

Do you see what I see?

The use of visual framing to support the preservation and protection of Antarctica and the Southern Ocean

PROJECT 238, FEBRUARY 2014



Prepared for: World Wide Fund for Nature (Australia), Level 1, 1 Small Street, Ultimo, NSW, Australia, 2007

Research objectives



Research objectives

Purpose of the research

To explore whether the use of visual framing with a proposition has any impact on key measures, and if so, whether this varies with different image types.

Research objectives

- 1. To explore the impact of visual framing – specifically whether associating images with the research topic had any impact on:**
 - *Perceived importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage*
 - *Propensity to financially support well-known, not-for-profit environmental organisations that aim to protect and preserve Antarctica and the Southern Ocean*
- 2. Secondary objectives included exploring whether visual framing influenced perceptions of Importance of protecting, and perceived threats**
 - Mitigation priorities and effectiveness of specific actions
 - Likelihood of undertaking personal actions to protect
 - Images that best illustrate the need to protect
 - Past and future donation behaviour.

Research approach



Research approach

Data collection approach

- Online self complete questionnaire (10 -12 minutes).

Source of respondents

- World Wide Fund for Nature (Australia) 'non active donors' list

Response rates

- 2%.

Sample size

- 307

Dates of the fieldwork

- Late January and early February 2014.

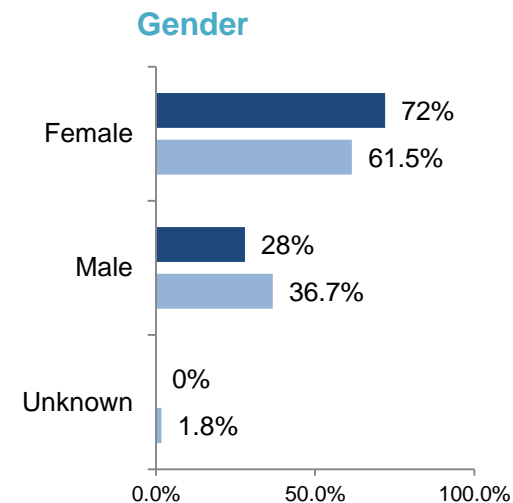
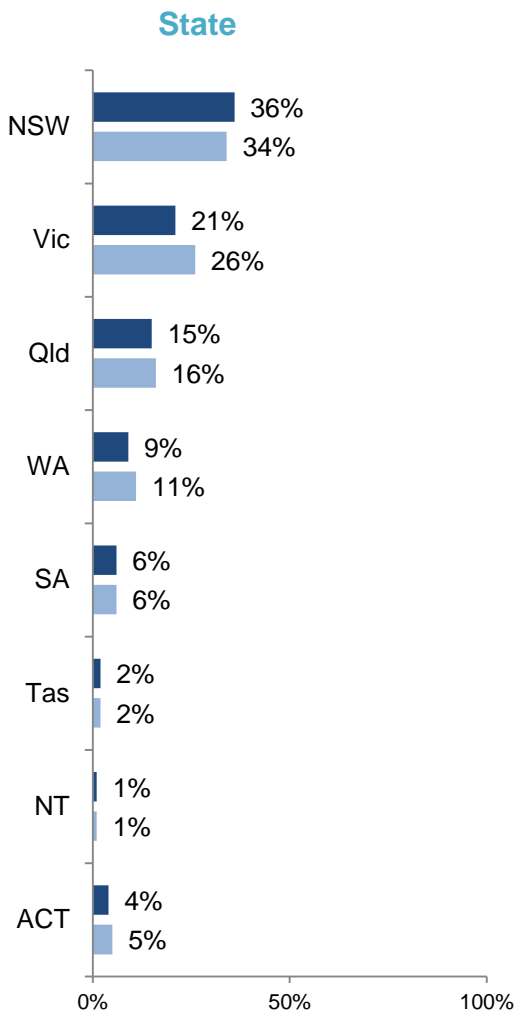
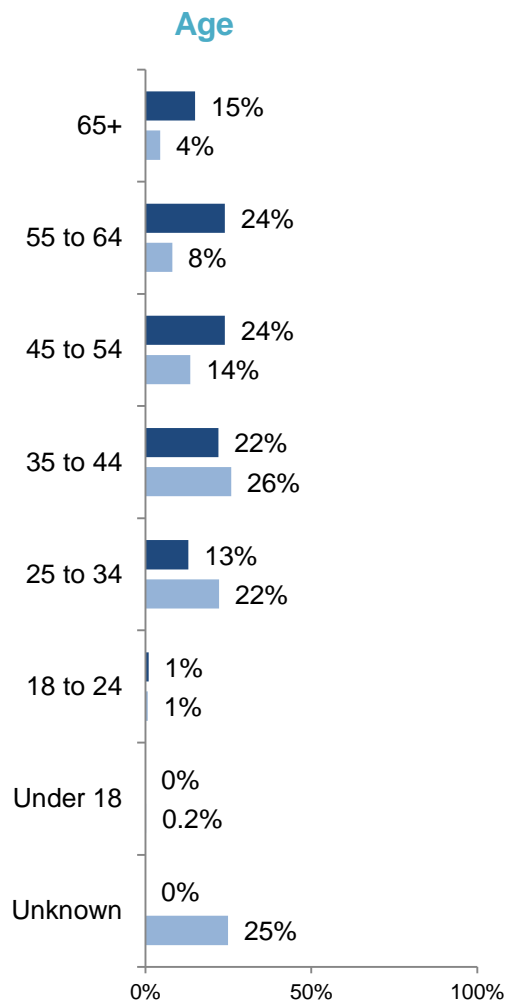
Sample structure 10 – 12 minute questionnaire	No. of respondents
Sample size:	307
Source of respondents: World Wide Fund for Nature (Australia) 'non active donors' list	
Data accuracy: Confidence level of 95% Confidence interval $\pm 5.56\%$.	



Respondent profile



Respondent profile



Key points – Sample vs WWF database

- Similar on location
- More females and fewer males
- Age hard to compare - lack of WWF data

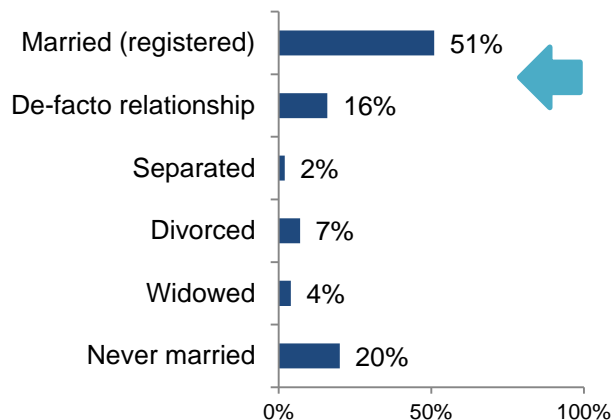
■ Total Sample (n=307) ■ WWF database

Respondent profile

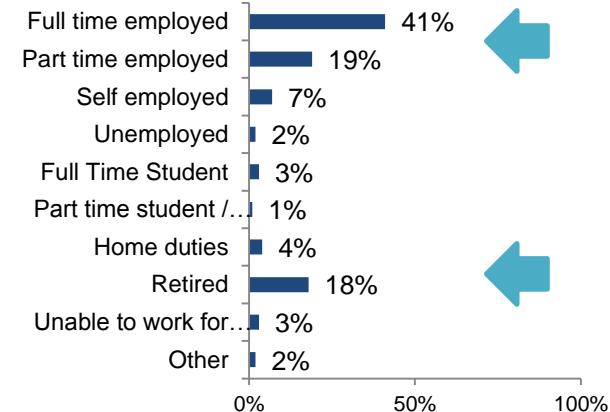
Key points

- Generally well educated (64% with degree or higher)
- Mainly in a relationship (67%)
- Range of incomes (towards higher end).
- Mainly employed (67%) / retired (18%)
- Mainly without children (71%).

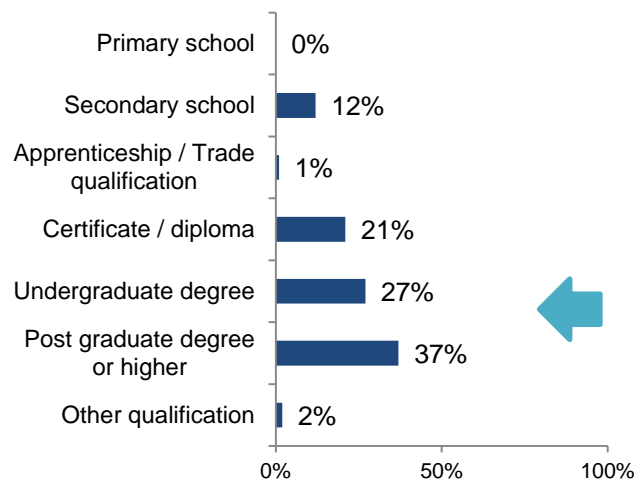
Marital status



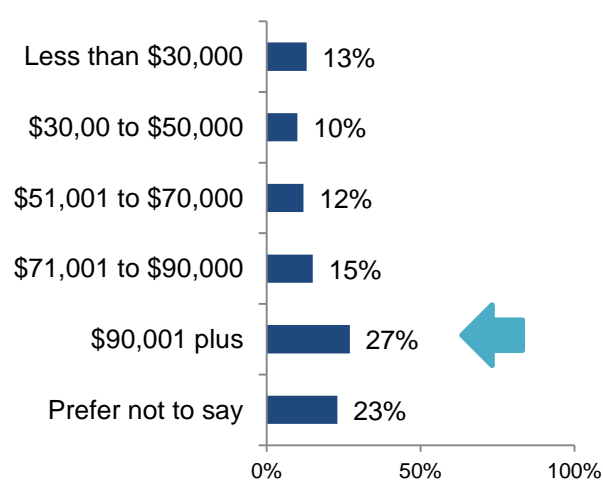
Employment status



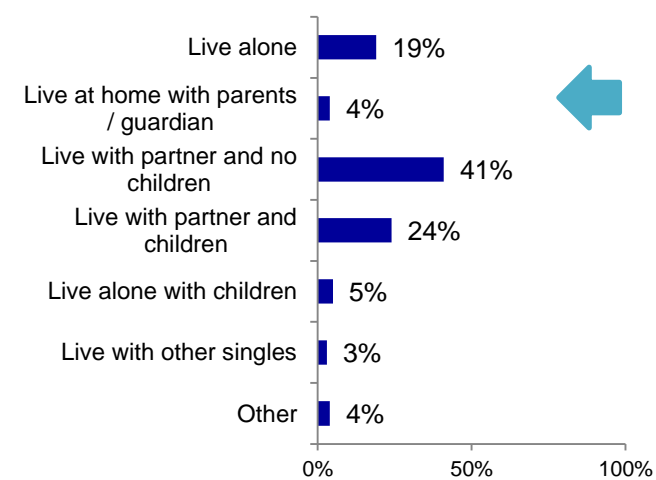
Highest education level



Household income



Household situation



■ Total Sample (n=307)

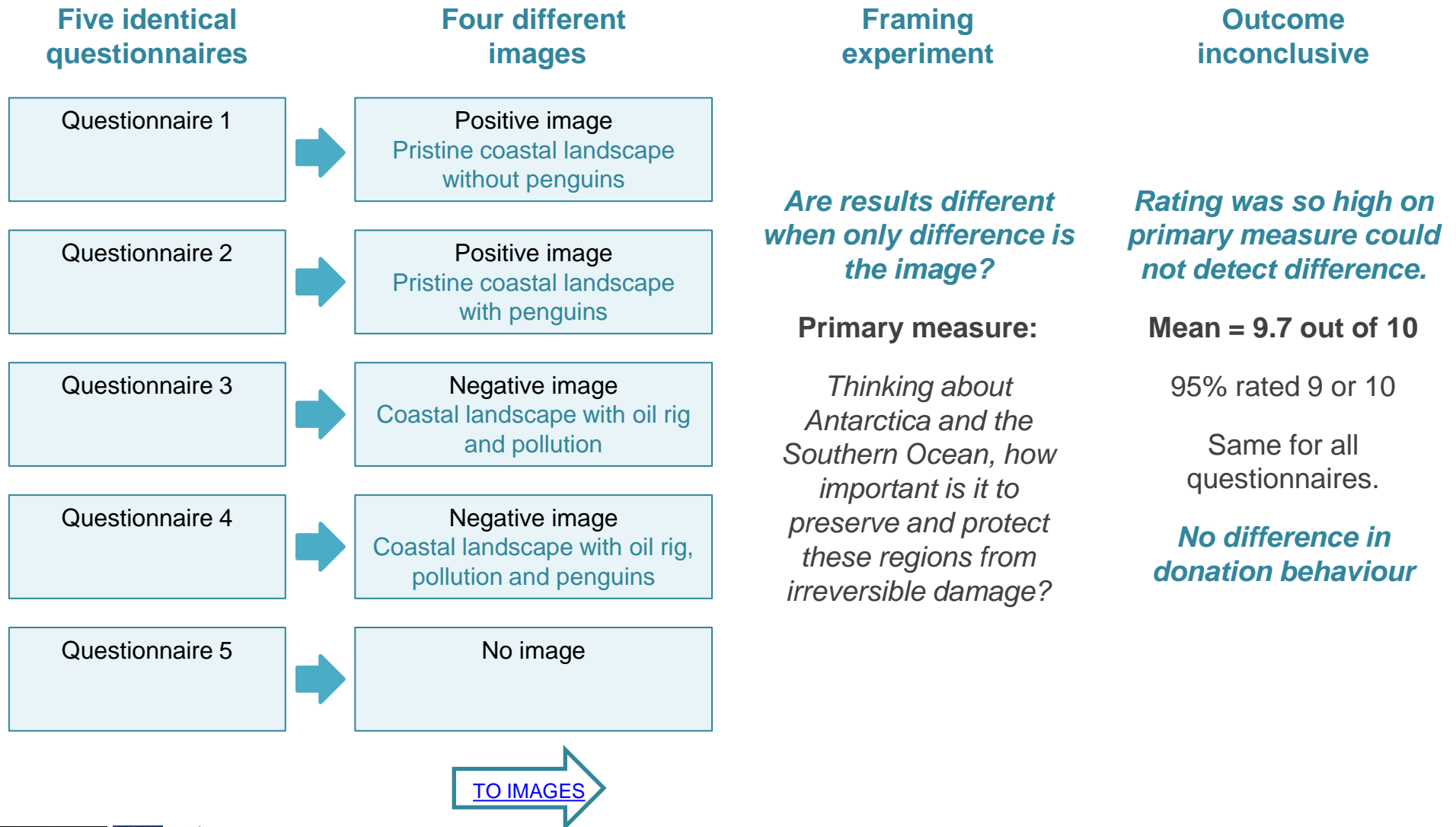
Key findings



Part 1: Framing experiment



Background to framing experiment

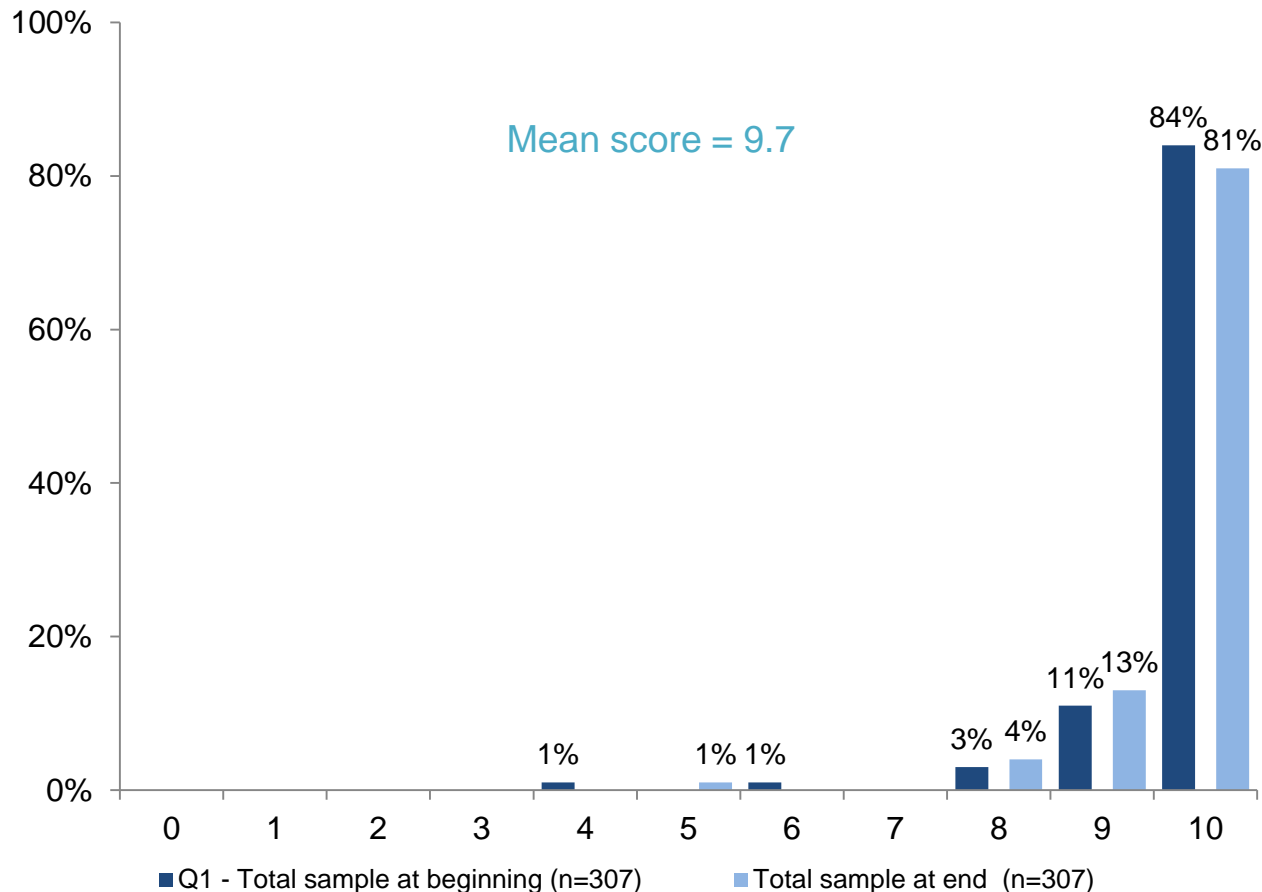


Part 1: Importance of protecting, rating and rank order of threats and actions



Importance of preserving and protecting

Q1 and Q19. Thinking about Antarctica and the Southern Ocean, how important is it to preserve and protect these regions from irreversible damage?



Key points:

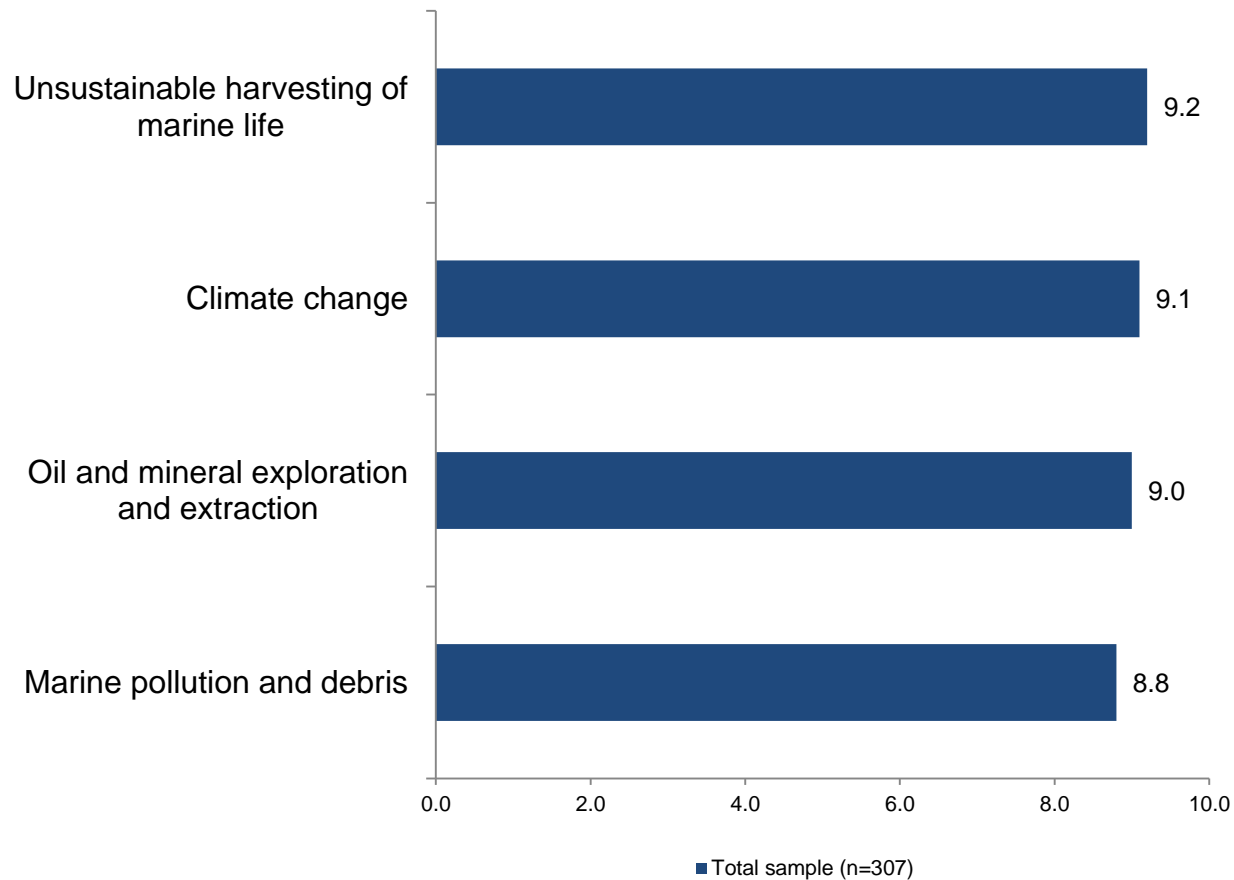
Mean at start = 9.7 out of 10

Mean at end = 9.7 out of 10

- Preserving and protecting Antarctica and the Southern Ocean from irreversible damage was seen as very important by almost all.

Threat rating

Q2. Threat rating - Please rate the following threats in terms of the danger they pose to Antarctica and the Southern Ocean.



Key points – Threat rating

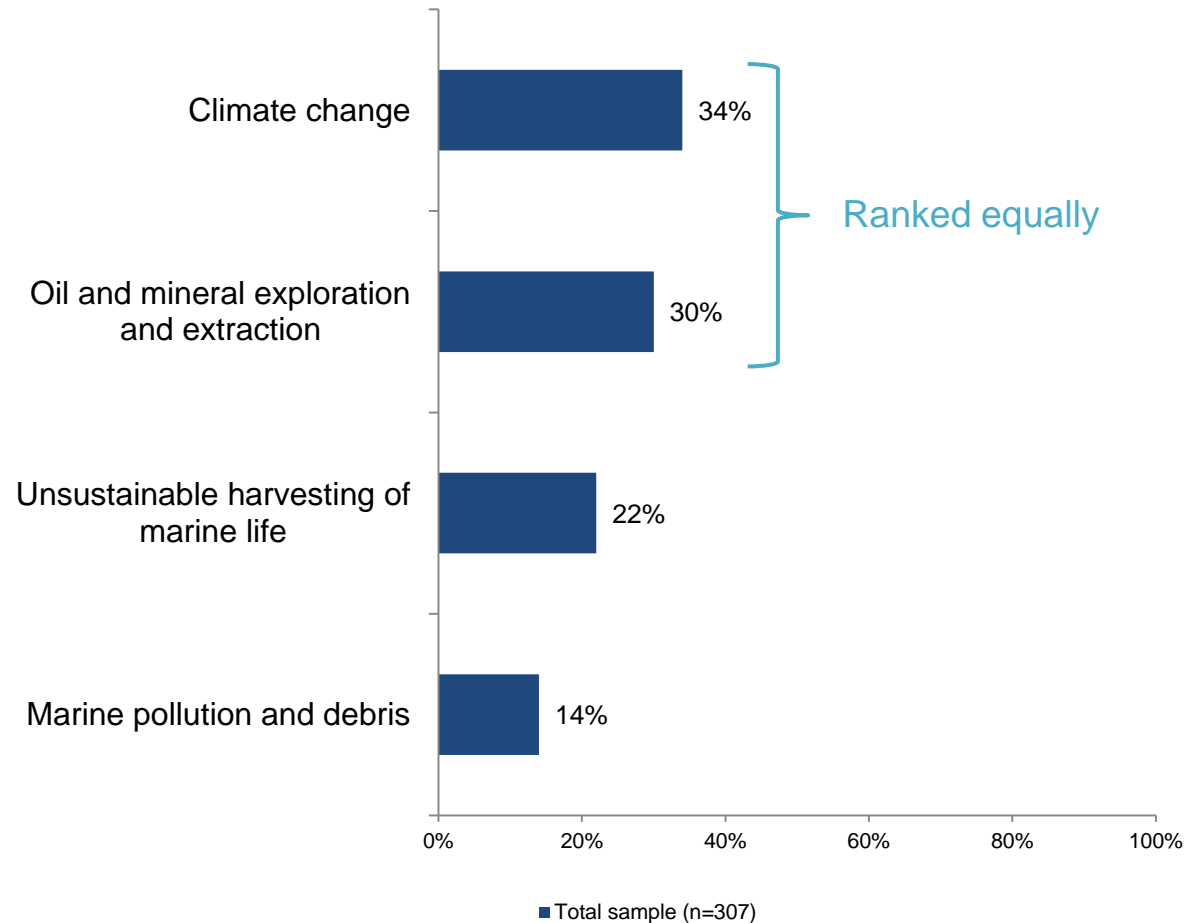
- All potential threats were rated highly in terms of the danger they pose to Antarctica and the Southern Ocean.



Slightly lower

Threat ranking

Q3. Threat ranking - Which of the following poses the greatest threat to Antarctica and the Southern Ocean?

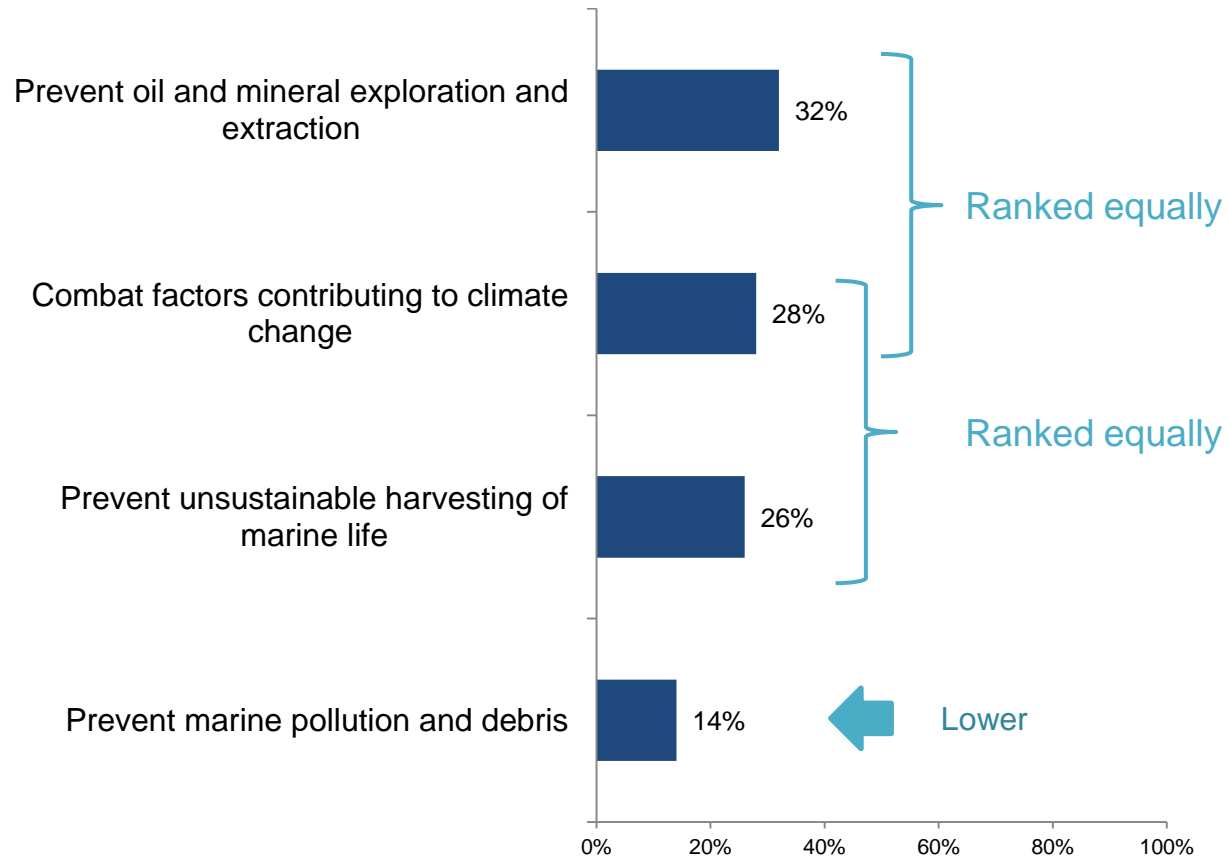


Rank order of threats

1. 'Climate change' and 'oil and mineral exploration and extraction' ranked highest and equally
2. Unsustainable harvesting of marine life
3. Marine pollution and debris.

Priority action ranking

Q4. Which of the following actions should be the highest priorities to protect Antarctica and the Southern Ocean?



■ Total sample (n=307)

Rank order of action priorities:

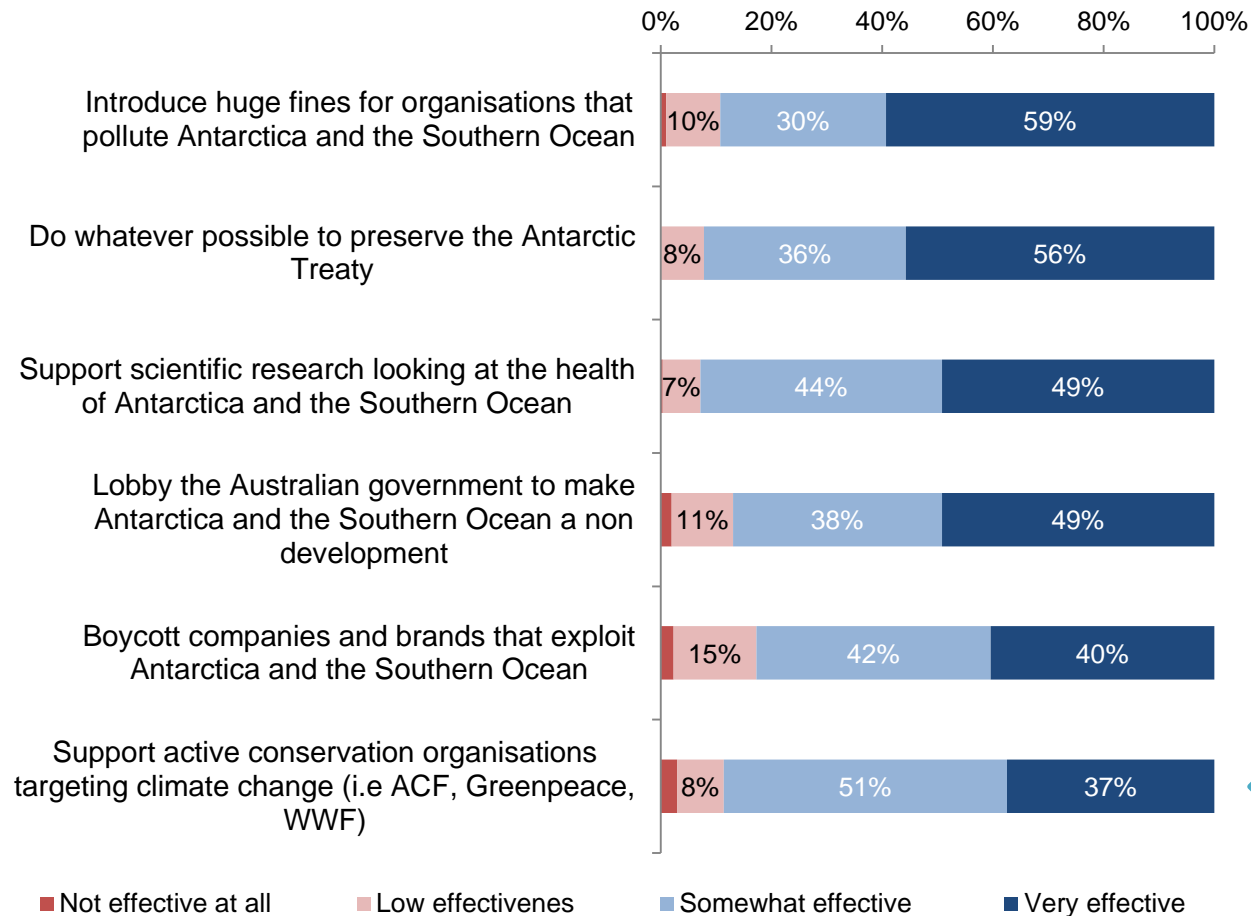
1. Prevent oil and mineral exploration and extraction
1. Combat factors contributing to climate change
2. Prevent unsustainable harvesting of marine life

Part 2: Perceptions about the effectiveness of various actions



Perceived effectiveness of various actions

Q5. How effective is each of the following actions as a way to help preserve and protect Antarctica and the Southern Ocean?



Key points

Most effective actions:

- Imposing fines on polluters
- Preserving the Antarctic treaty
- Scientific research
- Lobbying the government.

← Support conservation organisations

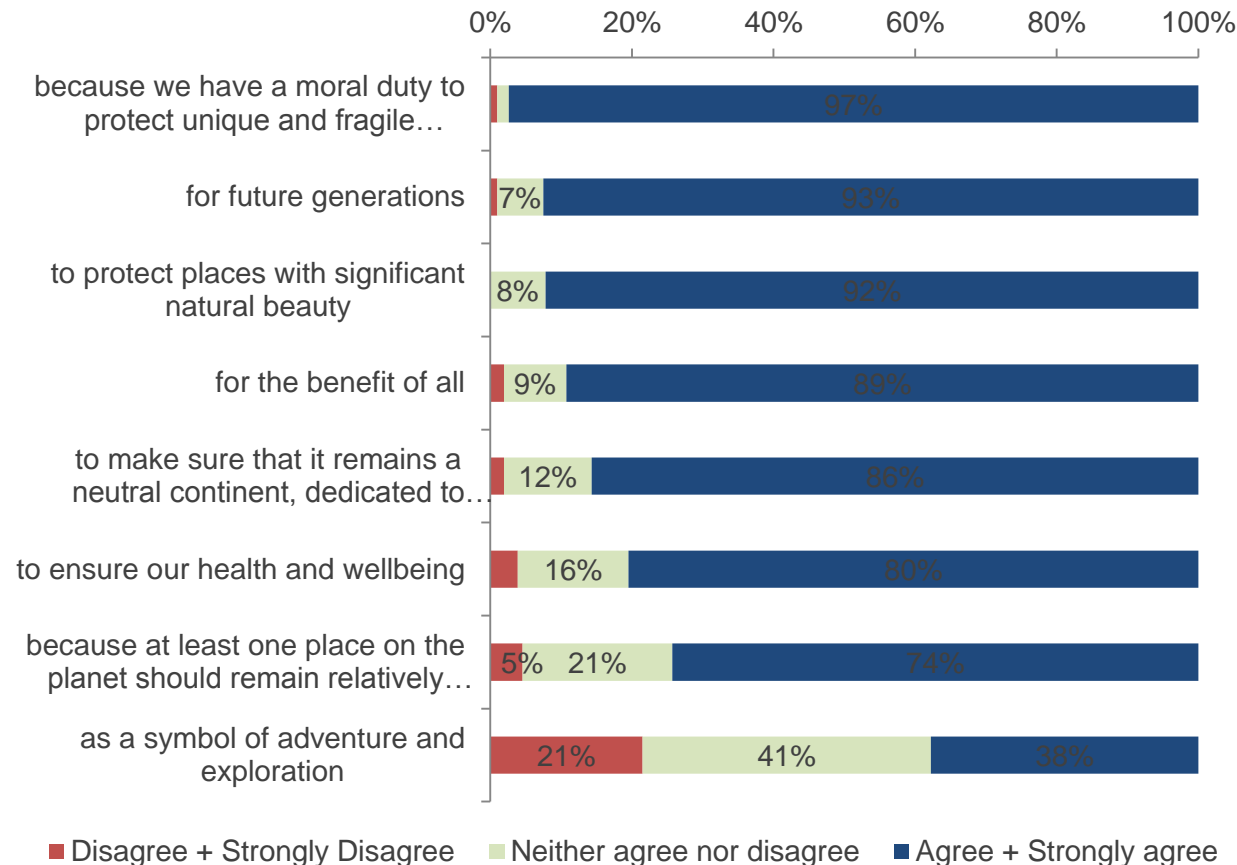
Part 3: Agreement with statements about preserving and protecting Antarctica and the Southern Ocean



Degree of agreement with statements – summary

Q6. To what extent do you agree or disagree with each of the following statements?

Antarctica and the Southern Ocean should be preserved and protected ...



Key points

Reasons to protect:

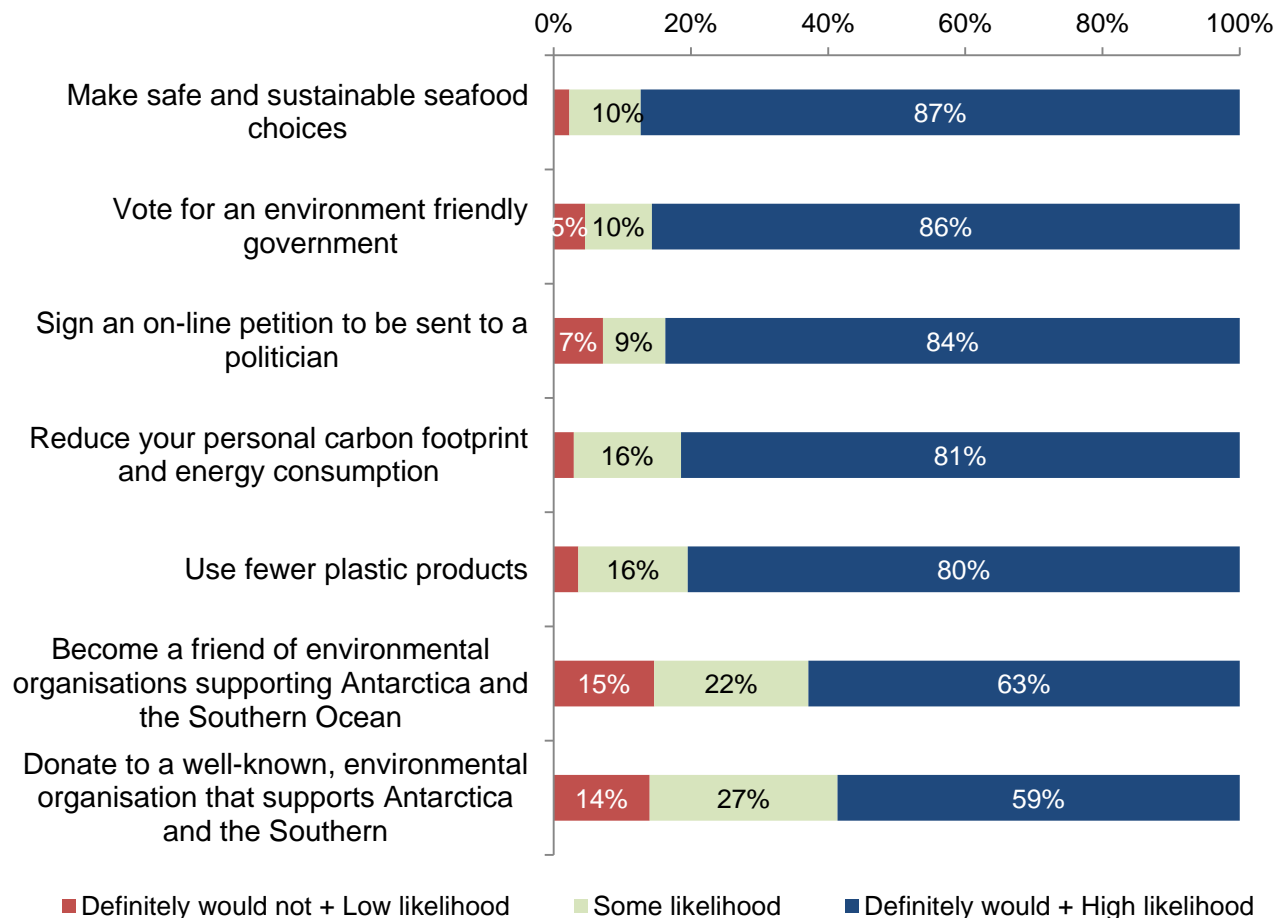
- Have a moral duty to protect unique and fragile ecosystems
- For future generations
- To protect places with significant natural beauty
- For the benefit of all

Part 4: Likelihood of personal actions to help preserve and protect Antarctica and the Southern Ocean



Likelihood of personal actions – summary – Top 5

Q7. How likely are you personally to take each of the following actions to help protect and preserve Antarctica and the Southern Ocean?



Key points

Top 5 most likely personal actions:

- Make safe and sustainable seafood choices (87%)
- Vote for an environment friendly government (86%)
- Sign an on-line petition to be sent to a politician (84%)
- Reduce personal carbon footprint and energy consumption (81%)
- Use fewer plastic products (80%).



Support conservation organisations

Part 5: Image preferences



Images that best illustrate the need to preserve and protect

Q8 to Q13 - Which of the two images below most makes you feel that protecting Antarctica and the Southern Ocean is important?



238IM11

43%



238IM10

31%



238IM9

14%



238IM8

12%

Ranked equally

■ Total sample (n=307)

Rank order - Images

1. Pristine coastal landscape without penguins
2. Coastal landscape with oil rig, pollution without penguins

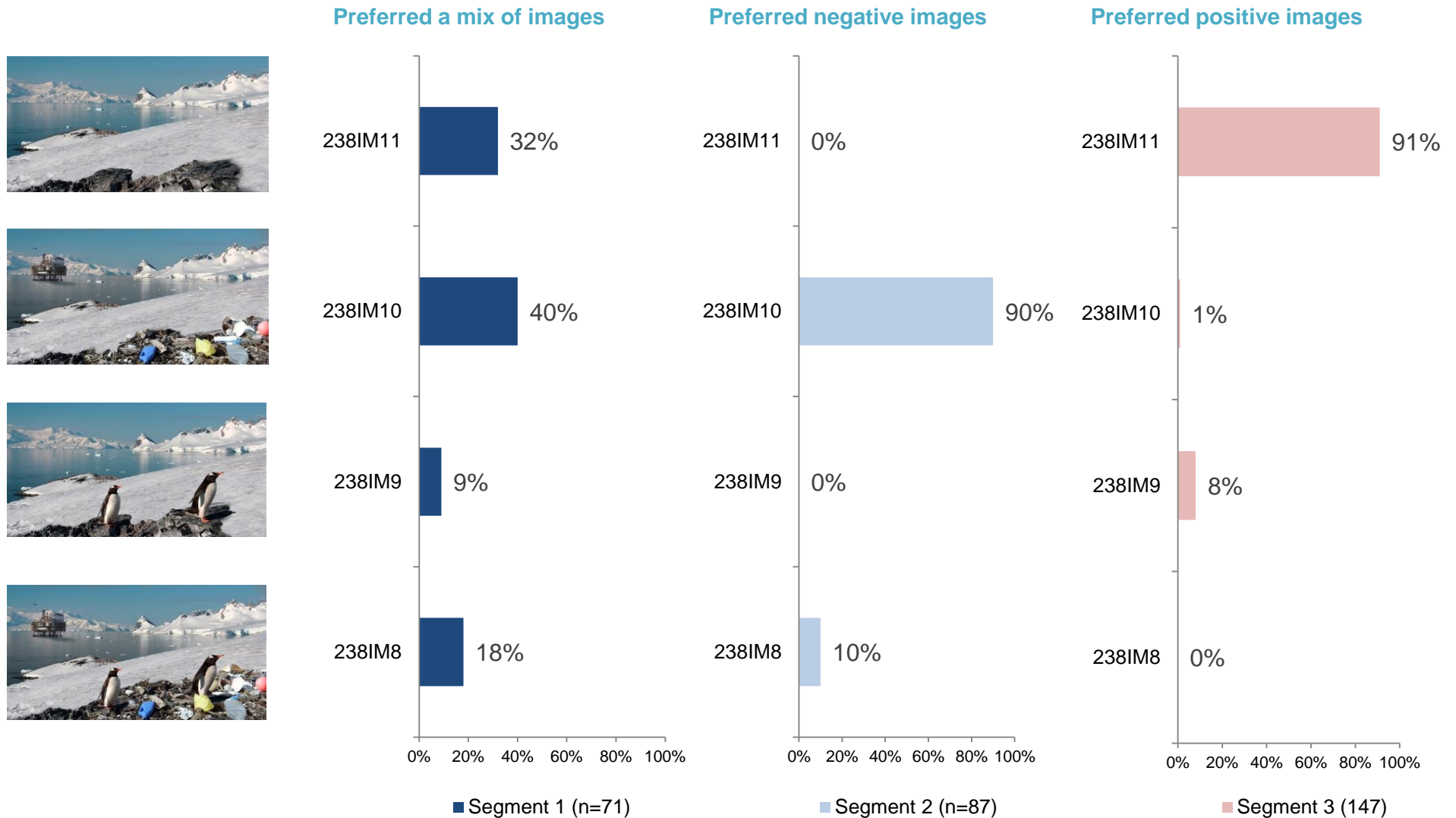
Three attitudinal segments

1. Preferred positive images
2. Preferred negative images
3. Preferred a mix of images

Key finding

- Without penguins!

Images that best illustrate the need to preserve and protect - 3 Attitudinal segments

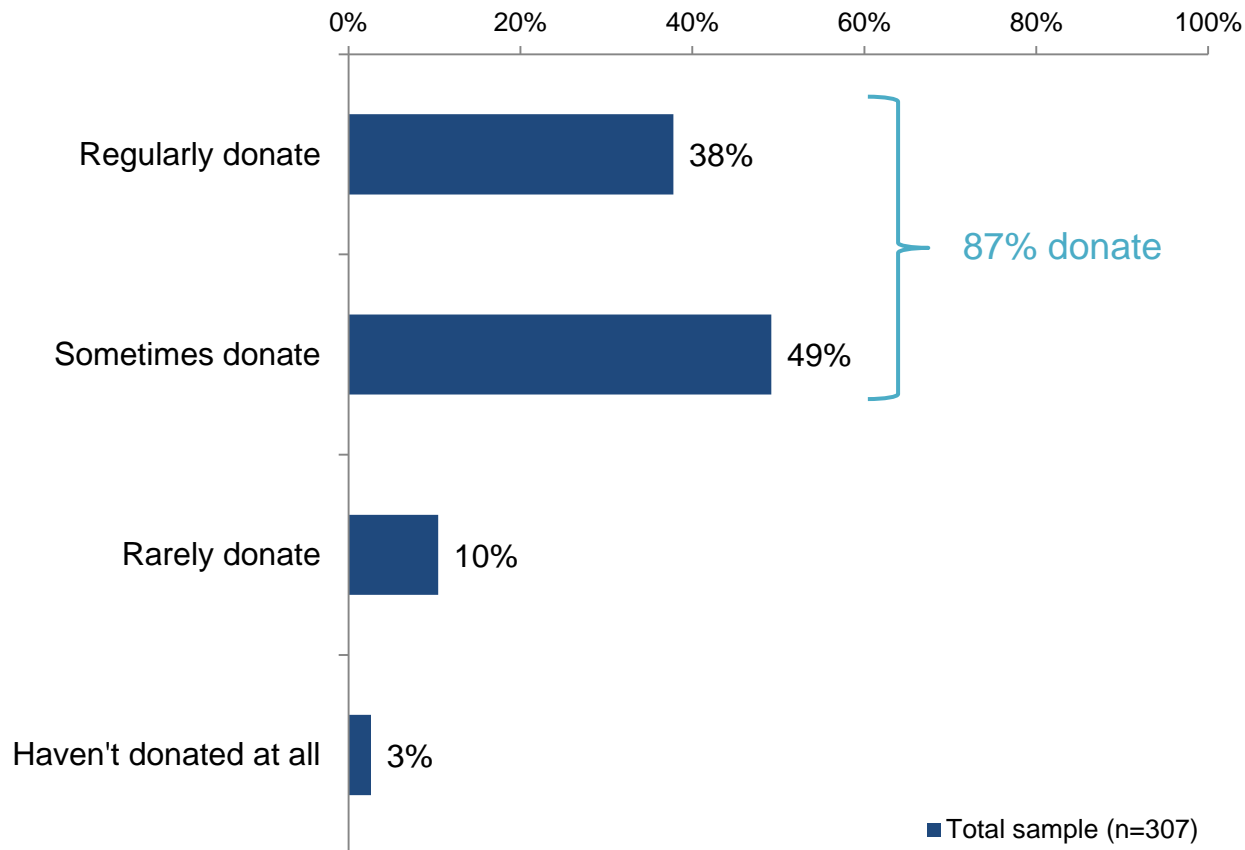


Part 6: Donation behaviour



Past donation behaviour – Conservation organisations

Q15. Which of the following best describes your past donation behaviour to well recognized environmental and conservation organisations?



Key points

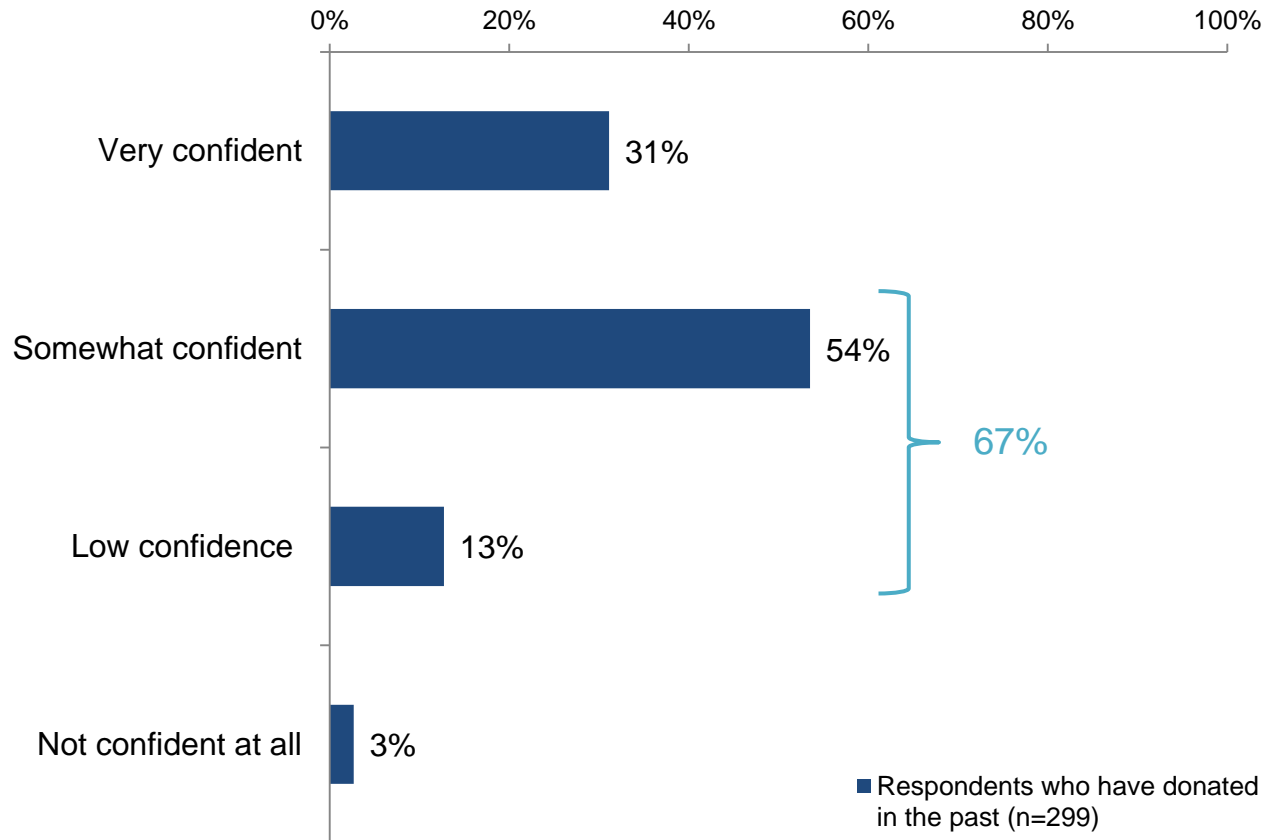
- Over a third of the sample (38%) regularly donate
- Half of the sample (49%) sometimes donate.

Key question

Why they haven't donated to WWF recently?

Confidence donation money well spent – Conservation organisations

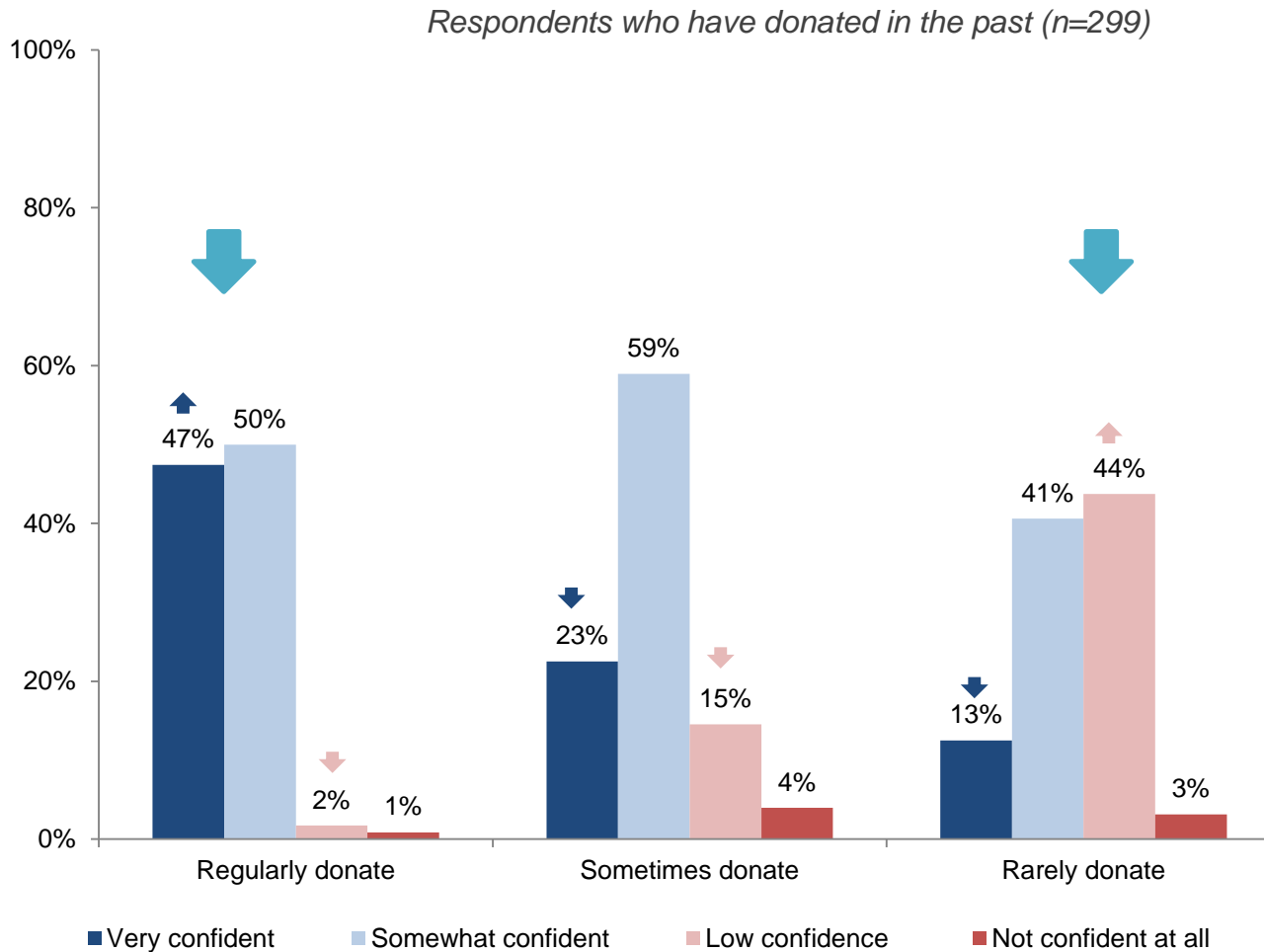
Q16. Thinking of your past donations to environmental or conservation organizations, how confident are you that your donation money was well spent?



Key points

- Over a quarter (31%) very confident
- Over half (54%) somewhat confident
- A fifth of the sample low (13%) or no confidence at all (3%).

Past donation behaviour and confidence – Conservation organisations



Key points

- More respondents that regularly donate (47%) said they were *very confident* their donation money was well spent than respondents who sometimes donate (23%) or rarely donate (13%).
- More respondents that rarely donate (44%) said they had *low confidence* their donation money was well spent than respondents who regularly donate (2%).

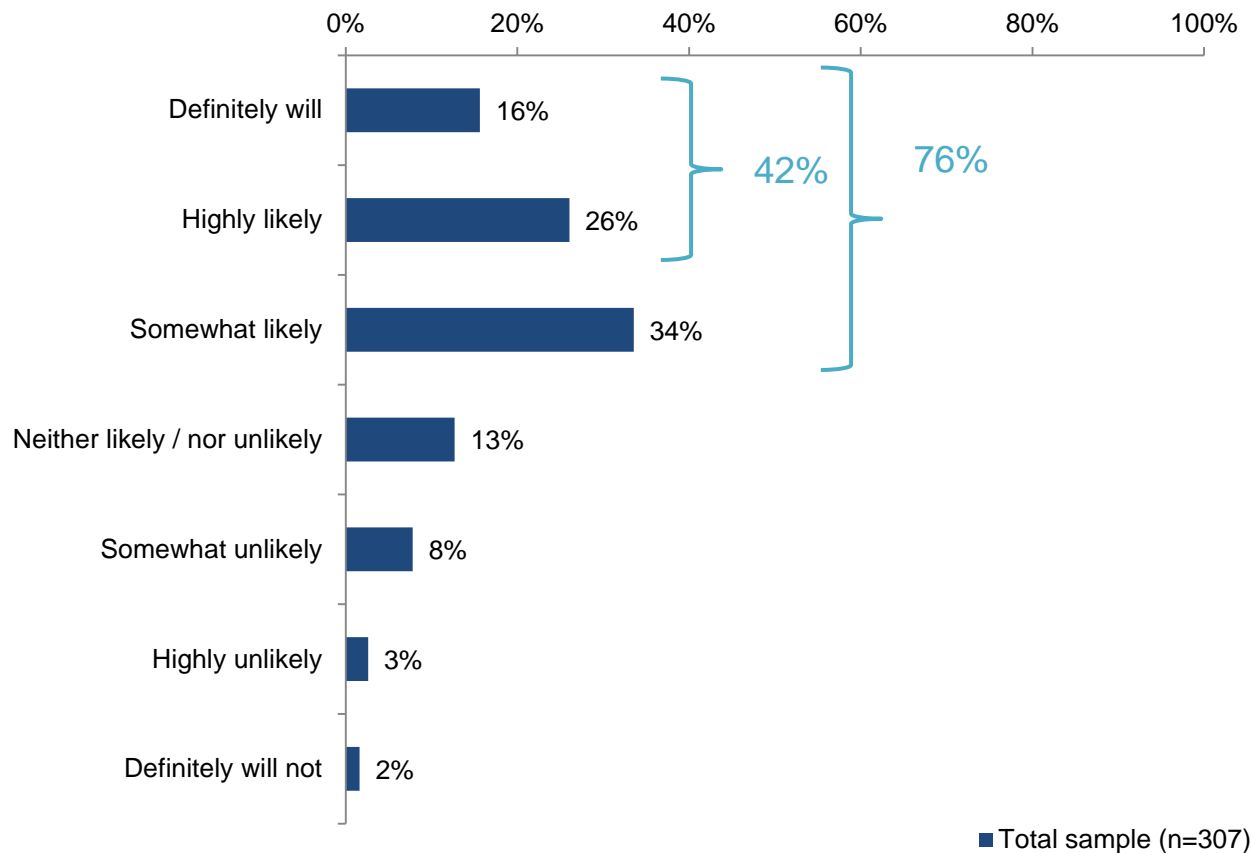
Key hypothesis

'Confidence that donation money is well spent' may be related to 'frequency of donation behaviour'

Emphasises the need to ensure donors believe their donation money is well spent.

Likely future donation behaviour – Conservation organisations

Q17. Thinking of the next 12 months, how likely would you be to donate to a well-known, not-for-profit environmental organisation that aims to protect and preserve Antarctica and the Southern Ocean?

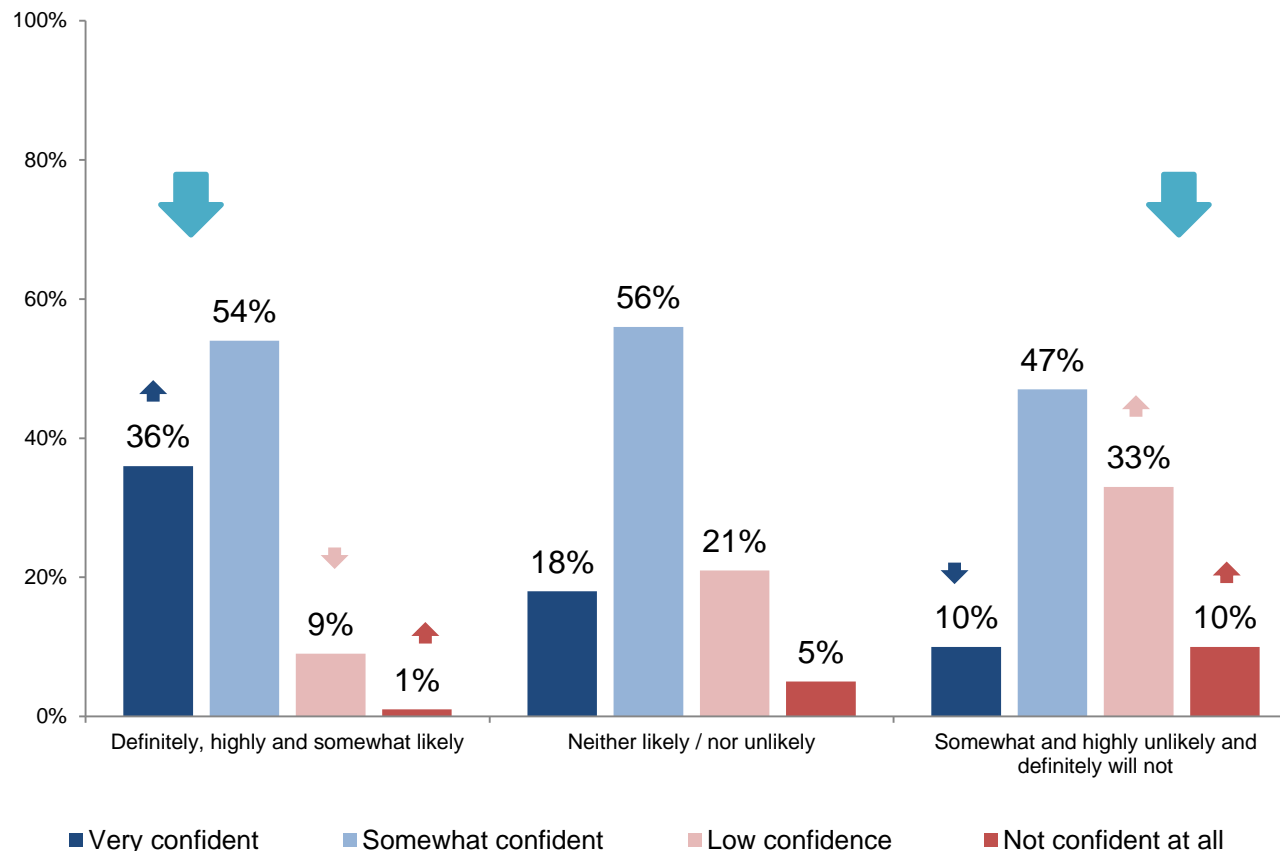


Key points

- Over a third (42%) *definitely* (16%) or were *highly likely* (26%) to donate
- A further third of the sample (34%) said they were *somewhat* likely to donate.

Summary – Likely future donation behaviour and confidence

Respondents who have donated in the past (n=299)



Key points

- More of those with higher likelihood of donating (36%) said they were *very confident* their donation money was well spent than those with lower likelihood of donating (10%).
- More of those with lower likelihood of donating (33%) said they had *low confidence* their donation money was well spent than those with higher likelihood of donating (9%).

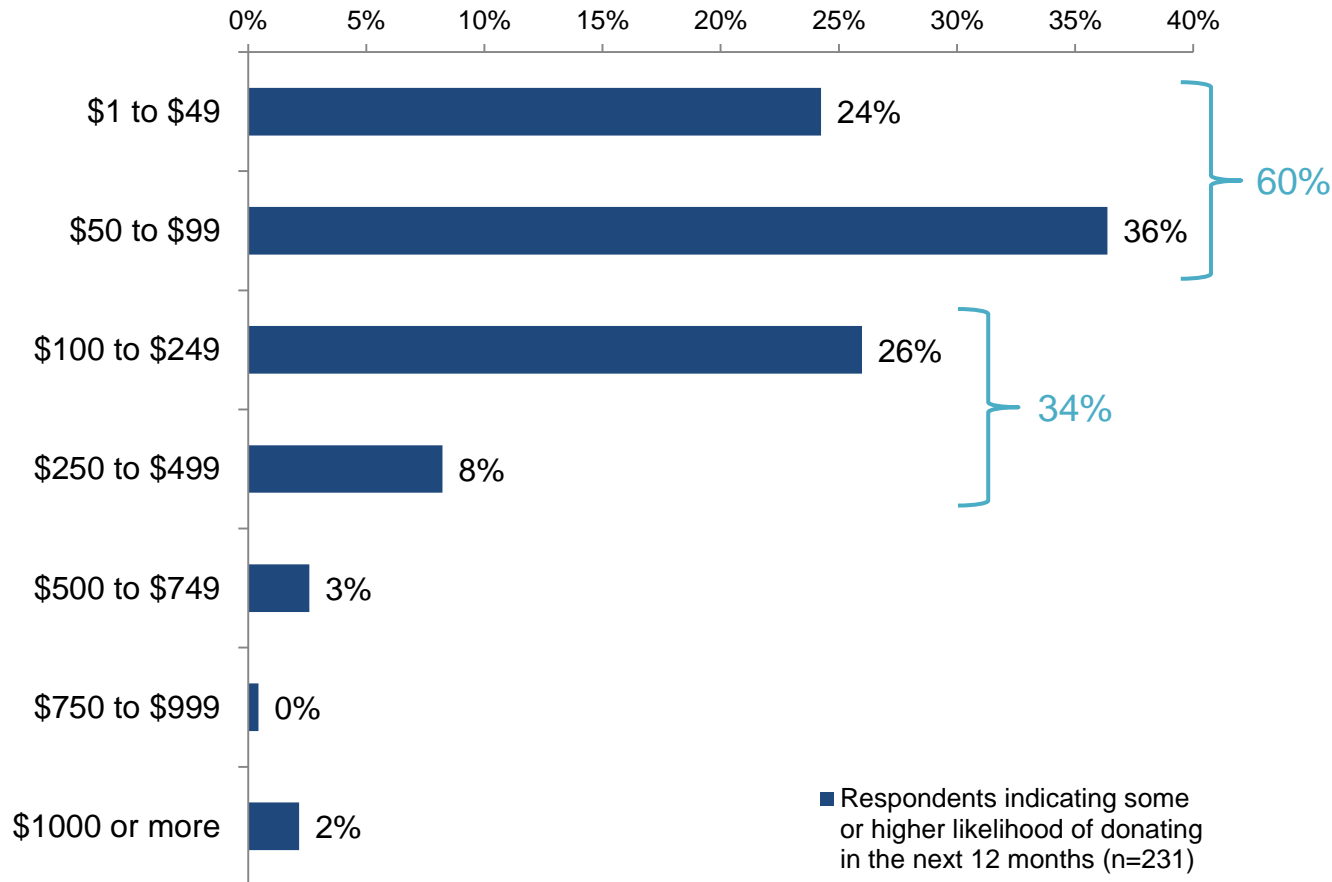
Key hypothesis

Confidence that donation money is well spent' may be related to likelihood of donating in the next 12 months.

Again emphasises the need to ensure donors believe their donation money is well spent.

Likely donation amount

Q18. If you were to make such a donation, how much over a 12 month period is that donation likely to be?

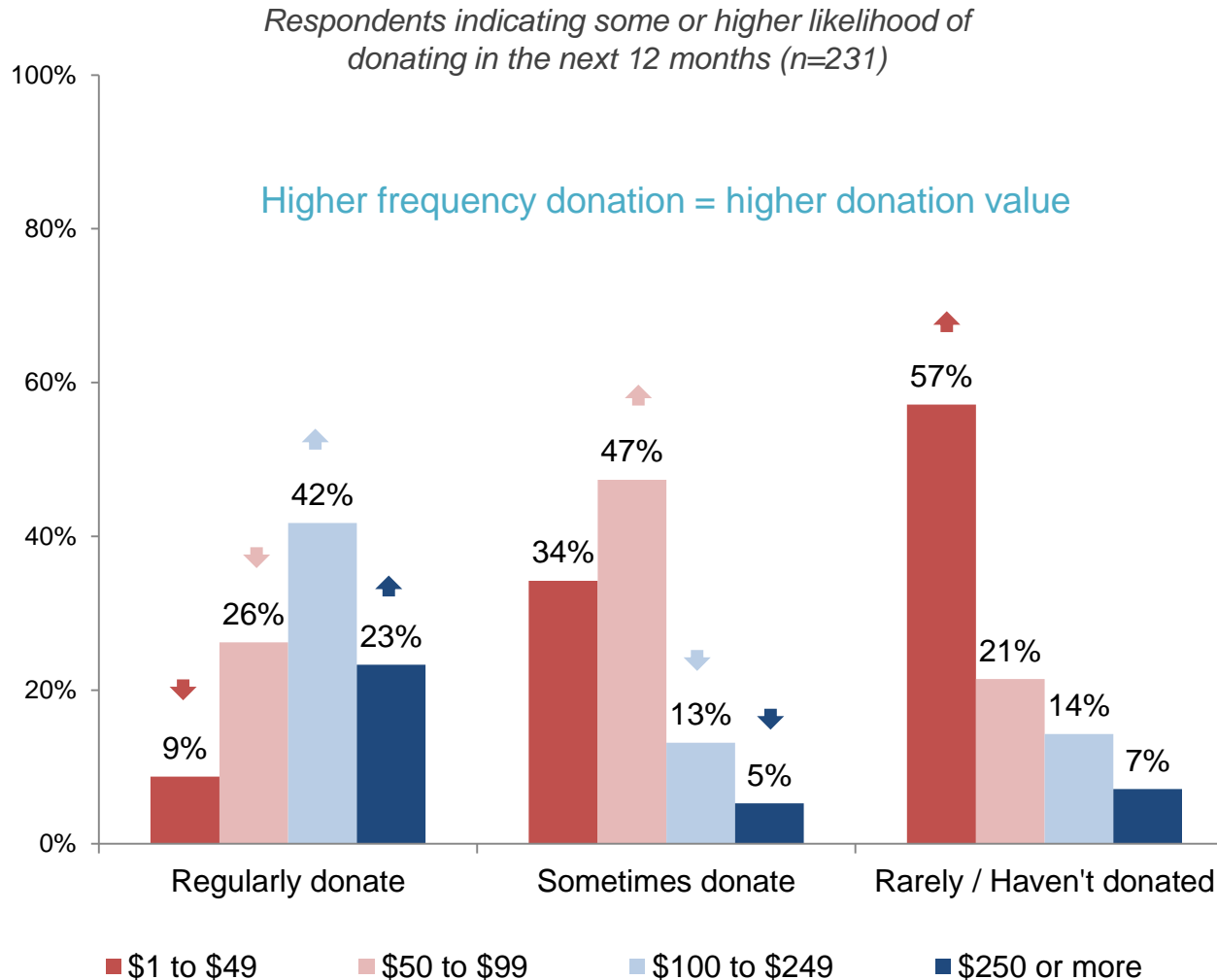


Key points

- 60% said they were likely to donate less than \$100
- 26% said they were likely to donate between \$100 and \$249
- 13% said they were likely to donate \$250 or more.

Most (86%) likely to donate under \$250 and over half likely to donate under \$100.

Likely donation amount and past donation behaviour



Key points

- Those that regularly donate indicated a higher donation value than those who sometimes or rarely donate.

Key hypothesis

Regular donation behaviour may be related to higher donation values.

Emphasises the importance of nurturing regular donors

Part 7: Analysis of sub groups



Differences between higher and lower likelihood of donating

Differences between genders

- Females appeared to feel more strongly about a number of core issues associated with preserving and protecting Antarctica and the Southern Ocean than did males:
 - ✓ Rated importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher
 - ✓ Rated all threats higher
 - ✓ Rated certain statements higher
 - ✓ More females were likely to undertake certain personal actions listed than did Males.

Implies a potential need to differentiate between gender of stakeholders and donors

Differences between higher and lower likelihood of donating to conservation organisation

- Those with some or higher likelihood of donating in the next 12 months appeared to feel more strongly about a number of core issues associated with preserving and protecting Antarctica and the Southern Ocean than those with lower likelihood of donating:
 - ✓ Rated importance of preserving and protecting Antarctica and the Southern Ocean from irreversible damage higher
 - ✓ Rated all threats higher
 - ✓ Rated certain statements higher
 - ✓ Thought most potential actions were more effective
 - ✓ More with higher likelihood of donating were likely to undertake certain personal actions listed than those with lower likelihood of donating.

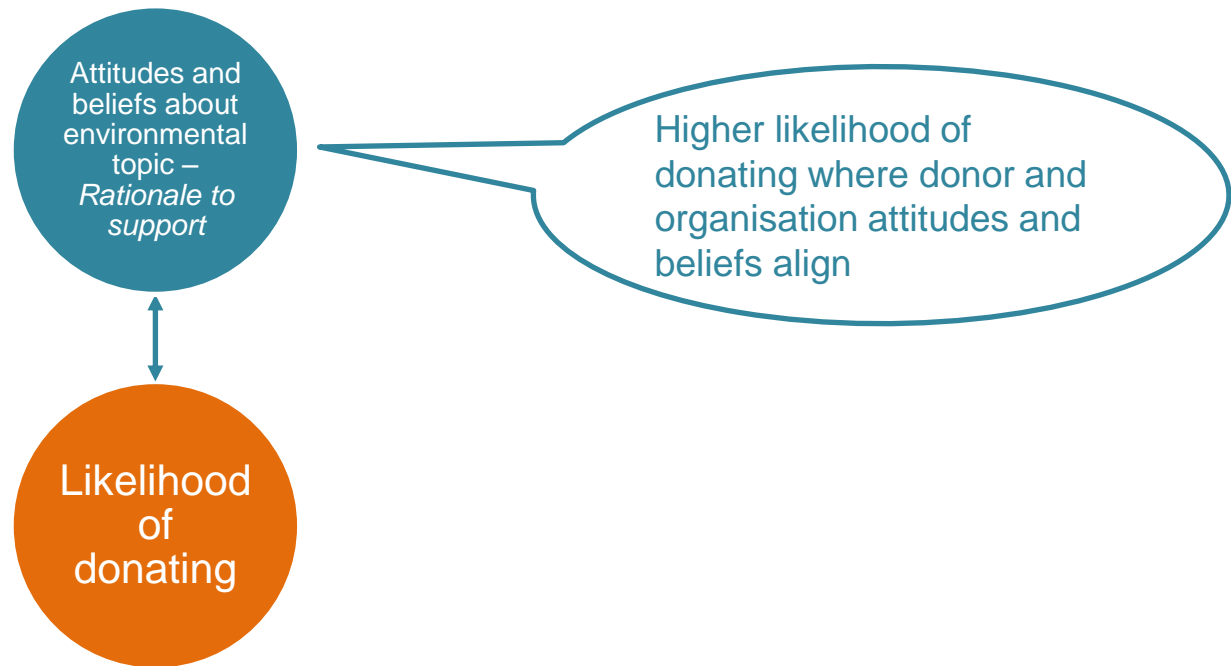
Illustrates the link between attitudes and beliefs about environmental topic and likelihood of donating to organisation with same attitudes and beliefs.

Summary findings and conclusions



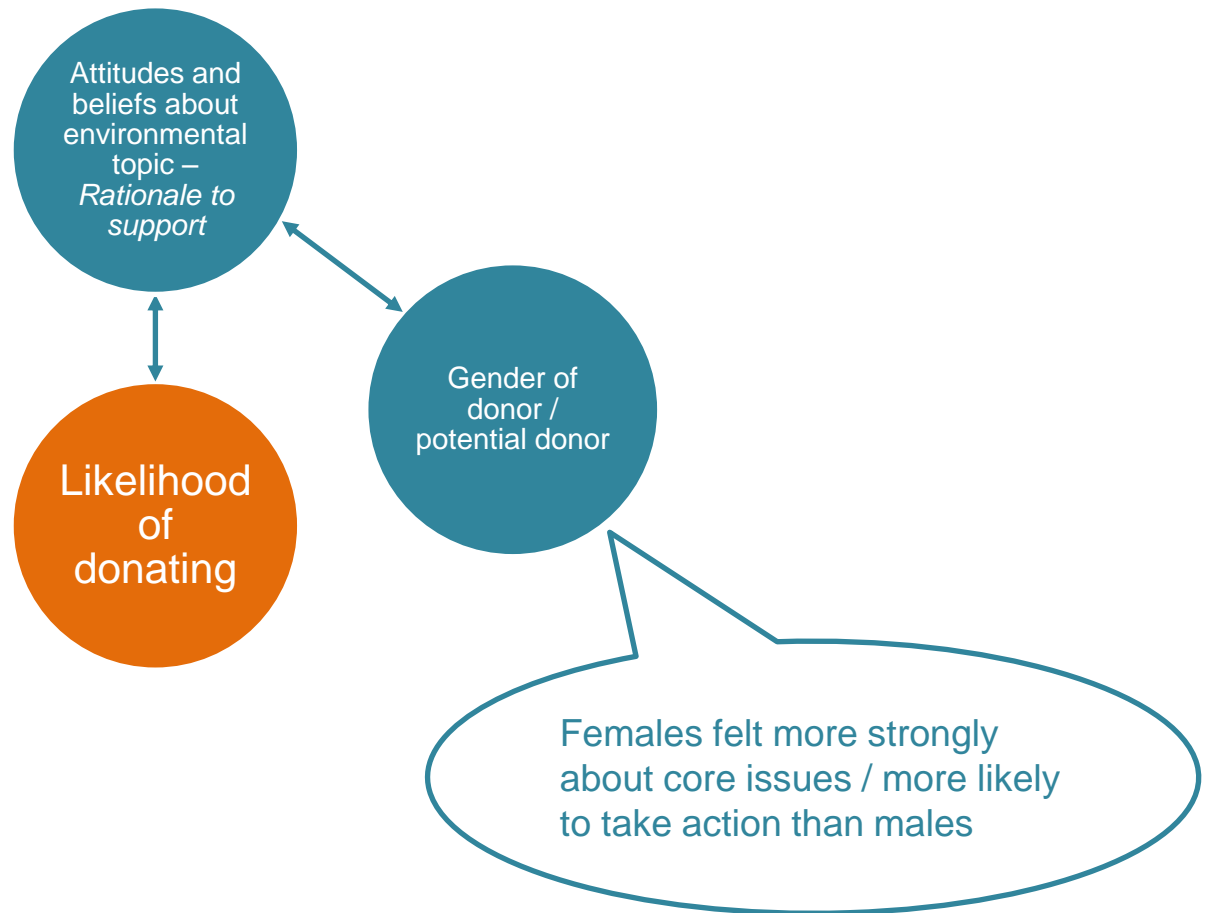
Summary findings and conclusions

Hypothesis – relationships between potential drivers of donation behaviour



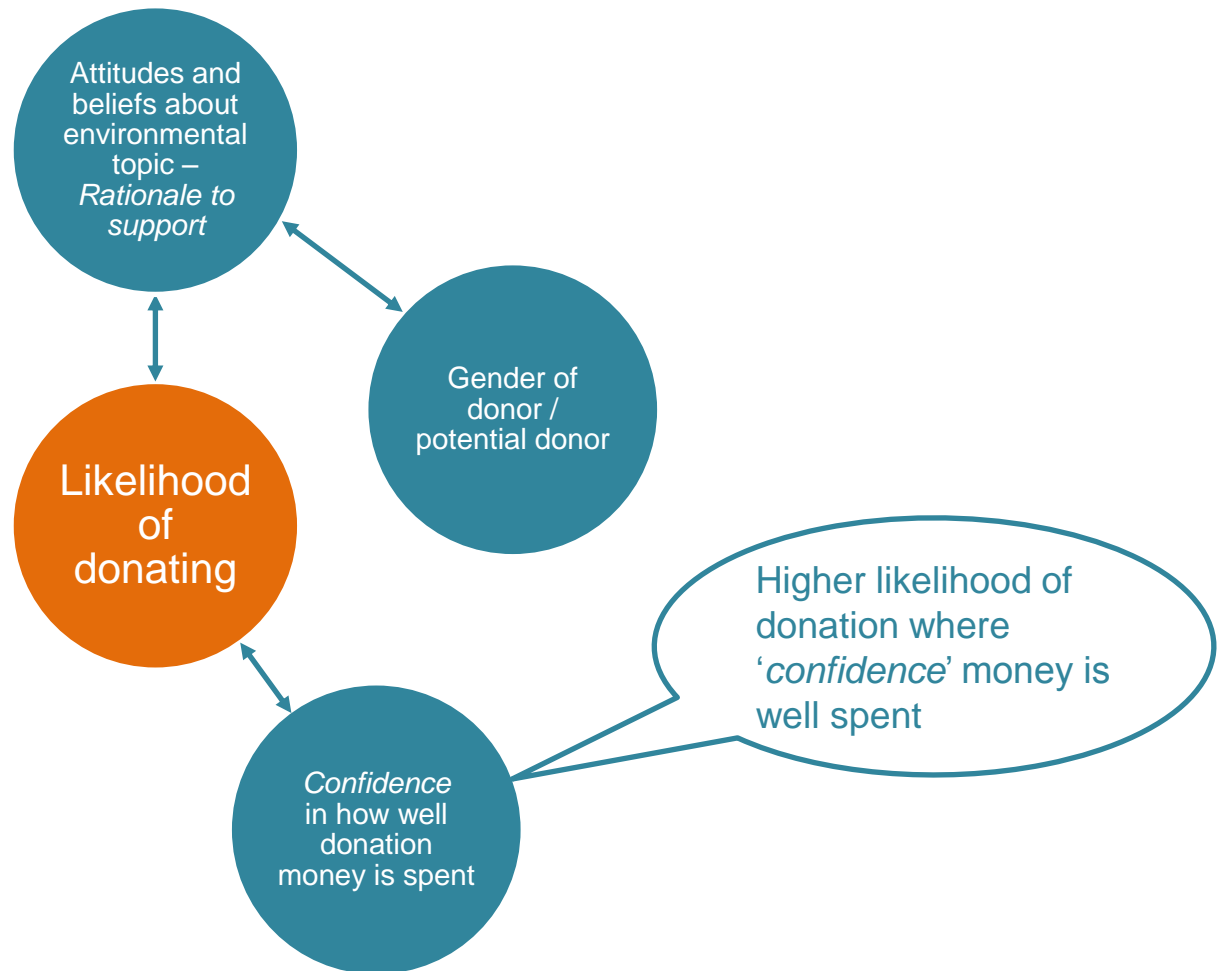
Summary findings and conclusions

Hypothesis – relationships between potential drivers of donation behaviour



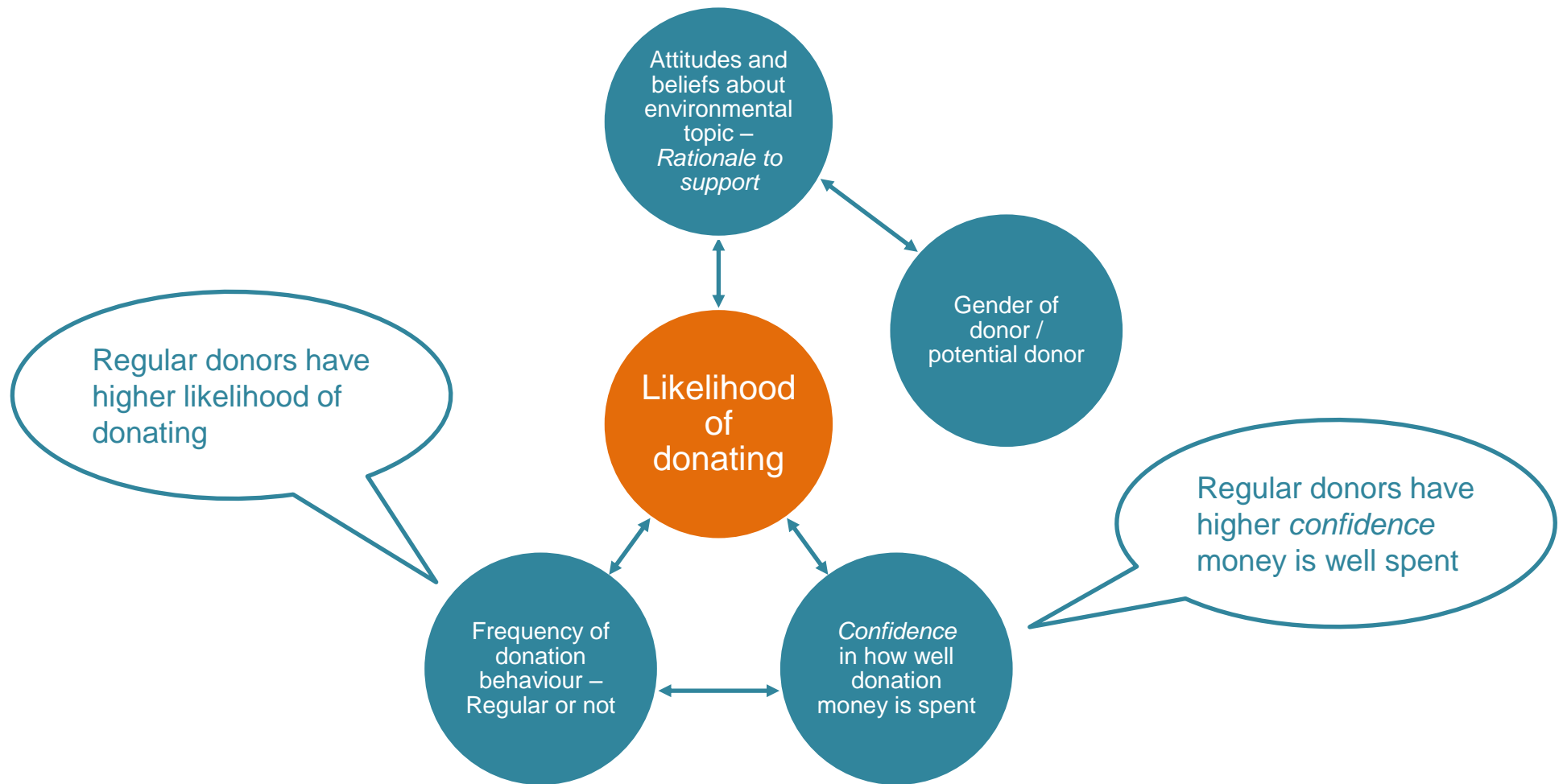
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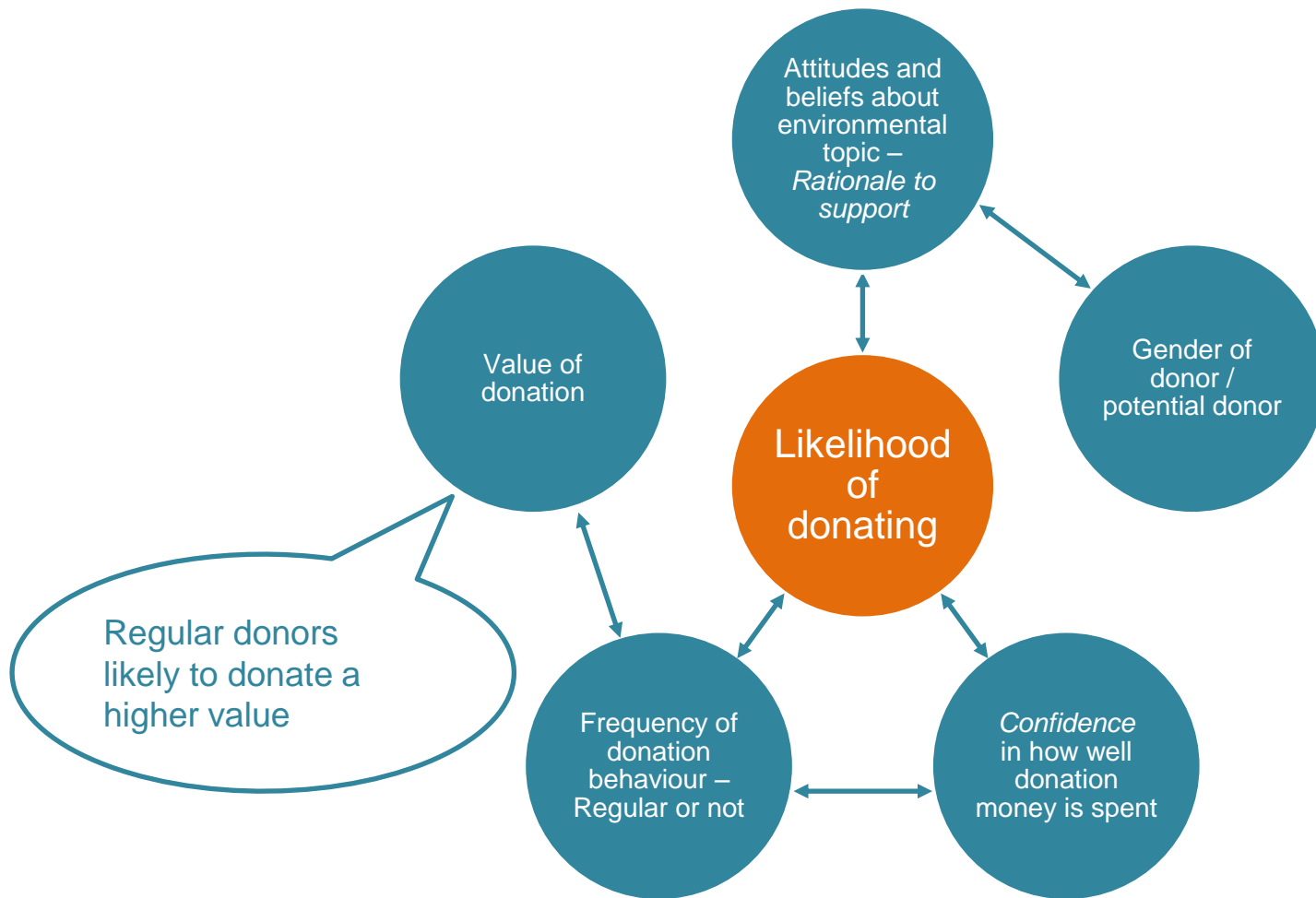
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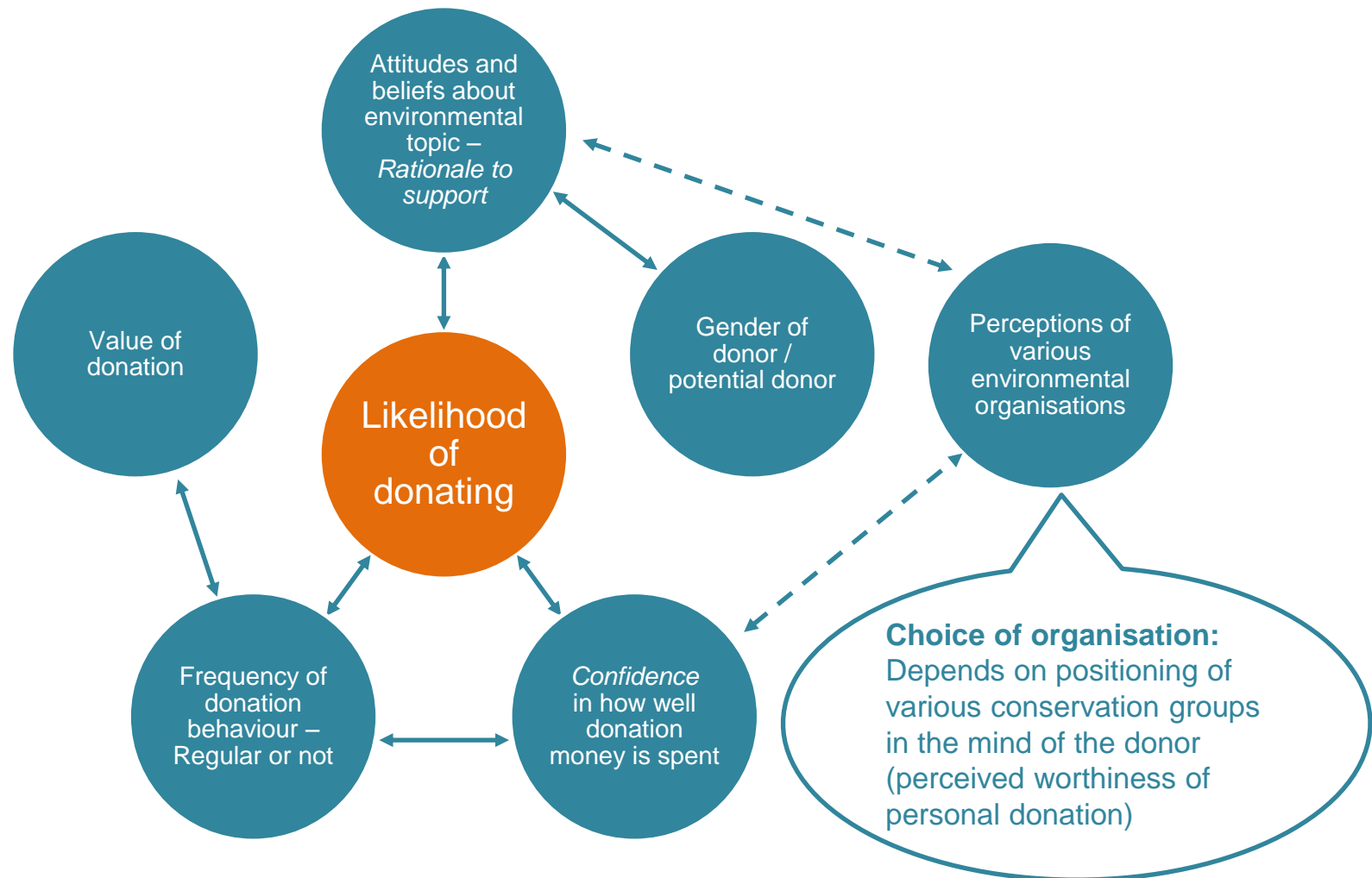
Summary findings and conclusions

Hypothesis – relationships between potential drivers of donation behaviour



Summary findings and conclusions

Hypothesis – relationships between potential drivers of donation behaviour



Summary findings and conclusions

Recommendations – Things to consider

ACTIONS:

- Monitor attitudes and beliefs about each environmental topic and tailor communications accordingly.
- Monitor for gender differences and adjust communications accordingly.

ACTION:

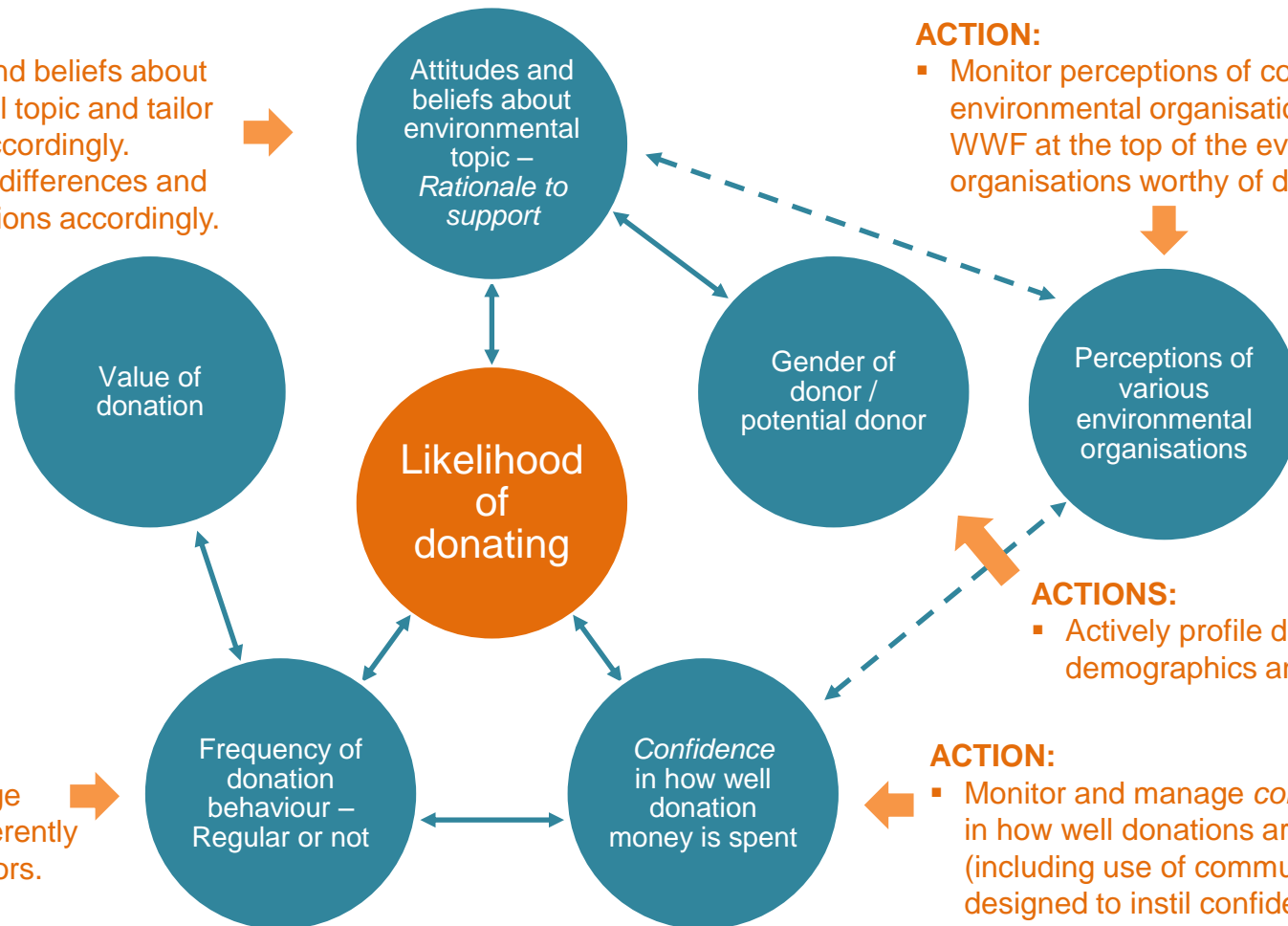
- Monitor perceptions of competing environmental organisations and position WWF at the top of the evoked set of organisations worthy of donating to.

ACTION:

- Monitor and manage *regular donors* differently to less regular donors.

ACTION:

- Monitor and manage *confidence* in how well donations are spent (including use of communications designed to instil confidence).



Summary findings and conclusions

Recommendations – Things to consider

ACTIONS:

- Monitor attitudes and beliefs about each environmental topic and tailor communications accordingly.
- Monitor for gender differences and adjust communications accordingly.

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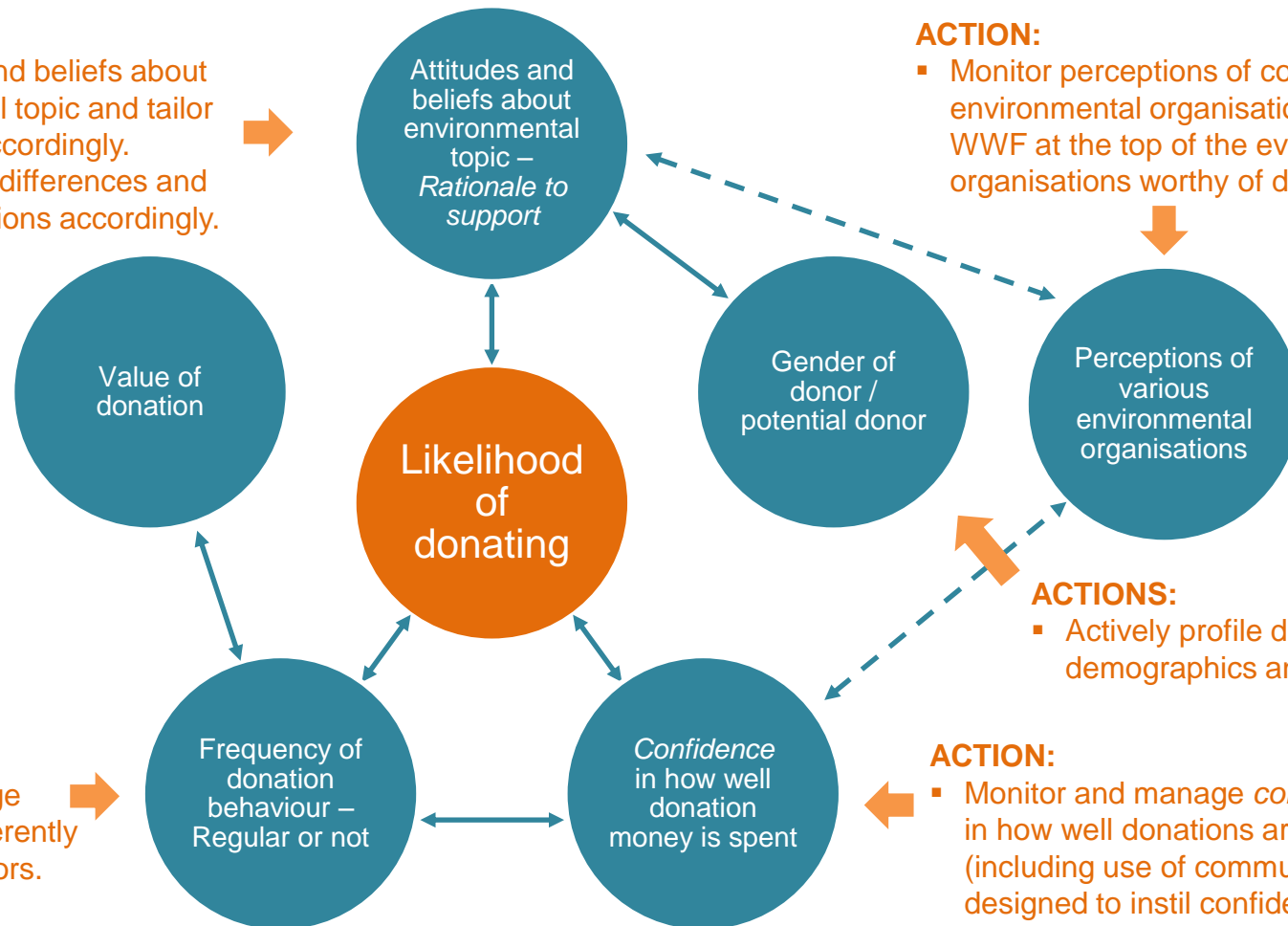
- Monitor perceptions of competing environmental organisations and position WWF at the top of the evoked set of organisations worthy of donating to.

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Appendix 1: Images used for framing experiment



Images used in framing experiment

Digital alterations to the coastal Antarctic landscape to create positive and negative frames.



POSITIVE OR 'MAINTAIN' FRAME:
Pristine coastal landscape without penguins

Images used in framing experiment

Digital alterations to the coastal Antarctic landscape to create positive and negative frames.



POSITIVE OR 'MAINTAIN' FRAME:
Pristine coastal landscape with penguins

Images used in framing experiment

Digital alterations to the coastal Antarctic landscape to create positive and negative frames.



NEGATIVE OR 'LOSS' FRAME:
Coastal landscape with oil rig and pollution

Images used in framing experiment

Digital alterations to the coastal Antarctic landscape to create positive and negative frames.



NEGATIVE OR 'LOSS' FRAME:
Coastal landscape with oil rig, pollution and penguins





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