

1. Title:

What's Bugging You?

2. Project Leader(s):

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3. Cooperator(s):

Jody Gangloff-Kaufmann, Lynn Braband, Paul Curtis

4. Abstract:

A visitor to the NYS IPM Program website with a specific mission or one with previous experience on the website can navigate and get the information they need. A casual visitor, like a homeowner, who encounters the site by chance can get lost or discouraged before they find information that captures them. To guide these casual visitors to pertinent information quickly, the "What's Bugging You?" web page was created at http://www.nysipm.cornell.edu/whats_bugging_you/. Each pest-specific page linked to off of the main page presents basic information on buildings pests. With two mouse clicks from the NYS IPM Program home page, visitors can see pictures, learn fast facts, and access other resources housed in the NYS IPM Program database.

5. Background and justification:

The NYS IPM Program website was cumbersome for visitors who encountered the site by chance. A catchy, user-friendly page that provided pertinent information to a browsing layperson within a few mouse clicks of the page was needed to capture this audience. The "What's Bugging You?" page gets useful information to the visitor quickly and acts as a springboard to other parts of the website that contain more detailed information.

6. Objectives:

- a. To make the information available on the NYS IPM Program more accessible to the casual visitor.
- b. To increase audience (and stakeholder) ability and confidence in identifying and managing building pests.
- c. To provide a quick summary of the biology, behavior, and management of buildings pests that will capture visitors.

7. Procedures:

The text on the "What's Bugging You?" pest pages was written by Allison Taisey and revised by Mary Woodsen. Most of the information was obtained from The Mallis Handbook of Pest Control, Ninth Edition, Best Practices for Wildlife Control Operators, and fact sheets developed by Dr. Gary Alpert at Harvard University. Once completed, NYS IPM Program staff, Jody Gangloff-Kaufmann, Lynn Braband, and Paul Curtis reviewed the content. Karen English designed the website and entered the content. After piloting the bed bugs page with homeowners who called for bed bug advice, the "What's Bugging You?" page with all pest links went live in late January 2009.

8. Results and discussion:

A Google search for “bed bug” has 3,030,000 results.
www.nysipm.cornell.edu/publications/bed_bugs/files/bed_bug.pdf is the 8th result.

Through a search such as this, an inquisitive person could stumble upon the NYS IPM Program home page. Once there, the banner “What’s Bugging You?” catches the eye. One mouse click and a list of buildings pests including ants, birds, bed bugs, and mold is presented. A click on the name of the pest that is bugging you brings up the basics: what it looks like, where it lives, what it does, and how you can deal with it. In addition, the bottom of the page has a “Learn More” section where up to 5 of the resources contained in the NYS IPM Program’s resource database are linked. One can also get to the buildings search form to find all the resources related to the pest. Through this streamlined presentation, casual visitors to the NYS IPM Program website are just a few mouse clicks away from information they can use.

Although the content on the pest briefings may be enough for someone browsing, the links after the “Learn More” heading get the visitor to the in-depth information they may need. This presentation was useful for supporting New Yorkers who called the NYS IPM Program with questions about bed bugs. In addition to answering questions over the phone, sending them to http://www.nysipm.cornell.edu/whats_bugging_you/bed_bugs/default.asp provided the resources they would need for answering additional questions. Having the suggested resources listed in one place made it easier to help callers because it eliminated the need to attach resources to e-mails or guide them through the buildings search form on the website. Callers who accessed the website expressed gratitude for the information. One woman e-mailed, “I have read the info. on the site you sent me to. Its great, better then all I went to online.”

Because all the pests are listed on one page, a person can easily browse, going into detail through the suggested resources as needed. Web usage data is needed to support the hypothesis that, the presentation of information on the “What’s Bugging You” pages keeps casual visitors browsing the NYS IPM Program site longer than they did before the “What’s Bugging You?” site was available. Regardless of the data, the website provides concise information that can be used by any audience to manage their household pests using integrated pest management.

Most of 2008 was spent developing the content and designing the pest pages. Now that the site is live, it needs to be advertised. Word-of-mouth and e-mail will make the information available without additional costs. A key stakeholder for this information is the CCE staff. The site can be used to supplement conversations about buildings pests as it was with bed bugs throughout 2008. Already, the U.S. Environmental Protection Agency has picked up on the site. They are working on a bed bug web site. At its current stage of development, http://www.nysipm.cornell.edu/whats_bugging_you/bed_bugs/default.asp is listed as one of the “Useful Links.”

The continued success of the “What’s Bugging You?” website will depend on its accessibility from the NYS IPM Program home page. If its success continues, the content could be expanded to include other pests that casual visitors and CCE staff would find useful such as pests in small-scale vegetable gardens.

9. Project location(s):

The “What’s Bugging You?” website has been nationally advertised through the Florida School IPM listserv and is advertised as a new resource on the main page of the NYS IPM Program’s website.

The bed bug section (http://nysipm.cornell.edu/whats_bugging_you/bed_bugs/default.asp) was used as the internet reference for New Yorkers who called the NYS IPM Program for bed bug support. From this page, the bed bug resources developed by the program can be downloaded. See “Educational Outreach for the Prevention and Management of Bed Bugs” for more information on these bed bug resources.

10. Samples of resources developed:

NEW YORK STATE Integrated Pest Management PROGRAM



Fact Sheets	Brochures	NEWA	Guidelines	EIQ	Diagnostics	IPM Elements	Catalog	Reports	Search IPM
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Our Newest Resources

What's Bugging You?



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[Vegetables](#)



[Livestock](#)



[Field Crops](#)

IPM matters. Why?

New York, with 19 million people, is one of the nation's most heavily populated states.

It's also among the 10 top agricultural producers nationwide in dairy, ornamental plants, fruits, vegetables—18 crops in all.

That's why dealing safely with pests *and* pesticides, whether in town or on the farm, couldn't be more important. IPM helps you *manage* pests—insects, plant diseases, weeds, and more—with methods that help keep health, economic, and environmental risks as low as possible.



[Buildings](#)



[Nursery & Greenhouse](#)



[Landscapes, Parks & Golf Courses](#)



[Teaching IPM](#)

UPCOMING EVENTS:

February 19, 2009. [Cornell Upper Hudson - Champlain Commercial Tree Fruit School program](#) Lake George, NY at the Fort William Henry Hotel and Conference Center

The New York State Integrated Pest Management Program develops sustainable ways to manage pests and helps people to use methods that minimize environmental, health, and economic risks.

About This Site

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NEW YORK STATE

Integrated Pest Management PROGRAM



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What's Bugging You?

Ants	Mold
Bats	Occasional Infesters
Bed Bugs	Occasional Invaders
Birds	Pantry Pests
Cockroaches	Rodents
Deer	Snakes
Fabric Pests	Spiders
Fleas	Stinging Pests
Flies Inside	Termites
Flies Outside	Ticks
Lice	Wayward Wanderers

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Ants



Carpenter ant. Photo by Gary Alpert, Env. Health & Safety, Harvard U. Information

How to deal with ants

Do two things to keep these tiny cleaning ladies out. First, make it hard for them to get in. Use screens and door sweeps. Trim branches that touch your house. Seal holes in your siding (like where pipes go through the wall). Second, no free lunch. Keep the counters clean, the floors swept, spilled sweets cleaned up, food put away. Fix leaking pipes.

Meanwhile, keep an eye on bathroom and kitchen walls, the trim around doors and windows, and the wall near appliances that use water—you're most likely to find carpenter ants there. But they'll even colonize a leaky roof.

Got a problem? Learn which ant you have so you can get the right baits. (Call your county's Cooperative Extension office.) Give baits time to work. Don't wipe up around bait stations—ants follow each other's scent trails back to the nest, taking bait with them to feed their fellows.

Learn more

[Carpenter ants "renovating" your home? Use IPM to give them their marching papers.](#)

[IPM for Homes](#)

[Ants in Houses Fact Sheet](#) at Cornell's Insect Diagnostic Laboratory

[Contact your local Cornell Cooperative Extension office.](#)

... and [search our database of online publications.](#)

What they look like

Brown, red, black, and everything in between, ants come in many colors and sizes. Wondering if you saw an ant or a subterranean termite? Ants have a narrow waist, giving them an hourglass figure. Termites don't. Seen an ant with wings—or more likely, a kazillion of them? Now and then, males and new queens swarm off to start new colonies. If its four wings are two different sizes, you've got an ant. Swarming termites have four long wings.

Where they live

Ants live in large colonies underground, in rotting wood, or in moist, protected places—under bricks or patio stones, for example. Carpenter ants are more neighborly. They'll set up shop in your home if water or water-damaged wood is nearby.

What they do

Hard-working ants tirelessly clean up dead insects and dropped crumbs. The problem comes when they start cleaning your house too. Most will grab a crumb and head back outside to feed their friends, but carpenter ants prefer to build at the source and will excavate your walls to be near water.