

Conservation Psychology:

What's the role of behavior in conservation?




Sophia Winkler-Schor

October 14th, 2020

@ScientistSophia

Conservation is “the product of human decision-making processes and requires changes in human behavior to succeed”

-Mascia et al. ([2003](#):649)

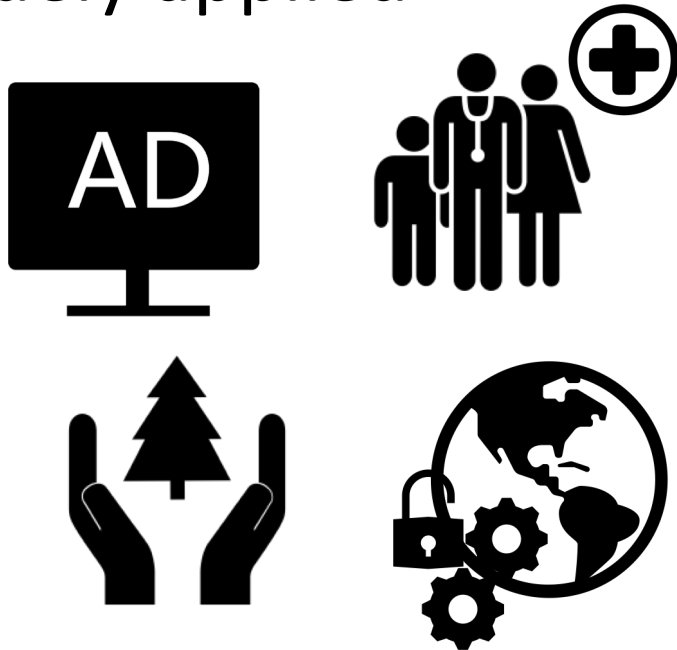


Introduction

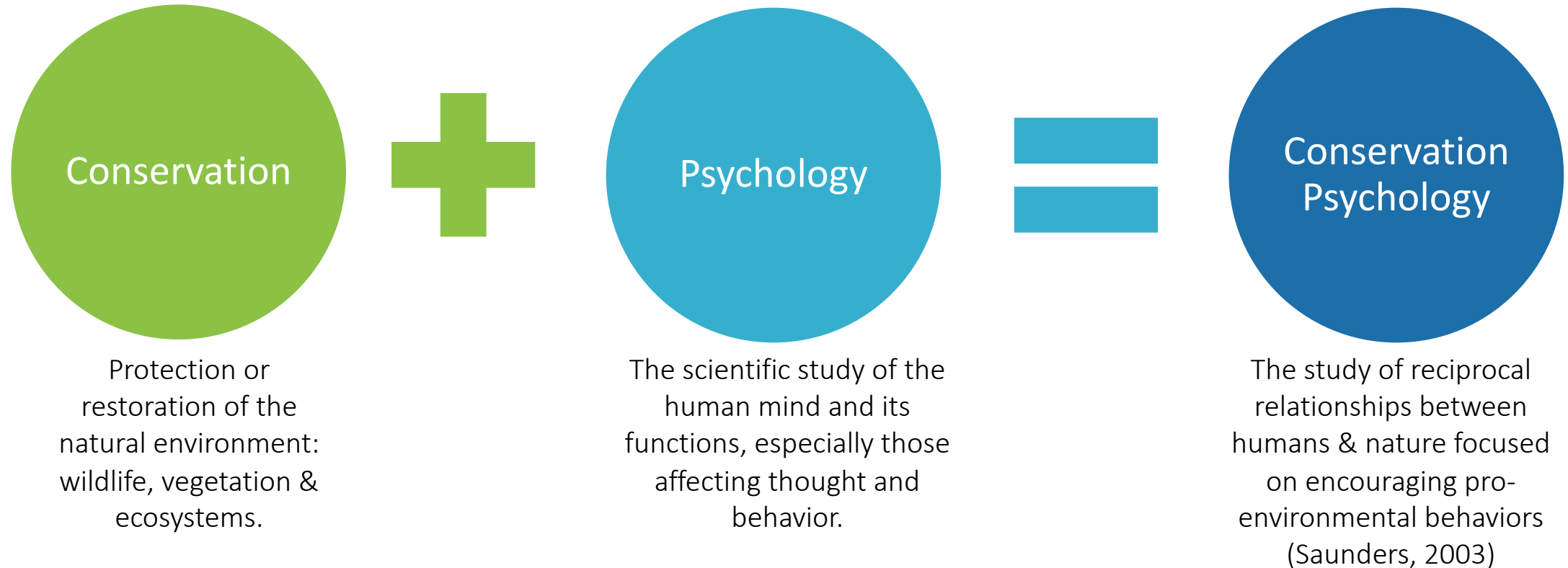
- Behavior change is hard
- Attitude-Behavior gap
(Kollmus & Agyeman, 2002)
- Education alone is not enough

What is Behavior Change Science?

- Interdisciplinary scientific discipline
- Explores behavioral *antecedents*
- Widely applied



What is Conservation Psychology?



The Building Blocks of Human Behavior

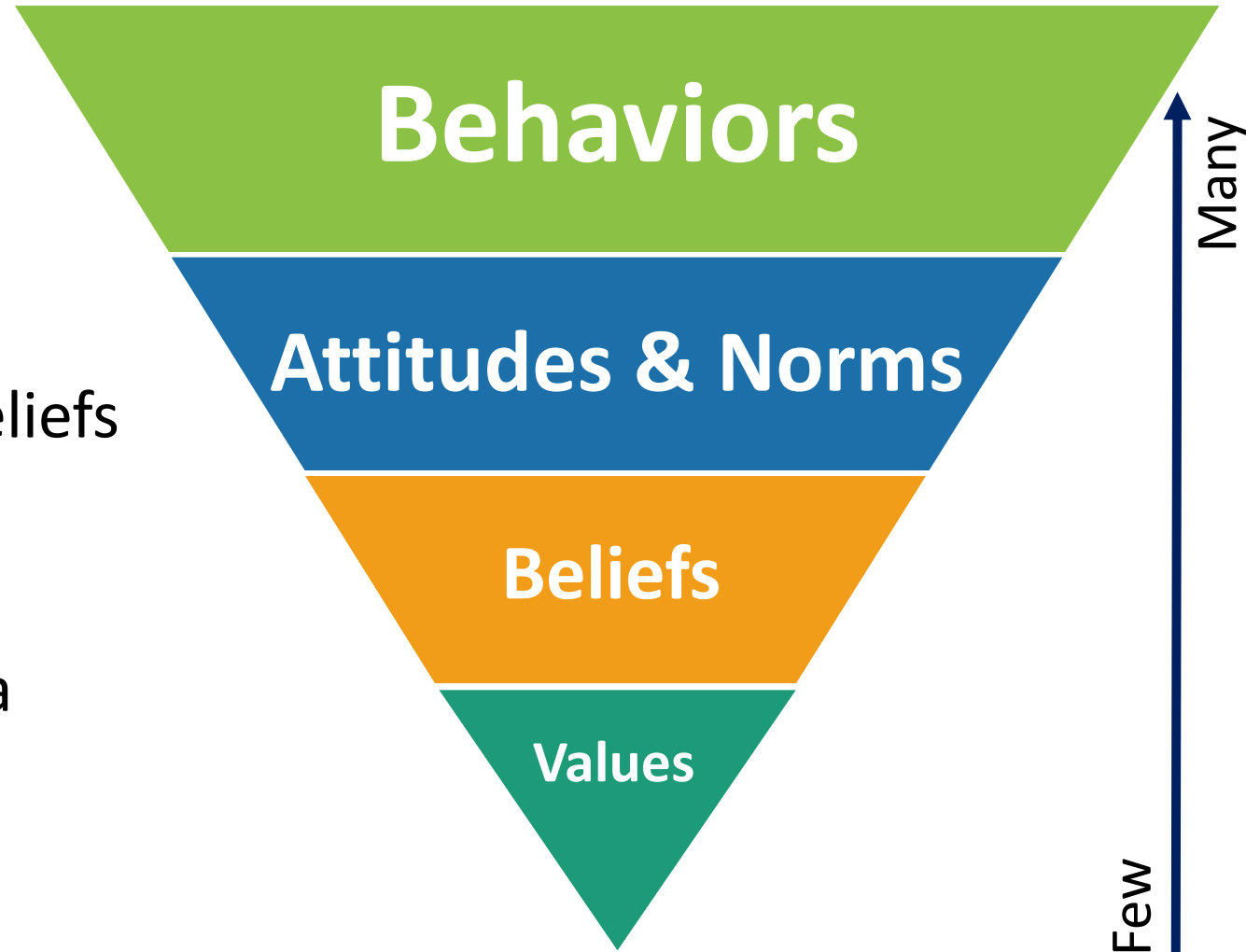
Values are guiding principles in life

Beliefs are informed by our values & develop from information that is learned

Attitudes are formed from several beliefs

Norms are formed by many people sharing similar attitudes

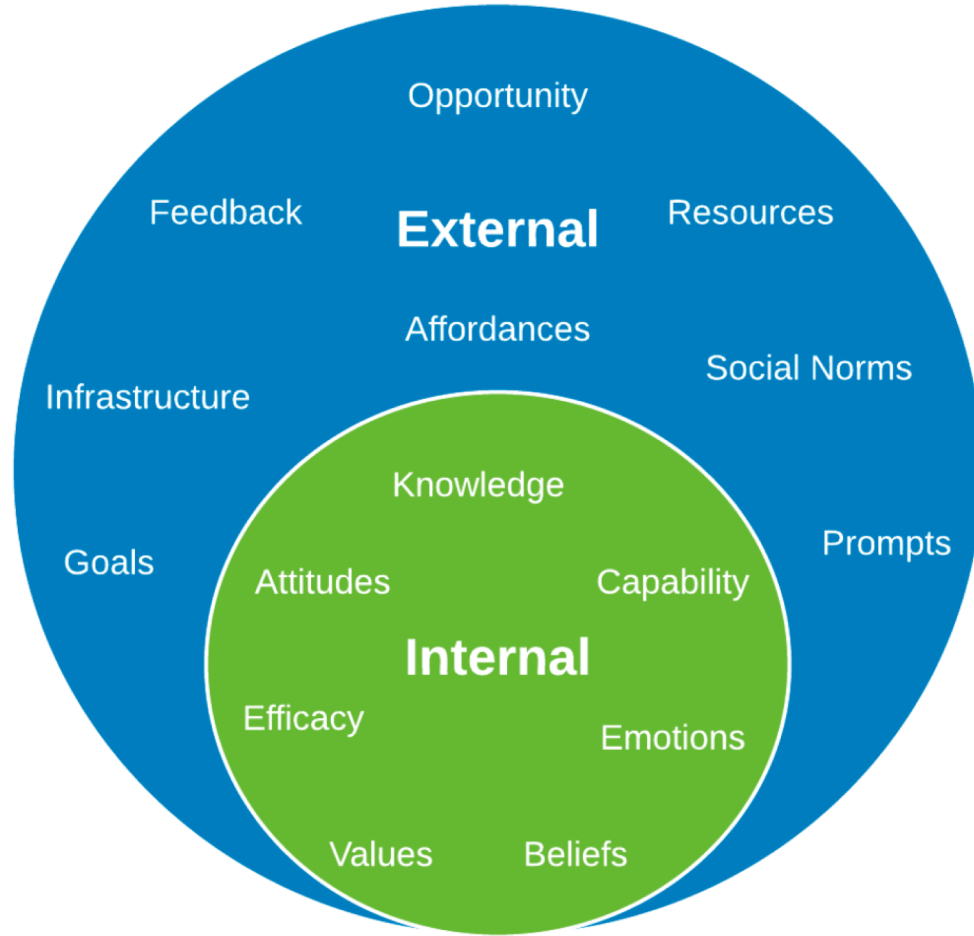
Behaviors are actions performed as a function of internal processes and environmental stimuli



Cognitive Hierarchy Model of Human Behavior

(Adapted from Ives and Kendal, 2014)

External & Internal Drivers of Behavior

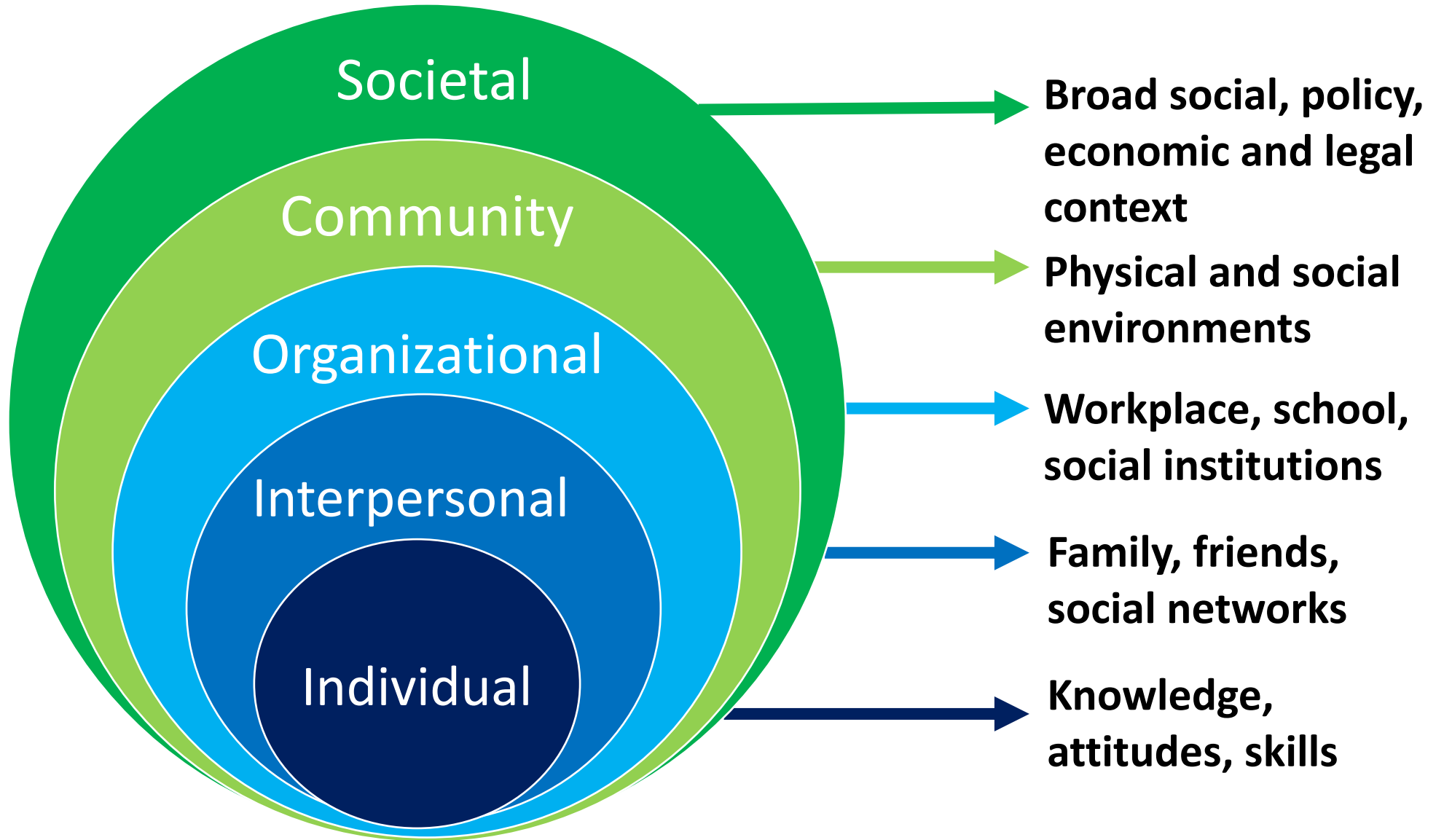


Factors Influencing Behavior



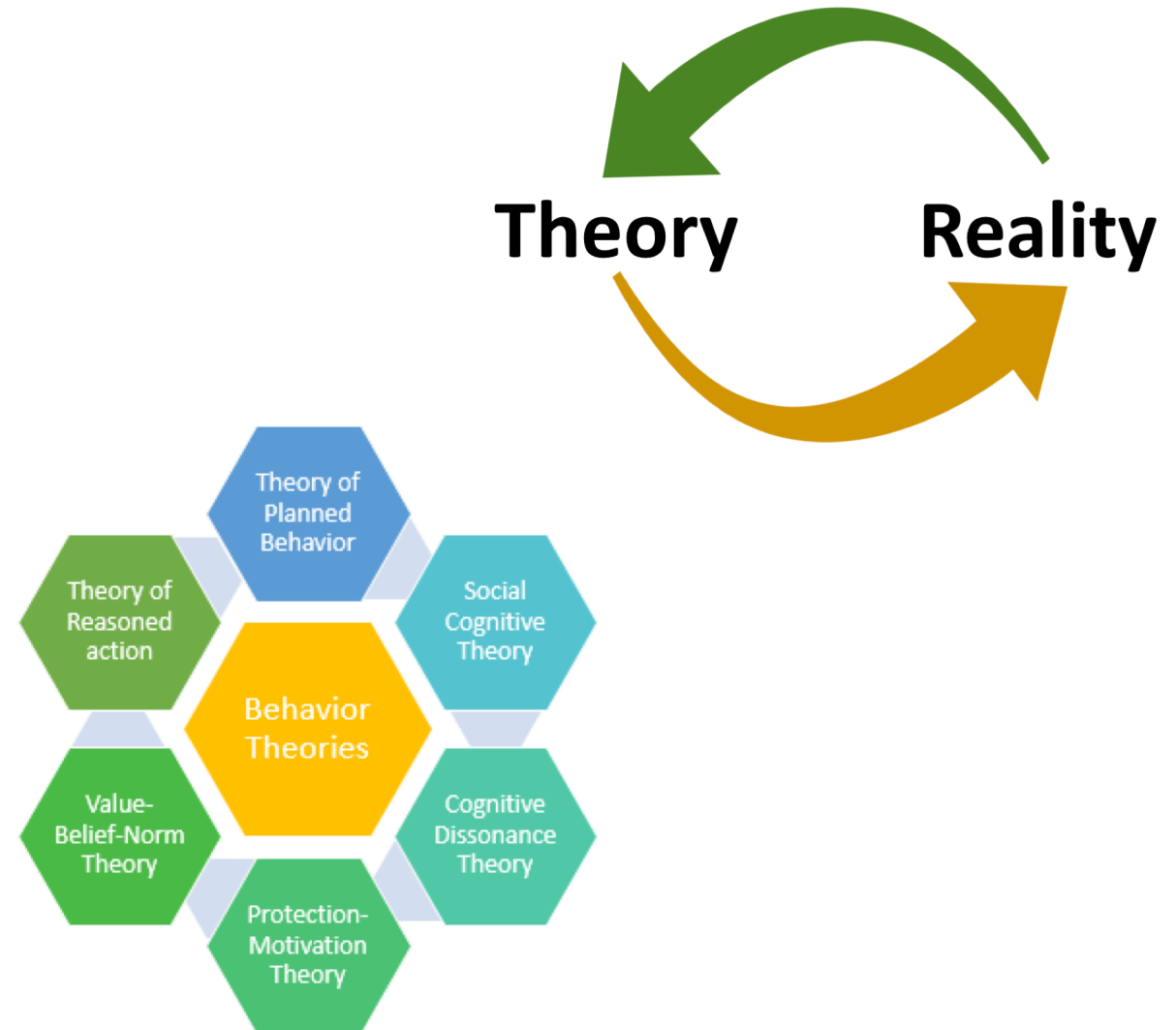
Jason Scullion

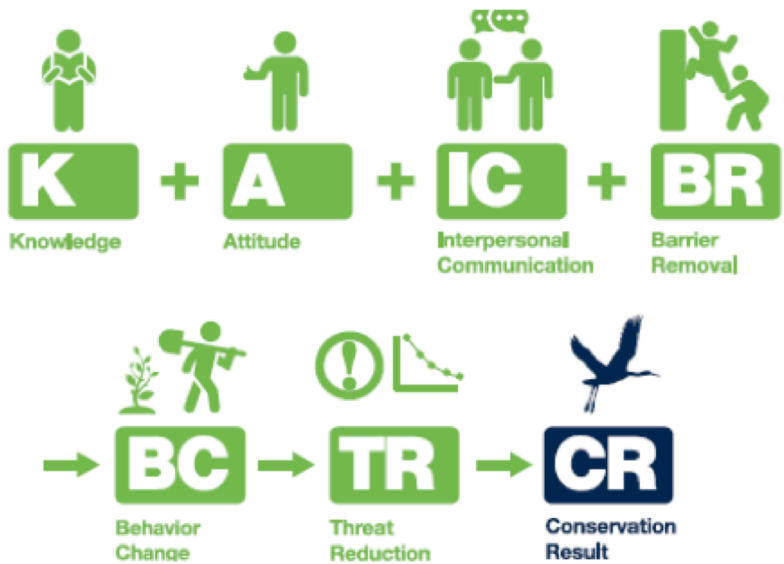
Spheres of Behavioral Influence



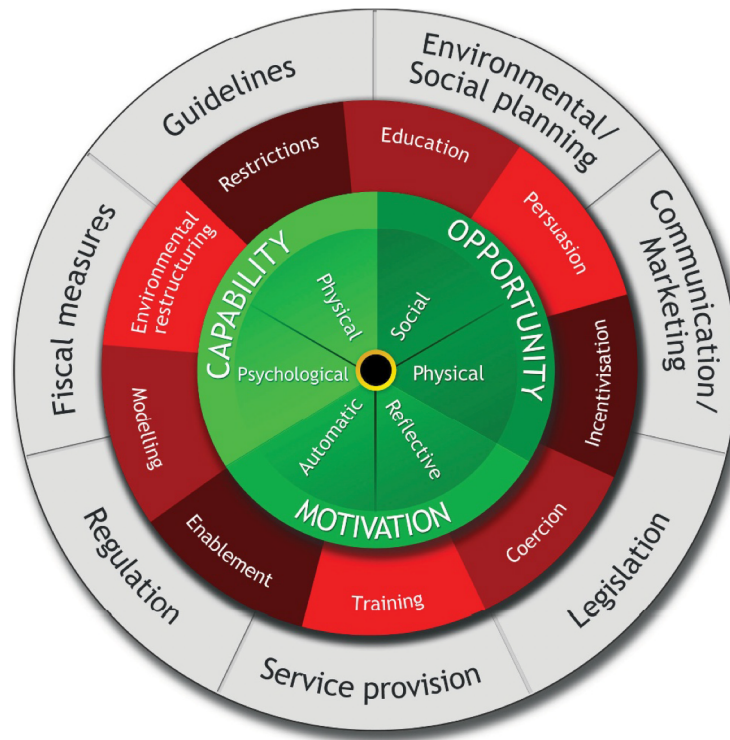
Why is Behavioral Theory Relevant?

- Explain, predict and influence behavior
- Well-studied, peer-reviewed, scientifically validated
- Draws on broader available knowledge
- Identify intervention entry points
- No single theory can explain all behavior

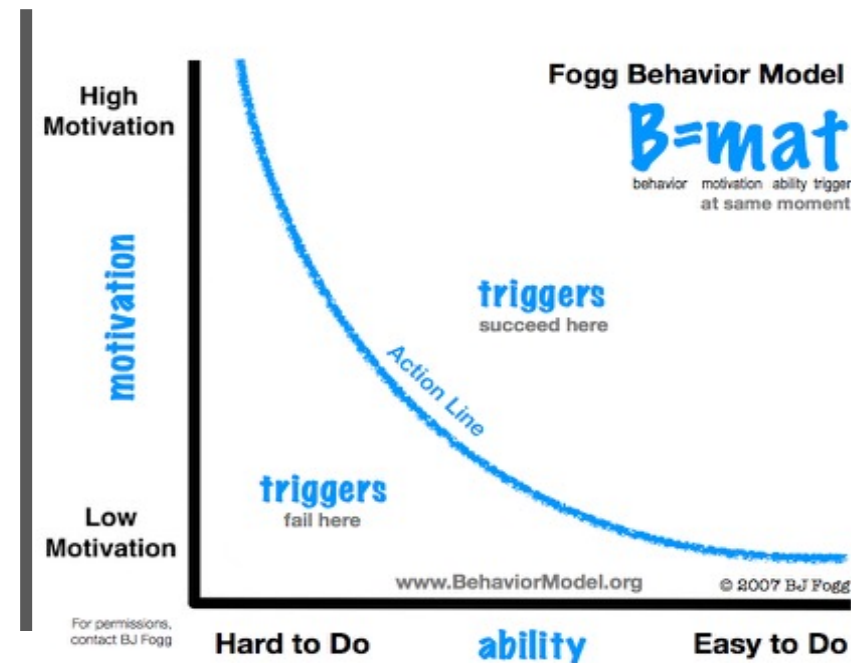




Rare Theory of Change



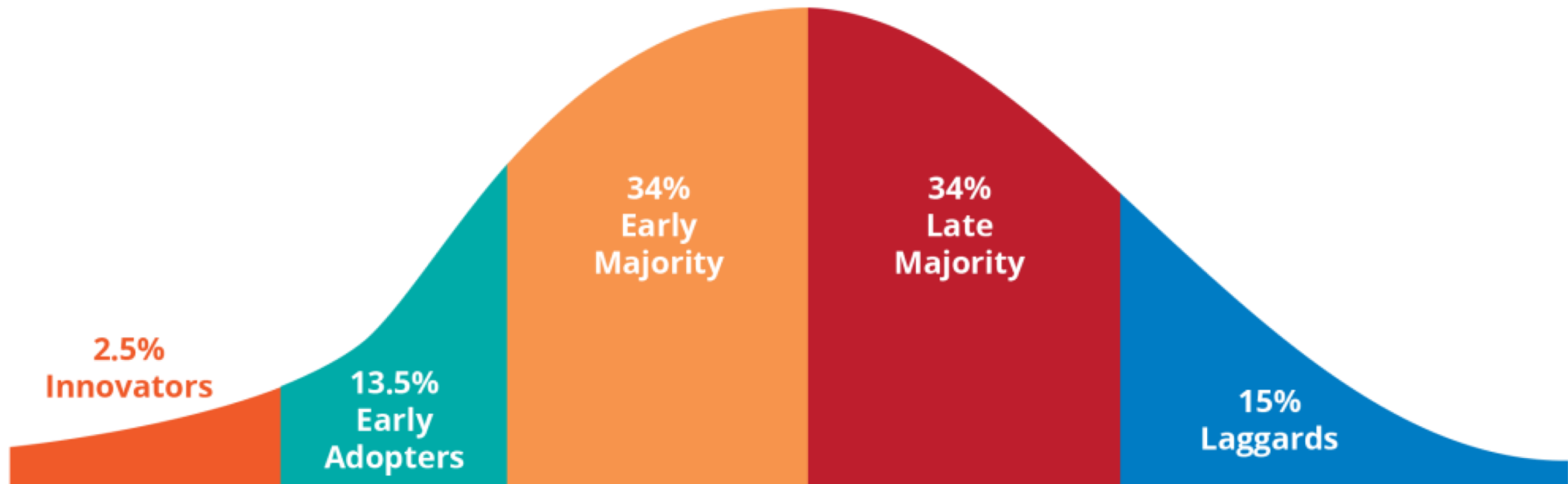
Behavior Change Wheel Michie et al. (2011)



BJ Fogg

Behavior Change Models

Diffusion of Innovation



Rate of Behavioral Adoption

Ethics: Persuasion vs. Manipulation

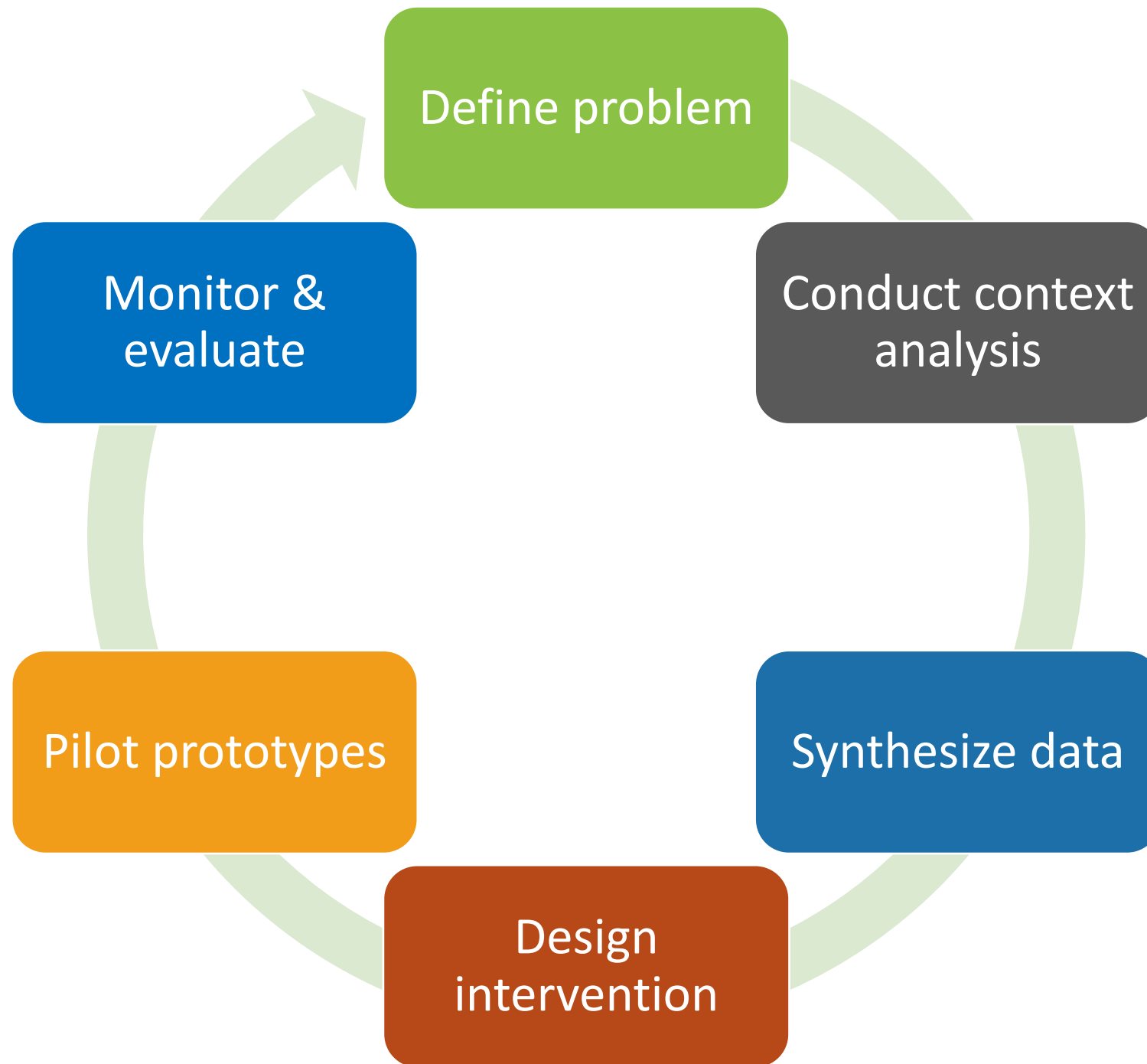
- The power of behavior change
- People are diverse—be mindful
- Remove personal bias
- IRB, APA Code of Ethics, Human Subjects Training etc.



A photograph of a dense forest with sunlight filtering through the trees. The image is used as a background for a presentation slide. A semi-transparent white circle is overlaid on the left side, containing the title text. The forest scene is lush with green foliage and tall, slender tree trunks.

Designing & Implementing Interventions

@ScientistSophia



Define problem

Conduct context
analysis

Synthesize data

Design
intervention

Pilot prototypes

Monitor &
evaluate

Identify the problem you want to change



Define problem

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analysis

Synthesize data

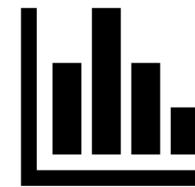
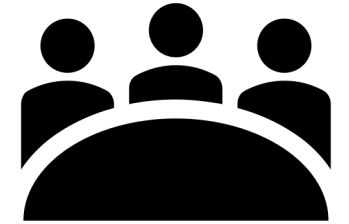
Design
intervention

Pilot prototypes

Monitor &
evaluate

Study your target audience

- Preliminary research
 - Review published data
 - Scientific & gray literature, census data
 - Identify key stakeholders
 - Partner entities, Community leaders, innovators
 - Engage focus groups and in-depth interviews
- Market analysis
 - Explore existing market, gaps and interest



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Design
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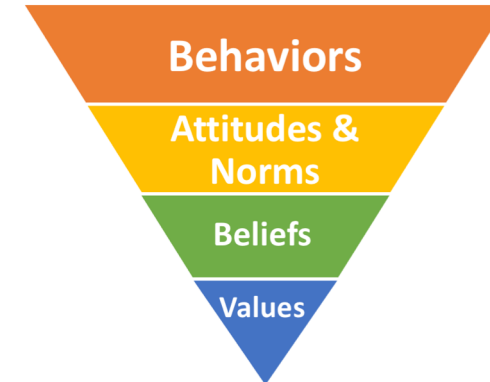
Pilot prototypes

Monitor &
evaluate

Study your target audience

Survey

- Values, attitudes, norms, beliefs about
- Knowledge of topic & engagement in it
- Barriers, facilitators & motivators
- Socio-demographic factors including political climate
- Sources of information and trusted messengers



Define problem

Conduct context
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Synthesize data

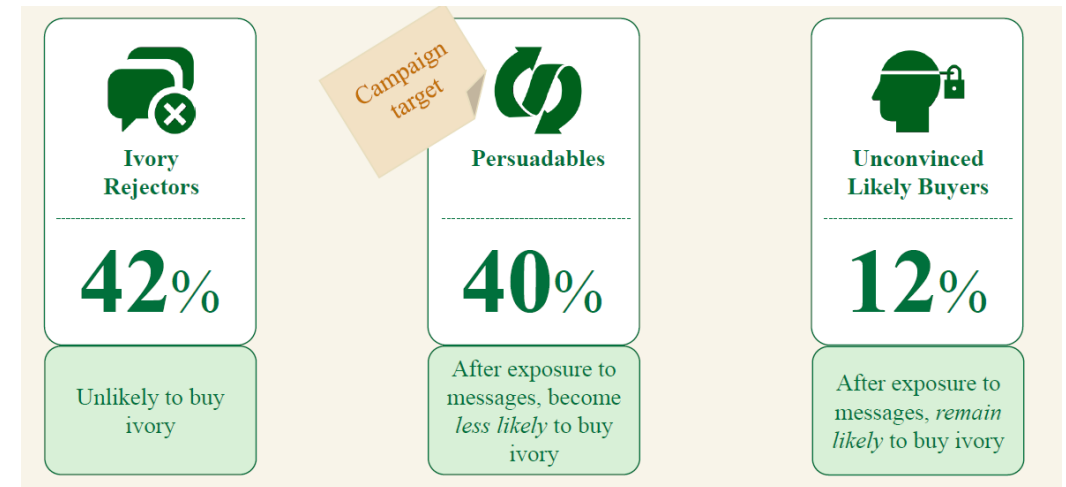
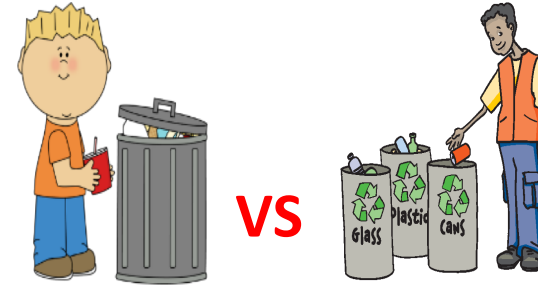
Design
intervention

Pilot prototypes

Monitor &
evaluate

Explore data & synthesize findings

- Explore data
 - Segment population & compare groups
- Select target behaviors
 - Who needs to do—
 - What, When,
 - Where, How
- Select relevant theories
- Identify “persuadables”



*Behaviors are often contingent on the behaviors of others

Define problem

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Monitor &
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Example: profile of “Persuadables”

Profile of Persuadables

 Persuadables	I'm on: <ul style="list-style-type: none">• WeChat• Weibo• Qzone• Renren• Douban	My position on government regulation: <ul style="list-style-type: none">• 14% know a lot about China's regulations• 62% support the Chinese government banning all ivory products
	Demographics: <ul style="list-style-type: none">• 48% Male, 52% Female• Young people (18-40)• Upper middle income• Has at least one child• Largely found in Guangzhou	Messages that IMPACT me: <ul style="list-style-type: none">• Logic<ul style="list-style-type: none">• Reducing availability of ivory can help to reduce government corruption• Emotional<ul style="list-style-type: none">• Prevention of elephant extinction goes hand-in-hand with environmental conservation.• Origins of ivory (ivory comes from elephants/elephants are killed for their tusks)
Sources of information: <ul style="list-style-type: none">• Online news portal• Websites• Internet advertisement/Search engine ad• CCTV• Documentaries	Top influencers: <ul style="list-style-type: none">• Scholar/Expert/Scientist• Friends and family• International NGOs• Chinese NGOs• Media/Journalists	What I've heard in the past year about ivory: <ul style="list-style-type: none">• Elephants are cruelly and brutally killed for their ivory• Ivory is rare, luxurious, and highly collectible• Smuggling or trafficking of ivory• Legislation prohibiting sale or trade of ivory• Wildlife conservation

Define problem

Conduct context
analysis

Synthesize data

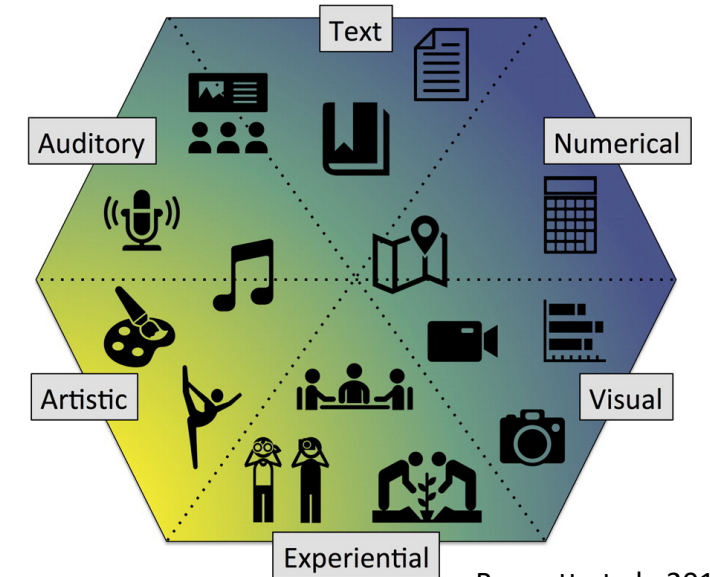
Design
intervention

Pilot prototypes

Monitor &
evaluate

Begin designing behavior change campaign

- Identify intervention channels
 - Social media, print, tv
- Develop multiple interventions
 - Levels of influence
 - Differing sub-groups
 - Platforms



Bennett et al., 2016



Define
environmental
problem

Conduct context
analysis

Synthesize data

Design
intervention

Pilot prototypes

Monitor &
evaluate

Test the intervention

- Pilot various behavior change techniques
- Test on diverse people
 - Different interventions may work for different sub-populations
- Upon completion, scale up successful campaign materials



The Nature Conservancy methodology for assessing success of different messaging types. Image source: The Nature Conservancy and APCO Insights: Curbing Ivory Consumption. Key Audience Segments, Report of Findings, China, September 2015

Define problem

Conduct context analysis

Synthesize data

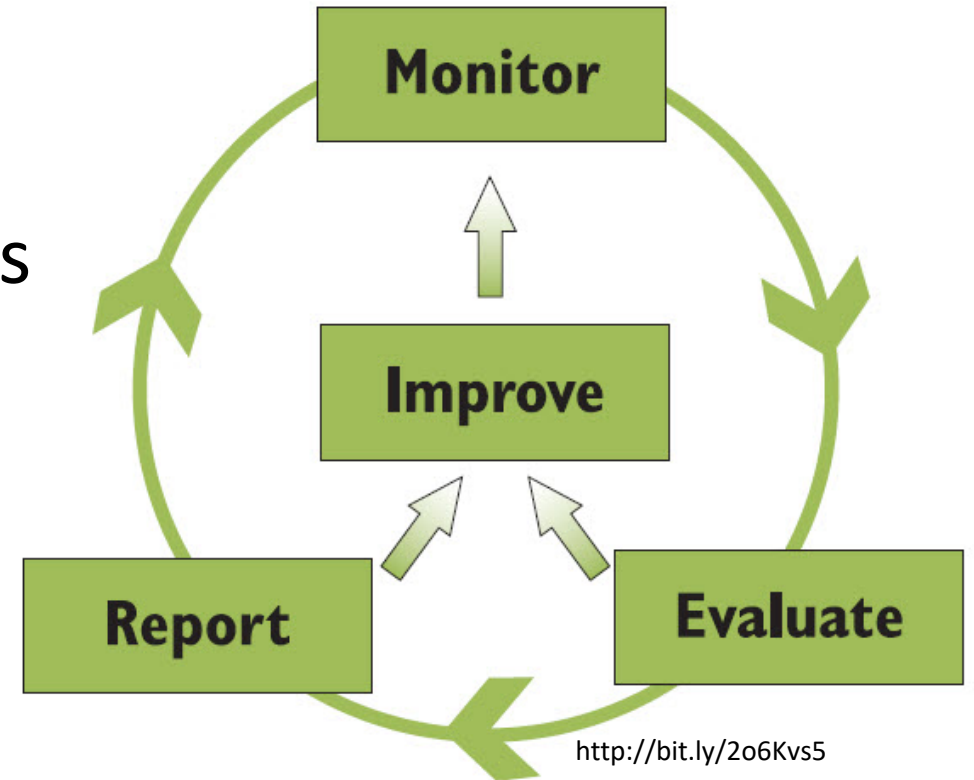
Design intervention

Pilot prototypes

Monitor & evaluate

Evaluate intervention success

- Integrate M&E from the beginning stage
- Identify appropriate methods for measuring impact
- Select indicators
- Pre-, mid- and post-testing
- Analyze results



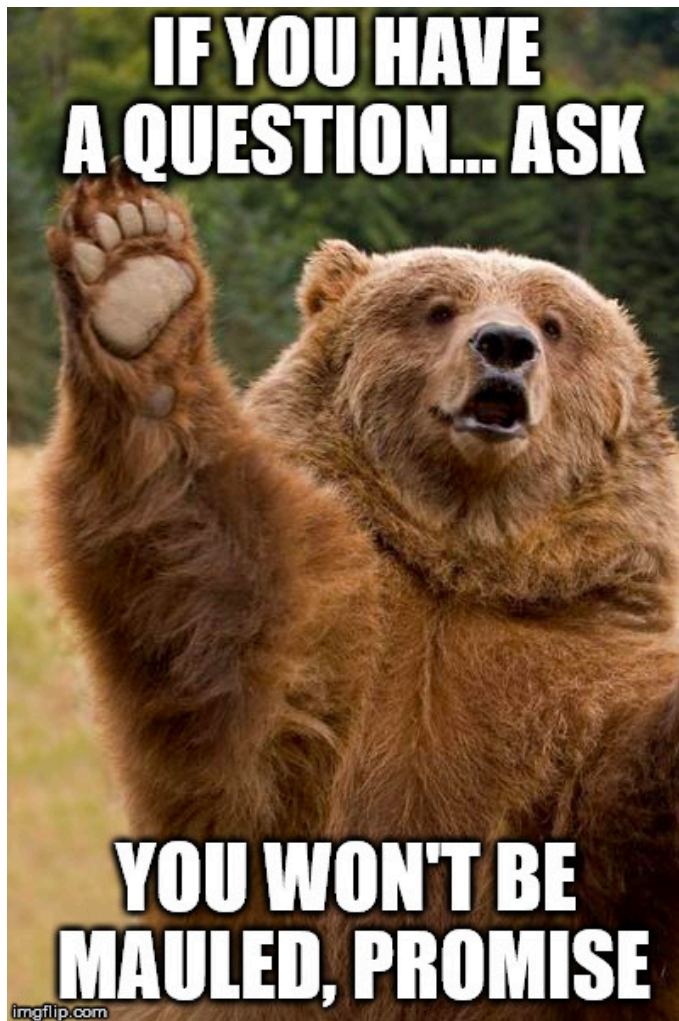


Concluding remarks

Powerful tool for your ‘development toolbelt’

- Identify leverage points
- Use best practices/evidence-based
- Expedite progress
- Produce measurable results

Thank you for watching!



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*Interested in getting involved with SSWG? Let me know--We are always recruiting volunteers to serve on all committees!