

CHOOSE YOUR OWN ADVENTURE



Before we go...

- Many types of information are collected through social science
- Understanding complex human-environment interactions requires social science



Social Science Research

- How do social scientists construct research?
 - Employ the scientific method
 - Think in terms of variables and relationships among variables
- How do we use social science for resource management needs?
 - You are about to find out!

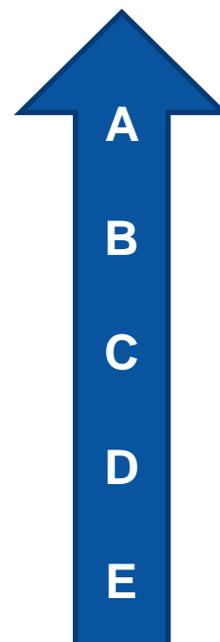


Clicker Check!

How would you rate your fear of jellyfish?



HIGH



(A) Those tentacles hurt so much!

(E) Would love to use one as a pillow

LOW



Everyone Ready? Then Let's...



Hit the Road!



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CHOOSE YOUR DESTINATION

A. [Chesapeake Bay](#)

B. [Coastal Georgia](#)

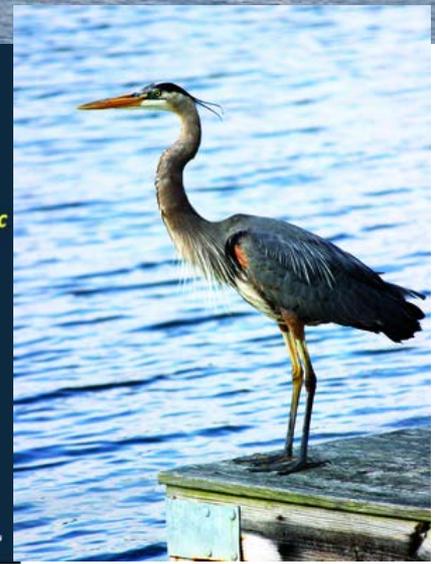
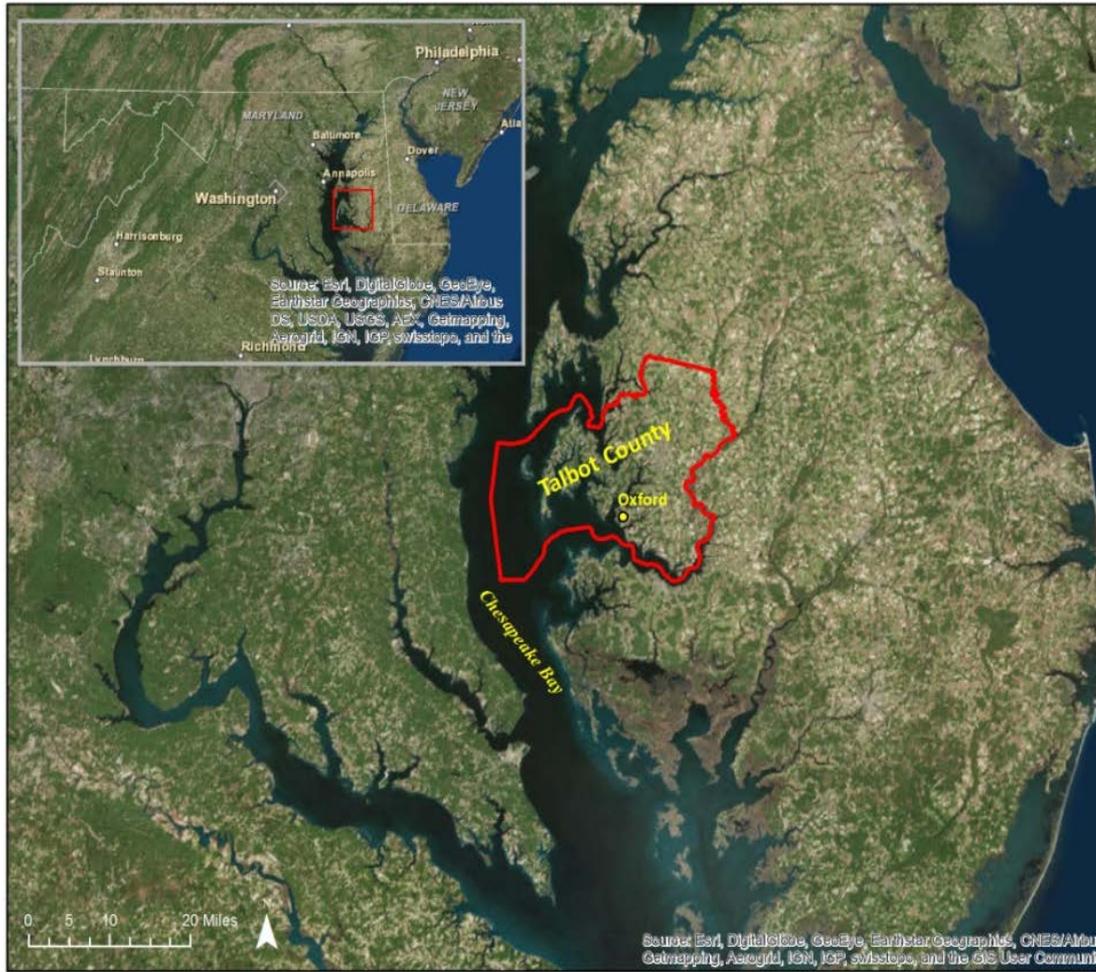
C. [U.S. Virgin Islands](#)

D. [America's Coral Reef Jurisdictions](#)

E. [Western Florida](#)



CHESAPEAKE BAY



Atlantic
Ocean



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Community Vulnerability Assessment

What?



Sea Level Rise
& Hurricane
Storm Surge



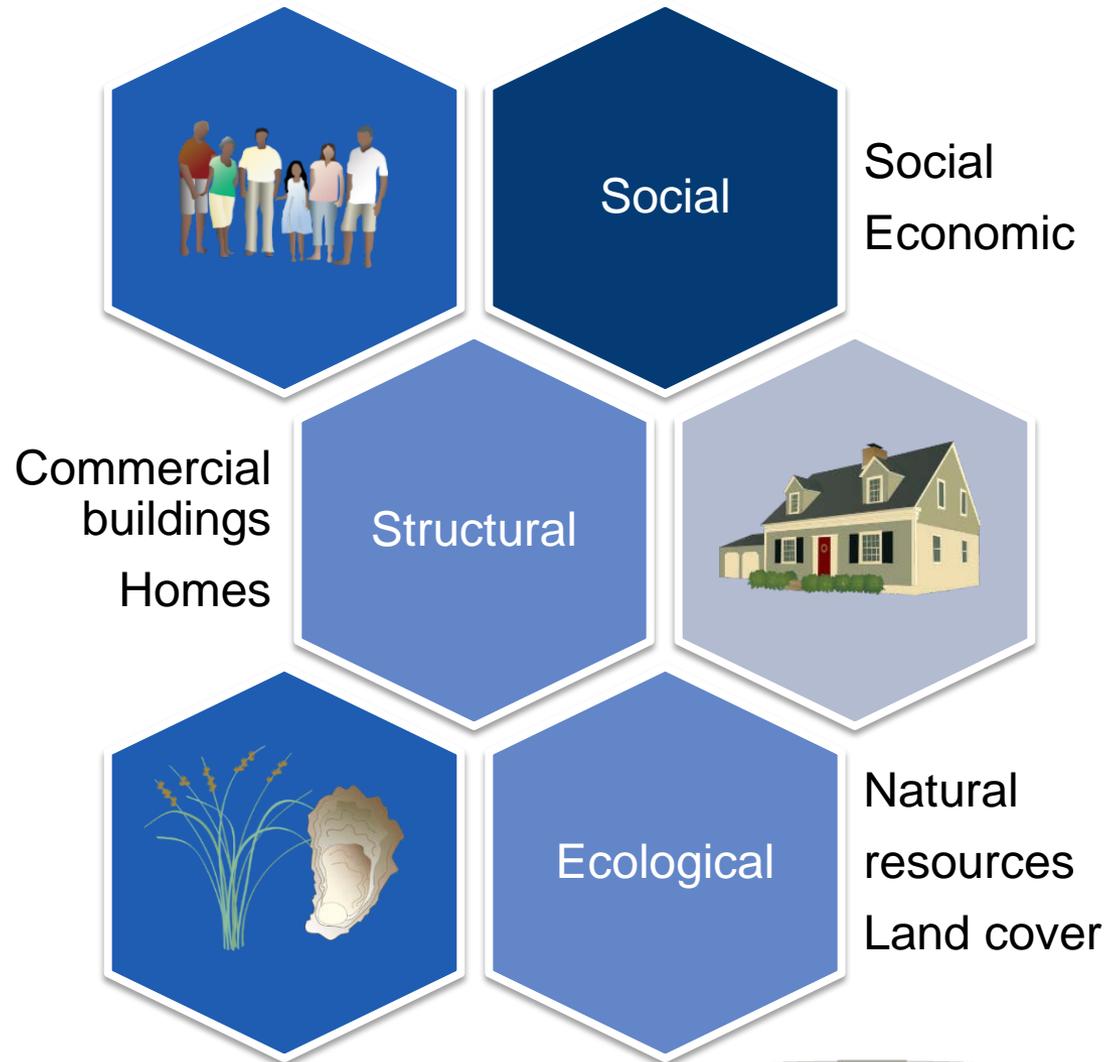
Stormwater
Flooding



Community Vulnerability Assessment

What?

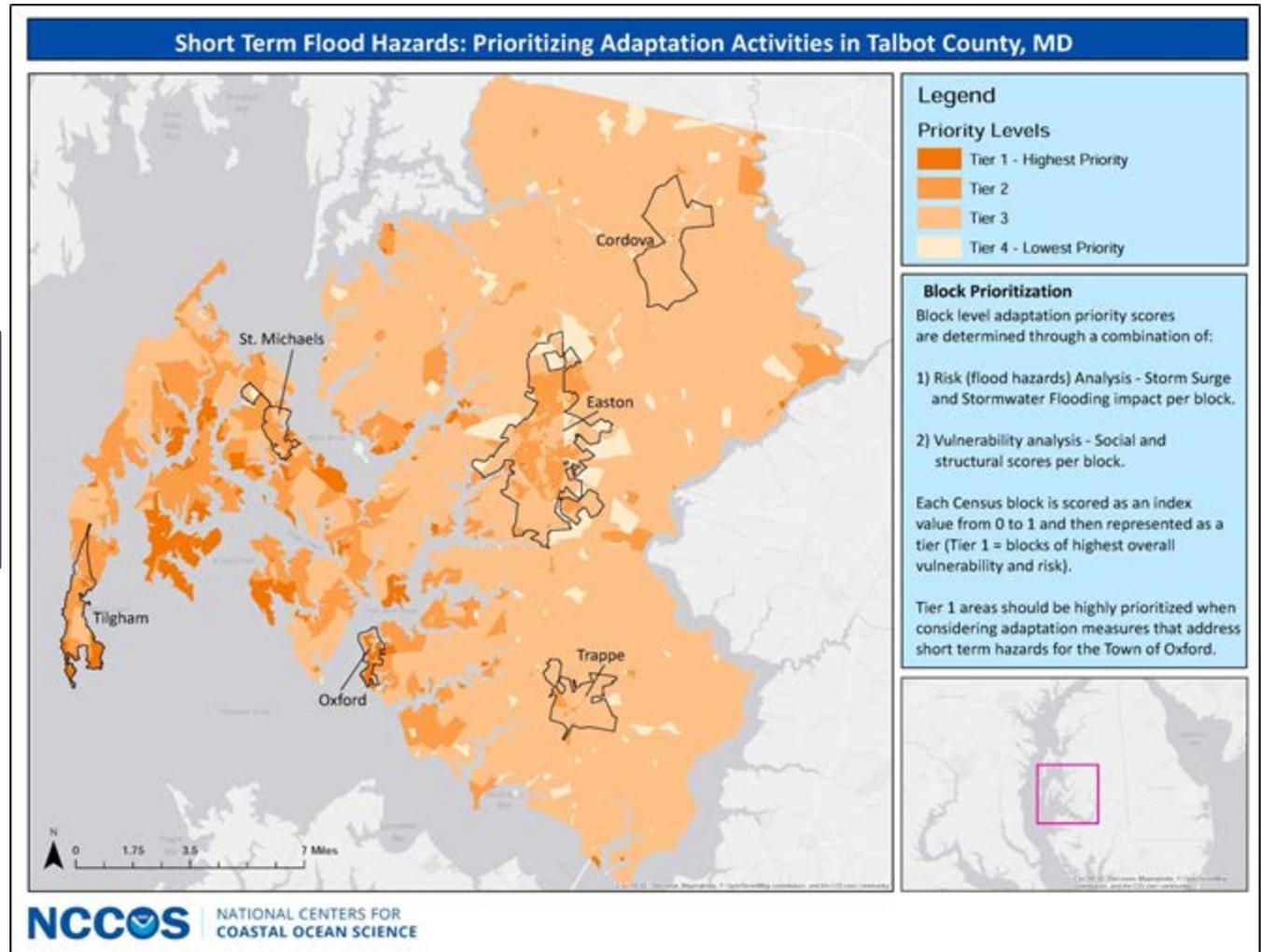
Integrated
vulnerability
assessment
framework



Community Vulnerability Assessment

Why?

High Risk +
High Vulnerability
= Priority Area



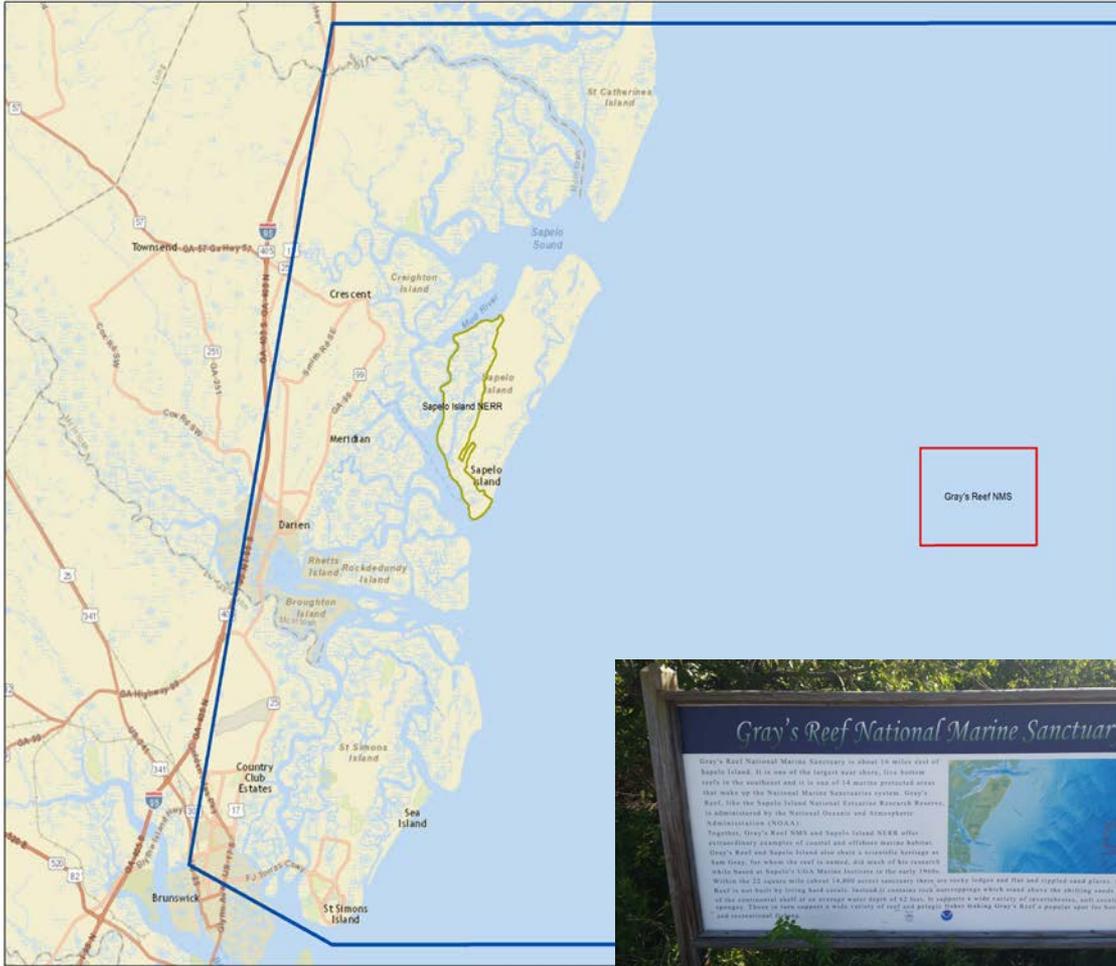
Community Vulnerability Assessment

Who?

- Town partners
 - Administrator, public works manager, engineer
- County partners
 - GIS manager, emergency manager
- State partners
 - Maryland DNR Chesapeake and Coastal Service, CoastSmart Communities Program
- Federal partners
 - NOAA



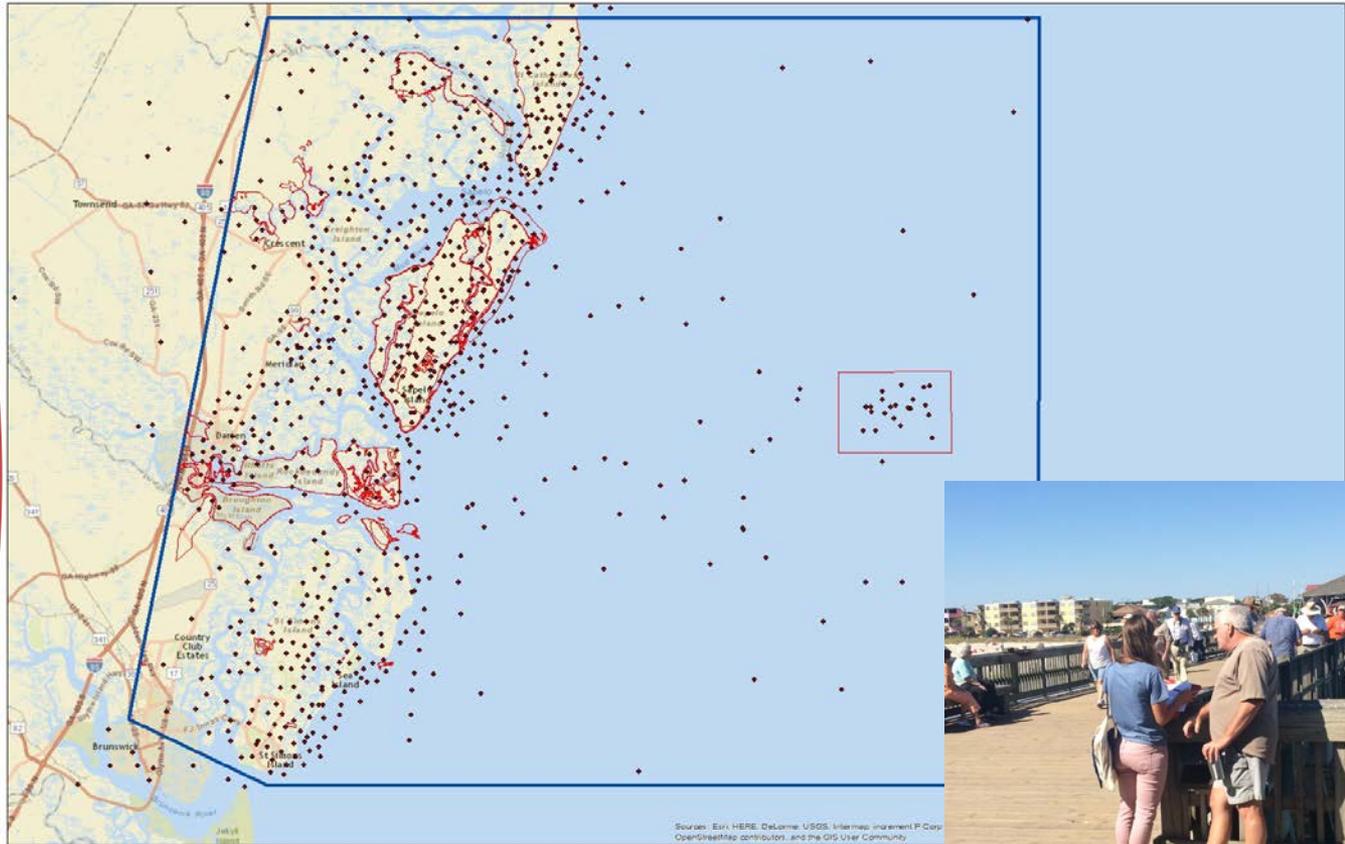
COASTAL GEORGIA



Social Value of Coastal Georgia

What?

Aesthetic
Biodiversity
Economic
Legacy
In and of itself
Learning
Human Needs
Recreation
Spiritual
Therapeutic
Wilderness
Inspiration
Socializing



Social Value of Coastal Georgia

Why?

- Unique environment with unique social values
- Many environmentally sensitive areas
- Conservation and enforcement efforts might reflect these values in the future



Social Value of Coastal Georgia

Who?

- Partners
 - Sapelo Island National Estuarine Research Reserve
 - Gray's Reef National Marine Sanctuary
- Coastal communities
 - Permanent and seasonal residents
 - Visitors and tourists



NATIONAL MARINE
SANCTUARIES

GRAY'S REEF



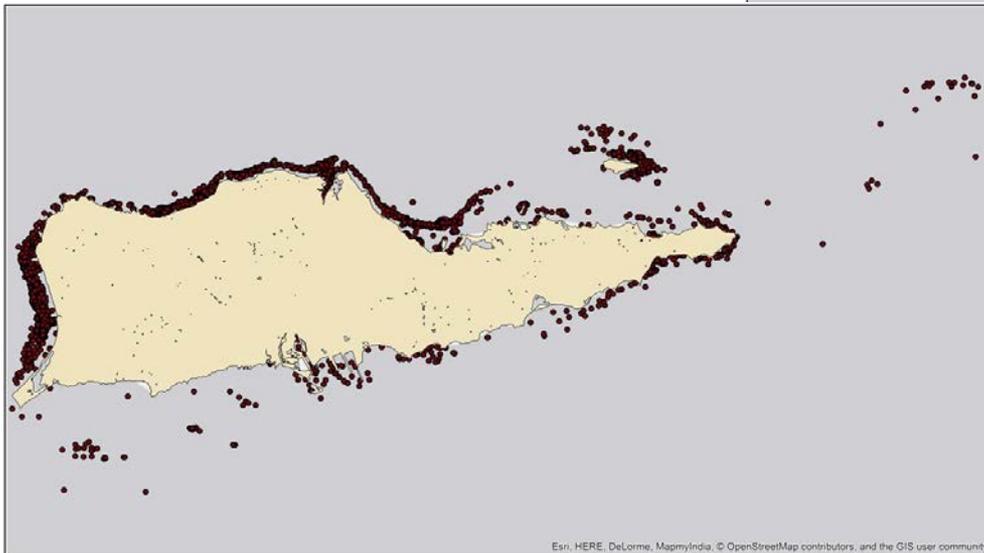
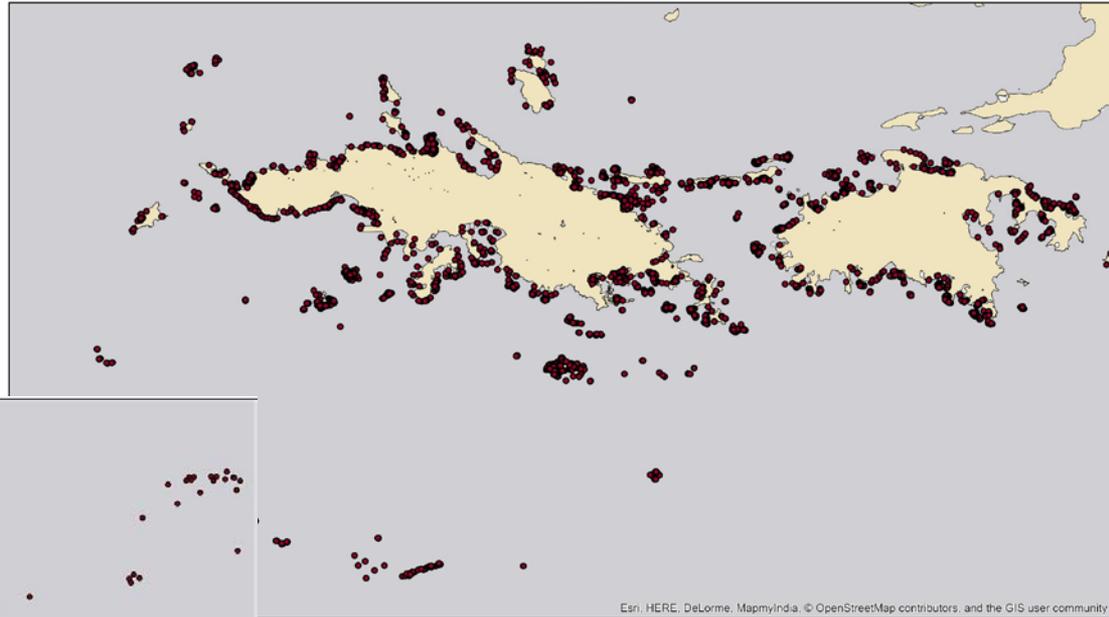
U.S. VIRGIN ISLANDS



USVI SCUBA Divers and Local Ecological Knowledge

What?

- Reef Threats
- Reef Quality

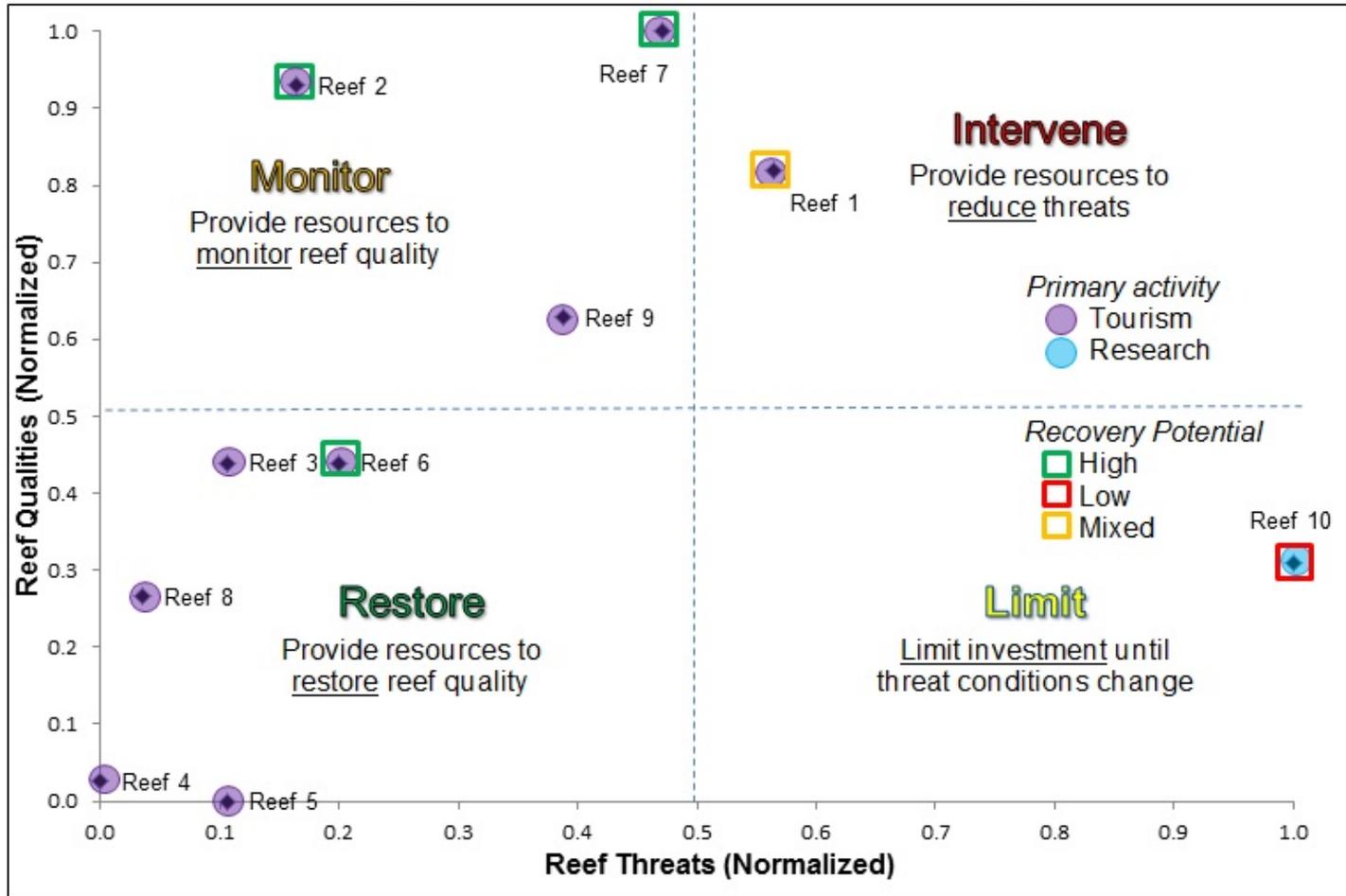


- Areas of Use
- Recovery Potential



USVI SCUBA Divers and Local Ecological Knowledge

Why?



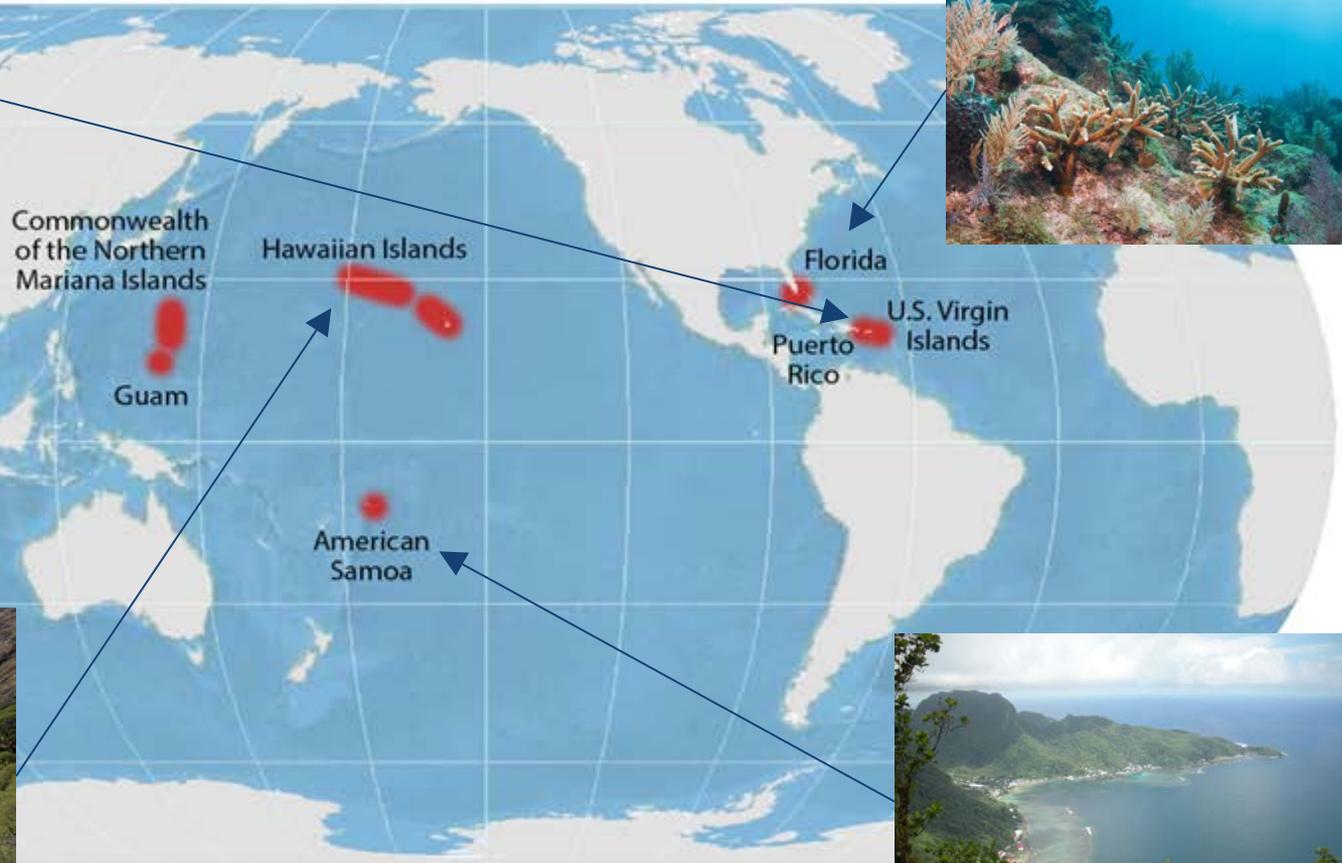
USVI SCUBA Divers and Local Ecological Knowledge

Who?

- Local divers
 - Tourism, research, commercial
- Coral reef management entities
- Coastal communities



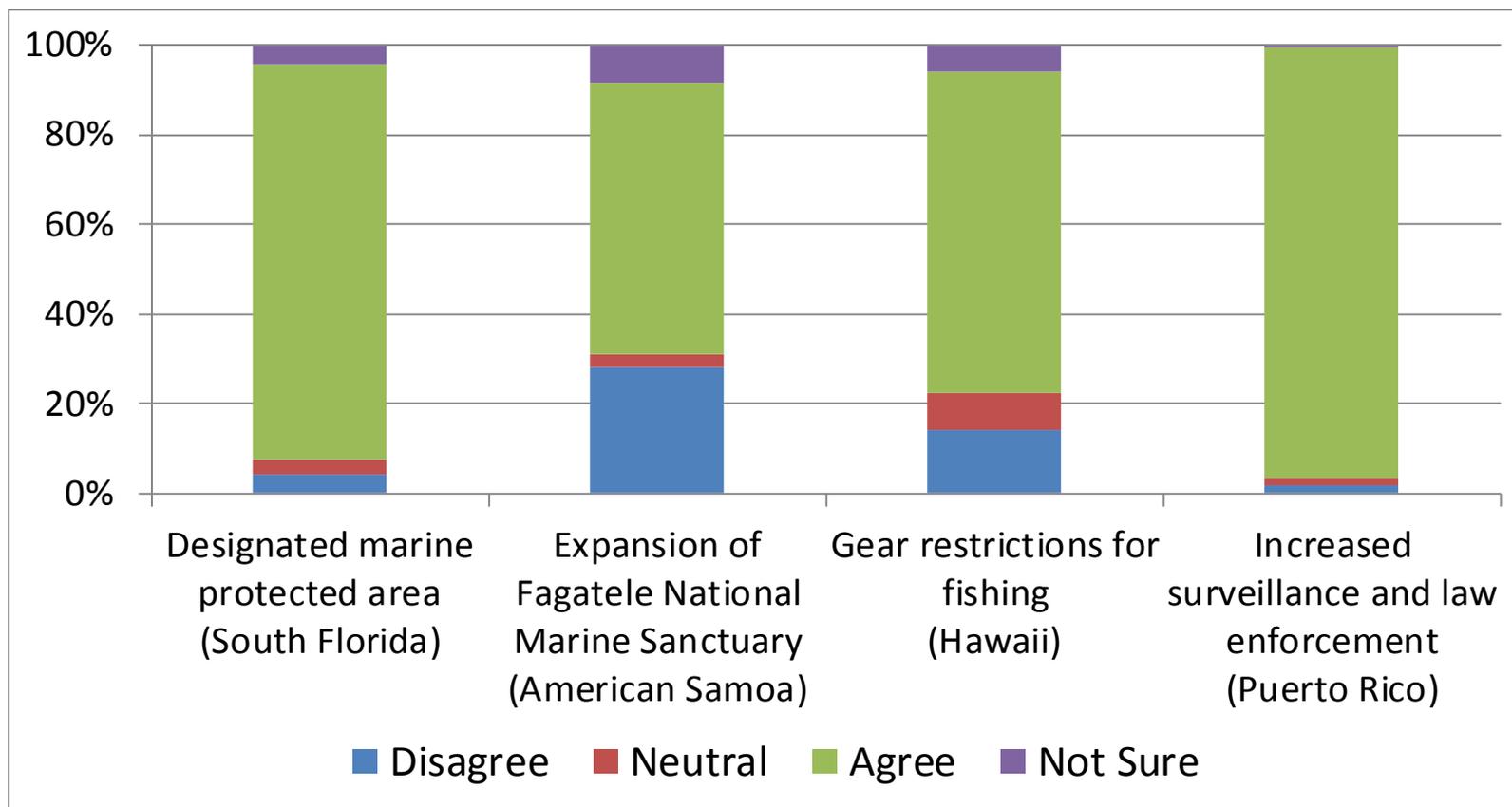
US CORAL REEF JURISDICTIONS



Attitudes and Preferences of Reef User Groups:

Florida, American Samoa, Hawaii and Puerto Rico

What?

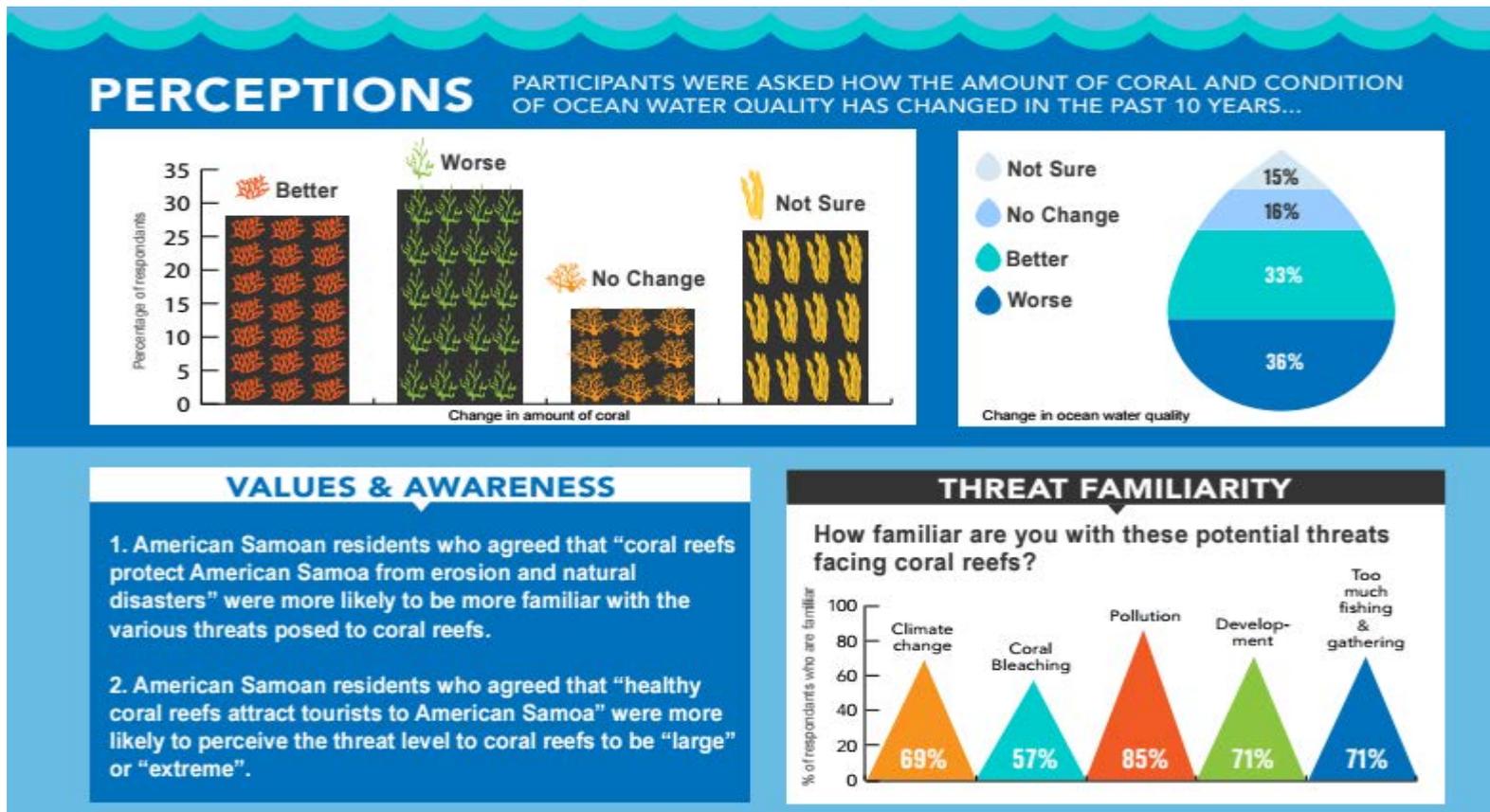


Attitudes and Preferences of Reef User Groups:

Florida, American Samoa, Hawaii and Puerto Rico

What?

American Samoa Infographic



Attitudes and Preferences of Reef User Groups:

Florida, American Samoa, Hawaii and Puerto Rico

Why?

State/Territory	Area of coral reef valued (ha)	Total value (millions, 2007 US \$)
American Samoa	22,200	11
Florida	36,000	174
Guam	7,159	139
Hawaii	165,990	1,747
Puerto Rico	12,642	1,093
CNMI	6,494	65
USVI	34,400	187
United States	284,885	3,416



Brander, L. and P. van Beukering. 2013.



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Attitudes and Preferences of Reef User Groups:

Florida, American Samoa, Hawaii and Puerto Rico

Who?



Project team

- NOAA
- Local partners

Local partners include:

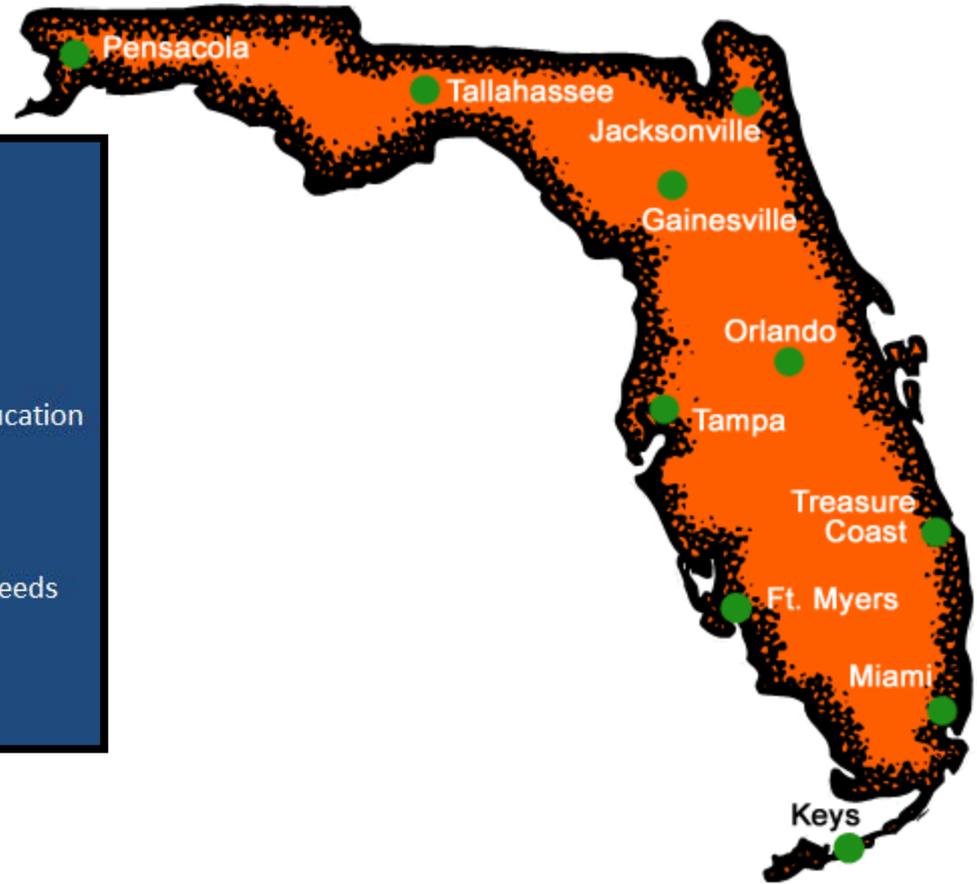
- Management Liaisons
- Education and Outreach Representatives
- Resource Managers
- Key Stakeholder Groups



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WESTERN FLORIDA



Ecosystem Condition



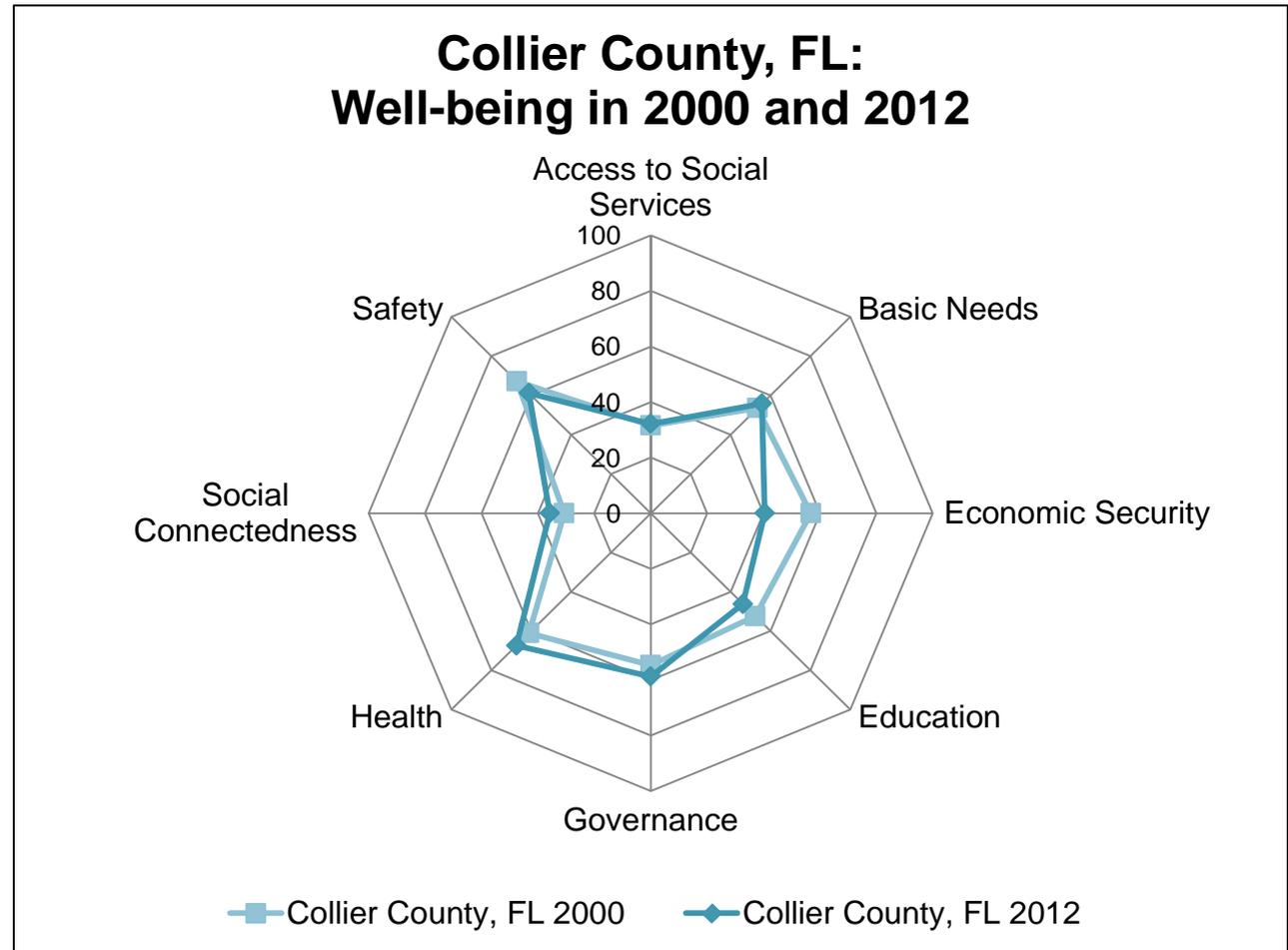
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Using Social Indicators in Ecosystem Based Management

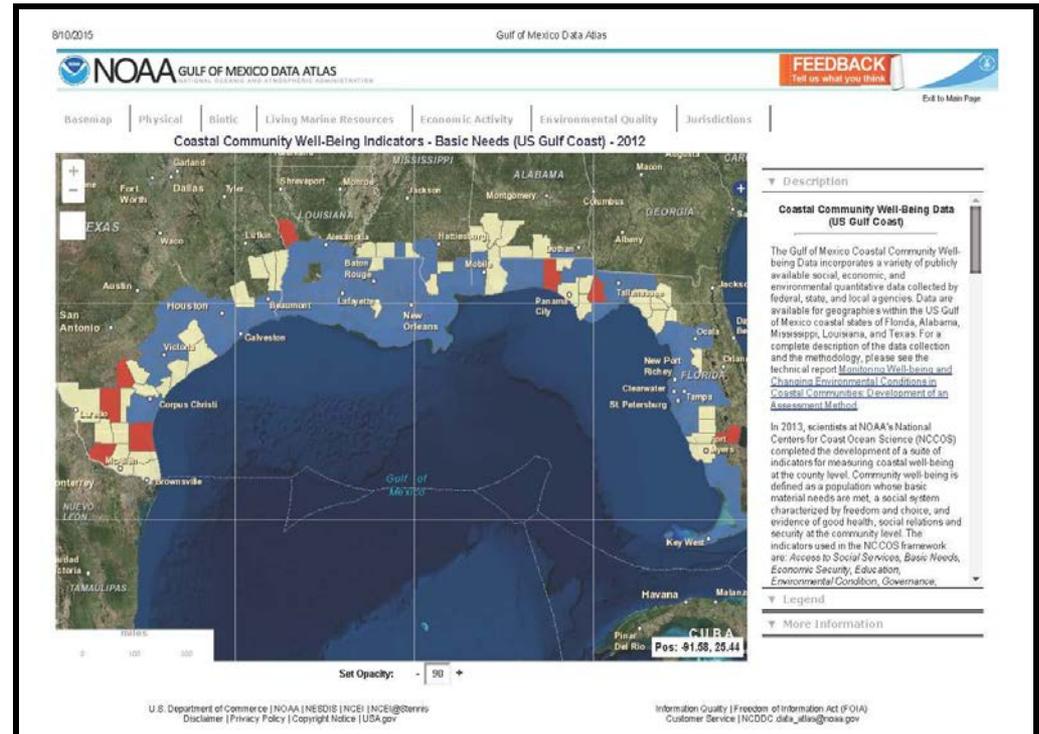
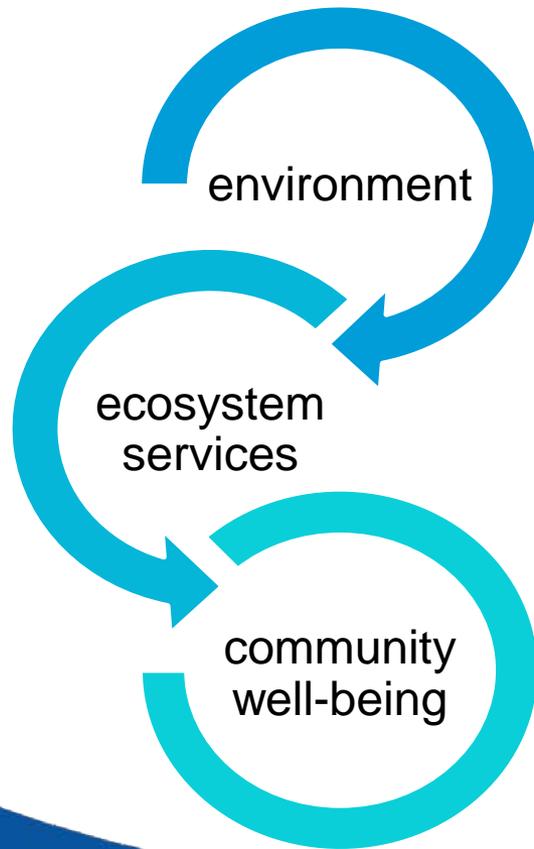
What?

- Assessment of change over time
- Can be compared against change in ecosystem conditions for the same period



Using Social Indicators in Ecosystem Based Management

Why?



Well-being indicators available for viewing and download at www.gulfatlas.noaa.gov

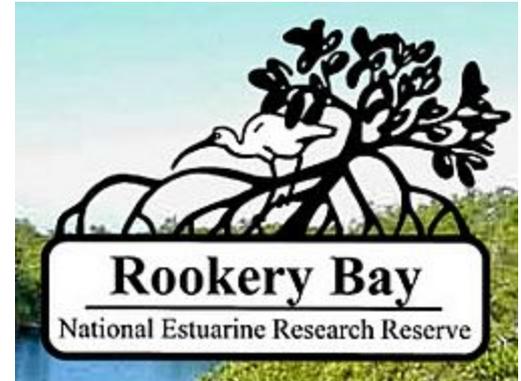


Using Social Indicators in Ecosystem Based Management

Who?

Management Partners:

- Rookery Bay National Estuarine Research Reserve
- Estero Bay Aquatic Reserve and Charlotte Harbor Preserve



Lessons Learned On the Road

Social Science can provide information to inform management decisions



Data collections can be customized for the specific information needs

Allows more user groups to be represented in decision-making



Overloaded or Need Help?



Our social scientists are ready to provide you roadside assistance!



Thank you for your participation.

For more information about these case studies,
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