

Zoos and Climate Webinar

May 23, 2022

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Editor in Chief, **Curator: The Museum Journal** (Wiley)

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<https://knology.org/>



Janet Swim, Ph.D.

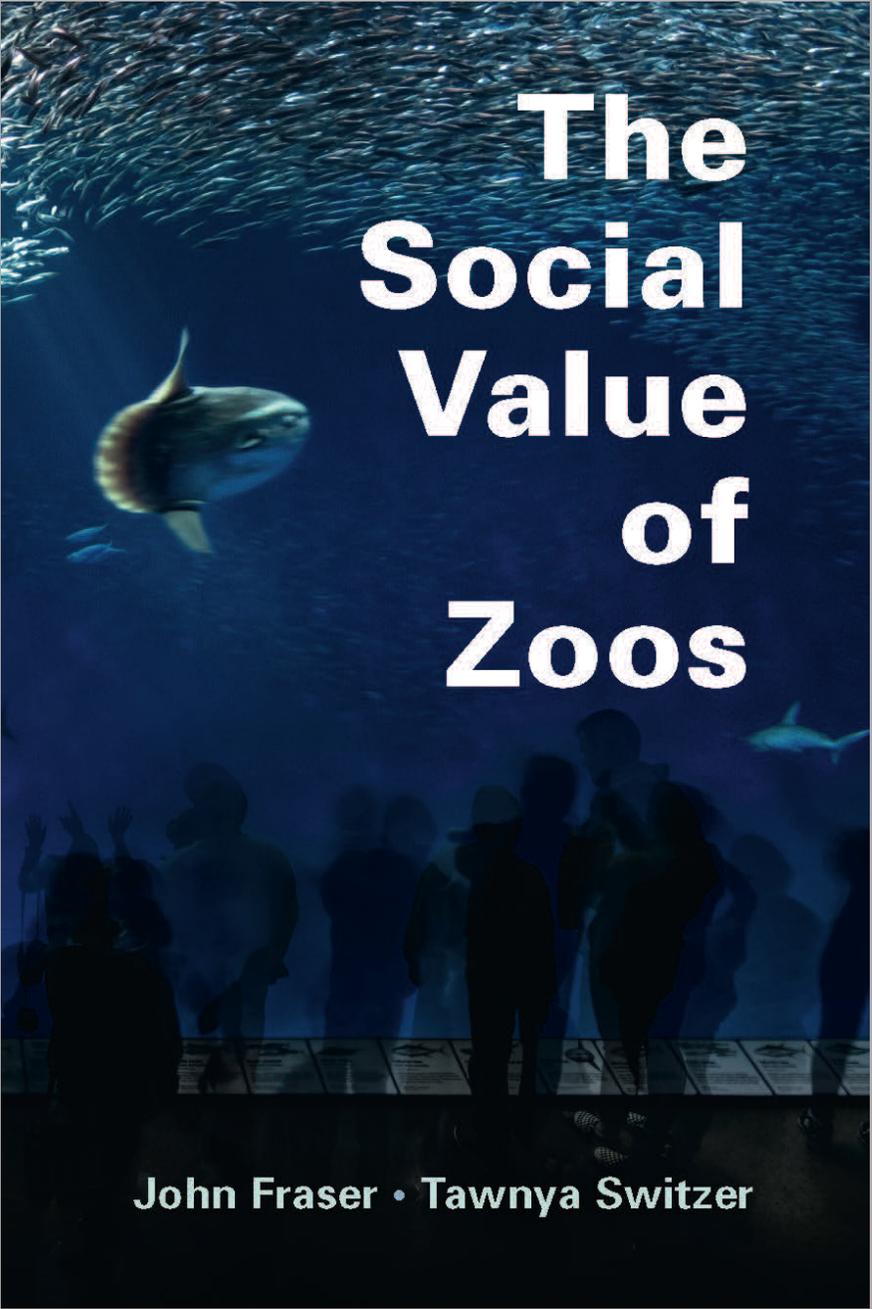
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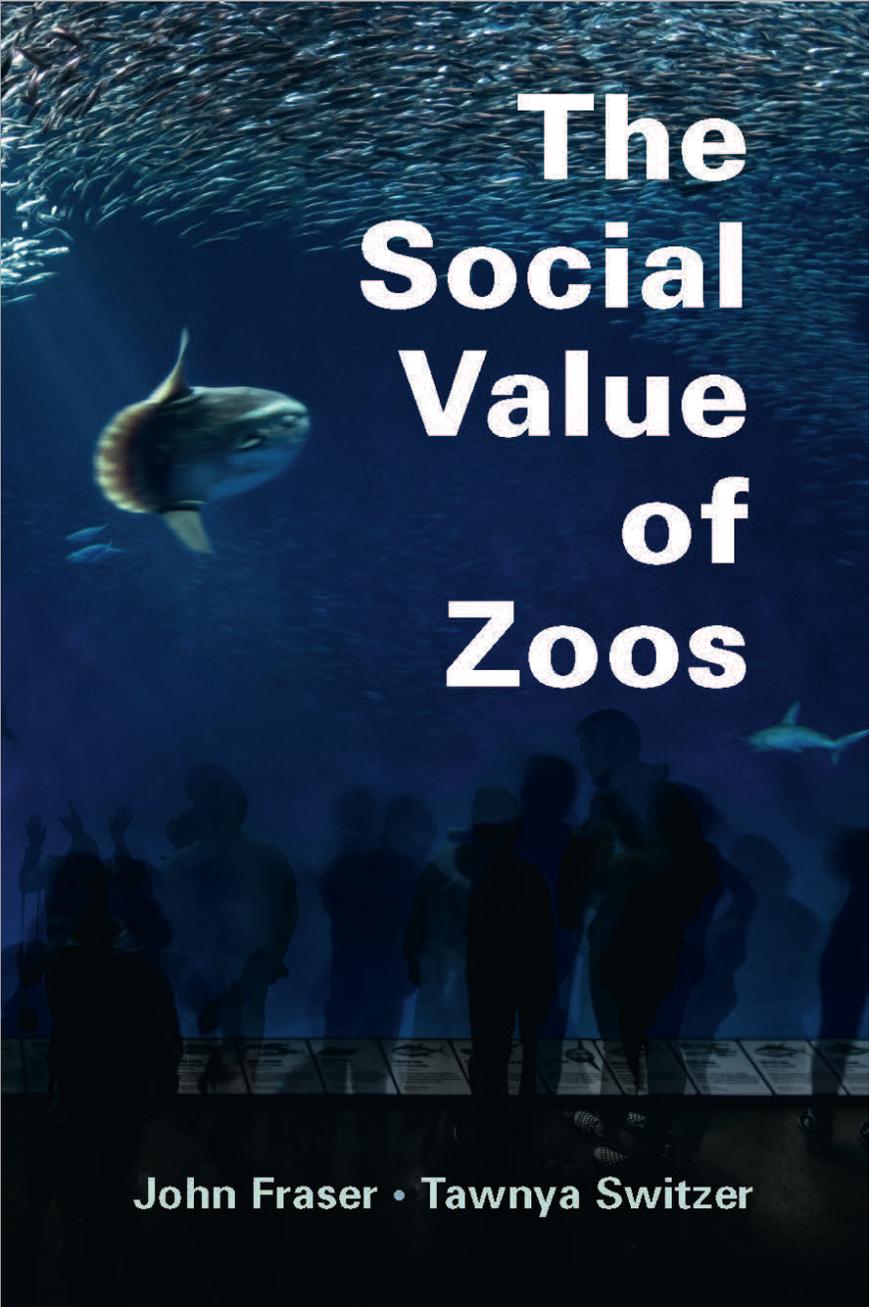


PennState



The Social Value of Zoos

John Fraser • Tawnya Switzer



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John Fraser • Tawnya Switzer

Psychology and Our Planet 1
Series Editor: John Fraser

John Fraser
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Kelly Riedinger *Editors*

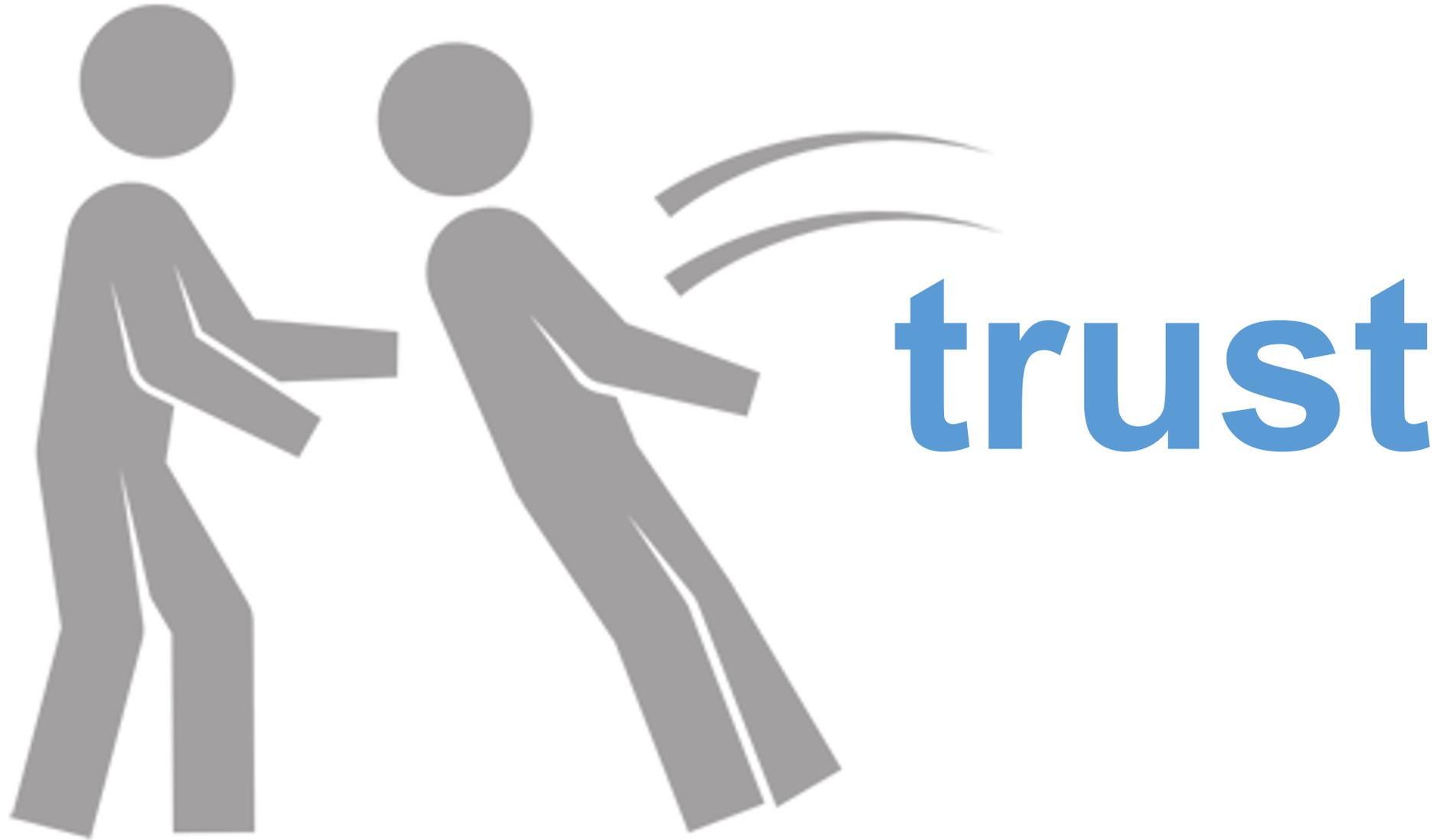
Zoos and Aquariums in the Public Mind

In Press

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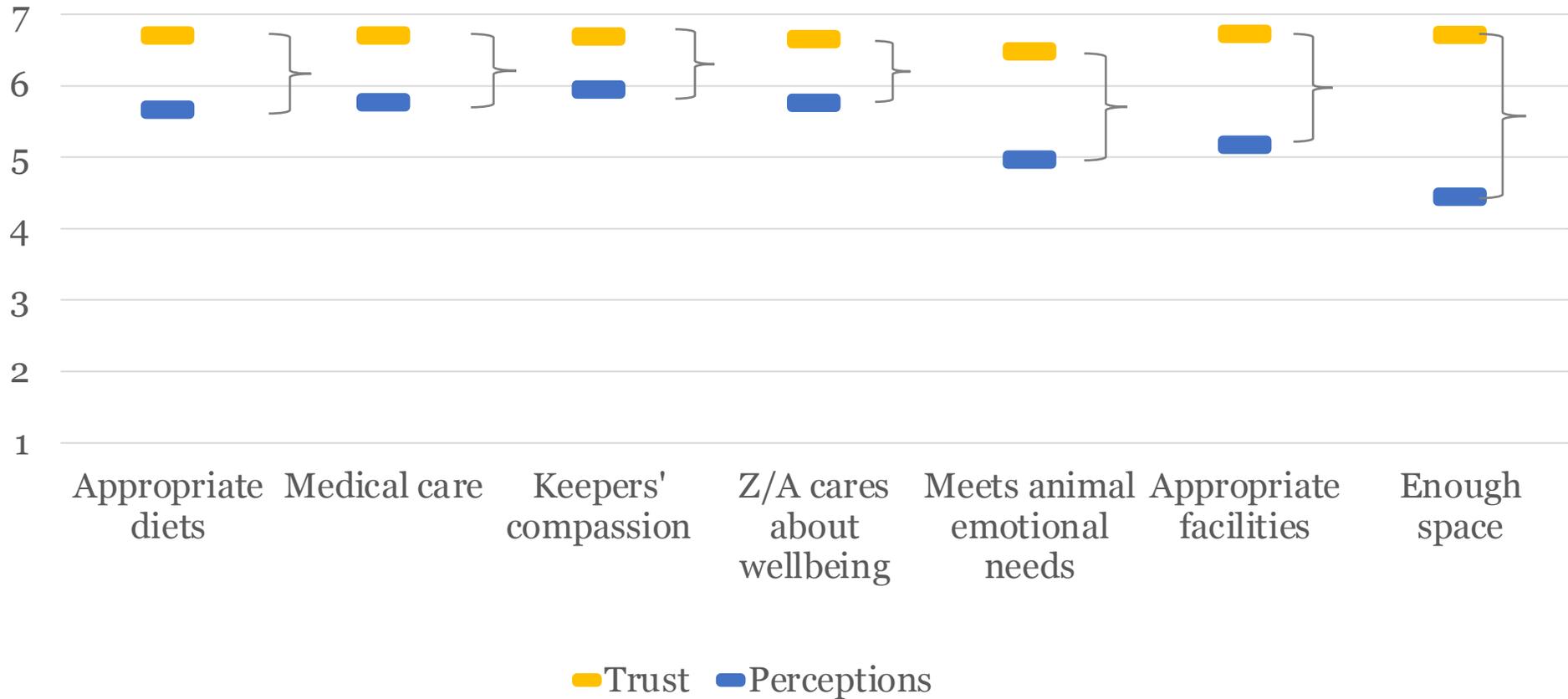
 Springer

Understanding Favorability through Perceptions and Trust



Overall

Most highly rated statements,
Had to do with animal care . . .



New Dimensions

Ethical integrity

Ethics

Inform about specific animals

Conservation agency

Wildlife Agent, Informant, Activator

Collaborator in conservation

Transparency

Advise on sustainability practices

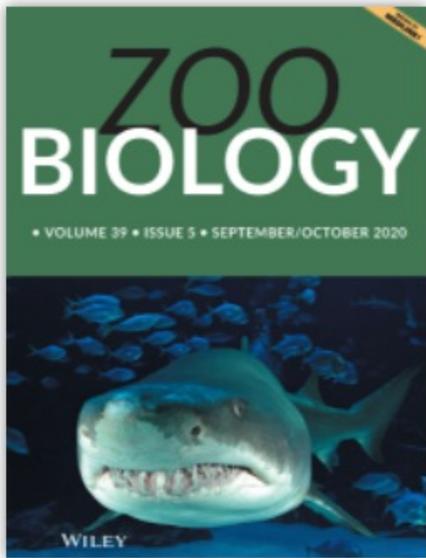
Quality

Quality attraction

Quality experience

5 Categories of Trust

- Competent
- Reliable
- Sincere
- Benevolent
- Principled



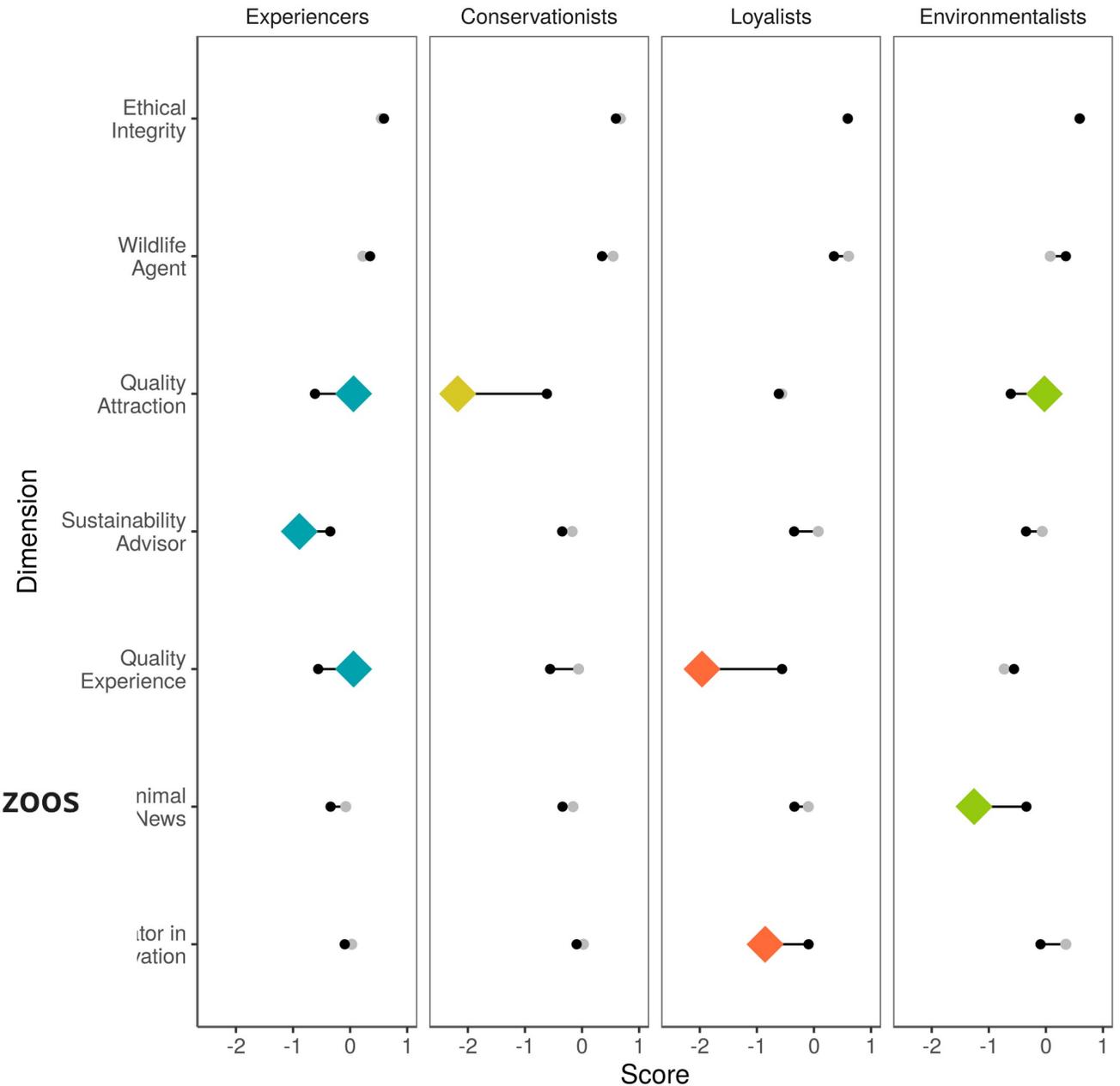
Volume 39, Issue 5
 September/October 2020
 Pages 297-303

RESEARCH ARTICLE

Individual-level variability among trust criteria relevant to zoos and aquariums

Joseph de la Torre Dwyer ✉, John Fraser, John Voiklis, Uduak Grace Thomas

First published: 12 August 2020 | <https://doi.org/10.1002/zoo.21562>



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Climate Empowerment Theory of Change

**For the United States of America,
its territories, protectorates, &
the sovereign nations within its borders**

**Editors: Frank Niepold
John Fraser
Haley Crim
Shaun Field**

April 29, 2022

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[↑ Ecopsychology](#) > [Vol. 5, No. 2](#) > [Original Articles](#)

Sustaining the Conservationist

John Fraser , Victor Pantesco, Karen Plemons, Rupanwita Gupta, and Shelley J. Rank

Published Online: 27 Jun 2013 | <https://doi.org/10.1089/eco.2012.0076>

NNOCCI National Network for Ocean and
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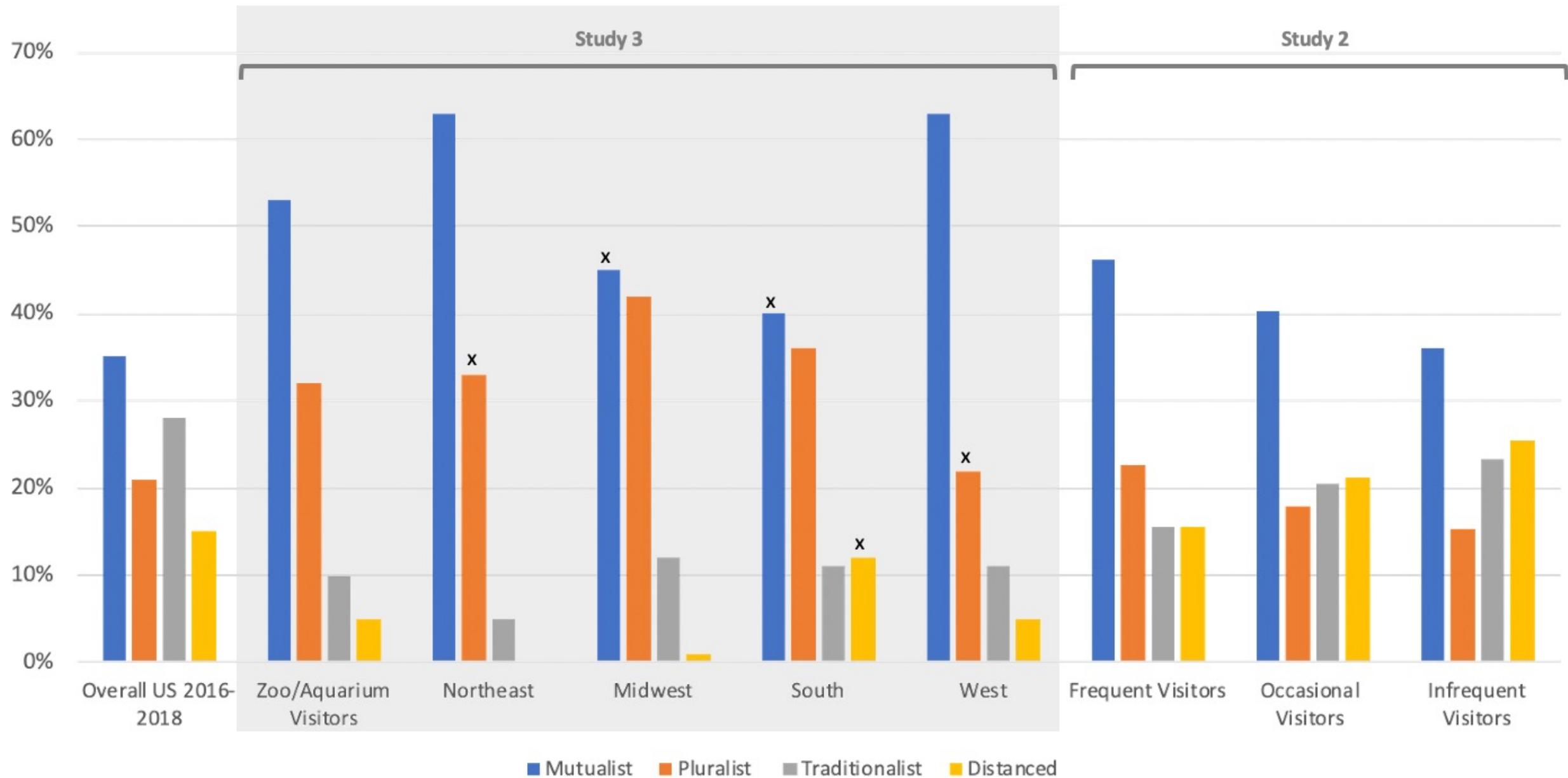
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NNOCCI

National Network for Ocean and Climate Change Interpretation





Research findings

Research foci



1) Talking as a behavioral target

Social construction of beliefs

Coping with emotions

Solving problems together



2) Hope as a key motivator

Hope indicates

- Positive assessment of an uncertain future
- Important/priority/yearning
- Morally significant
- Need for action

Hope is a coping response

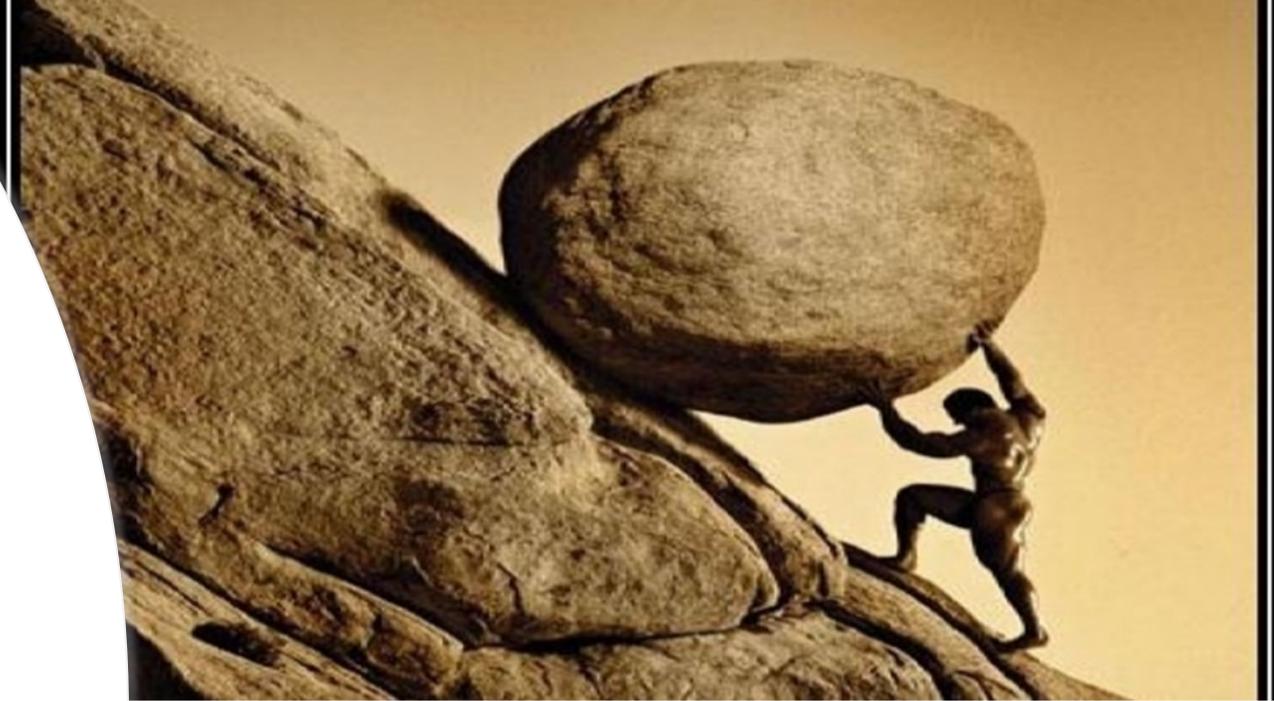
- Boast problem-focused coping
- Psychological breather/break
- Mitigates negative emotions

Background information

- 1) Public infrequently talks about climate change (Yale climate change)
- 2) Inaccurate Meta-beliefs diminishes talking because do not want to appear incompetent (Geiger & Swim, 2016)
- 3) Feelings are important, but some feelings more than others (Geiger, Gasper, Swim, & Fraser, 2021)
 - Feelings about action
 - rather than feelings about climate change
 - Feeling hopeful and not feeling bored about the prospects of working with others.
 - More so than anxious and helpless

Training for hope

- Hope Theory (Snyder, 1991, 1997,)
 - Agentic thinking: determination & capacity to achieve goal (will)
 - Pathway thinking: Findings ways to achieve goal

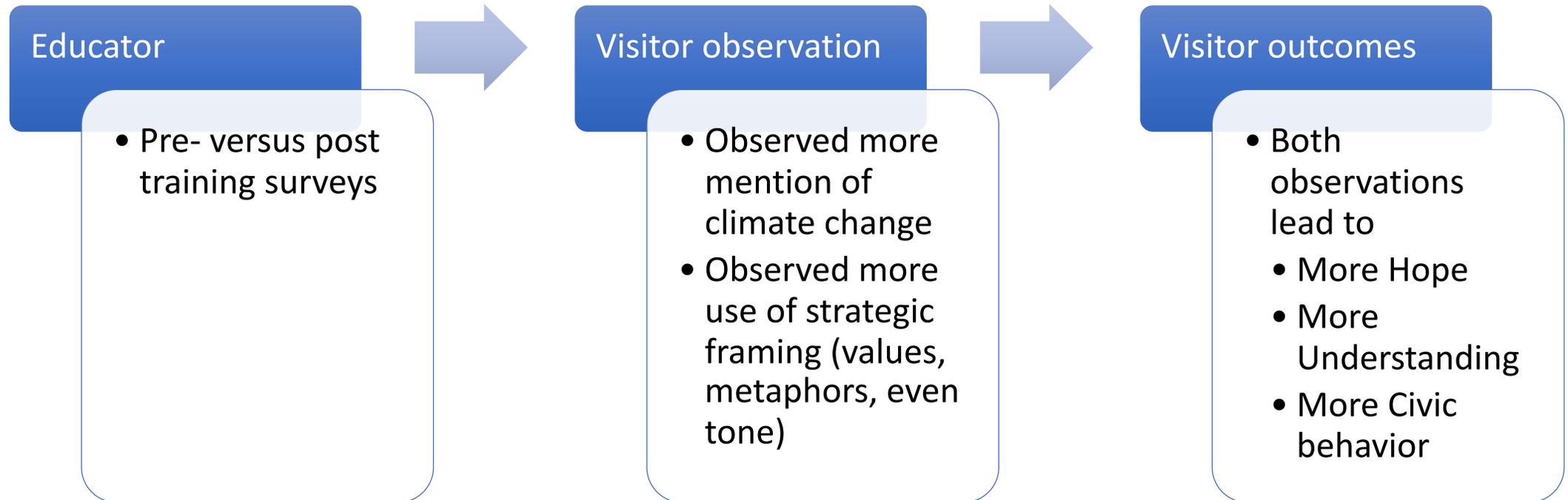


Training outcomes (Geiger, Gasper, Swim, & Fraser, 2019)

- 203 (out of 224) interpreters completed surveys, pre, immediately post, and 6 months after fall 2013 and fall 2015 training sessions
- WILL predicts talking about climate change with visitors but the training did NOT increase this will.
- Training increased confidence in WAYS of talking about climate change which lead to increase in talking about climate change with visitors

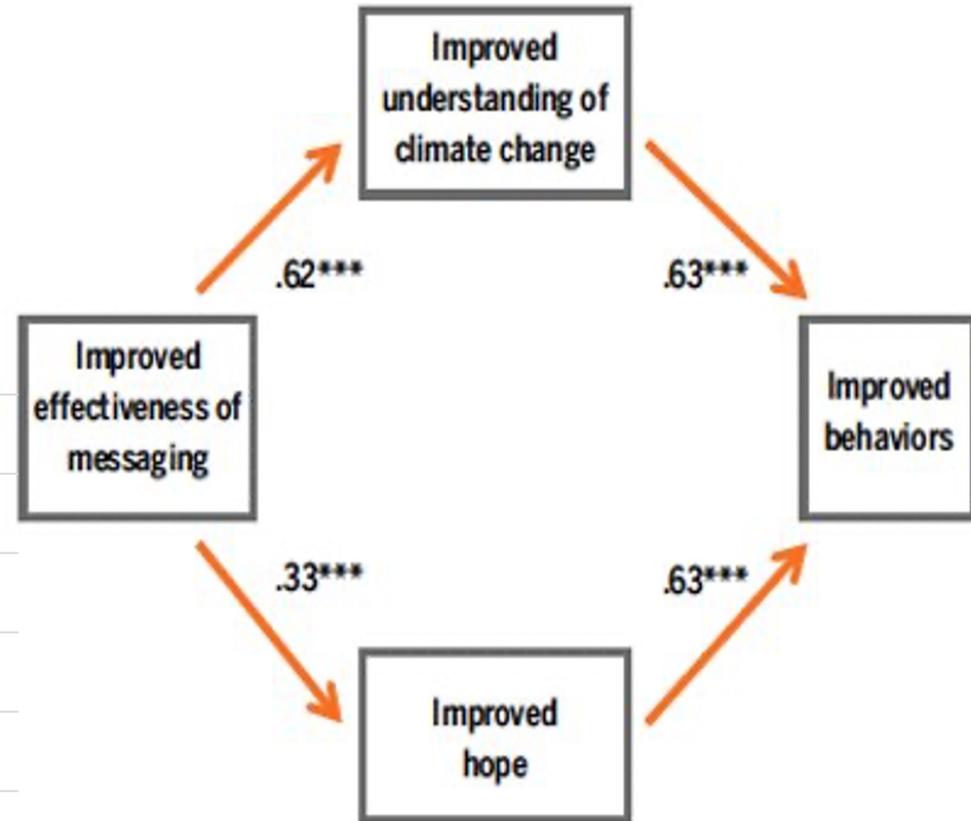
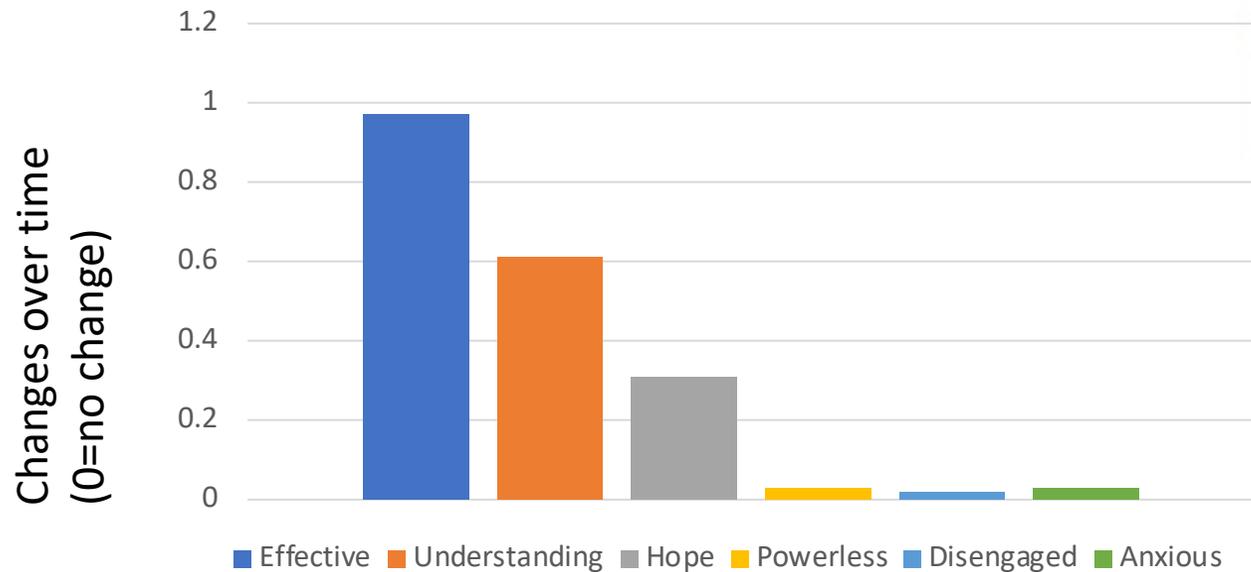
Visitor Outcomes

Data from 7,285 visitors (N=7,285), from 1,101 institutions; from 117 Institutions



Social network outcomes

- N=309 social network members (coworkers & friends and family)
- Connected to 72 Study Circle participants
- from seven cohorts from Spring 2013, Fall 2013, Spring 2014, Fall 2014



Outcomes: Overcoming NOMBA

(Swim, Geiger, Guerri, 2021)

- Strategic framing most important when a policy is personally costly.
 - People resist personally costly policies
 - Personal cost increases attention to messages.
- 758 students considering support for a solar panel installation either a) on their campus requiring “green fees” (personally relevant) or b) somewhere else paid for by someone else (not personally relevant)
- Read message that used strategic framing, message that used weak messaging techniques, or read no message.

Different effects of message based upon personal relevance (Study 2)

Personally relevant



NOT personally relevant

