Why Zoos & Aquariums Matter: Aligning Your Agendas With Those of Your Visitors

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Today’s Webinar
CAISE is currently supported by the National Science Foundation (NSF) under award no. DRL-1612739, with previous support under DRL-0638981 and DRL-1212803.

Any opinions, findings, and conclusions or recommendations expressed are those of the authors and do not necessarily reflect the views of NSF.
Our Presenters

John Fraser
New Knowledge Organization Ltd.

Joe E. Heimlich
COSI’s Center for Research and Evaluation

Martin Storksdieck
Center for Research on Lifelong STEM Learning at Oregon State University

Moderator: Melissa Ballard, CAISE
Agenda

1. Overview (15 min)
2. Framing (7 min)
3. Q&A (2 min)
4. Perceptions (10 min)
5. Q&A (10 min)

With additional questions, email: kelly.riedinger@oregonstate.edu

To submit a question, go to your Control Panel, and enter it into the Question Box!
Project Goals:

1. To understand how visitor goals and behavior impact learning
2. How the conservation education agenda of most Z/As interlaces with those goals
3. How the public situates the voice of Z/As in society
WZAM³ | Why Zoos & Aquariums Matter
Wave 3: STEM Matters
Why Zoos & Aquariums Matter
Wave 3: STEM Matters
Our project asks:
What are the real outcomes of the zoo or aquarium enterprise, both as a visitor destination and as a public voice in public media?
Why Zoos & Aquariums Matter
Wave 3: STEM Matters

- New Knowledge Organization Ltd. (NKO)
- COSI’s Center for Research and Evaluation (CRE)
- Oregon State University’s (OSU) Center for Research on Lifelong STEM Learning
- Association of Zoos and Aquariums

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Individual Visit
WZAM$^3$ Why Zoos & Aquariums Matter Wave 3: STEM Matters
WZAM³ | Why Zoos & Aquariums Matter
Wave 3: STEM Matters
Why Zoos & Aquariums Matter
Wave 3: STEM Matters
WZAM³ | Why Zoos & Aquariums Matter
Wave 3: STEM Matters
Reactions? Questions?
Please use the chat box to post your reaction or any questions about our project cycle graphic.
Why Zoos & Aquariums Matter
Wave 3: STEM Matters

SOCIETY

Public Perceptions of Zoos & Aquariums
Research Question

How does the public perceive Z/A within the STEM learning ecology?
STEM Learning Ecology

Settings

Zoos
Aquariums
Restaurants
Science Centers
Parks
STEM Learning Ecology

STEM Topics

Water Quality
Construction
Climate Change
Animal Behavior
Nutrition
STEM Learning Ecology

Modes of Learning

Using Senses

Reading Signs

Conversations

Digital Media
STEM Learning Ecology
How frequency of encountering STEM sets apart zoos & aquariums
How STEM topics set apart zoos & aquariums
How STEM learning modes set apart zoos & aquariums
A reflection question for you:

1. What institutional agendas are you pursuing that might not be high on your visitors’ minds?

2. What are the implications of the WZAM study to your specific setting?
Why Zoos & Aquariums Matter: Part 2
May 2nd at 2 p.m. ET / 11 a.m. PT
www.wzam.org
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