



**Biological
Recording
Company**



Summary Report

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Version 7

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**Biological
Recording
Company**



**Royal
Entomological
Society**



aes
amateur entomologists' society



What is entoLIVE?

entoLIVE is a series of webinars, associated YouTube videos and blogs delivered by the Biological Recording Company that aims to make invertebrate science more accessible by giving invertebrate researchers a platform to present their research outputs to audiences beyond academia. The programme covers a wide range of topics including (but not limited to) ecology, identification, recording and conservation. Topics can be on any invertebrate group, including insects but also moving beyond entomology to include invertebrates found in all terrestrial, freshwater or marine environments.

Each webinar is approximately 1 hour in length and consists of a 30–40-minute presentation by the guest speaker, followed by a Q&A with the live audience. Every presentation is recorded and uploaded to YouTube and the video is embedded within a blog article on the Biological Recording Company website alongside a transcript of the Q&A, a list of relevant literature reference and any other useful links.

Breaking down accessibility barriers

One barrier to invertebrate research for non-academic audiences is the cost of accessing research. Many research papers are locked behind journal subscription paywalls. All entoLIVE webinars, in contrast, are free to attend and can be booked through the entoLIVE collection on Eventbrite. All of the YouTube videos of speaker presentations and entoLIVE blog articles are publicly available.

Secondly, it can be difficult to interpret the results of some scientific outputs without specialist knowledge or skills. This can include aspects such as the use of complicated experimental methods, technical language and complex analysis (including statistical and genetic analysis). entoLIVE webinars aim to translate complex scientific research into accessible presentations for general audiences.

Barriers to using scientific outputs

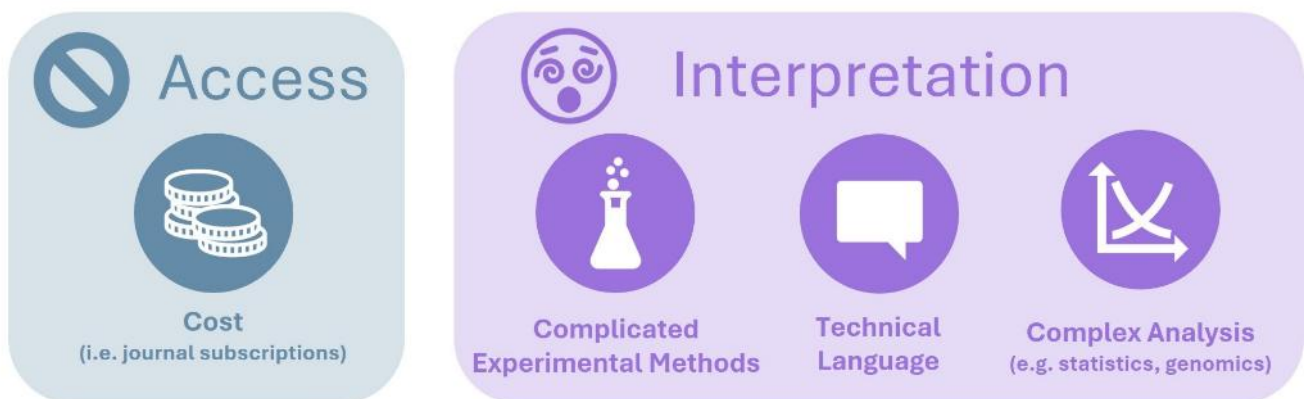


Figure 1: Barriers to engagement with research outputs

Working collaboratively

For the entoLIVE series to reach its true potential, a collaborative approach has been essential. Speakers on the programme represent a wide range of organisations and include established academics, early career researchers, conservation professionals and amateur naturalists.

The entoLIVE community extends beyond the Biological Recording Company, speakers and attendees. It includes a network of sponsors and affiliates that make invaluable contributions to the programme. Sponsors provide essential funding to ensure that the outputs can be made available to the public for free, while affiliates help promote the programme and raise awareness of the available opportunities for their networks.

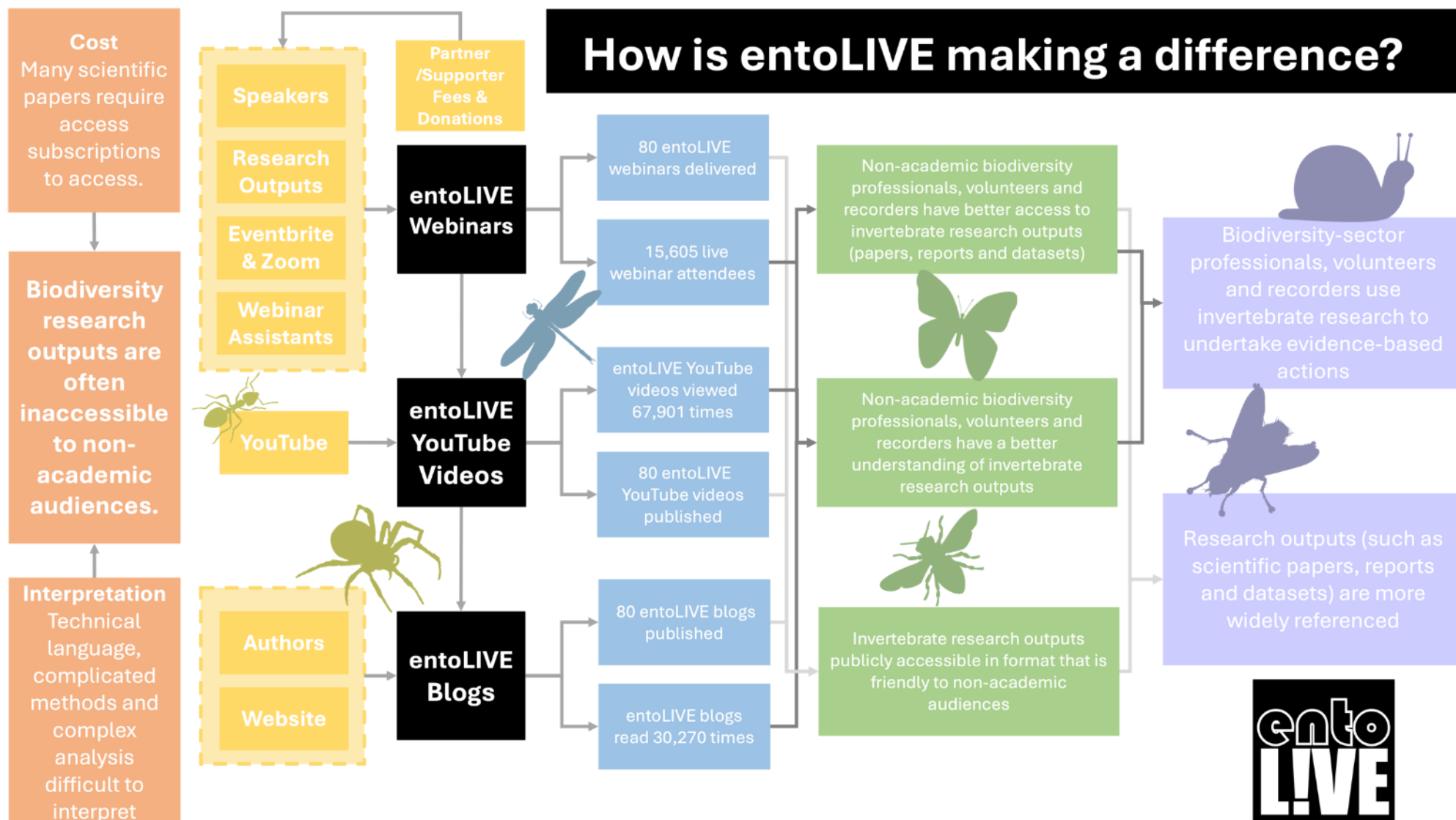
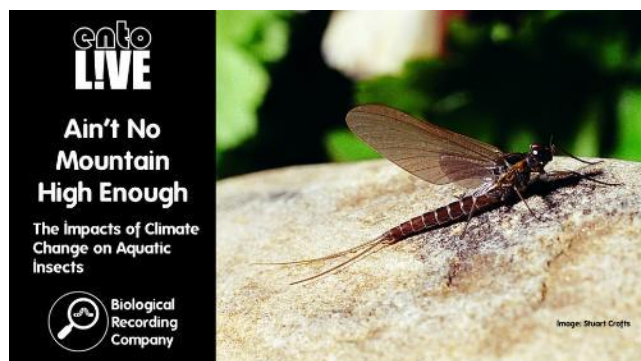


Figure 2: entoLIVE Theory of Change, with engagement statistics for seasons 1 to 4. Data last updated on 20 March 2026.

entoLIVE Season 1 Programme

Season 1 of entoLIVE took place between February and July of 2023 and included 20 live webinars, alongside their associated YouTube videos and blogs. It was delivered by the **Biological Recording Company** with sponsorship from the **British Entomological & Natural History Society** and the **Royal Entomological Society**.

The programme contained presentations covering a wide range of taxonomic groups, including insects, annelids, molluscs, crustaceans and jellyfish. Entomological groups included mayflies, grasshoppers, true flies, beetles, bees, dragonflies and wasps. Invertebrates across terrestrial, marine and freshwater environments were covered, in addition to presentations that covered multiple taxa (such as presentations on sequencing invertebrates and invertebrate sentience).



There was also a variety of subject matters covered, including biological recording, citizen science, conservation, laboratory research and field research. Speakers varied from recording scheme organisers to conservation professionals, PhD students, museum curators and established academics.



One of the primary objectives of entoLIVE is to increase the awareness and use of research outputs. In these webinars, participants were directed to research papers, museum collections, species occurrence datasets and project reports.



A full list of the season 1 presentation titles, speakers, dates and engagement numbers can be found in **Table 1** on the following page.

Table 1: Summary of entoLIVE webinars scheduled as part of season 1. Data last updated on 20 March 2026.

Presentation Title	Speaker	Date	Booked Webinar	Attended Webinar	YouTube Views	Blog Views
Wriggling Into Recording: 10 Years of the National Earthworm Recording Scheme	Keiron Brown	02/02/23	311	114	488	296
No Brain, No Problem? 20 Years of the National Jellyfish Survey	Amy Pilsbury	06/02/23	523	222	717	659
Ain't No Mountain High Enough: The Impacts of Climate Change on Aquatic Insects	Craig Macadam	09/02/23	451	197	494	406
The Most Remarkable Migrants of All: The Fascinating World of Fly Migration	Will Hawkes	13/03/23	489	251	1,052	840
Flying Squids: Their Life Story and Relationships With Each Other	Fernando Á. Fernández-Álvarez	16/03/23	216	87	963	217
Hop of Hope: Restoring the Large Marsh Grasshopper Through Citizen Keepers	Citizen Zoo	20/03/23	203	94	706	424
The Pine Hoverfly: Bringing Them Back From The Brink Of Extinction	Dr Helen Taylor	23/03/23	190	82	424	338
Weird But Wonderful World of Worms: Tales From The Museum Collections	Emma Sherlock	30/03/23	179	77	278	229
Celebrating Ladybirds: Developing Our Knowledge Through Citizen Science	Helen Roy	03/04/23	403	187	344	268
Crawfish: Trending in South-west Britain	Dr Angus Jackson	06/04/23	196	76	406	259
Unlocking Invertebrate Genomes: How & Why Are Scientists Trying To Sequence Every Species?	Dr Liam Crowley	13/04/23	379	145	206	293
The London Bee Situation: How Sustainable Is Beekeeping in London?	Mark Patterson	17/04/23	364	153	1,124	1,339
DragonflyWatch: The National Dragonfly Recording Scheme	Eleanor Colver	27/04/23	345	140	607	414
Big Wasp Survey: Investigating Social Wasp Populations Through Citizen Science	Prof. Seirian Sumner	04/05/23	293	117	449	261
Restoration, Rearing & Reintroductions: Saving the Freshwater Pearl Mussel	Dr Louise Lavictoire	11/05/23	327	151	583	222
The Marine Mollusc Recording Scheme: Discoveries from the Conchological Society of Great Britain and Ireland	Simon Taylor	15/05/23	227	73	272	252
The National Honey Monitoring Scheme: A Peak Behind The Scenes	Dr Jenny Shelton	18/05/23	385	80	349	179
Bumblebees & Their Differing Habitats: How a Decade of Citizen Science Has Increased Our Knowledge	Dr Penelope Whitehorn	25/05/23	589	224	755	368
The Bugs Matter Citizen Science Survey: Where Every Journey Counts	Dr Lawrence Ball	01/06/23	191	63	240	170
Invertebrate Sentience: Do Invertebrates Experiences Deserve Respect & Welfare Protection?	Dr Jonathan Birch	17/07/23	420	181	835	370

entoLIVE Season 2 Programme

Season 2 of entoLIVE took place between July and December of 2023 and included 20 live webinars, alongside their associated YouTube videos and blogs. It was delivered by the **Biological Recording Company** with sponsorship from the **British Entomological & Natural History Society**, **Royal Entomological Society**, **environmentjob.co.uk** and **Field Studies Council**.



The programme contained presentations covering a wide range of taxonomic groups, including insects, spiders, crustaceans, molluscs, springtails, pauropods and earthworms. Entomological groups included moths, butterflies, bees, ants, beetles, aphids, mayflies, caddis flies and stoneflies. Invertebrates across terrestrial, marine and freshwater environments were covered, in addition to presentations that covered multiple taxa (such as presentations on genetics and museum collections).



As with season 1, the subjects covered ranged across different biology disciplines and included speakers from a range of backgrounds. The speakers for season 2 included seven individuals reporting on invertebrate studies from their PhD research, providing them with a platform to showcase their work.



A full list of the season 2 presentation titles, speakers, dates and engagement numbers can be found in **Table 2** on the following page.

Table 2: Summary of entoLIVE webinars scheduled as part of season 2. Data last updated on 20 March 2026.

Presentation Title	Speaker	Date	Booked Webinar	Attended Webinar	YouTube Views	Blog Views
Rarities in Arachnology: Finding and Recording Rare Spiders in Britain	Richard Gallon	20/07/23	307	124	513	365
Streams To Spiders: How Aquatic Insects Interconnect Our Ecosystems	Liam Nash	24/07/23	510	164	533	174
Mass Marine Die-offs: Searching for the Cause of These Events in Northeast England	Dr Gary Caldwell	27/07/23	344	154	1,348	496
Disguised By Difference: Phenotypic Polymorphism As A Means Of Camouflage	Jamie C. Weir	31/07/23	341	146	445	192
Camouflage in the Rockpools: How to Hide in a Variable World	Dr Sam Green	07/08/23	210	91	244	162
The Tale of the Ivy Bee: A New Species To Britain	Aaron Bhambra	10/08/23	677	256	2,288	615
Ant Navigation: How To Be A Champion Navigator With A Small Brain	Prof Paul Graham	07/09/23	367	138	1,100	437
Water Beetles: Recording and Atlases of Britain & Ireland	Prof Garth Foster	14/09/23	355	133	893	365
Riverflies: The Canary of Our Rivers	Trine Bregstein	18/09/23	564	220	1,435	401
The Rothamsted Insect Survey NBRI: History, Function, Services and Impact	Dr James Bell	21/09/23	337	112	563	379
Team PollinATE: Feeding People and Pollinators	Dr Beth Nicholls	05/10/23	420	158	309	141
Slipping Under the Radar: Recording Slugs in British Gardens	Imogen Cavadino	09/10/23	464	163	747	291
The Downland and Dung Beetle Project: The Story of <i>Onthophagus joannae</i>	Sally-Ann Spence	20/11/23	387	166	973	391
The State of the UK's Butterflies: Are Conservation Efforts To Save Our Butterflies Working?	Dr Richard Fox	27/11/23	778	357	1,430	285
American Signal Crayfish: A Losing Battle?	Dr Nicky Green	29/11/23	603	177	1,406	1,599
SmartRivers: Using Freshwater Invertebrates to Monitor the Health of Our Rivers	Dr Sam Green	04/12/23	653	232	998	634
Yellow Meadow Ants: An Important Contributor To Biodiversity In Grasslands	Dr Tim King	05/12/23	656	259	1,314	1,304
From Springtails to Pauropods: Soil Biodiversity Monitoring in the UK	Dr Frank Ashwood	11/12/23	694	165	2,101	491
Waking The Dead: Inside the Insect Collection at National Museums Scotland	Ashleigh Whiffin	18/12/23	560	230	959	292
Gardening For Earthworms: The Mutual Benefits of an Earthworm-friendly Garden	Keiron Brown	28/12/23	701	206	1,813	432

entoLIVE Season 3 Programme

Season 3 of entoLIVE took place between January 2024 to December 2024 and included 20 live webinars (with one postponed event taking place in February 2025), alongside their associated YouTube videos and blogs. It was delivered by the **Biological Recording Company** with sponsorship from the **British Entomological & Natural History Society**, the **Royal Entomological Society** and the **Amateur Entomologists' Society**.



The programme contained presentations covering a wide range of taxonomic groups, including insects, spiders, leeches and earthworms. Entomological groups included butterflies, bees, beetles, grasshoppers, wasps and true flies. Unlike previous seasons, marine invertebrate subjects were no longer covered, these subjects being covered within marineLIVE webinar series instead.



Season 3 had a heavy focus on citizen science, with 7 webinars focusing on invertebrate-related citizen science projects. Two individuals presented the work from their PhDs.



A full list of the season 3 presentation titles, speakers, dates and engagement numbers can be found in **Table 3** on the following page.

Table 3: Summary of entoLIVE webinars scheduled as part of season 3. Data last updated on 20 March 2026.

Presentation Title	Speaker	Date	Booked Webinar	Attended Webinar	YouTube Views	Blog Views
Showcase Butterflies: Expanding Networks of Farmers & Biological Recorders	Dr Stuart Edwards	22/01/24	549	218	376	155
The Return of the Native: The Great Fox-spider in Britain	Mike Waite	01/02/24	418	197	1,567	461
Leeches: Life History and Identification	Craig Macadam	05/02/24	480	209	4,946	830
Darwin's Earthworms: A Groundbreaking Piece of Soil Ecology	Kerry Calloway	12/02/24	653	251	1,507	406
Nature Overheard: Acoustic Monitoring for Insects Through Community Science	Dr Abigail Lowe	18/03/24	540	135	616	265
The Plight of the Bumblebee: A 12 Year Reintroduction Case Study	Dr Nikki Gammans	25/03/24	610	256	974	938
Refurbishing the Bee Hotel: Different Bees, Different Needs	Dr Linda Birkin and Isobel Sexton	11/04/24	1,106	376	1,037	583
Spiders, Earthworms and Beetles: The Impacts of Cover Crop Frost Tolerance	Dr Amelia Hood	17/04/24	491	125	367	86
Butterflies Through Time: Climate Change, Conservation & Historic Specimens	Matthew Hayes	30/04/24	790	228	761	202
Bees and Heatwaves: Preparing For A Warming World	Yanet Sepulveda and Isobel Sexton	05/06/24	703	211	703	246
The Noble Jewel-Wasp: The Range Expansion of a Brood Parasite	Aaron Bhambra	12/06/24	440	140	592	325
Hoverfly Lagoons Project: A Journey into the Past, Present and Future	Dr Ellen Rotheray	17/07/24	556	172	720	335
Bees and Beyond: Ecosystem Services at a Garden Scale	Dr Linda Birkin	05/09/24	897	280	468	261
A World of Wasps: Researching the Ichneumonid Wasps	Dr Gavin Broad	18/09/24	771	217	1,514	272
Sow Wild! and Insect Identification	Dr Janine Griffiths-Lee and Isobel Sexton	01/10/24	986	311	653	186
Cave Spiders: Behavioural Adaptations in Webs, Foraging and Dispersal	Dr Thomas Hesselberg	15/10/24	456	143	583	253
Biodiversity Net Gain: What Could BNG For Pollinators?	Prof Jeff Ollerton	28/10/24	994	380	1,267	661
Plants for Pollinators: Using DNA to Explore Intricate Relationships in Gardens	Dr Abigail Lowe	03/12/24	951	257	735	188
Tiny Midges, Devastating Diseases	Dr Marion England	16/12/24	347	84	214	97
Glowing, Glowing, Gone? The Plight of the Glow-worm in Essex	Dr Tim Gardiner	24/02/25 <i>Postponed</i>	755	219	1,088	374

entoLIVE Season 4 Programme

Season 4 of entoLIVE took place between January 2025 to December 2025 and included 20 live webinars (with one postponed event taking place in January 2026) alongside their associated YouTube videos and blogs. It was delivered by the **Biological Recording Company** with sponsorship from the **British Entomological & Natural History Society**, the **Royal Entomological Society** and the **Amateur Entomologists' Society**.



The programme contained presentations covering a wide range of taxonomic groups, including insects, molluscs and earthworms. Entomological groups included butterflies, bees, beetles, dragonflies, mayflies, moths, and true flies.



Season 4 also covered topics that spanned multiple taxonomic groups, including webinars focusing on aerial combat, Biodiversity Net Gain and insect flight.



A full list of the season 4 presentation titles, speakers, dates and engagement numbers can be found in **Table 4** on the following page.

Table 4: Summary of entoLIVE webinars scheduled as part of season 4. Data last updated on 20 March 2026.

Presentation Title	Speaker	Date	Booked Webinar	Attended Webinar	YouTube Views	Blog Views
How Many Moths and Butterflies? The Importance of Taxonomy	Dr David Agassiz	07/01/25	660	261	573	198
Molluscs on the March: Engaging the Public with Mollusc Collections	Mark Carnall	21/01/25	327	125	216	137
Using Bioturbation Behaviour To Create New Functional Groups for Earthworms	Yvan Capowiez	04/02/25	338	102	321	143
The Mind of a Bee: An Exploration of the Intelligence of Bees	Lars Chittka	18/02/25	1,242	428	2,099	802
Insect Dogfights: How Aerial Combat Shapes the Patterns of Insect Flight	Sam Fabian	03/03/25	560	192	648	139
Earthworm Watch: Insights Into Urban Earthworm Communities	Dr Victoria J. Burton	24/03/25	400	120	338	163
Biodiversity Net Gain and Invertebrates: Are We Getting It Right?	Natalie Duffus	14/04/25	1,096	370	687	420
Improving Bee Hotel Design: The Big Bee Hotel Experiment	Prof Dave Goulson	22/04/25	1,315	440	2,229	894
Insect Welfare: What Benefits Bugs?	Dr Meghan Barrett	20/05/25	729	180	660	186
Insects That Live in the Sea: Why Are There Are So Few?	Prof Stuart Reynolds	10/06/25	600	175	523	623
British Springtails: How Many Species Really Are There?	James McCulloch	15/07/25	408	155	627	393
Networking Nutrients: Nutrients as a Driver of Invertebrate Interactions	Jordan Cuff	19/08/25	501	144	452	154
Falling through the Cracks: iNaturalist Invertebrate Records in the UK	Joss Carr	16/09/25	644	219	725	269
The Bizarre Biology of Bdelloid Rotifers	Dr Chris Wilson	23/09/25	468	128	1,044	409
Syrph-ing the Continents: Hoverflies, Our Unsung Agricultural Heroes	Samm Reynolds	06/10/25	604	163	550	160
Getting to Know Weevils	Mark Gurney	13/10/25	644	233	1,089	268
More Moths Please! Breeding and Reintroducing the Dark Bordered Beauty	Dr Helen Taylor	04/11/25	457	153	326	107
The Shining Guest Ant: An Uninvited Houseguest	Prof Elva Robinson	03/12/25	424	126	429	181
The Key to the Queendom: Driver Ants as Keystone Species in Tropical Africa	Dr Max Tercel	08/12/25	303	82	463	85
Innovative Moth Monitoring: Farmer Citizen Science Using AI	Dr Abigail Lowe	07/01/26 <i>Postponed</i>	864	223	510	165

entoLIVE Season 5 Programme

Season 5 of entoLIVE is taking place between January 2026 and December 2026 and will include 20 live webinars alongside their associated YouTube videos and blogs. It will be delivered by the **Biological Recording Company** with sponsorship from the **British Entomological & Natural History Society** and the **Amateur Entomologists' Society**.



The programme contains presentations covering a wide range of taxonomic groups, including insects, molluscs and arachnids. Entomological groups included bees, flies, beetles, butterflies, moths and true bugs.



Season 4 also covered a range of research areas, including webinars focusing on biomechanics, phylogenetics, demography, invasion ecology, urban ecology, and even psychology!



A full list of the season 5 presentation titles, speakers, dates and engagement numbers can be found in **Table 5 Table 4** on the following page.

Table 5: Summary of entoLIVE webinars scheduled as part of season 5. Data last updated on 20 March 2026.

Presentation Title	Speaker	Date	Booked Webinar	Attended Webinar	YouTube Views	Blog Views
Understanding a Bee's Buzz: Biology to Robotics	Dr Charlie Woodrow	13/01/26				
An 'Alien' in Antarctica	Octavia Brayley	27/01/26				
Mapping the Beetle Tree of Life	Dr Beulah Garner	17/02/26				
Shades of Grey: Industrial Melanism in Spiders	Dr Geoff Oxford	26/02/26				
Antarctic Invertebrates: Diversity and Threats	Peter Convey	05/03/26				
Changes in the UK Stag Beetle Population: Evidence from Citizen Science and Museum Records	David Wembridge	12/03/26				
Revealing Insect Pest Pathways	Katharina Heinrich	07/04/26				
Backyard Bees: Private Green Spaces and Pollinator Diversity in Cities	Emma Plant	22/04/26				
Pan-species Listing: How to Become a Super-Naturalist	Graeme Lyons	13/05/26				
Underexplored Freshwater Habitats in Ireland: Case Studies Using Riverflies	Dr Helen Barber-James	28/05/26				
Friend, Foe, or Freeloader? The Flower Crab Spider	Rose Christopher	02/06/26				
Can Infiltrators be Indicators? Understanding Cuckoo Bumblebees	Sofia Dartnell	21/07/26				
The Search for German Hairy Snails	Elliot Newton	17/09/26				
Discoveries After Dark: How Insects Connect Us to Nature	Dr Christoher Barnes	24/09/26				
Unwelcome Guests: How Insect Pests are Impacting Britain's Forests	Katy Dainton	06/10/26				
Tardigrades: The Microscopic Animals with Survival Superpowers	Witold Morek	20/10/26				
Is There Such a Thing as "Flying Ant Day"? Nuptial Flights and Citizen Science	Prof Adam Hart	04/11/26				
Does Woodland Restoration Benefit Moths?	Patrick Cook	10/11/26				
Can Green Roofs Function as True Ecosystems?	Eva Drukker	25/11/26				
In Search of the Elusive Freshwater Jellyfish	John Terenzini	15/12/26				

Project Engagement

The entoLIVE programme has been successful in engaging large audiences, with almost 43k bookings received to date (including events across seasons 1, 2, 3 and 4), and almost 15k live webinar attendees (see **Figure 3** below).

Furthermore, engagement has continued with entoLIVE topics post-event, with over 64k views of entoLIVE presentation recordings on YouTube and over 28k views of entoLIVE blog articles (as of 20/01/2026).

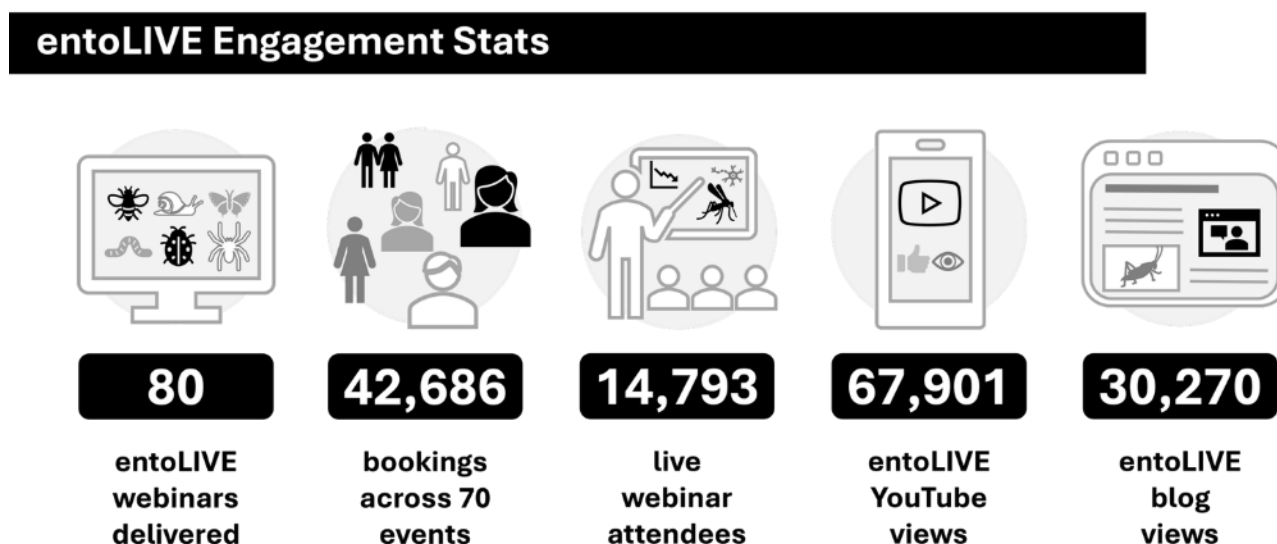


Figure 3: entoLIVE summary stats for seasons 1-4. Data last updated on 20 March 2026.

A summary of engagement figures for seasons 1 to 4 is presented in **Table 5** below.

Table 5: entoLIVE engagement summary data by season for completed seasons. Data last updated on 20 March 2026.

Season	Total Bookings	Average Bookings	Total Attendees	Average Attendees	YouTube Views	Blog Views
Season 1	6,681	334	2,714	136	11,292	7,804
Season 2	9,928	496	3,651	183	21,412	9,446
Season 3	13,493	675	4,409	220	20,688	7,124
Season 4	12,584	629	4,019	201	14,509	5,896

Within the following sections, the booking numbers, attendee numbers, YouTube views and blog views will be discussed, looking at patterns that appear to be emerging.

The engaged audience for entoLIVE has grown over time. This suggests there is potential for the programme to reach larger audiences in the future.

Bookings

The number of people booking webinars has varied greatly by webinar. The factors underlying this are unknown, but could relate to factors such as topic, marketing efforts, speaker, time slot, day of the week, date, and time of year.

The average number of bookings for season 1 webinars was 334 bookings, rising to 496 in season 2 (an increase of 48.5%), rising again to 675 bookings in season 3 (a further 36.1% increase) and then decreasing slightly to 629 bookings in season 4 (a 6.8% decrease) (**Table 5**). Season 3 and 4 bookings are nearly double those of season 1.

When the bookings are plotted over time (from webinar 1 onwards), there is a clear upwards trend in the number of bookings (as can be seen by the dashed black line in **Figure 4** below).

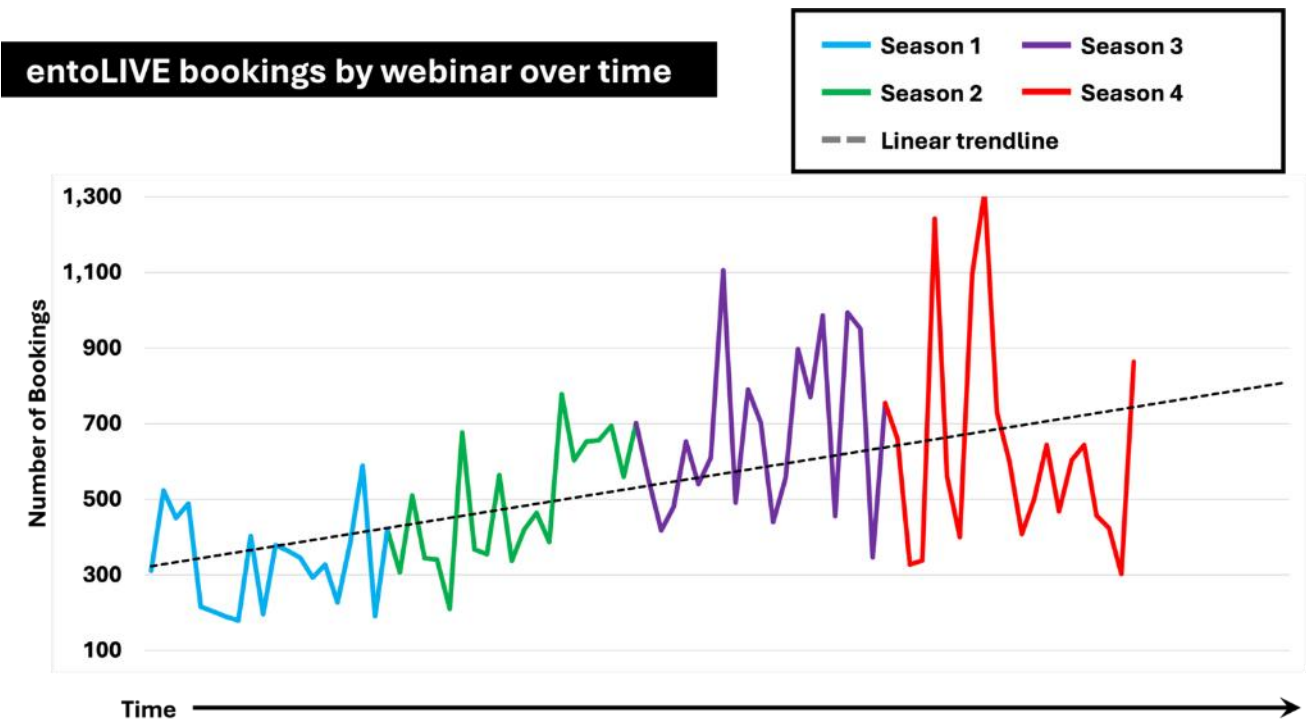


Figure 4: entoLIVE bookings by webinar over time for the first 80 webinars plotted alongside a linear trendline forecasting booking numbers into the future. Data last updated on 20 March 2026.

Bees and Biodiversity Net Gain (BNG) were the most popular topics, with 4 of the top 5 for bookings featuring bee-related topics and both of the BNG webinars featuring in the top 5 (see **Figure 5** below).

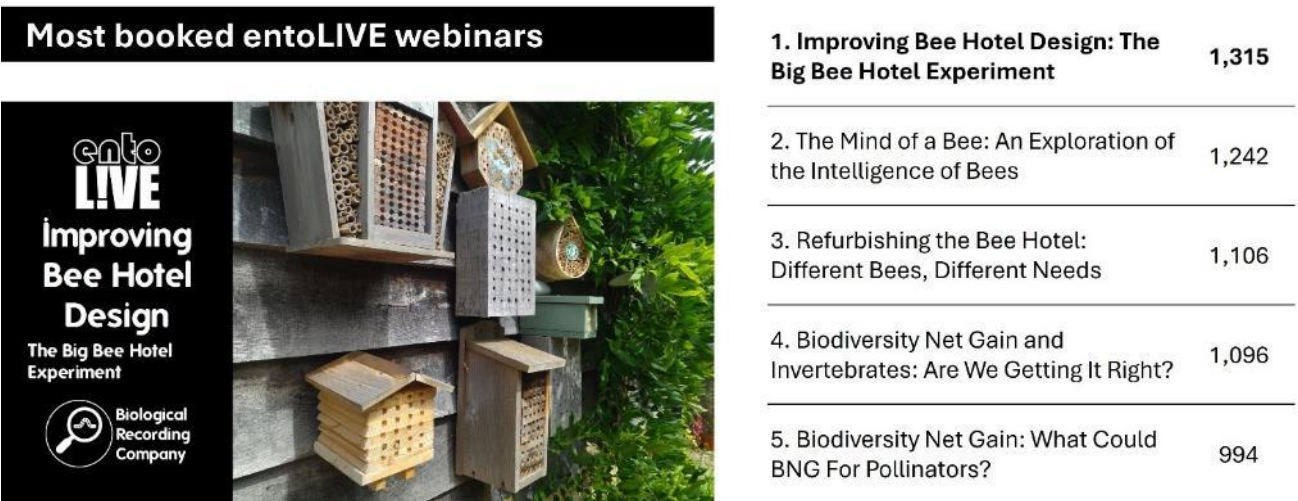


Figure 5: Top 5 entoLIVE webinars to date with regard to booking numbers. Data last updated on 20 March 2026.

Attendance

As with bookings, the number of attendees at individual webinars varies greatly. Attendance rates (the percentage of those booked who attend) ranged from 51% to as low as 21%. It is difficult to make any conclusive comments about the underlying factors affecting attendance rates, however, rescheduling of events and good weather do appear to lead to reduced attendance. Time of year, in contrast, appears not to impact attendance rates.

The average attendance for season 1 webinars was 135 live attendees, rising to 183 in season 2 (an increase of 34.6%), rising again to 220 in season 3 (a further 20.2% increase) and then falling slightly to 201 in season 4 (an 8.6% decrease from season 3) (**Table 5**). Overall, season 4 attendee numbers are up 47.8% from season 1. Unsurprisingly, attendee numbers follow a pattern as bookings when plotted over time, though the increase over time is not as marked as with the booking numbers (see **Figure 6** below).

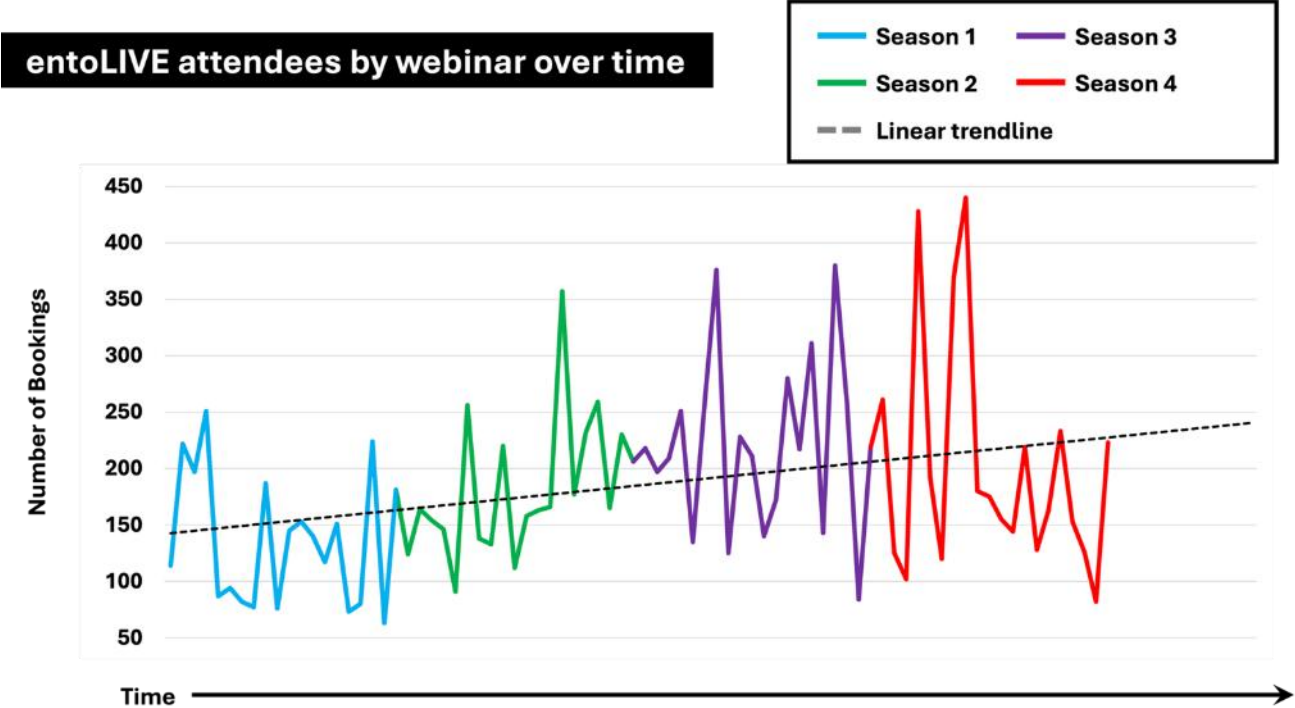


Figure 6: entoLIVE attendees by webinar over time for the first 80 webinars, plotted alongside a linear trendline forecasting attendee numbers into the future. Data last updated on 20 March 2026.

As with bookings, webinars focusing on bees and BNG were the most well attended (see **Figure 7** below).



1. Improving Bee Hotel Design: The Big Bee Hotel Experiment	440
2. The Mind of a Bee: An Exploration of the Intelligence of Bees	428
3. Biodiversity Net Gain: What Could BNG For Pollinators?	380
4. Refurbishing the Bee Hotel: Different Bees, Different Needs	376
5. Biodiversity Net Gain and Invertebrates: Are We Getting It Right?	370

Figure 7: Top 5 entoLIVE webinars to date with regard to attendee numbers. Data last updated on 20 March 2026.

Videos and blogs

As with the live webinars, the YouTube video and blog engagement has been extremely variable. YouTube views vary from highs of 4,946 ('Leeches: Life History and Identification' on 05 Feb 2024) to 206 (Unlocking Invertebrate Genomes: How & Why Are Scientists Trying To Sequence Every Species? on 13 Apr 2023). Blog views vary from 1,599 ('American Signal Crayfish: A Losing Battle?' On 29 Nov 2023) to 85 ('The Key to the Queendom: Driver Ants as Keystone Species in Tropical Africa' on 08 Dec 2026).

It is more difficult to compare these engagement statistics across seasons, as the length of time that a video or blog has been published is likely to have a significant impact.

Interestingly, the most popular live events have not necessarily been the most popular YouTube videos and blogs. Looking at the top 5 entoLIVE webinars for YouTube views (see **Figure 8** below) and blog views (see **Figure 9** below), it appears that topics generally considered more niche or obscure appear to have the highest levels of engagement. This could be due to less competition within internet searches due a potential lack of similar or alternative content, allowing them to rank higher in internet search results.

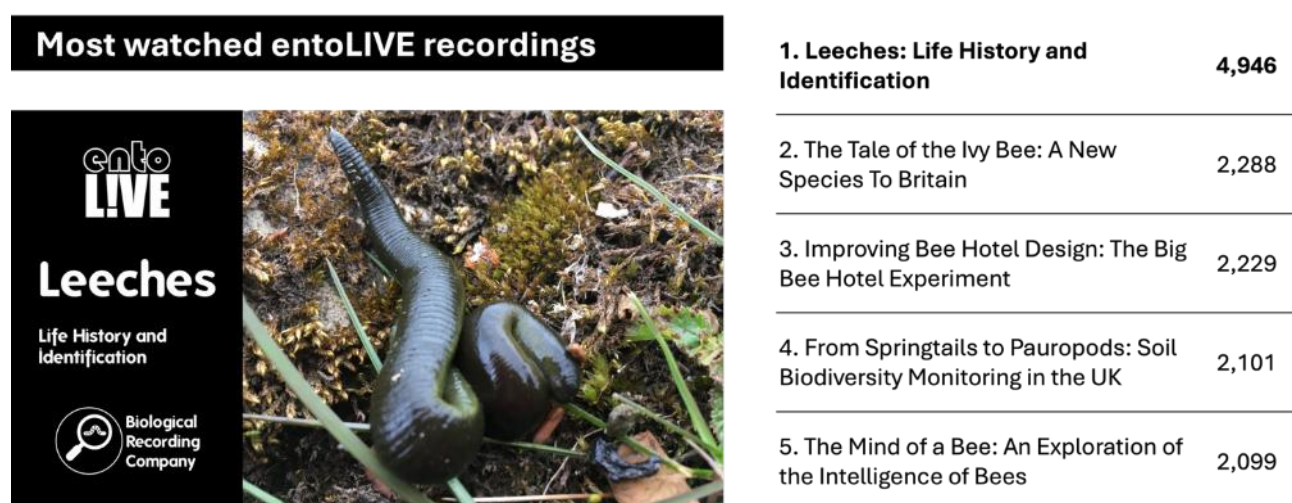


Figure 8: Top 5 entoLIVE webinars to date with regard to YouTube views. Data last updated on 20 March 2026.

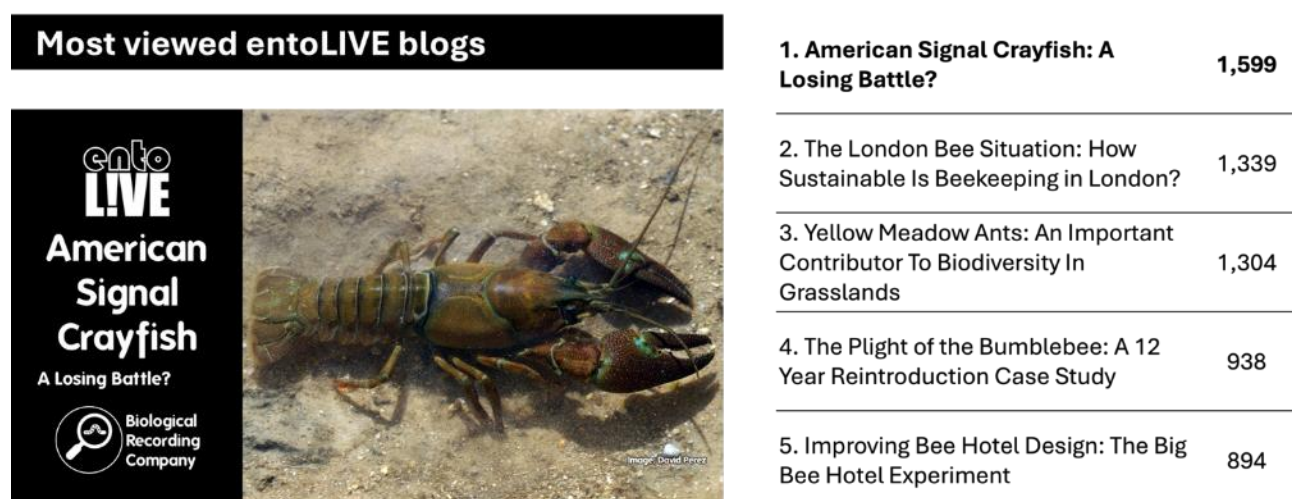


Figure 9: Top 5 entoLIVE webinars to date with regard to blog views. Data last updated on 20 March 2026.

Another potentially significant factor that could be impacting on the amount of engagement entoLIVE videos and blogs receive could be marketing efforts by the Biological Recording Company, speakers and sponsors/supporters.

Participant Feedback

An online feedback survey form was sent out in February 2026 to all individuals that had booked at least one of the 80 webinars between season 1 and 4 of entoLIVE. A total of 196 respondents completed the questionnaire, and the following section discusses the feedback gathered from this survey.

Engagement Level Questions

All of the respondents had engaged with entoLIVE in some form. The vast majority (94.9%) had attended a live entoLIVE webinar on Zoom, and most (75%) had watched an entoLIVE recording on YouTube. 25% had viewed an entoLIVE blog (Figure 10).

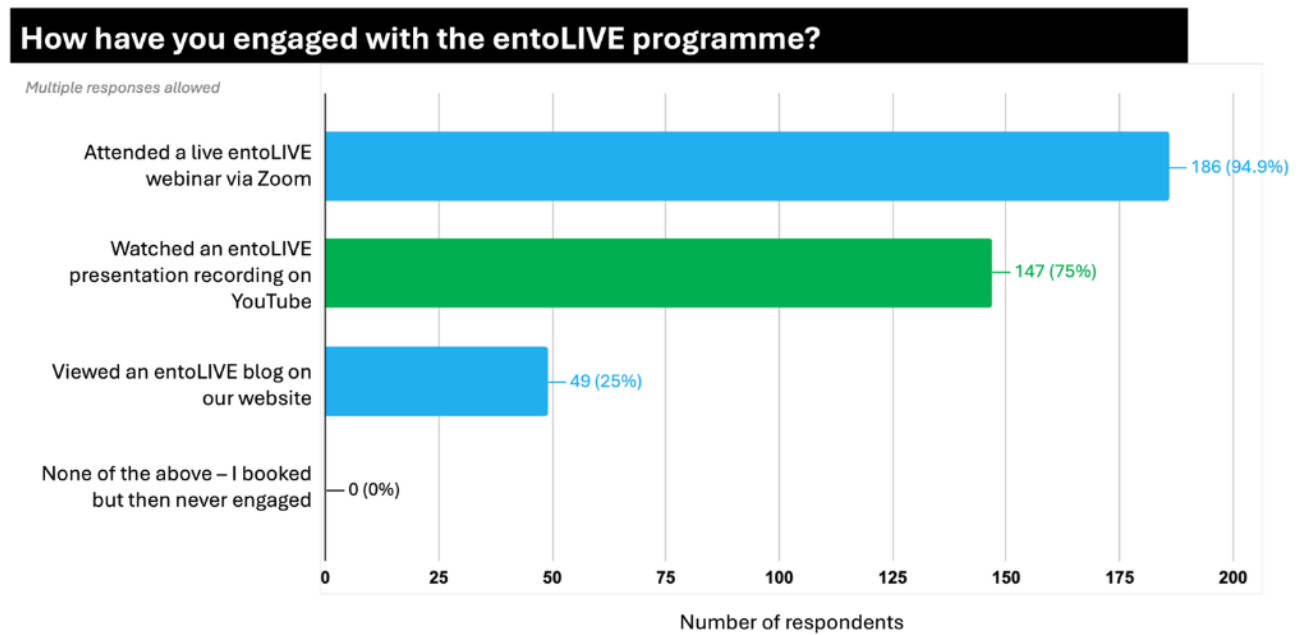


Figure 10: Responses to the question 'How have you engaged with the entoLIVE programme?'

Most respondents (62.2%) had engaged with 5-20 entoLIVE webinars/recording/blogs (Figure 11). The next most common category was 1–4 webinars (21.4% of participants). A small but still considerable number of respondents had engaged with 21–40 webinars (10.7%) or over 40 webinars (5.1%).

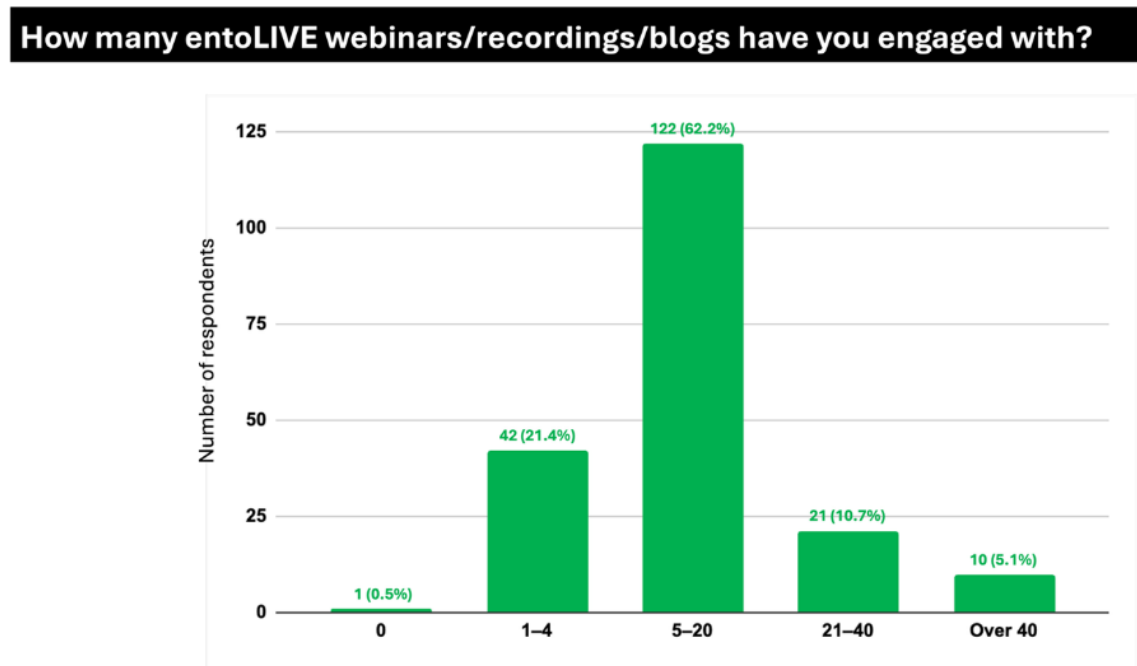


Figure 11: Responses to the question 'How many entoLIVE webinars/recordings/blogs have you engaged with?'

Engagement Impact Questions

When asked to rate their overall enjoyment of the entoLIVE programme, nearly all respondents indicated they found entoLIVE content ‘very enjoyable’ (70.9%) or ‘enjoyable’ (28.6%) (**Figure 12A**). Only one respondent found the content ‘neither enjoyable nor boring’ (0.5%). No respondents indicated they found entoLIVE ‘boring’ or ‘very boring’. Similarly, when asked to rate the overall usefulness of the entoLIVE series, nearly all respondents indicated they found the programme ‘very useful’ (68.4%) or ‘moderately useful’ (29.1%). A few respondents (2.6%) found the content only ‘slightly useful’ (**Figure 12B**).

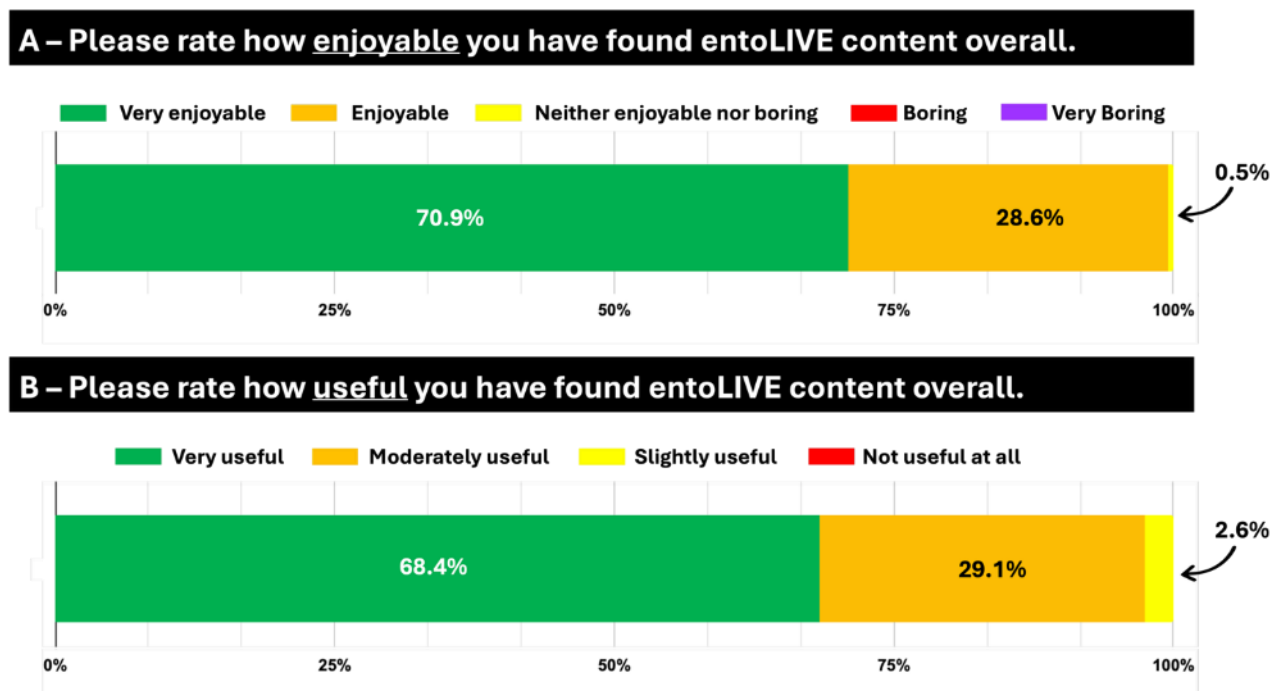


Figure 12: Responses to two questions asking A: ‘Please rate how enjoyable you have found entoLIVE content overall.’ and B: ‘Please rate how useful you have found entoLIVE content overall.’

Beyond basic enjoyment and usefulness, participants also indicated that engaging with entoLIVE had positively impacted them in several other ways. For example, 88.8% of respondents indicated that engaging with entoLIVE had led them to learn about invertebrates and natural history, 83.2% gained a better understanding of invertebrate science and research, and 61.2% were motivated to learn more about invertebrates (**Figure 13**).

One of the key goals of entoLIVE, as a project, is to break down barriers to accessing scientific research (**Figure 1**). It is therefore reassuring that the majority (83.2%) of respondents felt that entoLIVE had given them awareness of new invertebrate research outputs (e.g. reports, scientific papers, datasets) and 5 individuals even reported referencing the research they had learnt about within their own research outputs (**Figure 13**). 34.2% of respondents declared that they had even gone onto look up invertebrate research outputs in their independent time, as a result of their engagement with entoLIVE.

It is also pleasing to see that 48.5% of respondents indicated that their engagement with entoLIVE had motivated them to take part in invertebrate research (e.g. biological recording, citizen science) and that 44.4% of respondents found the knowledge gained from engaging with entoLIVE to be useful for their voluntary or paid work (**Figure 13**).

Which of the following statements describe how you feel about your engagement with entoLIVE?

Multiple responses allowed

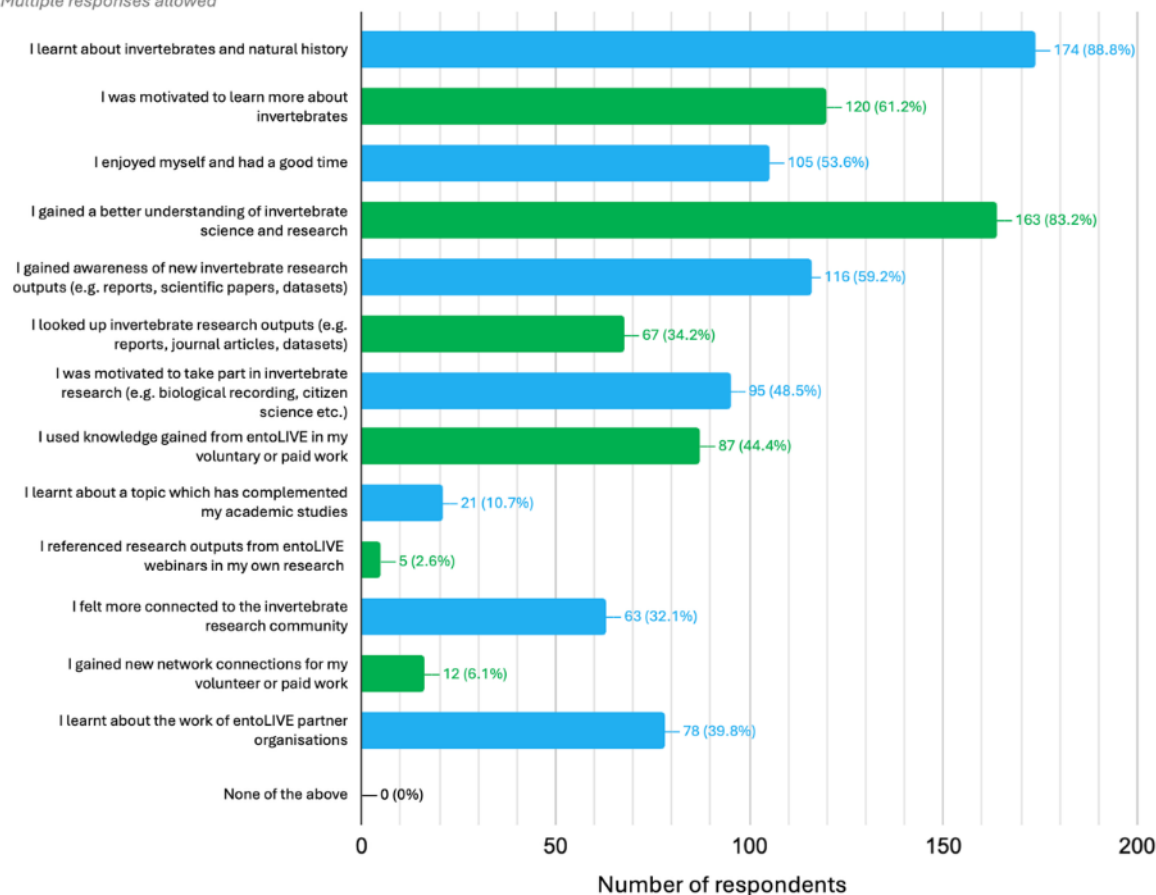


Figure 13: Responses to the question 'Which of the following statements describe how you feel about your engagement with entoLIVE?'

General Feedback Comments

Respondents were also invited to provide a written response to an open question asking them what they liked about the entoLIVE series. Key themes amongst responses – i.e. things which many respondents liked about entoLIVE – included:

- **Accessibility and Flexibility:** Respondents seemed to particularly value entoLIVE for being accessible, affordable and professionally organised. Several respondents mentioned they liked the quick availability of webinar recordings on YouTube, which allowed them to catch up easily, view content at their leisure, and overcomes scheduling clashes.
- **Expert Knowledge and Enthusiasm:** Respondents consistently praised the knowledgeable, enthusiastic speakers and experts who presented complex, technical scientific material and current research updates in an engaging and understandable way for amateurs.
- **Breadth of Topics:** The wide and varied range of fascinating invertebrate topics, including webinars on lesser-known species groups and conservation initiatives, was highly praised.
- **Organisation:** Several praised the well-organised structure of the webinars, the manageable length of presentations, and the clear communication about upcoming events and content.

A selection of written responses from respondents about the aspects of entoLIVE they liked have also been pulled out in **Figure 14** below.

What do you like about the entoLIVE programme?

"This is an exceptional place to access expertise/knowledge that would never normally be available to people from outside the profession." "Very well organised, with a wide range of invertebrate topics. Excellent, knowledgeable speakers. Blogs very useful." "It has been useful to engage in subject areas outside of my specialisations and gain insights into potential areas for further personal work." "The range of topics is good. I haven't attended or watched one I didn't like." "As I'm disabled & no longer able to get out in the field, these webinars help me stay connected to invertebrate research & citizen science, thank you. The speakers are always very good & knowledgeable." "I like how accessible and the range of interesting topics- I also share these with my students too to watch. Hugely valuable resource!" "Having the sessions recorded is a wonderful bonus."	"I have found it has helped me learn more about the field and citizen science and helped me engage with more citizen science. Using Zoom has meant I have had access to speakers who I wouldn't normally have. Very professionally organised and presented." "It's great for reinforcing my existing knowledge about invertebrates and extending my knowledge by updating me on recent research." "As a non-scientific but interested party in all aspects of nature I have engaged in many webinars to increase my knowledge and understanding of the insect world (and many other aspects of nature). Recent retirement has given me the time to engage in learning more and experiencing more of nature. The entoLIVE webinars have given me a fascinating and much deeper insight into the various species and their identification and their lifecycles. Brilliant." "I live in a rural area, so it's great to listen to excellent talks etc., which I could not hear in any other way."	"You don't need to be an expert or even know anything about invertebrates to participate. The speakers explain their subject so well that you understand and learn regardless." "The sessions are clear, accessible and interesting. Also, there is enough information to let you know what's coming up and how to book on to things." "I like that the information it pitched at various levels of expertise. You can follow as a beginner and the presenters don't shy away from detail." "Relaxed approach, brilliant speakers. Just like a good lecture at university." "The up-to-date information on latest research and science of sometimes obscure species." "Love the programme- fantastic format being able to sign up and get a recording for webinars. Works great for CPD at work I can save them for when I'm less busy!"
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Figure 14: A selection of responses to the open question 'What do you like about the entoLIVE programme?'

Respondents were also asked whether there was anything they disliked about the entoLIVE programme, or thought could be improved about the programme. Reassuringly, the majority of respondents (144 out of 197 respondents, or 73%) indicated they had no dislikes. Of those that did highlight an aspect of entoLIVE they disliked or thought could be improved (53 out of 197 respondents, or 27%), key themes included:

- **Content level / relevance** – a small number of respondents (14/197 = 7.1%) expressed that *at times* the webinar content was not pitched at the right level for them, e.g. they found it too technical, academic, or niche.
- **Speaker presentation skills** – a small number of respondents (13/197 = 6.6%) expressed that *in some cases* they thought the speakers had poor presentation skills, e.g. that they spoke too fast, crammed too much content into their presentations, or were not engaging with their delivery.
- **Timing** – a small number of respondents (11/197 = 5.6%) said that they found the lunchtime webinars inconvenient to attend live.

Any other complaints raised were only raised by a very small number of respondents (<7 people).

Respondents were also invited to indicate which of the entoLIVE webinar which they had engaged with was their favourite. Many respondents didn't pick a favourite, or were vague in their answers (meaning responses couldn't be matched to a specific talk), but of those which were specific, key front-runners for popularity were **Insect Dogfights: How Aerial Combat Shapes the Patterns of Insect Flight** (6 mentions) and **The Mind of a Bee: An Exploration of the Intelligence of Bees** (5 mentions). Many respondents indicated that entoLIVE webinars on bees and pollinators had been their favourite (30 mentions).

Respondents were also asked whether they had a preferred time of day to attend entoLIVE webinars. At the time of writing, two time slots have been used, either lunchtime (13:00–14:00) or evening (18:30–19:30). Just less than half of survey respondents (47.4%) indicated they had no preference between the two options (**Figure 15**). Of those that did have a preference, a greater number preferred the evening slot (66 respondents, 33.7% of the total) over the lunchtime slot (34 respondents, 17.3% of the total). Only three respondents (1.5%) indicated they didn't like either of the timeslots.

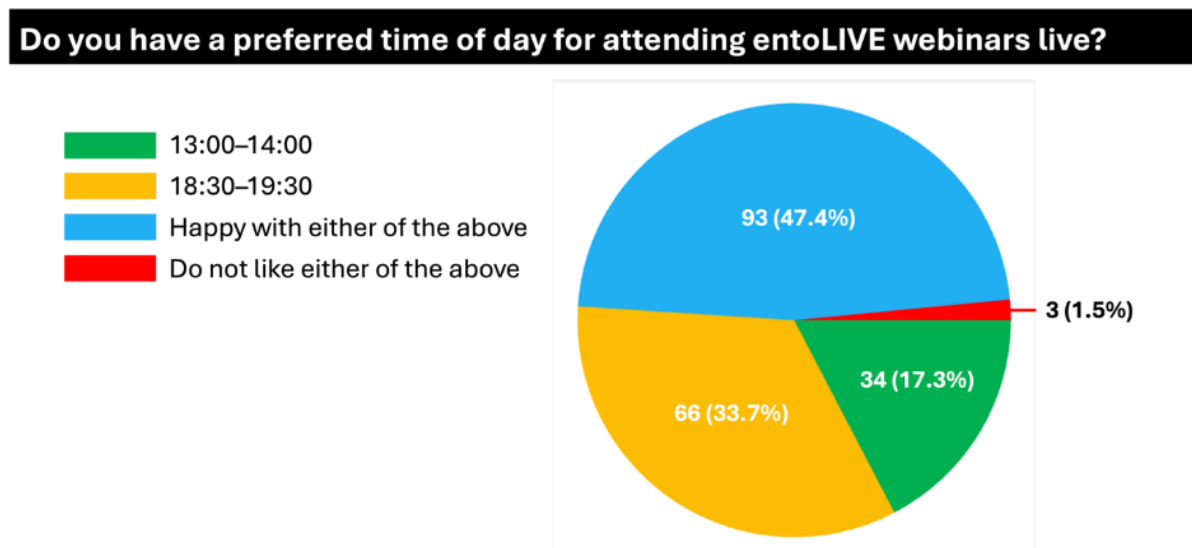


Figure 15: Responses to the question 'Do you have a preferred time of day for attending entoLIVE webinars live?'

Promotion Questions

Respondents were asked where they had heard entoLIVE promoted. By far the greatest reaching promotion channel was the Biological Recording Company email/newsletter, through which 62.8% of respondents had heard of entoLIVE (**Figure 16**). The only other promotion channel to have reached >25% of respondents was Eventbrite (39.3%). Other promotion channels varied between 12.8% reach and 0.5% reach. Of the various organisational sponsors and supporters to have worked with or sponsored entoLIVE, it seems the Field Studies Council (FSC) and Buglife have had the greatest success promoting entoLIVE, having reached 12.8% and 10.2% of respondents with entoLIVE promotion, respectively.

Sponsor Feedback Questions

The 2026 entoLIVE Feedback Survey also collected data on people's awareness of the entoLIVE sponsors. As of Season 4, these were the British Entomological and Natural History Society (BENHS), the Amateur Entomologists' Society (AES) and the Royal Entomological Society (RES).

The survey first asked respondents whether they had heard of the three sponsor organisations prior to their engagement with entoLIVE. It was found that the majority (59.2%) of respondents hadn't heard of AES prior to engaging with entoLIVE, but had heard of BENHS (53.1%) and RES (66.8%) (**Figure 17**).

The survey then asked respondents whether they were a member of the three organisations, separating out responses of members who had purchased membership independently of entoLIVE and those who had purchased membership as a direct result of their engagement with entoLIVE. It was found that in each case a small proportion (1.5–2.6%) had purchased membership directly because of their engagement with the entoLIVE programme. Whilst this group is small, a much larger group expressed that they would consider joining in the future (42.9–49%).

Where did you hear about entoLIVE?

Multiple responses allowed

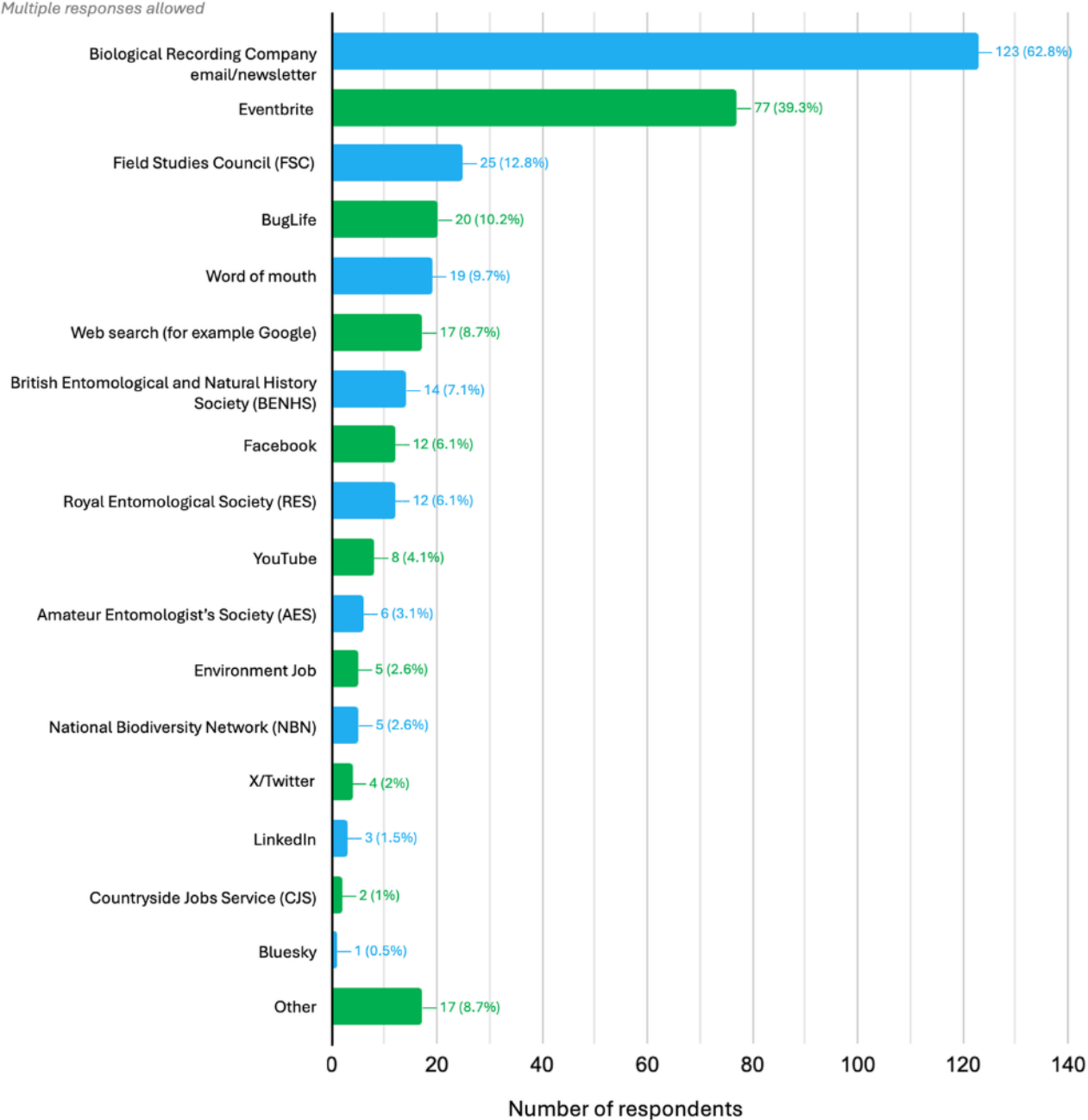


Figure 16: Responses to the question 'Where did you hear about entoLIVE?'

Had you heard of the following organisations before entoLIVE?

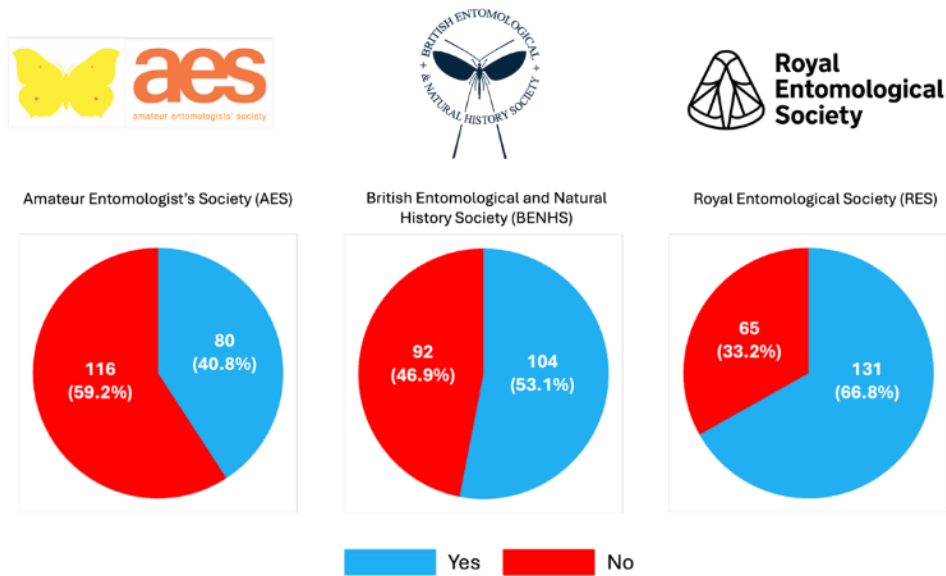


Figure 17: Responses to the question 'Had you heard of the following organisations before entoLIVE?'

Are you a member of the following organisations?

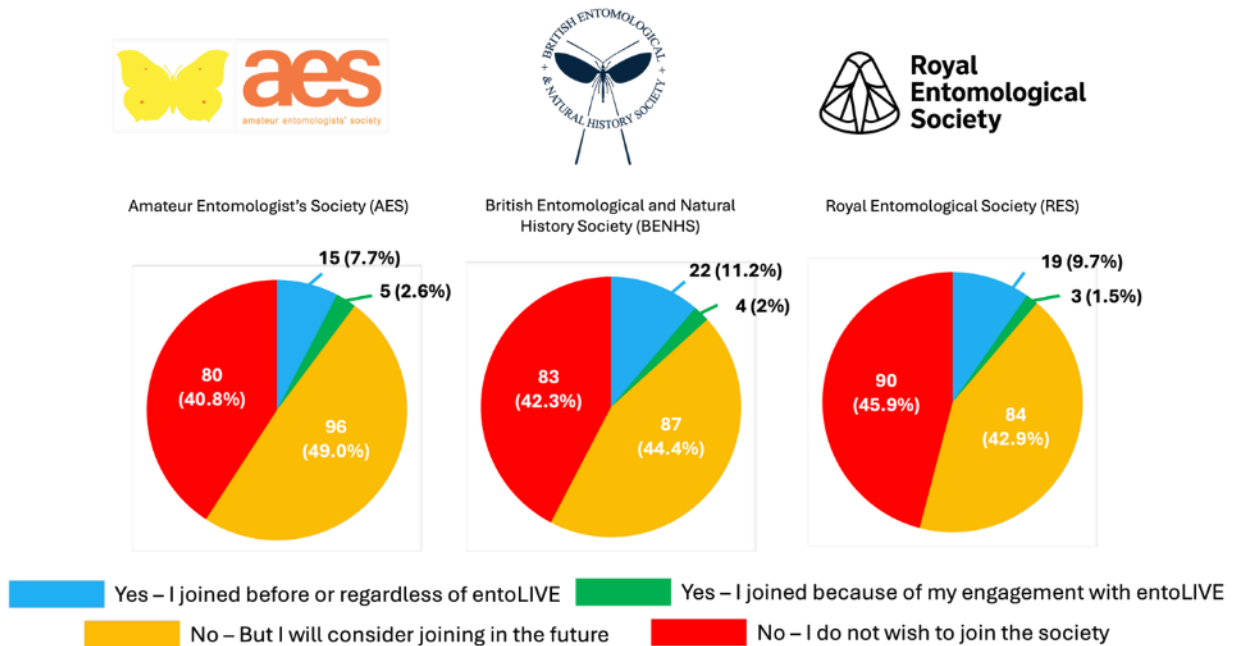


Figure 18: Combined responses to three questions asking respondents about their membership to the three entoLIVE sponsor organisations as of Season 4.

Google Reviews

Examples of the positive feedback received outside of the feedback survey can be found on the reviews for the Biological Recording Company on Google (see **Figure 19**, **Figure 20**, **Figure 21** and **Figure 22** below).

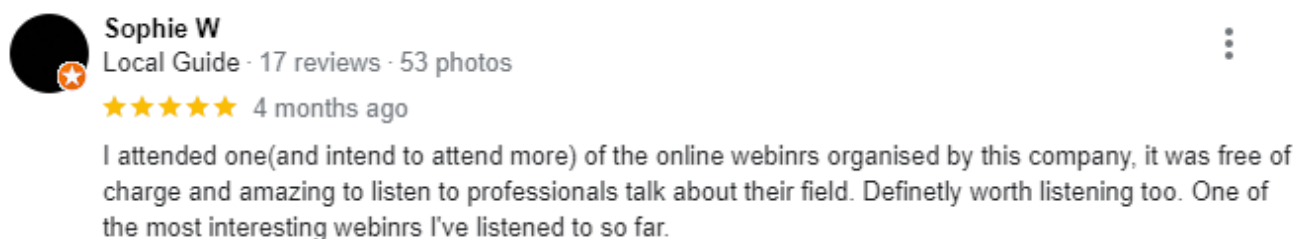


Figure 19: Google review of entoLIVE by an entoLIVE participant. Available at <https://g.co/kgs/dbSXUw>

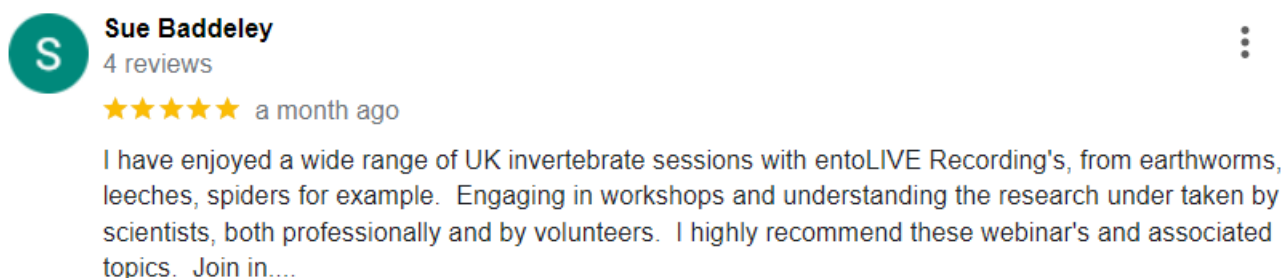


Figure 20: Google review of entoLIVE by an entoLIVE participant. Available at <https://g.co/kgs/8sCksNG>

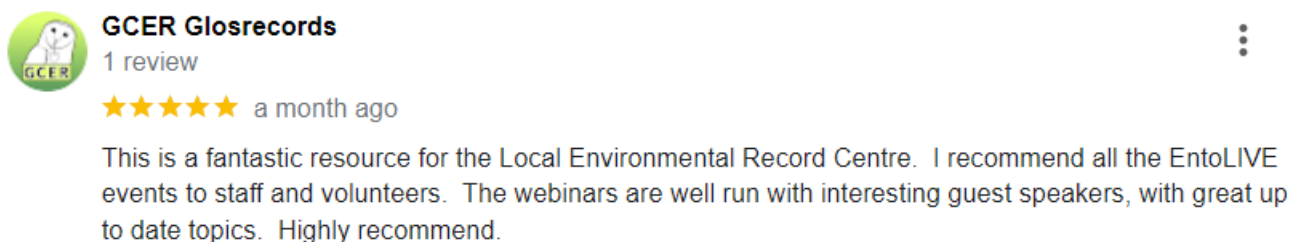


Figure 21: Google review of entoLIVE by an environmental professional. Available at <https://g.co/kgs/ksoCZPE>

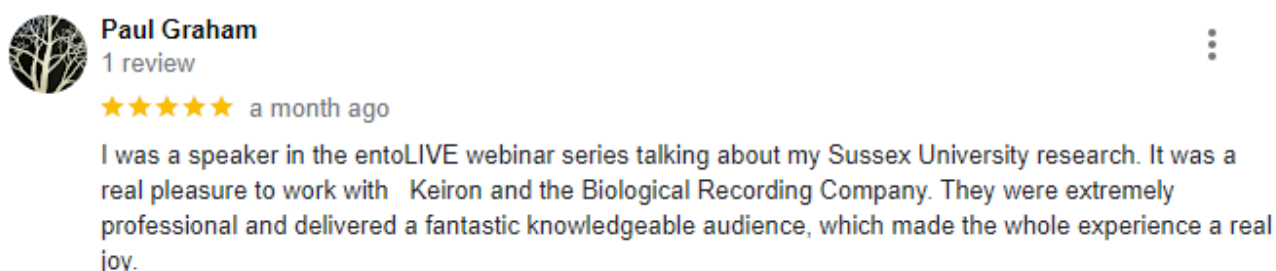


Figure 22: Google review of entoLIVE by an entoLIVE speaker. Available at <https://g.co/kgs/z9cd9N>

Supporting entoLIVE

entoLIVE has only been possible due to the support provided by a range of sponsors and supporters.



**Biological
Recording
Company**

Biological Recording Company

Delivery Lead

Season 1 – Season 5



amateur entomologists' society



Amateur Entomologists' Society

Sponsor

Season 3 – Season 5



British Entomological & Natural History Society

Sponsor

Season 1 – Season 5



Buglife

Supporter

Season 1 – Season 5



**Royal
Entomological
Society**

Royal Entomological Society

Sponsor

Season 1 – Season 5

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**Wiltshire & Swindon
Biological Records
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Supporter (Season 1 –
Season 2)