

# Lessons from Social & Behavioral Sciences

Considerations for working with Family Forest Owners

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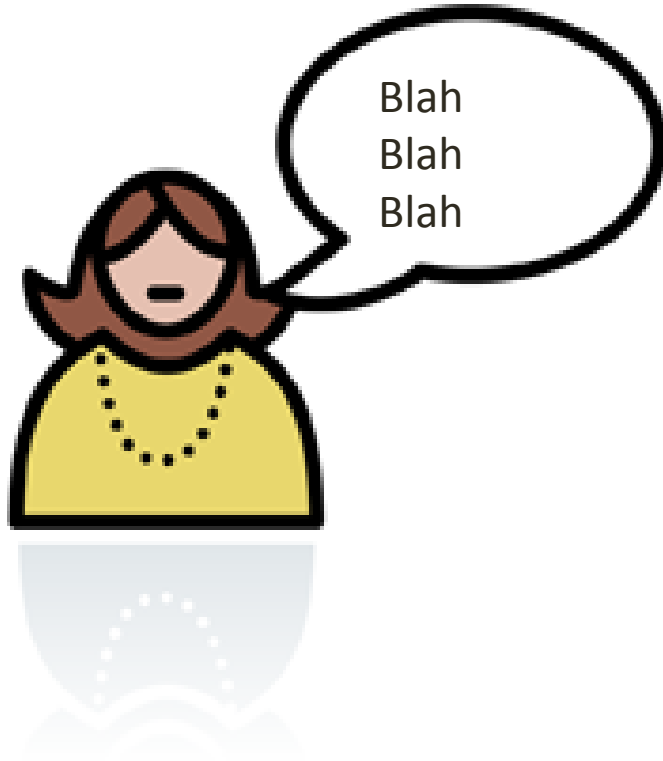


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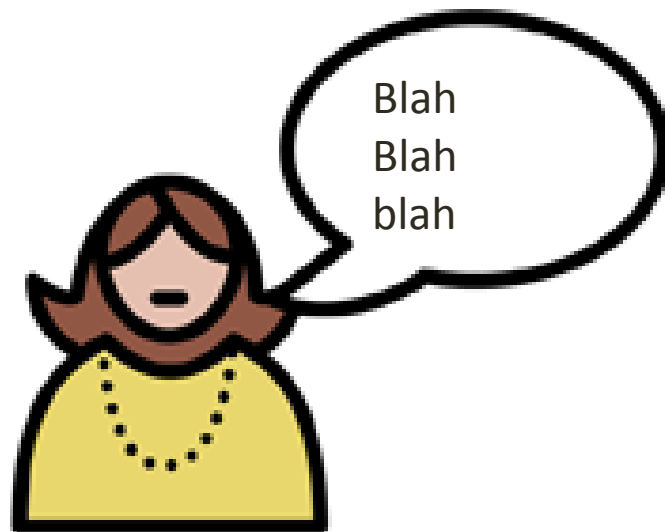
# Communications



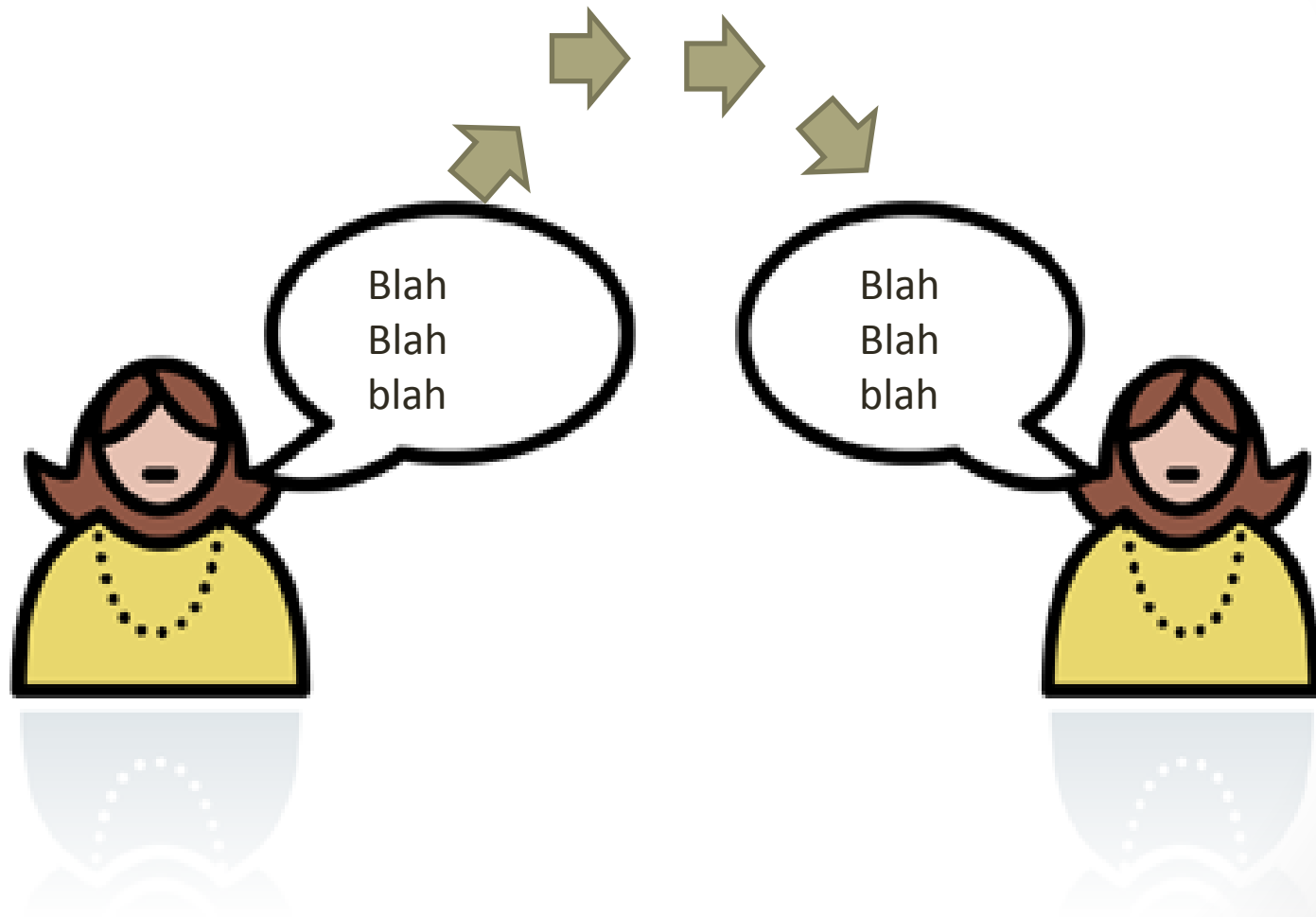
# Idea, encoding, transmission



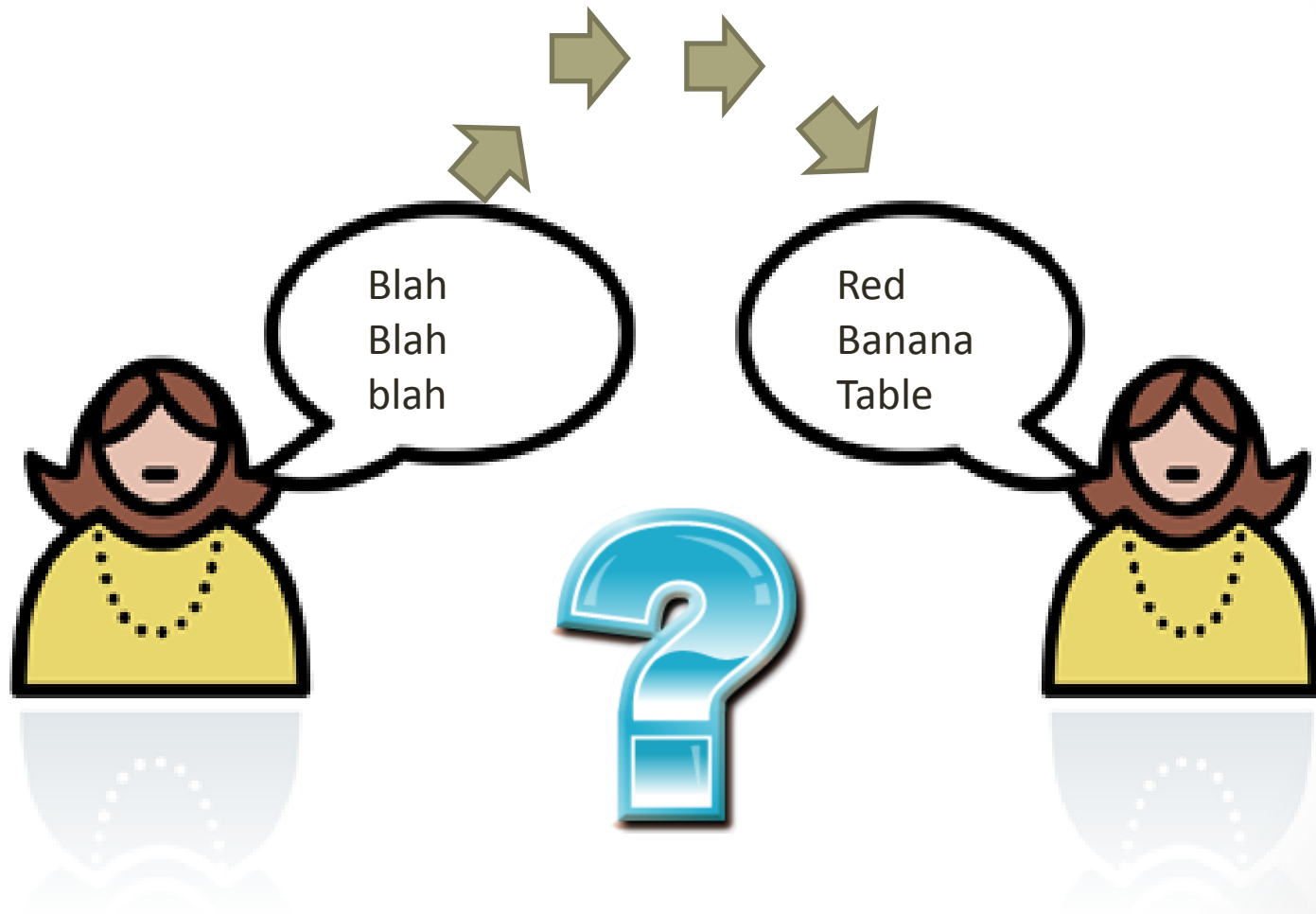
# Target



# Expectation is...



# Reality says...



# What went wrong?

- Noise (e.g. Haykin)
- Perception (Berlyne)
- Expectation (Feather)
- Load (Lavie)
- Listening (e.g. Woolvin & Coakley)
- Host of potential reasons....

# And where's the behavior?

- $S \longrightarrow R$
- Actions  $\longrightarrow$  tasks  $\longrightarrow$  habits  $\longrightarrow$  routines
- Telling is not teaching/reaching
- Motivations/rewards
- Proximity
- Agency
- CONTEXT

# What is in the context?

- Social role
- Socio-cultural
- Attention-perception

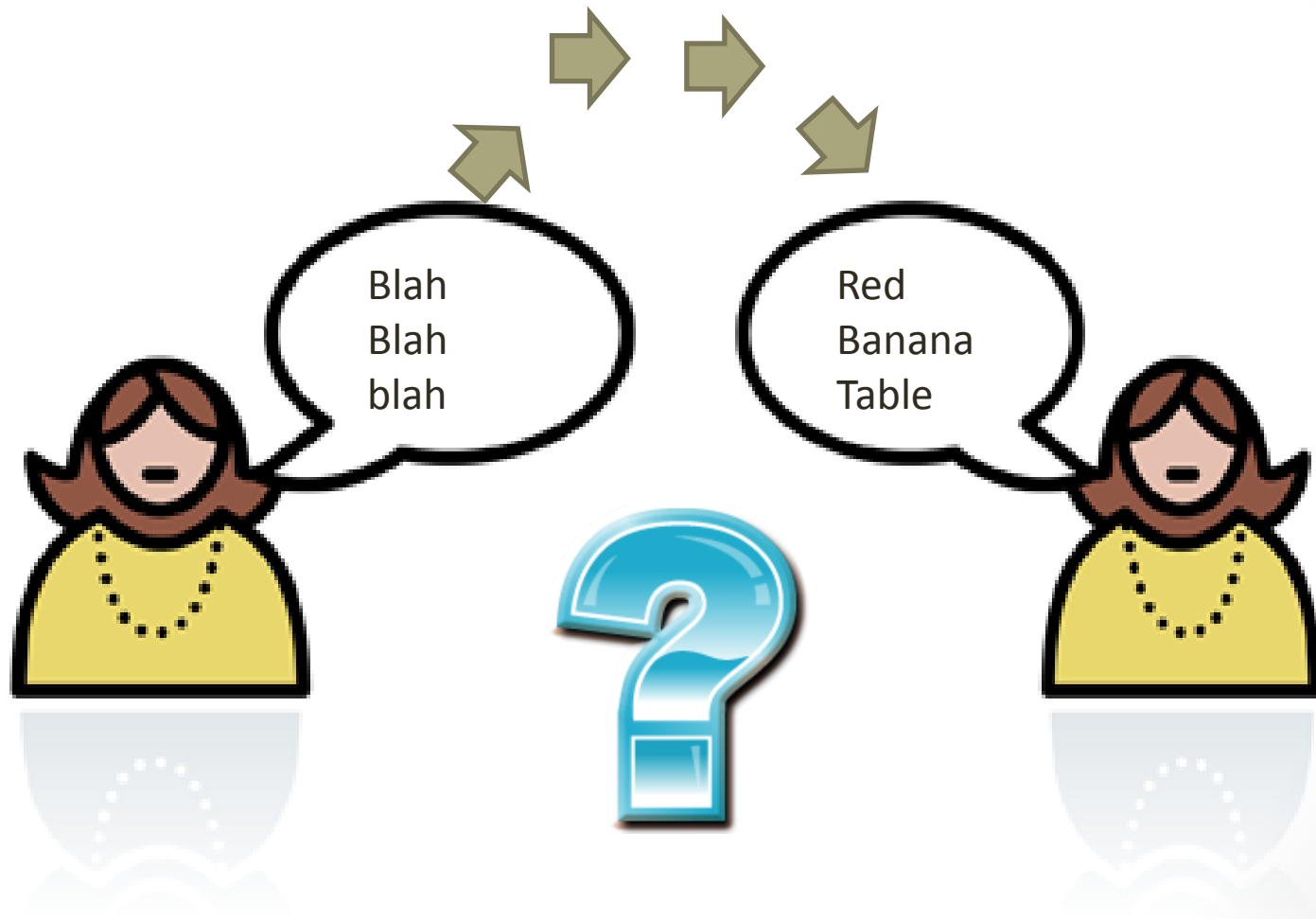
# What are all these telling us?

- Deconstruct before sending
- Assumptions
- Intention/ask
- Contextual shift
- ROI

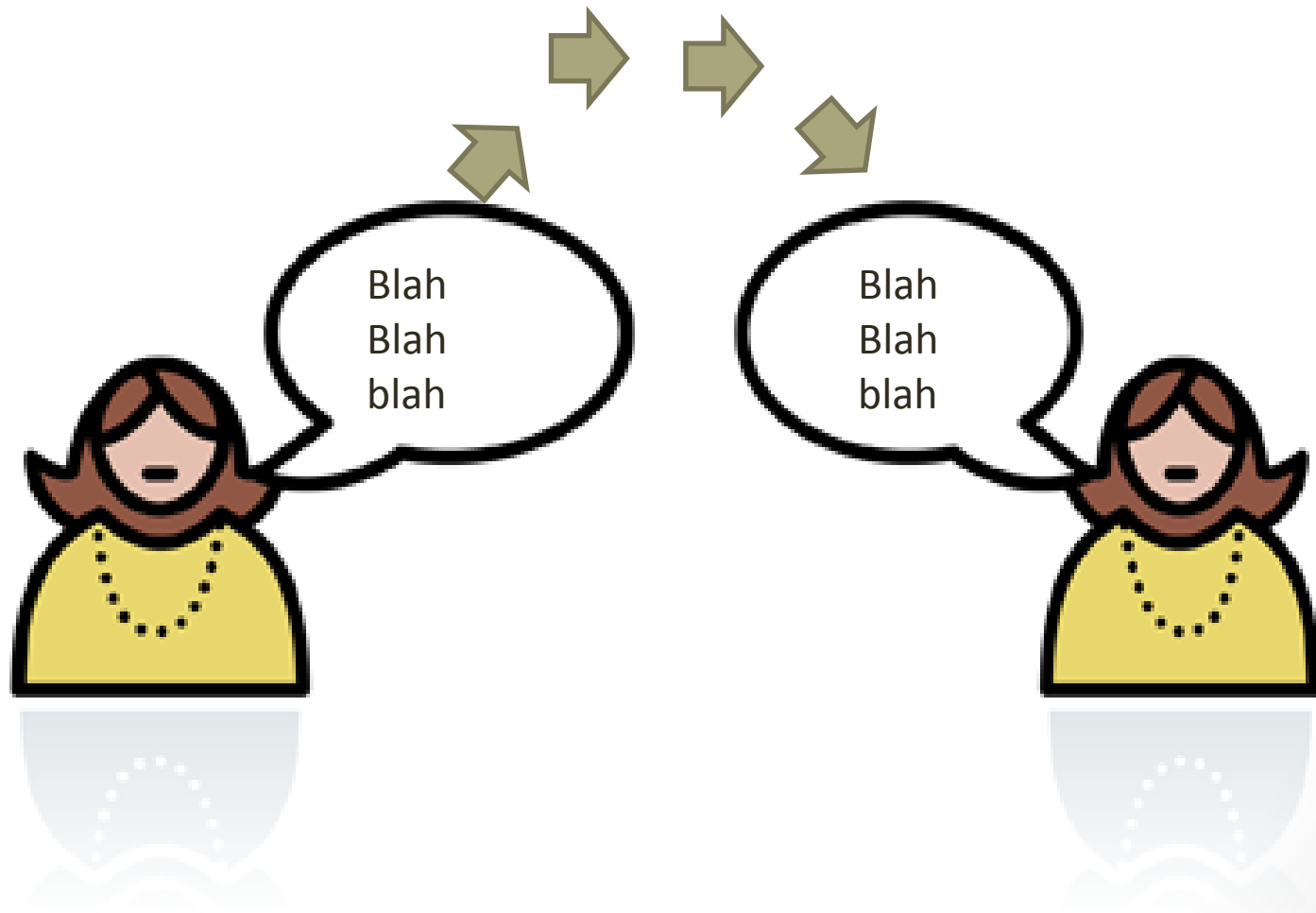
# Constructive messages

- Empowered
  - Agent
  - Proximal
  - Net neutral
  - Intangibles
- 
- From a trusted source

# To turn this...



# Into this



# Thank you!

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