

Using Social Science Research to Inform and Design WWF Outreach and Engagement

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Outreach? Engagement? Why?



Goals of involvement

Outreach (aka Informing)	Engaging
Target audience will become aware, gain insights and possibly a better understanding of the issue.	Ditto
If it's a meeting or gathering, the target audience will gain insights about how others perceive the issue because those present will have at least a small opportunity to share their facts, experiences, knowledge, ideas, hopes, preferences, fears, opinions, and values.	Ditto, AND if you (the designer) listen, you can also gather data!
	Participants feel listened to, and that their input will be considered or used.
	Participants help make decisions.
	Participants engage in collective action.

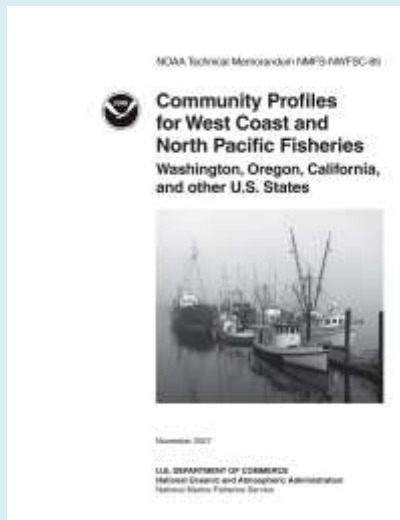
For whom?

- Individuals?
- Groups?
- Public?
- Stakeholders?
- What are their demographics, motivations, cultural heritage, social and economic situations, local or indigenous knowledge, and communication strategies?



Social Science Research Can Provide This!

Is there existing data?



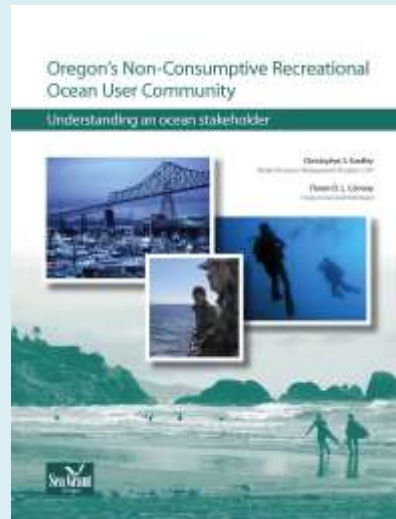
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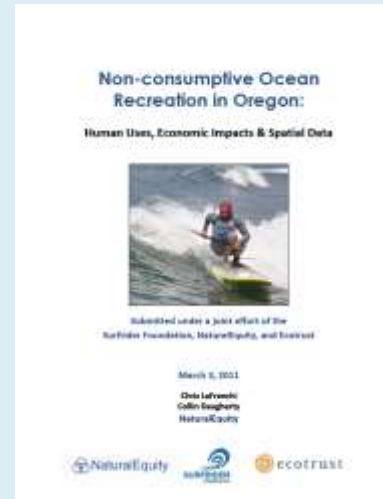
<http://seagrant.oregonstate.edu/sgpubs/collection/fishing-families-and-communities>

These profiles provide data related to

- Family, community, social, economic, cultural, institutional and legal well-being
- Quality of the living environment
- What's important to them and impacts from previous decisions



<http://seagrant.oregonstate.edu/sgpubs/oregons-non-consumptive-rec-ocean-user>



<http://www.sufrider.org/>

<http://seagrant.oregonstate.edu/sgpubs/recreational-fishing-community>

Publications like this can provide data related to

- Use patterns, characteristics of use, what's important
- History
- Social networks and infrastructure
 - Ally and opponent networks
 - Communication strategies within and between groups
 - Identifying natural leaders within the community, etc.

Designing O&E: Measure twice, cut once... and more of Flaxen's pet peeves.

- Have a plan
- Have the right tools
- Have SS skills or know when to partner w/ a SS
 - Being a human does not equal knowing how to conduct social science
- SS data gathering pitfalls and how to avoid
 - Doing the same thing over and over and over...
 - Survey? Really? Get creative. There are lots of ways to rigorously gather data. Match budget w/ your needs.
 - There are right and wrong ways to ask questions
 - Get help. Test it. Adjust. Test again. Implement.
 - Learn and adjust every time (Eastman and Lubec Maine example)



**Thank you.
Questions?**

