

Massasauga Recovery Team. 2006. Third International Symposium and Workshop on Conservation of the Eastern Massasauga, *Sistrurus catenatus*: Population Viability and Outreach. 2005 October 12-14, Toronto Zoo, Ontario, Canada.

www.brocku.ca/massasauga

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Getting to Know Your Audience

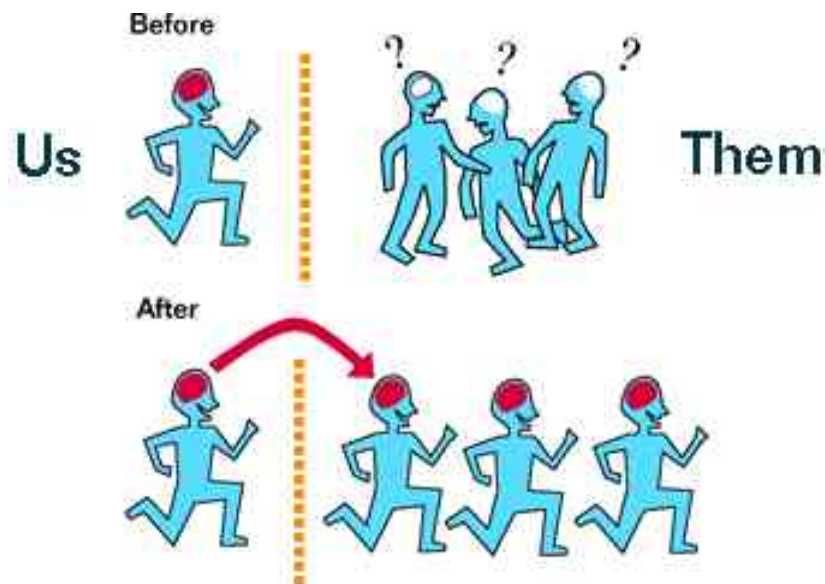
Module 4: Getting to Know Your Audience



What Incites Change?



The 'engineered awareness' approach, before and after -



What Incites Change?



Does awareness lead to sustainable behaviour change?

What Incites Change?



Annually, California utilities spend 200 million dollars on media advertising to encourage energy conservation. Despite massive expenditures, these campaigns have been found to have little effect on energy use.

What Incites Change?



Households who volunteered to participate in a ten-week study of water use received a state-of-the-art handbook on water efficiency. Despite great attention being paid to the preparation of the handbook, it was found to have no impact upon consumption.

What Incites Change?



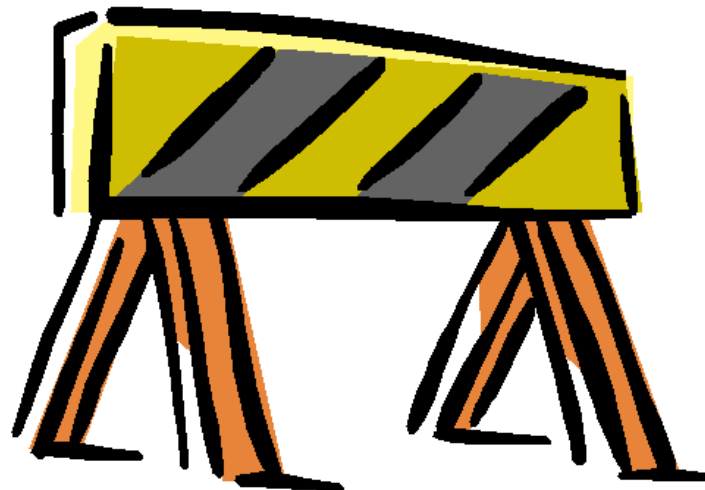
High School students who received a six-day workshop that focused on creating awareness of environmental issues were found in a two-month follow up to be no more likely afterward to have engaged in pro-environmental actions.

What Incites Change?

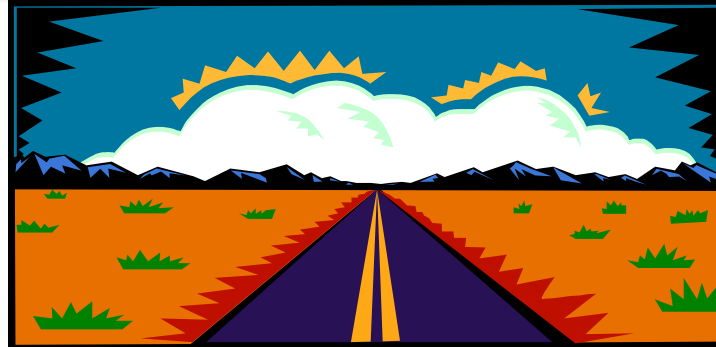


So why don't people change even if they are aware they should?

BARRIERS



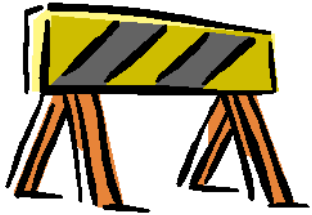
The Road to Sustainable Behaviour Change



Awareness



What, me worry?



- The audience doesn't know there is a problem
- The audience doesn't understand the situation
- The audience doesn't recognize the need to get involved

Awareness



What, me worry?



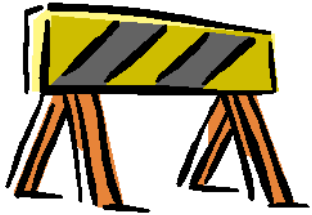
- Find out what your audience knows, perceives and understands
- Target the right people, with the right information
- Ensure that you provide the necessary information to answer WIIFM



Desire

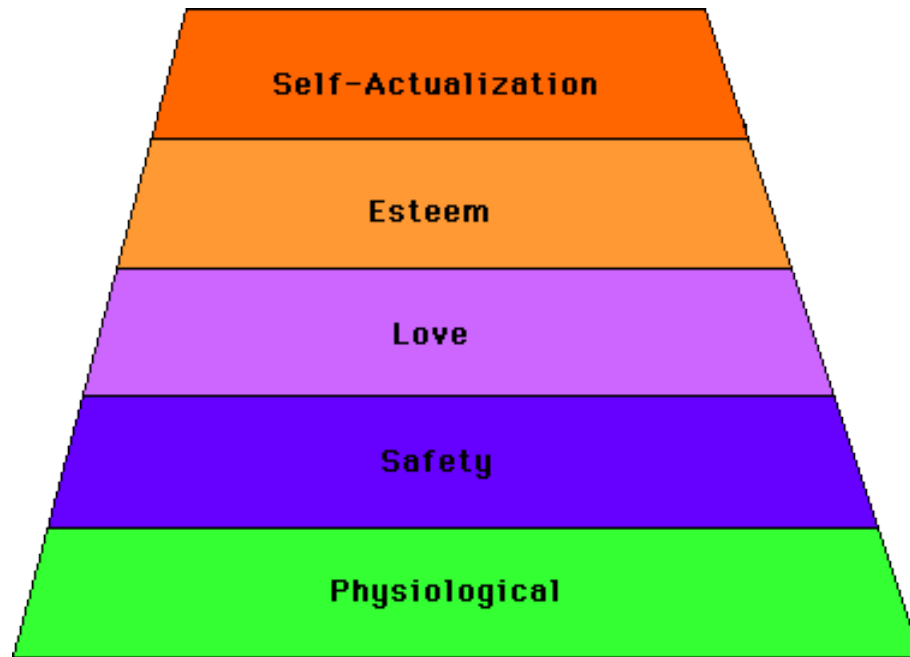


I don't want to change.



- The action requested from your audience conflicts with their immediate needs.
- Your audience does not perceive the required action as part of their needs.

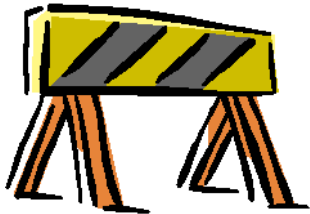
Maslow's Hierarchy of Needs



Desire



Examples of conflicts of desire



- A farmer may not be swayed by threats of the law (safety need) if he perceives the required action as a threat to his livelihood (Basic Life Needs).
- A cottage owner may not be swayed to take up an environmental cause (self-actualization) if they feel this commitment would be perceived negatively by their friends (esteem).

Desire



I don't want to change.

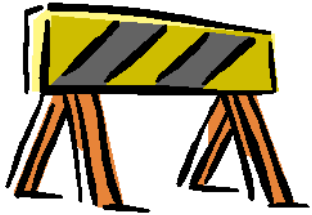


- Get to know the needs of your audience that conflict with the required action.
- Communicate the benefits of the required action that target the most basic needs of your audience.
- Modify the required action to satisfy the needs of your audience.
- Use social marketing tools such as commitments and norms to target esteem needs instead of self-actualization.

Facilitation



I don't know how I can help.



- The audience is not aware of how they can contribute.
- The audience feels that the required action is too time consuming or complicated.

Facilitation



I don't know how I can help.

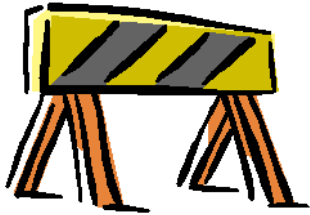


- Identify the facilitation barriers of your audience and provide the necessary assistance to enable action.
- Encourage specific actions that are pertinent to your targeted audience.
- Model the required action
- Promote examples of conservation action using real people.

Confidence



My actions are not going to make a difference.



- The audience does not recognize how their individual action will contribute to the global picture.
- The audience is inundated with the negative messages on conservation and feel powerless.
- The audience is skeptical of the information or of its source.

Confidence



My actions are not going to make a difference.

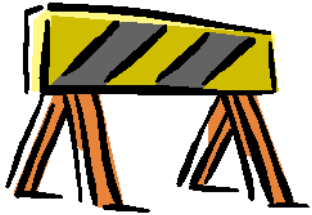


- Promote results already achieved by their peers instead of the need to act.
- Research and provide credible spokesperson or sources to convey your message.
- Use reinforcement messages

Motivation



I'm interested...but...



- Status Quo inertia
- All needs being equal, the audience does not recognize the benefit of a change in their actions.
- Fear of the unknown.

Motivation



I'm interested...but...

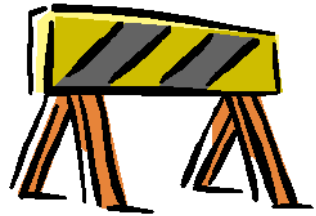


- Research and identify what motivates your audience.
- Use social marketing tools such as prompts and incentives.
- Use Fear of Loss, peer-pressure or other similar tools WISELY.
- Model and use a credible spokesperson (that your audience identifies with).

Reinforcement



Am I making a difference?



- The audience does not see any impact of their actions.
- The audience feels isolated.
- The audience feels abandoned.

Reinforcement



Am I making a difference?



- Promote your success by using real life examples.
- Validate your audience's efforts through recognition programs.
- Ensure your communication plan identifies post activity actions.

The Road to Sustainable Behaviour Change

