

# **Social science in Natural England: building our understanding of why you manage for wildlife, opportunities and challenges**

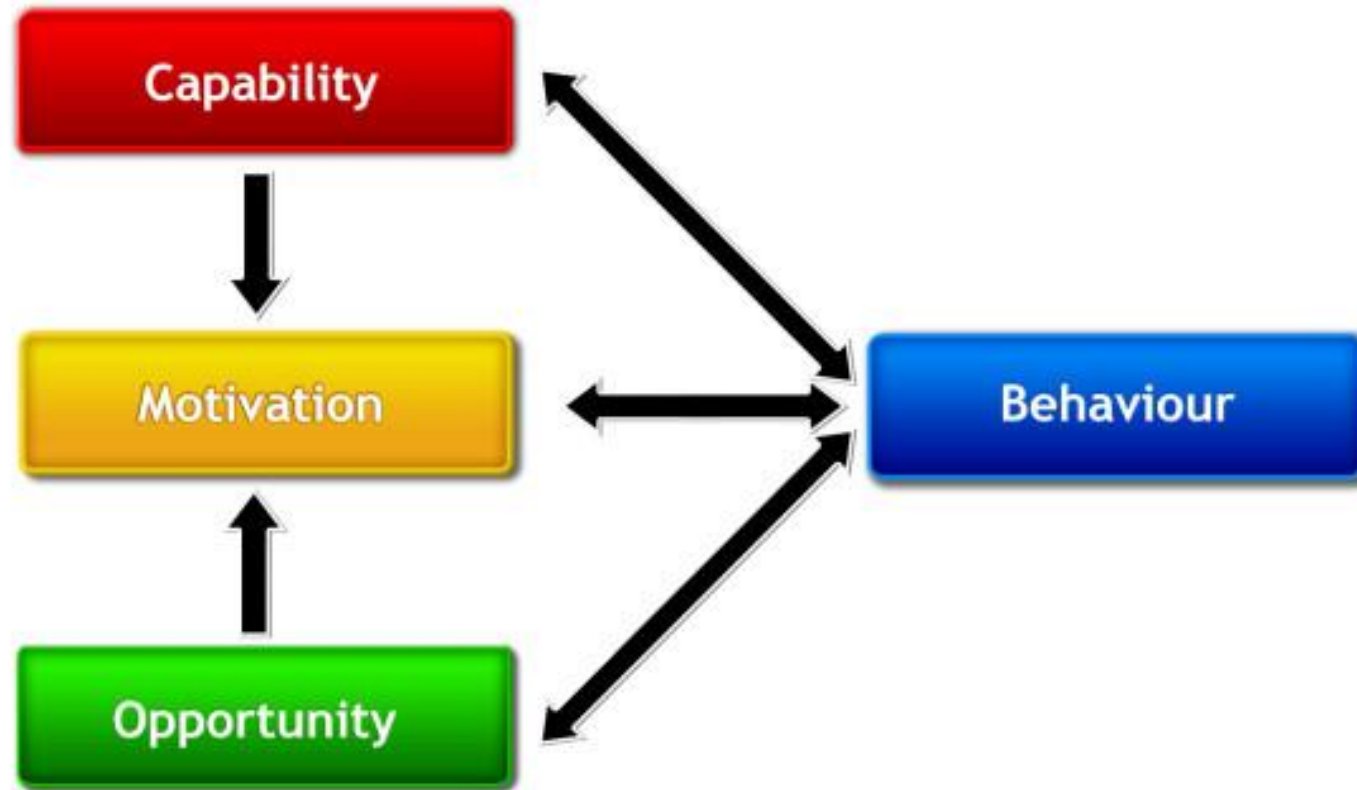
Dr Rose O'Neill, Principal Specialist

Dr Beth Brockett, Senior Specialist Social Science



*A better understanding of people, what drives them, and the pressures that they are under is critical to deliver a better environment for wildlife and people.*

# Why do we behave as we do?

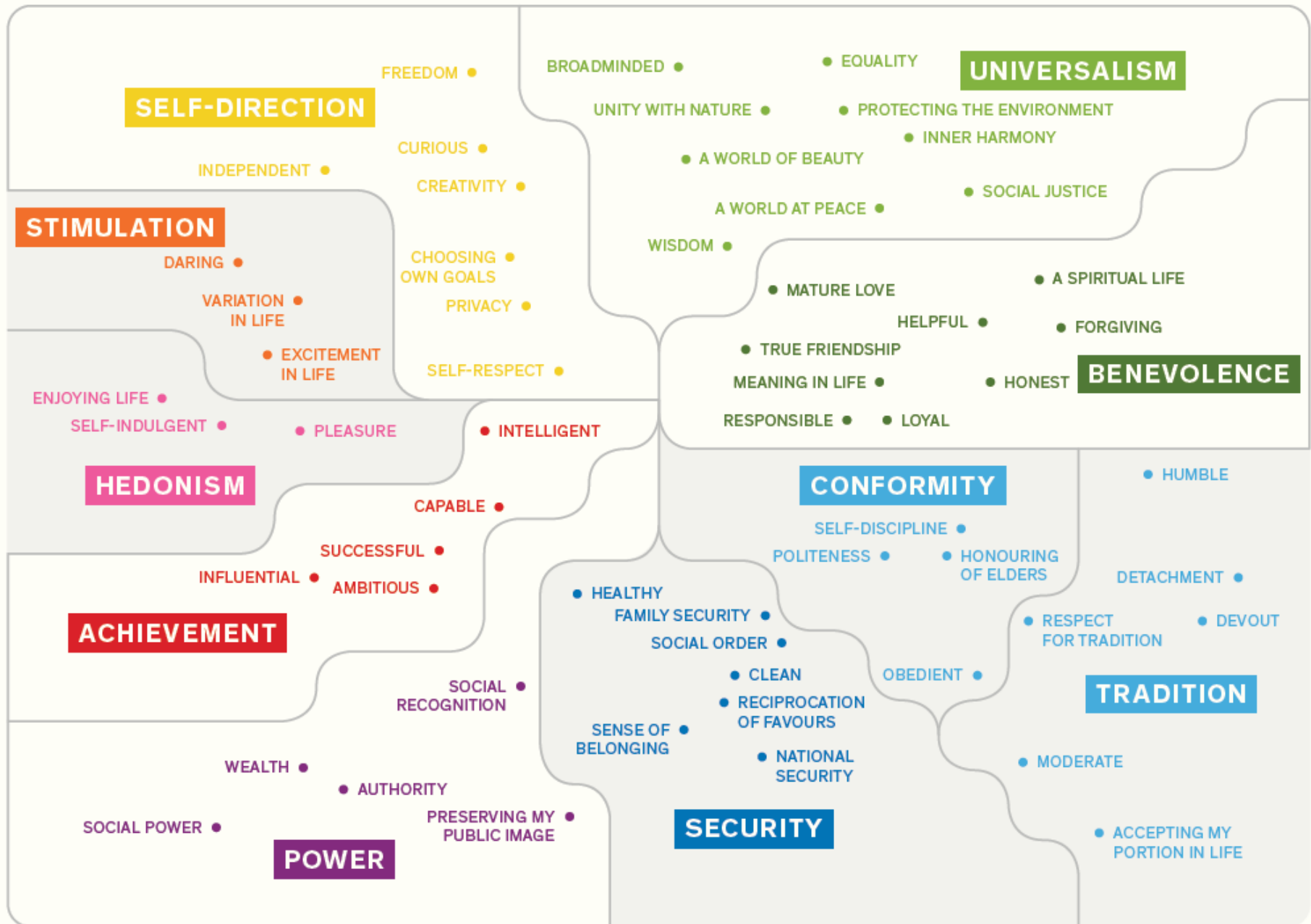


*The Com-B system for understanding behaviour (Michie et al., 2011)*

***What do people value?  
What do farmers value?  
...and how does that link to  
motivations to help wildlife?***



# INTRINSIC VALUES



Graphic: Common Cause. Based on Schwartz, S. H. (2012). An Overview of the Schwartz Theory of Basic Values.

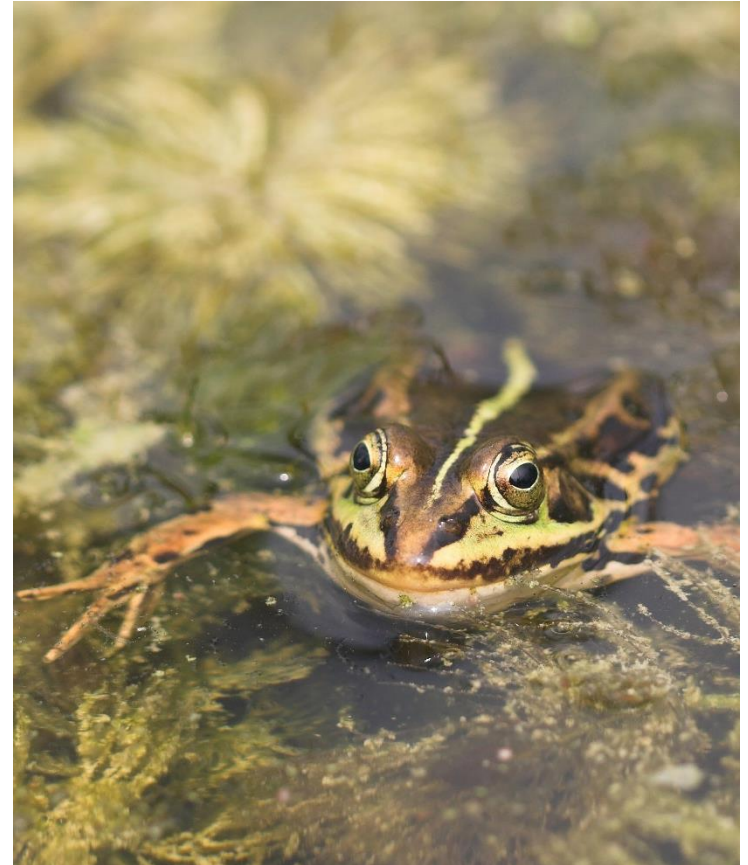
# Values place, history, tradition



# Question for you

## What motivates you to manage for wildlife?

- Visit [www.slido.com](http://www.slido.com)
- Type in the code 9832
- Choose your top 2 answers
- Press send

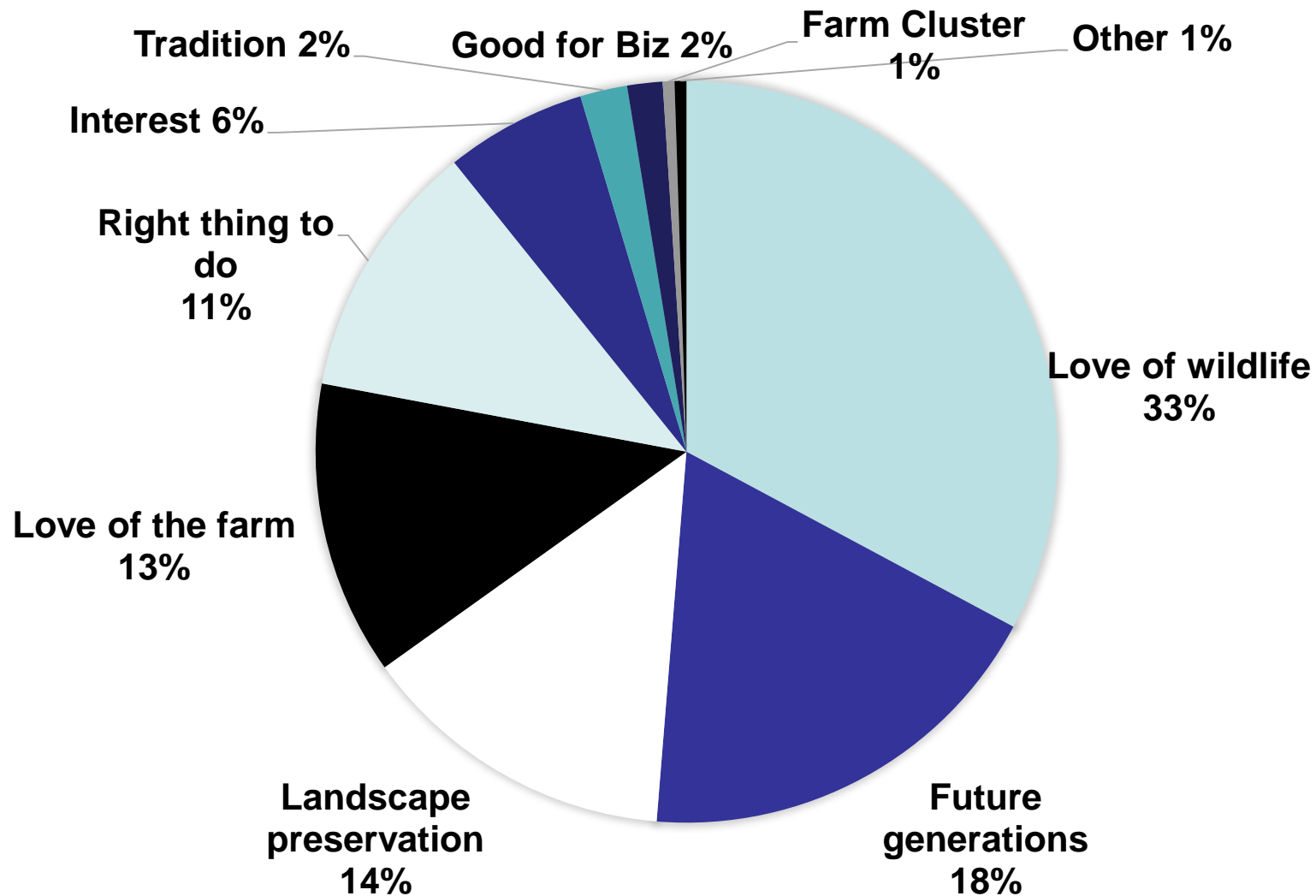


Pool Frog, Natural England

# What motivates you to manage for wildlife?

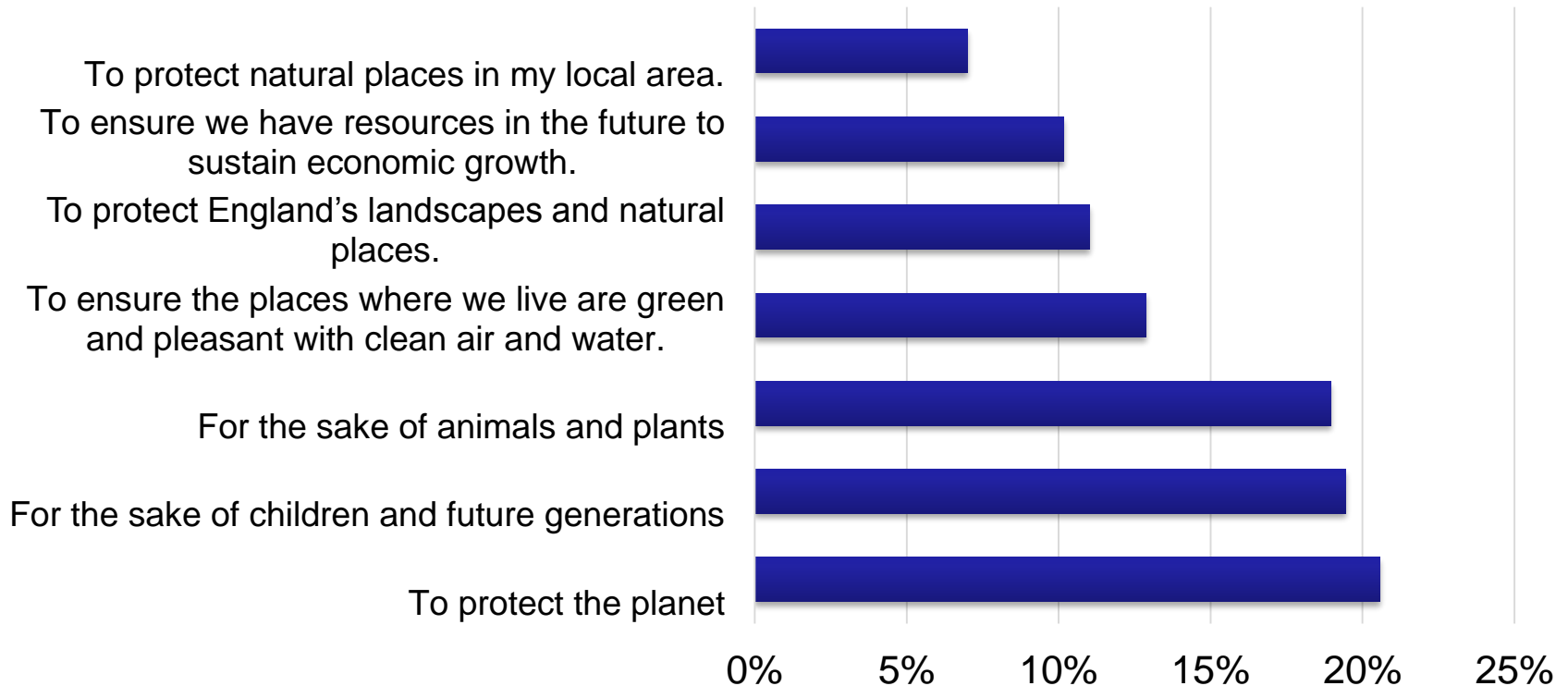


110 people voted (2 votes each) on sli.do  
*% votes cast*





# What do the public say?

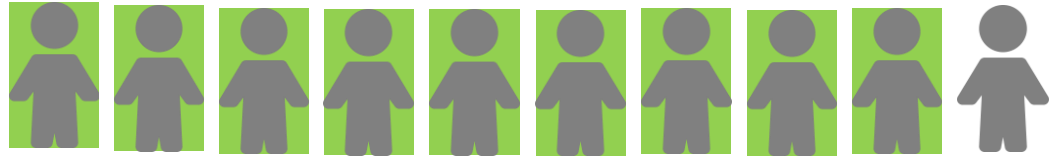


***Which of the following, if any, do you see as the most important reasons to look after the environment?  
Select up to three choices, starting with the most important reason (% all votes cast)***

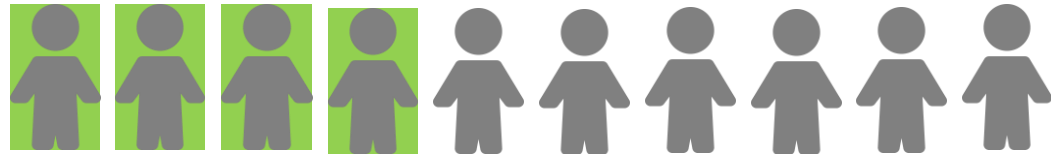
# What do the public say?



*Concerned about damage to the natural environment*



*Changing their lifestyles to protect the natural environment*



## But why the gap?

Values, attitudes and intentions.

Habits, biases.

Knowledge, skills & awareness.

**Individual**

Natural and built environment, place, objects, tools, infrastructure.

**Material**

Stuff you need to do the behaviour.



Societal expectations, laws, rules, economy, systems, process.

**Social**

Norms, neighbours, peers, messengers, who else is doing it, who's not?



## **Part 2: Building our understanding of why you manage for wildlife, opportunities and challenges**

Dr Beth Brockett, Senior Specialist Social Science



# Self-identity is strongly influenced by social factors



- How we see ourselves in relation to others
- Our perceived standing in the community
- What we think others think about us
- What we observe to be normal behaviour

Developed over time, in relation to our social and cultural reference points

# 1. Farmer Clusters harness social norms



- Created and shared through social networks
- Some social norms become 'rules'
- Sanctions are created and applied within social groups to make sure that people follow the group's rules
- **Can you think of any way sanctions are used within your Farmer Cluster?**
- Cooperation won't work without effective rules, norms and sanctions



Image courtesy of Anita Sedgewick, EKN



## 2. Farmer Clusters promote social learning

- Improving skills & knowledge as a community
- Increased emphasis on self-monitoring, learning & working with different types of knowledge
- Equalise power and build trust
- Harnesses the “messenger effect”
- Helps you to recognise and experience the positive outcomes
- **It is also learning about other people**

### 3. Farmer Clusters can build Social Capital



'the ability of people to work together for common purposes in groups and organisations'  
Coleman (1988)

1. Contacts, networks, groups & social learning
2. Reciprocal exchange of information, ideas, sharing
3. Social rules, norms & sanctions
4. Cooperation and collaboration for shared goals & the common good
5. Trust as the basis of people working together
6. Civil engagement



Image courtesy of Anita Sedgewick, EKN

### 3. What can Social Capital deliver?

- Better information
- New ideas and thoughts
- Contacts who can help you get resources
- Sharing
- People working together without friction
- Cooperation – bigger better & joined-up projects
- Higher trust
- Positive working with government and advisers



Image courtesy of Anita Sedgewick, EKN

# Our recommendations



- Be aware of how values and self-identity can work with or against wildlife management goals
- Identify existing social norms and rules and engage with them to promote cooperation
- Think about how to build and retain trust over time
- Promote social learning through knowledge-exchange activities
- Understand what social capital already exists and develop a plan of how to increase it
- Support farmers to recognise and facilitate material opportunities in managing for wildlife
- Support farmers to recognise and overcome material challenges to managing for wildlife

# Questions for you

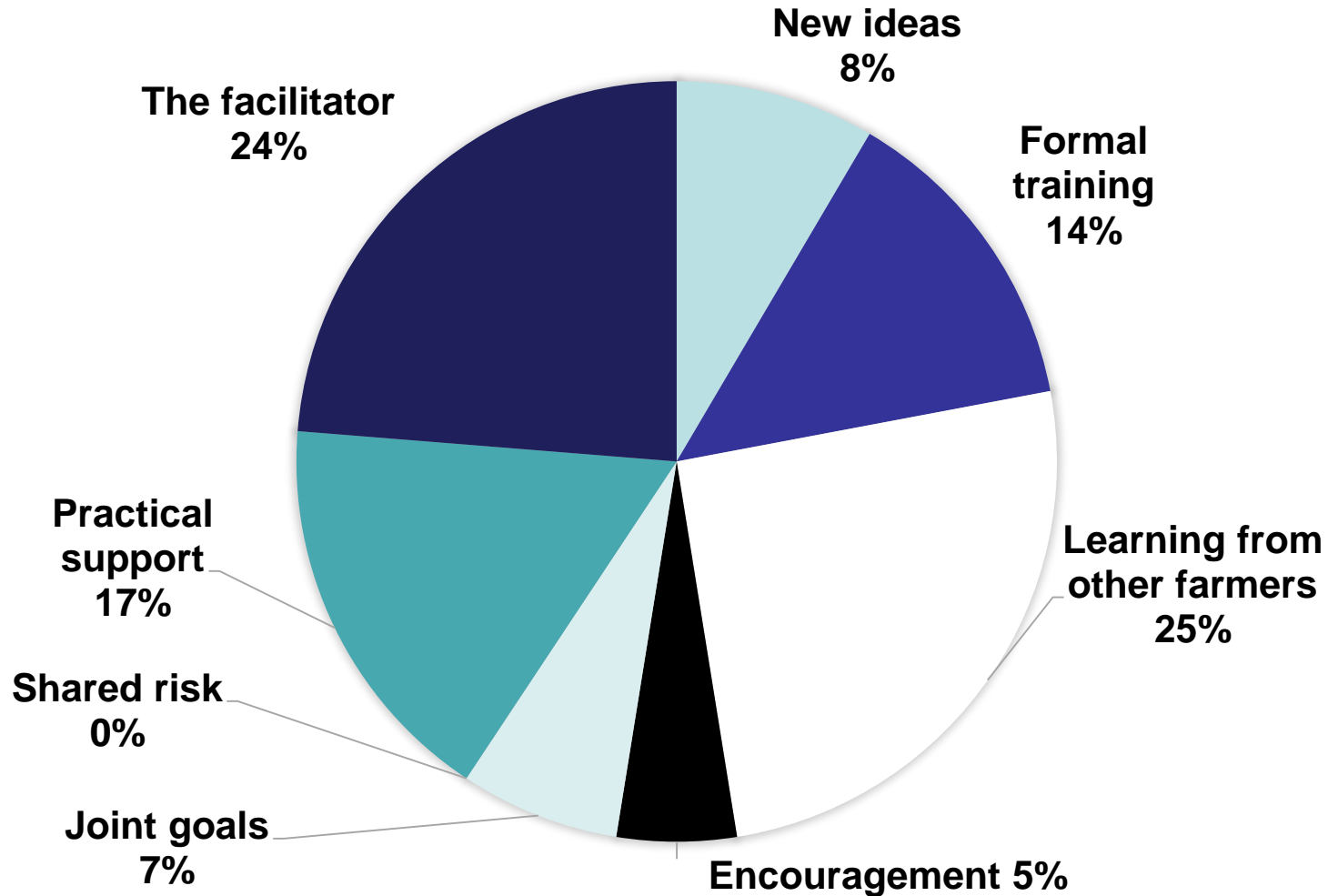
## How does your Farm Cluster help you manage for wildlife?

- Visit [www.slido.com](http://www.slido.com)
- Type in the code 9832
- Choose your top 1 answers
- Press send



# Number 1 way that the farm cluster helps you manage for wildlife.

*Approx count of show of hands!*





And finally.....

What questions could social science answer to benefit your farm cluster?

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