Breakout Session Question Overview

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1. What is a **pressing question or challenge** facing the Chesapeake Bay Program that social scientists are uniquely qualified to tackle in collaboration with natural and physical sciences?
2. What **barriers exist to collaboration** between social and natural scientists, and how can we overcome them?
3. How can we **better communicate the value** of social science insights to natural science practitioners and policymakers?

What is a **pressing question or challenge** facing the Chesapeake Bay Program that social scientists are uniquely qualified to tackle in collaboration with natural and physical sciences?

- Behavioral change at multiple levels is a main goal (States, counties, municipalities, individuals). Perhaps not thinking broadly enough about the behavioral change. How do we motivate behavior change?
- Problems are systemic and we need a more holistic approach that includes behavior change. E.g. what about our economic systems feed into ecosystem decline?
- Implication of discussion thus far is that Bay program has not been doing this correctly. People are listening who might not know the whole history. Important to remember this is forward looking. A lot of CESR outreach, often asked it TMDL was a waste of time. Be sensitive to history of what and why has been done.

What is a **pressing question or challenge** facing the Chesapeake Bay Program that social scientists are uniquely qualified to tackle in collaboration with natural and physical sciences?

- Building on history, looking at adaptive management. Who is at the table? Bringing in different perspectives. How are we educating people? What is knowledge? How do we open space and make it more welcoming? Current lens is not getting us where we want to be quickly. Metrics are environmentally focused. What are econ and social factors that we're seeing? Must balance competing priorities.
- Cannot induce enough behavioral change. Agree with precept but little difference on margins. Price is where we can make a difference. Broad-based and will get results. Econ will play a big part
- Putting a price on something induced behavior change. Behavior change does not have to be limited to voluntary action, can be market based. Not considering enough.

What is a **pressing question or challenge** facing the Chesapeake Bay Program that social scientists are uniquely qualified to tackle in collaboration with natural and physical sciences?

- Emphasize that all if not most of what we do is to restore and enhance the CBW for **people.** Must do a better job of communicating and market why and what we're doing.
- Application of AI, could be an effective communication tool if used appropriately

What **barriers exist to collaboration** between social and natural scientists, and how can we overcome them?

- We're all running hard and trying to keep it going. Hard to reach out and expand view when just trying to survive.
    - Building relationships takes time
- Money
- Lack of institutional inertia. Need to change hearts and minds.
- Reward system for non-tenured faculty
- Some people don't want to collaborate. Need to bring in more people who want to work in that collaborative space

What **barriers exist to collaboration** between social and natural scientists, and how can we overcome them?

- Takes time to build the ability to collaborate. Some people are faster than others at coming to that. Currently, the institutional knowledge is being demolished
- Coming to agreement about what the problem is and how to solve it. Are we structured in a way to articulate and develop solutions to problems?

How can we better communicate the value of social science insights to natural science practitioners and policymakers?

- Politicians have a good handle on reading people, interests, and responding to those. Scientists can learn from that.
- Stakeholder engagement, co-production of knowledge are recent examples of approaches. Case studies and lessons from things that didn't go well.
    - Take students to permit hearing or fisheries management hearings
- There are best practices and examples that worked. All come from different fields so need to access experiences from other fields.
    - Make people aware of the current body of work. What are the major insights that are applicable and valuable?

How can we better communicate the value of social science insights to natural science practitioners and policymakers?

- Differences in assumptions in research approaches. “Stir & mix” is messy. Discomfort in the learning process. Co-production is difficult. Need to increase awareness of the differences in assumptions among scientific disciplines that go into research from the beginning