

# Effective Communication to Influence Attitudes and Behaviors



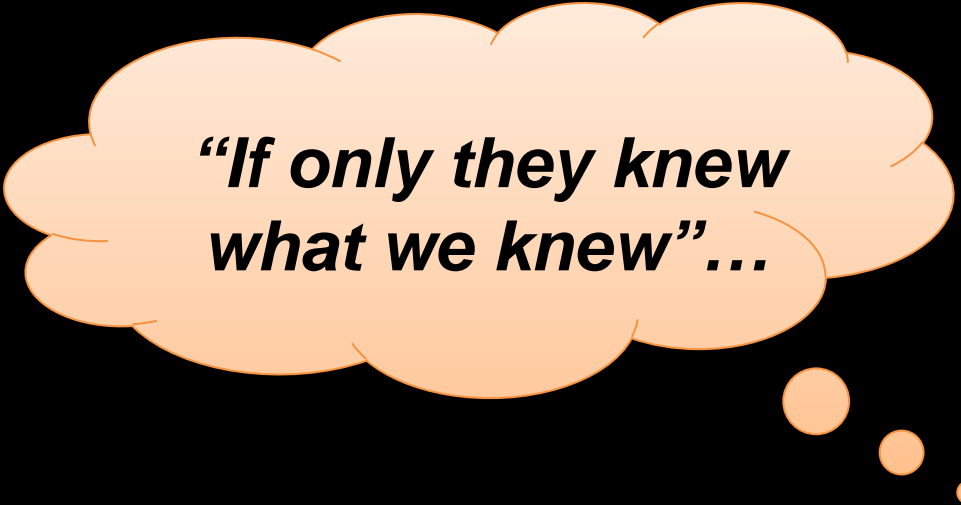
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RAE/TCS Summit  
November 4, 2014

# Educating the Public

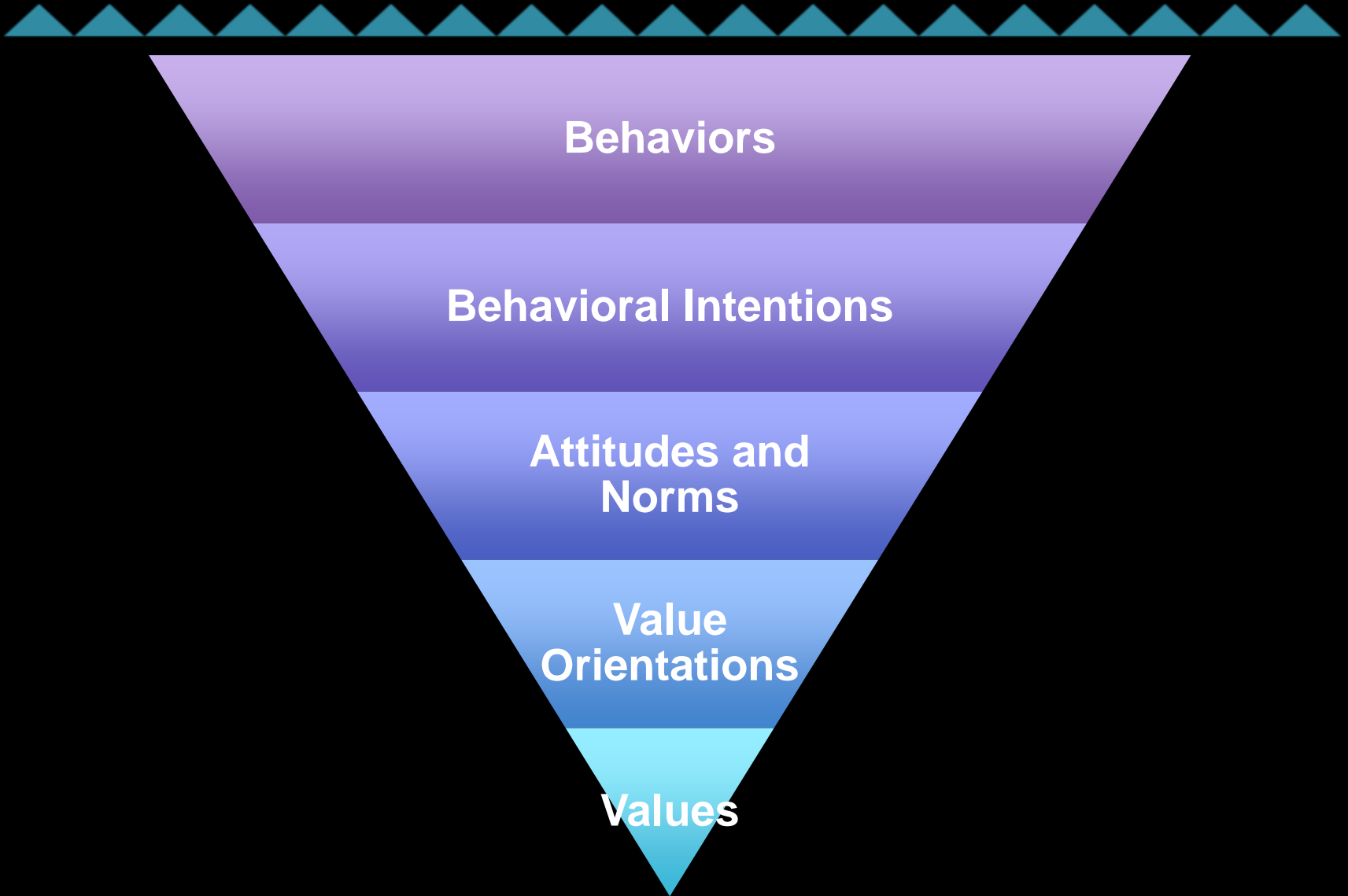


- Information Deficit Model
- Assumes
  - the public lacks information
  - “education” will lead to environmentally responsible behavior
- This is ineffective

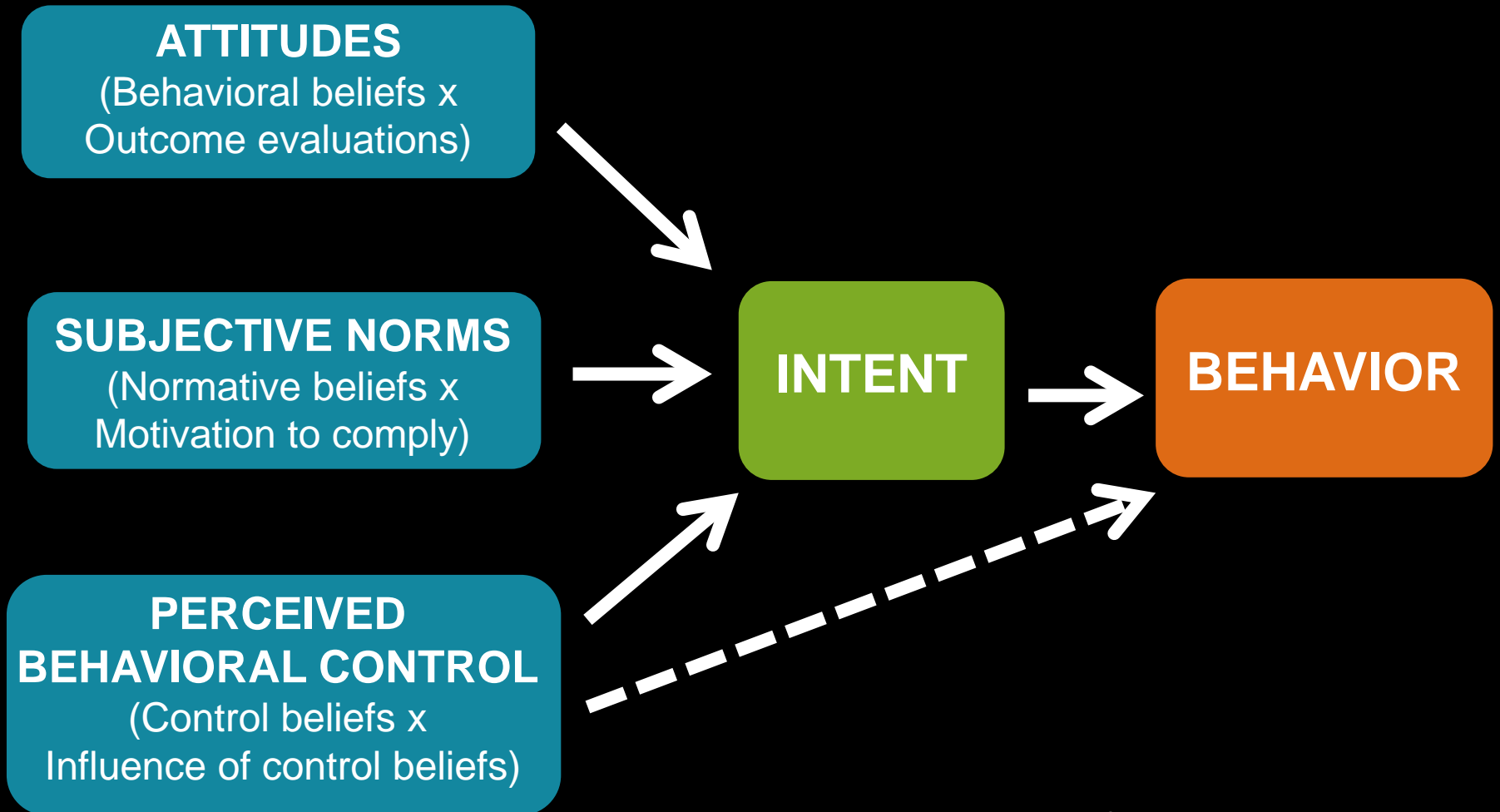


***“If only they knew what we knew”...***

# Cognitive Hierarchy



# Attitudes & Behavior



(Fishbein and Ajzen, 1975)

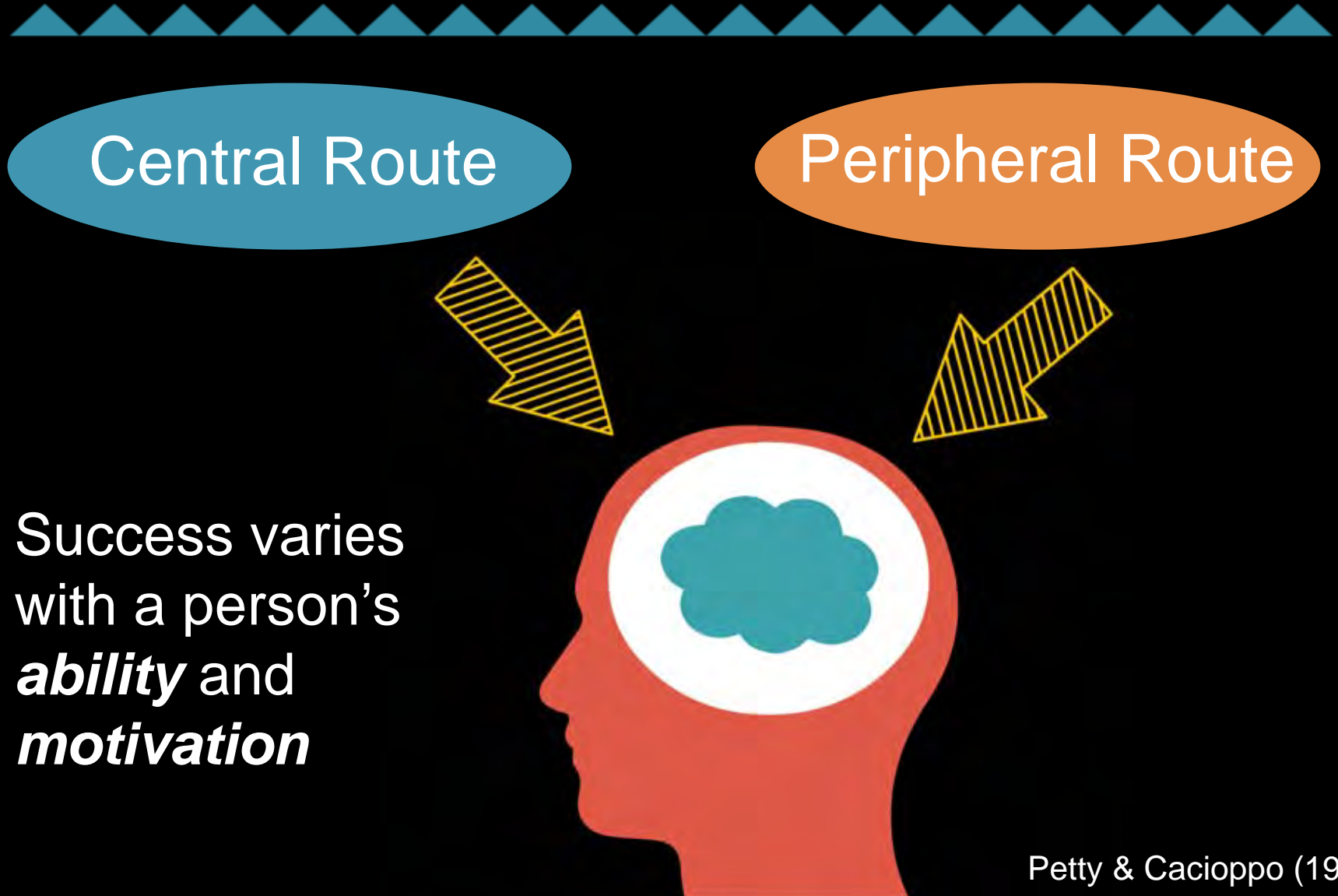
# Information Processing

- 4 Stages



- Variables:  
Source, Message, Recipient, Medium

# Elaboration Likelihood Model



Central Route

Peripheral Route

Success varies  
with a person's  
*ability* and  
*motivation*

# Could you please elaborate?



## Central Route

Motivated & able to process message

Message is relevant

Use strong arguments

Longer lasting change

## Peripheral Route

Not motivated

Message is not relevant

Use peripheral cues  
(e.g., attractiveness, source credibility, humor)

Change doesn't last long

# Mediated Communication



- Information sources
  - Newspapers; Radio; Television
  - Government agency publications
  - Interpretive programs
- Social interactions
  - Online media
  - Talking with others
  - Organizations

*“To what extent do you make use of the following information sources?”*





**Florida Keys (2007)**



## Most Used Info Sources

- Talking with other anglers/divers
- Bait/tackle or dive shops

## Least Used Info Sources

- Publications
  - Gov. agency
  - Conservation
- Radio



**Dry Tortugas National Park (2013)**



**Buck Island Reef National Monument**

## Most Used Info Sources

- Internet
- Talking with other snorkelers
- Dive shops

## Least Used Info Sources

- Publications
  - Gov. agency
  - Conservation
- Radio; Television



# Implications

- Studies suggest a “peripheral” route would be a more effective way to communicate
- Target group values
- Social networks
- Online media



# Conclusion

- Simply “educating the public” is ineffective
- Get to know your audience
- What is your message?
- Communication
  - Directly relevant
  - Easy to understand
- Ecosystem services



Thanks!



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