

# Africa Programs Research Intern- Amy Winters

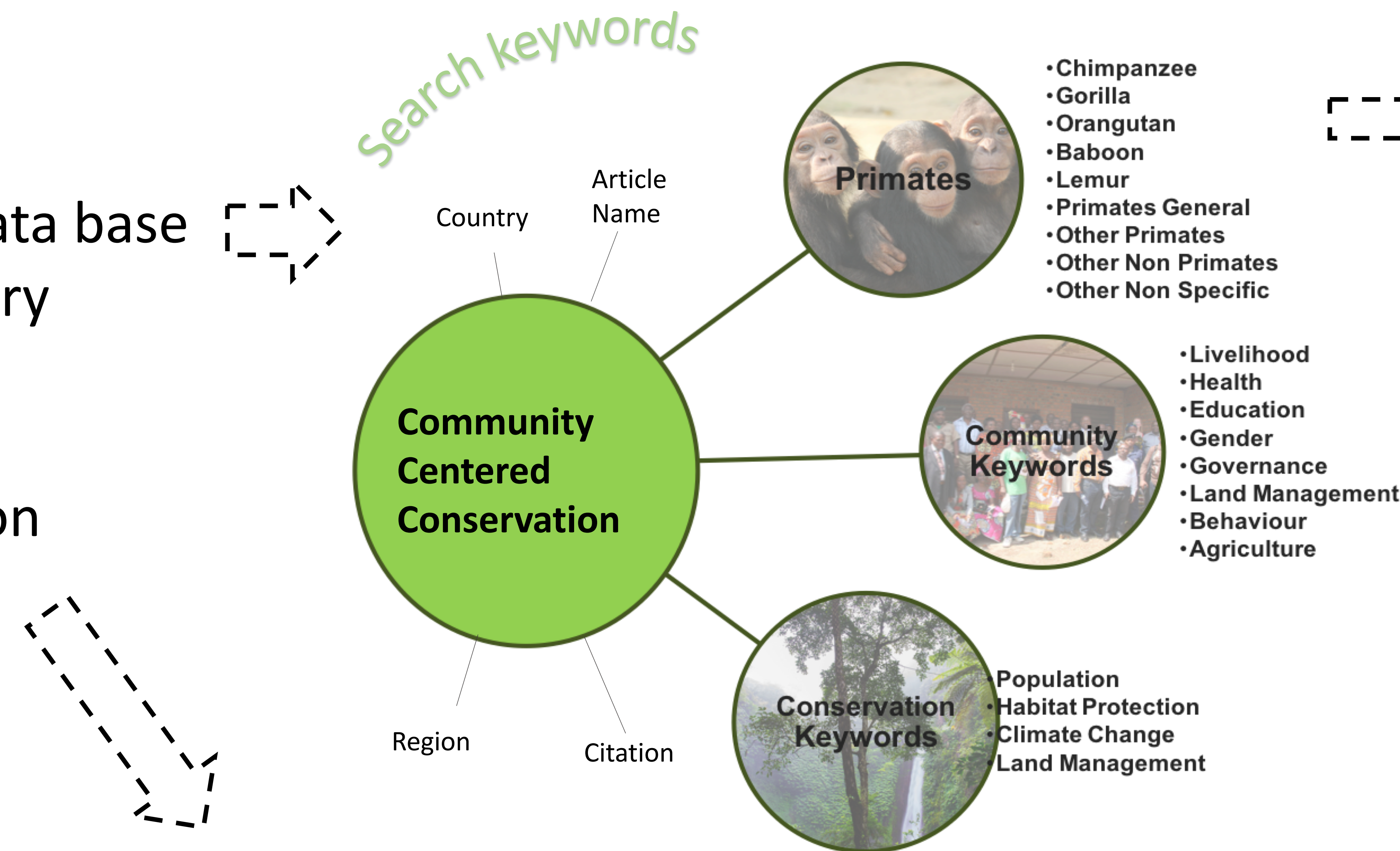


the Jane Goodall Institute of Canada



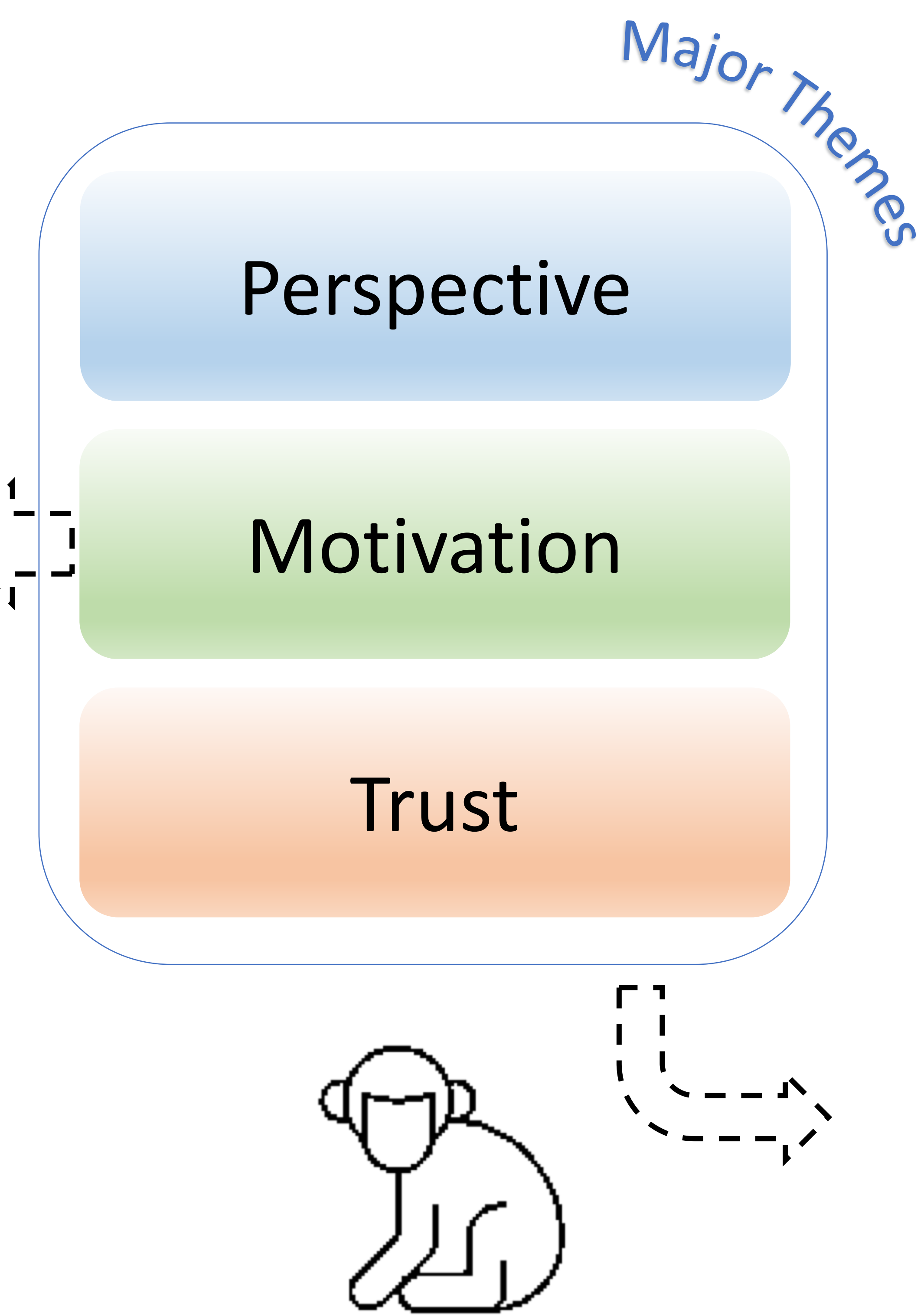
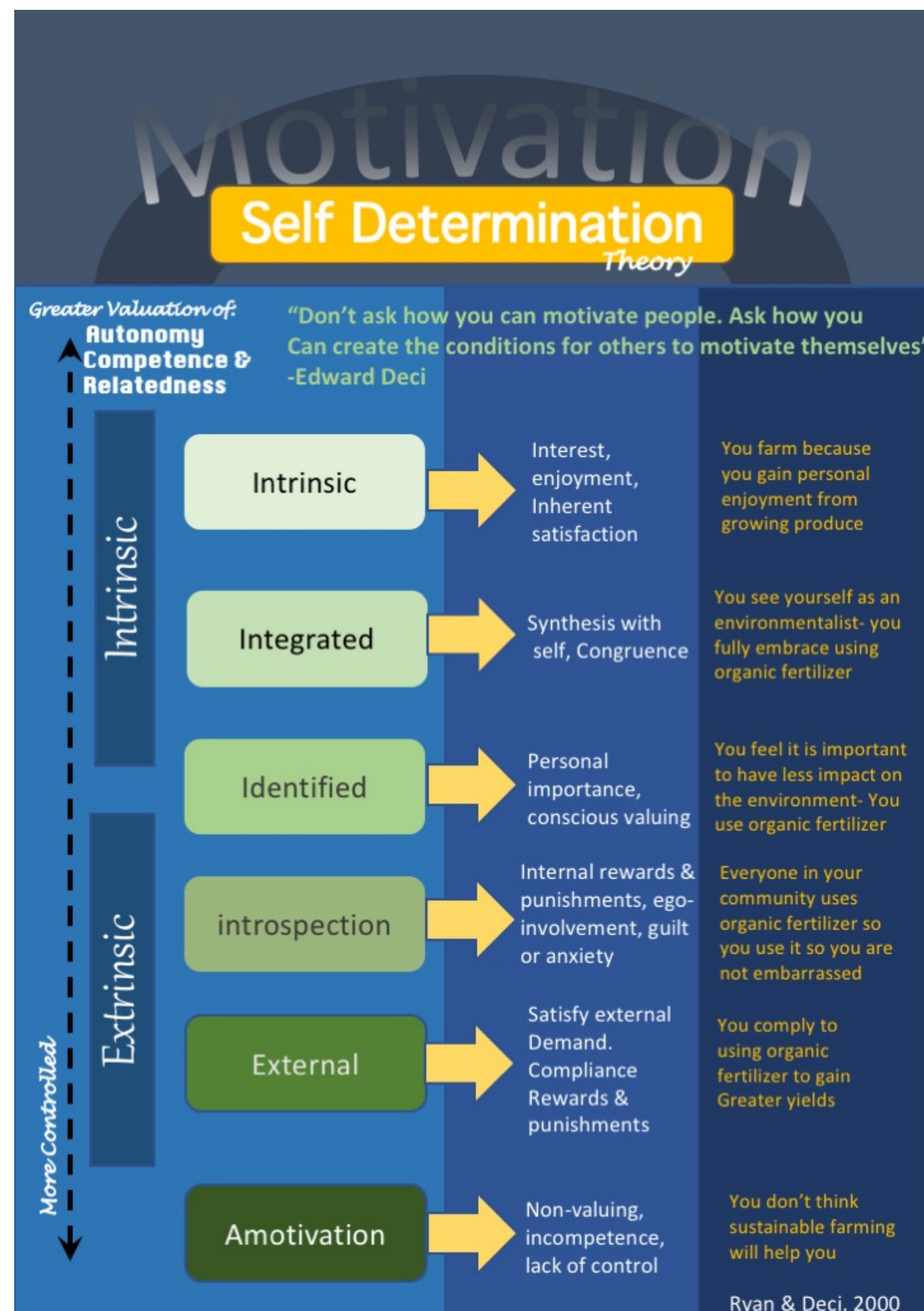
## Main Research Tasks

- Searchable research and researcher data base
- Aide in completion of a multidisciplinary team project grant proposal
- Research behavioural change drivers in community centered conservation



## Key Outcomes

- Easy multi-search database
- Contact information & research areas of Canadian researchers for potential collaboration
- Tagged articles in the areas of Species, Community Conservation, Region & Country



## Behavioural Change Research Takeaways

- 1) Ask Key Questions:** Ask behavioural change questions such as "What is the human behaviour of interest? Who is engaging in this behaviour? Why do actors behave as they do? Getting at the core motivation will help clarify where the issues lie and with whom, and what kinds of intrinsic motivations could be utilized.
- 2) Measure Results:** Measure when possible if behavioural change takes place. As many studies still do not qualify this, a gap remains in the research.
- 3) Collaborate with diverse disciplines:** Embracing interdisciplinary work in areas such as psychology will help to fill in gaps of knowledge. Collaboration can spread out some of the resource strain with mutually beneficial partnerships.
- 4) Incorporate Intrinsic Motivation:** Intrinsic motivations must not be overlooked as they hold the key to long-term sustained motivation and behaviour change.
- 5) Consider the local context:** Supportive engagement of the local context is essential for positive ecological and behavioural outcomes. Building local relationships can reinforce trusting foundational spaces for behavioural motivation.
- 6) Link Communities and Conservation through Education:** Use education to build linkages between conservation and community development. Understanding the interconnected nature of environment and human health, well-being and prosperity are key to bridging communities to conservation.