

Looking back on the entire semester, from the beginning, I chose the topic that I was most interested in, I was most looking forward to it, I encountered various bottlenecks in the middle, and finally completed the entire project. Every step was full of emotion. This was also inseparable from the help of Juliana, Owen, and Renata. Thank you very much for your help. Without your help, I might still be struggling with the collection of project data. You guys are very nice and professional.

At the beginning of the semester, we had to choose projects that we were interested in. I chose the video editing project at first, but it was not selected and was replaced by my second choice. I was very happy. When I first browsed the details of the entire project, I was very excited. I seemed to see countless people browsing the website we made. In the first two weeks of the semester, I did a lot of data collection, wanting to learn how others made web pages. I was very envious when I saw that other people's web pages had many visitors. But when I entered the data integration stage, I realized the amount of information that needed to be sorted out. I had to look for projects that met the standards among hundreds of web pages and projects. They needed to involve citizen science, climate change, and preferably in Connecticut. At the same time, I also needed to consider how to design this webpage and how to attract more visitors in an interesting way. I couldn't help but start to doubt myself. Can I really complete these tasks? So I often feel very anxious.

Fortunately, I have the help of two professors and my social partners. In every weekly class, they will comment on my work and help me sort out the logic from an academic perspective. I feel a little excited when each part passes the review and gets recognized. When writing the project introduction and the description of climate impact, I checked a lot of information and tried to explain the relevant knowledge in a popular tone. At the same time, I realized that text and pictures alone can attract users for a long time, so I introduced gamification factors such as quiz, points, and leaderboards, and designed real-time chat and event notification methods in the community module to improve user stickiness. We need to

encourage our users and volunteers to actively participate in our activities, otherwise, even if our functions are perfect, without continuous incentives and feedback, users are likely to churn. I think the biggest gain from this independent study is learning how to communicate needs effectively and accept feedback. During the data collection process, I actually sorted out a lot of questions to ask relevant personnel from various organizations. I thought that after I sent my email, the leaders of the organizations would soon reply to my email and be willing to meet with me and share their data and specific information. However, I didn't expect that most organizations didn't even reply to the email, which made me very frustrated. I told the two professors and social partners about the difficulties I encountered. They have been encouraging me and teaching me whether the email information I sent was not accurate, or the information was not directly named in the email subject, and whether I could contact their top personnel, because they might be too busy and would not reply to the email at all. After integrating these factors and trying to resend the email, some organizations replied to my email. I think these problems will greatly improve my copywriting and communication skills, which will be very helpful for me when I do other projects in the future.

At the end of the project, when I saw the complete webpage framework and PPT, I really felt a sense of accomplishment. I learned information architecture, copywriting simplification, how to present and explain my own PPT, and I also understood the power of citizen science and climate change to achieve each other. Although there is still a lot of room for improvement on our website, I believe that as long as we continue to maintain enthusiasm and keep improving, this platform will truly become a bridge between ordinary people and climate change science. Once again, I am very grateful to my two professors and social partners for helping me learn many skills and methods that may be used in my future work. Thank you very much!!