

## CHOOSE YOUR OWN ADVENTURE! THE JOURNEY CONTINUES: USING SOCIAL SCIENCE FOR COASTAL MANAGEMENT

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Who says social science can't be an adventure?! In this presentation, we will take the audience on an exciting journey that begins with some of coastal management's most challenging issues and concludes with the discovery of solutions, all while highlighting the methods that help us get there. Federal, state and local managers are benefiting from a variety of social science methods to capture information that allows for socially informed decisions. Without social science investigation, management actions may lack the context, commitment, capabilities, cohesiveness, or even stamina, to be implemented. Working through the process without guidance, or a good roadmap, can be a daunting task. Using a clicker-driven approach, the audience will elect the route that will direct social researchers through an exploration of social science data collection and analysis methods for tackling a variety of management challenges.

Slides will serve as signposts along the journey, providing direction and a safe travel experience through a series of cases about:

- how to best approach management issues like boundary designation, coastal resource user conflicts, climate change, education/outreach, adaptation planning, and program evaluation;
- selecting user groups (e.g., recreationists, residents, SCUBA divers, fishermen, and business owners); and,
- research options in a variety of geographic areas including the Caribbean, the Pacific, Coastal Georgia, and the Chesapeake Bay.

Depending upon the adventure chosen, examples may include research about climate adaptation; values for ecosystem services; local ecological knowledge; attitudes and preferences held by different groups of resources users toward coastal ecosystems and management; and observations of social, economic and health attributes of communities. This presentation will provide the audience with the choices and guidance necessary to successfully navigate their own social science adventure.