

1 *Data Descriptor*

# 2 **Preprint: Data from a Systematic Review of** 3 **Crowdsourcing of Research Data from Wildlife** 4 **Tourism Photographs and Comments Shared on** 5 **Social Networking Sites**

6 **Greg D. Simpson**<sup>1,2,†,\*</sup> - <https://orcid.org/0000-0003-4926-5491>

7 **Obelia Walker**<sup>1,2,†</sup> - <https://orcid.org/0000-0001-8567-786X>

8 <sup>1</sup> College of Science, Health, Engineering, and Education-Environmental and Conservation Sciences,  
9 Murdoch University, Perth 6150, WA, Australia

10 <sup>2</sup> Sukau Ecotourism Research Center (SERC), BEST Society, Lot 1, Pusat Perindustrian, Kolombong Jaya,  
11 Jalan Kolombong, 88450 Kota Kinabalu, Sabah, Malaysia.

12 † Co-First Authors

13 \* Correspondence [G.Simpson@Murdoch.edu.au](mailto:G.Simpson@Murdoch.edu.au)

14 **Abstract:** This data descriptor summarizes the process applied and data gathered from 50  
15 publications/papers reporting on the use of photography generated by tourists, tour operators and  
16 members of the public, with a particular focus on the crowdsourcing of photographs through  
17 online platforms and social networking sites (SNSs) as a method of research for wildlife  
18 conservation and ecotourism. The papers were collected in a systematic literature review to inform  
19 a pilot study of the feasibility of using SNSs to crowdsource georeferenced photographs of  
20 endangered Bornean Pygmy Elephants (*Elephas maximus borneensis*) taken by ecotourists along the  
21 Lower Kinabatangan River region of Sabah, Malaysia. Papers were sourced using the Murdoch  
22 University Findit online-search tool to search over 100 databases, including Proquest, Scopus and  
23 Web of Science. The criteria for a paper to be included in the review (and shared via the dataset  
24 attached to this this data descriptor) were that it was peer-reviewed, published in English, between  
25 1997 and the 31 December 2017, had the full text accessible online and reported on a study or  
26 studies that utilized photographs that tourists, tour operators and/or members of the public  
27 generated and shared via SNSs or online platforms.

28 **Dataset:** Dataset submitted for publication as a supplement to this Data Descriptor.

29 **Dataset License:** CC-BY

30 **Keywords:** Citizen Science; Crowdsourced Data; Ecotourism; Natural Resource Management,  
31 Social Media; Photo-elicitation; Photovoice; Wildlife Conservation; Wildlife Tourism