



# GLOBE Campaigns and Intensive Observation Periods (IOPs)

**GLOBE Campaigns and Intensive Observation Periods (IOPs) stimulate community investigations into the local environment by providing a focus for GLOBE data collection. The collected measurements provide scientists with research-quality measurements to use in their own studies of the environment.**

GLOBE campaigns and IOPs may incorporate and partner with NASA satellite missions. They may also focus on targeted data collection and reporting to support specific research questions, environmental education, specific learning activities, data analysis and literacy.

**GLOBE Campaigns** must focus on science and education objectives that align with existing GLOBE protocols. Campaigns may be themed and aid in the creation of new educational products or activities that promote GLOBE student learning and data collection. Campaigns usually span one month to three years.

**GLOBE IOPs** may be individual initiatives or included as part of a GLOBE campaign. They are focused periods of time where participants are encouraged to collect and enter data into the GLOBE database, contributing to a targeted data collection and education effort. Data collected during an IOP provides GLOBE students, scientists, researchers and educators with large amounts of concentrated data over a short period of time. IOPs usually last one week to one month and include data collection periods that may occur multiple times over a span of one to three years.

## Current GLOBE Campaigns and IOPs

### Global Level



#### Year of Climate and Carbon (YCC) Campaign

*Sphere focus:* All (Atmosphere, Biosphere, Hydrosphere, Pedosphere)

*Protocol focus:* All (Green-Up/Down, Carbon Cycle, Biometry, Air Temperature, Water Temperature, Soil Temperature, etc.)



#### GLOBE Mission Mosquito Campaign

*Sphere focus:* All

*Protocol focus:* All (Hydrosphere, Air Temperature, Precipitation, Relative Humidity, Soil Moisture, Soil Temperature, Green-Up/Down)



#### Urban Heat Island Effect (UHIE) IOP

*Sphere focus:* Atmosphere

*Protocol focus:* Surface Temperature, Air Temperature, Clouds



#### Trees Around the Globe Campaign

*Sphere focus:* Biosphere, with connections to Atmosphere, Pedosphere

*Protocol focus:* Biometry, Green-Up/Down, Carbon Cycle, Air Temperature, Surface Temperature, Precipitation, Soil Temperature, Soil Moisture (Gravimetric and SMAP (Soil Moisture Active Passive))

### Regional Level



#### Air Quality Campaign

*Asia & Pacific, Europe & Eurasia*

*Sphere focus:* Atmosphere

*Protocol focus:* Aerosols, Clouds



#### Phenology Campaigns

*Europe & Eurasia, North America, Latin America & Caribbean*

*Sphere focus:* Biosphere

*Protocol focus:* Biometry, Green-Up/Down, Carbon Cycle



#### Water Bodies IOP

*Africa, Asia & Pacific, and Europe & Eurasia*

*Sphere focus:* Hydrosphere

*Protocol focus:* Dissolved Oxygen, Salinity, Water Temperature, Water Transparency, Water pH

### LEARN MORE:

<https://www.globe.gov/do-globe/measurement-campaigns/new-campaign>

