



Building a Care-O-Meter & How To Improve Empathy

Making a Survey - Don't Re-invent the Wheel

- Many ways to envision “care”
 - Emotional connection
 - Love
 - Empathy
- Many ways to measure “care”
 - Dispositional empathy with Nature (Tam, 2013) – 10 items
 - Pre-dispositional scale (Luebke, et al., 2016) – 8 items
 - Love and care for nature (Perkins, 2010) – 15 items



Which one is right for me?

- Less is more... when it comes to number of questions
- Increase specificity
- Adapt to context
- Mix and match



Creating Survey Questions



Question wording



Answer options



Developing a Model

Question Wording

- No “double-barreled” questions
 - One question per sentence
- Avoid reverse or negative statements
 - Be direct
 - Keep aligned to same direction
- Be extremely specific





Answer Options

Categories

- How will you use this in the end
- Don't ask anything you don't need to know

Scales

- Consider anchor points
- Length
 - Keep odd number of responses, and include neutral midpoint
 - DON'T give option of "can't say"
 - 5 for well known or low agreement ideas
 - 7 or 9 for experimental or high agreement ideas

Yes/No

- Useful as qualifiers within surveys
- Preliminary studies
- Limit to either categorical or logistic regression analyses



Developing a Model

Cause and Effect

- Independent & dependent variables
- What is within your control

What do you want to be able to say

- How will you analyze the data

It's a numbers game



How to Stimulate Empathy – Interpretation... more than just signs

Why use interpretation?

- Interpretation is a mission-based approach to communication aimed at provoking in audiences the discovery of personal meaning and the forging of personal connections with animals and concepts.

Where to use interpretation...? EVERYWHERE!

- Onsite
- Online
- Programs
 - Formal/informal

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INSTAGRAM

OUR MISSION
WOODLAND PARK ZOO SAVES WILDLIFE AND INSPIRES EVERYONE TO MAKE CONSERVATION A PRIORITY IN THEIR LIVES.

ASSOCIATION OF ZOO'S & AQUARIUMS

Interpretation Best Practices

- Have a theme
- Resource/place-based messaging
- Demonstrate ease of action





Developing a Theme

- A full complete sentence.
- Answers question “So What?”
- Avoids being infotainment
- The story’s the thing

A close-up photograph of a tiger lying down. A person's hand is visible on the left, gently touching the tiger's face. The tiger has orange fur with black stripes and white underparts. The background is slightly blurred, showing green foliage.

Resource/Place-based messaging

Focuses on building relationship between visitor and zoo/species

- Highlight role zoo plays in conservation of specific animals
- Highlight both natural history and cultural relationships with animals
- Okay to anthropomorphize



Demonstrate Ease of Action

- Visitors NOT pre-disposed to action... “not preaching to the choir”
- Need to develop empathy first!
- Provide opportunities on-site for visitors to act
- Make species specific
- Demonstrate how to perform behavior beyond visit

QUESTIONS

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