

# Last Grownup in the Woods

## Lessons from **Make:**

### About MAKE magazine

- Quarterly published by O'Reilly Media; launched February 2005. Project-based: "Technology on Your Time." Described as "Martha Stewart for geeks" or a modern take on vintage hobbyist magazines like *Popular Electronics*.
- Initial circulation goal was 10,000 subscribers in the first year. Ended the year with a paid circulation of over 40,000...phenomenal response!
- MAKE struck a chord with adults who were eager for a resource for making things and to learn about what others were making.
- Vibrant community of makers revealed and celebrated by the Makezine.com weblog and in the pages of MAKE.
- Maker Faire: Second one held May 2007 in San Mateo, CA. Over 300 makers exhibiting their projects to over 45,000 attendees.

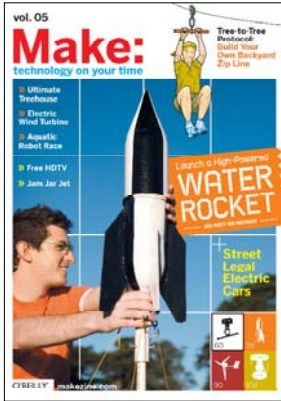


Photo of "Kinetic Pastry Science Mobile Muffins" taken at Bay Area Maker Faire 2007 by Jared Zimmerman.

### At MAKE we:

- Recognize and celebrate the contributions of individuals in the maker community.
- Reflect what the community is doing rather than attempting to dictate what we think is important. (See Maker's Manifesto\* and Crafter's Manifesto\*).
- Have an "openness and a willingness to exchange roles -- you can be a professional in some areas and a novice in others." – Dale Dougherty, publisher of MAKE.
- Appreciate the intelligence of makers. They don't want something that's watered down.
- Believe that "If you love your brand, set it free." – Phil Torrone, Senior Editor, on how we make logos, cover art, posters available for makers to use in their own projects.
- Help individuals connect to other makers: Maker Faire is a joyous event where makers meet and connect with each other, and a place where future makers find inspiration.

### Similarities Between Makers and Citizen Scientists

- Intelligent, inquisitive; independent thinkers; often unconventional
- Excited about doing interesting projects and about increasing their skills
- Want something more satisfying than passive consumerism; have a DIY (Do It Yourself) mindset
- May be irreverent, rebellious



Humor and play in between torrential downpours (and serious bird counting) during the Point Reyes Christmas Bird Count 2005.

**"I know what you're up to! You're giving us back what we thought we had to give up as children!"**

—Excited hiker in the Marin Headlands to Allen Fish, Director of Golden Gate Raptor Observatory

### Why Is This Important?

- Recommended book by Richard Louv: **Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder\***. The premise? Children who lack the opportunity to play freely in nature may be more likely to develop modern maladies like obesity, attention disorders, and depression.
- I believe that the same is true for adults.
- Play among adults is often considered trivial, but there's evidence that lack of play stifles innovation and that play is a critical component in a creative society (see "Design as Play" by Ulla-Maaria Mutanen\*.)
- The typical office environment might actually be a detriment to human brain function! (See "Brain death by dull cubicle" by Kathy Sierra\*.)
- What opportunities are there for adults to reconnect with nature and play? Citizen Science is a good one! It can serve as a conduit to a more enriching life (maybe even under the guise of "doing good.")
- This is much more profound than a magazine or a citizen science project...it's enriching lives in ways we might not yet understand, and supporting people in their life work!

\*For a PDF of this poster, links to the references, and other background, see my *Citizen Science Projects* website and blog, **CitizenSci.com**.

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