

Results of pilot study



Satellite Event_182@Barcelona (1500-1630 of 9th April, 2024)

What is the Ocean We Want?

Global survey to understand perspectives on Ocean Decade Outcomes



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Scan to see
Our info

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PROGRAMME
PRIORITAIRE
DE RECHERCHE
OCEAN
& CLIMAT



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development

What is OWW?

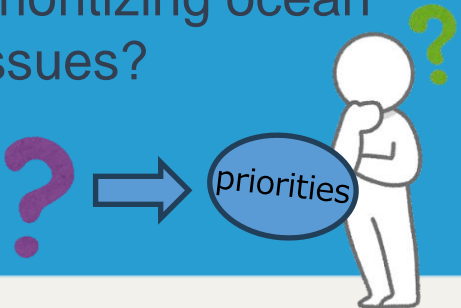
In our study, we aim to compare the subjective views of our **OCEAN** through the lens of citizen intentions and priorities regarding our ocean.



Investigate public preferences and attitudes toward the ocean.



What factors (subjective views) influence opinions prioritizing ocean issues?



Analyzing SEM, and Comparing differences in influence relationships across countries.

pilot study



Objectives

Result 1

Result 2

Highlight

Next steps

Pilot Survey Data



Sharing key findings from analyzing these items!

Opinions & perceptions

Q1 : General issues

Q2 : Environmental issues

Q3 : National environmental protection efforts

Q4 : Own country's environmental protection efforts relative to others

Q22: Timeframe when you think about "the future"

Interactions with the ocean

Q5 : Distance from the ocean

Q6 : Frequency of visiting the ocean

Q7 : Reasons for going to the ocean

Q8 : Type of leisure activities in the ocean

Q9 : Frequency of travel on the ocean

Interactions with ocean resources & industries

Q10 : Frequency of eating seafood

Q11 : Employment in ocean-related industries

Knowledge of ocean ecosystems

Q12 : Opinion on how much there is yet to learn about the deep ocean

Ocean concerns

Q13 : Concerns for ocean issues

Q14 : Biocentric values

Q15 : Altruistic values

Q16 : Egoistic values

Opinion on solutions

Q17 : Responsible entities

Q18 : Opinions on prioritizing ocean issues

Demographics

Q19: Education

Q20 : Children

Q21 : Income

Q23: Other comments

S1: Age

S2: Gender

Q13 : Concerns for ocean issues

Q17 : Responsible entities

Q15 : Altruistic value statements

Q16 : Egoistic value statements

Q14 : Biocentric value statements



Q18 : Opinions on prioritizing ocean issues



Objectives



Result 1

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Next Steps



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Q13 : Concerns for ocean issues

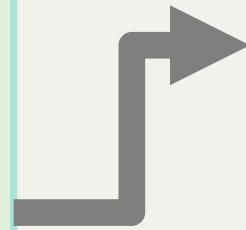
Q14 : Biocentric value statements

Q15 : Altruistic value statements

Q16 : Egoistic value statements

Q17 : Responsible entities

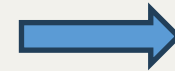
Q18 : Opinions on prioritizing ocean issues



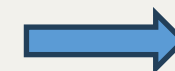
The Value-Belief-Norm Theory is a psychological framework that explains how environmental values, personal beliefs, and social norms (the subjective views) influence individuals' attitudes and behaviors toward the environment (Zhang et al., 2020, Env. Psych.).



Value=V



Belief=B

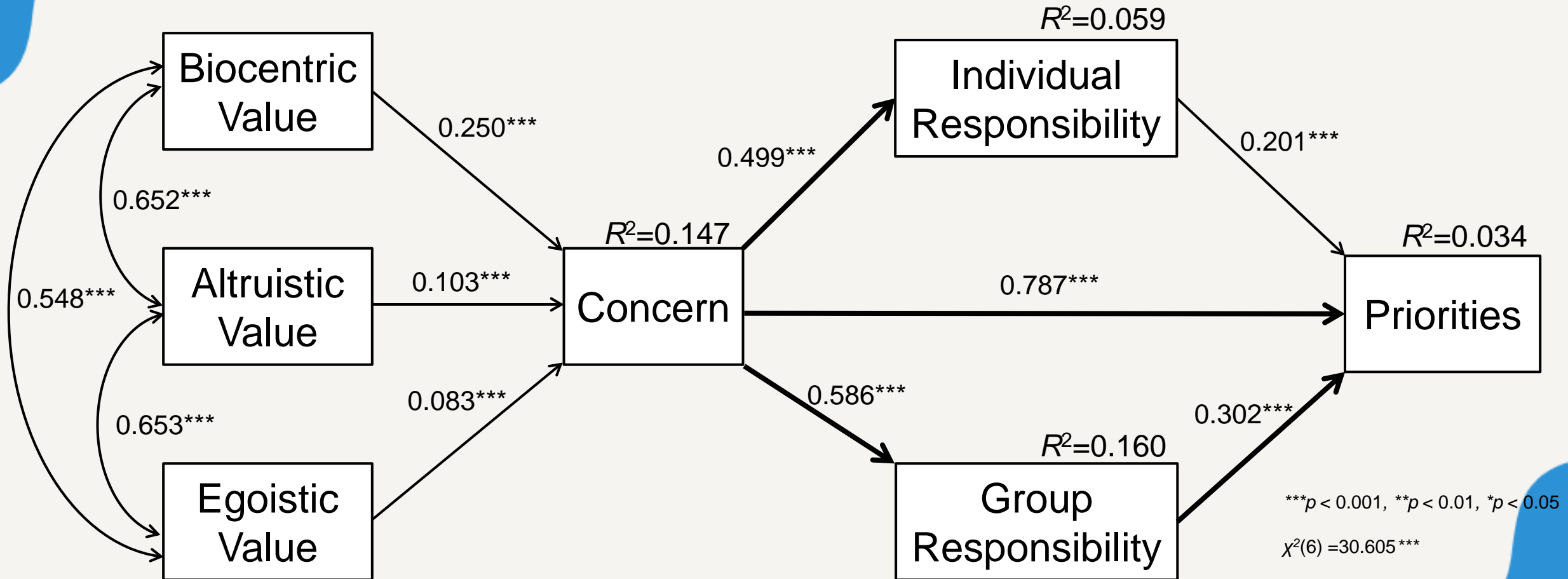


Norm=N

In our study, we aimed to apply the VBN theory to understand people's attitudes toward the ocean.



Result 1 >> Ocean We Want (OWW) model



The bidirectional arrows indicate a correlation between the variables.
The arrows between the variables indicate a one-way effect.

Result 2 >>Country comparison multiple-model

We are preparing for paper submission! Details will be shared upon publication of the paper!

Does the influence level shown by the arrows differ by country?



Objectives

Result 1

Result 2

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Next steps

- **Further analysis** and publication of pilot study results is underway
- **Expand survey** to other countries with the aim to diversify representation of economic, cultural, social and biogeographical regions of the world
- Use results to inform **recommendations for science policy (national, ICES/PICES, IOC-UNESCO)** to facilitate collaborations and engagement.
- Repeat the global survey in 2031 (after the Ocean Decade) for **an assessment of its impacts to the world.**



Objectives

Result 1

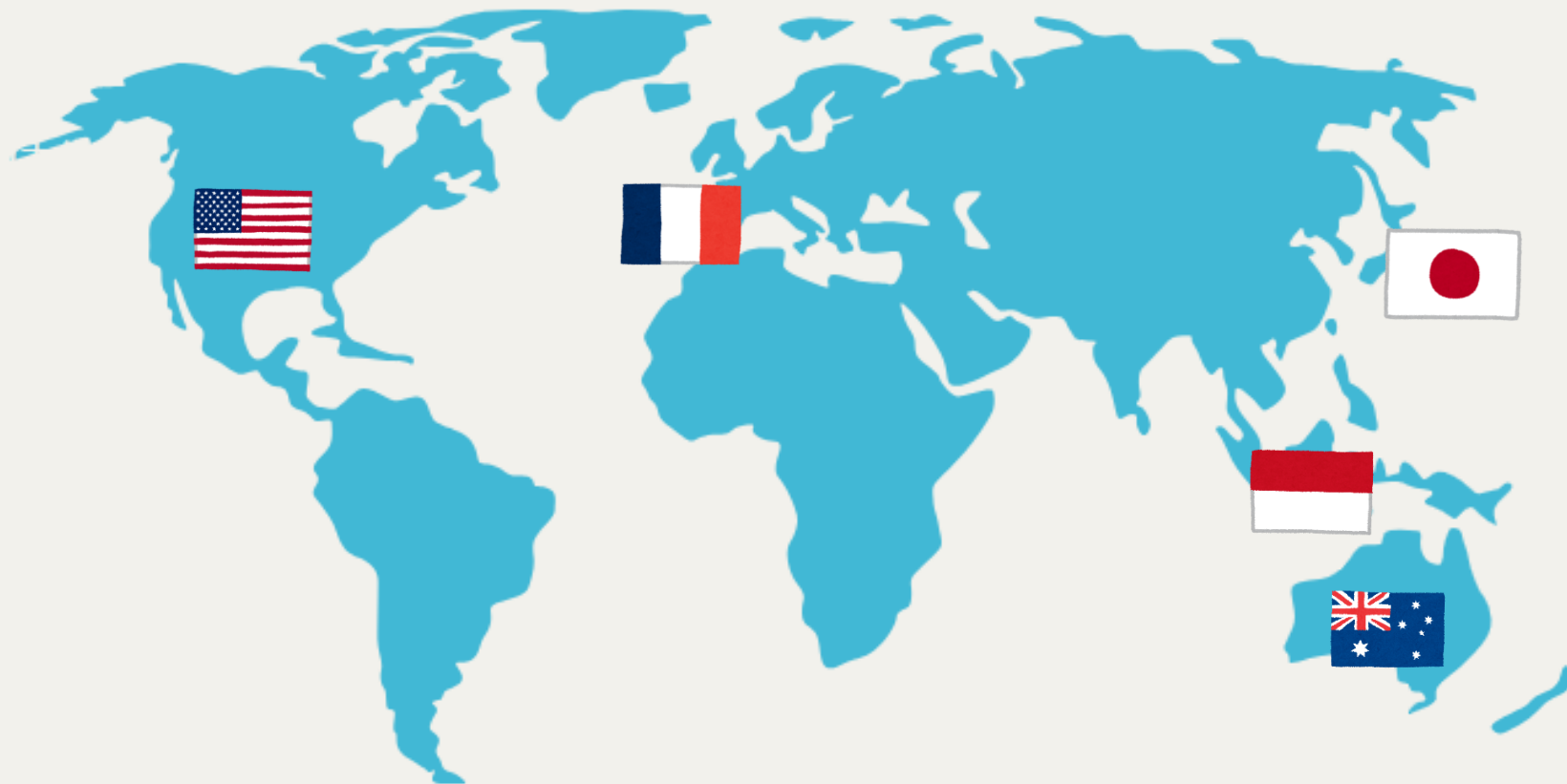
Result 2

Highlight

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Pilot study areas...



Please do join us!

How about everyone's Country?



2024 UN OCEAN DECADE CONFERENCE
SATELLITE EVENT 182 <1500-1630 OF 9TH APRIL, 2024>

WHAT IS THE OCEAN WE WANT?

2024 OCEAN DECADE CONFERENCE
DELIVERING THE SCIENCE WE NEED FOR THE OCEAN WE WANT
10-12 APRIL 2024
BARCELONA, SPAIN
As part of the Ocean Decade Week 10-12 April 2024

2023 UN Ocean Decade Conference
2023 UN Ocean Decade Conference
2023 UN Ocean Decade Conference

Thank you for your attention!



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We warmly invite you to participate 😊

