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.

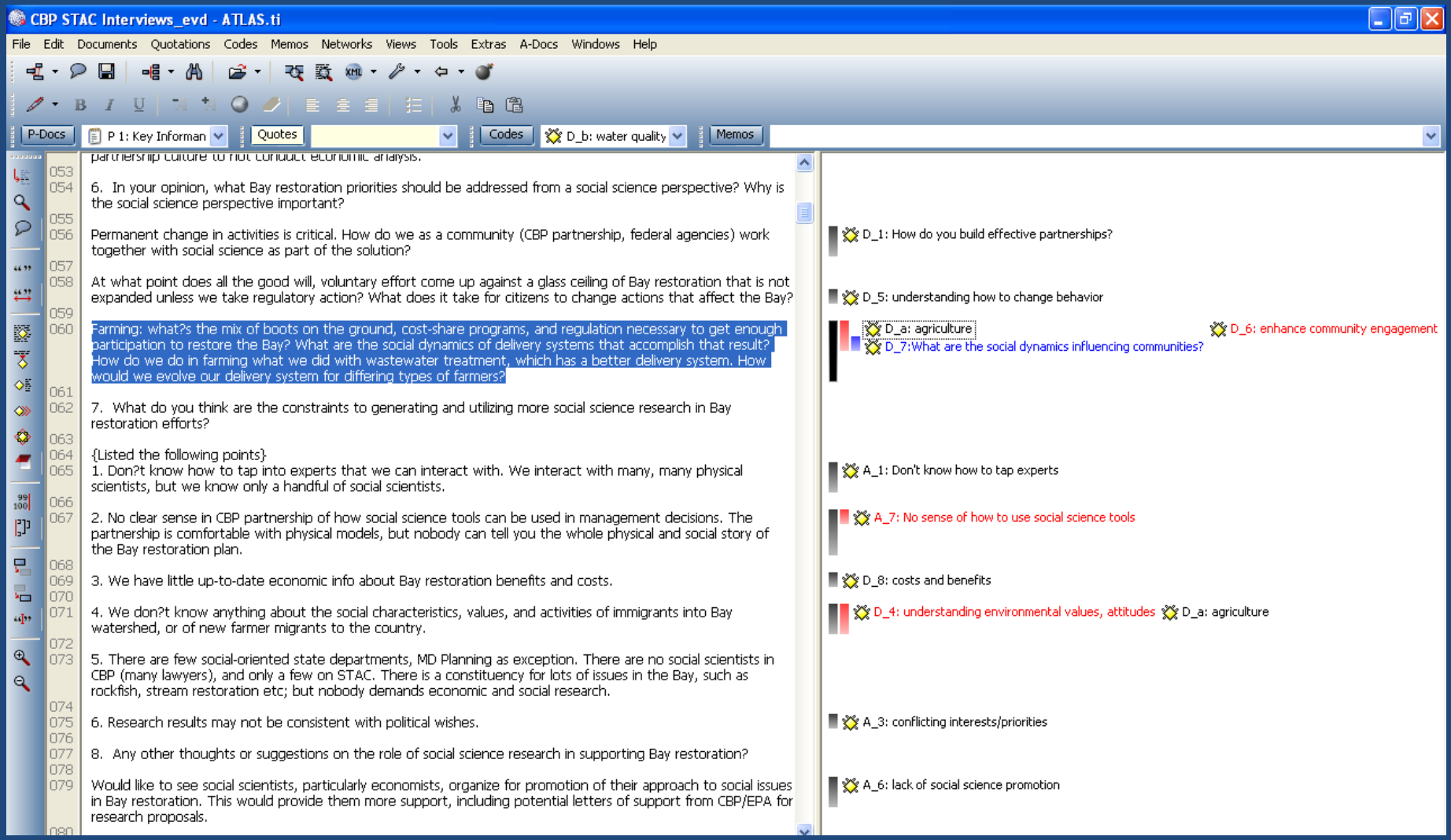
Phase II: CBP_TheInterview Process

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

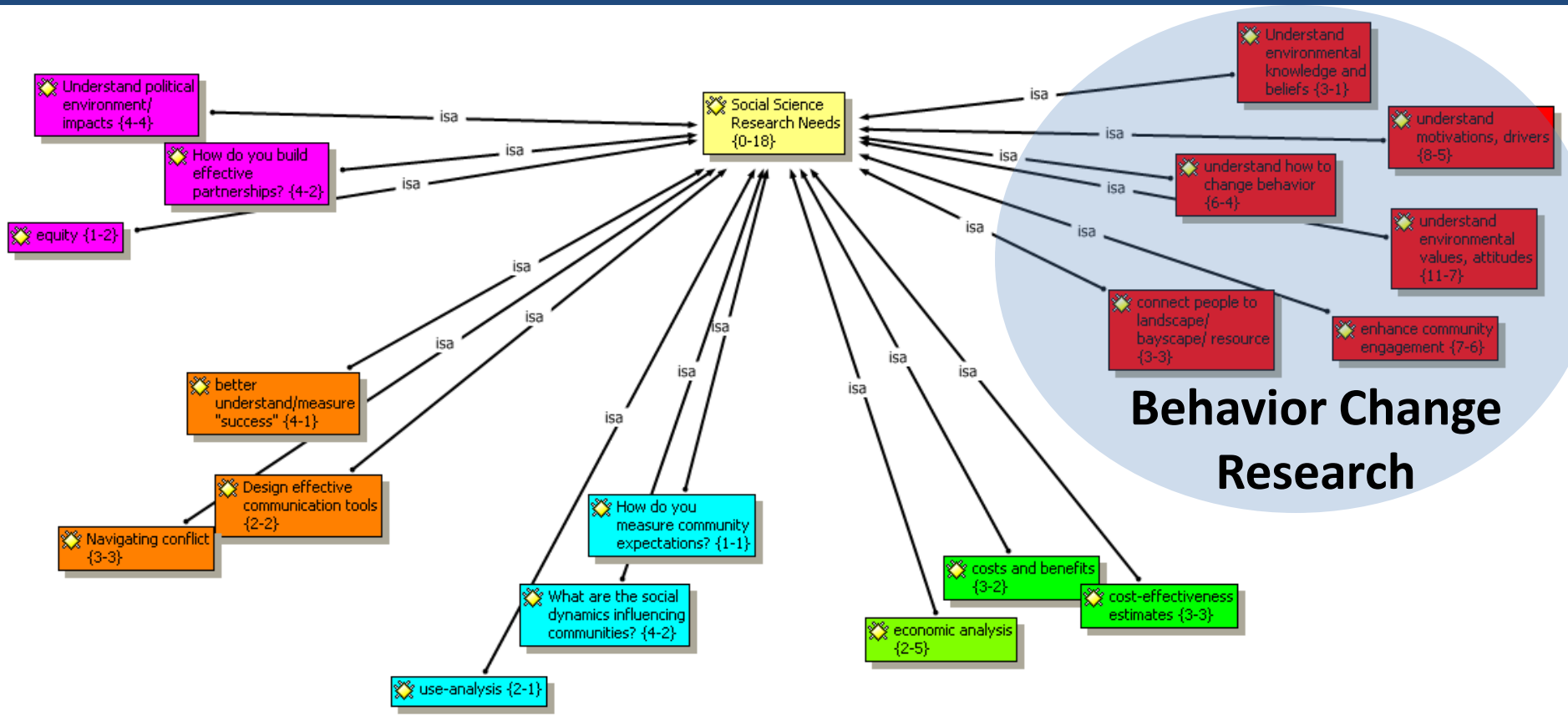
What questions were asked?

- *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?*

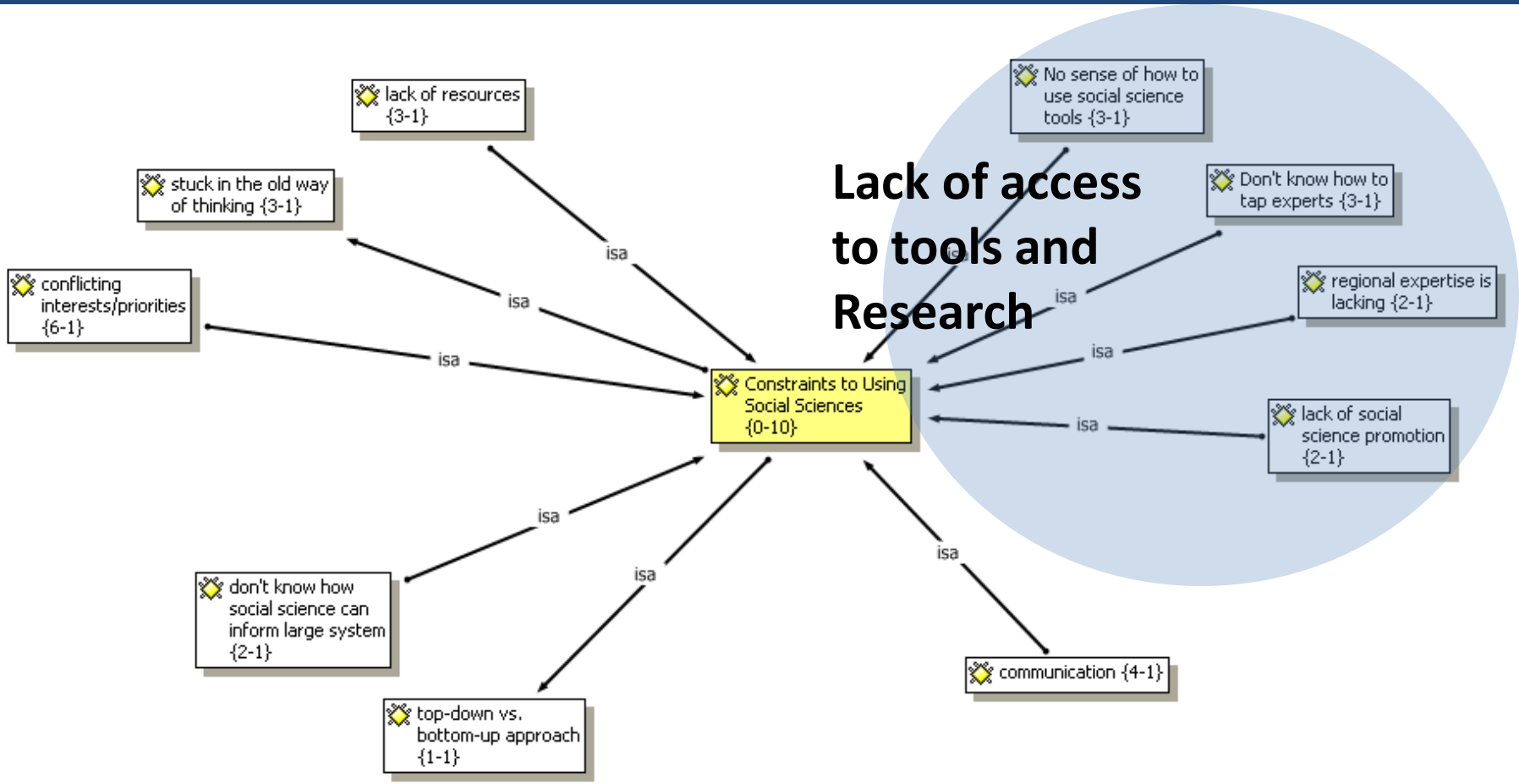
A Sample of Atlas.ti Coding



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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MENU
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"Physical or Social Science?"

Thanks!