

Yellowstone National Park Exploratory Research on Social Media: Descriptive Statistics Report



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Introduction

During January of 2016, researchers from the University of Montana, in collaboration with Yellowstone National Park (YELL), administered a web-based survey via Facebook to contact Facebook users who “like” YELL’s page. Very little research, if any, has been done regarding public land agencies and social media, and therefore much of this research was exploratory in nature. The purpose of this research was to begin to understand who these “virtual visitors” (people who “like” the YELL Facebook page) are, how and why they are using social media to interact with YELL, how park managers may better use social media, and an evaluation of current efforts on social media by YELL. At the end of this report, we compared the sample of virtual visitors to on-site visitors at YELL where data was available. We used the most recent Summer Visitor Study (Kulesza et al., 2011) to make comparisons.

Data collection

Due to the difficulties of sampling an online group of individuals, it was determined that the best way to reach virtual visitors would be to contact them on Facebook. The survey was launched by posting a link to the web-based survey on the Facebook page of YELL on January 14th, 2016. This link remained on the page until January 22nd, 2016. During this time, anyone who could view the “wall” of the YELL Facebook page could click on the link and self-administer the survey via Qualtrics software. Additionally, Facebook uses an unknown algorithm to display the post with the link to the survey on a select number of virtual visitor’s personal Facebook “newsfeed.” Respondents were only allowed to take the survey once, and repeat surveys (or “ballot stuffing”) were eliminated or extremely limited.

Sampling virtual visitors

Calculating a response rate can be difficult with online survey techniques. Overall the post’s reach (the amount of people who could see the post in some capacity) was 37,084 people. From this 5,701 clicked on the post in some way. Of those people, 2,291 clicked on the link. Of the people who clicked on the link, 2,281 actually started the survey. From the data above, response rates can be as low as 6.2% (2,281 people started the survey out of 37,084 people who the survey reached), around 40% (2,281 people started the survey out of 5,701 people who clicked on the post), or as high as 99.5% (2,281 people started the survey out of 2,291 people who clicked the link). Even with the most conservative of the scenarios (response rate=6.2% from a population of 682,487), the research has a +/-2.05% confidence interval with a 95% confidence level. For other details about the post, and the post itself, please see Figure 1.

Although 2,281 people started the survey, not all of them finished the survey. In order to be as conservative as possible, we deleted cases that had missing data. Additionally, some blocks of data were missing over several consecutive cases. Although the reason for this is unknown, it seems likely that these were technical errors in the data collection. For instance, the server for the data collecting software may have crashed at this time. Several comments on the Facebook post itself also pointed to this possibility. After data cleaning, a total of 1,610 responses were used for further analysis.

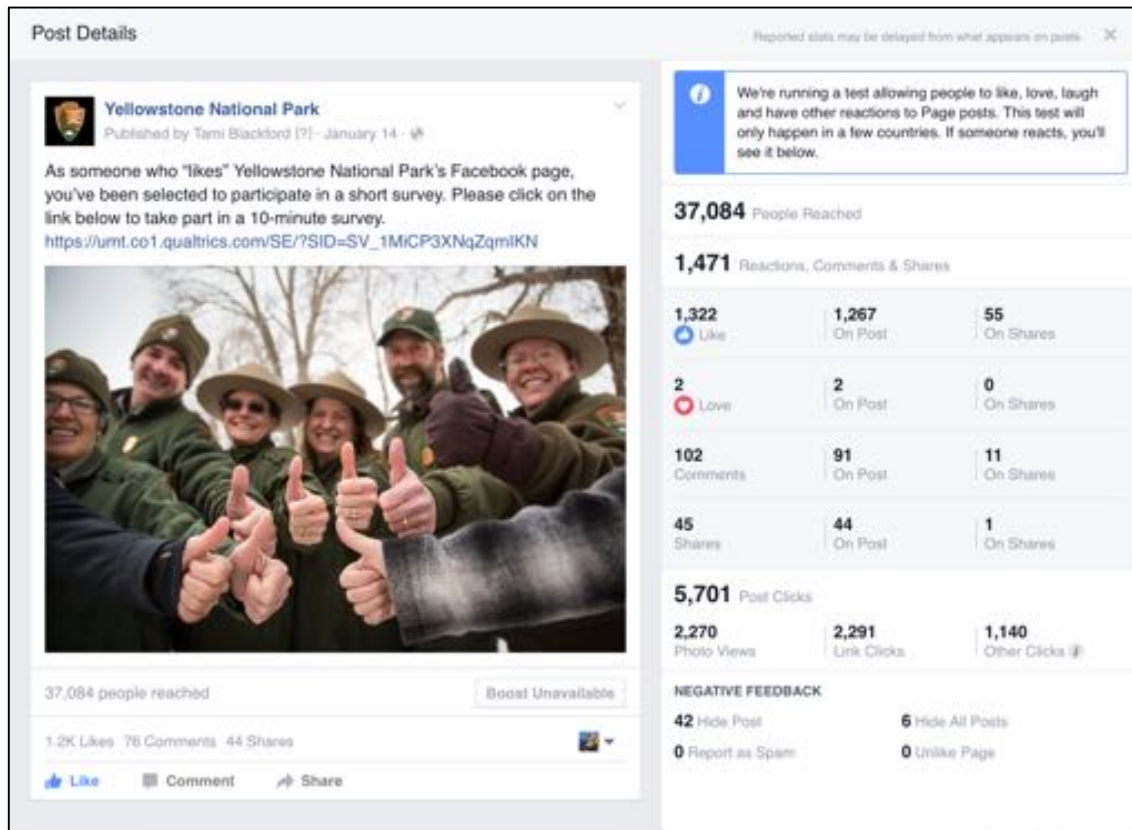


Figure 1: Facebook sampling post details

One of the main inquiries from the online sampling technique was whether or not respondents to the survey reflected the overall virtual visitor population. We did this through comparing the respondent demographic statistics to the overall virtual visitor demographic statistics that are provided by Facebook.

Figure 2 displays the gender and age breakdown provided by Facebook of *all* people who "like" the YELL Facebook page (virtual visitors). As is apparent from Figure 2, a slight majority of virtual visitors are women, and most virtual visitors are 35 years of age or older.

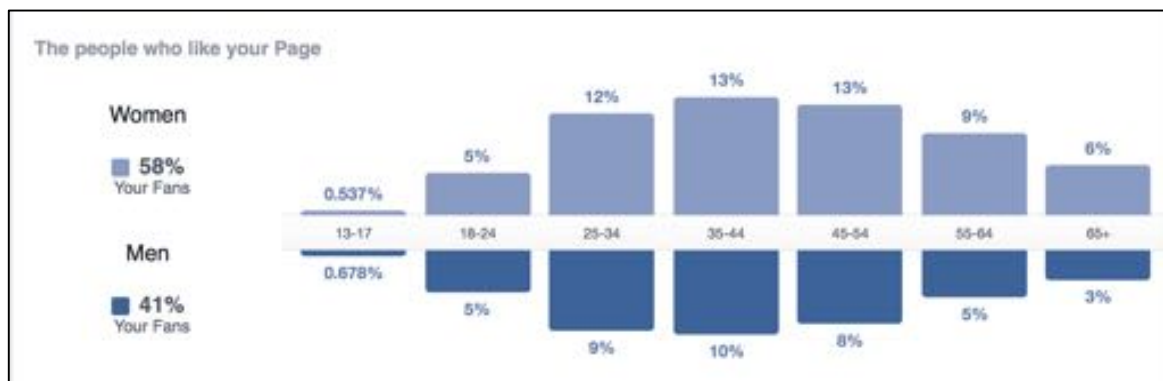


Figure 2: Gender distribution of all people who "like" the YELL Facebook page

In the sample obtained through the survey, we found that our sample contained a higher proportion of women than the total population of virtual visitors (Figure 3). Additionally, the sample of virtual visitors also skewed older (Figure 4).

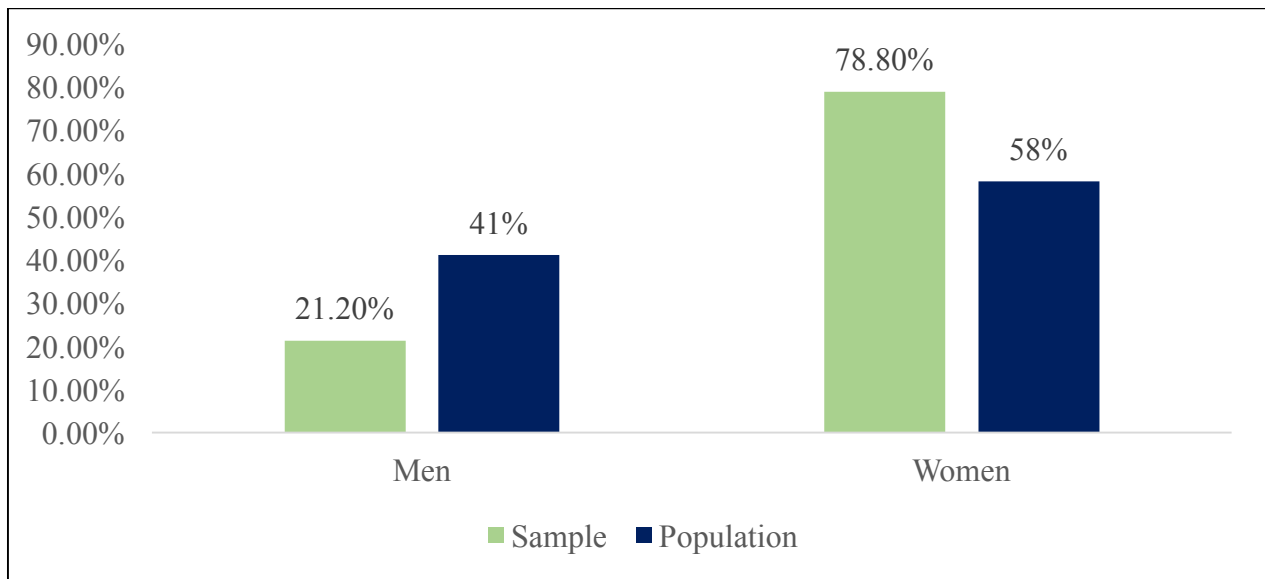


Figure 3: Gender comparison between sample and population

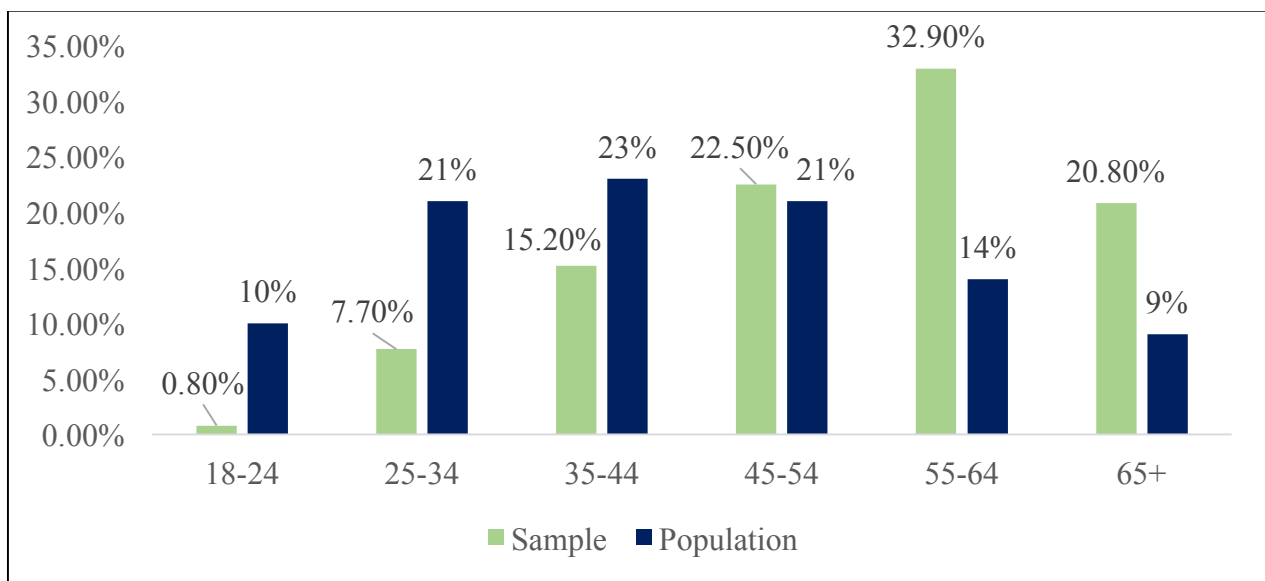


Figure 4: Age comparison between sample and population

From these two comparisons, we can see that the sample of virtual visitors is not reflective of the population of virtual visitors. However, we can also look at the population of the people who are *engaged* with YELL's Facebook page through Facebook's analytics tools. Engagement is defined as the people who liked, clicked, commented, or shared on a post. Figure 5 provides the Facebook analytics breakdown of users who are engaging with the YELL Facebook page.

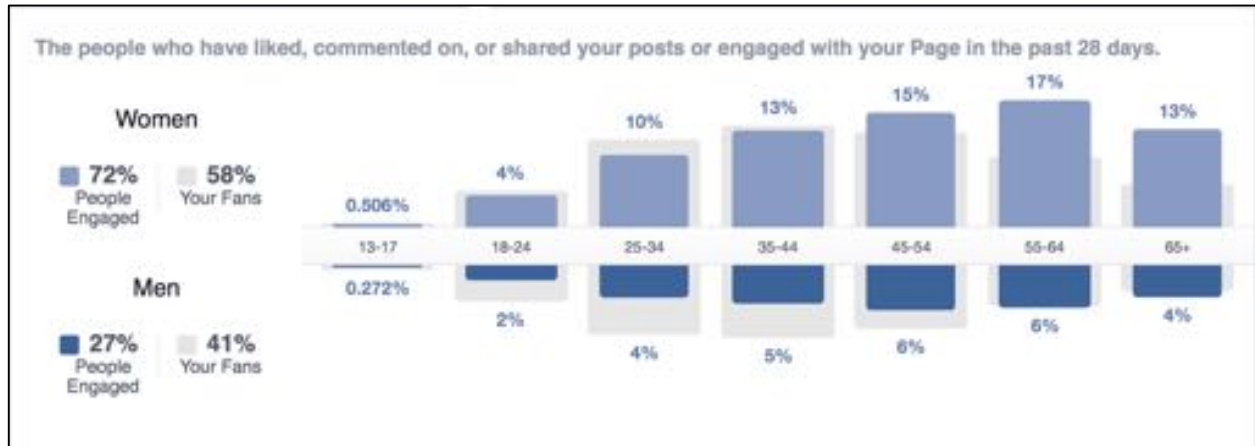


Figure 5: Gender and age of engaged virtual visitor population

We can see from Figure 5 that the virtual visitors who engage with YELL's Facebook page are disproportionately women and are also skewed to be older. We compared the population of engaged virtual visitors with our sample in Figures 6 and 7 below. Gender was much more similar when we compared our sample to the YELL virtual visitors who engage with the Facebook page. Additionally, age was also much more similar, although the sample may have skewed slightly older when compared to engaged users.

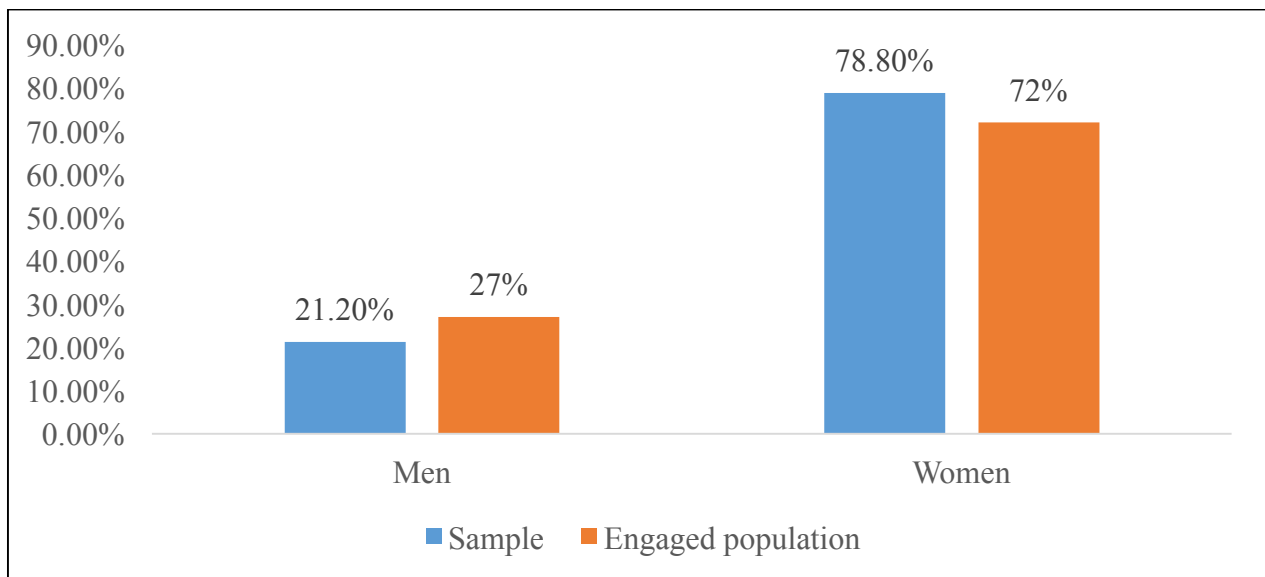


Figure 6: Gender comparison between sample and engaged population

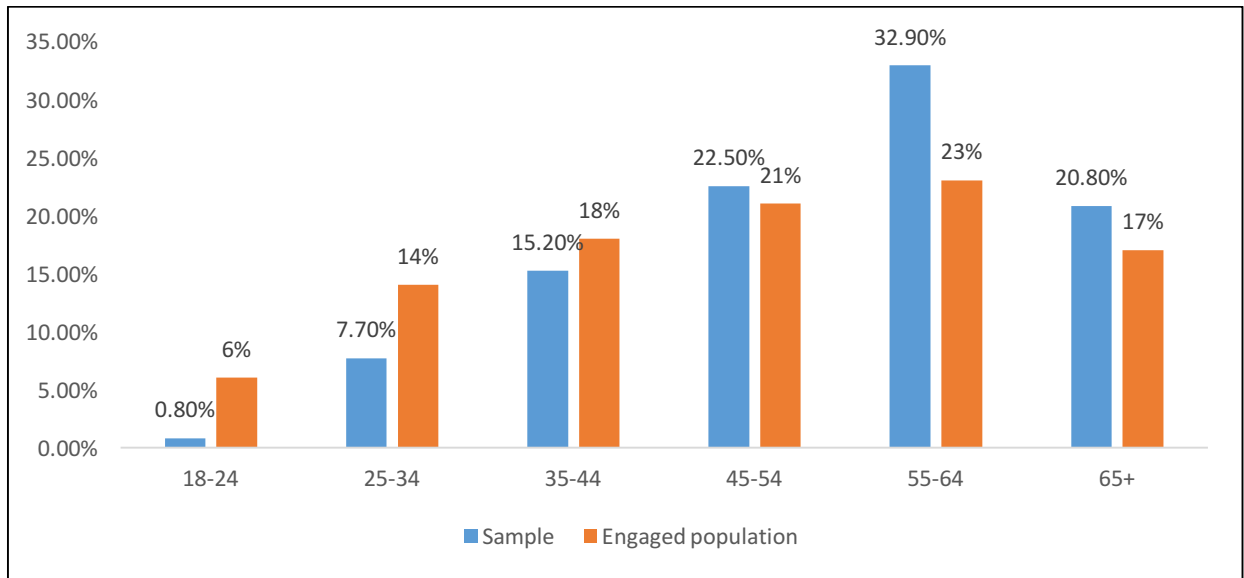


Figure 7: Age comparison between sample and engaged population

Sampling summary

We are confident that our sampling is reflective of an engaged population of virtual visitors who “like” YELL’s Facebook page. We used available demographic data to compare the sample to two different populations: all virtual visitors and engaged virtual visitors. When compared to the total population of virtual visitors, we see that the sample is not reflective of the overall population of people who “like” YELL’s Facebook page (the virtual visitors). However, the sample is reflective of people who engage with YELL’s Facebook page (engaged virtual visitors). The interpretation of the analyses in the rest of this report should reflect these inference limitations in that it is inferring back to a population of *engaged* virtual visitors.

Sample characteristics

In this section, characteristics of the sample are presented. Gender is not presented as it was detailed in the above section.

Visitation to Yellowstone National Park

In order to understand virtual visitors, several questions were asked about their previous visitation to YELL. The first question we asked was “Have you visited Yellowstone National Park?” (Figure 8). In total, 93.1% of respondents said that they have been to YELL before, while 6.9% said that they have never been to YELL.

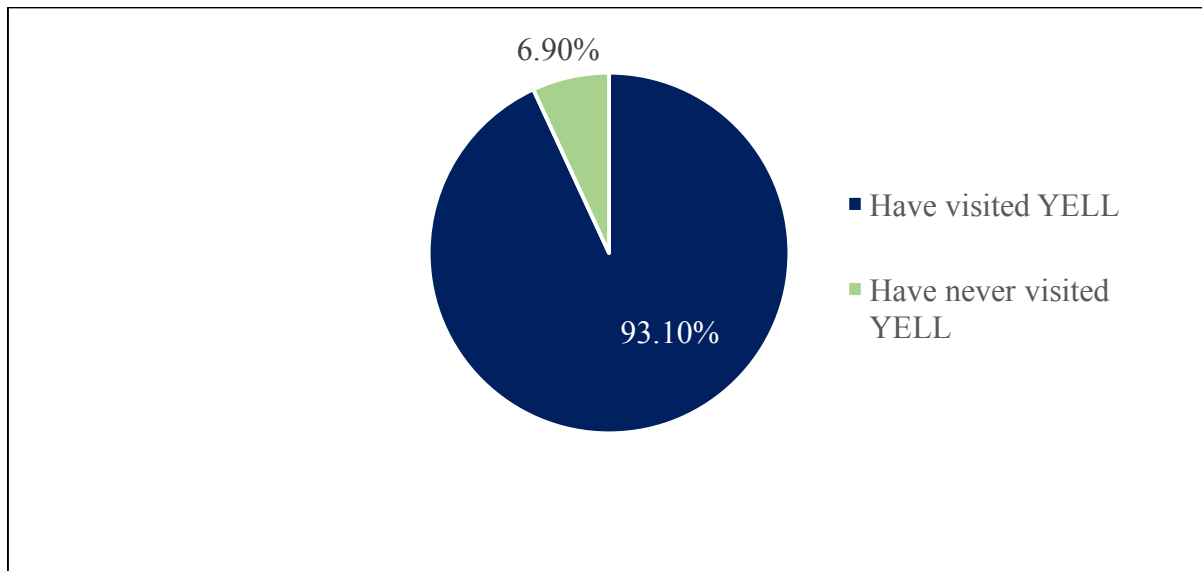


Figure 8: Virtual visitors who have visited YELL

Virtual visitors who have visited YELL before

For visitors who had visited YELL before, we asked them to indicate their visitation history (Figure 9). About half of the visitors who had visited YELL before visited the park more than 12 months ago, and 48.1% said that they had visited YELL within the last 12 months. Only 1% of virtual visitors who had visited the park before said that they were currently in YELL.

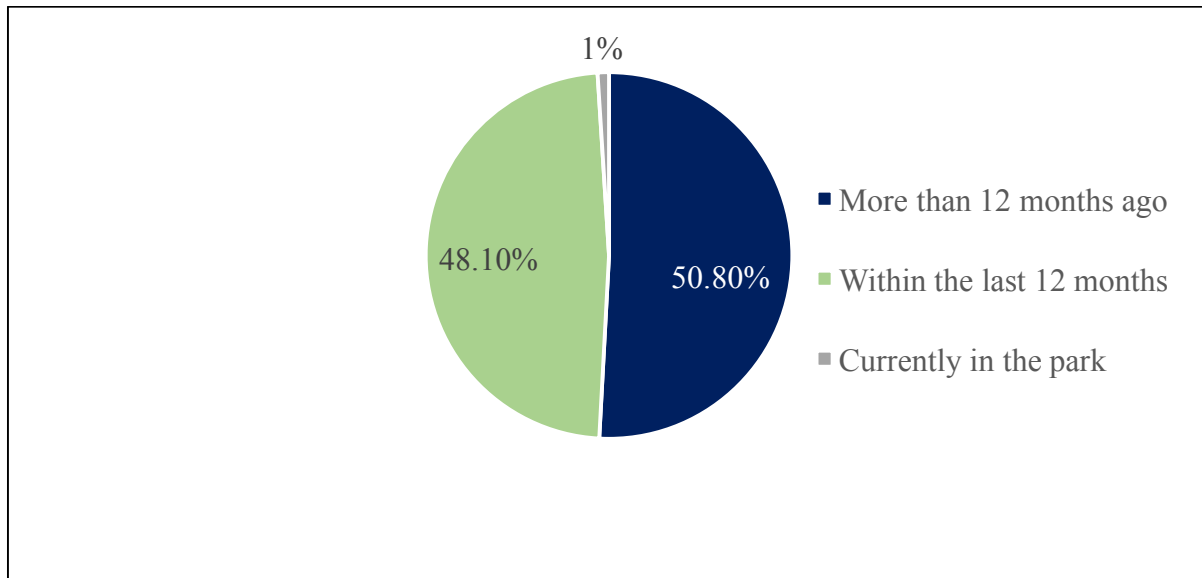


Figure 9: Visitation history for virtual visitors

For visitors who had visited YELL more than 12 months ago, we asked them “When was the last time you visited Yellowstone National Park?” Responses were recorded as a year (i.e. 1999, 2001, 2013, etc.). We subtracted the responses from 2016 to get an idea of how many years ago this group of people visited the park (Table 1). From this, the mean number of years ago this group visited the park was 8.82. However, there was a large amount of variation, with a standard deviation of about 10 years.

Table 1: Descriptive statistics for number of years ago virtual visitors visited YELL¹

Mean	Median	Std. dev.	Min.	Max.
8.82	4	10.04	1	54

¹Only contains virtual visitors who stated that they have visited YELL more than 12 months ago

For visitors who had visited YELL within the last 12 months, we asked them how many times they have visited YELL in the last 12 months (Table 2). There was a wide spread of responses to this question, from the very minimum (1) to the very maximum (365). The mean was 5.74 visits in the last 12 months, but the median was only 1.

Table 2: Descriptive statistics for number of times virtual visitors have visited YELL in the last 12 months¹

Mean	Median	Std. dev.	Min.	Max.
5.74	1	27.32	1	365

¹Only contains virtual visitors who stated that they have visited YELL in the past 12 months

Virtual visitors who have not visited YELL before

For respondents who said they have not visited YELL before, we asked them about their future intentions to visit YELL (Figure 10). Nearly half (49.5%) of respondents said that they plan to

visit YELL in the next 12 months, and 43% said they planned on visiting, but not within the next 12 months. However, 7.4% of respondents said it was likely that they would never be able to visit YELL.

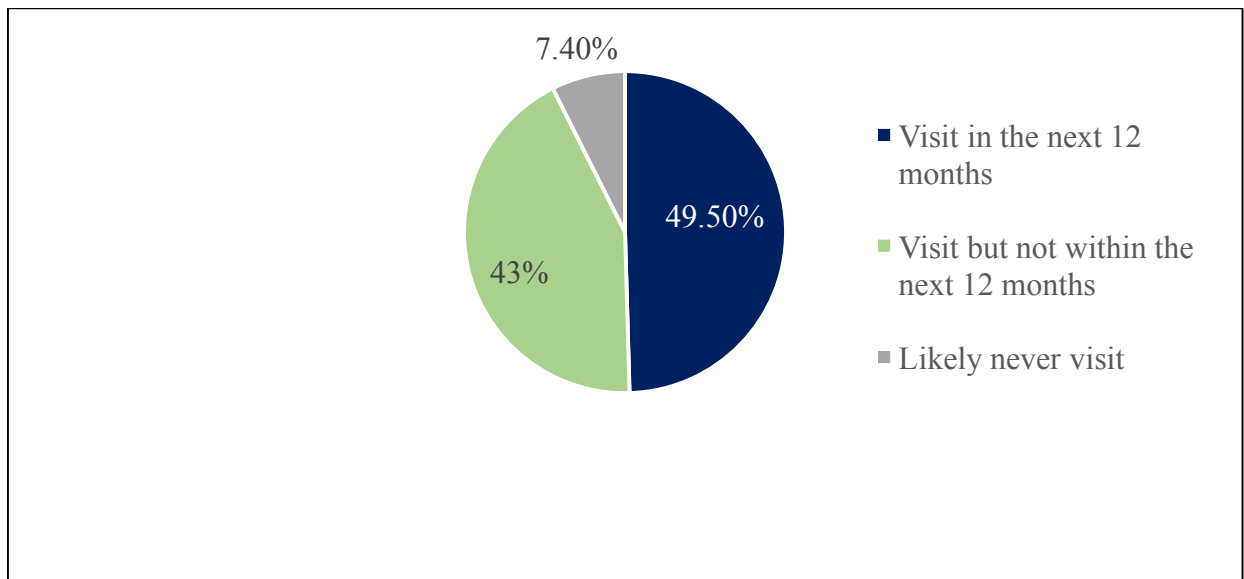


Figure 10: Likelihood of future visitation for virtual visitors who have never visited YELL before

Level of education

Respondents were asked, “What is your highest level of education completed?” Figure 11 displays the results below. Respondents were very well educated, with over 63% stating they had a Bachelor’s or Graduate degree. Nearly 93% said they had at least some college.

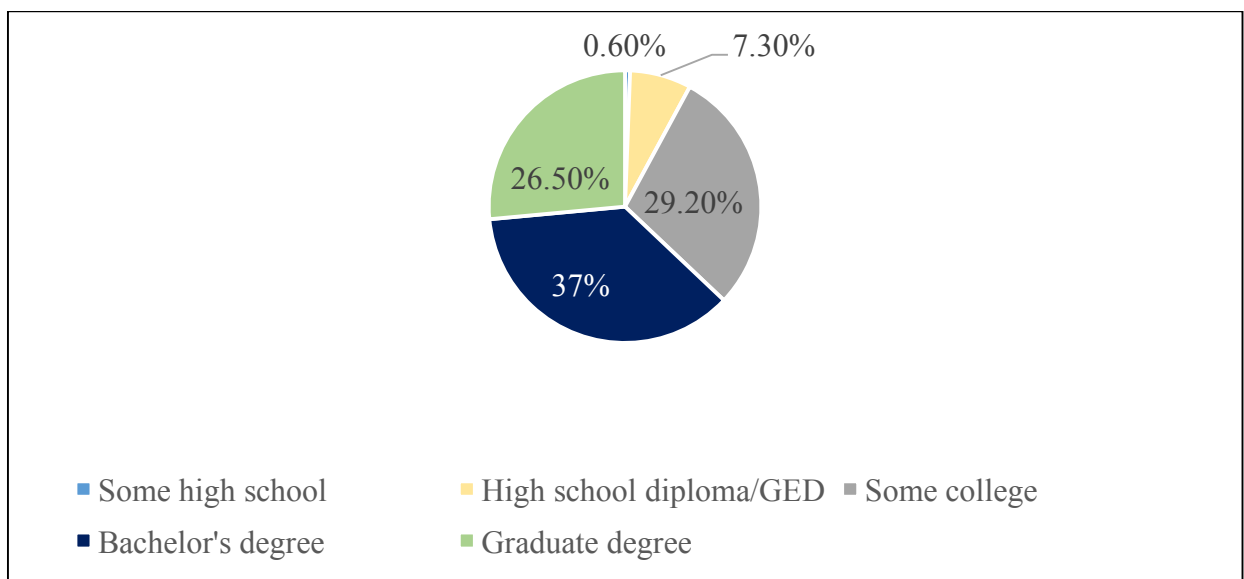


Figure 11: Virtual visitor level of education

Age

Some details on age were provided in the sampling section above to compare them to the population of virtual visitors. This section provides additional descriptive statistics.

Respondents were asked, “In what year were you born?” This number was subtracted from the current year (2016) to obtain the age of the respondents. Table 3 contains the descriptive statistics for these responses. The mean age of respondents was 53.9 and the range of ages was from 20 to 116 years of age. The extreme of 116 years of age may be a data error. The standard deviation was 12.57 years and the median was 56 years of age.

Table 3: Descriptive statistics for age of respondents

Mean	Median	Std. dev.	Min.	Max.
53.9	56	12.57	20	116

Virtual visitor places of residence

In order to explore where virtual visitors resided, several different questions were asked. Respondents were first asked, “Are you a permanent resident or citizen of the United States?” Figure 12 shows the results of this question, with 94.4% of respondents saying that they were permanent residents of the United States.

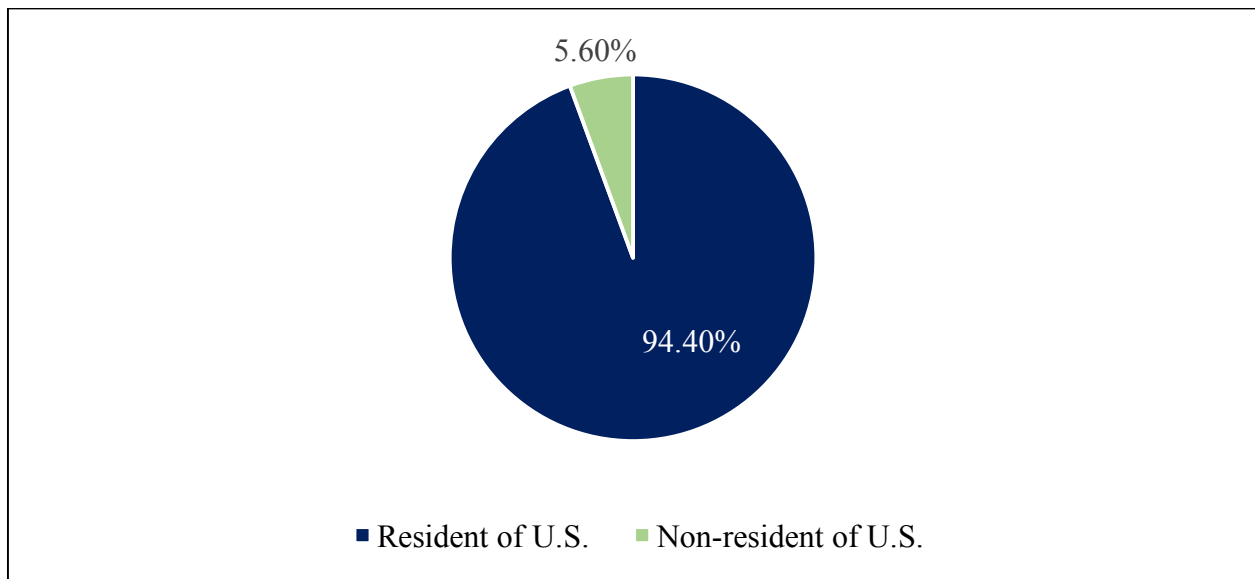


Figure 12: Virtual visitors who are permanent residents of the U.S.

People who stated that they were a permanent resident of the U.S. were then asked a follow-up question: “What is your state of residence?” Data showed that respondents were from all 50 states. Table 4 shows the top 10 states of residence from the sample. This table only includes respondents who were permanent residents of the U.S. California represented the largest share of responses (6.6%), followed by Montana (5.2%) and Texas (4.4%).

Table 4: Top 10 states of residence¹

State	Proportion of respondents.
California	6.6%
Montana	5.2%
Texas	4.4%
Washington	4.3%
Illinois	4.2%
Florida	3.9%
Pennsylvania	3.8%
Ohio	3.7%
Wyoming	3.6%
Minnesota	3.2%

¹Only responses from virtual visitors who are permanent residents of the U.S.

If respondents indicated that they were not permanent residents of the U.S., they were asked “What is your country of origin?” Overall, virtual visitors were from every continent except Africa and represented 28 different countries. Table 5 shows the top 10 countries of residence of respondents. This table only include proportions of respondents not from the U.S., as well as the proportion of *all* respondents. The United Kingdom was the most frequent response, followed by Canada, Australia, Germany, and the Netherlands.

Table 5: Top 5 non-U.S. countries of residence

Country	Proportion of respondents not from U.S.	Proportion of all respondents
United Kingdom	23.5%	1.3%
Canada	17.6%	1%
Australia	8.2%	<1%
Germany	7.1%	<1%
The Netherlands	4.7%	<1%

Race and ethnicity

Two different questions were asked about a respondent’s race or ethnicity. First, respondents were asked, “Are you Hispanic or Latino?” A large majority of respondents said that they were not Hispanic or Latino (97.2%). Only 2.8% said they were Hispanic or Latino.

Respondents were also asked, “What is your race or ethnicity?” People were allowed to select as many options from the selections as they desired. Figure 13 displays the results of this question. An overwhelming majority of respondents (96.6%) identified as White. The next largest group was people who identified as more than one race (1.2%). The only other group with more than 1% was people who identified as American Indian or Alaska Native. All other groups were less than 1% of the total.

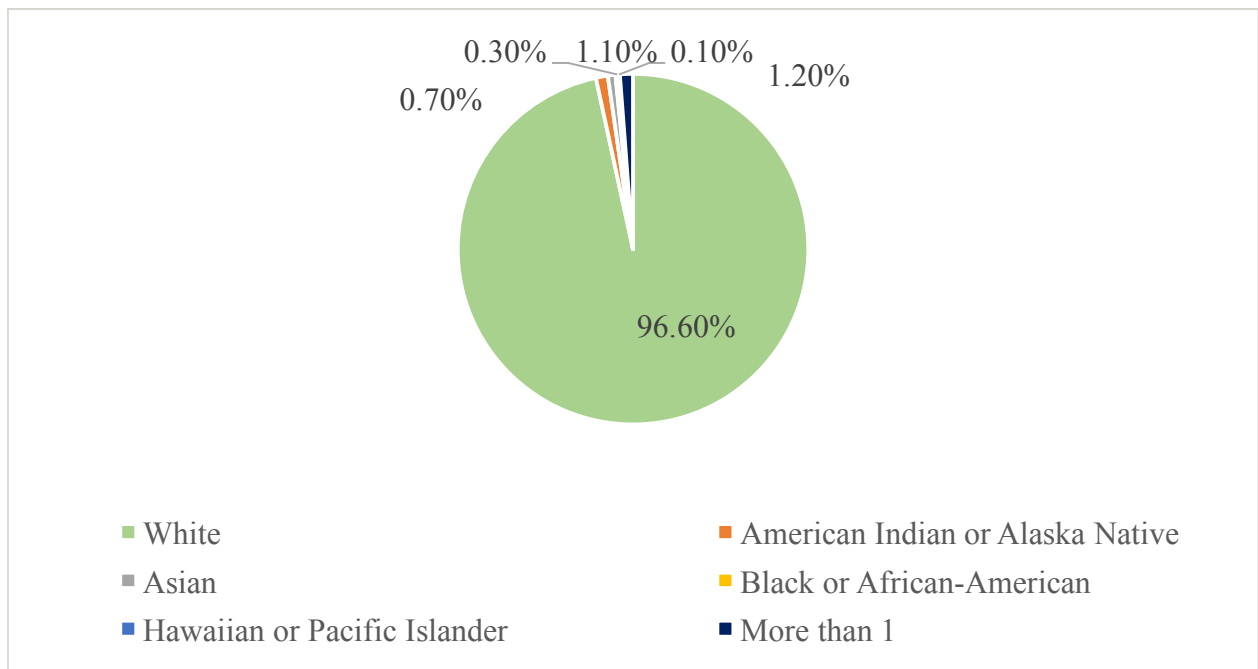


Figure 13: Respondent race/ethnicity

Summary of sample characteristics

An overwhelming majority of virtual visitors have been to YELL before. Nearly half of them had visited the park in the last year, although there was a wide range of variation in time since virtual visitors last visited YELL in person. The sample of virtual visitors also reflected the demographics of people who are visiting national parks in general; they were largely white, well-educated, middle-aged, and had relatively high levels of income. Only 5% of respondents were not citizens or permanent residents of the U.S.

Social media platform use

In order to understand how these virtual visitors were using social media platforms to interact with YELL, we asked respondents “In addition to Facebook, on which of these social media outlets do you follow Yellowstone NP?” Figure 14 displays the results for several different social media platforms. Instagram was the most popular other social media platform selected, with nearly 13% of respondents indicating that they followed YELL on the platform. YouTube was close behind with over 10% of respondents, followed by Twitter with almost 7% of respondents. Flickr barely registered, with 1.4% of respondents indicating that they followed YELL on this platform. Nearly 3/4ths (73.3%) of respondents said they did not follow YELL on any social media platform other than Facebook.

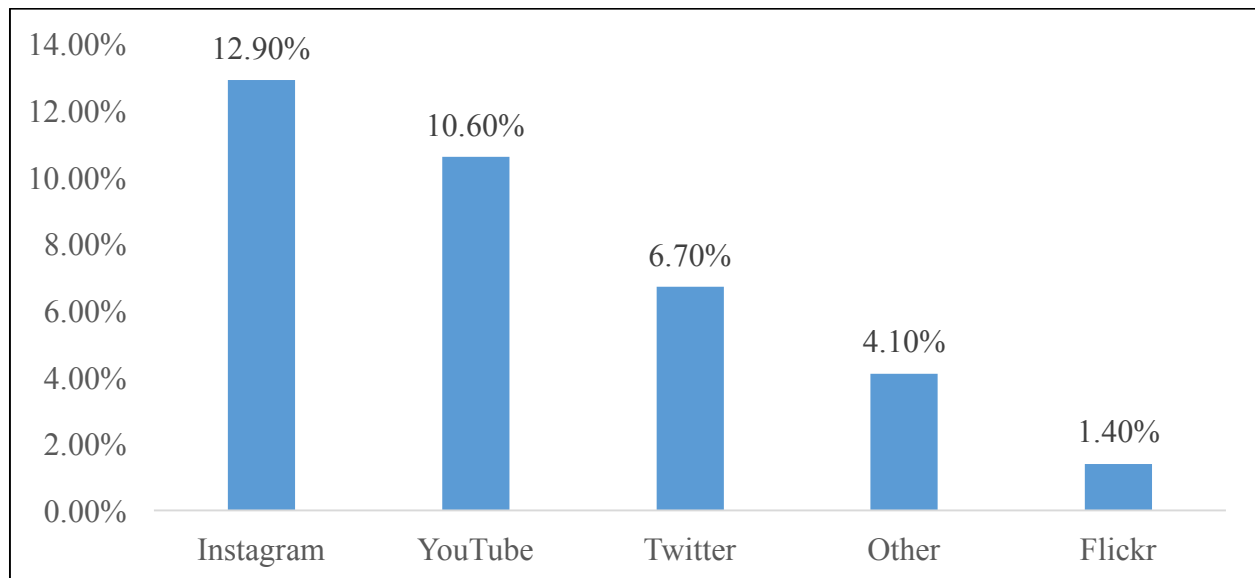


Figure 14: Other social media platforms that respondents used to follow YELL

Just over 4% of respondents said that they used “other” social media platforms to follow YELL. Many of these sites were unofficial Yellowstone pages and included things such as the Yellowstone Association and Yellowstone Park Foundation. Other things were not even social media sites, such as respondents stating “web cams” or “the website.” A few or singular respondents mentioned unaffiliated Reddit pages, Periscope, Pinterest, and blogs.

Intensity of Facebook use by respondents

We also wanted to assess how much, or how “intensely” respondents were using Facebook in general. This may be an important characteristic to understand more about the nature of the sample. We assessed intensity of Facebook use using several questions that were adopted from previous research (Ellison, Steinfield, & Lampe, 2007).

The first part of the question asked respondents to choose a response from a 5-point Likert-type scale where 1=strongly disagree and 5=strongly agree for a series of statements.

The first statement was “Facebook is a part of my everyday activity.” Descriptive statistics can be found in Table 6, and response distributions in Table 7. Responses were highly skewed, with over 90% of respondents saying that they agreed, or strongly agreed with this statement.

Table 6: Descriptive statistics¹ for "Facebook is part of my everyday activity"

Mean	Median	Std. dev.	Min.	Max.
4.36	5	0.86	1	5

¹Measured on a 5-point scale where 1=strongly disagree and 5=strongly agree

Table 7: Distribution of responses for "Facebook is a part of my everyday activity"

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
3%	1%	5%	40%	52%

The second statement was “I am proud to tell people I use Facebook.” Descriptive statistics can be found in Table 8, and response distributions in Table 9. Although the responses were still skewed, more than a third of people chose the “neither disagree nor agree” response for this item.

Table 8: Descriptive statistics¹ for "I am proud to tell people I use Facebook"

Mean	Median	Std. dev.	Min.	Max.
3.74	4	0.94	1	5

¹Measured on a 5-point scale where 1=strongly disagree and 5=strongly agree

Table 9: Distribution of responses for "I am proud to tell people I use Facebook"

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
2.7%	3.6%	34.1%	36.7%	23%

The third statement was “I feel out of touch when I haven’t logged onto Facebook for awhile.” Descriptive statistics can be found in Table 10 and response distributions in Table 11. Responses were only slightly skewed for this statement. About ¼ of respondents said they “neither disagree nor agree” with this statement, and nearly half said they agree or strongly agree with this statement.

Table 10: Descriptive statistics¹ for "I feel out of touch when I haven't logged onto Facebook for awhile"

Mean	Median	Std. dev.	Min.	Max.
3.53	4	1.07	1	5

¹Measured on a 5-point scale where 1=strongly disagree and 5=strongly agree

Table 11: Distribution of responses for "I feel out of touch when I haven't logged onto Facebook for awhile"

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
4.8%	12.5%	25.7%	39.3%	17.8%

The fourth statement was "I feel I am part of the Facebook community." Descriptive statistics can be found in Table 12, and response distributions in Table 13. Responses were skewed for this statement. Over half of respondents said they "agree" or "strongly agree" with this statement, and about 1/3 said that they "neither disagree nor agree" with this statement.

Table 12: Descriptive statistics¹ for "I feel I am part of the Facebook community"

Mean	Median	Std. dev.	Min.	Max.
3.57	4	0.95	1	5

¹Measured on a 5-point scale where 1=strongly disagree and 5=strongly agree

Table 13: Distribution of responses for "I feel I am part of the Facebook community"

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
3.4%	7.2%	33.9%	39.7%	15.8%

The fifth statement was "I would be sorry if Facebook shutdown." Descriptive statistics can be found in Table 14, and response distributions in Table 15. Responses to this statement were highly skewed. Nearly ¾ of respondents said they "agree" or "strongly agree" with this statement, and about 1/5 said they neither "disagree nor agree."

Table 14: Descriptive statistics¹ for "I would be sorry if Facebook shutdown"

Mean	Median	Std. dev.	Min.	Max.
3.78	4	1.03	1	5

¹Measured on a 5-point scale where 1=strongly disagree and 5=strongly agree

Table 15: Distribution of responses for "I would be sorry if Facebook shutdown"

Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
4.2%	6.8%	20.6%	43.8%	24.7%

In order to further assess virtual visitors' intensity of Facebook use, we asked an additional pair of questions. The first question asked, "About how many Facebook friends do you have?" Responses were in a closed format, and there were nine different response options, where 1=10 or less, 2=11 to 50, 3=51 to 100, 4=101 to 150, 5=151 to 200, 6=201 to 250, 7=251 to 300, 8=301 to 400, 9=More than 400. Descriptive statistics can be found in Table 16, and response distributions in Table 17. Responses were fairly normally distributed, although with a slight skew towards the lower end of the scale.

Table 16: Descriptive statistics¹ for "About how many Facebook friends do you have?"

Mean	Median	Std. dev.	Min.	Max.
4.55	4	2.17	1	9

¹Measured on a 9-point scale where 1=10 or less, 2=11 to 50, 3=51 to 100, 4=101 to 150, 5=151 to 200, 6=201 to 250, 7=251 to 300, 8=301 to 400, and 9=more than 400.

Table 17: Distribution of responses for "About how many Facebook friends do you have?"

Number of Facebook friends	Percent of respondents
10 or less	2.3%
11 to 50	14.2%
51 to 100	23.4%
101 to 150	17.8%
151 to 200	13%
201 to 250	8%
251 to 300	7.3%
301 to 400	6.5%
More than 400	7.5%

The second of the last two questions asked respondents, "In the past week, on average, about how much time per day have you spent on Facebook?" Responses were in a closed format with six different options, where 1=less than 10 minutes, 2=10 to 30 minutes, 3=31 to 60 minutes, 4=1 to 2 hours, 5=2 to 3 hours, and 6=more than 3 hours. Descriptive statistics can be found in Table 18, and response distributions in Table 19. The responses were fairly normally distributed, and most respondents were spending more than 30 minutes on Facebook. Over 75% of respondents were spending between 10 minutes and 2 hours per day on Facebook.

Table 18: Descriptive statistics¹ for "In the past week, on average, about how much time per day have you spent on Facebook?"

Mean	Median	Std. dev.	Min.	Max.
3.3	3	1.32	1	6

¹Measured on a 6-point scale where 1=less than 10 minutes, 2=10 to 30 minutes, 3=31 to 60 minutes, 4=1 to 2 hours, 5=2 to 3 hours, 6=more than 3 hours.

Table 19: Distribution of responses for "In the past week, on average, about how much time per day have you spent on Facebook?"

Time spent on Facebook per day	Percent of respondents
Less than 10 minutes	4.5%
10 to 30 minutes	26.6%
31 to 60 minutes	29.7%
1 to 2 hours	20.8%

2 to 3 hours	9.7%
More than 3 hours	8.6%

Summary of social media use

At least some virtual visitors were engaging with YELL on other social media platforms, mostly through Instagram and YouTube. We can also be fairly confident that the respondents in this research were regular (and sometimes intense) users of the social media platform, as the sample of virtual visitors was skewed towards the higher end of Facebook use intensity. However, without a general population of *all* Facebook users, we cannot tell if this is more or less than the “average” Facebook user.

Virtual visitors' interactions with Yellowstone National Park's Facebook Page

In order to understand how virtual visitors are interacting with YELL's Facebook page, we asked several questions about their past behaviors on Facebook with YELL's Facebook page. Facebook calls these interactions "engagement". Although Facebook does have some analysis of this in the "Insights" tools on the page, this allows us to reveal a greater understand of exactly what these virtual visitors are doing on the YELL Facebook page.

Several different engagement types were presented to assess how visitors are interacting with YELL's Facebook page. We prefaced a series of statements by saying "How often have you done any of the following within the last month?" Respondents were provided five choices on a Likert-type scale, where 1=never, 2=rarely, 3=sometimes, 4=often, 5=very often. Descriptive statistics are provided in Table 20, and response distributions in Table 21. Means for the types of engagement are also graphically displayed in Figure 15 for easy comparison.

From both the data in Tables 20 and 21 and from Figure 15, several things are apparent. First, virtual visitors are more engaged with "official" YELL produced content on the page (i.e. posts from YELL, pictures from YELL, links from YELL) than with user-generated content. Second, looking at posts and liking photos really seem to dominate what people are doing when they interact with the YELL Facebook page. Less intense types of engagement (i.e. "liking" and "sharing" something) are more common than more intense types of engagement (i.e. comments on things, posting things on their own, etc.).

Table 20: Descriptive statistics for types of engagement¹

Engagement type	Mean	Median	Std. dev.	Min.	Max.
I've looked at postings from Yellowstone NP	4.4	5	0.74	1	5
I've looked at postings from other users who like the page	2.8	3	1.22	1	5
I've liked photos/videos that are posted on the page by other users	3.2	3	1.3	1	5
I've commented on photos/videos that are posted on the page by Yellowstone NP	2.6	2	1.3	1	5
I've liked photos/videos that are posted on the page by Yellowstone NP	4.3	5	0.96	1	5
I've commented on photos/videos posted on Yellowstone's page by other users	2.2	2	1.23	1	5
I've posted to Yellowstone's Facebook page	1.8	1	1.11	1	5

I've shared Yellowstone's posts with other Facebook friends	3.1	3	1.29	1	5
I've shared/added links to Yellowstone's Facebook page	1.9	1	1.24	1	5
I've clicked on links that Yellowstone shared	3.4	3	1.07	1	5
I've clicked on links that other users have posted to Yellowstone's page	2.2	2	1.21	1	5

¹Measured on a 5-point scale where 1=never and 5=very often

Table 21: Distribution of responses for types of engagement

Engagement type	Never	Rarely	Sometimes	Often	Very often
I've looked at postings from Yellowstone NP	0.6%	0.7%	10.4%	37.8%	50.5%
I've looked at postings from other users who like the page	17.5%	25%	31.3%	15.6%	10.7%
I've liked photos/videos that are posted on the page by other users	14%	16.8%	28.5%	21.8%	18.9%
I've commented on photos/videos that are posted on the page by Yellowstone NP	24.1%	27.4%	25.2%	11.1%	12.3%
I've liked photos/videos that are posted on the page by Yellowstone NP	2.3%	2.9%	14.5%	28.3%	52.1%
I've commented on photos/videos posted on Yellowstone's page by other users	38%	27.5%	19.6%	7.2%	7.7%
I've posted to Yellowstone's Facebook page	59.1%	19.6%	12.6%	4.1%	4.6%
I've shared Yellowstone's posts with other Facebook friends	15.7%	15.3%	31.2%	20.4%	17.4%
I've shared/added links to Yellowstone's Facebook page	54.2%	18.5%	13.6%	7.5%	6.2%
I've clicked on links that Yellowstone shared	5.9%	11.5%	36%	30.5%	16.1%

I've clicked on links that other users have posted to Yellowstone's page	35.9%	28.2%	20.5%	8.6%	6.8%
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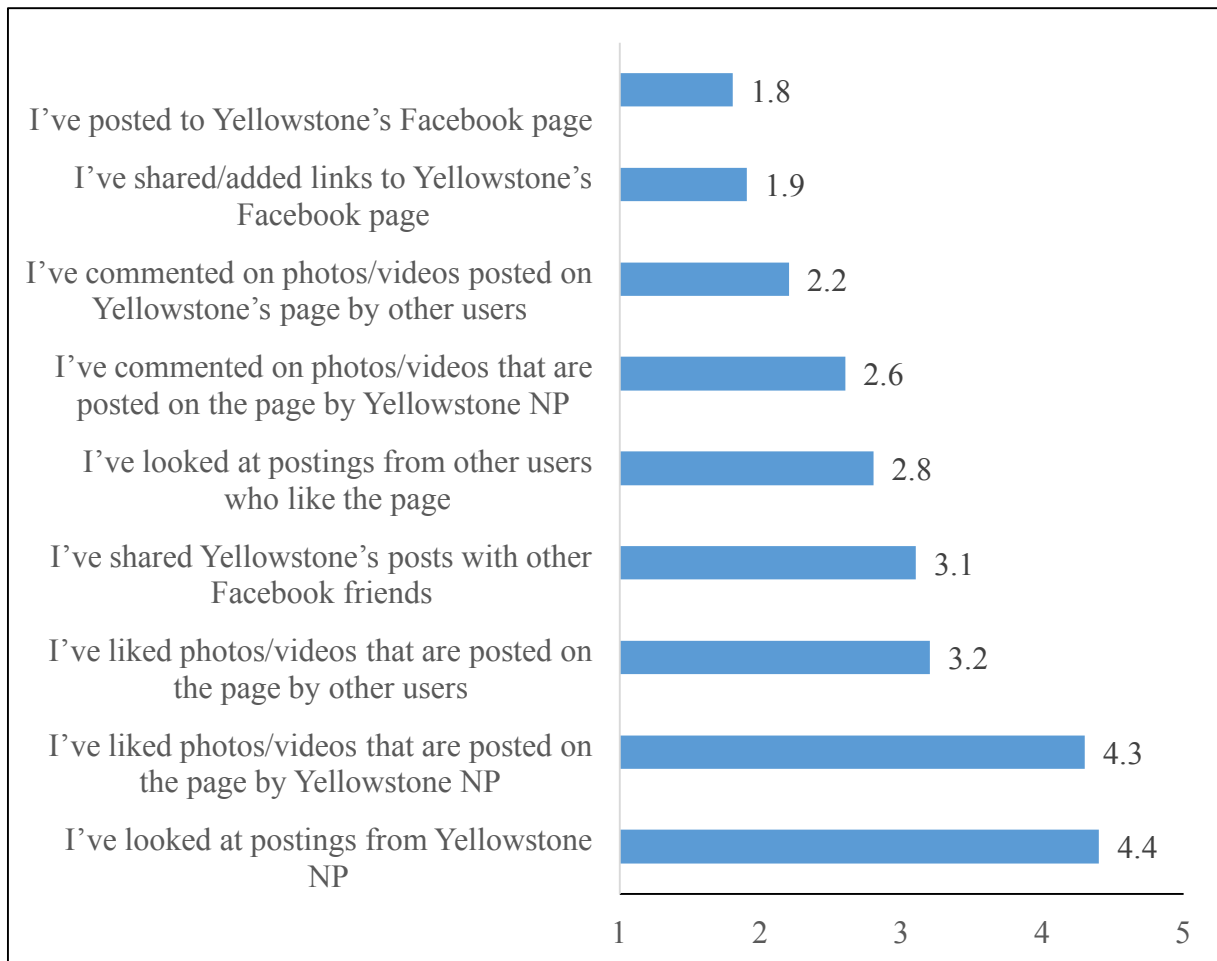


Figure 15: Mean comparison of engagement types¹

¹Measured on a 5-point scale where 1=never and 5=very often.

Summary of virtual visitors' interactions with Yellowstone National Park's Facebook page

Less intense (sometimes even passive) forms of engagement were the most common interactions with YELL's Facebook page. Looking at posts from YELL's page was the single most common behavior reported, followed by things like liking photos. Commenting on photos or videos was much less common, and adding content to the YELL page was the least common. Overall, results may indicate that virtual visitors may be seeking less "intense" forms of interaction. Other perspectives about these interactions may also be valid. For instance, posts may not actively encourage more "intense" types of interactions, or the general social norms regarding the type of relationship between Facebook users and official groups (like YELL's page) limit more "intense" types of interactions.

Virtual visitors' motivations for "liking" the Yellowstone National Park Facebook page

Part of this research wanted to explore virtual visitors' motivations for "liking" the YELL Facebook page. Some of the concepts and measures were adapted from previous research (Park, Kee, Valenzuela, 2009), but others were developed to be more appropriate for a public land agency such as the NPS. In order to assess virtual visitors' motivations, we prefaced motivation statements with a general statement that said "I like Yellowstone's Facebook page because..." and then presented them with a series of motivation statements. Responses were recorded on a 7-point Likert-type scale where 1=strongly disagree, 2=disagree, 3=slightly disagree, 4=neither disagree nor agree, 5=slightly agree, 6=agree, 7=strongly agree. Respondents were also given an option for "Does not apply", as some responses only made logical sense for previous visitors. Descriptive statistics are presented in Table 22, with response distributions in Table 23. Means for motivations are graphically presented in Figure 16 for easy comparison.

From Tables 22 and 23 and Figure 16, it is apparent that respondents had a variety of motivations for "liking" YELL's Facebook page. Nearly all the motivation items scored above a 4 (4=neither disagree nor agree). Many items scored above a 6 (6=agree) indicating that these are likely more strongly motivating items.

Table 22: Descriptive statistics of motivations for "liking" Yellowstone National Park's Facebook page^{1,2}

Motivation item	Mean	Median	Std. dev.	Min.	Max.
I get to meet interesting people	3.6	4	1.55	1	7
I feel like I belong to the Yellowstone NP community	5.1	5	1.47	1	7
I get to talk to others about Yellowstone NP	4.3	4	1.68	1	7
It is entertaining	6.1	6	1.04	1	7
It is exciting	5.7	6	1.26	1	7
It lets others know who I am	3.6	4	1.78	1	7
I get to show others my values	4	4	1.83	1	7
I get to learn something new about Yellowstone NP	6.4	7	0.86	1	7

I get useful information about visiting Yellowstone NP	6.3	6	0.95	1	7
I get information about free entrance days and other incentives	5.3	6	1.59	1	7
I get to show support for Yellowstone NP	6.2	7	1.15	1	7
I get to remind myself of a past visit to Yellowstone NP	6.3	7	1.26	1	7
I get to feel inspired	6.2	7	1.14	1	7
I get to feel a connection with Yellowstone NP	6.3	7	1.02	1	7
I get to reduce the stresses of everyday life	5.6	6	1.47	1	7
I get to maintain a connection to the natural world	6.1	6	1.27	1	7

¹Does not include respondents who selected “does not apply”

²Measured on a 7-point scale where 1=strongly disagree and 7=strongly agree.

Table 23: Distribution of responses for motivations for liking Yellowstone National Park's Facebook page¹

Motivation item	Strongly disagree	Disagree	Slightly disagree	Neither	Slightly agree	Agree	Strongly agree
I get to meet interesting people	11.8%	17.6%	5.8%	43.9%	6.9%	11.7%	2.3%
I feel like I belong to the Yellowstone NP community	3.2%	4.4%	3.6%	22.3%	19.7%	32.4%	14.5%
I get to talk to others about Yellowstone NP	7.3%	11.3%	5.3%	31.6%	14.6%	21.6%	8.4%
It is entertaining	0.9%	0.4%	0.9%	5.6%	11.7%	43.7%	36.7%
It is exciting	1.2%	1.7%	1.5%	12.7%	17%	35.9%	29.9%

It lets others know who I am	16.6%	15.8%	6.3%	34.6%	10.2%	9.8%	6.7%
I get to show others my values	14%	12.8%	4.7%	33%	12.6%	13.7%	9.3%
I get to learn something new about Yellowstone NP	0.6%	0.1%	0.5%	1.9%	6%	32.1%	58.9%
I get useful information about visiting Yellowstone NP	0.7%	0.2%	0.7%	3.3%	8.1%	34.7%	52.3%
I get information about free entrance days and other incentives	3.3%	4.6%	2.6%	22.1%	11.9%	29.5%	26.1%
I get to show support for Yellowstone NP	1.3%	0.5%	1%	6.6%	8.2%	30.9%	51.5%
I get to remind myself of a past visit to Yellowstone NP	2.4%	1.2%	0.7%	4%	3.9%	25.1%	62.7%
I get to feel inspired	1.1%	0.7%	0.7%	7%	7.9%	32.6%	49.9%
I get to feel a connection with Yellowstone NP	0.9%	0.3%	0.5%	4.4%	7.3%	29.6%	56.9%
I get to reduce the stresses of everyday life	2.4%	2.4%	2%	16.2%	12.7%	28.7%	35.6%
I get to maintain a connection to the natural world	1.6%	1.1%	1.2%	8.2%	10.1%	29.7%	48.1%

¹Does not include respondents who selected “does not apply”

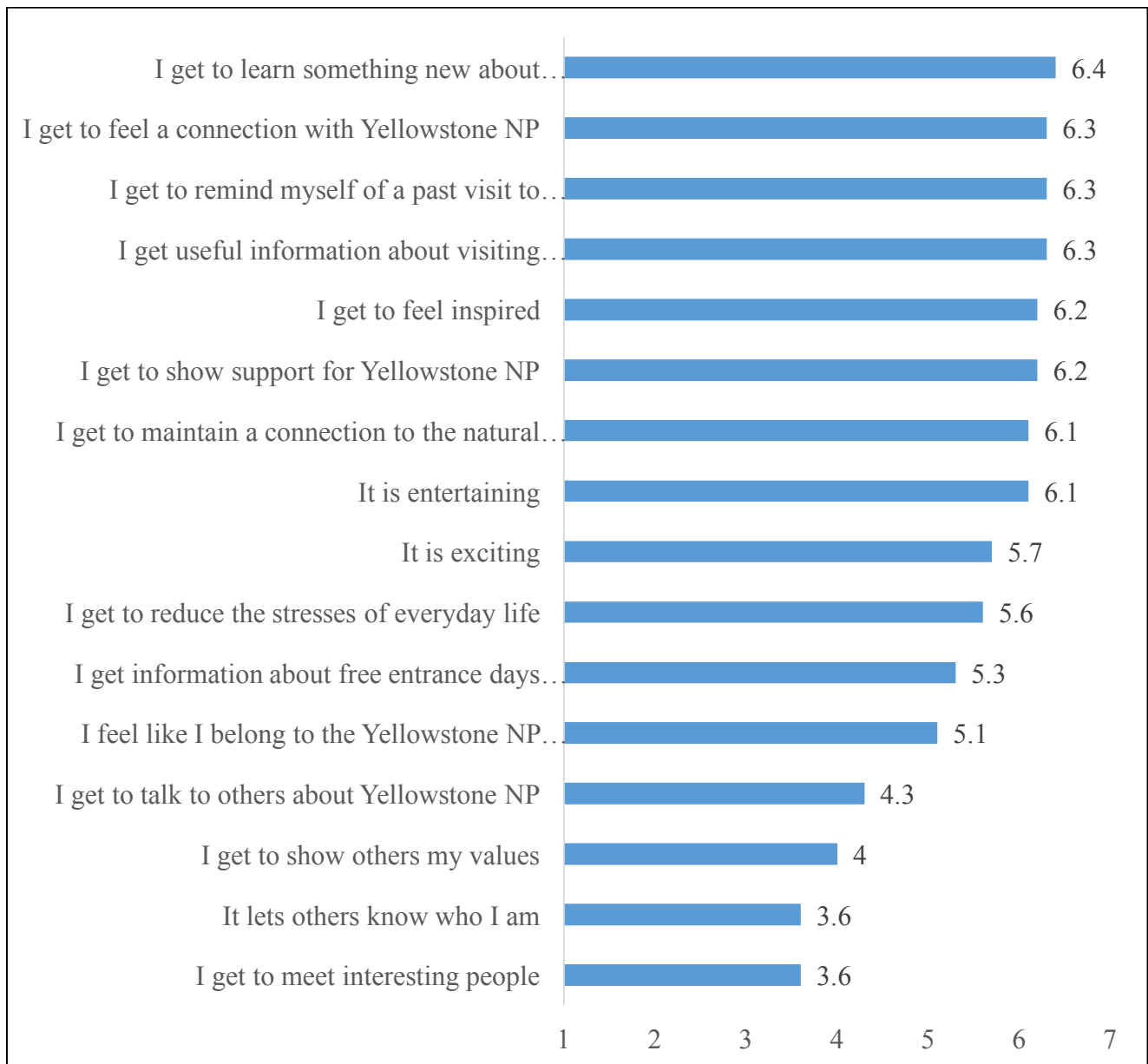


Figure 16: Mean comparisons of motivations for "liking" Yellowstone National Park's Facebook page¹

¹Measured on a 7-point scale where 1=strongly disagree and 7=strongly agree.

Virtual visitor motivation components

In order to make more sense of the motivation items, we used a principal components approach. This approach allows us to statistically identify the underlying motivations that may exist in a data set based on the relationships among variables (principal components analysis). From the above motivation items in Table 22, we revealed three different motivation components. These components were named according to the variables which comprised them and were called the social community, education and entertainment, and affective components. The social community component was made up of variables like "I get to meet interesting people", "I get to

talk to others about Yellowstone NP”, and “I get to show others my values.” The education and entertainment component was made up of variables like “It is entertaining”, “I get useful information about visiting Yellowstone NP”, and “I get to learn something new about Yellowstone NP.” The affective component was made up of variables like “I get to feel inspired”, “I get to reduce the stresses of everyday life”, and “I get to feel a connection to Yellowstone NP.” We combined all the variables that comprised a component into a mean component average for further analysis.

Figure 17 displays the means of these new components. From this, we can see that the least important motivating component for virtual visitors was the social community component. Both the affective and the entertainment and education components were very similar. These were the most important motivating factors, and both had a mean ≥ 6 (6=agree).

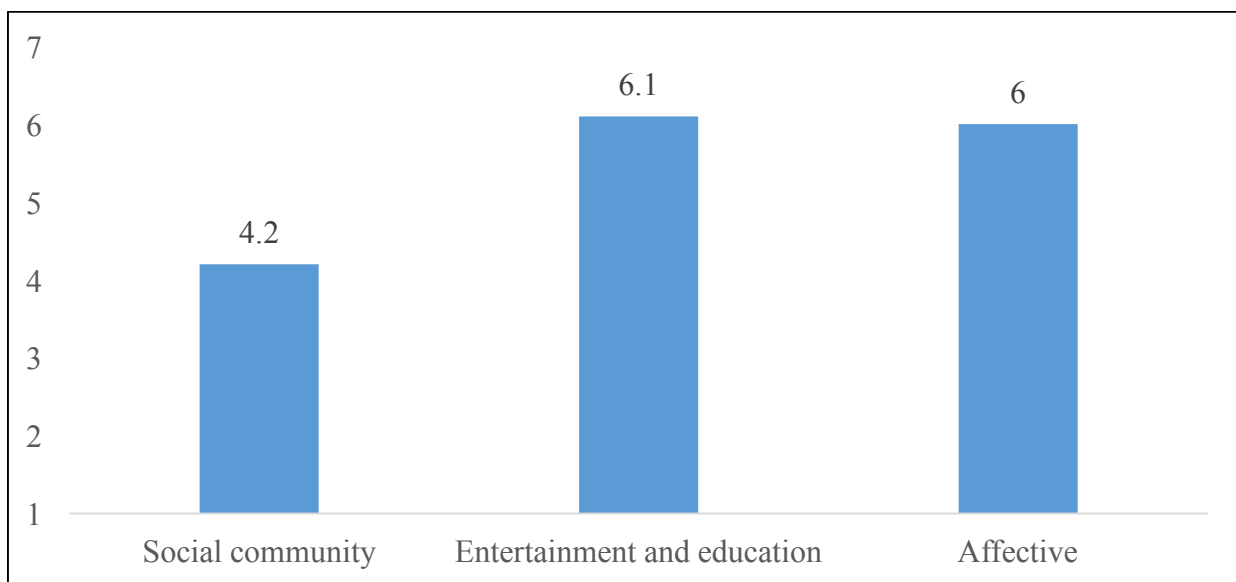


Figure 17: Virtual visitor motivation components for liking Yellowstone National Park's Facebook page¹

¹Measured on a 7-point scale where 1=strongly disagree and 7=strongly agree

Summary of virtual visitors' motivations for liking Yellowstone National Park's Facebook page

Virtual visitors expressed a variety of different motivations for liking YELL's Facebook page. From the revealed components, the two strongest motivating factors were entertainment and education and affective reasons. The social community was also an important factor, although less so than the other two. From this we can tell that virtual visitors are largely following the page to learn, have fun, and be inspired. Interacting with other people on the page was less important.

Communication preferences of virtual visitors

This research was designed to uncover some of the preferences of virtual visitors on Facebook. We did this by assessing two different aspects: post-frequency from YELL's Facebook page, and interaction preferences between YELL's Facebook page and the virtual visitors using it.

Post frequency

A single question evaluated the frequency of postings from YELL's Facebook page. Respondents were asked "In your opinion, how often does Yellowstone NP post to its Facebook page?" Responses were recorded on a 5-point Likert-type scale where 1=much too frequently, 2=too frequently, 3=about the right amount, 4=too seldom, 5=much too seldom. Descriptive statistics can be found in Table 24, and distribution of responses in Table 25. Figure 18 graphically displays the results for easy comparison.

An overwhelming majority (over 78%) of respondents stated that YELL is posting "about the right amount" to their Facebook page. About 20% of respondents stated that YELL is posting "too seldom" or "much too seldom."

Table 24: Descriptive statistics¹ for "In your opinion, how often does Yellowstone NP post to its Facebook page?"

Mean	Median	Std. dev.	Min.	Max.
3.22	3	0.47	1	5

¹Responses were measured on a 5-point Likert-type scale where 1=much too frequently, 2=too frequently, 3=about the right amount, 4=too seldom, and 5=much too seldom.

Table 25: Response distributions for "In your opinion, how often does Yellowstone NP post to its Facebook page?"

Much too frequently	Too frequently	About the right amount	Too seldom	Much too seldom
0.1%	0.9%	78.2%	19.2%	1.7%

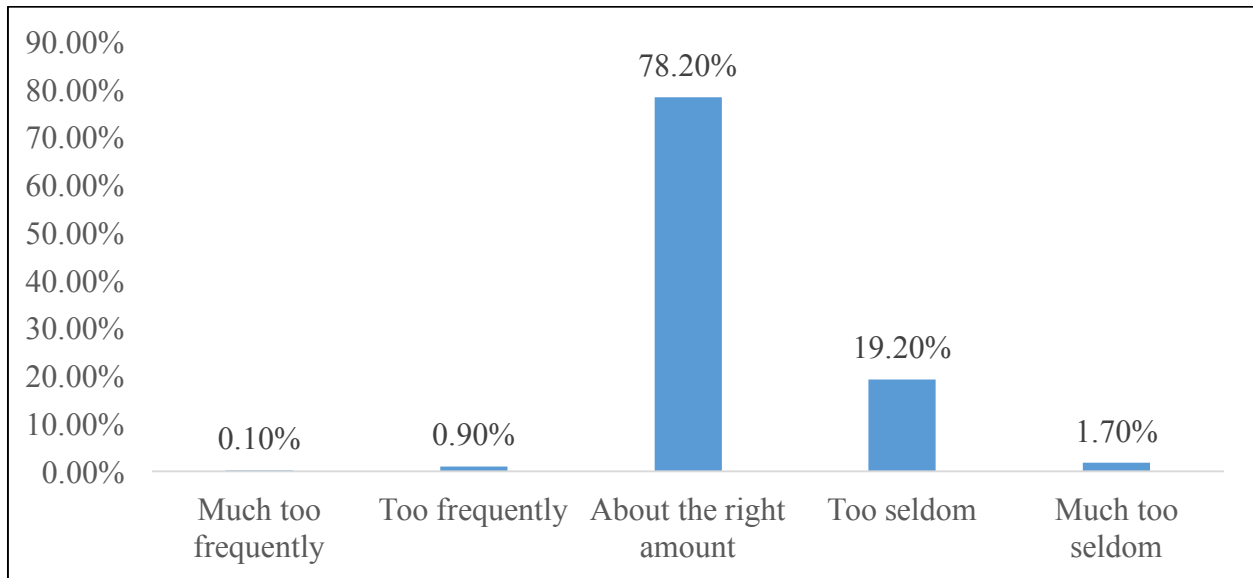


Figure 18: Comparison of response frequency for "In your opinion, how often does Yellowstone NP post to its Facebook page?"

Interaction preferences: Communication style scenarios

Interaction preferences were measured by a single question with a series of four different interaction scenarios. These scenarios were based off of communication styles that organizations can use when communicating with people (Kanter & Fine, 2010). They move from a very one-way communication style where only the organization (like the NPS) puts information out to the audience (and not the other direction) to a communication style that is very engaging between the audience and the organization.

Respondents were asked to rate each of the scenarios on a 5-point Likert-type scale from "strongly oppose" to "strongly prefer", where -2=strongly oppose and +2=strongly prefer. Scenario A stated "Only Yellowstone NP should be able to post photos/videos, make comments, and share information on the page." Scenario B stated "Only users should be able to post photos/videos, make comments, and share information on the page." Scenario C stated "Both Yellowstone NP and users should be able to post photos/videos, make comments, and share information on the page." Scenario D stated "Both Yellowstone NP and users should be able to post photos/videos, make comments, and share information on the page, **AND** Yellowstone NP should engage users by answering questions and providing information to specific posts." Descriptive statistics for responses can be found in Table 26, and response distributions in Table 27.

Table 26: Descriptive statistics for communication style scenarios¹

Scenario	Mean	Median	Std. dev.	Min.	Max.
Scenario A: Only Yellowstone NP should be able to post photos/videos, make comments, and share information on the page	-0.01	0	0.97	-2	2

Scenario B: Only users should be able to post photos/videos, make comments, and share information on the page	-0.60	0	0.94	-2	2
Scenario C: Both Yellowstone NP and users should be able to post photos/videos, make comments, and share information on the page	0.55	1	0.87	-2	2
Scenario D: Both Yellowstone NP and users should be able to post photos/videos, make comments, and share information on the page, AND Yellowstone NP should engage users by answering questions and providing information to specific posts	0.85	1	0.93	-2	2

¹Scale of -2 to 2, where -2=strongly disagree and 2=strongly agree

Table 27: Response distributions for communication style scenarios

Scenario	Strongly oppose	Oppose	Neither	Support	Strongly support
Scenario A: Only Yellowstone NP should be able to post photos/videos, make comments, and share information on the page	6.7%	21.8%	43%	23.2%	5.4%
Scenario B: Only users should be able to post photos/videos, make comments, and share information on the page	21.8%	26.3%	43.3%	7.6%	1.1%
Scenario C: Both Yellowstone NP and users should be able to post photos/videos, make comments, and share information on the page	2%	8.5%	39.3%	38.9%	13.2%
Scenario D: Both Yellowstone NP and users should be able to post photos/videos, make comments, and share information on the page, AND Yellowstone NP should engage users by answering questions and providing information to specific posts	1.8%	4.6%	27.4%	39.1%	27.2%

Figure 19 graphically displays the results from the scenario responses for easy comparison. This graph is called the potential for conflict index, or PCI₂ (Vaske et al., 2010). The size of the bubbles on the chart indicate the level of disagreement among virtual visitors in their responses;

the larger the bubble the more disagreement, and the smaller the bubble to more agreement. The height of the center of the bubble on the y-axis indicates the overall mean of the response scores.

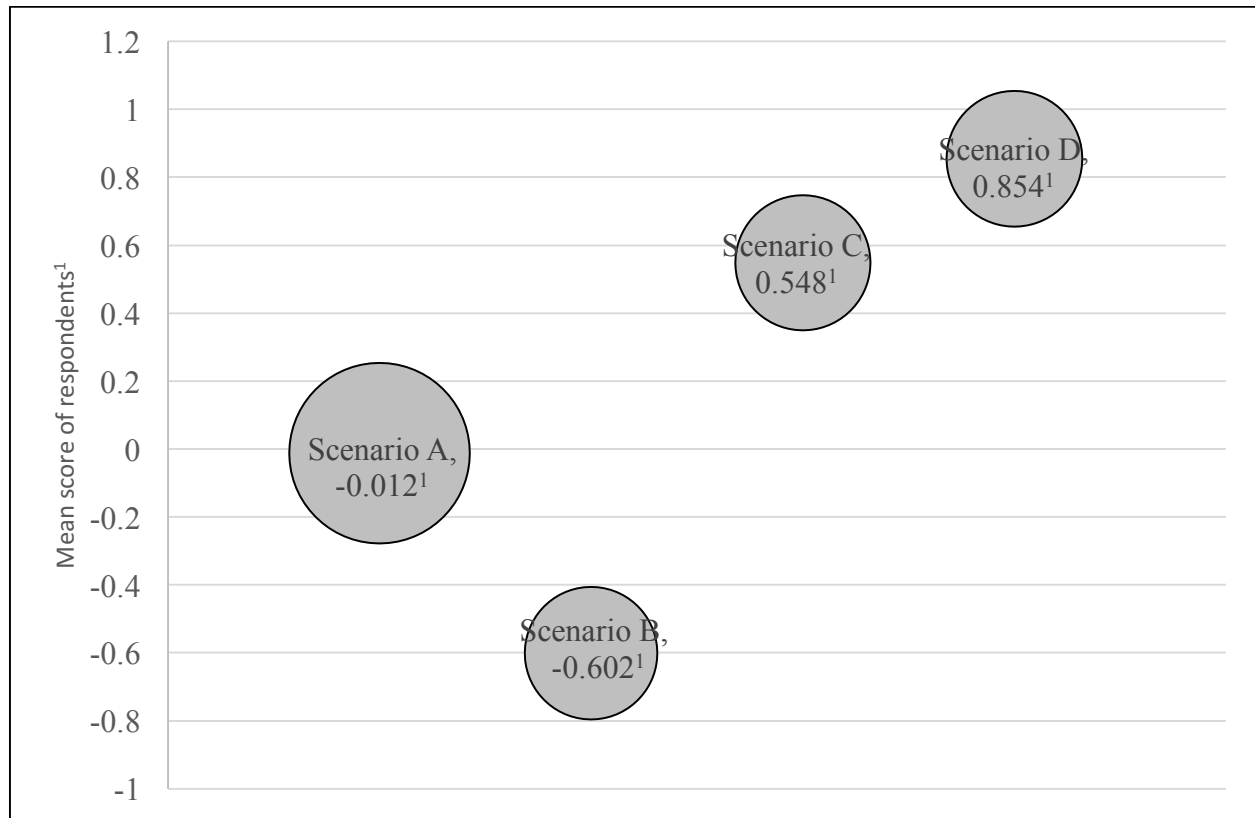


Figure 19: Comparison of communication scenarios²

¹Mean of responses, where -2=strongly oppose and 2=strongly support

²Size of circles represents the amount of disagreement among respondents

From the data in Tables 26 and 27 and Figure 19, we can see several things. First, support for the scenarios varied. In general, people were neutral about Scenario A, opposed to Scenario B, and supportive of both Scenarios C and D. Scenario D had the highest level of support. Second, we can see that people's levels of agreement (smaller circles=higher levels of agreement) were also fairly high. For Scenario A, agreement seemed to be lower (circle was bigger) than the other scenarios. This suggests there is potential for conflict if Scenario A was enacted. The same could be said for Scenario B. Scenario B showed high levels of agreement, but that agreement was in opposition to the communication style in Scenario B.

Summary of communication preferences of virtual visitors

Results indicate that social media staff at YELL should be commended in their work. An overwhelming majority of virtual visitors indicated that they were satisfied with the frequency of posting by the YELL Facebook page. Additionally, the most popular communication scenario, Scenario D, is most like the current operations of the YELL Facebook page. This section indicates that virtual visitors are likely having high quality experiences on the YELL Facebook page.

Evaluation of post content on Yellowstone National Park's Facebook Page

In order to evaluate the content that YELL is currently posting to its Facebook page, we asked virtual visitors a series of questions focused on several different topic areas. Topic areas included wildlife, geology, cultural history, current conditions in the park (weather, closures, construction, etc.), park management, fish, and plant-life. We asked a series of three questions about each topic area. The first question was “How interested are you in postings about (a specific topic area)?” Responses were recorded on a 5-point Likert-type scale where 1=not at all interested, 2=slightly interested, 3=moderately interested, 4=very interested, and 5=extremely interested. The second question asked “How satisfied are you with postings about (a specific topic area)?” Responses were recorded on a 5-point Likert-type scale where 1=not at all satisfied, 2=slightly satisfied, 3=moderately satisfied, 4=very satisfied, and 5=extremely satisfied. The third question asked “How often do you learn something new about (a specific topic are).”

Level of interest of postings in topic areas

All mean response for the question “How interested are you in postings about (a specific topic area)?” were above 3 (moderately interested). This indicates that the topic areas evaluated in this research were at least moderately interesting to virtual visitors. Table 28 provides the descriptive statistics for these responses, with Table 29 providing response distributions. Figure 20 provides a comparison of the means.

From Tables 28 and 29 and Figure 20, we can see that there were some differences among the topic areas in regards to level of interest. Virtual visitors were most interested in posts about wildlife. Wildlife had the highest mean of all topic areas, and over half of all virtual visitors stated they were “extremely interested” in posts about this topic area (20% higher than any other topic area). The comparatively low standard deviation also indicates that people had higher levels of agreement about their interest in the wildlife topic area. Fish was the topic area that was the least interesting to virtual visitors, although it still had a mean rating that was slightly above 3 (moderately interesting). Fish also had the highest standard deviation of any of the topic areas, indicating that there was a wider variety of levels of interest for virtual visitors regarding this topic. About a third of respondents said they were moderately interested in postings about fish. About 10% of respondents said they were not at all interested in postings about fish, which is higher than any other topic area.

Table 28: Descriptive statistics¹ for level of interest in topic areas

Topic area	Mean	Median	Std. dev.	Min.	Max.
Wildlife	4.4	5	0.72	1	5
Geology	3.9	4	0.91	1	5
Cultural history	3.8	4	0.94	1	5
Current conditions in the park	4	4	0.91	1	5
Park management	3.5	3	1	1	5
Fish	3.1	3	1.2	1	5
Plant-life	3.6	4	1	1	5

¹Scale of 1 to 5 where 1=not at all interested, 2=slightly interested, 3=moderately interested, 4=very interested, 5=extremely interested

Table 29: Response distributions for level of interest in topic areas

Topic area	Not at all interested	Slightly interested	Moderately interested	Very interested	Extremely interested
Wildlife	0.5%	1.1%	6.9%	36.7%	54.8%
Geology	0.9%	5.2%	23.7%	39.9%	30.3%
Cultural history	1.5%	7%	29%	38.6%	23.8%
Current conditions in the park	1%	5.1%	19.8%	41.3%	32.7%
Park management	2.9%	12.5%	37%	31.5%	16.1%
Fish	10.6%	19.9%	34%	20.6%	14.9%
Plant-life	2.3%	10.4%	31%	36.3%	20%

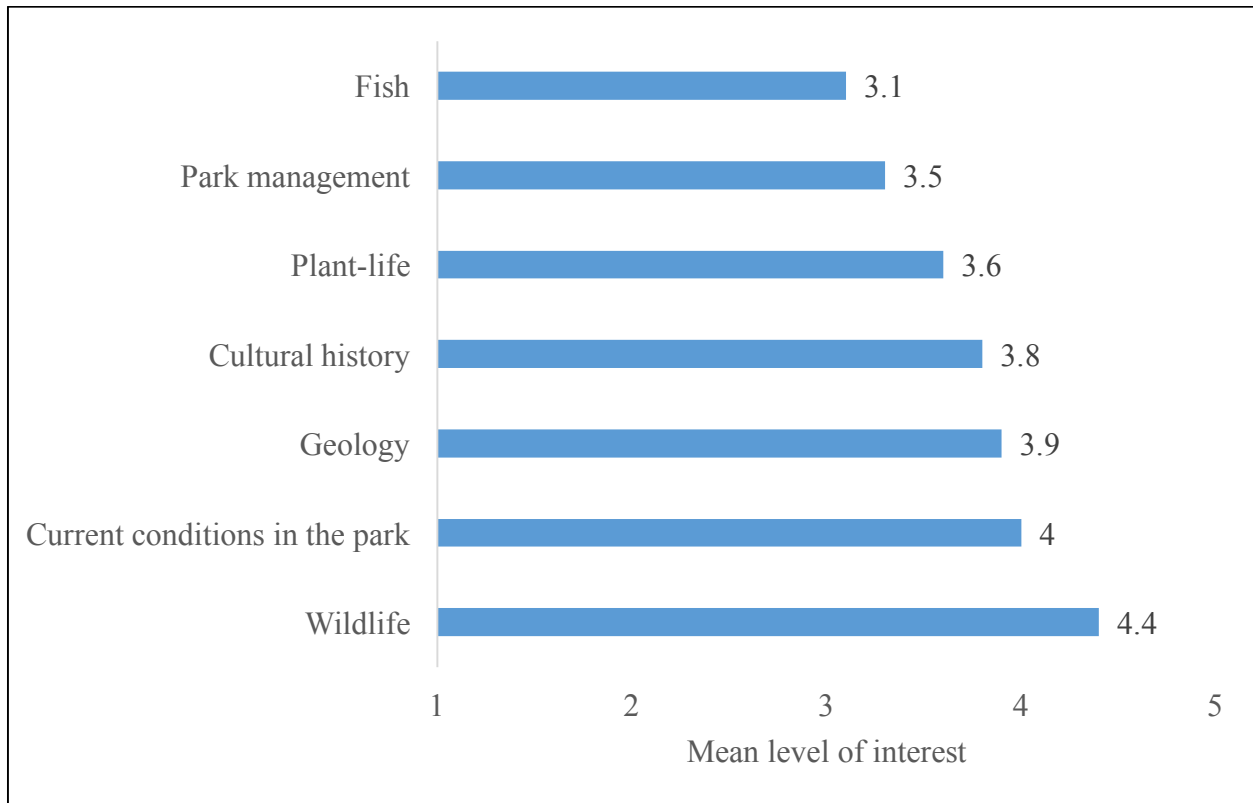


Figure 20: Mean comparison of level of interest of topic areas¹

¹Items were measured on a 5-point scale, where 1=not at all interested and 5=extremely interested.

Level of satisfaction of postings in topic areas

All mean responses for the question “How satisfied are you in postings about (a specific topic area)?” were above 3 (moderately satisfied). This indicates that the topic areas evaluated in this research were at least moderately satisfying to virtual visitors. Table 30 provides the descriptive statistics for these responses, with Table 31 providing response distributions. Figure 21 provides a comparison of the means.

Results were very similar to the measures for level of interest. Virtual visitors were most satisfied with postings about wildlife, with a mean of 4 (4=very satisfied) and about a quarter of respondents saying they were extremely satisfied. Virtual visitors were least satisfied with posts about fish, although virtual visitors still had a mean score of moderately satisfied (3=moderately satisfied).

Table 30: Descriptive statistics for level of satisfaction for topic areas¹

Topic area	Mean	Median	Std. dev.	Min.	Max.
Wildlife	4	4	0.73	1	5
Geology	3.6	4	0.86	1	5
Cultural history	3.4	4	0.94	1	5
Current conditions in the park	3.8	4	0.81	1	5
Park management	3.3	3	0.9	1	5
Fish	3.1	3	0.97	1	5
Plant-life	3.3	3	0.9	1	5

¹Scale of 1 to 5 where 1=not at all satisfied, 2=slightly satisfied, 3=moderately satisfied, 4=very satisfied, 5=extremely satisfied

Table 31: Response distributions for level of satisfaction for topic areas

Topic area	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Extremely satisfied
Wildlife	0.2%	1%	21.7%	51.9%	25.2%
Geology	1.4%	6.8%	37.2%	41.1%	13.5%
Cultural history	1.5%	7%	29%	38.6%	23.8%
Current conditions in the park	0.7%	4.4%	29.1%	47.9%	17.9%
Park management	2.8%	11.6%	44.2%	32.3%	9.1%
Fish	6.6%	16.5%	44.2%	26.1%	6.6%
Plant-life	2.5%	13.4%	42.7%	32.4%	9%

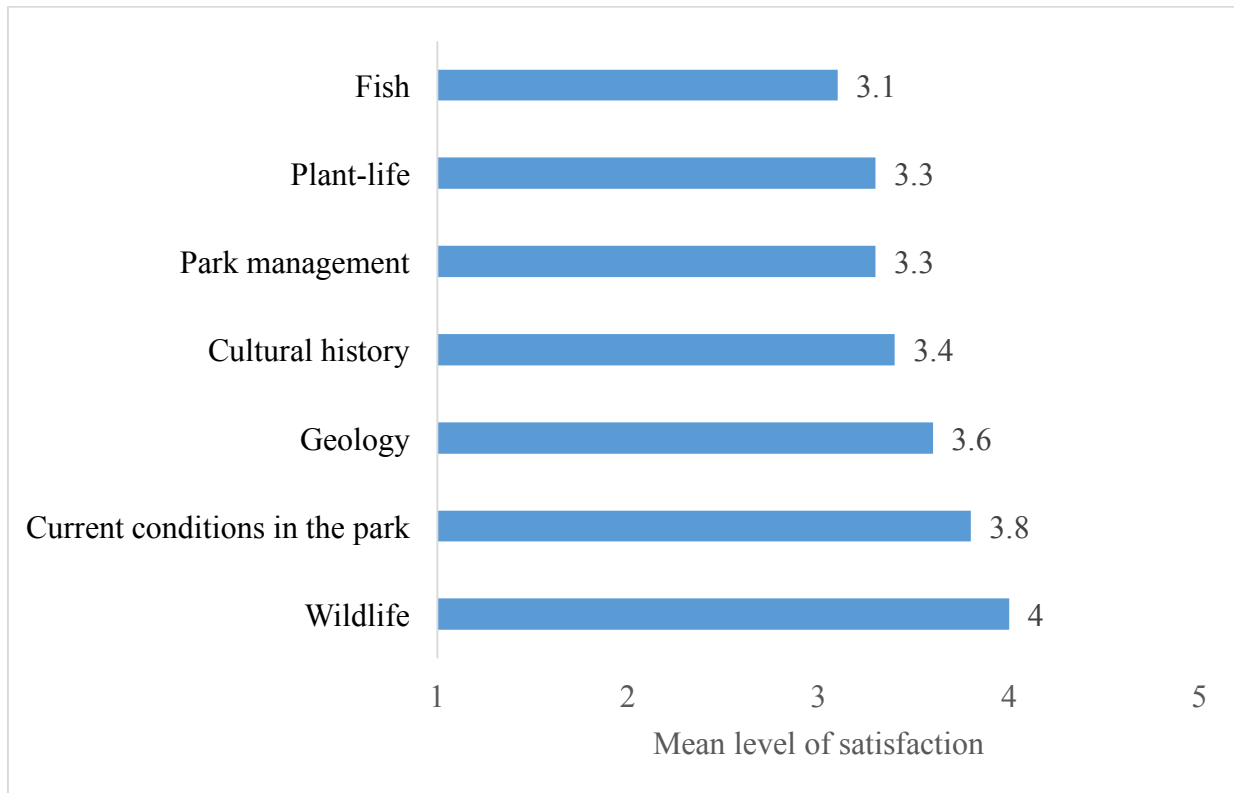


Figure 21: Mean comparison for level of satisfaction for topic areas¹

¹Measured on a 5-point scale, where 1=not at all satisfied and 5=extremely satisfied.

Frequency of learning from posts in topic areas

All mean responses for the question “How often do you learn something new from posts about (a specific topic area)?” were above 3 (sometimes). This indicates that people were learning something new about all of the topic areas evaluated in this research at least sometimes. Table 32 provides the descriptive statistics for these responses, with Table 33 providing response distributions. Figure 22 provides a comparison of the means.

From the results in Tables 32 and 33 and Figure 22, we can see that the findings were largely similar to satisfaction and interest. People learned the least frequently from posts about fish, although they still learned new things about fish sometimes (mean=3) from the posts on average. Although wildlife was the most interesting topic area and had the highest level of satisfaction, it was park conditions that people learned the most frequently about, with about a fifth of the respondents saying that they always learned something new from posts about park conditions. Even though the mean score of park conditions was a bit higher than the mean score for wildlife in the sample, this is likely not a real difference. About 22% of respondents said they learned something new about wildlife “always”, and wildlife was the only topic area that had no respondents select that they were “never” learning something new about wildlife from the posts. Overall, the results largely reflected both levels of interest and levels of satisfaction.

Table 32: Descriptive statistics for frequency of learning from posts about topic areas¹

Topic area	Mean	Median	Std. dev.	Min.	Max.
Wildlife	3.9	4	0.76	2	5
Geology	3.7	4	0.84	1	5
Cultural history	3.4	3	0.88	1	5
Current conditions in the park	4	4	0.91	1	5
Park management	3.3	3	0.89	1	5
Fish	3	3	1	1	5
Plant-life	3.3	3	0.9	1	5

¹Scale of 1 to 5 where 1=never, 2=rarely, 3=sometimes, 4=often, 5=always

Table 33: Response distributions for frequency of learning from posts about topic areas

Topic area	Never	Rarely	Sometimes	Often	Always
Wildlife	0%	1.7%	31.6%	45%	21.6%
Geology	0.6%	5%	39.2%	37.5%	17.7%
Cultural history	1.7%	9%	45.1%	31.8%	12.4%
Current conditions in the park	1%	3.7%	30.2%	44.5%	20.6%
Park management	2.8%	12.1%	47.5%	28.9%	8.7%
Fish	7.4%	19.3%	46%	19.5%	7.8%
Plant-life	2.8%	12.2%	46%	29.6%	9.3%

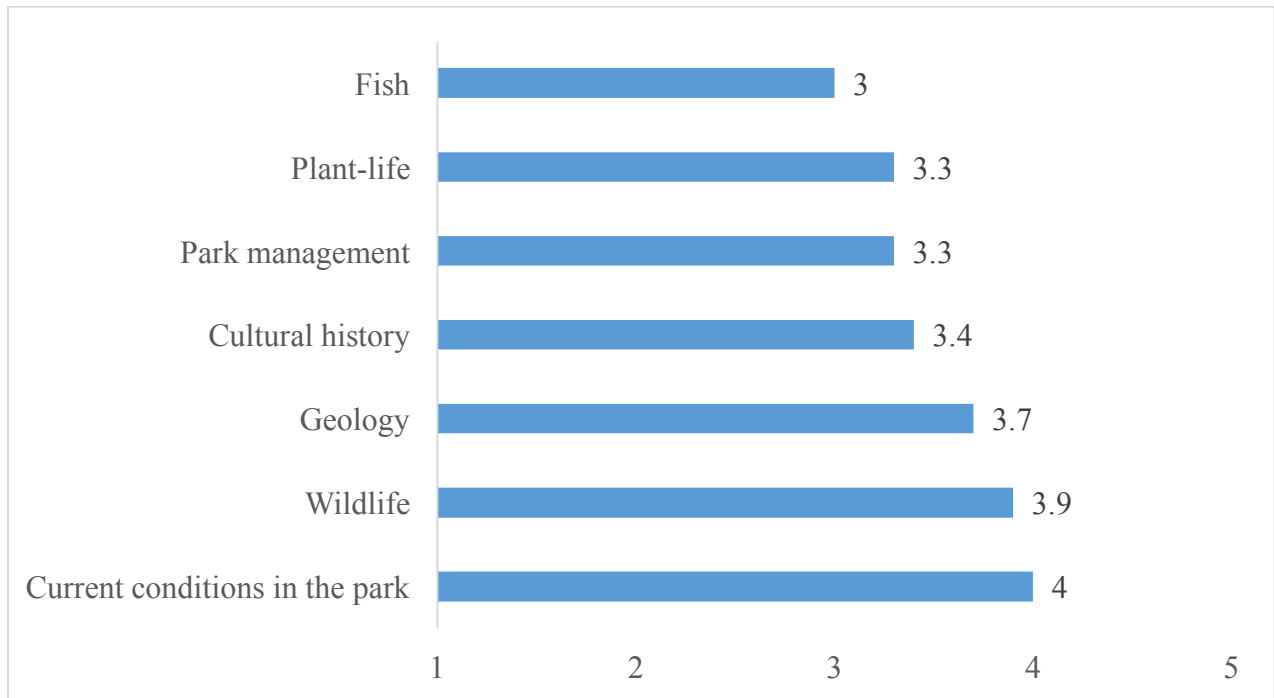


Figure 22: Comparison of means for frequency of learning from posts for topic areas¹

¹Measured on a 5-point scale where 1=never and 5=always

Considering interest, satisfaction, and frequency of learning

In order to collectively consider levels of interest, satisfaction, and frequency of learning from posts on YELL's Facebook page, we graphically displayed the data in Figure 23. From this, we can see that as interest increases, so does satisfaction. Additionally, it appears that frequency of learning also increases with level of satisfaction and level of interest.

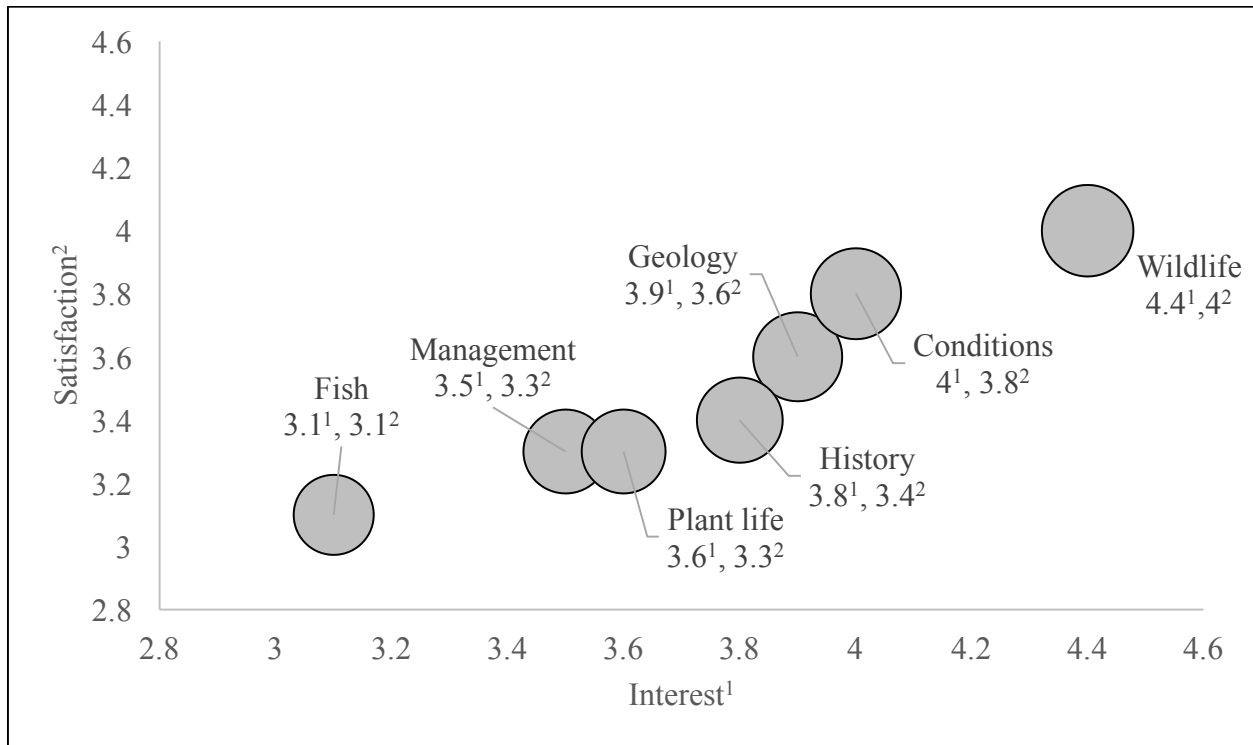


Figure 23: Comparison of postings: Level of interest, satisfaction, and learning^{3,4}

¹Level of interest, measured on a 5-point Likert-type scale where 1=not at all interested, 2=slightly interested, 3=moderately interested, 4=very interested, 5=extremely interested

²Level of satisfaction, measured on a 5-point Likert-type scale where 1=not at all satisfied, 2=slightly satisfied, 3=moderately satisfied, 4=very satisfied, 5=extremely satisfied

³Size of the bubble indicates how frequently virtual visitors learned something new, with the larger bubble indicated learned something new more often.

⁴Y and x-axis start at values greater than lowest value (>1) to show dispersion

Summary of evaluations of post content

Wildlife emerged as the post topic that was most interesting and most satisfying to virtual visitors. However, every topic area had a mean of at least 3 (3=somewhat interested and moderately satisfied) indicated that all measured topic areas were satisfactory. In general, people were more satisfied with content that they were more interested in. Additionally, the frequency of learning something new also tended to increase with satisfaction and interest. Some of these results may simply be a product of the population. If people are inherently more interested in posts about wildlife, then of course they are more satisfied with posts about wildlife. Because they are paying more attention to these posts, they likely learn more frequently from them. However, the results may also indicate that the content of some posts is not aligning with the interests of virtual visitors. Any improvement regarding post content should be made to the items further to the left on Figure 23. For instance, posts about fish, park management, or plant-life could be improved by incorporating themes that the audience find more interesting.

Recreation interests of virtual visitors

In order to understand the types of activities virtual visitors were interested in if/when visiting YELL, we asked them “How likely is it that you would participate in the following activities if/when you visit Yellowstone NP?” We provided 17 different options including wildlife viewing, camping, hiking, backpacking, visiting Old Faithful Geyser, ranger-led activities, walking around geyser basins, fishing, boating, bicycling, cross-country skiing, snowshoeing, snowmobiling or snow coach tours, horseback riding, guided-tours and other services, taking scenic drives, and viewing historic buildings. Virtual visitors responded to the options by choosing from a 5-point Likert-type scale, where 1=not at all likely, 2=slightly likely, 3=moderately likely, 4=very likely, and 5=completely likely. Table 34 displays the descriptive statistics, with response distributions in Table 35. Figure 23 displays a graphic comparison of the response means.

Data from Tables 34 and 35 and Figure 24 shows that there was a wide-range in how likely virtual visitors were to participate in different activities. The activities virtual visitors were most likely to participate in were wildlife viewing (mean=4.8) and taking scenic drives (mean=4.8). Over 80% of respondents said they were completely likely to participate in these activities if/when visiting YELL. These activities were quickly followed by geyser based activities, including visiting the Old Faithful Geyser (mean=4.4) and walking around the geyser basins (mean=4.5). Some of the activities that virtual visitors were least likely to participate in included snowshoeing, cross-country skiing, bicycling, and boating. All of these activities had a mean ≤ 2 (2=slightly likely). Some of these responses, like for snowshoeing and cross-country skiing, are likely related to the seasonality of visitation to the park in general.

The distribution of responses (Table 35) reveal some interesting findings from some of the activities. The distribution of likelihood of camping was bimodal; most people were either not at all or slightly likely (43.3%) or very likely or completely likely (38.6%) to participate in camping if/when visiting YELL. This indicates that there is likely a third variable (like age, group type, etc.) that can help to explain why this distribution is bimodal. Guided tours had a nearly uniform distribution across all categories. Further investigation may reveal why certain people would/would not participate in guided activities when visiting YELL. Most items were skewed to one direction.

Table 34: Descriptive statistics for likelihood of participating in activities if/when visiting Yellowstone National Park¹

Activity	Mean	Median	Std. dev.	Min.	Max.
Wildlife viewing	4.8	5	0.49	1	5
Camping	2.9	3	1.58	1	5
Hiking	4	4	1.19	1	5
Backpacking	2.4	2	1.39	1	5

Visiting Old Faithful Geyser	4.4	5	0.96	1	5
Ranger-led activities	3.5	4	1.2	1	5
Walking around geyser basins	4.5	5	0.85	1	5
Fishing	2.2	2	1.38	1	5
Boating	2	2	1.3	1	5
Bicycling	2	2	1.3	1	5
Cross-country skiing	1.8	1	1.15	1	5
Snowshoeing	2	2	1.24	1	5
Snowmobiling or snow coach tours	2.4	2	1.4	1	5
Horseback riding	2.4	2	1.4	1	5
Guided tours and other services	3	3	1.36	1	5
Taking scenic drives	4.8	5	0.63	1	5
Viewing historic buildings	4.3	5	0.97	1	5

¹Scale of 1 to 5 where 1=not at all likely, 2=slightly likely, 3=moderately likely, 4=very likely, 5=completely likely

Table 35: Response distributions for likelihood of participating in activities if/when visiting Yellowstone National Park

Activity	Not at all likely	Slightly likely	Moderately likely	Very likely	Completely likely
Wildlife viewing	0.2%	0.2%	2.1%	13.8%	83.6%
Camping	28.6%	14.7%	18.1%	11.6%	27%
Hiking	5.2%	8.4%	15.9%	23.9%	46.7%
Backpacking	34.1%	24%	18.7%	9.9%	13.2%
Visiting Old Faithful Geyser	1.6%	4.7%	9.8%	16.7%	67.3%
Ranger-led activities	5.6%	16.4%	26.3%	25.9%	25.9%
Walking around geyser basins	1.1%	3.3%	7.6%	23.4%	64.6%

Fishing	43.6%	22%	14%	9.3%	11%
Boating	45.1%	27%	17.1%	6.2%	4.6%
Bicycling	47.5%	24.3%	17.6%	6.6%	4.1%
Cross-country skiing	57%	20.1%	12.5%	5.4%	4.9%
Snowshoeing	49.9%	20.3%	14.9%	8.9%	6%
Snowmobiling or snow coach tours	40.2%	18.1%	17.7%	12.9%	11%
Horseback riding	37.7%	21.6%	18%	12.8%	9.9%
Guided tours and other services	18.5%	18.2%	23.3%	22%	18%
Taking scenic drives	0.8%	0.5%	3.7%	13%	82.1%
Viewing historic buildings	1.4%	5.2%	13.1%	23%	57.3%

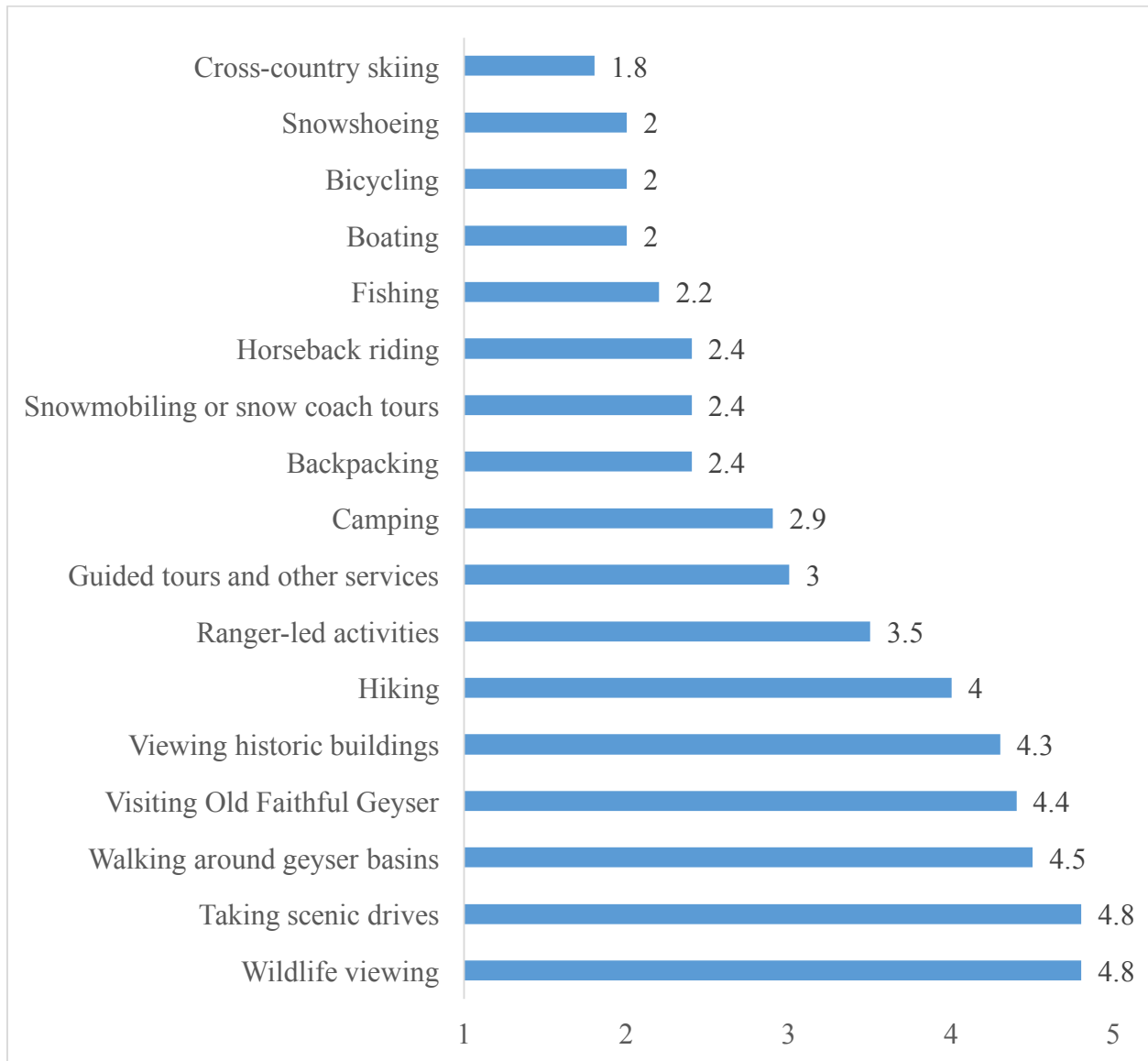


Figure 24: Mean comparison for likelihood of participating in activities if/when visiting Yellowstone National Park¹

¹Measured on a 5-point scale where 1=not at all likely and 5=completely likely

Summary of recreation interests of virtual visitors

Wildlife viewing, scenic driving, and geyser-based activities (visiting Old Faithful and walking around geyser basins) were some of the most popular recreation interests expressed by virtual visitors. It is likely that posts, information, and other content about these subjects would be well-liked by virtual visitors. Further segmenting groups based on demographic characteristics (like age, location, etc.) and comparing their recreation interests may provide new opportunities to interact with groups who currently are not as engaged on the YELL Facebook page. For instance, it may be that younger virtual visitors are interest in things like camping and backpacking when compared to older visitors, and targeted communications could be designed to elicit interaction

with this specific group. This technique may also work to increase engagement with other groups of virtual visitors.

Use of iTunes to acquire information about national parks

A single question was used to assess whether or not virtual visitors were using iTunes to acquire information about national parks. Virtual visitors were asked “Have you ever used iTunes to acquire audio or video about national parks?” Responses were collected in a “yes” or “no” format.

Figure 25 displays the responses of virtual visitors. About 12% of virtual visitors indicated that have used iTunes to acquire audio or video about national parks.

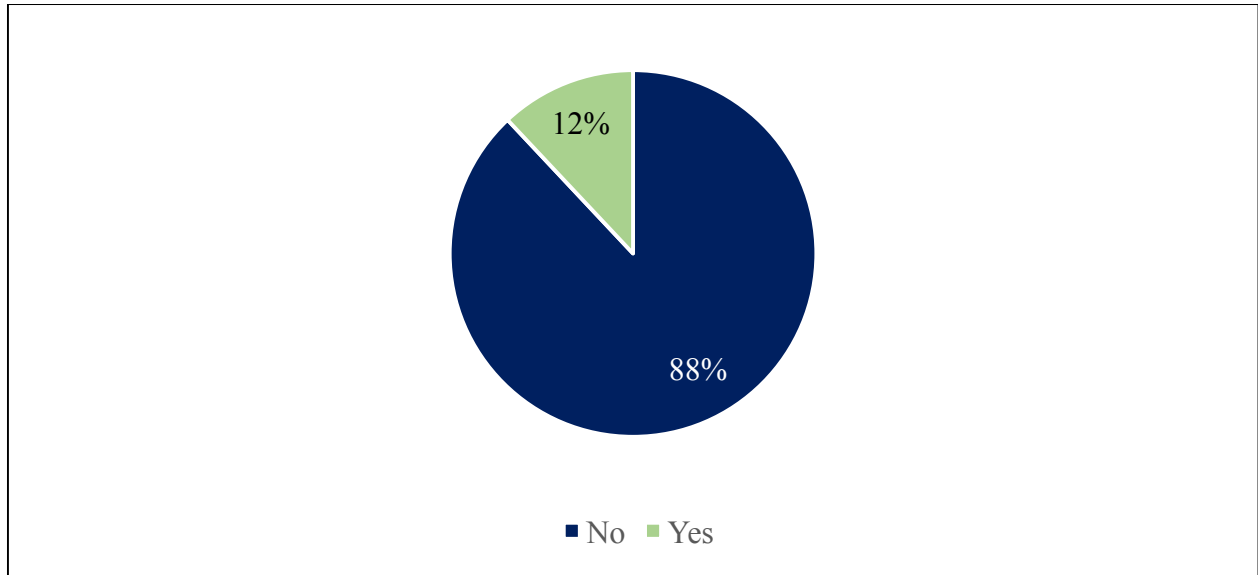


Figure 25: Use of iTunes to acquire audio or video about national parks

Comparing Virtual Visitors with On-site Yellowstone National Park Visitors

In order to understand how virtual visitors may be different or similar to on-site visitors to YELL, we used a previous report (Kulesza et al., 2012) to make some general comparisons between the two groups. Only a limited amount of comparison can be made due to the different questions that were asked and the way in which data was collected or reported. Additionally, the report from Kulesza and others (2012) is limited to only visitors during the summer of 2011.

Comparing the country of residence between virtual visitors and on-site visitors to Yellowstone National Park

A comparison of the proportion of international on-site visitors and virtual visitors is provided in Figure 26. On-site visitors appeared to contain more international respondents than the virtual visitors.

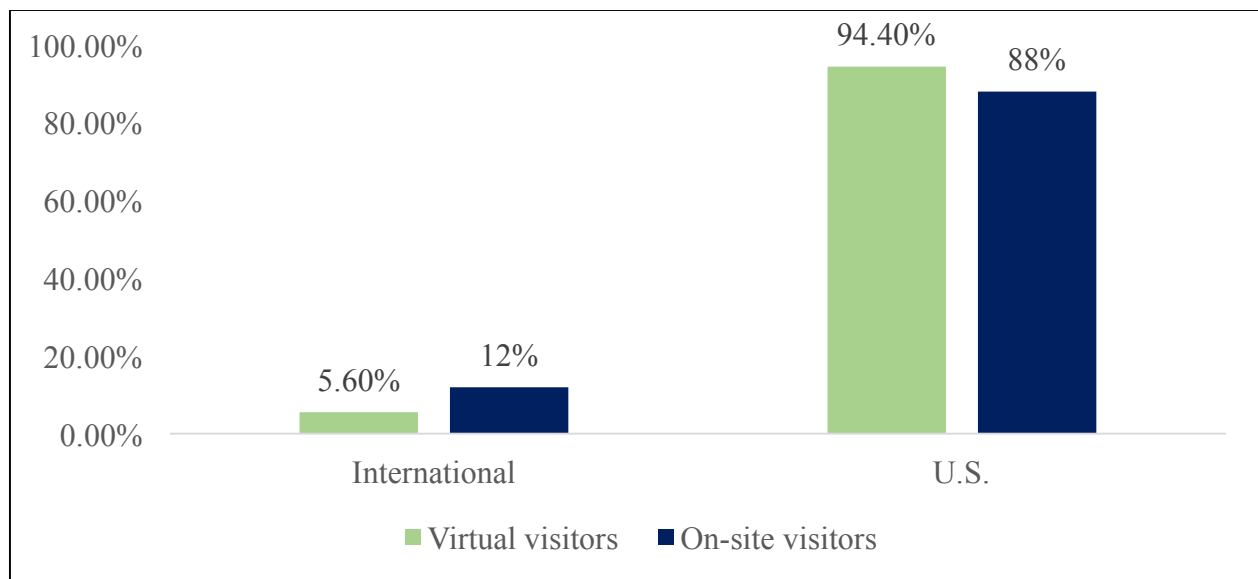


Figure 26: Comparing country of residence between virtual and on-site visitors

In addition to overall country of residence, the rank order of the top five countries of residences for both virtual visitors and on-site visitors are compared in Table 36. Six countries appeared in total in the table. Australia was ranked third in virtual visitors, but did not appear in the top five countries of residence for on-site visitors. Likewise, France appeared third in on-site visitors, but did not appear in the top five for virtual visitors. Collectively, the United Kingdom and Canada both appeared in the top two countries of residence for both virtual visitors and on-site visitors, although they changed ranks among the groups.

Table 36: Comparison of rank order of international countries of residence between virtual and on-site visitors

Country	Virtual visitors	On-site visitors
United Kingdom	1 (23.5%)	2 (11%)
Canada	2 (17.6%)	1 (27%)
Australia	3 (8.2%)	--
Germany	4 (7.1%)	4 (10%)
The Netherlands	5 (4.7%)	5 (9%)
France	--	3 (10%)

Comparing states of residence between virtual visitors and on-site visitors to Yellowstone National Park

Virtual visitors were from all 50 states, and on-site visitors were from nearly all 50 states (48 represented). Table 37 below displays the rank order and proportion of both virtual and on-site visitors for state of residence. California was the most common state of residence for both on-site and virtual visitors. However, any similarities seem to end there. Pennsylvania, Ohio, Wyoming, and Minnesota did not make the top 10 list for on-site visitors. Utah, Idaho, Colorado, and Wisconsin did not make the top 10 list for virtual visitors. California, Montana, Texas, Washington, Illinois, and Florida made the top 10 list for both virtual visitors and on-site visitors.

Table 37: Comparison of rank-order of state of residence between virtual and on-site visitors

State	Virtual visitors	On-site visitors
California	1 (6.6%)	1 (8%)
Montana	2 (5.2%)	6 (5%)
Texas	3 (4.4%)	7 (4%)
Washington	4 (4.3%)	3 (6%)
Illinois	5 (4.2%)	9 (3%)
Florida	6 (3.9%)	10 (3%)
Pennsylvania	7 (3.8%)	--
Ohio	8 (3.7%)	--
Wyoming	9 (3.6%)	--
Minnesota	10 (3.2%)	--
Utah	--	2 (8%)
Idaho	--	4 (5%)
Colorado	--	5 (5%)
Wisconsin	--	8 (4%)

¹Only responses from virtual visitors who are permanent residents of the U.S.

Comparing race and ethnicity of virtual visitors and on-site visitors

The race of virtual visitors and on-site visitors is compared in Figure 27. Overall, the two groups were very similar, but some small difference may be present. About 4.6% more virtual visitors identified as white when compared to on-site visitors. Additionally, about 4.3% more on-site visitors identified as Asian when compared to virtual visitors.

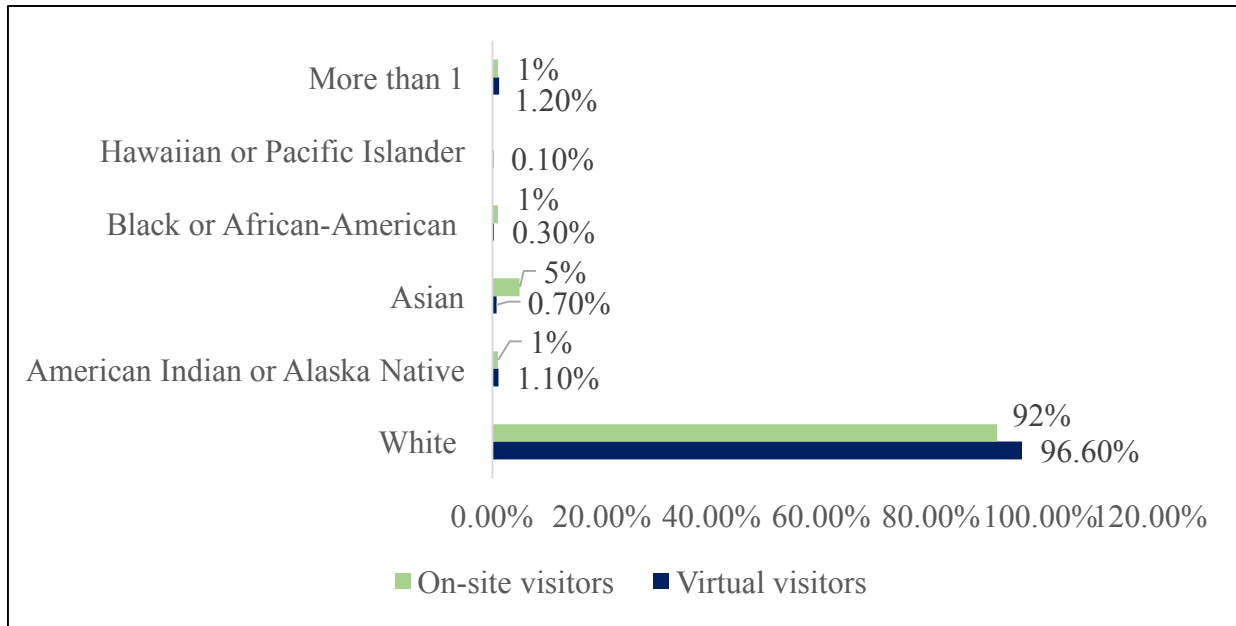


Figure 27: Comparison of race from virtual and on-site visitors

Only one question was asked regarding ethnicity for both groups, and this question was regarding Hispanic/Latino ethnicity. Respondents for both on-site and virtual visitors were ostensibly the same. About 3% of respondents in both visitor types said they were Hispanic/Latino.

Comparing level of education between virtual and on-site visitors

The level of education between virtual and on-site visitors is compared in Figure 28 below. Data comparisons were mixed. On-site visitors appeared to have higher proportions of visitors with less education, including some high school and high school diploma or GED. Virtual visitors appeared to have higher proportions of respondents who had some college or a Bachelor's degree. However, on-site visitors had higher proportions of respondents state they had a Graduate degree.

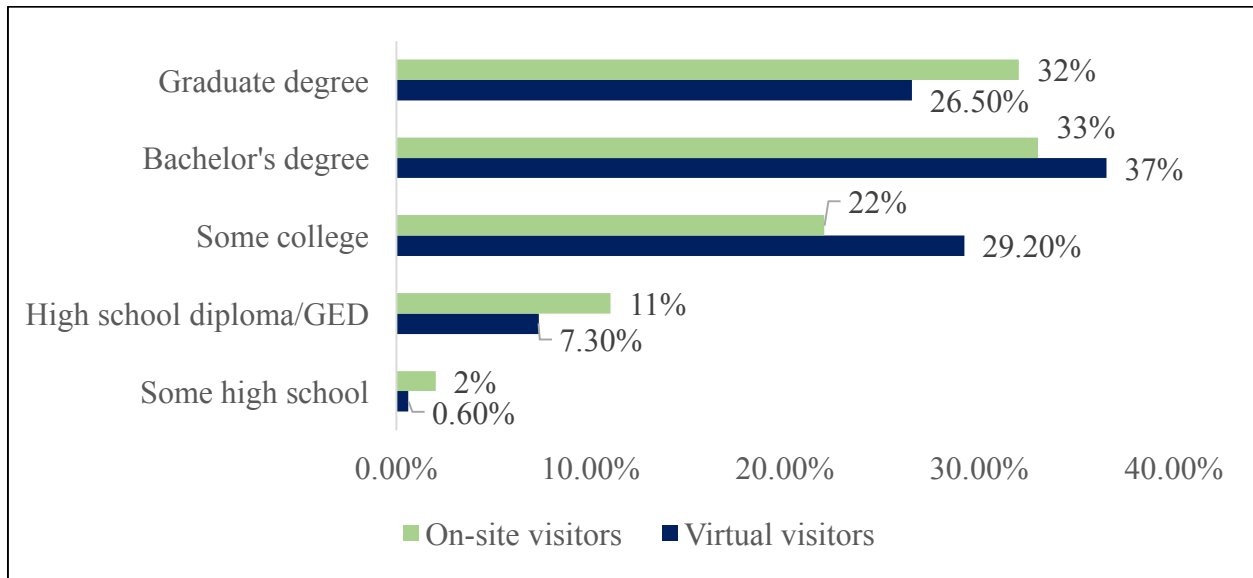


Figure 28: Comparison of level of education between on-site and virtual visitors

Comparison of recreational activities while in Yellowstone National Park

Comparisons for this section are somewhat limited due to differences in measurement, wording, and activities that respondents were presented with. Additionally, the research from Kulesza and others (2011) asked what activities people participated in during their visit to YELL, where the research with virtual visitors asked how likely people would be to participate in an activity if/when they visited YELL. For these reasons, rank order is presented rather than means or proportions. Table 38 compares the rank order of responses for the top three activities. Overall, the results were very similar; scenic driving, wildlife viewing, and geyser basins were the most popular activities in both groups.

Table 38: Rank-order comparison of recreational activities among virtual visitors and on-site visitors

Activity	On-site visitors	Virtual visitors
Scenic drive	1	1
Wildlife viewing	2	1
Geyser basins	3	3

Summary of comparison between virtual visitors and on-site visitors to Yellowstone National Park

Overall, virtual visitors and on-site visitors were more similar than they were different in regards to their places of residence, race/ethnicity, level of education, and recreational activities. However, some small differences did present themselves. Virtual visitors may be more likely to be permanent residents/citizens of the U.S., more White, more likely to have a Bachelor's degree or some college, and less likely to have only a high school education (or less than a high school

education). The distribution of states of residence (in the U.S.) or country of residence (not from the U.S.) also appeared to differ between on-site and virtual visitors.

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Appendix A: Survey Instrument

Please note that the survey was conducted online using Qualtrics software. This is representation of the survey that can be used to replicate the research or view the exact wording and response categories for each question.

Recruitment message

As someone who "likes" Yellowstone National Park's Facebook page, you've been selected to participate in short survey. Please click on the link below to take part in a 10-minute survey.

[Survey URL]

Introductory script

In cooperation with Yellowstone National Park, the University of Montana is conducting this study to understand more about the park's virtual visitors and what more could be done to improve the park's communications through Facebook. This survey will only take about **10 minutes** to complete. All of your answers are voluntary, and you will remain completely anonymous.

You **must** be 18 years of age or older to complete this survey. Please select one response

- ☐ I am NOT 18 years old or older (survey will automatically end)
- ☐ I am 18 years old or older (survey will automatically proceed to the first question)

Thank you.

OMB Control Number: 1024-0224

Yellowstone National Park and Social Media Users Survey



PAPERWORK REDUCTION ACT STATEMENT: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. This information will be used by Yellowstone National Park managers to understand the use of and the perceptions about Yellowstone National Park's Facebook page. Responses to this request are voluntary and anonymous. Your name will never be associated with your answers, and all contact information will be destroyed when the data collection is concluded. No action may be taken against you for refusing to supply the information requested. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number and expiration date.

BURDEN ESTIMATE STATEMENT: Public reporting burden for this form is estimated to average 10 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to: Tami Blackford, Yellowstone National Park, P.O. Box 158, Yellowstone National Park, WY 82190; tami_blackford@nps.gov (email).

1. In addition to Facebook, on which of the following social media outlets do you follow Yellowstone National Park? (Check all that apply.)

☐ Twitter ☐ Instagram ☐ YouTube ☐ Flickr ☐ Other (please specify) _____

☐ I do not follow Yellowstone National Park on any social media outlets other than Facebook

2. In addition to Facebook, are there other social media outlets or apps would you like to see Yellowstone use?

3. Please rate how much you disagree or agree with the following statements about Facebook.

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
Facebook is part of my everyday activity	1	2	3	4	5
I am proud to tell people I use Facebook	1	2	3	4	5
I feel out of touch when I haven't logged onto Facebook for awhile	1	2	3	4	5
I feel I am part of the Facebook community	1	2	3	4	5
I would be sorry if Facebook shutdown	1	2	3	4	5

4. About how many Facebook friends do you have?

☐ 10 or less ☐ 11 to 50 ☐ 51 to 100 ☐ 101 to 150
☐ 151 to 200 ☐ 201 to 250 ☐ 251 to 300 ☐ 301 to 400
☐ More than 400

5. In the past week, on average, about how much time per day do you spent on Facebook?

☐ Less than 10 minutes ☐ 1 to 2 hours
☐ 10 to 30 minutes ☐ 1 to 3 hours
☐ 30 to 60 minutes ☐ More than 3 hours

The next questions are specifically about Yellowstone National Park's Facebook page.

6. How often have you done any of the following within the last month?

Interaction	Never	Rarely	Sometimes	Often	Always
I've looked at postings from Yellowstone NP	1	2	3	4	5
I've looked at postings from other users who like the Yellowstone's page	1	2	3	4	5
I've liked photos/videos that were posted on the page by Yellowstone NP	1	2	3	4	5
I've liked photos/videos that are posted on the Yellowstone's page by other users	1	2	3	4	5
I've comment on photos/videos that are posted on the page by Yellowstone NP	1	2	3	4	5
I've commented on photos/videos that are posted on Yellowstone's page by other users	1	2	3	4	5
I've posted to Yellowstone's Facebook page	1	2	3	4	5
I've shared Yellowstone's posts with other Facebook friends	1	2	3	4	5
I've shared/added links to Yellowstone's Facebook page	1	2	3	4	5
I've clicked on links that Yellowstone shared	1	2	3	4	5
I've clicked on links that other users posted to Yellowstone's page	1	2	3	4	5

7. In your opinion, how often does Yellowstone NP post to its Facebook page?

Much too frequently	Too frequently	About the right amount	Too seldom	Much too seldom
1	2	3	4	5

8. Please rate how much you disagree or agree with the following statements regarding why you "like" Yellowstone NP's Facebook page.

Statement <i>I like Yellowstone's Facebook page because</i>	Strongly disagree	Disagree	Slightly disagree	Neither disagree nor agree	Slightly agree	Agree	Strongly agree	Not applicable
I get to meet interesting people	1	2	3	4	5	6	7	☐
I feel like I belong to the Yellowstone NP community	1	2	3	4	5	6	7	☐
I get to talk with others about Yellowstone NP	1	2	3	4	5	6	7	☐
it is entertaining	1	2	3	4	5	6	7	☐
it is exciting	1	2	3	4	5	6	7	☐
it lets other people know who I am	1	2	3	4	5	6	7	☐
I get to show others my values	1	2	3	4	5	6	7	☐
I get to learn something new about Yellowstone NP	1	2	3	4	5	6	7	☐
I get useful information about visiting Yellowstone NP	1	2	3	4	5	6	7	☐
I get information about free entrance	1	2	3	4	5	6	7	☐

days or other
incentives

I get to show support for Yellowstone NP	1	2	3	4	5	6	7	☐
I get to remind myself of a past visit to Yellowstone NP	1	2	3	4	5	6	7	☐
I get to feel inspired	1	2	3	4	5	6	7	☐
I get to feel a connection to Yellowstone NP	1	2	3	4	5	6	7	☐
I get to reduce the stresses of everyday life	1	2	3	4	5	6	7	☐
I get to maintain a connection to the natural world	1	2	3	4	5	6	7	☐

9. Please rate your level of opposition or preference for the following communication scenarios regarding how Yellowstone NP's could use its Facebook page.

Communication Scenario <i>I feel that:</i>	Strongly oppose	Somewhat Oppose	Neutral	Somewhat Favor	Strongly favor
Only Yellowstone NP should be able to post photos/videos, make comments, and share information on the page.	1	2	3	4	5
Only users should be able to post photos/videos, make comments, and share information on the page.	1	2	3	4	5

Both Yellowstone NP and users and should be able to post photos/videos, make comments, and share information on the page.	1	2	3	4	5
Both Yellowstone NP and users and should be able to post photos/videos, make comments, and share information on the page, and Yellowstone NP should engage users by answering questions and providing information to specific posts.	1	2	3	4	5

10. Please tell us how interested, how satisfied, and how often you learn something from Yellowstone National Park's postings on Facebook concerning the following subjects listed.

Posting about Wildlife					
1. How interested are you in postings about wildlife?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with the postings about wildlife?	Not at all satisfied 1	Slightly satisfied 2	Moderately satisfied 3	Very satisfied 4	Extremely satisfied 5
3. How often do you learn something new about wildlife from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5
Posting about Geology					
1. How interested are you in postings about geology?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with the postings about geology?	Not at all satisfied 1	Slightly satisfied 2	Moderately satisfied 3	Very satisfied 4	Extremely satisfied 5
3. How often do you learn something new about geology from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5
Postings about Cultural history					
1. How interested are you in postings about cultural history?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with the postings about cultural history?	Not at all satisfied 1	Slightly satisfied 2	Moderately satisfied 3	Very satisfied 4	Extremely satisfied 5
3. How often do you learn something new about cultural history from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5
Postings about Current conditions in the park (weather, closures, construction, etc.)					
1. How interested are you in postings about current conditions in the park?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with the	Not at all	Slightly	Moderately	Very	Extremely

postings about current conditions in the park?	satisfied 1	satisfied 2	satisfied 3	satisfied 4	satisfied 5
3. How often do you learn something new about current conditions in the park from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5
Postings about Management in the park					
1. How interested are you in postings about management in the park?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with postings about management in the park?	Not at all satisfied 1	Slightly satisfied 2	Moderately satisfied 3	Very satisfied 4	Extremely satisfied 5
3. How often do you learn something new about management in the park from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5
Postings about Fish					
1. How interested are you in postings about fish?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with the postings about fish?	Not at all satisfied 1	Slightly satisfied 2	Moderately satisfied 3	Very satisfied 4	Extremely satisfied 5
3. How often do you learn something new about fish from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5
Postings about Plant-life					
1. How interested are you in postings about plant-life?	Not at all interested 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
2. How satisfied are you with the postings about plant-life?	Not at all satisfied 1	Slightly satisfied 2	Moderately satisfied 3	Very satisfied 4	Extremely satisfied 5
3. How often do you learn something new about plant-life from the postings?	Never 1	Rarely 2	Sometimes 3	Often 4	Very often 5

Finally we would like to know a little bit about you.

11. Have you visited Yellowstone NP?

☐ Yes	☐ I have visited the park, but it was more than 12 months ago	☐ I have visited the park at least once in the last 12 months (qualifier)	☐ I am currently in Yellowstone NP (qualifier)
How many times did you visit the park in the last 12 months? _____ (for above qualified answers)			
When was the last time you visited Yellowstone NP? (please enter a year) _____			
☐ No	☐ I will probably visit the park in the next 12 months	☐ I will probably visit the park sometime in the future, but not within the next 12 months	☐ I will most likely never be able to visit the park

12. How likely is it that you would participate in the following activities if/when you visited Yellowstone NP?

Activity	Not at all likely	Slightly likely	Moderately likely	Very likely	Completely likely
Wildlife viewing	1	2	3	4	5
Camping	1	2	3	4	5
Hiking	1	2	3	4	5
Backpacking	1	2	3	4	5
Visiting Old Faithful geyser	1	2	3	4	5
Ranger-led activities	1	2	3	4	5
Walking around geyser basins	1	2	3	4	5
Fishing	1	2	3	4	5
Boating	1	2	3	4	5
Bicycling	1	2	3	4	5
Cross-country skiing	1	2	3	4	5
Snowshoeing	1	2	3	4	5
Snowmobiling or snow coach tours	1	2	3	4	5
Horseback riding	1	2	3	4	5
Guided-tours and other services	1	2	3	4	5
Taking scenic drives	1	2	3	4	5
Viewing historic buildings	1	2	3	4	5

13. Have you ever used iTunes to acquire audio or video about national parks?

☐ No ☐ Yes

14. Are you a permanent resident or citizen of the United States?

☐ No - What is your country of origin? _____

☐ Yes - What is your state and zip code of residence

State _____ Zip code _____

15. In what year were you born? _____

16. What is your gender?

☐ Male ☐ Female

17. Please indicate your highest level of education completed. (select one)

☐ Some high school ☐ Bachelor's degree

☐ High school diploma/GED ☐ Graduate degree

☐ Some college

18. Are you Hispanic or Latino?

☐ No ☐ Yes

19. Which of these categories best indicates your race? Please check one or more.

☐ American Indian or Alaska Native ☐ Hawaiian or Pacific Islander

☐ Asian ☐ White

☐ Black or African-American

20. What is your annual household income? (in US \$). Please mark only one.

☐ Less than \$24,999 ☐ \$75,000 to \$99,999 ☐ \$200,000 or more

☐ \$25,000 to \$49,999 ☐ \$100,000 to \$149,999 ☐ Do not wish to answer

☐ \$50,000 to \$74,999 ☐ \$150,000 to \$199,999

21. Please use the space below to make any additional comments.

Appendix B: User generated comments

This appendix contains user generated comments to the last question asked on the survey (“Please use the space below to make any additional comments”). These comments are unedited. The text size has been reduced to save substantial amounts of space in the document.

I love Yellowstone!
My father was a naturalist in the 70s, and since my folks retired to MT, we've visited Yellowstone every year. They have moved East to be near us, and I miss the Park very much. Thank you for your frequent posts. The more, the merrier!
I am a best-selling author of books set in Yellowstone.
My family loves Yellowstone. We go every year and already have reservations for 2016. Can't wait to get up there this year!
I love Yellowstone and go whenever I can. I'm lucky to have family in Montana.
Great park service personnel. Very personable and knowledgeable
I LOVE Yellowstone! Can't wait to go back!!
I volunteer with YA from August to October, so visit the park almost every day while I'm there.
I've been to Yellowstone twice and stayed in the park. We plan to return.
Lower the speed limit in Yellowstone
Can't wait go back!
Keep up the great work! Love having an online connection to the park!
Keep it natural and wild! There isn't any other place like Yellowstone!
I grew up near the park and used to visit several times per year. Almost every weekend while I was growing up. It holds great memories for me.
Can't wait t viait
Love Yellowstone!!
Love Yellowstone and our other National Parks.
I love Yellowstone
First time visiting Yellowstone, plan to return in summer, 2016
Did a winter trip with Field Guides - great to see so many animals in winter habitat; fewer crowds, met people, YNP was not crowded 😊
We love visiting Yellowstone. were there last summer, would go back this year if possible. our favorite destination. we have been there 3 times so far / / / /
I love YNP. I wish I could visit more often.
Hope to visit in May-June while following the Lewis and Clark Trail coast to coast.
Please keep the posts going. I love Yellowstone and miss it desperately .
I am a former resident of Jackson, WY and love visiting National Parks.
I love Yellowstone! Wish we were closer. Hope to visit again soon. Please post lots of stuff so I can be part of the place I love until I can come back again!
What about the bison??? YNP is the caretaker of the best wild, pure, free roaming bison on the planet. Why does YNP & the NPS placate the ranchers? YNP, the First Park, has more power than it knows. Embrace the animal on your logo. If I knew in 2014 what I know now, I never would have went. Yellowstone has more power than it knows!
Cost of attending the park for a family and partake in various activities can add up quickly cost wise.
I was there in 1976 for my first visit and again with my children in 1992. I LOVE Yellowstone and would come back in a second. I love I can see it everyday on the live cams, my heart is there. /
Podcasts would be interesting - we live outside West Yellowstone & go into the park frequently for photography. The Wolf Project Volunteers are AWESOME - so informative & helpful. We learned so much from them. Chinese tourists are creating havoc in the park, not obeying signs, walking on protected areas or geysers - there needs to be stiffer penalties for tour bus drivers who stop in the middle of the road blocking traffic & allow tourists to get out without parking. I heard that the park doubled the number of tour bus permits for 2016, I really hope this is an awful rumor because it is creating a hostile prejudice of the Chinese tourists from visitors all over the world! Without

exception, YNP visitors do not like Chinese tourists & perceive them as rude & ignorant - I blame this on the tour guides & bus drivers - they need to educate their customers.
We loved it, wish we could visit more often! We visited for 5 days, stayed in the park. The food was not that great, especially children's meals, they were awful!
Yellowstone is the best place I have ever visited. Love seeing it on Facebook and hope to see more.
I work at a guest ranch so I like to keep up on openings, events and conditions for our guests
I am a seasonal Ranger in the park and will be starting my 4th season in May so I am a little bias and follow the Facebook page to keep up on all that's happening in the park while I am home during the off season.
I love YNP and I can't wait to go back. Will go back again sometime. I enjoyed every single glee minute we were there and hated to leave.
I have visited Yellowstone four times and look forward to visiting again. I count Yellowstone National Park to be among the best places on this beautiful planet. / / I feel that the management of the park is exemplary and is one reason why the park is so extraordinary. Please keep up the excellent work. /
I loved Yellowstone when we were there this summer and hope to return someday
I visited Yellowstone twice. Once in 2013 and once in 2015. Yellowstone is a very beautiful place. I loved it, and will visit again in the future.
I love everything about Yellowstone
You didn't ask, but the reason I liked the FB page was for help in planning an upcoming trip to the park in summer 2017.
Love Yellowstone
Love reading about Yellowstone. My husband and I are looking forward to visiting the park this summer.
Our family went to Yellowstone 12 times when I was a kid. My husband, daughter and grandkids and u went up 4 years ago. They love it. We returned sept. 2014 with another batch of family. If I had my way I would live there all summer.
We love Yellowstone, we visit the park at least once a year!
I love being in Yellowstone and am hoping to visit again this year.
I lived and worked in the park (Xanterra) for the summer of 2015.
I am planning to come to Yellowstone within the next 2 years. I love national parks!
Love YNP!!
I love the park. Would go every day if I lived closer.
I LOVE Yellowstone and your Facebook page!
My son was working at Lake when the medic died. The park service did a wonderful job posting and responding to questions. The information provided squelched rumors and informed others.
My family has already booked a cabin and will be visiting Yellowstone this summer. We are all very excited.
I visit the park in May/June and Sep/Oct every year. Especially love your posts in winter. One of these years I'll make it there in winter! I plan to retire near YNP for sure and am considering relocating/career shift to be part of the park I love! More updates of wildlife studies would be appreciated in the meantime. Thanks for seeking fan feedback. Just an fyi--there's a problem with survey related to state/postal code. My zip code is 55044 but it wouldn't accept that. Entered several neighboring postal codes until found one it would accept.
I have visited Yellowstone a total of 8 times, and never get tired of it. I will be back!
While a passive Facebook user I enjoy having Yellowstone in my newsfeed
Headed back this year!!!! Wooooo hoooooo
I grew up visiting the park often. FB lets me keep connected to the beautiful scenery and wildlife there
Yellowstone was a dream vacation for me and my family. We were up this past October and was just amazed by what the park had to offer. We will likely return. I turn to the posts and pictures posted on Facebook to ease the stress I feel from work.
Love all the pictures that are posted. Helps us till we can come back. Love Yellowstone and enjoyed sitting and just watching the buffalo, bear and the elk. It's an amazing place and you help us remember the good times he enjoyed. /
Love our National Parks! Visited the Tetons, Glacier, & Yellowstone last summer. So wonderful! So awesome! So lucky to have these areas!
Summer in Yellowstone is the best place ever!
You do a wonderful job of looking after a very special place. Thank you.
I love Yellowstone and can't wait to come back.
We will be back either this coming summer or the next. The Facebook page keeps us yearning to return!!!

If I could visit YNP every year, I would. It's an awe-inspiring place.
Yellowstone is the most beautiful place on earth. Always look forward to when I can visit. Yellowstone is my own piece of heaven! ♡
Just get to the point paleface! :)
Yellowstone is one of the best places on the planet. Facebook allows me to "visit" the park from afar.
I never get tired of visiting Yellowstone
The park is awe inspiring and place for epic adventure. / The staff was kind and knowledgeable. They where extremely informative and engaged!
Loved Yellowstone on my visit and love getting to reminisce by following the park's accounts on social media
Have made many trips to Yellowstone and no doubt, will go back many more times.
Thank you for your commitment to education and outreach for those interested in YNP!
Love the park!
Amazing place! I LOVE the postings on facebook. Whoever does them, does a fantastic job of posting, answering questions and dealing with the occasional difficult responder. GREAT JOB!! The public isn't always easy to deal with.
I would love to see some mud pot videos.
Please keep up the good work. I really enjoy the photos and the stories behind them posted by the park on the facebook page!
Love Yellowstone! Visit when ever we can.
I love Yellowstone, I wish I lived closer and could be there more often. I grew up going there with my family every year from age 1 through age 8 and finally came back last year at age 27.
We loved our visit to Yellowstone this past summer. My two sons (7 & 9) enjoyed participating in the JR Ranger programs and had a lot of fun talking with numerous rangers. Thank you for ALL your hard work, and for all you do to keep the park open and beautiful for visitors.
I love the page. It reminds me how much. I need to go back /
YNP is our family favorite vacation. We spend most of our day seeking and watching wildlife. Love it. Only complaint we have every year is the lack of adequate restrooms for the number of guests and the very poor/dirty conditions of the ones there are. They are grossly overused and not maintained. We love the opportunities to interact with rangers when viewing wildlife; their knowledge, skills and welcoming attitude are awesome.
My brother lives in Cooke City...he has a lodge there...3 miles from the NE entrance to the park...he's in the park almost daily...been to visit him twice...toured the park both times.
Absolutly love the park and wildlife!!!!!!!!!! /
I would like to see more posts to help educate visitors on how to act responsibly, safely, respect wildlife/flora/waterways/historic sites & buildings, and to be considerate of other visitors.
My wife & I loved our visit to Yellowstone & are planning on moving to Idaho. We already have plans for future visits to Yellowstone!!!
I love Yellowstone and hope to someday visit again.
Love Yellowstone! I was brought there by my father and now I brings my kids every year! /
My family loves visiting Yellowstone. It's so nice to be able to still be connected to the park even when we're not there
We try and come to Yellowstone at least twice a year in the spring and fall and sometimes in the winter. We love participating in YA activities. Our major interest is wildlife observation.
The Facebook page has shown me much more I'd like to see in Yellowstone.
For awhile, I could find ranger logs online. I'd love to read about what animals rangers are seeing in the off season...!
I have been to YNP 23 times, always during June, July, or August. (I am a middle school teacher.) My wife and I have visited together 15 times. (During those same months) We thoroughly enjoy camping and staying in the old part of OF Inn. We are hoping to make a winter trip in the next few years. I think the Park Service and employees are doing an incredible job, especially with the number of people that have to be felt. Thank you all!
My dad was a naturalist in Yellowstone for 3 years in the early 70s, and I started school there. Very fond memories, and have taking both kids there, but not since we moved to Alaska
Yellowstone is one of my favorite national parks. I also like the UT parks. I look forward to seeing the photos and info you post on FB.
We love visiting YNP all times of the year.
I love to read YNP's responses to comments on FB. The page is managed extremely well and I am impressed by it. When controversial issues arise I find myself thinking it is the best managed FB page I follow. Thank you for doing a great job!
We love the park and used to visit every be years to see the changes, but have an autistic daughter now and have concerns over her safety on the Hyder trails. We hope to visit in 2017.

Yellowstone has always held my interest, as have other national parks. I consider it a privilege to have them in our country.
My life long dream has been to see and stand on top of the Tetons and over look the magnificent lake below and see the wonders of God's creation all in one place.
I know you guys received terrible talk about putting down the grizzly that killed the hiker (and I love the bears) but I think you did the right thing.
Love the Park, hope to visit again this year.
Just FYI I think glacier national park does a phenomenal job on Facebook with their posts and interactions as do you. Very pleased with you in my feed!!! Thank you :)
We visit every chance we get.
Love Yellowstone. Love the social media postings. Keeps me updated since I cannot come very often. I would be glad to help with the postings if needed
Facebook is a great way to connect w/ people who love & cherish YNP. I enjoy sharing some of my experiences with other people who love YNP as much as I do.
I love when Yellowstone staffers take the time to answer questions or reply to comments on Facebook. I like that they're so involved with their online community!
none
Weather reports would be nice it would be so much easier to real time/ real conditions on FB instead of having to search for it.
My favorite things about your website are the webcams, especially the Old Faithful live.
Love all the items and pictures you post on facebook.
Love Yellowstone National Park and have had wonderful experiences while visiting! Can't wait for our next visit!
Yellowstone is my favorite place to be and I hope to be able to come work there soon.
Love the park. Been talking about another trip soon
We are coming back in August 2016!
Love Yellowstone! Wish we could visit more often, so the FB page & post keep us connected!
Worked in YNP 2013 and 2014. Plan to return this year!
Yellowstone could be my favorite spot on earth!
Please add tv and wifi to the accommodations
I decided to check out your homepage because your posts have not shown up in my newsfeed lately and found this survey. I enjoy pictures and news updates the most.
I worked in YNP at Mammoth Hot Springs hotel and reservations in 2011-2012.
I love Yellowstone!
The Facebook questions at the front of the survey were just not appropriate, and the final 3 or 4 questions were also not appropriate. I love Yellowstone National Park and hope to visit one more time.
Love the park and pictures
Love the WILDLIFE and geysers, want to come back soon.
I am afraid that Yellowstone is getting too crowded and that wildlife is being disrupted more and more. People are disrespectful and don't follow the rules of the park. I wish rangers could do more about rule breakers... I am wondering if more and more people flock to the park because of more exposure on social media... Not sure that is a positive thing.
I loved Yellowstone when I went as a child and my children now love it too!!! It continues to be our families' favorite vacation!! One of my daughter's just asked when we could go back. I hope someday to save up enough to come in the winter.
I went to Yellowstone for the first time this year, and have wanted to go since I was nine years old. My husband and I have traveled a lot and this is one of our very favorite trips.
I love Yellowstone! We used to live in Idaho Falls and visited YNP often. I was so proud of my annual park pass! Had snow on Memorial Day one year when I was there, I'll never forget that!
I loved my visit to Yellowstone and I will repeat it again, many times hopefully
I love Yellowstone. Every time we visit we see something new. If I didn't have grandkids I would move to Wapiti Wy to be closer to the park.
I love Yellowstone and would go back in a heartbeat!
Lived in Yellowstone NP the first 4 years of my life. I've returned for 6 visits since my family moved to another location.
Thanks for asking!

I visited for my 40th birthday in June 2015 and it was the best place I've ever been in my life! I tell everyone to go asap!

Everybody should visit YNP. More than once! It's a magnificent treasure.

I am so happy that my husband and I visited Yellowstone when we did. We are not physically able to do all the things we did back then. It was a wonderful time and a 'check off on my bucket list' experience!

Love Yellowstone

We love Yellowstone and hope to return in less than 5 years. Our most memorable experience was watching Giant Geyser erupt. We knew something was going on when we saw rangers running toward the geyser basin.

Enjoy seeing and being informed about Yellowstone. It has always been one of my favorites, even though I have never been there. Pre internet, I would find books, and articles to read about the beauty and wonders of this area. I'm so glad that measures were taken to preserve this magnificent creation of God. Thank you to those that serve and service the park.

My most favorite place on Earth

Me and my family love Yellowstone, and we will be back for more visits. Love the connection I have through the Facebook medium. Take care.

Visiting in June of 2016

Been to Yellowstone a few times as a kid and we've gotten to take our kids only once! We're a military family and move often overseas!

We have reservations at Yellowstone for July. Looking forward to our trip!

I have visited Yellowstone 7 times and have family that live near the East gate. Yellowstone is my fourth favorite National Park with Glacier National Park being first. I live on the edge of the Cuyahoga Valley National Park.

Yellowstone in an amazing national park. I visited for the first time in June 2015. I hope to return again in the winter to experience the park in that season.

I visited the park for the first time, in August of last year. I am now hooked. I went with my family of 5, as well as a friends family of 3. We spent the week camping at Bridge Bay and driving around the park exploring. My three kids loved it, as did the adults. It was beautiful and I wish I could live there! I love taking photographs and I ended up with over 400, just from a 5 night stay. Next time, I hope to see a bear (from a distance), as well as the wolves up north. Our next trip is already planned for July.

I love Yellowstone and have been a frequent visitor since I was born. It is my favorite national park. I feel it is well maintained for the stresses put upon it by too many visitors and will always continue to support it in any way I can.

I love the YNP Facebook page! Whoever answers the comments has far more patience than me, especially when answering the uninformed opinions on bison management. Bravo!

I have always enjoyed Yellowstone National Park.

YNP was a great place to visit - please keep up the great work to keep this place as beautiful as it is!!!

I LOVE YNP. Used to get there 3-4 times a yr. Been 4 yrs., way to long. (Had to see some other areas.) This yr at least 2 x. See you soon. Thanks for all you do

I am a native Californian who has lived many places in the US. The closer I am to the park the more often I visit although sometime I make a trip just to see the parks.....Visiting natural America is one of my favorite things to do. I paint and photograph and would love to have the ability to stay in the park and do my art.

YNP is my favorite place to visit. I hope to visit for a winter vacation soon.

My first visit Yellowstone was two years ago on my honeymoon and my wife and I returned for anniversary this year. We constantly talk about going back and are thinking of planning a winter trip for next year. The Ranger what programs are excellent and it would be great to see an even more expanded number

Except for last year, my husband and I have visited Yellowstone at least once a year for 20 years. We have attended two Lodging and Learning events, one ranger-guided tour and have spent many hours viewing wildlife. Yellowstone is a wonderful place, and we see new things each time we travel there.

This past June was my first visit and I was completely blown away. I hope to be back in a year or two.

Love Yellowstone !!☐☐

Love, love Yellowstone. Can't wait to return!

I have been to Yellowstone 10 times since 1986

Love Yellowstone! Wish I lived closer so that I could visit more often. Last visited in 2013. Son worked at Xantera in Old Faithful 2014 and 2015. Looking forward to coming again!

Visiting Yellowstone is always a "new" experience. Expedition Yellowstone provides valuable experiences for students.

Visited the park this past June and loved it. Amazing wildlife and scenery

Love the park and following it on Facebook. I follow several National Parks, and it one of my favorite things on FB.

We visit Yellowstone at least three times each year--Spring, summer, and fall. We plan on purchasing a home in the greater Yellowstone area within the next five years.

I have visited 33 National Parks of the US and Yellowstone is my favorite!

I really enjoy seeing YNP Facebook post but while in the park was kind of disappointed that I wasn't able to use it anywhere in the park.

With the aging population in the U.S., and speaking as a 58 year old who loves the park, but has difficulty walking, I'd love to see accessibility improved at some of the park's features.

I love Yellowstone National Park and hope to return someday.

I think our National Parks could use additional marketing and Facebook as well as other social media sites are a great way to share.

been going back since my first visit and camp-out in 1965. Still find new things every trip and taking folks there that have never been.

Loved our visit to Yellowstone. We used Facebook and You Tube to help plan our trip last summer. Hope to come back soon either in the winter or spring.

Loved my vacation to Yellowstone this past summer. I can't wait to visit again!!

I absolutely love Yellowstone and would love to support the park in any way!

I love the posts about the animals in the park and the activities taking place throughout the park. I don't really care for people's negative comments that they can post.

I love the pictures and videos posted. Any information posted I find interesting.

Love Yellowstone

I do wish you would post current road conditions! I actually follow one of the tour companies because they frequently post shots of roads and road conditions.

Love YS, hope to see you in Spring 2016.

Love, love, love Yellowstone!!!!

We love Yellowstone. We have visited 4 times and will return again!

This is not politically correct, but it is what many American visitors were discussing on our 2014 visit to the park. The foreign visitors should go through a orientation session on proper care and treatment of our park. We witnessed these visitors urinating in the hot pools. We saw them tossing coins into the hot pools. Any restroom (of which are few and far between) was completely disgusting after a bus load used it and they used the restroom, the entryway, the outside, etc. We saw wildlife being teased and tormented and sadly, the animal would be blamed if the tormentors are injured. I know that the local economy and the park is benefitting from the money, but I fear that irreversible damage is occurring.

I used to visit Yellowstone a lot in the 1970's up to the 1990's. I owned land in Jackson, Wyoming and visited every year for many years. The parks in Northwest Wyoming remain one of my favorite places on earth. /

I would be interested in seeing temperature posts on the YNP facebook page.

We have been there 3 times (total of 27 days). Favorite place on earth. We can't wait to spend an entire season there....

Also visited Yellowstone as a child with parents and brother in 1945....I remember some of it - especially seeing lots of bears and a moose chased our dad..

I love Yellowstone. It is my favorite place to visit.

I can not ever get tired of Yellowstone Park as I love it. /

I would love to be a Park Ranger for Yellowstone National Park.

Love, love, love Yellowstone!

We love the National Parks!

Worked in the Reservations' Dept at Mammoth May-August 2010. Fell in love with YNP and Montana.

I love Yellowstone! I spent a week each year visiting as a child. I worked one summer at Lake Village. I visit a few times each year now that I live closer.

Hope to see you in May or early June 😊😊😊

I enjoy Yellowstone every time I have the great fortune of going there.

YP is one of my favorite National parks, my family has enjoyed it many times. Now that I am widowed, I will return for the memories, just not in the same way I have visited in the past. thanks to all who make this possible

I lived in the west and most recently MT. I grew up visiting YSNP on family holidays. I've taken my children and friends there often. When living in MT for four years, I was there as often as possible. Fond memories!

More highlights of wolves please, and keep bison free in MT!!!!

Going to YNP since childhood and it amazes me every time. Taking the next generation now. So thankful to have this park.

Had a great time and your Facebook page has been a great joy! I wrote several blog posts about our visit and we connected with family from Jackson so we hope we'll be back sooner than later.

would love to visit in winter

I have been there so many times over the years I only wish I could have worked there during my working years

I love visiting the National Parks.

Please, please, please keep the accessibility by snowmobile an option for winter travel in YNP.

Your Facebook posts remind me of a wonderful time there with my husband. They refresh my spirit. Thank you!

Love our national parks! Thank you for posting photos and information on FB.

Love Yellowstone!

Lived/worked in the park for four years. Crowds of people with no respect for park must be reduced. People who harass wildlife must be punished not warned.

I lived and worked in Yellowstone for a number of years and visited the Park frequently with my family since we lived only 60 miles from the West Entrance.

With respect to management issues, I recommend the park announce comment period for plans, rules, EIS, decisions (eg. Euthanizing the bear implicated in mauling, or bison culling", and provide links or info on how to get involved, but NOT allow comments on such posts in Facebook. This is because comments are often emotional or even hateful. They confuse people and can be divisive. I think the park should monitor comment threads and clarify or remove some inflammatory comments about certain controversial news.

I want to visit again!

I worked last season for 5.5 months. Worked at OFI Gift Shop. Also volunteered for NPS in the Upper Geyser Basin. Coming back for another season.

I find the geology fascinating. I just wish my granddaughter weren't afraid the caldera will explode! Otherwise, I would love to take her to YNP when she turns 12.

Love the FB page....I have it saved and marked to see Yellowstone updates at the top of my news feed.

I adore YSNP. Have visited twice, and plan to workamp there in 2017.

So please you have keep a beautiful place.

Good luck Zach!

I love the park !

I love Yellowstone NP- cannot wait to visit again!!

Thank you!!!

I love Yellowstone!

Love the NP Facebook pages!! They keep me in touch w the parks. Been to yellowstone/GT three times and am bringing my family there next summer.

We had a great time in Yellowstone and can't wait to visit again!

I visited Yellowstone in the winter of 2013 because I won a trip. My family of four LOVED every single second. We are actively saving money to be able to get back. Thank you for preserving our nation. It was truly a life changing experience.

great park

Our last family vacation with our girls was 2010 and we made sure we showed them Yellowstone. The National Parks are this nations greatest treasure!

So glad to be able to see Yellowstone on FB, left my heart there!

I loved visiting Yellowstone. I can't wait to visit again, hopefully within the next year. Thanks to all for your obvious love and dedication to the natural environment.

Yellowstone is my preferred vacation destination and visit at least two times per year. I keep looking for new hikes that are off the boardwalk.

Would love more about audio/acoustics of the park. Love, love, love the animal, river, and natural sounds of YNP. Also love "Minute Out In It" videos from all NPs. Makes me want to visit again and again!

We love YNP, visit each season....wish more camping was available in spring and fall....we have to camp east of the park in the fall, and in Gardiner in April or early May.....do love YNP in winter however.....staying at Cabins at Old Faithful.....

I wasn't super-excited about coming to see Yellowstone. I don't know why; I just wasn't. But my husband wanted to come, so I said OK. It was soooo fabulous that we turned around and went right back again. I love that I can still get a dose of Yellowstone on Facebook, and that I get to see places and seasons that I didn't get to see when I was there. So fun!

Loved Yellowstone. Wished they had more activities when we were there in May

Raised in Idaho Falls & West Yellowstone... Family reunions held around the park every summer... I live in San Diego now.. But the call to Yellowstone is so strong, I'd go there before any other place in world!
I grew up in Riverton, Wy so I have a strong affinity for the entire state. It's home to me even though I have lived in MN 27 years. I am very interested in conservation of wild and pristine spaces. We make it to Wyoming every year to feed my soul!
Yellowstone is my favorite National Park. I have been there over 25 times.
I used to go to Yellowstone all the time. We moved out of the area in 2013 and I haven't been able to visit since then. I miss it so much and getting to see the facebook posts reminds me of the park and all the things that I miss.
My husband and I vacationed every summer from 1977-1984 with our three children; when he retired, he and I were summer employees, 2001-2003, two years for Hamilton and one for DNC.
Yellowstone is our favorite vacation location
Love Yellowstone and enjoy seeing the pics and other postings on Facebook !!
Love YNP and all it offers. Rangers are great; literature is great. Keep up the great work, YNP and NPS!
Love Yellowstone.
Retired. Wildlife photographer spending most of my time photographing wildlife, most especially wolves, and Grizzly
Loved Old Faithful Inn!
I am considering visiting Yellowstone this summer but am really concerned about the crowds, and how expensive everything is there in the summer. I am starting to think about coming off season, but that is tough with kids.
We have been to yellowstone 8 times in the past 20 years... Most recently, we spent a week there in August. It is one of our favorite places!!
Been there once and would love to go again
Our family LOVES Yellowstone (and Yosemite) We hope the NPS makes it more convenient for more middle class families to camp and visit Nature. Yosemite closed several hundred campsites when they closed the Rivers Campgrounds. Now, there are rumors that North Pines might be closed. That is wrong to do.
I'm ready to come back and live in west thumb or fishing bridge just tell me when
I've been to Yellowstone NP at least 28 times, it's one of my most favorite destinations along with Grand Teton National Park. I've traveled there 3 times in one year. Usually, twice, spring and fall. It's awesome, interesting, amazing. I LOVE IT.
Loved our visit. Hope to come back soon.
I have been visiting the park since I was a teenager. Love the beauty of the park. I believe it is important that our youth see & learn the importance of this natural wonder.
I love Yellowstone NP and hope to visit again! Its beauty makes it one of my favorite National Parks!
I would like to see more posts about fishing and plant life. And I can't say that I've noticed any spam postings on the fb page. If there is, I hope the page admin can keep it clear. Many pages are not kept clean of annoying spam postings. Thank you, I'll be visiting in June. Camping and fishing and loving every minute of it.
We visit every year for 7 to 10 days and have for about 12 years. The past several years we look for one new activity to do or feature to see with every visit. Our favorite place.
I love yellowstone
I visited Yellowstone via Wildlife Expeditions of Teton Schools, and it was a great experience as I learned so much more than being on my own. Any opportunity to teach visitors is ideal.
My one trip to YP 3 years ago was magical and I long to return. I love seeing the posts on FB because it takes my soul back to YP, the most inspiring (non-ocean) place I've ever seen. (Tough to beat the ocean!) Between the wildlife and magma action, YP is ALIVE, and it has the usual spectacular views expected in a National Park. Yosemite is beautiful, too, but not alive like YP. Can't wait to get back!
I took my children to ynp every summer for 8 years in a row and we've all been back since
Questions about who can post, comment did not actually offer this option. I highly prefer that YP only post and the users be able to comment and share. Otherwise the site will be polluted with trash and ads.
How can my son majoring in wildlife biology learn about internships and jobs there?
I love the park. It is well maintained, the people are friendly, prices are reasonable for food and souvenirs, lodging is nice, the new Old Faithful learning center is wonderful, and the variety of scenery is breathtaking!
My first and favorite park. Geology major in college, I wrote papers on continental hotspots.
Have been coming to YNP since I was a baby... My grandmother used to play the piano for the Ranger's Ball at Lake in the 1930's & my Grandfather, a butcher, furnished the CCC camps with meat in the 1930's. My grandfather, his siblings toured the part in 1892 in a wagon!!!! Love YNP!!!!
I am a former employee of Yellowstone NP. Retired NPS
Looking forward to a winter visit soon. What a treasure we have!

I have to say that this was the most difficult survey I have ever completed! But, thanks for the invitation to do so.
I love being connected to Yellowstone via the facebook posts. I've talked about it so much, my sister is coming over from England this year to stay in the park & visit GTNP too
Will not answer these questions requesting personal information!
Love Yellowstone and the surrounding area. Every visit has been a positive experience.
I love Yellowstone National Park!
Love Yellowstone, I visit as often as I am able. I feel very fortunate that I live as close as I do to my favorite place.
Loved visiting Yellowstone. We have been there twice. Once in July and last January for the Trail of the Wolves snowmobile tour. Beautiful! The staff through out the park are some of the nicest people you could ever meet.
Please stop participating in the killing of bison.
I am a Yellowstone National Park historian currently working on a history of the park hotels. Therefore I am more familiar with the resources of the park and in most years make several trips to the park and have lves in park facilities during my sabbatical.
Wish I could come to the park more often
I am a retired Civil Engineer that completed a 39 1/2 year career with the NPS as Chief of Facilities Management and Engineering.
I was so fortunate to work in Yellowstone in 1981.
Keep up the good work. The National Parks are priceless.
I look forward to the time that I return to Yellowstone. In the meantime, keep the photos and info coming:)
My wife cannot wait until our child is old enough to make the visit to Yellowstone. While I understand that it is an experience for people of all ages we would like our daughter to be able to hike, fish, camp, and canoe with the my wife and I and remember it.
We LOVE Yellowstone! We visited 2004 for our 30th Anniversary, 2014 for our 40th. Maybe 2019 for our 45th.
Love, love, love the National Park System. This year will be Zion &The Grand Canyon...can't wait!!
Yellowstone = Best. National Park. Ever. :)
Love ynp
Have been making Yellowstone visits annually since 2001, and routinely spend from 21-22 days exploring the park, commuting into the park daily. Have visited in all four seasons. Most common activity is wolf watching. Keep up the great work!
Please don't kill the bison take a bunch to other national parks or national forest like the one between Larimer and steamboat I know they have that disease but it still has not transferred to cattle and let people hunt under permit You see I believe in hunting when it's controlled. I was just at RMNPark and the elk we're all over Estes Park now we move some let hunters get permits and with a approved guide.my 28 year old son lives in Denver area with his wife / .To be able to hunt an elk or bison and not cost 2000. Or more would be a dream come true.
I was born and raised in Yellowstone so it is home.
I loved my visit to Yellowstone. Am hoping to get back soon!
I enjoy following Yellowstone NP on Facebook. It's one of my favorite places.
Yellowstone National Park is the most amazing place I have visited in the USA. I wish it were closer than 1600 miles away, I would visit each year. Thanks for the photos and information.
Love Yellowstone, wish I lived closer! /
I love going to YNP! I always meet new people, great memories and sometimes even come away with a photograph or two that are the bomb & I'm proud to show off!
There are not many questions about geyser gazing either virtually via the webcam or in person.
I conceived my first and fourth sons while hiking and camping in the YNP back country. My first extended visit was in 1970, the next '73, with several extended visits in 2000, and again 2001 for my 50th BDay. I was actively involved in the wildfires of 1988. Applied for a job in 2000 as a Cultural Broker just before political events post 9/11 cut back hiring and changed criteria from science degrees to business degrees. I researched early Yellowstone settlers history as part of an ethnographic project for their family. I love YNP Tetons Glacier etc. Encouraged a friend's son to visit / work in the park after he graduated from college , best choice he ever made.
I am a park employee and live in Mammoth. I like that the park responds to user questions and comments on Facebook.
Current Veterinary Student who loves YNP
Besides hiking & backpacking & xcounrty skiing, we have been doing an annual canoe trip on YS Lake for the past 25 years. We are out on the lake at different backcountry sites from between 7 -10 days. My husband & I do it alone. A really great wilderness experience :)
I LOVE YELLOWSTONE AND GO EVERY YEAR!!!!!!
been working for Xanterra as seasonal worker since May '15

Yellowstone is my "happy place" and reading about it and looking at pictures is the next best thing to being there!

Really love Yellowstone

We have gotten into a pattern of visiting at least one national park during our annual vacation. Love the national parks. Too many people are unaware of the national parks.

Been there many times & love it!

Be more light-hearted and playful with social media. Save press releases for dry writing. Include art, poetry, creative writing, visitor's thoughts on their experiences, allow youth who visit to post their impressions on your official post since kids under 13 don't have their own fb accounts, ask kids in the park what is their favorite thing, post the impressions of teens and 20-somethings. It is the people's park and very popular so play that up with the visitor's voice. Sort of like a Yellowstone Park StoryCorps. Who fell in love in YNP? Who met their future spouse? Who came with more than 3 generations of family members, who proposed and where in the park? Who got married in the park? Who visits annually to commemorate or honor a loved one? Who had a family reunion in the park? / / Did anyone change their career field or decide on one based on their YNP experience? Who hiked or camped or fished for the first time in YNP and gained a new passion? I'd love to see more human interest stories about how the park has inspired people and also learn about some of the people in the early days of the park in the past before there was HD color imaging and videography. Who has ice skates in the park? I'd also love more sounds of the park shared. What about amazing plant and wildlife facts like the 90-second naturalist? / / Make connections between YNP and other more obscure NPS sites. Feature a "sister" park or site each week posting a photo and the "connection" and ask followers to guess the site. / / Post crazy Harper's Index type numbers. How many ice cream cones were sold in July? How many pillows were fluffed on Aug. 25? Ask people if they recycled when they visited or if they would commit to recycling when they visit and when they go back home. Is that lame?

I love Yellowstone and I am always happy to see the posts everyday. They give me a great spot of peace and happiness.

Too many people visit the park. I would like to see more law enforcement on the roads. Tourist drive way to fast & honk their horns & make animals move by driving through them. The park belongs to the wildlife & we are the visitors.

I've been to almost 50 of our National Parks and Yellowstone is hands-down my favorite, I think I've been there 7 times in my lifetime.

Am looking forward to coming there soon!

Yellowstone is one of my favorite national parks, because of the variety of wildlife and the many geothermal features. I don't get to visit as often as I'd like, so the FB page is a way to stay connected with what's happening at the park.

One of my favorite places on Earth....I would go every year if I could. In 2008, I took my 4 sons for their first time; one of the best vacations ever!

Some of the personal questions are asking for too much information. / Wish I could visit YNP every year. I'm an excited advocate and feel everyone should visit at least once--at least a four-day stay.

YNP is a treasure! I have had the pleasure of visiting on six vacations over my life between 1974 to July of 2015. There is always something new and amazing to see. We had the privilege of coming across a great grey owl while hiking last July.

I wish to see the wolves sometime. I know they are no longer a active pack, but I've followed the Druids story since they reintroduced the wolves to the park back in 1995.

Love the park!

Wish we lived closer. Grandkids coming to Yellowstone for the first time this year ...so,excited ! / We loved our last visit ...had a fabulous time .

I would appreciate if NP could also share if the park have public transportation & tips to get there.

Yellowstone is my all time favorite national park and we have been to all of the better known ones and most of the others.

Yellowstone is my favorite National Park. We spent our honeymoon there in 1974. Revisited in 2005. I cried when I saw all the dead trees from the fires that happened in the 80's. Brought our children there and brother's family in 2005 for a memorable trip. Hope to visit again one day.

We made the trip to YP and stayed several days.

My husband is a ranger & we live in the park year-round

I also posts on the Yellowstone park foundation CB page, so I have to think a moment about the source.

My visit to Yellowstone was absolutely amazing. I spent 9 days in the park and enjoyed every second. The wildlife I encountered was beautiful and so exciting to be able to see. All the sights were amazing. All of the park employees were so helpful and knowledgeable. The park rangers were great. I hope I have the opportunity to return.

Love living so close, but perhaps a cap/limit on tour buses.

I worked at Yellowstone from may until august 2015

We visited YNP for our anniversary in Sept. 2012 and loved it. I'm begging to return for a winter visit but having trouble convincing my husband that I can take the cold! I love being able to feel "in touch" with the park, and it enjoy seeing the photos of the wildlife, landscapes, plants and geysers.

This was our first "big" vacation and will definitely be visiting again in the future. Went in Sept., no crowds and exciting views of animals. It was also great weather.

I had the honor of being selected to work at Hamilton's Mammoth Photo & Gift Shop #8 Summer of 1975. I was a Fountain Clerk. We had 1 1/2 days off per week. I love Yellowstone. I met some cool people and got bitten often by mosquitoes! Deer Flies too, although they "bite" & remove a chunk of flesh out of you. I remember I had to get a letter from the Dean at the University of Washington to show I was a student in good standing as part of the application process. It is a beautiful place. Although my heart belongs to Mt. Rainier, I left a part of it a Yellowstone. The First and Best National Park. What a lucky girl I was to have worked in this amazing place for one summer. I cried after we closed up for the summer and took our group photos. I knew I would probably not see these friends again.

Have visited yellowstone several times in winter and summer . Your photos are enjoyed with friends in this country and in other countries . A good enticement to get them to visit in our country

Yellowstone is a gift for all Americans to share with the world.

I have been a regular visitor to Yellowstone for more than 50 years.

I enjoy the postings and like when YNP answers the comment questions

I love yellowstone.....

I have visited Yellowstone twice. Once as a young girl and then when 53. We cannot wait to visit again. Thank you for keeping this National park for generations to see.

Yellowstone National Park IS my park and I love it! Have been back 8 out of the 10 years that we started going!

Visiting Feb 2016!

We have come to ynp almost yearly for the last 10 yrs, we love it!!

I would love to see more posts

Love the park and cannot wait to visit again!

Love what you're doing now!

Yellowstone has been our favorite NP for over 30 years. We love the webcam and check out conditions there many times daily. We worry about some of the media reports of encroaching mining, etc. Wish we could get accurate information - not biased reports!

Yellowstone is so on our list of parks to see and by keeping in contact and getting info from you and others through Facebook & Instagram that have visited, it has been giving me great insight of what to expect and how to plan

I enjoy your posts.. Please Keep them up... I used to live in Idaho Falls and really miss my visits to the Park.. I would make the trip once or twice a month... I can't wait until I can retire and move closer... 2017 will not come soon enough..... until then please keep making me homesick

Yellowstone is my favorite park. No where like it in the world. I never get tired of going! Would love to learn more about Native American and park history. I want to work there sometime.

I am grateful for the existence of Yellowstone and would visit every year if I had the budget to do it! I am in the process of planning a future trip with my best friend of 62 years who, despite going to college in Colorado has never visited Yellowstone. I tell her "no one should die without seeing Yellowstone so we can't waste any more time and must go and enjoy it together. (We are 66 and 67.) No bus tours! We need to still be young enough to drive around, stay inside the park and enjoy as much as we can of it for at least a week. Thank you for maintaining this wonderful place on a shoestring and preserving its unspoiled wilderness for future generations.

My father was a ranger in Yellowstone so I spent 18 summers there. My family and I go back almost every year. It's one of my favorite places in the world.

I love YNP and I believe you are doing a great job on social media

My first visit was in 1976, and I fell in love. In 1994 my husband and I took our two boys (who both earned their Junior Ranger badges), and it is THE vacation the kids remember and still talk about. I would love to come back, but my health may prevent that from ever happening again.

YNP use to be my yearly vacation spot. I would visit the park, every October, to capture wildlife and landscape photos. I also used this time to relax and get away, by myself, and completely unwind. I have introduced several friends to the park and they immediately knew why I call it the most peaceful place on Earth. I've met some great people over the years, made some wonderful friends, and will always cherish the memories. I miss my yearly trips and can't wait to get back there,,very soon!

I would love to see employment positions posted

Keep up the great work!

Had a trip to Yellowstone all planned out last year but wasn't able to make it. Can't wait to schedule another one and actually go this time.

I wish there was more information posted on wildlife management issues, policies, and contact numbers to different departments so the public eye can easily comment on wildlife management policies, I also wish the park was more open about posting events regarding public in-put meetings so more of the public can take advantage of opportunities to give their opinions before decisions are made by park officials

Lost count of how many times we've visited. Larger RV parking would be great. Getting out of the park to West Yellowstone or Cody for our campsite every night can sometimes be stressful.

We visit Yellowstone once a year, for one to seven days at a time. I used to work there as a seasonal ranger and consider Yellowstone my second home.

I like your presence on Facebook, and please don't quit, but keep social media in its place and spend your money on Rangers and park upkeep.

Good luck with your project. The survey was a bit long, though...

Really enjoy Yellowstone! Intend to come back!!

We LOVED our visit to the park and have plans to visit again and MOVE nearby in the near future due to the beauty!

Been to the park at least 100 times. Two uncles and a aunt worked there in the 40's so we always had our own tour guides and the best of stories. My kids and grandkids love my stories of the 50' and 60's when go there 4 or 5 times a year. I'll go back once a year for as long as I'm able.

Visited once for 2 days during a tour, loved everything about the park and will God willing be back one day

Worked at Old Faithful summer of 1969, and enjoy Facebook groups related to Yellowstone.

I really enjoy the page. It makes me feel connected to the park since it's hard for us to get there. I was 39 the first time I went and then hubby and I spent our 20 year anniversary there. I can't wait to take the kids. The diversity in the park amazes me. There are a lot of similarities to north Idaho, which I love, but then the uniqueness of it. I love learning about the park. All of it. There is always something new to learn.

I love interaction with rangers but I don't think they should give super specific responses bc some visitors misunderstand what they may mean. Also I wish there were more rangers to keep people in line. So many people are disrespectful to the park and wildlife; I know the Rangers can't be everywhere, all the time but if there was a stronger presence, I think it could help. Ps. I would do yours if they were led by the park but Xanterra can be really misleading.

Have a daughter who is a season ranger in Lake District. We love YELL

Not sure of the year we visited, stayed at Old Faithful Inn and The Lodge on the Lake and it was the year before they had the first cell tower operating.

I am disabled. Hence the answer to most activity questions is never. I feel the park is very handicapped friendly, but I would like to see more accommodation for the disabled. Thanks for the opportunity to express my opinions.

I would love to visit the park this summer!

Have visited Yellowstone many times. Love it there. Try to go before the busiest time of the season. Went last year in the first week of June. Have also gone in May and July. Will not go in July again.

Nice and very natural park for knowing more wildlife and scenery

Young people do not use Facebook, they may use Messenger to communicate. so as a high school teacher, communicate through other social avenues such as Twitter Instagram snapshot etc to educate our youth about the park. As a ex YP employee, it would be great to see more posts about employment opps. It was the best summer of my life working at OFLodge. Last summer I met up with two friends from summer of '75!! Thanks for all you do!

I love Yellowstone for the diversity of the wildlife, and the wolves

We love snowmobiling in the winter. It is a time to see the park in another way! Best vacation ever was winter snowmobiling through Yellowstone

See you soon!

Loved Yellowstone when I visited twice & can't wait to visit again !! Love the park !!

I love everything about majestic Yellowstone. I want to visit more often.

We are retired, and travel for 2 month stretches all year. Should be back in Yellowstone in early September.

Yellowstone- my favourite place on earth !!

We have reservations to visit the park in June 2016. I am a wolf lover/nature lover.

It was always a desire to come to Yellowstone and finally in 2012 I was able to come. I was not disappointed. Your visitors centers were so beautifully designed, your personnel were so helpful and the park rangers we met along the way we're so very informative and friendly. I haven't stopped recounting Yellowstone as a "must do once in a lifetime" for everyone. Thank you so very much for all that you do to preserve this treasured park and its critters!

I moved to Bozeman, MT for the sole purpose of being near enough to Yellowstone to go in to the park as often as I want. I got married at Artist Point in 2010. YNP is hallowed ground in my life. My family and I traveled through Yellowstone from Texas every summer when I was a child. There's no more beautiful place on earth.

I live in Cooke City in the summer so visit the park often. Being able to be in the park often was one of the reasons I chose to work in CC.

love you guys!

Yellowstone NP is a great place to visit and to see pictures and get informations on facebook is a good way to stay connected.

I thoroughly enjoyed my visit to Yellowstone NP and would like to visit again.

We hade booked a Journey in september last Year but vad to canceled due to an accident with my wifes ancle. / /

One of the Best vacations of my life last May in Yellowstone

Totally love Yellowstone and walk all through the geyser basins every year. Can't wait to see it again.

Love that I can view Yellowstone's Facebook page without having a Facebook account!!

Yellowstone is our favorite place on earth, so far. We have visited seven times.

This is my park. 😊 And I've only just begun to explore and visit.

I love YNP, and have visited it an estimated 15 times during my life, and hope to visit many more times. I am concerned about high levels of visitation, and hope that future management decisions defer to maintaining wildlife and natural features above increasing visitation and or in park lodging.

The NPS at Yellowstone should keep up the good work. Thank you!!

Love the park! Wish i could visit more!

Former employee.

Loved visiting the park, can't wait to return one day and see end more time exploring.

I was raised in Wyoming and am missing my home state. I run a Wyoming Facebook page and often repost your posts there. We have over 7k members now. Your posts help me feel closer to home. <3

I worked in Yellowstone in '99 in Mammoth. I visited in 2008 with a friend from '99 and two others who have never been there. I went back in 2012 for a solo visit, spending 10 days there, 4 in the backcountry. Went back twice in 2013 and got married on the Yellowstone Lake shore, honeymooned there and can't wait to get back with wife and friends. I currently am the administrator for a "I lived in Yellowstone" Facebook page. I read the Wolf Report every year and other articles on nps.gov/yell and LOVE the Park and would love to retire and be a Park Ranger as I age with my wife.

Visiting Yellowstone NP was a long overdue highlight of my life. Truly in awe of the park. Everyone should experience what a national treasure we have.

We go to Yellowstone every year, but in 2015 we were in an accident with the motorhome and didn't make it, but we will be there this year. Love the park

We absolutely LOVE Yellowstone, however, it's difficult to see due to all of the busses within the park during the summer months. I would love to see a Wyoming/Montana visiting day. We could enjoy the park without the million tourists.

I love Yellowstone National Park. I am so thankful for their great Facebook page that reminds me of the place that I long to return to. I enjoy the information and the occasional humor! Keep up the great work.

I think it is not important what race you are. But i know it is still very important in the USA

I was thrilled to find the Facebook page for the national parks that I love including Yellowstone and I thoroughly enjoy perusing them every day. The postings bring back so many wonderful memories and encourage me to look forward to coming back someday soon. thank you so much!

I love Yellowstone Park. One of my earliest memories was being there with my family, about 3 years old. I'd visit every year if the rest of the family would do it. We drove for 2 days to visit in 2013, but the park was closed. So we drove back home for two days and called it a bad vacation year. /

My husband and I were both NPS rangers. He worked in Yellowstone in the 80's. We have been to YNP many times with our kids. Our youngest son worked there a season in concessions. YNP is near and dear to our family and we love keeping up with the park via facebook.

Love YNP as we have visited it every year for the past 28 years

I love Yellowstone. It brings back childhood memories and makes me feel at home. The paint pots were my first memorable experience. I think I was 8 my first trip. I have been there many times over the years with extended family and will definety take my own kids this summer or next. Yellowstone is a beautiful place with beautiful animls bit the traffic can sometimes makes me think of California or Disneyland. Its TOO MUCH. When i 'head to the hills'. I like seclusion....but i know that Yellowstone is a worldwide destination and i have to share

Keep up the good work!

we would visit the park more often but we can never get a room

Have been visiting Yellowstone since the 1950s, always camping. One of my favorite NPs. But lately it has been overcrowded, too many people just blocking roads, out of their cars, too close to the wildlife, too touristy... We now tend to go as late in the fall as able, but last time still thought too many people as the quieter campgrounds were closed for the season. We then tend to prefer Grand Teton NP and do day trips into Yellowstone.

My family and I am visiting Yellowstone for my first time ever in October and can't wait!

Thank you for asking our opinion! Yellowstone has a strong Facebook page, compared to other parks. Keep up the good work!

We have enjoyed Yellowsrtone greatly over the years both in it's hotels and campgrounds. Lately, we have had to do more from vehicle than hiking, but all is beautiful and fed by video, TV and facebook between trips.

As a Professional Environmental Specialist and Land Use Planner wiring in and with several National Parks to better service the public while protecting OUR National Treasures, and have worked in and around the Parks for over 30 years,,You guys are doing a good job.

Congress must increase funding for all the parks! America's best idea is a beacon to the world. As a 22 year Navy veteran, it was comforting to know that are parks were waiting for us when we got home. I was so impressed by YNP that at the age of 57, I am currently enrolled in college and applying for a Pathways internship to serve the park system!

Yellowstone is a national treasure and I appreciate all the efforts to make it beautiful and safe. Your Facebook page keeps me in touch. I will be back this year.

I love Yellowstone. I appreciate the NPS and all it does to protect and promote our heritage. Total disclosure: I do volunteer locally at a NPS site and work on its Friends Board.

We return to Yellowstone as often as possible. It is a family tradition for four generations.

Our family has wonderful memories of our visits to YNP.

Yellowstone is my favorite place in the world ! Have visited there countless times and love it .

Please share the outcomes of the survey on facebook

Love the Facebook page. Add more pics with stories.

Each year we visit YNP.. And that is 8'times in the last 15 years for 2 week stay each time... We are dismayed to see the increase in crowds in tour buses... Jumping out...running up to the sights and running back. Some tourists are so rude and do not adhere to posted warnings. Too many professional photographers crowding spotted wildlife and chasing them off. Need more staff to control these crowds. We adore YNP but delaying next trip to perhaps autumn instead of mid May.

I love Yellowstone. My parents live two hours from West and when I was growing up we went to Yellowstone at least once a year.

Thank you for all you do! Make sure the public knows how we can support you.

My son lives in Livingston, MT and works for the National Forest Service. He visits YNP often and your posts let me "see" what he sees and enjoy the park. Was back in MT in 2014 but didn't make it to YNP..... wish I had.

I like to see more stories about the plight of the bison and the killing of bison and the park's role in that killing. I would also like to see stories about overcrowding in the parks and if there are efforts to have daily limits and reservations, the park is overcrowded and I have visited YNP for nearly 50 years.

I am concerned that the volume of visitors visiting the park negatively impact the lives of the wolves and the Bears. I hear things on FB that shock me regarding improper conduct re wildlife but that people get away with, risking the life or stressing the wildlife. It appears more rangers are needed. I am against YNP opening the waterways. It's a wilderness park but the volume of people visiting can destroy it.

thank you

See you in July 2016

Love, love, love Yellowtone

We love all our n. Parks

3 trips to YNP, can't wait to go back

I love that YNP is on FB! Keep up the good work!

Love our national parks and being able to see them on line when I can't be there.

My mother first visited in the 1930s. I grew up looking at the photos of that trip and was so excited to bring her along on our family trip back to the park in the early 2000s with my children. We visited again and both times we have enjoyed so many aspects of the park. I especially love the efforts to keep the park and everything in it the main focus of the experience. Everything from the rangers to the lodgings to the restaurants to the wonderful lack of distraction in the park focuses the attention on appreciating the natural beauty and the historical significance of the area. Keep up the great work! /

I love the photos!

As a former park ranger (now handicapped) ai love every thing about the National Parks and go every chance I get. Keep up the good work. Having the parks on facebook makes me feel still connected.

I first visited Yellowstone in 1995 and returned there to work in 2002. While working there I met another Xanterra employee at Mammoth who is now my husband. My husband's family is from western Idaho and we want to eventually move back to the area. Being closer to Yellowstone again is a huge motivator for us.

One of the best places on earth

I love being at the park and being in Nature to hike and see what the park is all about. / I hope only things that are about the park are posted to the page.

While growing up we lived near Bozeman, MT. Most of our summer vacations were to YNP and we loved counting the number of bear we saw. Wonderful memories! Two years ago we took our grown children for a week's vacation and had a wonderful time. We saw a few bear, but nothing like the old days! It's still a gorgeous place.

I think it is great that Yellowstone is protected. To see nature that is not destroyed by humans. I doubt the government sets a side much money to help this beautiful park stay untouched. To all those working at Yellowstone, thank you for what you do.

Love Yellowstone and hope to visit again!
I love the Old Faithful camera and visit it often
I like when they post information about the Bison and the park at different seasons!
I truly love Yellowstone NP. It is my first park I go visit. I am going to retire in 1 1/2 years and I want to work at the park for a few seasons. I have always wanted to just be in the park and learn as much as I can about this most Beautiful Spot.
I love Yellowstone.
YNP is what Heaven looks like ~ so in love with it it's one of the reasons we are planning to move to Cody, Wy. within the next few years!
We have loved Yellowstone, and all of our visits there. We have been married 45 years, and have been to the Park every one of those years, and some years made multiple visits. One of our daughters grew to love the park so much through those visits that she and her husband have worked in the Park for the last 2 years :>))
Live and miss the park. Wish I lived closer. My Favorite of all the places I've visited.
Love the park. Would like to see money put to more pull offs in areas were you have a lot of wildlife viewing or making the side of the road more level so when you do pull over your car is not damaged.
I enjoy and appreciate the posts on facebook by YNP and admire the personnel whose jobs include this role. I especially appreciate the thoughtful, neutral replies to controversial responses. Keep up the good work!!
I have visited YNP once each year for the last 10. We come there for the magnificent fishing and camping. / Continue with the fish management.
Focus on managing the park resources and keeping it natural. Try to reduce noise and light pollution for visitors.
We visited Yellowstone for the first time this summer. We weren't there long enough!! Our next trip will be ONLY to Yellowstone.
We love the park
I especially support YNP Wolves!!!
I appreciate the fact that Yellowstone NP gives intelligent, science based answers to the many hateful, emotional and misguided Facebook posts regarding Bear and Bison management issues.
Yellowstone's NPS upper management needs to be replaced. Also Kerry Gunther has been in bear management to long. We need more modern science based bear-management decision making. When a hiker does not take the responsibility to carry bear spray, and YNP management goes and kills the bear family, as a result after the attack. It should tell us that the old school ways are not going to change while in power. Out with the bad government bureaucracy and culture, and in with modern scientific-based bear-management to protect not kill!!!
As more and more people visit yellowstone in the summer people and wildlife interaction is a serious problem. We need to teach visitors the values of giving wildlife there space. Hiking and carrying bearspray is another issue that needs to be addressed. More areas to pullout and view wildlife, and more rangers in the park to keep visitors under controll. More yurks in the park for camping and more camping areas. More enforcement by rangers to keep people at a safe distance from wildlife.
I'm disabled, which limits some of my activities. I can't wait to go back to YNP
Worked at Mammoth 2004 and 2005. Everyone should have this experience.
Love Yellowstone, have enjoyed several cases thru the YA. They offer amazing classes and have enjoyed staying at the Lamar Buffalo ranch.
I Worked as a front desk clerk at Mammoth in 1993 i received employee of the month i came back in 1994 as a front desk senior clerk . It was the best decision I have ever made when being laid off from a job I held for 19 yrs as a special education teaching assistant. I camped and visited Wyoming-Montana-Idaho-Utah on my days off. Went on Ranger guided hikes and visited many historic places while there. I miss YNP. I FEEL I left my soul in the west
Keep up the good work! 😊
Questions about race are completely unnecessary.
Yellowstone on Facebook is my gateway into the amazingly beautiful secret lives of wolves. We are a family on here who love the the wolf families. Please push as if your life depends on it for a no hunting zone around the park. Makes no sense to protect and research just so a hunter can kill it!
I've always wanted to visit Yellowstone in the winter, but I've never made it up there because I am unsure what I can do once I get there. It would help me to know where I can walk from the snow coach, where I can cross-country ski, etc. But all the website says is "visit a visitor's center to learn about these things."
I enjoy seeing anything posted by YNP! It keeps me in touch until our next visit. We visit every two or three years. Would come twice a year if it was affordable!!
I can't wait to visit Yellowstone NP this July
We had our first visit to Yellowstone this past summer and I fell in love with the park! Our time was limited so we plan on visiting again not the near future.
Love love love Yellowstone!

Yellowstone was THE highlight of our trip out west. We were pleasantly surprised by how much we loved Wyoming in general and Yellowstone in particular. Plans are being made for our return in July and we are so excited to explore the park more. Such a remarkable place.

It would be good to extend the opening season for accommodation in the fall in the park. Your entry fees are way too cheap, I, and probably others, would be happy to pay the weekly fee on a daily basis especially if it goes towards the upkeep of these special places.

One of the best National Parks. I plan to visit again within the next few years!

We are making plans to visit again this year! We were there in 2003 and 2010. This time we plan to see more of the park and local area since we won't have a time frame to be home.

I would like to have a news app that could be used while in YNP. We have been in the Park hiking and/or sight seeing when a sow bear attacked and killed someone. We would have appreciated knowing that it had happened. It might help people be more aware. Thanks.

My late husband and I began visiting the park every year from 1985 until his death in 2012. We lived in Montana from 1995 until 2000 and treasured every minute spent in Glacier and Yellowstone. I look at website daily to recall all of the memories .Keep up the good work on this incredible place

I care about Yellowstone National Park very much. It is part of my life and have been visiting this park sometimes twice a year for the past 9 years in a row. My husband and I camp at Canyon Campground most of the time when we visit. We have seen so much carelessness and reported to the Camp Hosts who sometimes care, or who don't care enough. The camp hosts it seems are only there for cheap services (cheap place to vacation) for the summer. I would love to be a camp host but don't have time yet to do this. If I were a camp host I'd walk around and introduce myself to the campers, provide wildlife information, activity information, make campers feel welcome and feel like Yellowstone is "their" campground. For the kids, I'd provide crayons and small coloring books containing Yellowstone National Park wildlife, plant life, basic FAQ's on Yellowstone facts, history. I'd include basic information on camp safety for kids. Kids are notorious for keeping parents in line! Yellowstone National Park might want to consider giving the Camp Hosts copies of the Yellowstone National Park newsletter so that they can hand it out to campers. I guarantee when campers are given the paper at the entrance, many don't even glance at it. I've seen the paper in trashcans, or on the ground. Campers might read this newsletter after they've arrived and are sitting down for a nice cozy meal at the picnic table. Of course all of these ideas probably require additional funding. Maybe. I just care about the park, preserving this grand place, making sure the wildlife are protected and making sure people are safe too while they enjoy this beautiful place.

Killing off of bison is an act of genocide against native Americans in violation of treaties the u.s. is signatory to. It constitutes human rights violations against indigenous people. The annual yellowstone bison slaughter is not based on science or ecology principles, but rather reflects violent destructive settler colonialism.

Just got into doing guided tours in the national parks of Utah. Hiking on trails that are sanctioned by the parks with clients. Yellowstone will be on 2016 itinerary. Can't wait to see the park again!

Loved Yellowstone & the state! I can't wait to return!

We have answered these questions both as a person and as a library. As a library, we are very interested in your posts because we have a collection devoted to National Parks of the West, including a computer to use to plan a National Parks vacation. Your updates on conditions, and amusing posts all pique the interests of our patrons in these vacation opportunities. Even if vacationing is well beyond the means of most of our library users, it's fun to read the books and look at the maps, and view the posts.

I have loved every visit to Yellowstone. I am feeling more and more the need to visit again. Will be planning a visit soon.

My personal info is off limits. I would like to add that in the 70's I worked for the Park Service in Yellowstone, stationed at Mammoth.

Yellowstone has been a favorite vacation spot of my families ever since I was a child. I love seeing all the great pictures posted on the YNP Facebook page! Thank you!

As an 82 year old, I don't expect to go backpacking in any wilderness. I don't walk very well, and my eyes are losing their fight. Still, I love to see the pictures and add my voice to champion the wilderness and its animals.

I had a black and white photo storybook about Yellowstone when I was a child and always loved the park.

YNP has so much to offer in one place, and its goal to preserve the pristine nature of the park while providing pleasurable activities for enjoyment of its visitors makes it a destination that benefits everyone. We applaud the National Park Service for its fine work.

We will be visiting the park again in May and are so excited! Our favorite place in the USA!

This is one of the most wonderful places I have ever been and you do a great job making it accessible to all. Thanks

Visited YNP yearly for 40 years!

Yellowstone is my favorite place to visit. Hopefully will be there this summer.

I loved visiting Yellowstone. Wish we would have stayed longer / Hope to go again soon

We are retired now and will be back to visit my favorite place in the world. We have stayed in the park twice for a week each time. Totally enjoyed the experience. Please keep posting videos and info about anything at the park and I will read it and share it . Wildlife is my favorite...wolves, bears, elk, coyotes, birds.

Visiting Y.N.P. was an integral part of my childhood. My parents took us every year while we lived in Wyo. Those trips helped shape who I am and how I feel about the world around and are vividly etched in my memory. Probably the best memories I have from childhood. Thank you !

Postings on Facebook are generally good, but come too often.

Have visited the Park 3 times. Best time ever, 2014. Took several guided tours and loved them, especially the wagon ride to a great BBQ. Love the Park and will visit again.

Will be returning this May, can't wait.

Yellowstone is my most favorite place in the world. Bought a house in Gardiner so I can visit frequently.

I love to see anything about Yellowstone. It's the next best thing to being there.

During the early 1970's I spent regular visits to the area while working for the USGS/WRD in Denver. I also visited just before and after the large fires studying the changes with my family. I look forward to frequent trips in about two years when I am planning trips to NW US.

I love our National Parks

I love Yellowstone and grand Tetons. I visit as often as I am able.

Even though we live quite a ways from the Park, I have visited many times through the years. It is one of my favorite places to visit--there and the Grand Tetons. My first visit to the park was when I was 8 years old--in 1946. It made a lasting impression on me. I would love to be able to spend more time there and a winter visit would be wonderful.

Love the park

I enjoy visiting Yellowstone NP and had my honeymoon there in 2002 in the Old Faithful Inn with our American friends we came back over for my husbands 50th Birthday 10 years later in 2012 I have enjoyed it each visit and hope to be back again. I love the geology and like to keep up to date of what is happening.

We have camped in Yellowstone in tents and lately n RVs, in snow and sunshine each has very wonderful benefits. My only wish is that the fishing bridge sites were just a little bit bigger. The Rangers and staff anywhere in the park are the best!

The Park's use of Facebook is first class. I appreciate everything that the Park posts and especially appreciate its replies to some comments. I visit its FB page every day! / / Note: this survey does not seem to acknowledge that some US citizens do not reside in the US! "Am I a permanent resident OR citizen of the US?" (YES) but then it will not let me enter my residential information in the next question because I do not live in a US state. My Canadian province and postal code were rejected...and I was not allowed to continue until I "corrected" that. Therefore the only way I could continue with this survey was to go back and indicate NOT A US RESIDENT OR CITIZEN, which is incorrect.

I love Yellowstone and hope to visit again soon

Had a blast last time and looking forward to the next time. Keep up the good work. Thanks

My family used to live in YNP for over 18 years. I loved visiting and living there too for short periods of time. I enjoy staying connected to the Park through FB. Brings back wonderful memories. Keep up the great updates!

I worked as a seasonal interpretive ranger at Old Faithful during the summer of 2015.

My husband & I love Yellowstone. We visit every Sept. My favorite thing is wildlife viewing - especially Grizzlies.

I am coming to Yellowstone in September 2016. Can't wait! Been planning for 3 years!!

Beautiful park!

I love Yellowstone! Thank you for the great Rangers and opportunities to see some incredible things!!

I love the scenic photos YNP shares on their FB page.

Love the park and the park service. Stay true to your mission

I love Yellowstone and will be back again. I am highly impressed with the staff, their knowledge and appreciation for where they work.

Forest fenn treasure hunting has brought us to Yellowstone a few times

I have worked in Yellowstone for several years at the front desk in the Old Faithful hotel. I love the park and will continue to visit Yellowstone in the future!

I do not belong to Facebook. However, I enjoy this media to check what's new at Yellowstone at least 4 days per week. Thank you for allowing us to check out the page without actually being a "facebooker"

I love Yellowstone. The Mammoth Hot Springs and the Mammoth Hotel are my favorites along with the ranger-led tours.

We stayed in the Grand Tetons and visited Yellowstone Next time we want to stay inside Yellowstone NP

LOVE IT!

Good job!

Loved my visit. I was able to observe the alpha female of the wolf pack in hayden valley!!!!

I look forward to visiting again! This has been my favorite vacation!

Loved our visit there this past summer!

Hope to visit again soon. I worked there 2 summers while in college.

I sincerely hope you do not raise rates. I am opposed to the \$\$\$\$ earned by concessions but not evenly shared with the park.
Go Griz :-)
LOVE your park!
My husband and I worked in Yellowstone Park during the summers of 1973-1975, for three summers as seasonal employees. He was a Park Ranger at old Faithful and I was a nurse at Lake a Hospital. We have hiked, backpacked and visited most of the park. We have enjoyed these activities with our friends and children . The Park is very special to us with many memories!
son and wife work for the park
My income is none of your business
Love Yellowstone, wish I could spend more time there, planning for trip me next 12 to 18 months.
We love visiting the park usually during the summer months, we appreciate the park and it's employees.
I think visiting Yellowstone National Park should be a school trip option, instead of going to the beach or a city somewhere.
My family has visited YNP 6 times!!! It is my absolute favorite place on Earth and I swear it is Heaven on Earth.
Feel the US is very fortunate to have these great National Parks ,
I Love Yellowstone NP and truly feel it is a National Treasure. Please keep her healthy and more on fishing!! Thanks!!
Leave the bison alone.
Love, love, love Yellowstone! 2015 was the first year that I could not make it out there.
Love the park & love keeping in touch with it, mahalo
I had the privilege of living and working in Yellowstone National Park in the upper geyser basin area. I worked at the Old Faithful Inn. I saw Old Faithful go off daily. I walked the geyser basins every evening. We backpacked about every other weekend. What a spectacular Park! A special place that everyone should see.
Love the park!!
As an employee of the park, I like to see what the Facebook page is posting about as it does affect my job on what the people see. I also like to learn new things that I might have missed in my 10 years here
Wish I could visit every year
I love national parks!! Keep up the great work and wonder Yellowstone!
I have my four night reservation for Old Faithful Inn already, for June, 2016.
My husband & I consider YNP "our park," as we have visited the park 11 times together spending on average 10 days/per visit in the park. I have visited at least another 5 times for shorter stays. The park is very important to us, as are issues related to the park.
Love this Park and visit many of the other National; Parks also.
We worked at Grant Village General Store the summer of 2015 for Deleware North
Our visit to Yellowstone was memorable. Facebook has helped me remember our experience and continue to appreciate the marvels of such a unique ecosystem. Thank you for enabling us to feel apart of the Yellowstone NP community through photos, videos, and postings.
We love the park and always see something new.
Please make sure what you post is accurate. A recent post indicated the mist above Firehole Falls was steam, which is incorrect and only one example of incorrect information posted.
Love Yellowstone!
I love YNP and plan to visit in July 2016.
Please include Transgender and gender identity not listed as an option for demographic info. Love YNP, live in CVNP, visit YNP every year since 2009
Yellowstone really needs to loosen up a bit and become personable. Model after Glacier and Yosemite. Long posts or posts that state the obvious are boring. Assign some meaning and inspire. Share other photos from the public.
We made a trip of a lifetime in sept of 15! Loved the park so much! Would love to back but may not make it, so I love to keep in touch with what's going on there through fb. The pics take me back!!
Yellowstone is just simply amazing. It is one of the most beautiful places I've ever seen. And I should know I stay in Scotland.
Thank you for creating a Yellowstone FB page!!!
Just wish there was a way to help people be more respectful to the park and people. I know ranger resources are stretched but some type of way to enforce infringement on the animals is more needed. The last several years the abuse has become ridiculous! We have visited the

park probably 50 times in the last 10 years and our enjoyment has been lessened by the lack of the absolute disregard of so many. Maybe an easier way for the public to report abuse and harassment of wildlife.

Yellowstone and Grand Teton have been like a second home to me over the years. Never get tired of it. Biggest disappointment was when the Hamiltons were kicked out.

I think that the park service maintain the park in a way that makes it accessible to the handicapped and others in a professional manner.

My first visit to Yellowstone I was 2 months old & I have been back MANY times. Love showing the park to my kids & grandkids. The Facebook page makes me want to go back - SOON!

Visited YNP once a year since 2005. Love it.

I grew up in Wyoming (Military Brat) but have lived in South Carolina for 40 years, but have to get back to YNP at least every other year. I love having the Facebook page available with all the stunning photos and great information, love the web cams, and touch base at least every week. Would love to know what other sources I can get information to share with my friends.

I advocate respectful use of our National Parks, a tread lightly approach. I find irony that we are encouraging every American to "Find Your Park" when we are culling the inhabitants that have lived on these lands and called them home for many generations. I greatly respect and admire the work of the wildlife biologists and rangers of the NPS, but I do have concern about the potential misuse and abuse of the human visitors who lack reverence for these sacred places and their non human inhabitants.

Do not use Facebook at all except to look at Yellowstone National Park page and Buffalo National River page - / you do a really nice job with the photos, links, and informational items. Have enjoyed it.

It is my intention to visit Yellowstone NP in the future, maybe by the next year (2017) Never would have had the idea of visiting this fantastic natural place if I'd had not seen nice pictures and videos of Yellowstone in Facebook. I often read information you provide about advising how to prepare my visit, activities, schedules, etc. It was nice contribute with this survey. ;-)

Your Facebook page is fantastic. My family loves it and we speak of your postings on a very regular basis.

My wife and I have worked in Yellowtone since '92. 2016 will be our 25th season in the park. We run the post offices and OF and GV

One of my favourite places on Earth so thanks for the opportunity to comment. I'm not a great Facebook user but feel that YNP (and other NP pages) are godd examples of how to use facebook to share information about places with people.

Lately the language used in the posts is not the tone I would expect, overly casual and unbecoming of the higher expectations I have for the NPS. The pictures are nice, but the greeting card commentary could be left out of the posts.

Love Yellowstone; love the webcams!

Love Yellowstone. I am Not a big facebook fan, but seeing yellowstone posts is one of the best things about facebook! Thank you for your presence there. It keeps me connected to Yellowstone until my next chance to visit, which may be years away.

Have worked in the Park for 24 summer seasons off and on since 1974. Last summer worked for DNC from May to the end of September.

Truly enjoy Yellowstone Science magazine. Writing is excellent and very engaging.