



Social Science Research and Chesapeake Bay Restoration: Workshop Report



*Social Science Workshop Steering
Committee*

Workshop Goals

- The objective of the workshop was to identify priority needs for social science research to meet Chesapeake Bay restoration goals.
- Recognition that 1) human dimensions need to be better integrated into efforts to restore ecosystem function, reduce pollution, and manage the sustainable use of natural resources, and 2) our understanding of the impacts of these human dimensions on restoration requires a combination of social science approaches.

Phase 1: Self Study

- Characterize the social, political, cultural value (both qualitative and quantitative) of ecosystem services.
- Behavior change research. (Motives and obstacles to attitudes of protection and restoration, and to individual behavior change; By sector, stakeholder group, etc.)
- Need to educate and inform what the social sciences can do to help Bay restoration. Need to build a constituency for social science research (thus we need to understand what users think social science research can do); little understanding of what different social sciences can provide that is useful for Bay restoration.

Phase II: CBP_TheInterview Process

- 12 key-informants
- 3 interviewers
- 45 – 60min semi-structured interviews
- 8 questions
- 30 pages of notes
- 1 qualitative data analysis program



What questions were asked?

- *Date, name, current position/occupation?*
- *How many years involved in Chesapeake Bay restoration work?*
- *Do you have examples of how social science research has played an important role in advancing Bay restoration? Do you have any examples that are not Chesapeake Bay related?*
- *In your opinion, what Bay restoration priorities should be addressed from a social science perspective? Why is the social science perspective important?*
- *What do you think are the constraints to generating and utilizing more social science research in Bay restoration efforts?*
- *Any other thoughts or suggestions on the role of social science research in supporting Bay restoration?*

A Sample of Atlas.ti Coding

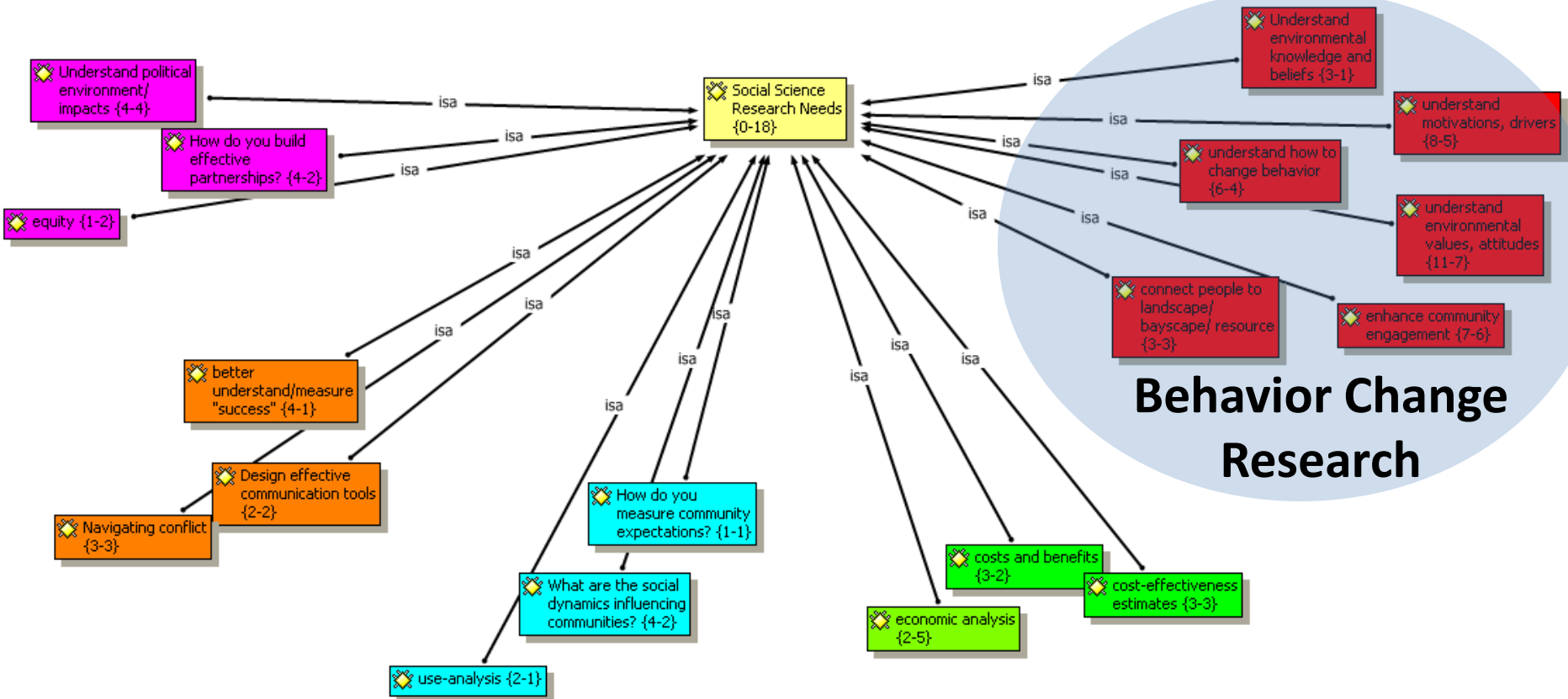
The screenshot displays the ATLAS.ti software interface. The main window shows a document titled "P 1: Key Informan" with a list of text segments numbered 053 to 080. The text segments are as follows:

- 053 partnership culture to not conduct economic analysis.
- 054 6. In your opinion, what Bay restoration priorities should be addressed from a social science perspective? Why is the social science perspective important?
- 055 Permanent change in activities is critical. How do we as a community (CBP partnership, federal agencies) work together with social science as part of the solution?
- 056
- 057
- 058 At what point does all the good will, voluntary effort come up against a glass ceiling of Bay restoration that is not expanded unless we take regulatory action? What does it take for citizens to change actions that affect the Bay?
- 059
- 060 Farming: what's the mix of boots on the ground, cost-share programs, and regulation necessary to get enough participation to restore the Bay? What are the social dynamics of delivery systems that accomplish that result? How do we do in farming what we did with wastewater treatment, which has a better delivery system. How would we evolve our delivery system for differing types of farmers?
- 061
- 062 7. What do you think are the constraints to generating and utilizing more social science research in Bay restoration efforts?
- 063 {Listed the following points}
- 064 1. Don't know how to tap into experts that we can interact with. We interact with many, many physical scientists, but we know only a handful of social scientists.
- 065
- 066
- 067 2. No clear sense in CBP partnership of how social science tools can be used in management decisions. The partnership is comfortable with physical models, but nobody can tell you the whole physical and social story of the Bay restoration plan.
- 068
- 069 3. We have little up-to-date economic info about Bay restoration benefits and costs.
- 070
- 071 4. We don't know anything about the social characteristics, values, and activities of immigrants into Bay watershed, or of new farmer migrants to the country.
- 072
- 073 5. There are few social-oriented state departments, MD Planning as exception. There are no social scientists in CBP (many lawyers), and only a few on STAC. There is a constituency for lots of issues in the Bay, such as rockfish, stream restoration etc; but nobody demands economic and social research.
- 074
- 075 6. Research results may not be consistent with political wishes.
- 076
- 077 8. Any other thoughts or suggestions on the role of social science research in supporting Bay restoration?
- 078
- 079 Would like to see social scientists, particularly economists, organize for promotion of their approach to social issues in Bay restoration. This would provide them more support, including potential letters of support from CBP/EPA for research proposals.
- 080

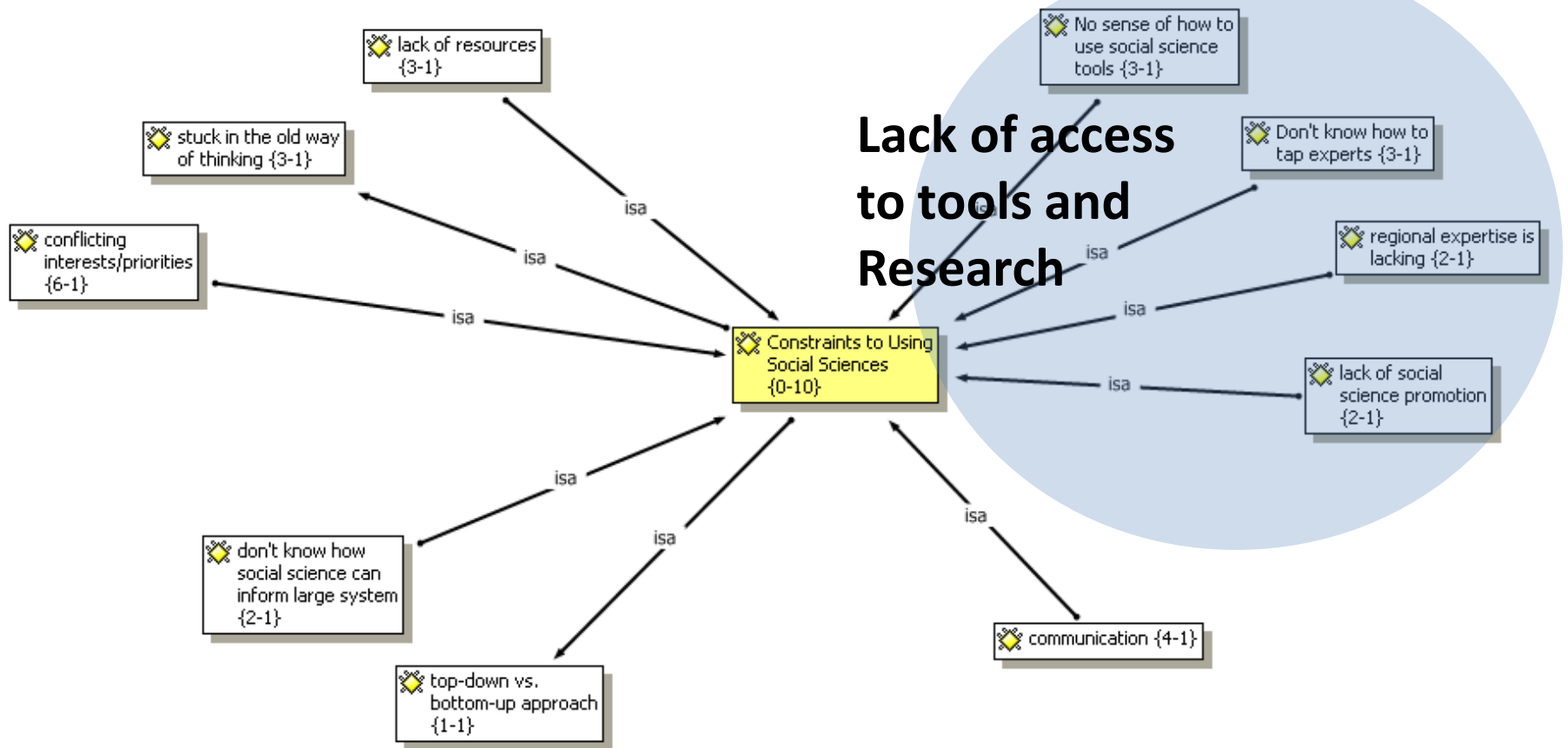
On the right side of the interface, a list of codes is displayed, each with a small icon and a color-coded bar:

- D_1: How do you build effective partnerships?
- D_5: understanding how to change behavior
- D_a: agriculture
- D_7: What are the social dynamics influencing communities?
- D_6: enhance community engagement
- A_1: Don't know how to tap experts
- A_7: No sense of how to use social science tools
- D_8: costs and benefits
- D_4: understanding environmental values, attitudes
- D_a: agriculture
- A_3: conflicting interests/priorities
- A_6: lack of social science promotion

Results: Social Science Research Needs



Results: Constraints



Phase III: March 10th Workshop

- Well attended: 70 participants
- Results of CBP Key Informant Interviews
- Panel 1: Social Science and Understanding Individual Behavior Change
- Panel 2: Social Science and Understanding Group, Community & Organization Change
- Break out Groups:
 - short list of participant-derived questions from morning panels
 - identify a programmatic problem and determine how social sciences can and should be incorporated to enhance identified program or policy.
 - identify related high priority social science research needs.
 - identify short, intermediate, and long-term goals for integrating social science research into Chesapeake Bay restoration programs and policies.

Group B Output

- Management Problems/Challenges:
 - Need widespread behavior change
 - CBP GITS need effective management structures/networks/decision-making tools
 - Regulatory vs. cooperative/voluntary approaches to achieve goals
 - How can social science inform the paths of least resistance (or most effectiveness) to activate goals?
 - Need social science monitoring strategy to inform strategies
- Management steps/action items:
 - Produce guidance for CBP management team on social science
 - Apply economic models/case studies to blue crab management challenges
 - Increase capacity of social science in CBP decision making process
 - How can social science design policies
- Next Steps:
 - Focus on how existing knowledge can inform policy/programs to increase effectiveness
 - Define an issue, bring in social science team, develop strategy, implement it!
 - Social science review and comment of WIPs



"Physical or Social Science?"

Thanks!