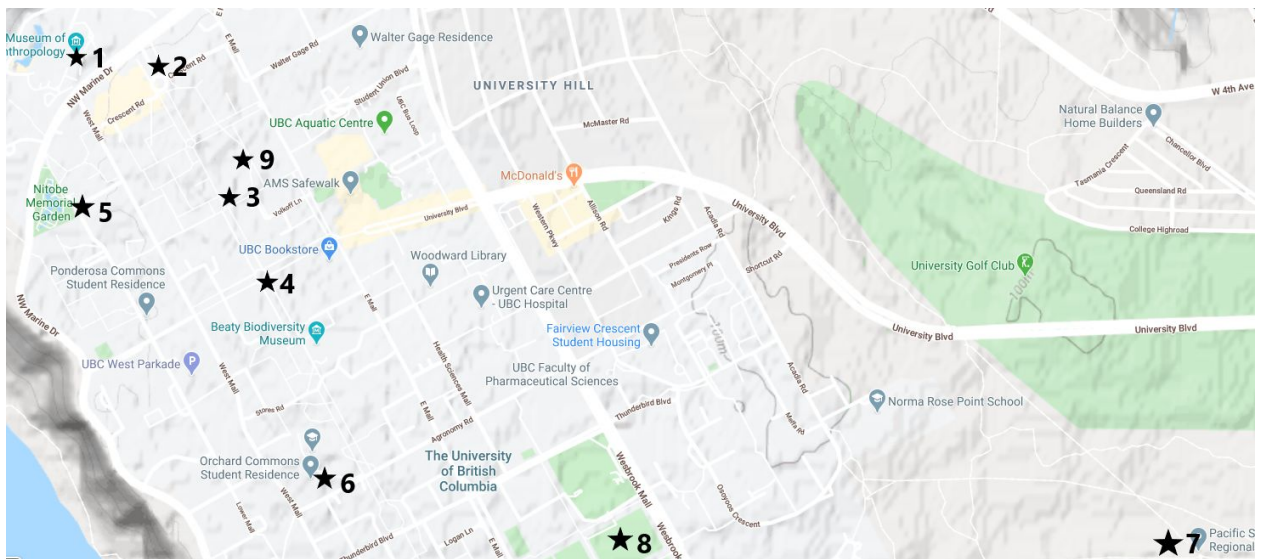


UBC Social Media Nature Scavenger Hunt: Asset Map and Intervention Design

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Our proposed nature based intervention will involve a scavenger hunt around UBC, helping participants and their instagram followers become more aware of different natural spaces on campus, as well as allowing participants and their followers to engage with these natural spaces through taking photos and viewing these photos on social media. Below is a map detailing the different locations participants will be asked to post photos of for the scavenger hunt. Each star is a natural asset found on the UBC Point Grey campus.

Phase 2a: Asset Map



UBC NATURE Rx Social Media Scavenger Hunt:

1. Take a photo of the view behind the Museum of Anthropology



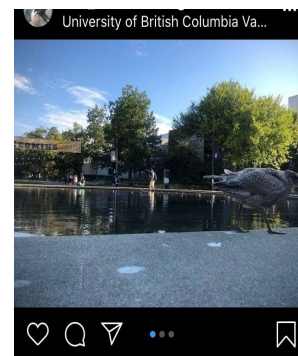
2. Take a photo of yourself in the UBC Rose Garden



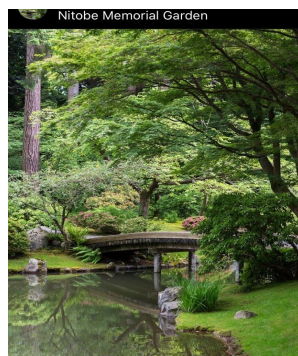
3. Take a Photo on the swing between Koerner Library and IKB



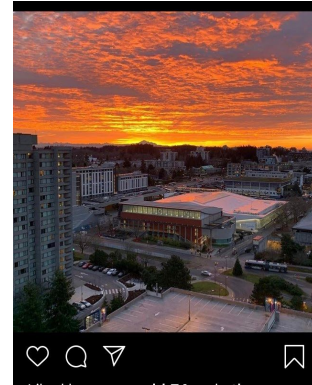
4. Take a photo of the fountain on Main Mall



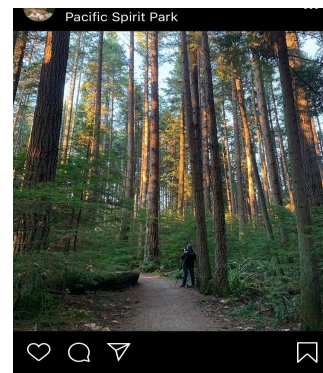
5. Take a photo at the Nitobe Memorial Garden



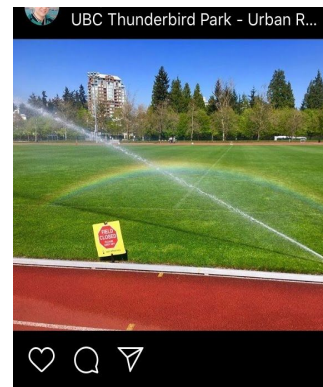
6. Take a photo of the sun setting from one of the buildings on campus



7. Take a photo of yourself in Pacific Spirit Park



8. Take a photo at Thunderbird Park



9. Take a photo of the clock tower landscape



10. Bonus! Take a photo of a squirrel anywhere on campus



Phase 2b: Nature-based Intervention Design

Social Science Question

The question we aim to address in the data we collect surrounds the relationship between positive engagement social media, and engagement with natural spaces and how these two can impact student wellbeing. Can individuals experience the benefits of being in nature through technology (ie. through social media) or does technology alienate us from nature when we engage with nature while using social media?

Wellness Outcomes

One of the primary intended benefits of our nature based intervention is to encourage participants to use social media in a positive way. We are conceptualizing a positive use of social media as not looking at stress and anxiety inducing pictures/content, instead finding uplifting and relaxing content such as nature focused content. This is due to the connections we have found in the literature, between positive social engagement and engagement with natural spaces, as well as the positive outcomes of engagement with nature even at the level of simply viewing it. In our workshop we will be exploring the potential for students to use their mobile devices and social media to engage with nature, as a tool to appreciate the aesthetics found in natural spaces on campus.

Another intended outcome is that undergraduate students might become more familiar with different natural spaces on campus. This outcome could be accomplished through direct engagement or participation in the scavenger hunt, or even by viewing nature through photos, in the case of the Instagram followers of participants, as Pretty (2004) finds that even at the first

level of engagement with nature, viewing, individuals can experience a sense of calm or stress relief.

In essence, our workshop will aim to combine the positive aspects of social media use, such as increased social connection and decreased social isolation with the positive outcomes of Nature Rx, including the reduction of stress on one’s mental health.

Nature-Based Intervention Schedule

Intervention	Pre-Workshop	Workshop	Post-Workshop
Surveys/ Data Collection	Pre-survey, online portal opening March 7th and must be completed by time of initial meeting, Alexandra Custeau making & collecting survey	Ella Kim-Marriott keeping track of posts on instagram throughout scavenger hunt (participants will tag @makescreentimegreentimeUBC)	Post-survey, portal opening when scavenger hunt is over, Holly Benna making survey and collecting survey data
Recruitment	Ella Kim-Marriott making advertisements for workshop, start promo on Feb 24th, interested students will email us at makescreentimegreentimeubc@gmail.com, participants will have until March 7th to sign up	Wellness Centre SM, SEEDS SM, SEC SM* + newsletter, personal accounts (group member networks) *SM= Social Media	Participant that completes the most tasks on scavenger hunt list will win a prize (Pela phone case), but winner will not be announced until all participants fill out post-survey
Workshop	Initial meeting date: March 10th, Nicholas Lezzi will explain workshop instructions	Scavenger hunt: 2 days proceeding initial meeting (March 11th & 12th)	Post-survey: online, open for 2 days after end of scavenger hunt (March 13th & 14th) - all group members will analyze data

We will meet with participants to explain instructions on March 10th, then they will have 2 days (March 11th and 12th) to post photos of as many locations listed on our scavenger hunt

checklist as they can. Participants will post a photo of each natural space to their Instagram story, tagging us @makescreentimegreentimeUBC so that we can keep track of how many natural spaces each participant has visited. After the 2 days of the scavenger hunt are up, the participants will have 2 more days (March 13th and 14th) to fill out the online post-intervention survey. As incentive, we will not announce the winner of the scavenger hunt until all participants have completed the survey.

Target Population and Recruitment Strategy

The target population for participants in our wellness intervention will be UBC undergrad students who use Instagram. We will run Instagram ads and create a Facebook event, and utilize our personal social networks to recruit participants. Additionally, we will run a recruitment call on the Wellness Centre's Facebook page, the SEEDS listserv and the Student Environment Centre newsletter and social medias.

The sampling method for this intervention will be a convenience model, which is a type of non-probability sampling that involves the sample being drawn from the immediate population (Bornstein, Jager & Putnick, 2017). We chose this research method because our sample will be comprised of UBC students who are not only members of interconnected groups on campus (such as the Wellness Centre or SEC) but also may be members of our personal student networks. Our data will be derived from participants reporting their experience, allowing us to evaluate how successful a social media-environment integration program can be on improving participants' mental health. Since our scavenger hunt is located at the University of British Columbia, all participants will be active members within the community, which adds to the relevance of a convenience sample, as this method focuses on interpreting the first hand experience of the population that we are targeting. Convenience sampling is not a random sampling method, therefore the data collected in the pre and post-intervention surveys will not be generalizable to the UBC undergraduate population at large. This is a limitation inherent to convenience sampling, however we think that the data collected will still provide useful insights into the relationship between social media, engagement with natural spaces, and participant wellbeing.

We will provide an incentive for participating - the winner of the scavenger hunt (the person who goes to the most locations) will receive a gift card to order a Pela phone case. If multiple participants complete the scavenger hunt, the winner will be chosen randomly from successful participants. Additionally, SEEDS, has offered an opportunity for all students that participate in the program and evaluation to be entered into a draw for a 50\$ gift card for different outlets on campus, which can constitute a second incentive.

We will be running the following ad on social media through the outlets of the UBC Wellness Centre, SEEDS and SEC as well as on our personal social media accounts:

UBC WELLNESS CENTRE ~ SEEDS ~ SOCI 420

SOCIAL MEDIA SCAVENGER HUNT

must express interest by March 7th to participate - 30
minute mandatory instructional meeting March 10th -
brief pre and post workshop online surveys - participants
must be UBC students and must have instagram

Post pictures to your Instagram story
of natural spaces on campus for a
chance to win a Pela phone case!

Interested? Email us at
makescreentimegreentimeubc@gmail.com



Along with the graphic, we will have the following caption going out on the SEC newsletter and social media:

UBC SOCIAL MEDIA SCAVENGER HUNT! Do you find yourself spending too much time on social media looking at anxiety-inducing content? Do you find yourself comparing your lifestyle to others through the accounts that you follow? Then this workshop is for you! Through our student-led workshop, participants will get to know natural spaces on campus where they can go to relax, while also fostering a more positive online community by posting photos of the natural spaces to their instagram stories. Not only will participants be learning to appreciate naturally beautiful places on campus through social media, but their followers will also experience the stress relieving benefits of seeing photos of these natural spaces on their feeds. The only major commitment is a 30 minute meeting on

March 10th for us to go over the instructions of the scavenger hunt- the rest of the activity is individual. Oh, and did we mention that the person who completes the most tasks will win a compostable Pela phone case? If interested, please contact us at makescreentimegreentimeubc@gmail.com to sign up!

On our personal accounts, we will be posting variations of this caption. For the SEEDS Listserve and the Wellness Centre Facebook, we will also provide the following recruitment call:

Social Media Scavenger Hunt (Student-Led Research Project)

Principal Investigator: Dr. Emily Huddart Kennedy

Contact details: emily.kennedy@ubc.ca

phone #: (604) 822-1184

Student contact details: makescreentimegreentimeubc@gmail.com

instagram: @makescreentimegreentimeubc

By participating in this workshop, you will:

- Have the opportunity to experience a nature prescription, designed by a team of UBC undergraduate students
- Be helping to refine nature-based workshops for the UBC Wellness Centre to run in the future
- Help UBC undergraduate students better understand how nature affects human wellbeing
- Help UBC undergraduate students better understand the relationship between technology and wellbeing
- Provide insight into whether the positive effects of nature can be experienced through social media

Participating in the workshop will require:

- Attendance at a 30 minute instructional meeting on March 10th
- Further participation over the course of 2 days (March 11th and 12th) visiting natural spaces on campus listed on our scavenger hunt checklist, and posting photos to your Instagram story in these spaces, at your own leisure throughout the 2 day period
- Completion of a 10 minute survey before the initial meeting, you will have from March 7th to the time of the meeting on March 10th to complete the pre-survey
- Completion of a 10 minute survey after the scavenger hunt comes to a close, you will have 2 days to complete the post-survey (March 13th and 14th)

Perks:

- The participant who completes the most scavenger hunt tasks will win a Pela phone case (if multiple participants complete all tasks, then we will draw for the prize at random out of those who have completed all the tasks)
- All participants will be entered into a draw for a \$50 gift card to somewhere on campus provided by SEEDS and the UBC Wellness Centre

Data Collection Strategy

Our data collection methodology will involve a pre-intervention survey, as well as a post-intervention survey, with questions measuring self described wellbeing before and after completing the scavenger hunt. Social media usage patterns will also be measured in the pre-intervention survey.

Appendix A: Survey Questions (Pre-Intervention)

https://ubc.ca1.qualtrics.com/jfe/form/SV_erJWv7Zhl69F5bv

- 1) Are you currently a full time or part time student at UBC?
 - a) I am a full time student at UBC
 - b) I am a part time student at UBC
 - c) I am not currently enrolled as a student at UBC

- 2) Which one best describes your current degree program at UBC?
 - a) Undergraduate Student
 - b) Other (please specify) _____

- 3) What is your current year of study?
 - a) First Year
 - b) Second Year
 - c) Third Year
 - d) Fourth Year
 - e) Fifth year or above
 - f) Other (please specify) _____

4) What faculty or school are you currently enrolled in?

- a) Applied Science
- b) Architecture and Landscape Architecture
- c) Arts
- d) Business
- e) Dentistry
- f) Education
- g) Forestry
- h) Journalism
- i) Kinesiology
- j) Land and Food Systems
- k) Law
- l) Library, Archival and Information Studies
- m) Medicine
- n) Music
- o) Nursing
- p) Pharmaceutical Sciences
- q) Population and Public Health
- r) Public Policy and Global Affairs
- s) Science
- t) Social Work
- u) Vancouver School of Economics
- v) Other (please specify) _____

5) What is your gender?

- a) Male
- b) Female
- c) Prefer not to say
- d) Other (please specify) _____

- 6) How many hours a day do you spend on social media?
- a) 0-1 hours
 - b) 1-3 hours
 - c) 3-5 hours
 - d) 5-7 hours
 - e) 7 or more hours
- 7) What social media application do you spend the most time on?
- a) Facebook
 - b) Instagram
 - c) Twitter
 - d) Snapchat
 - e) Tumblr
 - f) LinkedIn
 - g) Other (please specify) _____
- 8) What kind of content do you normally look at on social media?
- a) Lifestyle
 - b) Food
 - c) Celebrities
 - d) Friends
 - e) Magazines
 - f) Art and Culture
 - g) Nature Photography
 - h) Models and Fashion
 - i) Other (please specify) _____

9) How often do you post (including stories) on social media?

- a) Never
- b) Every few months
- c) Once a month
- d) Every few weeks
- e) Weekly
- f) Daily
- g) Multiple times a day

10) Does the amount of like you receive on a post matter to you

- a) Yes, I would delete a post if I do not receive enough likes
- b) Yes, but I would not delete the post if I do not receive enough likes
- c) No, it does not matter to me
- d) Other (please specify) _____

11) Please describe how you feel after spending time on Instagram. (open ended question)

12) How often do you feel stressed?

- a) Always
- b) Most of the time
- c) About half the time
- d) Sometimes

e) Never

13) What typically causes your stress? (Check all that apply)

a) School

b) Work

c) Social Media

d) Money and Financial related problems

e) Family Relationships

f) Friend Relationships

g) Dating Relationships

h) Health Related Issues

i) Other (Please Specify) _____

14) Do you agree with the following statement: "Spending time on social media makes me feel more stressed"?

a) Strongly agree

b) Agree

c) Somewhat agree

d) Neither agree nor disagree

e) Somewhat disagree

f) Disagree

g) Strongly disagree

15) How capable do you feel that you are at coping with your stress?

(not able at all)										(very able)
1	2	3	4	5	6	7	8	9	10	

16) What coping strategies do you use to deal with stress? (Check all that apply)

- a) Spending time with friends
- b) Spending time with family
- c) Exercising
- d) Spending time in nature
- e) Doing something creative
- f) Watching TV shows, movies or other videos
- g) Other (Please specify) _____

17) In general, how does spending time in nature make you feel? (open-ended question)

18) Have you ever spent time in nature to help deal with stress?

- a) Yes - I do on a consistent basis
- b) Yes - occasionally
- c) No - spending time in nature is not something I do to help deal with stress

19) If you answered yes to the previous question, how did this make you feel? (open ended question)

Appendix B: Survey Questions (Post-Intervention)

1) Are you currently a full time or part time student at UBC?

- a) I am a full time student at UBC
- b) I am a part time student at UBC
- c) I am not currently enrolled as a student at UBC

2) Which one best describes your current degree program at UBC?

- a) Undergraduate Student
- b) Other (please specify) _____

3) What is your current year of study?

- a) First Year
- b) Second Year
- c) Third Year
- d) Fourth Year
- e) Fifth year or above
- f) Other (please specify) _____

- 4) What is your gender?
- a) Male
 - b) Female
 - c) Prefer not to say
 - d) Other (please specify) _____
- 5) Which of the following natural spaces had you been to prior to participating in this scavenger hunt? (select all that apply)
- a) The view behind the Museum of Anthropology
 - b) The UBC Rose Garden
 - c) The swing between Koerner Library and IKB
 - d) The fountain on Main Mall
 - e) Nitobe Memorial Garden
 - f) Pacific Spirit Park
 - g) Thunderbird Park
 - h) The Clock Tower landscape
 - i) None of the above
- 6) Which of the following natural spaces would you like to visit again? (select all that apply)
- a) The view behind the Museum of Anthropology
 - b) The UBC Rose Garden
 - c) The swing between Koerner Library and IKB
 - d) The fountain on Main Mall
 - e) Nitobe Memorial Garden
 - f) Pacific Spirit Park
 - g) Thunderbird Park
 - h) The Clock Tower landscape
 - i) None of the above

- 7) Do you think you will go back to any of the natural spaces from the scavenger hunt to help you deal with stress in the future?
- a) Yes
 - b) Maybe
 - c) Probably not
- 8) Did you spend more time in UBC's natural spaces during this scavenger hunt than you would have normally?
- a) No, I usually spend more time engaging with UBC's natural spaces.
 - b) I usually spend about the same amount of time in UBC's natural spaces as I did during this scavenger hunt.
 - c) Yes, I spent more time engaging with UBC's natural spaces during this scavenger hunt than usual.
- 9) Do you feel more connected to the UBC community after participating in this scavenger hunt?
- a) Not at all
 - b) To some extent
 - c) To a great extent
- 10) Do you think spending time in natural spaces over the course of this scavenger hunt had an impact on your level of stress
- a) Yes - I feel much less stressed
 - b) Yes - I feel slightly less stressed
 - c) No impact at all
 - d) Yes - I feel slightly more stressed
 - e) Yes - I feel much more stressed than usual after the scavenger hunt

11) Of the following words, select all that reflect how you feel upon completing this scavenger hunt

- a) Sad
- b) Excited
- c) Happy
- d) Stressed
- e) Accomplished
- f) Connected
- g) Refreshed
- h) Anxious
- i) Frustrated
- j) Inspired
- k) Relaxed

12) Do you think the posting on social media impacted your wellbeing while engaging with natural spaces?

- a) No, I don't think posting on Instagram had an effect on my experience of the spaces
- b) Yes - posting on Instagram impacted my experience of the natural spaces in a *positive* way
- c) Yes - posting on Instagram impacted my experience of the natural spaces in a *negative* way

13) Do you think it is important for students to have access to natural spaces on campus to support their wellbeing?

- a) Yes, it is extremely important
- b) Yes, but other supports for wellbeing are more important (for example: counselling services)

14) In general, how did participating in this scavenger hunt make you feel about natural spaces on campus? (open-ended question)

Reference List

- Bornstein, M. H., Jager, J., & Putnick, D. L. (2017). More Than Just Convenient: The Scientific Merits Of Homogeneous Convenience Samples. *Monographs of the Society for Research in Child Development*, 82(2), 13–30. doi: 10.1111/mono.12296
- Pretty, J. (2004). How nature contributes to mental and physical health. *Spirituality and Health International*, 5(2), 68-78. doi:10.1002/shi.220