Final Report on Activities: **Google Analytics as a Tool for Conservation and Development**

Completed Activities/Measured Outcomes:

Two on campus talks were given – Geography Colloquium in January 2015 & TCD Tropilunch in April 2015. Additionally, we brought in a team member from Pennsylvania to assist with the planning of these talks, meet with various offices on campus, and attempt to set up future work. These two talks were intended to recruit additional technical expertise, and while a few people expressed interest, no one has yet been willing to join the project and fill the programming needs at this time.

External Visitor Activities

Funds were utilized to bring in a team member for work on the project and preparation of the second talk. During her week in Gainesville, we met regarding our project to create a database of grey and white literature regarding topics in tropical conservation and ecology. We discussed the project and created a plan. We decided that creating a crawler using the Google Freebase API would be the best approach for scanning the Internet for this grey and white literature. We met with the UF librarian staff and discussed options for hosting this database. Some of the issues we faced where that grey and white literature can become "vapor", meaning that links to these articles may disappear or be removed in time. This means that in order for the literature to remain accessible once identified, we would need permission to put the literature into what is known as an institutional repository or dark archive. We then looked at existing examples of such databases, one being hosted at Cornell University called arxiv.org. This repository stores links and PDFs for literature in the STEM fields, and originated as an archive for astronomy peer reviewed literature. We decided that creating a link at arxiv.org might be a potential option. We also discussed the issues with licensing. If we want to scan references of peer-reviewed literature in order to expand the search for grey and white literature we would need to get permission or have access to journals that require paid subscriptions. As a first step, we decided to start developing the crawler to work on small subsets of Internet data, and then after testing, expand to search increasingly larger sections of the web. We also talked to the librarian about mini-grants that are available through UF. These grants may be good options for funding undergraduates to work on this research. After our discussion with the librarian, we concluded that creating an ad for an undergraduate senior thesis project to carry out this research would be the best approach.

Future Activities

An ad was created and sent out, as described above, but we did not receive any interested responses. Further planned activities as described in our proposal have not happened. Several group members accepted jobs and have moved to different and distant locations, including California and Haiti. This project has been placed on hiatus for now because of the difficulty of working from great distances and the lack of success in recruiting on-campus expertise.