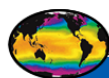# Lessons learned from the GHRSST Ocean Science Booth and recommendations

Gary Corlett, Silvia Bragaglia-Pike, Jorge Vazquez, Prasanjit Dash

GHRSST
Group for High Resolution Sea Surface Temperature

http://www.ghrsst.org

Introduction

- GHRSST set-up an exhibition booth at the 2014 Ocean Sciences meeting, in Honolulu.

- The aim was to increase our user interaction and to get feedback from a broader range of users
  - We have excellent contacts with power users but need to learn more about the small scale science user

GHRSST
Group for High Resolution Sea Surface Temperature

http://www.ghrsst.org

The Booth

Who did we meet?

- We met people from many backgrounds
  - Power users already using GHRSST
  - Small scale users who knew of GHRSST
  - Others who knew nothing about GHRSST
- Most users asked about what was meant by high-resolution
  - One user got quite irate about using the term high-resolution in areas of persistent cloud (where you may have PMW measurements only)
- Lots of people asked about data costs and were shocked when we said it was free.

GHRSST
Group for High Resolution Sea Surface Temperature

http://www.ghrsst.org

What did we learn?

- People like 'free' things
  - Memory sticks were very popular...
  - Chocolates are even more popular...
  - We need to publicise the availability of GHRSST data as free and open better
- Many people need help in choosing products
  - Too much choice for people who just want an SST product
  - Benefits of common data format not always clear to people
- Many people did not know of GHRSST
  - We need to work on this
- SST Movies are popular
  - Interest from teachers in using data for education
- Don't trust the Wi-Fi!
  - Demonstrating access to GHRSST services was impractical

GHRSST
Group for High Resolution Sea Surface Temperature

http://www.ghrsst.org

Recommendations

- Need a better _mailing_ strategy
  - ST members, RDAC's must publicise GHRSST via their mailing lists

- Need to recommend a _product_ for specific use cases
  - This will be somewhat controversial

- Need to improve our _help_ material
  - Establish a series of videos (YouTube channel or similar) – make them example based

- Need improved _social media_ presence
  - Need some help here…

GHRSST
Group for High Resolution Sea Surface Temperature

http://www.ghrsst.org