

QUICK AND EASY DATA COLLECTION

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This workshop will seek to increase participants' comfort level with one type of basic formative research method in an effort to improve public engagement and behavior change programs. Workshop participants will learn and practice techniques for conducting intercept surveys to collect audience barriers and benefits data, and will be given examples of effective questions. Focus will be given to practical means for identifying sub-groups of people who are more open to engaging in stewardship behaviors promoted, what the priority group is currently doing (the best predictor of one's future behavior is one's past behavior), and understanding the attitudes that matter to the behavior being promoted, i.e. the priority groups perceived barriers and benefits. This workshop will focus on methods for understanding the public that we as a watershed community seek to serve. Participants will practice being interviewers and priority group members; emphasis will be placed on identifying groups of people more open to trying suggested stewardship behaviors, identifying existing behavior(s), attitudes, and facilitating value.