

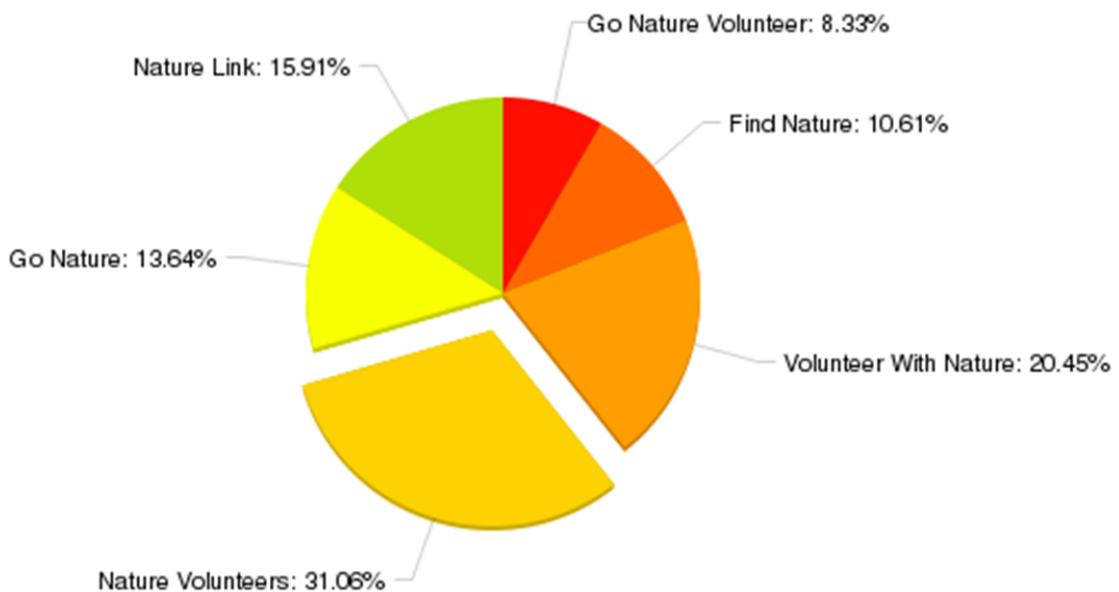
Choosing the website name

We shortlisted some possible names for the website (not easy to find ones not already in use!) and sent out an online survey link to as many people as we could through our initial network. We asked people which name they most liked. Here are the results.

We would love to have more people, particularly conservation volunteers, involved in our project. If you interested in sharing your views and helping inform the development of our website please contact Dr Alex Lovegrove at alovegrove@bournemouth.ac.uk

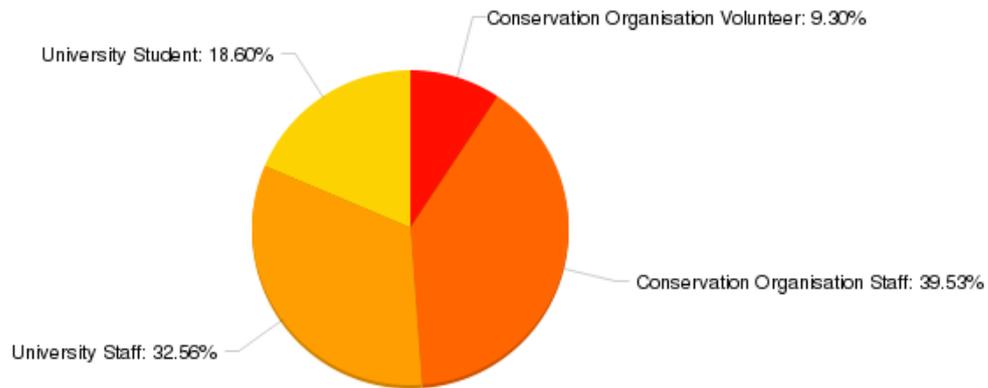
Results for question “which name do you prefer”

Based on the results of the survey, we selected ‘nature volunteers’ for the name of our website. Although not an overall majority this was a long way in front of the others, and its closest rival, ‘volunteer with nature’, was quite similar. Plymouth local gov. are using ‘volunteer with nature’.



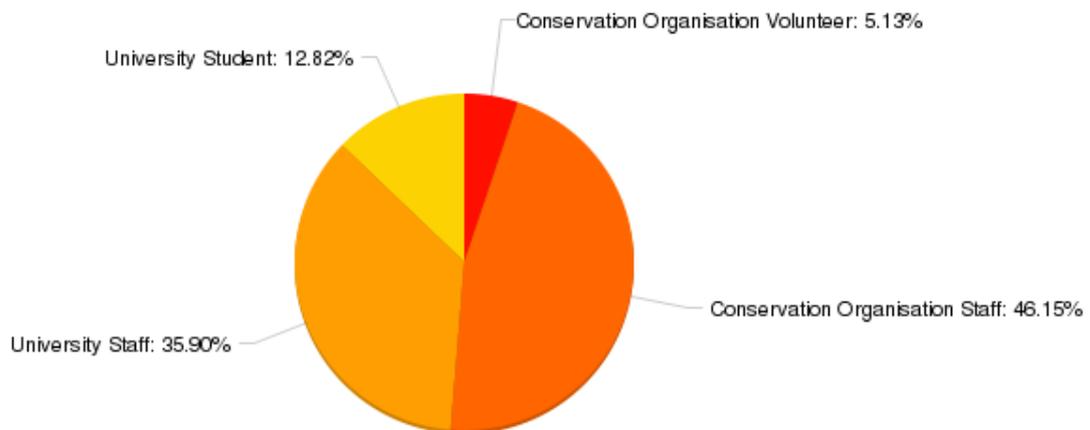
Who participated in the survey?

This survey involved a total of 132 participants. Ideally we would have liked more “volunteers” although the students can be considered as representing a sub category of volunteers who we see as an important future group for the website.

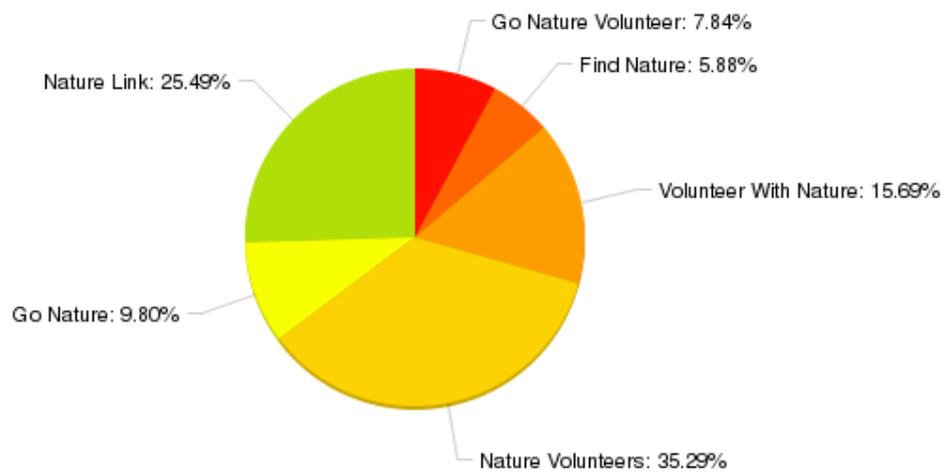


How did different groups rate the name “Nature Volunteers”?

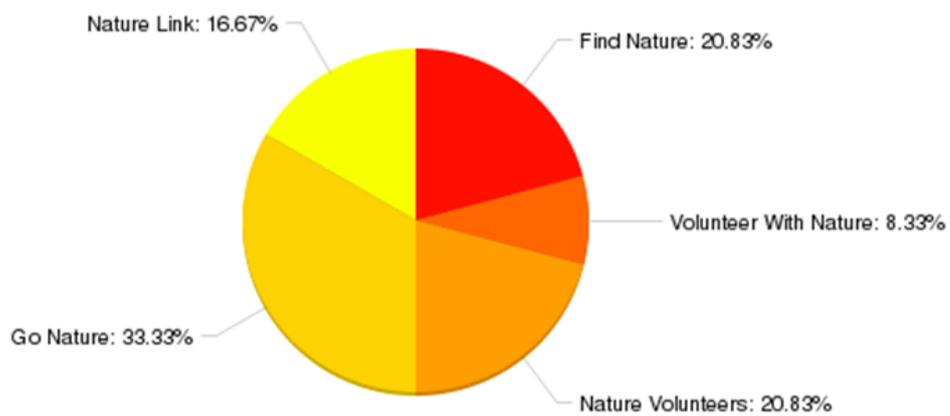
This is the distribution of votes for Nature Volunteers:



Nature Volunteers was the favourite name for conservation organisation staff who participated in the survey.



It was the tied second most favoured name by students.



It was also the tied second most favoured name by other volunteers. (The favourite, "Volunteer with Nature" is already in use so we had to decide against that.)

