

MITACS-JV HUMAN DIMENSIONS WEBINAR SERIES



WEBINAR #3: COMPONENTS OF (AND CHANGING) BEHAVIOUR



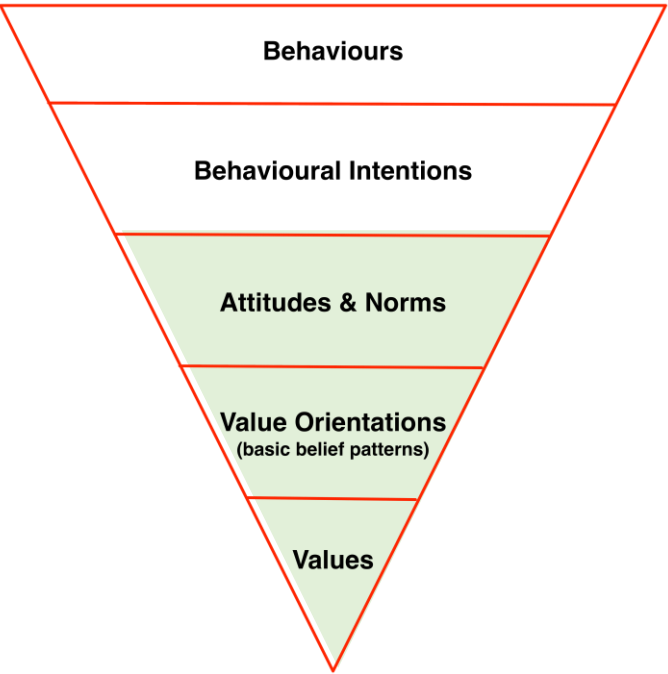
UNIVERSITY OF ALBERTA
FACULTY OF KINESIOLOGY,
SPORT, AND RECREATION



Environment and
Climate Change Canada

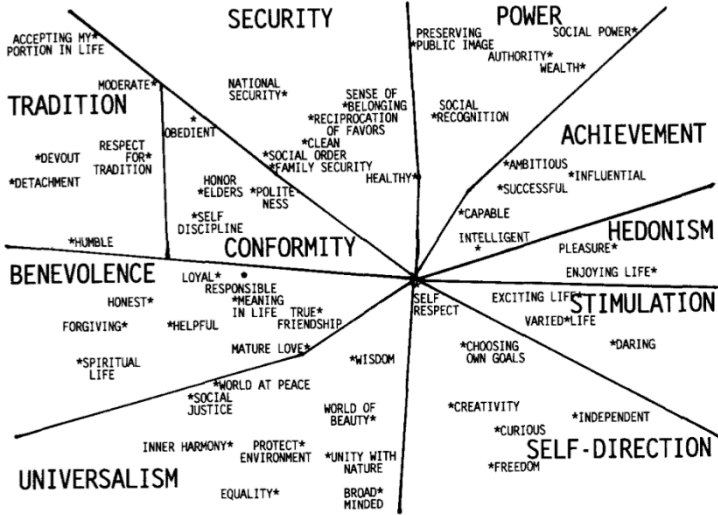
Environnement et
Changement climatique Canada

QUICK RECAP...



- Numerous
- Faster to change
- Peripheral
- Specific to situations

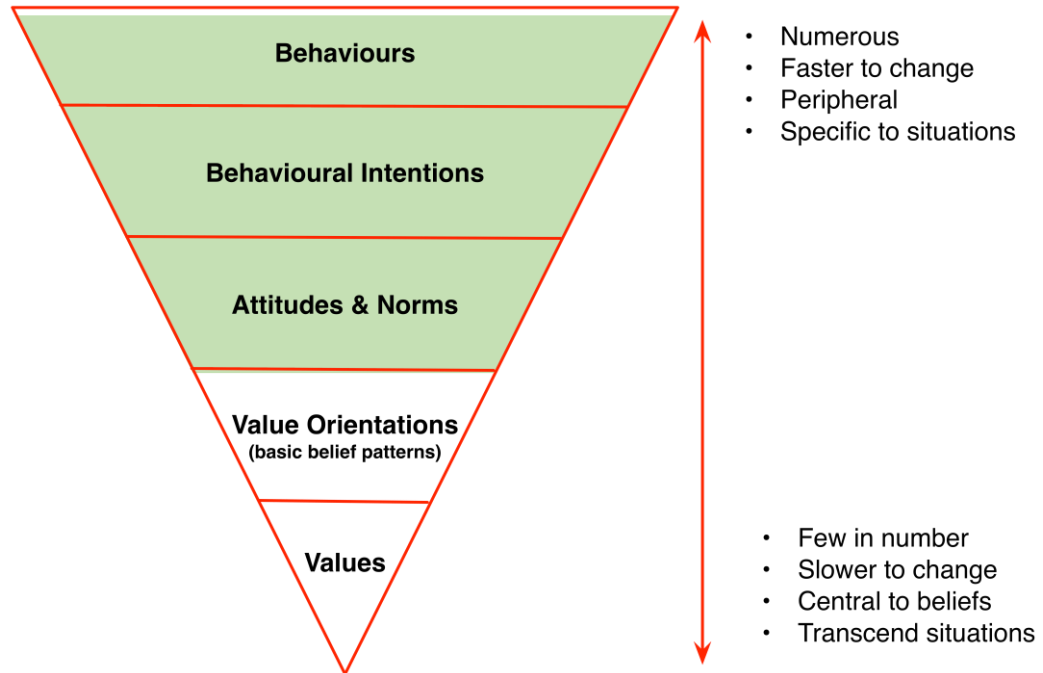
- Few in number
- Slower to change
- Central to beliefs
- Transcend situations



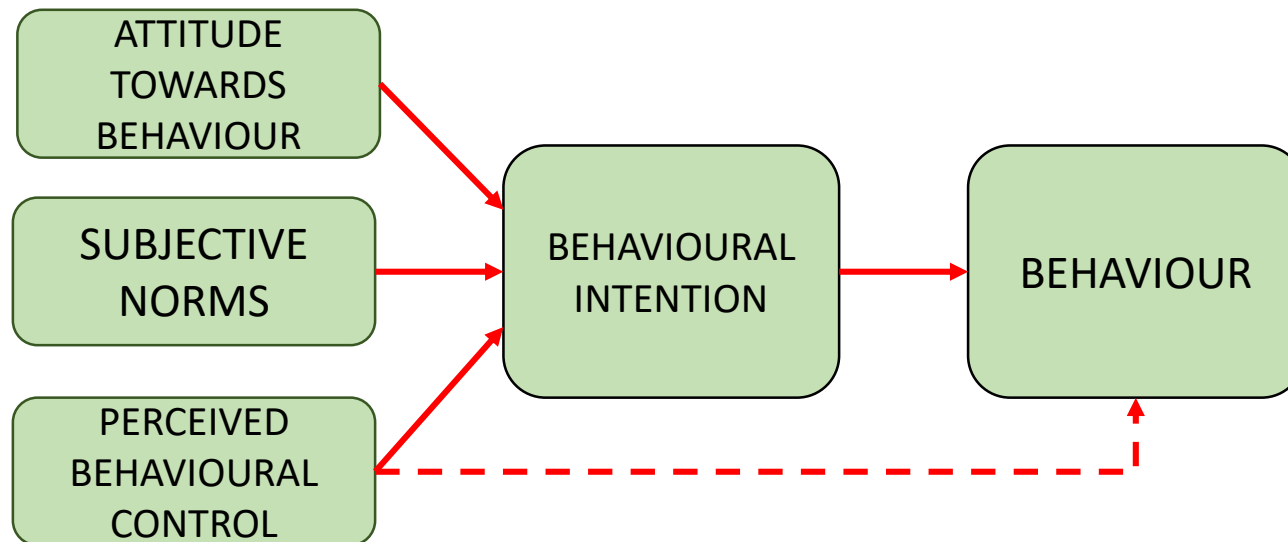
Attitude	'I am in love with pines.'	
Evaluative belief	Trees planted oneself are better.	
Belief	I planted the pine myself.	The birch planted itself.
Value	Family security (paternalism)	

Fulton et al. 1992,
Schwartz 1994,
Heberlein 2012

TODAY



THEORY OF PLANNED BEHAVIOUR



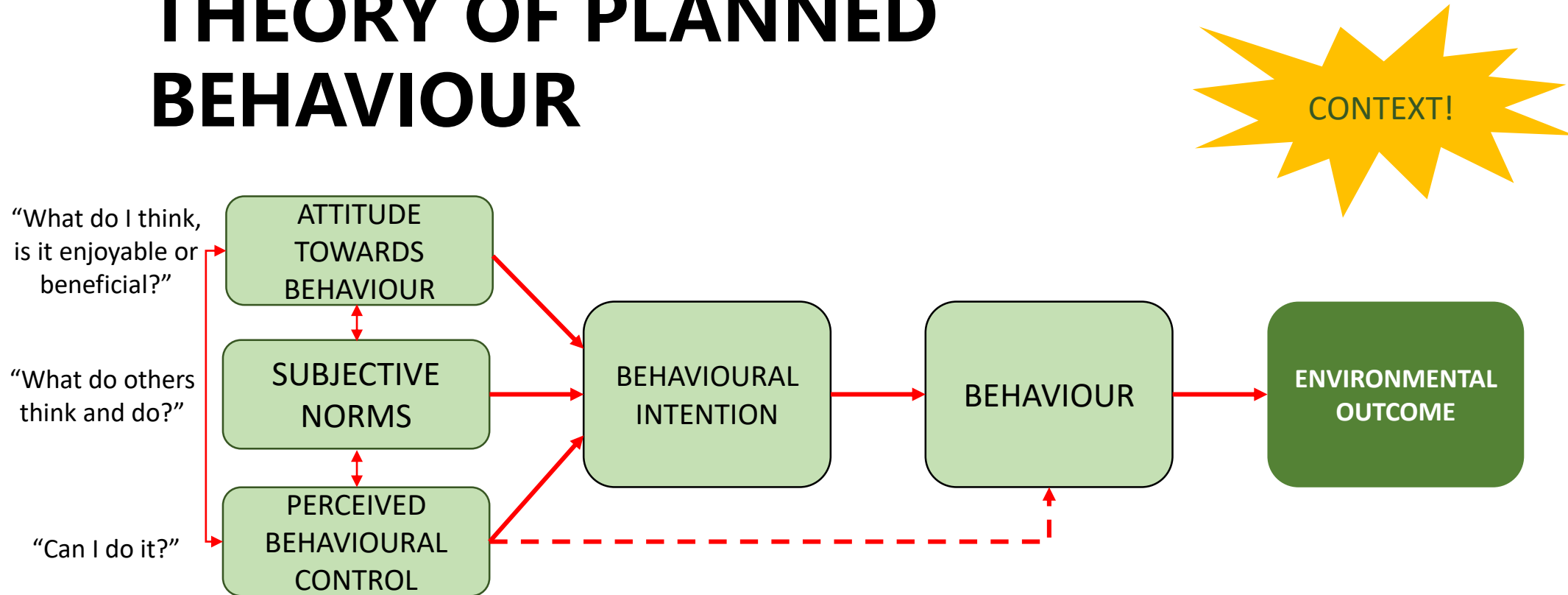
Ajzen 1991

THEORY OF PLANNED BEHAVIOUR

<https://www.youtube.com/watch?v=DFn-IOcpd8A>

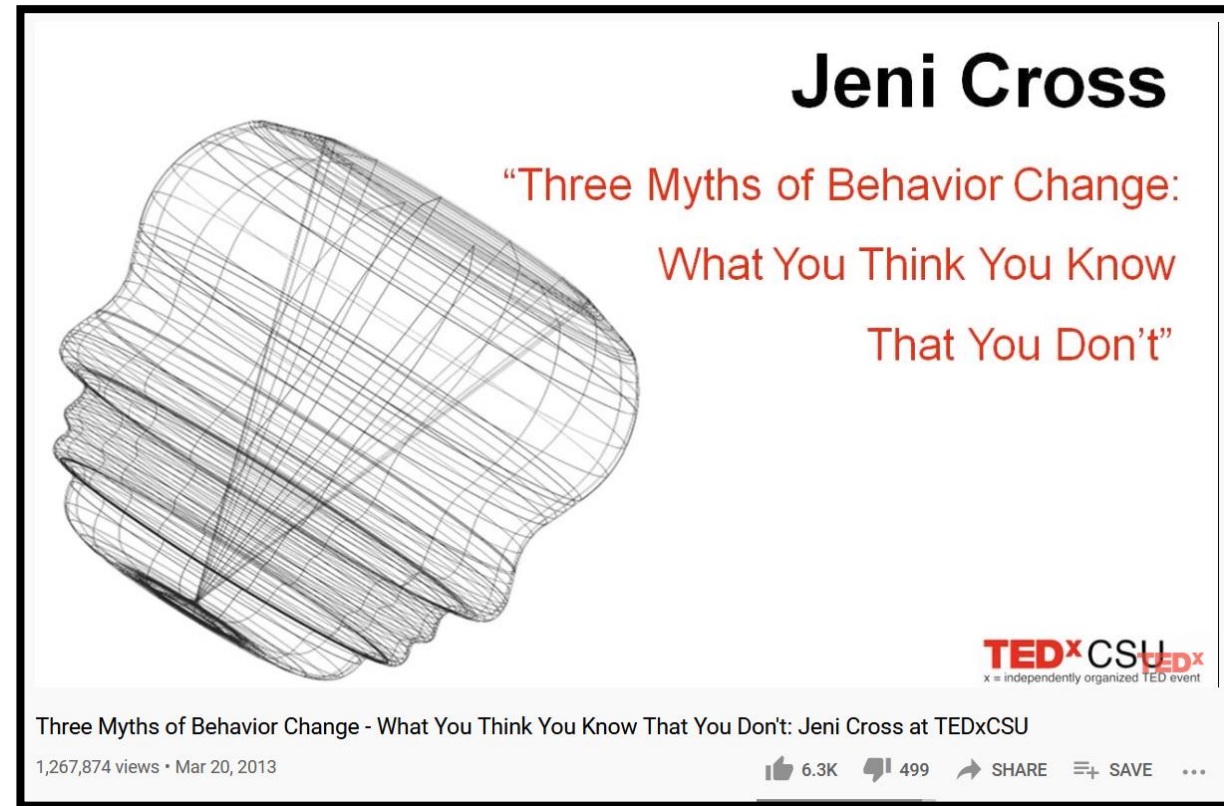


THEORY OF PLANNED BEHAVIOUR



Ajzen 1991

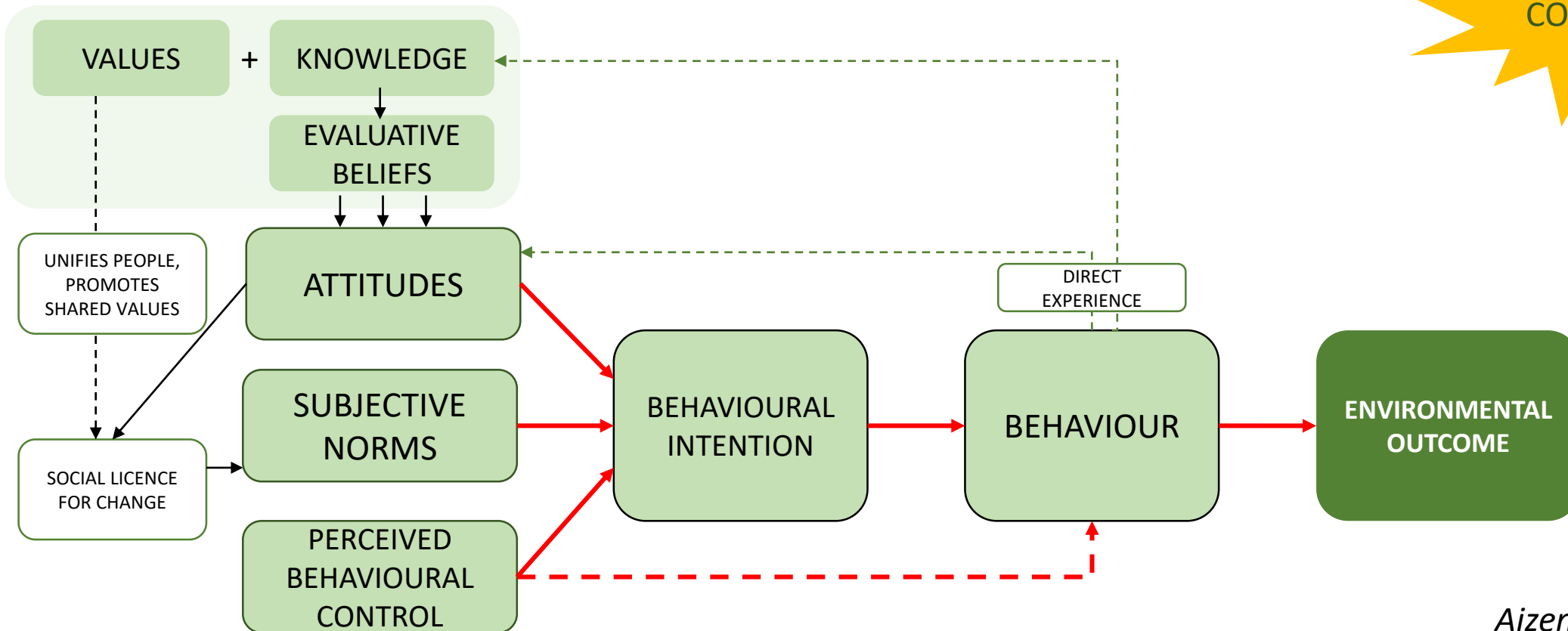
CHANGING BEHAVIOUR



<https://www.youtube.com/watch?v=I5d8GW6GdR0>

TEDtalk by Prof Jeni Cross at Colorado State
(<https://ibe.colostate.edu/jennifer-e-cross/>)

COMPLETING THE PUZZLE



Ajzen 1991, Heberlein 2012

APPROACHES TO BEHAVIOUR CHANGE

COGNITIVE FIX

STRUCTURAL FIX

TECHNOLOGICAL FIX

Heberlein 2012

APPROACHES TO BEHAVIOUR CHANGE

COGNITIVE FIX

What changes

Information influences human behaviour

Link to attitudes / values

Attitudes must change and attitudes must influence behaviour

STRUCTURAL FIX

Situation structure influences human behaviour

Structural changes must be consistent with dominant public attitudes and values

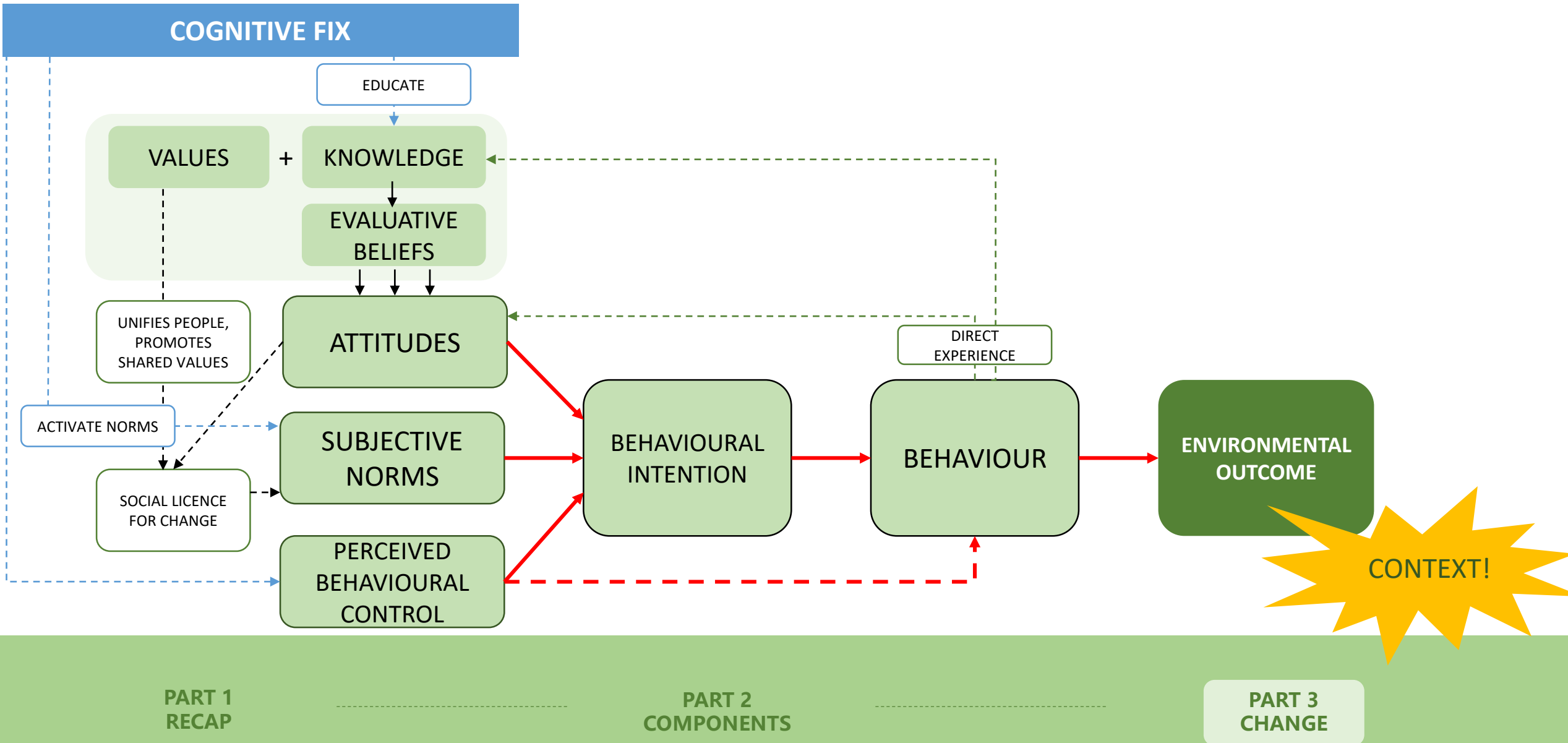
TECHNOLOGICAL FIX

Technology influences the environment

Technology must be consistent with dominant public attitudes and values

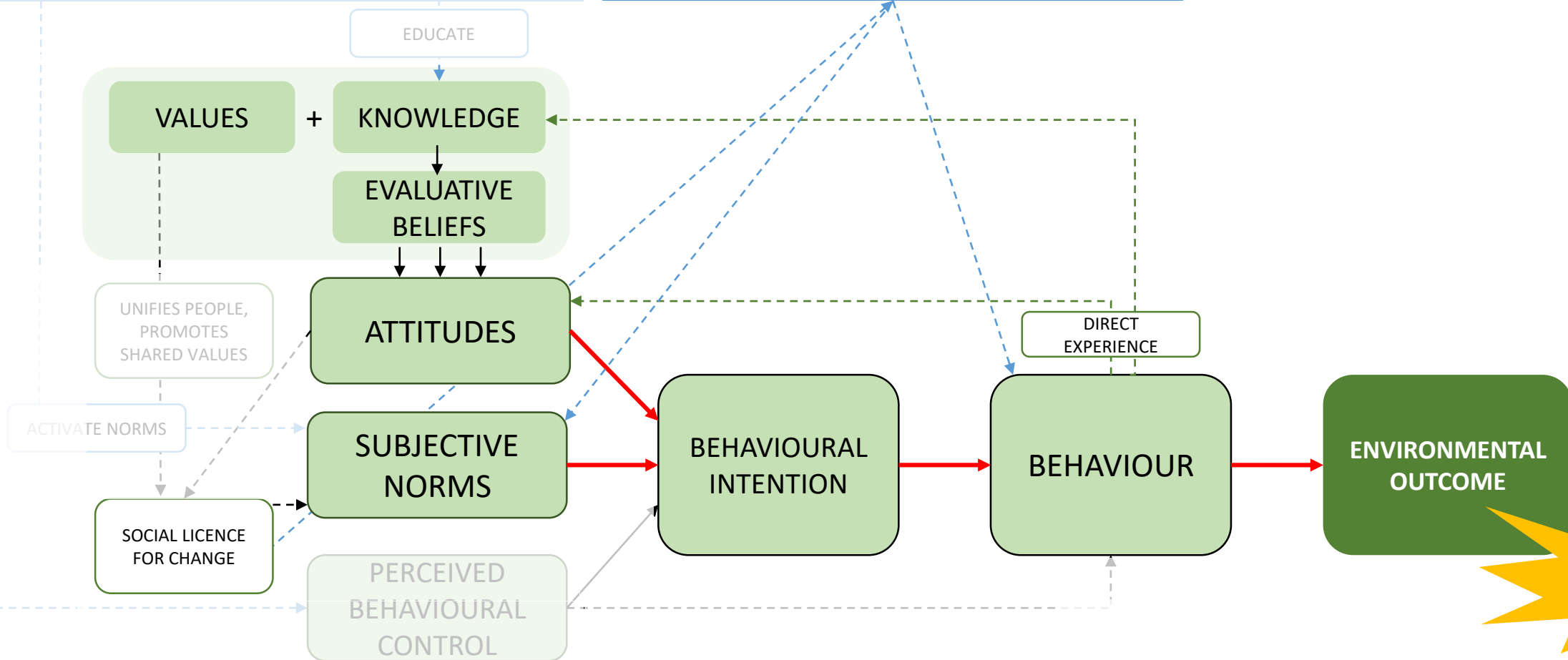
Heberlein 2012

COGNITIVE FIX



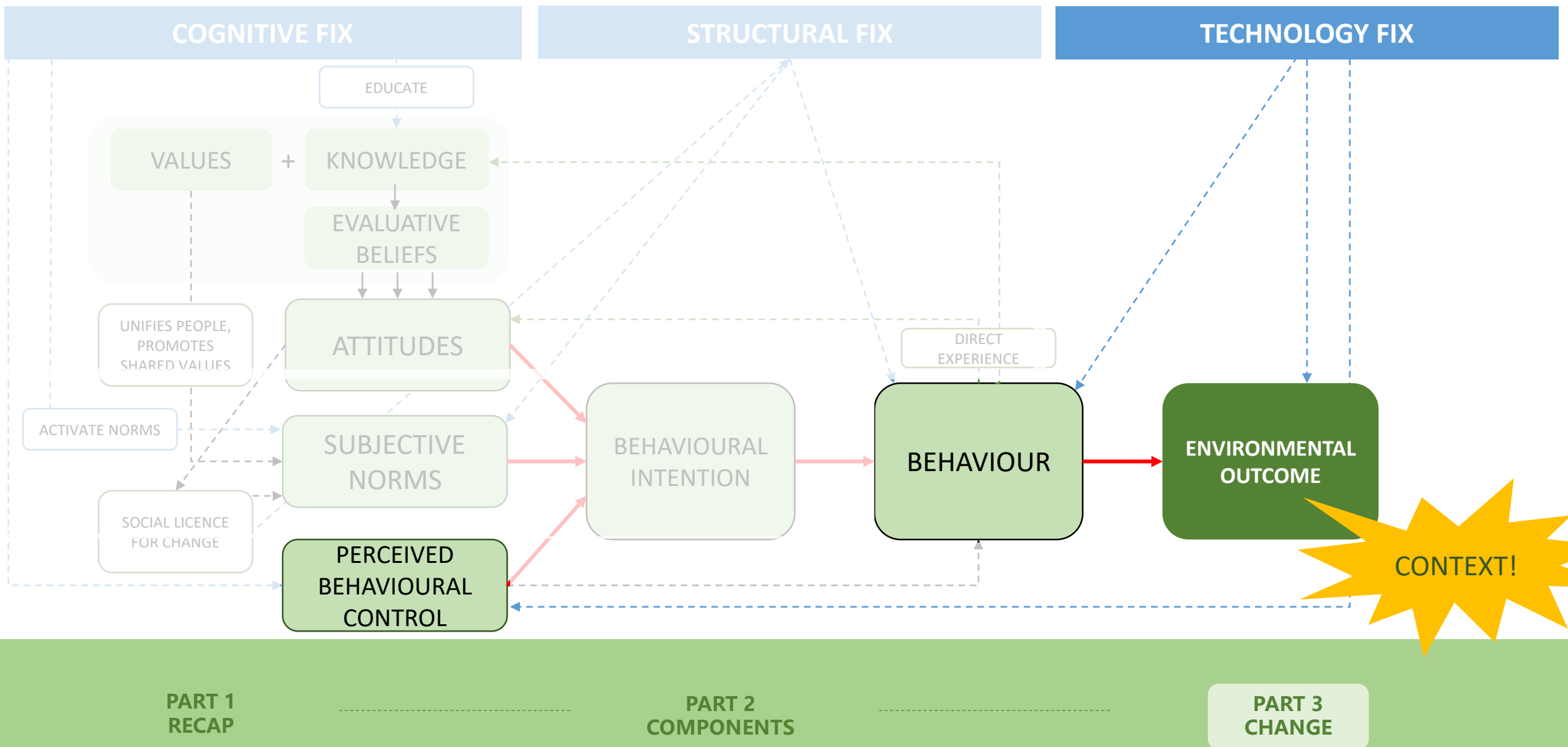
COGNITIVE FIX

STRUCTURAL FIX



CONTEXT!

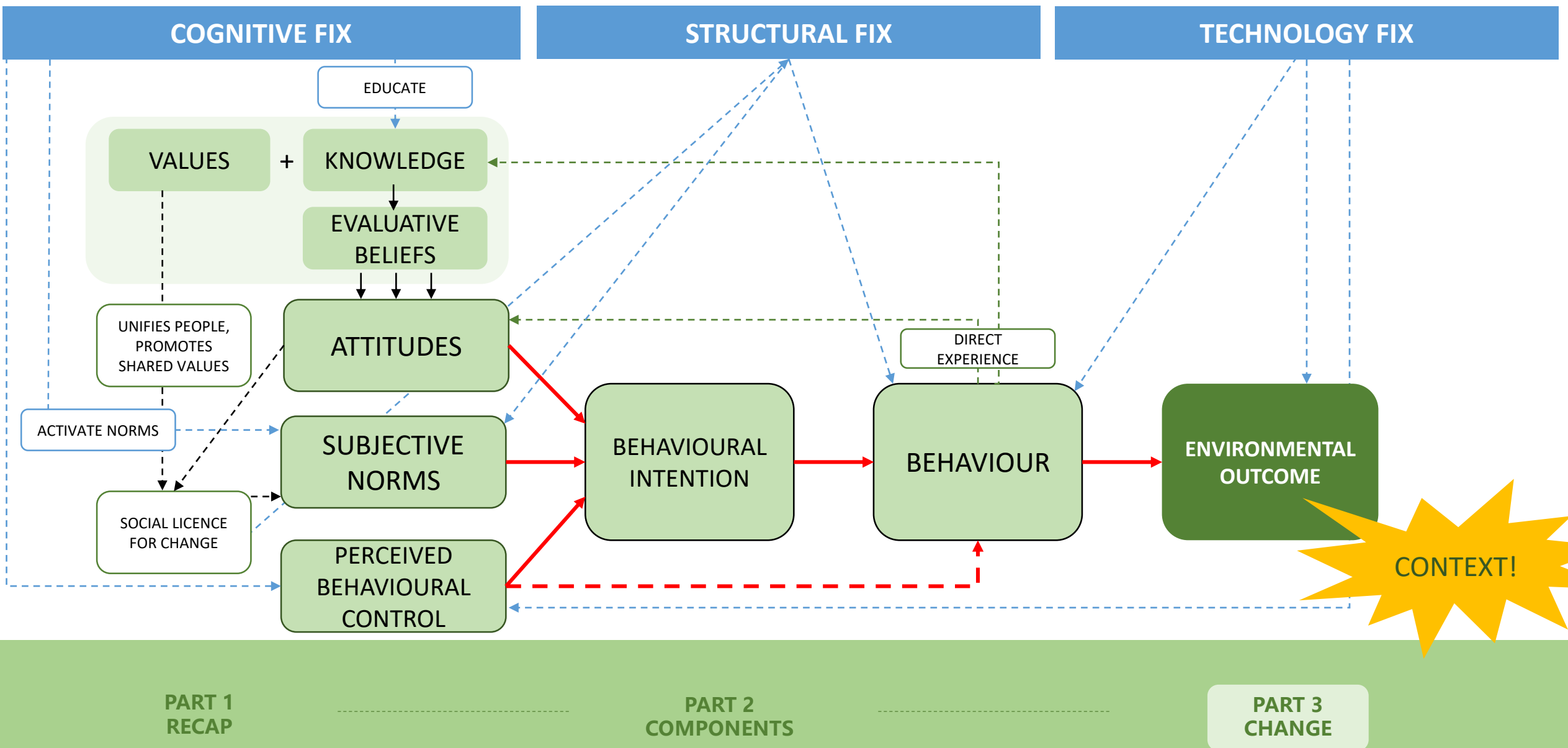
PART 1
RECAPPART 2
COMPONENTSPART 3
CHANGE



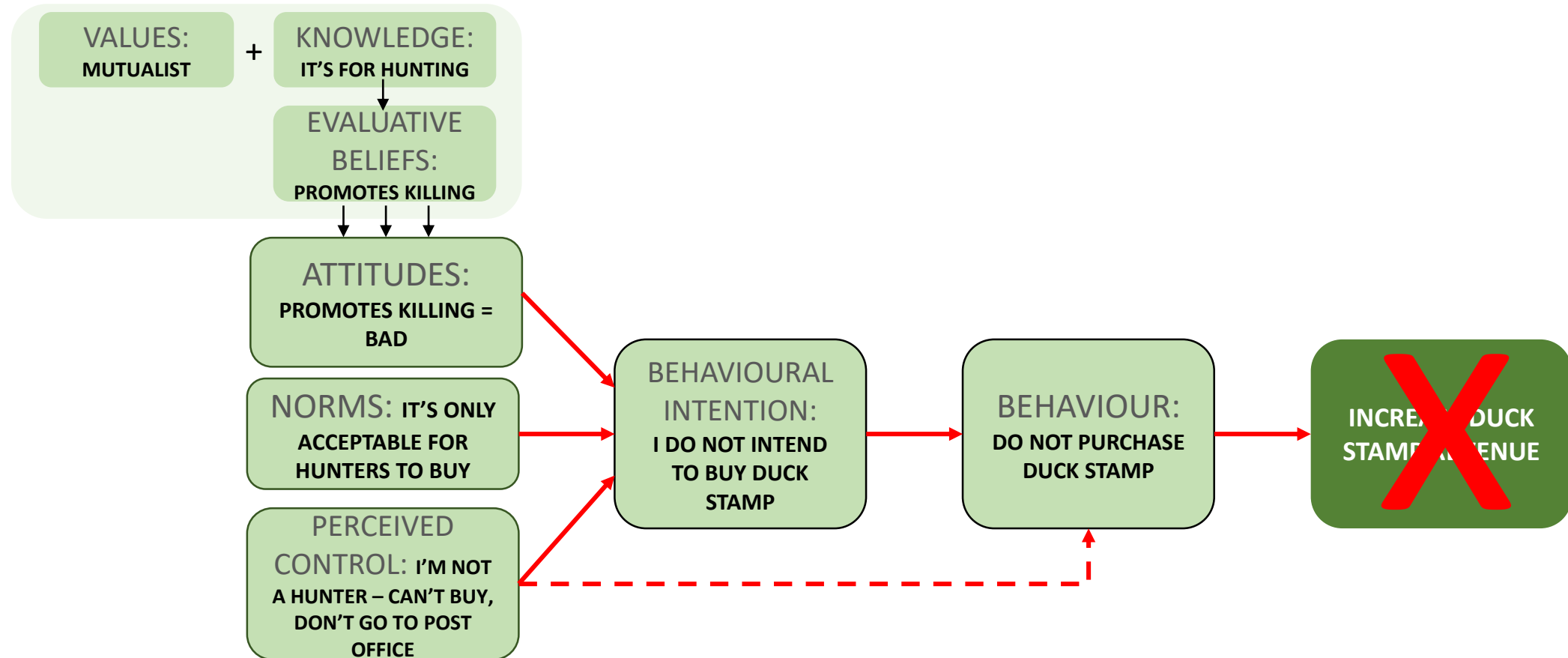
COGNITIVE FIX

STRUCTURAL FIX

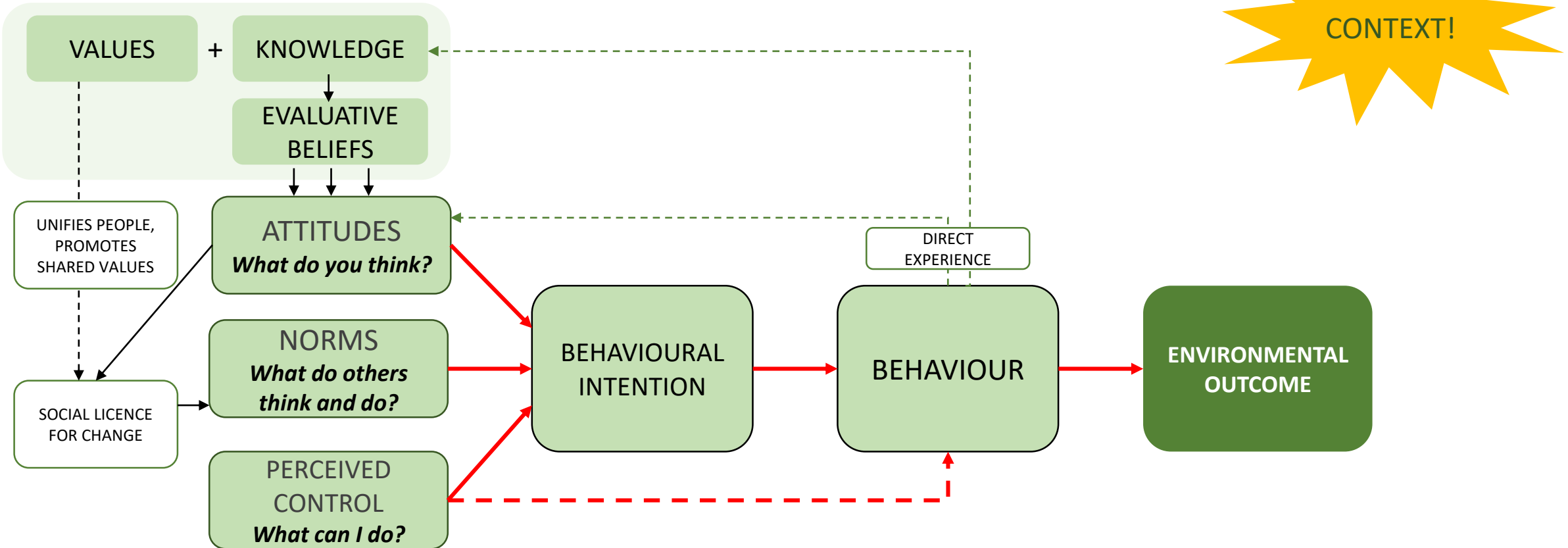
TECHNOLOGY FIX



INCREASING DUCK STAMP REVENUE



COMPLETING THE PUZZLE



Objective #5: Administer a national survey of relevant stakeholders to implement indicators of conservation and nature-based recreation involvement and preferences.

Preparing for the National Public Survey

- ❖ Document patterns of nature-based recreation activities.
- ❖ Document patterns of conservation involvement & financial support.
- ❖ Assess stakeholder desires for wetland, waterfowl and grassland conservation.
- ❖ Pilot/test repeatable measures for stakeholder involvement (conservation & recreation) to establish baseline.
- ❖ 2 parts to Questionnaire:
 - National measures/questions: Common metrics to allow for coordinated management/reporting.
 - JV-specific measures/questions: Address JV priorities.

Objective #5: Administer a national survey of relevant stakeholders to implement indicators of conservation and nature-based recreation involvement and preferences.

- ❖ How engaged are young people? Do their attitudes about conservation differ from that of older people? If so, how?
- ❖ Are there differences in the attitudes, beliefs, and preferences of urban and rural Canadians? What are these differences? What are the similarities between these groups?
- ❖ To what degree can Canadian landowners be engaged in wetland and waterfowl conservation actions? Are there differences between rural and urban land owners? Does the type of land ownership matter (*e.g.*, large vs. small parcels; do agricultural landowners face novel challenges when faced with conservation actions?)
- ❖ What are the best ways to engage with Indigenous people so that their perspectives and ideas can be reflected in strategies to conserve wetlands and waterfowl?

Objective #5: Administer a national survey of relevant stakeholders to implement indicators of conservation and nature-based recreation involvement and preferences.

- ❖ What are people's motivations for becoming involved in conservation actions? Does nature-based recreation participation play a role in the formation and expression of these motivations?
- ❖ In addition to actions that individuals can take to engage in conservation, what is people's willingness to pay for conservation? This would go beyond existing measures of individuals' financial contributions to conservation efforts and/or conservation-oriented organizations to establish the overall benefit and utility of conservation outcomes.