

Zoo Visitors: Cognitive & Conservation

Real world case studies of social science in context

Year 10-11

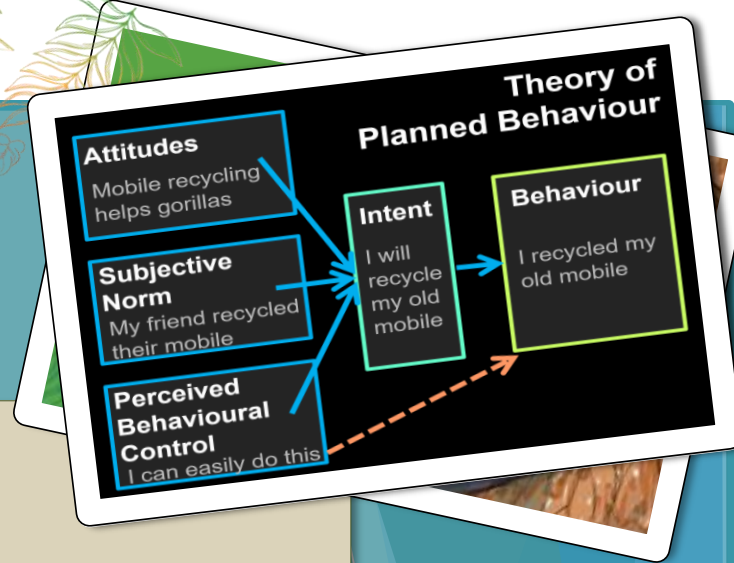
Learning Outcomes:

At the end of the session:

- ✓ **All students** will understand that social science concepts can be applied to real life situations
- ✓ **Most students** will understand how complex behaviour is (and how difficult it is to change)
- ✓ **Some students** will understand how Colchester Zoo uses Cognitive and Conservation social science in order to help our visitors learn about animals and act to save them

Session Outline:

The session begins with Colchester Zoo's mission statement and how social science applies to each goal, using various peer-reviewed studies. The goal of "helping our visitors learn" is examined through a cognitive lens, focusing on learning theories, particularly Multiple Intelligence, along with critiques. We explore a hypothesis and experimental method for testing learning and discuss conditioning (classical and operant) in relation to animal training and human behavior. Finally, we address the goal of "helping save endangered animals" by promoting visitor action through Conservation social science, including discussions on green fatigue and the effective "connect-understand-act" model for behavioral change based on the ABCs of attitude and the theory of planned behavior.



Curriculum Links

- Learning theories
- Multiple Intelligence
- Hypothesis
- Conditioning
- Measuring emotion
- Environmental behavioural change
- Tri-component model of attitude
- Theory of planned behaviour