

Table 1. Importance of motivations and perceived benefits for participants in a Purple Martin citizen science project. ¹

	Motivation	Benefit	Wilcoxon sign rank test value	<i>p</i> - value	Cohen's D effect size
Helping a species in need	4.6	4.6	-0.333	0.739	0.061
Learning about Purple Martins	4.6	4.5	-0.378	0.705	0.052
Meeting like-minded people	4.3	4.6	-2.236	0.025	-0.215
Seeing the birds up close	4.3	4.2	-1.000	0.317	0.030
Serving the community	4.2	4.3	-1.414	0.157	-0.095
Learning about science	4.2	4.2	0.000	1.000	0.000
Spending time with family or friends	3.6	3.8	-1.342	0.180	-0.084

¹ Cell entries for motivations and perceived benefits are means on 5-point scales of 1 “strongly disagree” to 5 “strongly agree.”