

Social Science Research Collaboration: Advance the field and your Organization

ASSOCIATION
OF ZOOS &
AQUARIUMS

AZA 2020
ANNUAL CONFERENCE
VIRTUAL | September 14-18

Moderator: Amy Rutherford

Director of Professional Development
& Education – AZA

John Fraser, Ph.D.

President & CEO – Knology

Joe E. Heimlich, Ph.D.

Senior Director of Research – COSI

Kelly Riedinger, Ph.D.

Senior Researcher, STEM Research
Center – Oregon State

Chad Fifer

Director of Education – Nashville Zoo

Kerry Carlin-Morgan, Ph.D.

Director of Education, Oregon Coast
Aquarium

Michelle Mileham, Ph.D.

Director of Education – Tracy Aviary

What will we do?

- Share research
- Share experiences
- Audience-driven discussion



Why are we here?

- De-mystify SSR
- Spark Intention
- Build Community



What do we need from you?



- Be present
- Reflect on your opportunities
- Ask questions!

- Polling
 - Current familiarity with SSR
 - Past/current engagement
 - What are you looking to take from the session?

WZAM³



Why Zoos & Aquariums Matter
Wave 3: STEM Matters

WZAM³ |

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

- **AZA Board adopted RTC Research priorities in March 2012**

- **AZA Board adopted RTC Research priorities in March 2012**
 - Education priorities clarified CEC Social Science Research Agenda to focus on:
 - Learning Theory
 - Individual Action
 - Social Change

- **WZAM 1 (2001 – 2008) (Z/A visitors):**
 - Learners know more than we think
 - Motivations can help explain learning outcomes
 - Visits lead people to feel a stronger sense of their role in solving environmental problems
 - Most visitors want guidance to help them engage in advocacy efforts.
 - Z/A's should provide more follow-up activities for people after a visit.
 - Z/A's need to position themselves as part of a larger conservation community

- **WZAM 2 (2005 – 2009) (Perceptions):**
 - Public value Z/A's for teaching children about natural world, respect for critters, co-learning & family moral instruction.
 - Expect Z's information to be collections specific, but Aq's can generalize
 - Educators think Z/As are about STEM
 - Politicians know Z/A's are more trusted than them.
 - Media editors split conservation to science news and Z/A experiences to family/lifestyle.
 - Faith leaders can connect values to Z/A learning

WZAM³

Partners

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

ASSOCIATION
OF ZOOS &
AQUARIUMS

Knology

 CENTER FOR
RESEARCH &
EVALUATION
Center of Science and Industry

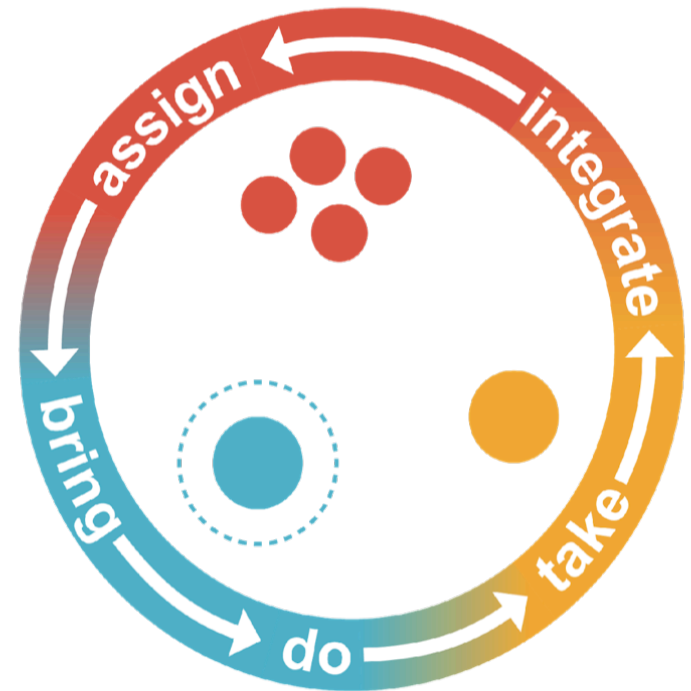
 Oregon State
University

garibaygroup

WZAM³

Full Visit Cycle

Why Zoos & Aquariums Matter
Wave 3: STEM Matters



WZAM³ |

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

Thanks to:

102

**Participating AZA member Z/A's
providing data to these studies**

WZAM³

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

Collaborative Methods

- 3 Z/As
- Co-develop signs
- Data collection & analysis



Capacity Building

- 25 Z/A
- Data collection protocols
- Training to protocol
- Data collected (3 types of data)
- 3x for 2 weeks over the year

WZAM³ |

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

Trust

Ethics

Ethical integrity

Inform about specific animals

Conservation agency

Wildlife Agent, Informant, Activator

Collaborator in conservation

Transparency

Advise on sustainability practices

Quality

Quality attraction

Quality experience

WZAM³ |

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

Trust

Ethical integrity

Ethics

Inform about specific animals

Conservation agency

Wildlife Agent, Informant, Activator

Collaborator in conservation

Transparency

Advise on sustainability practices

Quality

Quality attraction

Quality experience

WZAM³ |

Why Zoos & Aquariums Matter
Wave 3: STEM Matters

Trust

Ethics

Ethical integrity

Inform about specific animals

Conservation agency

Wildlife Agent, Informant, Activator

1. Conservationists

Collaborator in conservation

Transparency

2. Environmentalists

Quality

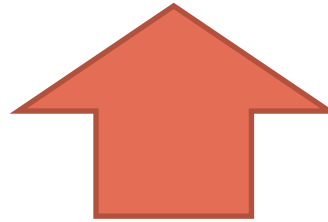
Quality attraction

3. Loyalists

Quality experience

Wildlife Value Orientations

1. Mutualists



2. Utilitarian/Dominionistic



3. Pluralists



4. Distanced



Trust

Dwyer, J.T., Fraser, J., Voiklis, J., & Thomas, U.G. (2020). **Segmentation suggests that Individual-level variability among trust criteria** relevant to zoos and aquariums. *Zoo Biology*. <https://doi.org/10.1002/zoo.21562>

Lerner, H., Fraser, J., Voiklis, J., Saunders, C. D., Teel, R. & Meyers, R., (forthcoming 2021). **Zoo and aquarium visitor's wildlife values orientations.** In J. Fraser, J. Heimlich & K. Riedinger (Eds.). *Understanding zoos & aquariums in the public mind*. New York, Springer Nature.

Trust

Dwyer, J.T., Fraser, J., Voiklis, J., & Thomas, U.G. (2020). **Individual-level variability among trust criteria** relevant to zoos and aquariums. *Zoo Biology*. <https://doi.org/10.1002/zoo.21562>

Lerner, H., Fraser, J., Voiklis, J., Saunders, C. D., Teel, R. & Meyers, R., (forthcoming). **Zoo and aquarium visitor's wildlife values orientations**. In J. Fraser, J. Heimlich & K. Riedinger (Eds.). *Understanding zoos & aquariums in the public mind*. New York, Springer Nature.

Social Science Research Agenda

- Approved by AZA Board in July 2020
- Builds on 2010 agenda, recent research & trends
- Guide social science research to help members realize their missions
- Serve as a tool for AZA members, researchers, graduate students, and practitioners
- Explore the full Agenda at https://www.aza.org/research_and_technology_committee

