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

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Outreach? Engagement? Why?
# Goals of involvement

<table>
<thead>
<tr>
<th>Outreach (aka Informing)</th>
<th>Engaging</th>
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<tbody>
<tr>
<td>Target audience will become aware, gain insights and possibly a better understanding of the issue.</td>
<td>Ditto</td>
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<td>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.</td>
<td>Ditto, AND if you (the designer) listen, you can also gather data!</td>
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<td>Participants feel listened to, and that their input will be considered or used.</td>
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<td>Participants help make decisions.</td>
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<td>Participants engage in collective action.</td>
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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?

www.nwfsc.noaa.gov/.../6718_01082008_153910_CommunityProfilesTM85...

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
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.

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

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

http://www.surfrider.org/
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
  - Learn and adjust every time (Eastman and Lubec Maine example)
Thank you.
Questions?