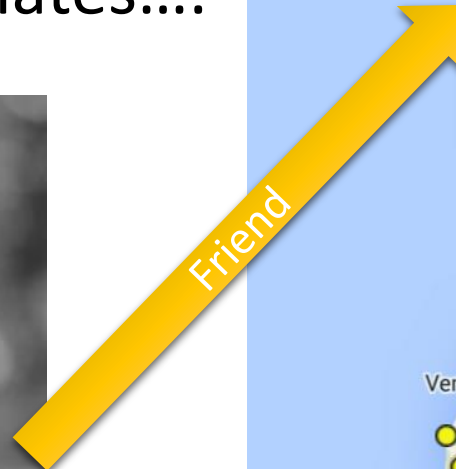
**Sometimes people  
got much further...**



Innocent request for coordinates....



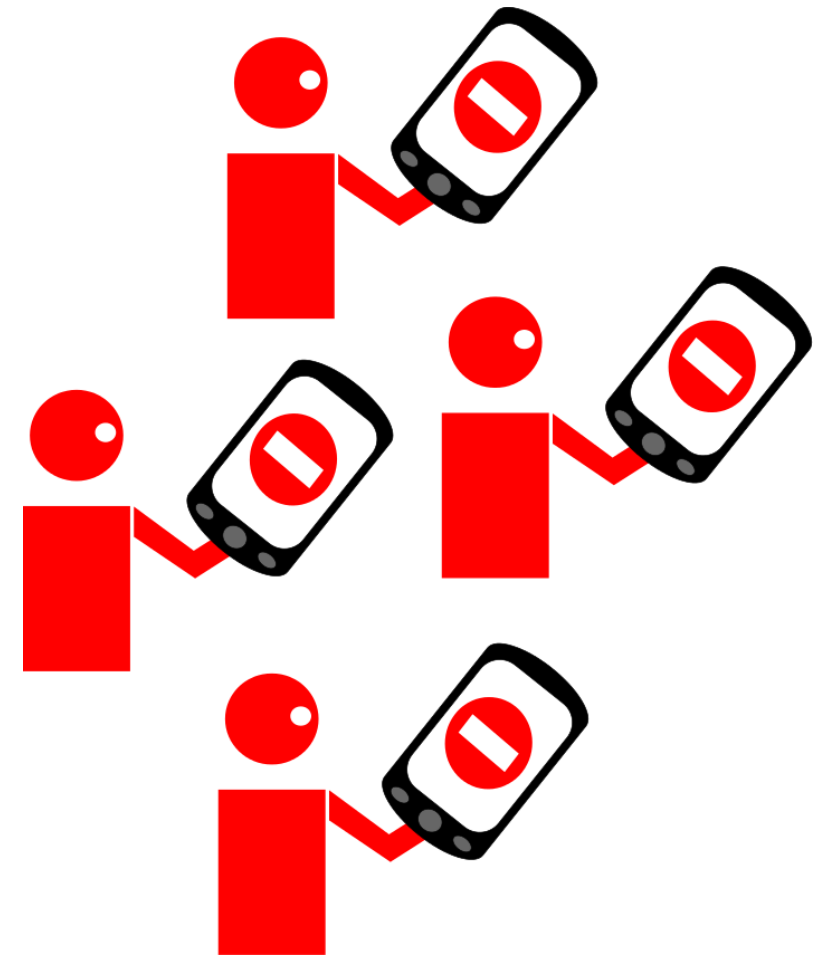
*Author of SoundCloud recording turned out to be important member of Latvian Ornithological Society – he got very interested and started new Citizen-science project in Latvia....*



# Conclusions

*In our case, Social media were ...*


- Ineffective when addressing „masses“



- Gave us chance to contact interested people directly



We got even less formal and more cheeky...




██████████

Jul 14

Yes I see you in there little yellowhammer. [pic.twitter.com/██████████](#)

← ↻ ★ 3 + ⋮

View photo




YellowhammerDialects @YDialects · 2h

██████████ And did you hear him too? Can you guess which dialect he used?

[yellowhammers.net/recording/list...](#)

← ↻ ★ ⋮




██████████ 29m

@YDialects of course I heard him! we have lots round about, I love them. Will get a recording for you - had no idea about the dialect thing!

FAVORITE

1



8:18 PM - 23 Jul 2015 · Details

← ↻ ★ + ⋮

[Hide conversation](#)

 Yellowhammer Dialects

 [@YDialects](#)