

## Lure gamers into citizen science

Ecologists who are interested in using *Pokémon Go* to find new species (see *Nature* **535**, 323–324 (2016) and F. de Oliveira Roque *Nature* **537**, 34; 2016) could also adopt the gameplay concept to set up wildlife-monitoring schemes that are fun for the public.

Laboratories cannot afford to hire millions of field assistants worldwide. A virtual platform could provide such a facility for free. Huge amounts of data can be gathered by video gamers, with the potential to engage with environmental issues on a much bigger scale.

These citizen scientists would also acquire a heightened awareness of natural history, taxonomy and contemporary environmental concerns.

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### CONTRIBUTIONS

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