

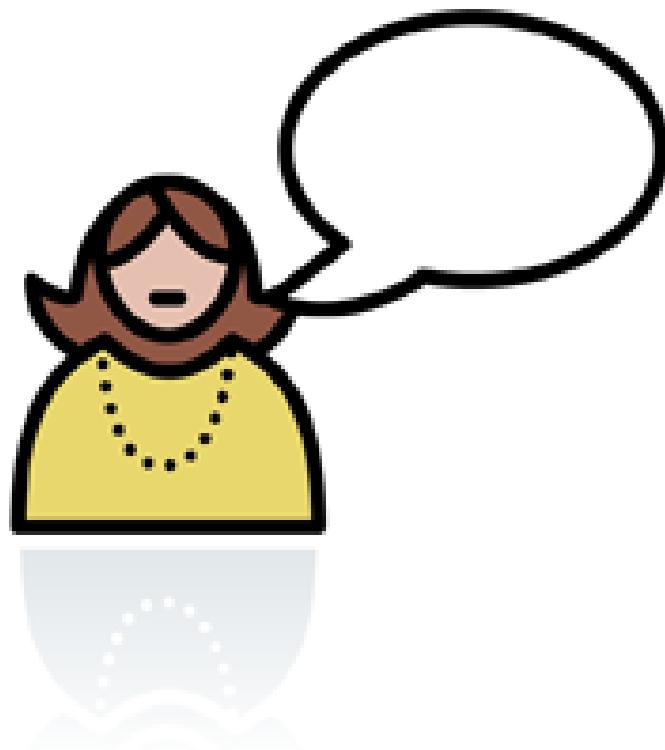
Lessons from Social & Behavioral Sciences

Considerations for working with Family Forest Owners

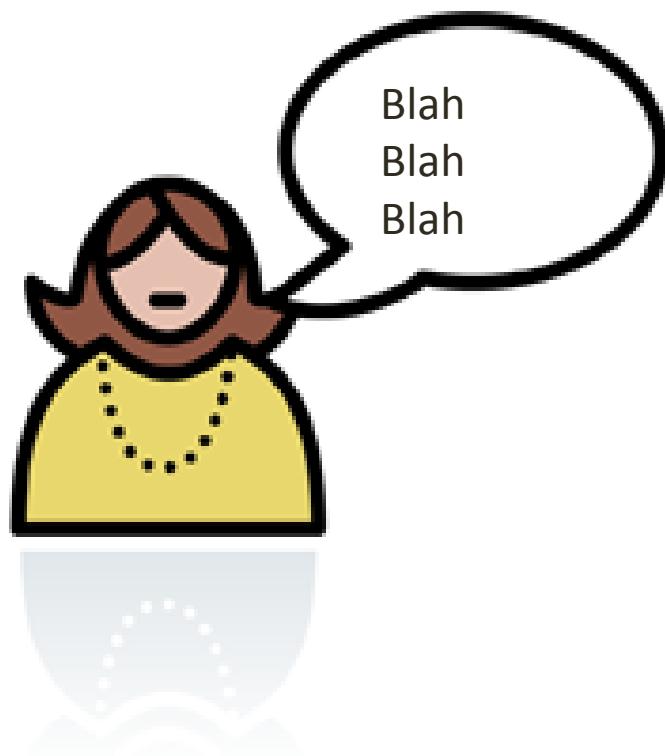
Joe E. Heimlich, Ph.D.



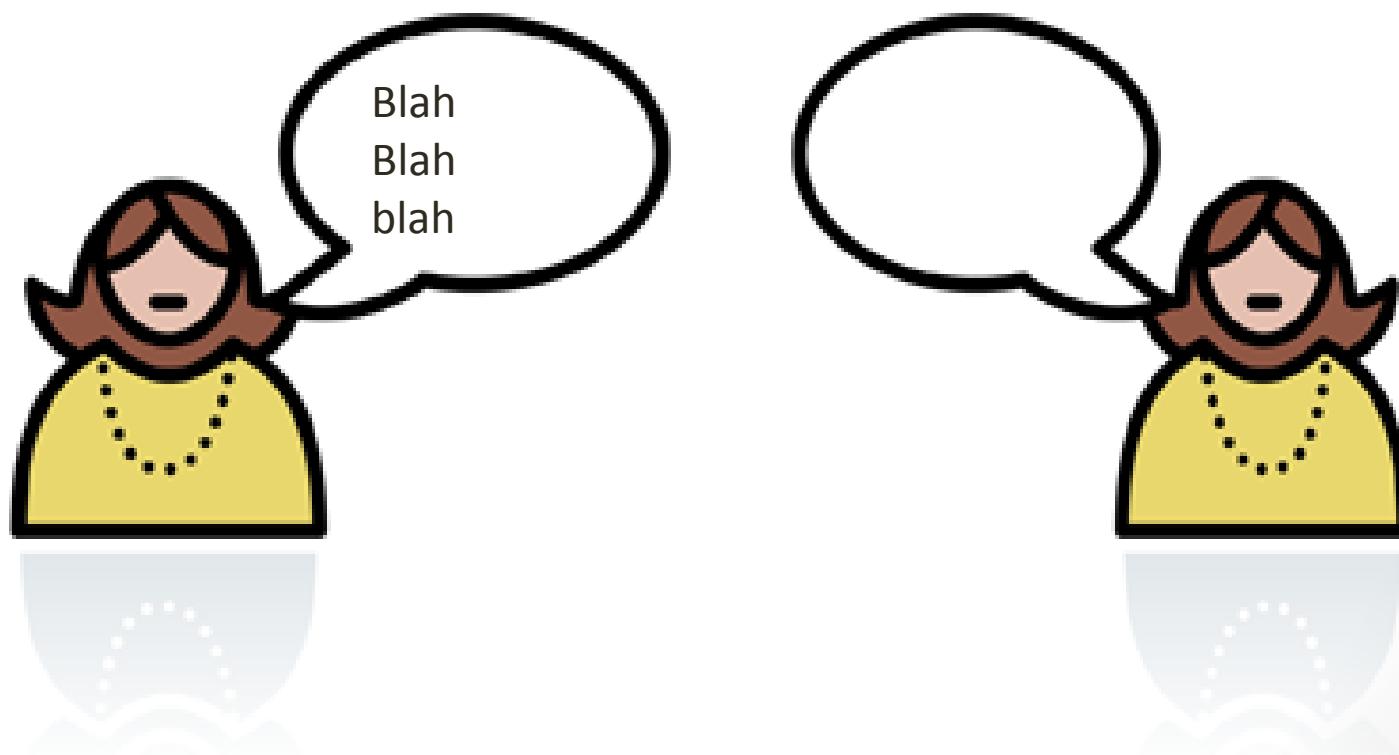
Communications



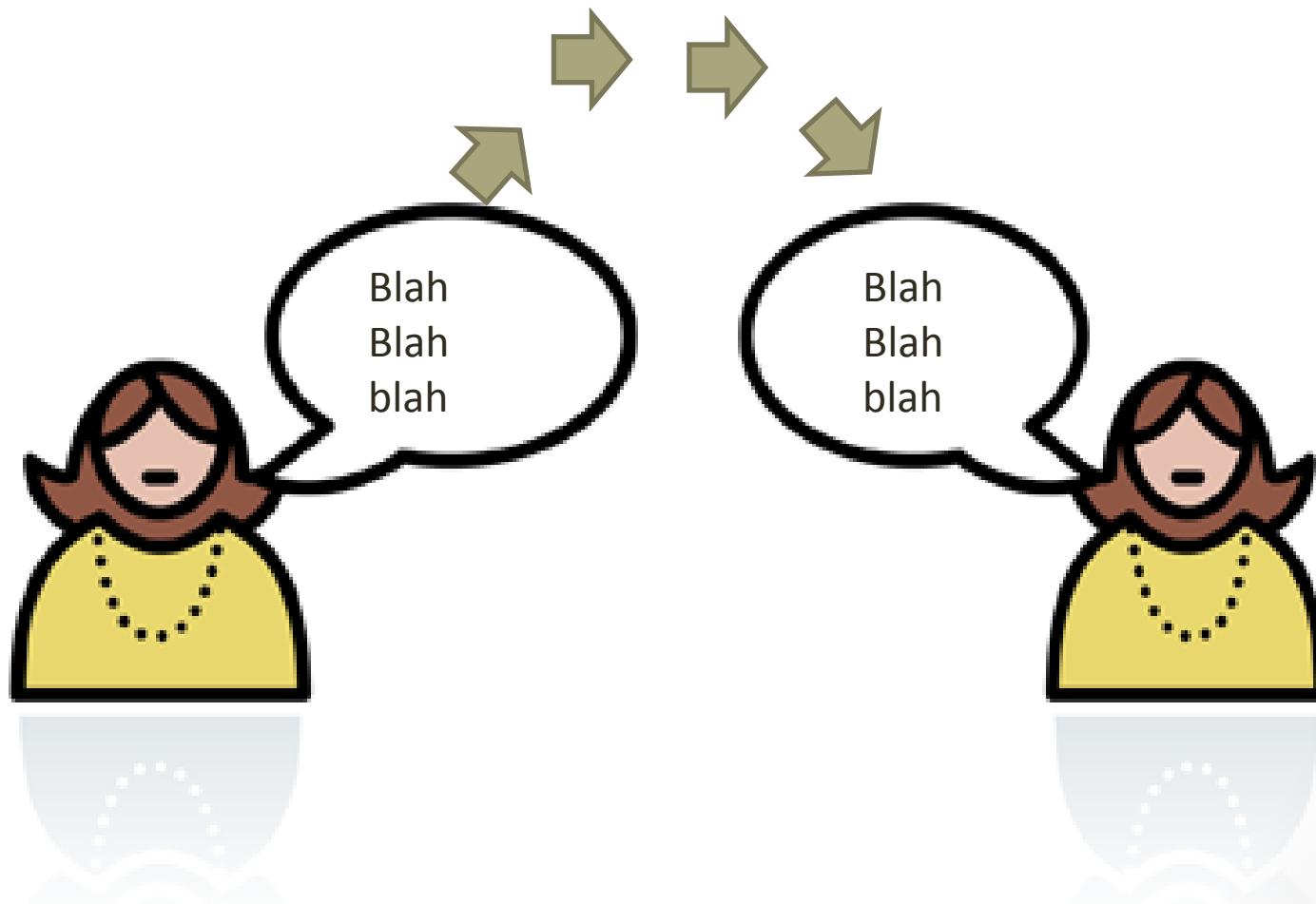
Idea, encoding, transmission



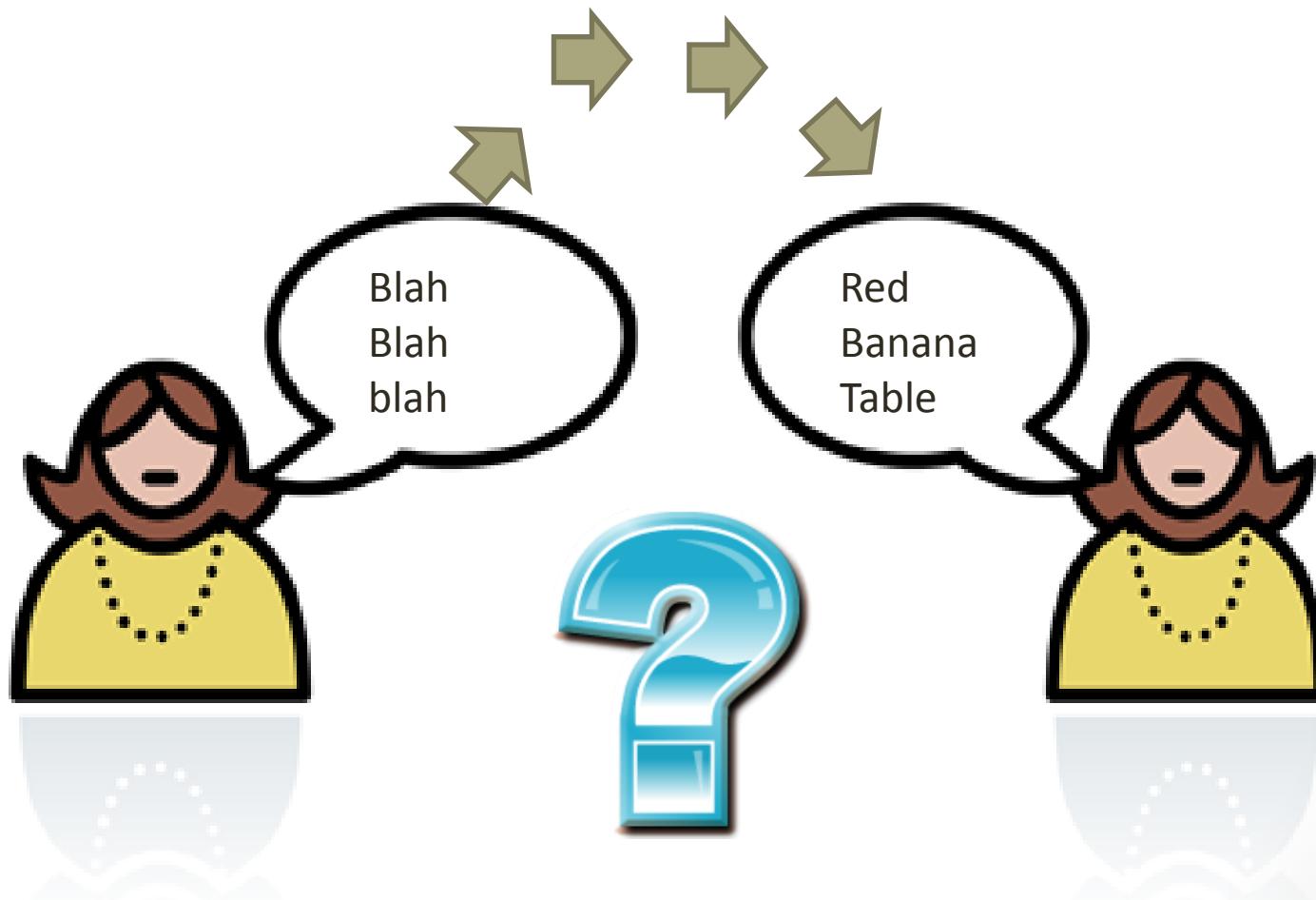
Target



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 → R
- Actions → tasks → habits → 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?

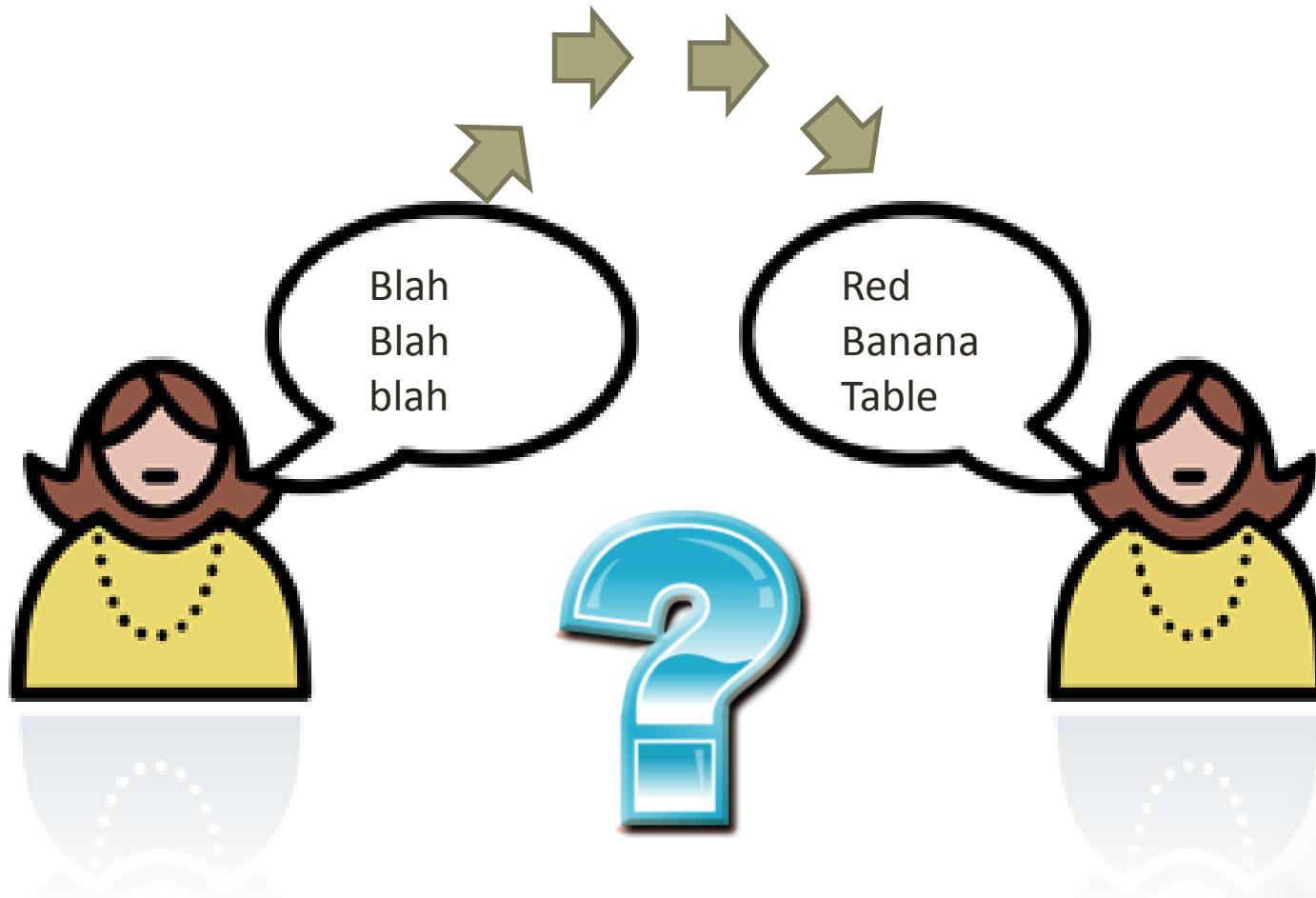
- Deconstruct before sending
- Assumptions
- Intention/ask
- Contextual shift
- ROI

Constructive messages

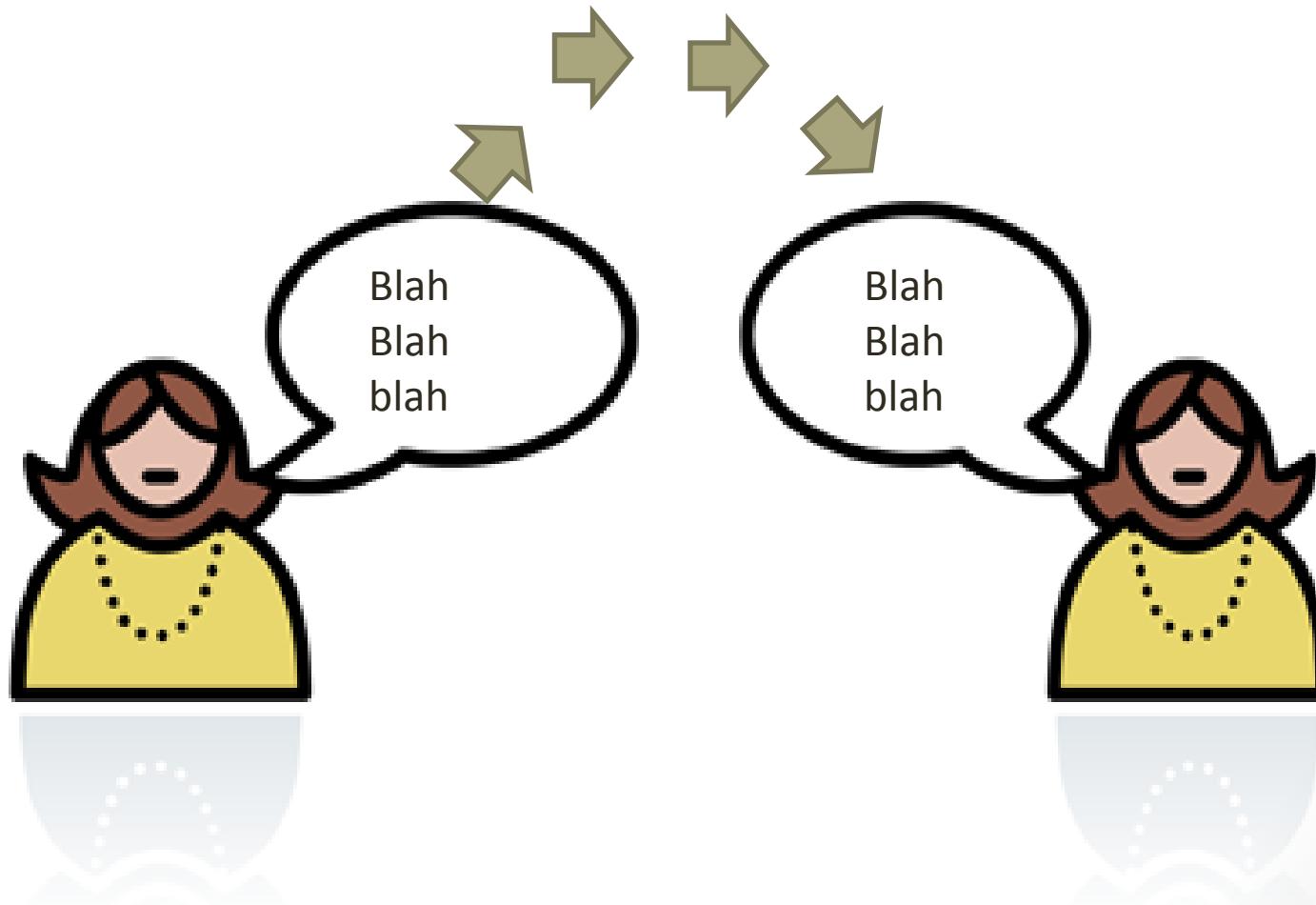
- Empowered
- Agent
- Proximal
- Net neutral
- Intangibles

- From a trusted source

To turn this...



Into this



Thank you!

Joe E. Heimlich

Heimlich.1@osu.edu

OSU Extension@COSI

