

# SOCIAL SCIENCE BASICS FOR COASTAL MANAGERS

WEDNESDAY, APRIL 24, 2019

9:00AM - 4:30PM

WAQUOIT BAY RESERVE VISITOR CENTER  
131 WAQUOIT HIGHWAY, WAQUOIT

REGISTER TODAY

[WWW.WAQUOITBAYRESERVE.ORG](http://WWW.WAQUOITBAYRESERVE.ORG)

PLEASE REGISTER BY FRIDAY, APRIL 19

FULL-DAY PARTICIPATION IS REQUIRED FOR THOSE WHO  
RESERVE A SPOT. SPACE IS LIMITED, REGISTER EARLY!

The social sciences are a valuable but often overlooked element of coastal zone management. Issues from marsh restoration to flood mitigation all involve critical human elements— knowledge, values, and attitudes—of the people that live, work, and play in these areas. This training provides the basic knowledge and skills to help coastal managers understand their stakeholders.

## SESSION 1 - UNDERSTANDING STAKEHOLDERS

Introduction to prominent social science disciplines, important social science questions, and ways in which social science can be used to meaningfully and systematically engage stakeholders.

### *You will learn how to*

- Recall the major social science disciplines and their applicability to coastal zone management
- Identify and incorporate behavioral considerations from the social sciences in defining a problem
- Conduct a stakeholder analysis
- Evaluate the strengths and limitations of different stakeholder engagement techniques

## SESSION 2 - CONDUCTING INTERVIEWS

This module provides participants with the knowledge to create an “interview guide” tool and conduct effective interviews that can be used in multiple resource management settings.

### *You will learn how to*

- Recognize three types of interviews, as well as their purposes, strengths, and limitations
- Construct an interview guide using best practices for question construction and sequencing
- Design and conduct a mock interview, ensuring that all components are included
- Critique mock interviews and identify best practices and common pitfalls for execution of an interview

## SESSION 3 - WRITING EFFECTIVE SURVEY QUESTIONS

Surveys are a popular information collection tool to help coastal managers understand their stakeholders and quickly assess large populations. Unfortunately, because of their popularity, many people untrained in survey creation administer poorly designed surveys that yield questionable results. This module serves to provide coastal managers with best practices to write more effective survey questions.

### *You will learn how to*

- Review and critique surveys, and identify common mistakes in question design
- Incorporate 25 best practices when creating survey questions
- Create appropriate question layout and design
- Identify ways to improve survey questions that yield desired data types

## TARGET AUDIENCE

- Local Officials
- State & Federal Agency Staff
- Resource Managers
- Non-profit Organizations who work on coastal management issues



Questions? Contact Tonna-Marie Rogers at 508-457-0495 x110 or [tonna-marie.surgeon-rogers@state.ma.us](mailto:tonna-marie.surgeon-rogers@state.ma.us)