Zoo Visitors Psychology: Cognitive & Conservation

Real world case studies of psychology in context

Post 16
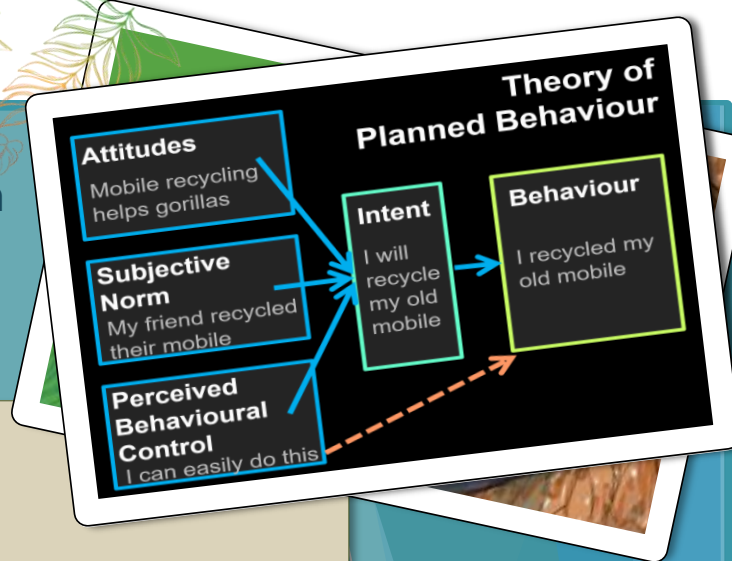

Theory of Planned Behaviour

- **Attitudes** — Mobile recycling helps gorillas
- **Subjective Norm** — My friend recycled their mobile
- **Perceived Behavioural Control** — I can easily do this
- **Intent** — I will recycle my old mobile
- **Behaviour** — I recycled my old mobile

Learning Outcomes:

At the end of the session:

✓ **All students** will understand that psychology 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 psychology 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

Psychology
- Learning theories
- Multiple Intelligence
- Classical and operant conditioning
- Environmental behavioural change
- Tri-component model of attitude
- Theory of planned behaviour

COLCHESTER ZOOLOGICAL SOCIETY