

# **Social Science 101 for Environmental Outreach**

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# Welcome



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# Training Agenda

- Understanding the social science disciplines
- Defining the problem
- Analyzing stakeholders
- **Break**
- Engaging stakeholders
- Analyzing data





# Social Science

Social science is the process of describing, explaining, and predicting human behavior and institutional structure in interaction with their environments.

NOAA Science Advisory Board  
Social Science Working Group Report, 2009



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# Social Science Disciplines



- Anthropology
- Geography
- Political science
- Sociology
- Psychology
- Economics





# Social Science Disciplines

<https://www.youtube.com/watch?v=DSIdaTSG2Gg>



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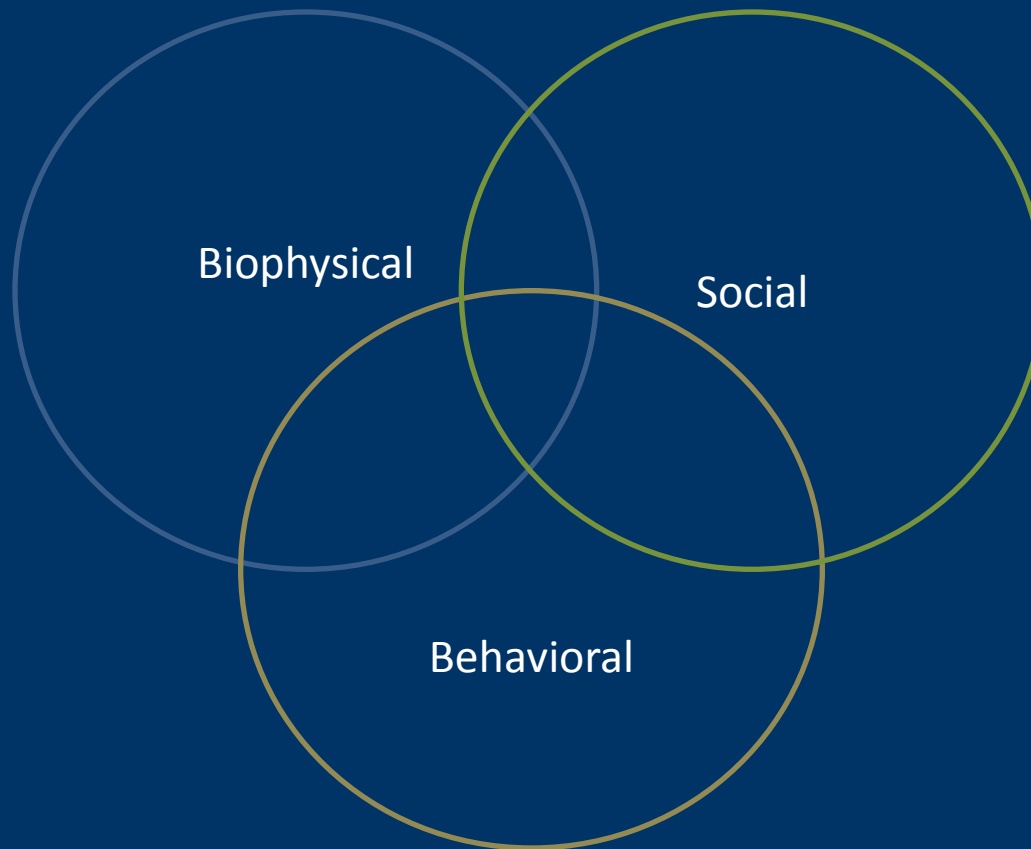
# Social Science Disciplines



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# Problem Definition





# Problem Definition

“If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it.”

Albert Einstein



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# Defining the problem → humans



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# Stakeholders





# Stakeholders

Stakeholders are those who have an **interest** or are affected by a decision or those who have influence or power in a situation.



# Stakeholders

- People who live, work, play, or worship at or near a resource
- People interested in the resource, its users, and its use or non-use
- People interested in the processes used to make decisions
- People who pay the bills
- People who represent community members or who are legally responsible for public resources



# Stakeholders



**Position**

**Interest**



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# Stakeholder Analysis

Used to identify and understand those who have an interest or stake in an issue





# Stakeholder Analysis

How did it go?

What did you learn?

Any surprises?





# Recap



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# Engagement and Outreach

Stop, Think, Evaluate





# Engagement and Outreach



# Engagement and Outreach

Is the action.....

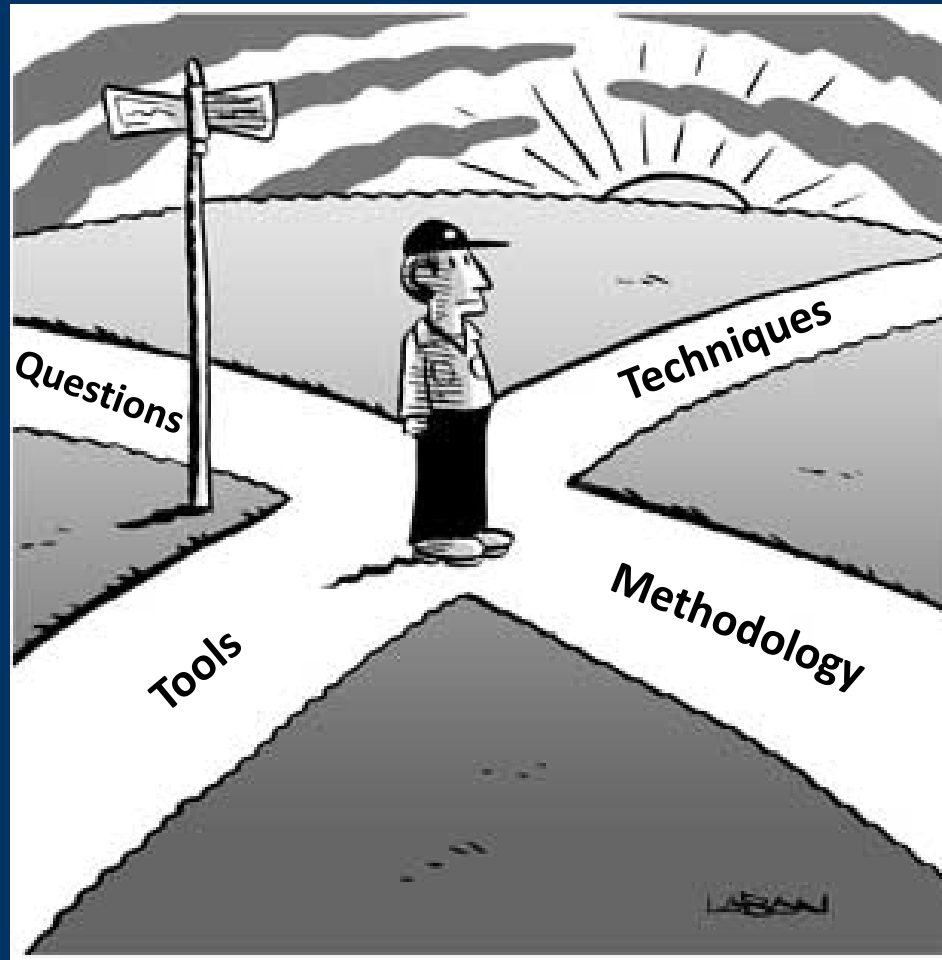
- Special
- Major
- Required
- Controversial

# Engagement and Outreach

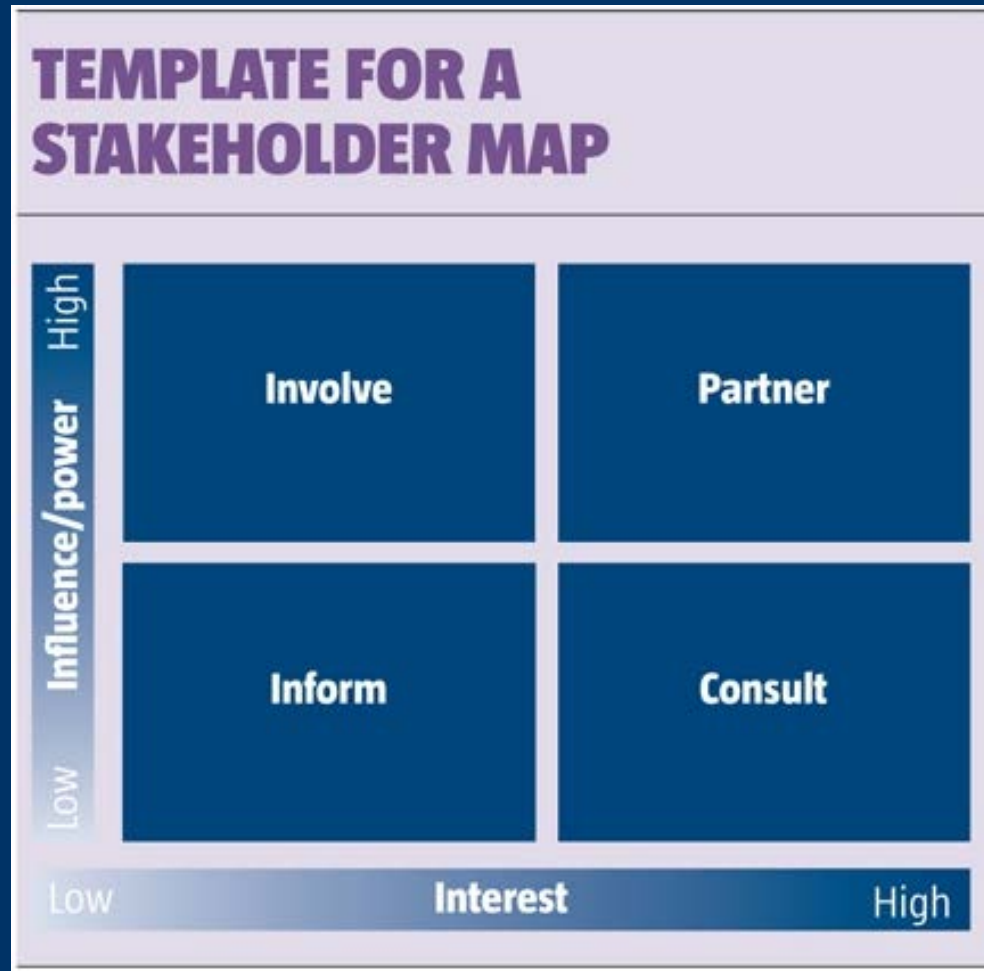
Consider the following factors.....

- Resources
- Skills
- Time
- Legitimacy

# Engagement and Outreach



# Engagement and Outreach





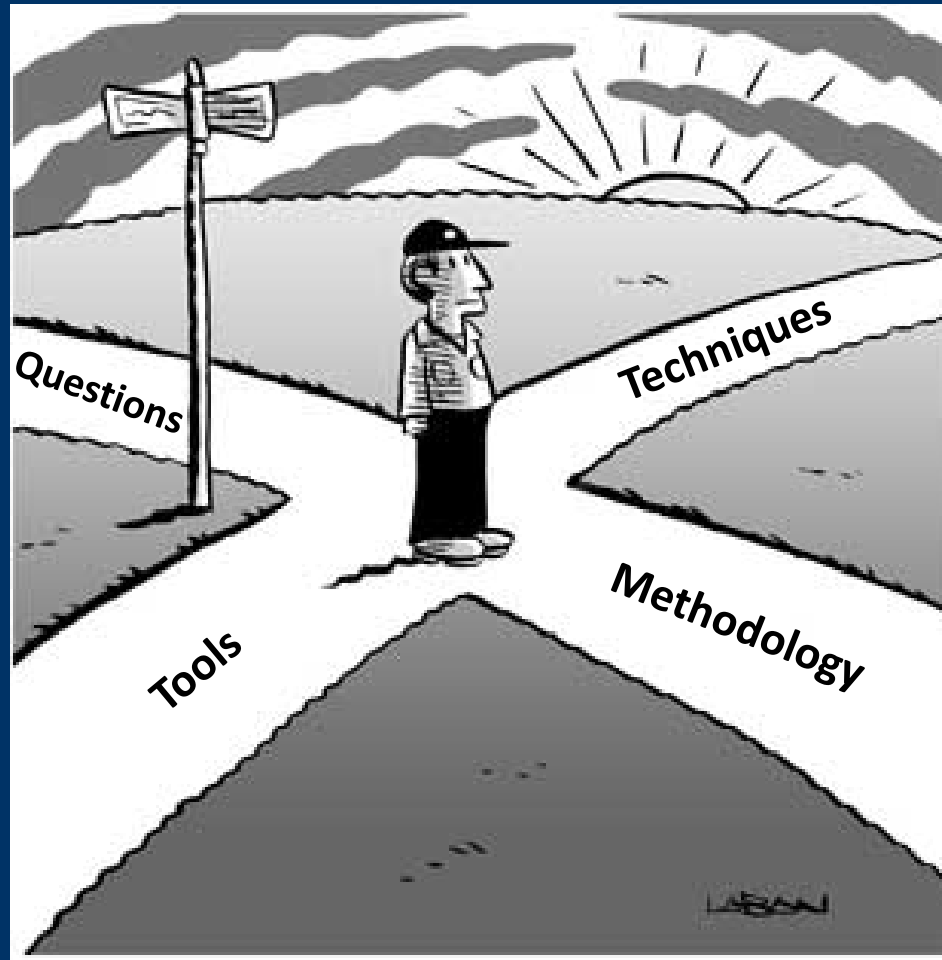
# Techniques and Methods Exercise

- 2 Recommendations
- 1 'Don't do'
- Why





# Techniques and Methods



# Data and Analysis

*There's no such thing as qualitative data. Everything is either 1 or 0.*

- F. Kerlinger

*All research ultimately has a qualitative grounding.*

- D. Campbell

	Quantitative Data	Qualitative Data
Objectives	Precise measurement; Statistical generalization	Complete, detailed description; Analytical generalization
Data	Numeric	Words, pictures, objects
Pros	Efficient	May miss context
Cons	Data are rich in context	Time-consuming



(Adapted from Neill, 2007)



# Data and Analysis

- Survey question responses
- Focus group and interview notes and transcripts
- Observations and field notes
- Photographs
- Documents
- Newspapers and magazines



# Data and Analysis



# Value of Mixed Methods

- Focus Groups
- Interviews
- Surveys





# Techniques and Methods: Observation

Document visible social activity and behavior



# Techniques and Methods: Interviews

Elicit answers to questions from one person at a time, face-to-face or by telephone

- Informal
- Semi-structured
- Structured



# Techniques and Methods: Focus Groups

Elicit answers to questions from 8 to 12 participants in a structured group, in person







# Techniques and Methods: Surveys

Collect data via telephone, mail, Internet, or in person, using an ordered list of questions



# Help Is Available

- **University departments and research institutes**  
Anthropology, education, geography, environmental or natural resource economics, psychology, sociology, and others  
Rural development, survey centers, policy, and others
- **NOAA**  
Sea Grant (via university-based programs), Office for Coastal Management
- **Private consultants**  
Social science research firms  
Market research firms



# Questions?

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