



NEW DIRECTIONS IN CONSERVATION PSYCHOLOGY
WEBINAR SERIES

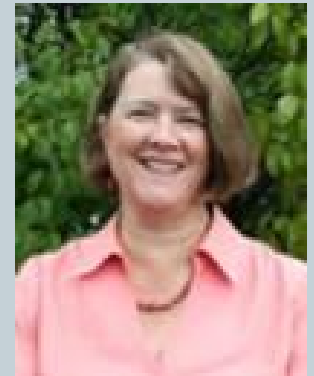


Why Study Conservation Psychology? What it offers for practitioners and researchers

TUESDAY, SEPTEMBER 12, 2017 - 12:00-1:00 PM EDT

Conservation psychology can support enhanced understanding of the powerful social and psychological aspects that influence group and individual environmental actions and attitudes. CP theory and practice can help to more effectively design programs, craft messages, and engage individuals and organizations in conservation, sustainability and climate change action.

This interactive webinar will offer an overview of conservation psychology and what practitioners and researchers can gain in terms of strengthening conservation and sustainability outcomes.



Presenter: **Dr. Joy Whiteley Ackerman**,
Antioch University New
England



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Webinar Logistics

- Everyone should be connected via Audio Broadcast upon entering the webinar – You do not need to call in and you are automatically muted
- The presentation will be recorded and posted to the Antioch web site within a week
- Please submit any questions you have for the presenter in the Q&A section
- If you are having trouble with any aspect of the broadcast, use the Chat section to message the Host directly



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Why Study Conservation Psychology? What it offers for practitioners and researchers

TUESDAY, SEPTEMBER 12, 2017 - 12:00-1:00 PM EST

- Overview & Introductions
 - **Abigail Abrash Walton, PhD**
- Presentation
 - **Joy Whiteley Ackerman, PhD**
- Audience Questions



Moderator: **Dr. Abigail Abrash Walton**, Antioch University New England



NEW DIRECTIONS IN CONSERVATION PSYCHOLOGY
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COMING

SOON!



Building the Capacity of Conservation Professionals to Predict Behavior

TUESDAY, OCTOBER 17, 2017 - 12:00-1:00 PM EDT

Conservation professionals are becoming increasingly cognizant of their need to better predict human behavior as it relates to environmental conservation. This presentation will explain the five psychological indicators that predict 34% of variation in a professional's capacity to apply new skills effectively after a training: meaningful ownership, effective autonomy, explicit need, group efficacy, and self-regulated knowledge. Additionally, the presenter will discuss why these indicators are critical to the long-term success of conservation professionals.



Presenter: **Kayla Cranston, Ph.D.**

Why Study Conservation Psychology?



An OVERVIEW

Context

Definition

Development

Network

Approaches

Application

Reiteration

Your Questions!



Conservation Social Sciences are

“diverse traditions of using social science **to understand and improve** conservation policy, practice and outcomes.”

Also referred to as

- environmental social science
- human dimensions of natural resource management
- social-ecology systems research

Bennett et al 2017



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Conservation Psychology is



“the **scientific study** of the **reciprocal relationships** between humans and the rest of nature, with a particular focus on how to **encourage conservation** of the natural world.”



Saunders, 2003

Like Conservation Biology



Conservation Psychology is an
Interdisciplinary, Mission Oriented*
Field of Study



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*improving conservation outcomes

Conservation Psychology is also

- a network of researchers and practitioners
- an iterative approach to identifying research questions



**Conservation Psychology
Institute Participants June 2016**

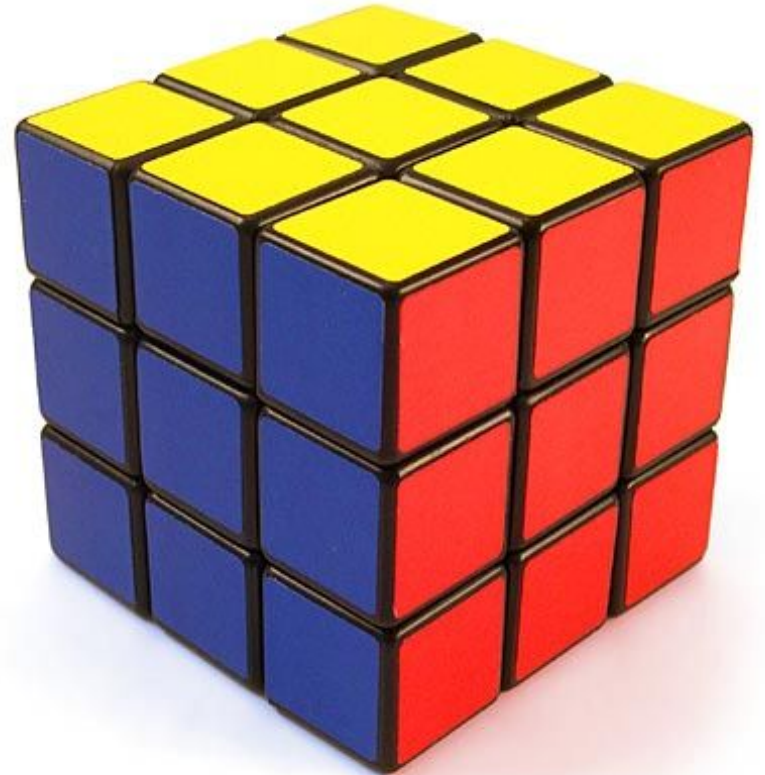


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Areas of Study



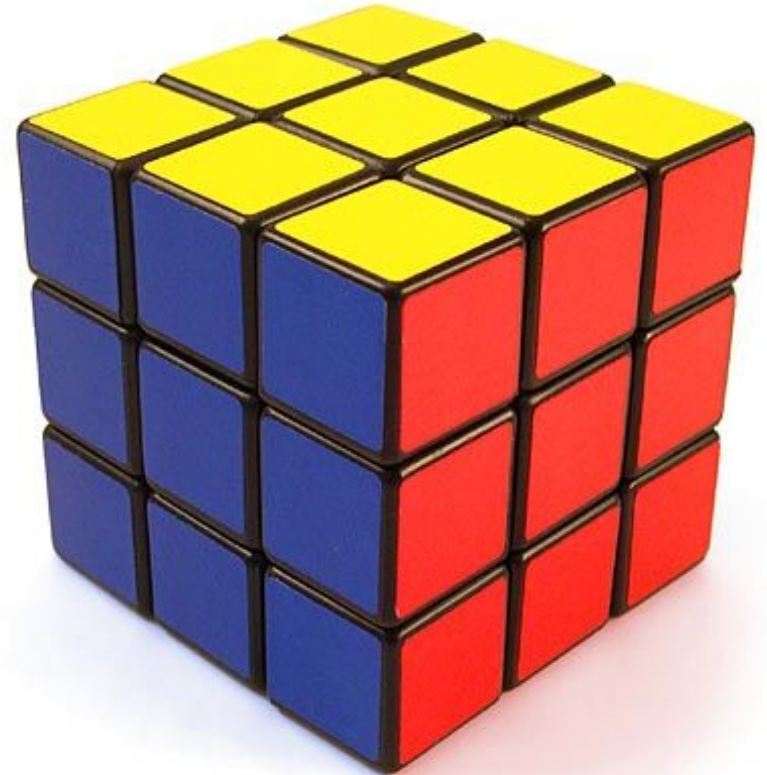
- Conservation Behavior
- Nature Care and Connection
- Effective Environmental Communication



Approaches



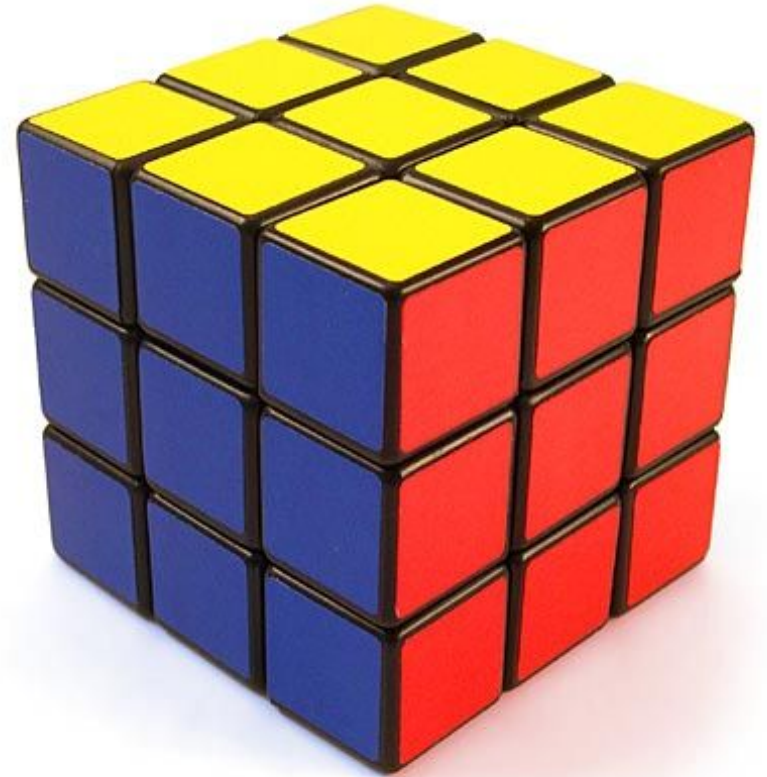
- Theoretical
Developing Conceptual Models
- Applied
Identifying Effective Strategies
- Evaluative
Measuring Success



Scales or Levels



- Individual
- Group
- Society



Application



Previous Webinars: **April 2017** Kim Langmaid: Walking Mountains Science Center & Amy Weidensaul: Audubon Society

Upcoming Webinars:

Practitioner-Oriented Publications

[Influencing Conservation Action: What Research Says About Environmental Literacy, Behavior and Conservation Results](#) (National Audubon Society, EETAP, US Fish & Wildlife Service, NAAEE).

[Common Cause for Nature: Finding Values and Frames in the Conservation Sector](#) (Public Interest Research Centre)

[Climate Communications and Behavior Change: A Guide for Practitioners](#) (cooldavis.org)

Why Study People?



Because **human behavior is at the root** of our most pressing environmental challenges

Because **your work** - no matter where or what it is - **will involve you with people** and society

Because you want to **engage** and **communicate effectively** with your clients, students, and audiences

Because making a difference means **leveraging social and individual change**

Reference List



Bennett, Nathan J. et al. 2017. Conservation social science: Understanding and integrating human dimensions to improve conservation. *Journal of Biological Conservation* 205:93-108. <http://dx.doi.org/10.1016/j.biocon.2016.10.006>

Saunders, Carol. 2003. [The Emerging Field of Conservation Psychology](#) . *Human Ecology Review*. 10 (2):p. 137-149.

De Young, Raymond. 2013. Environmental Psychology Overview. In: Huffman, A. H. and Klein, S., editors. *Green Organizations: Driving Change with IO Psychology*. New York (NY): Routledge. p. 17-33.

Clayton, S and Saunders, C. 2012. Introduction: Environmental and Conservation Psychology. In: Clayton, S. *The Oxford Handbook of Environmental and Conservation Psychology*. New York (NY): Oxford University Press. p. 1-12.