Hilary Geoghegan is a cultural geographer specialising in enthusiasm, working at the University of Reading. Through her research, she seeks to understand more fully what motivates and sustains individual and collective participation in activities, hobbies, interests, projects and research. Hilary is interested in relations between people and the material world, particularly as they change over space and time. To date her research has examined passions for technology, architecture, wetland birds, weather and trees. Hilary has a PhD in Human Geography on the cultures of enthusiasm. Prior to joining the University of Reading, Hilary worked at UCL on her ESRC Future Research Leader award researching what motivates and sustains participation in citizen science projects relating to tree health. Her ESRC-funded research involves close collaboration with Forest Research (the research agency of the Forestry Commission), the Sylva Foundation, Science Museum and Defra. She is a member of the UK Environmental Observation Framework panel on citizen science.