

Zoo Visitors Psychology: Social & Environmental

Real world case studies of psychology in context

Post 16

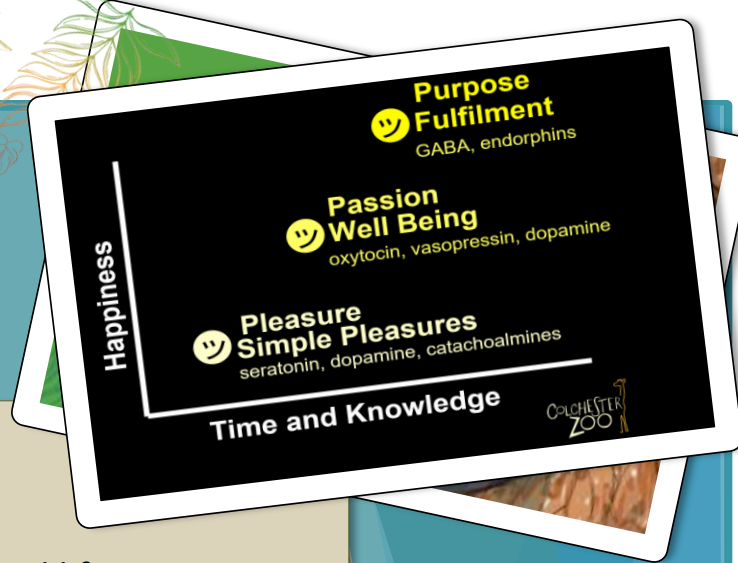
Learning Outcomes:

At the end of the session:

- ✓ **All students** will understand that psychology concepts can be applied to real life situations
- ✓ **Most students** will know some ways of collecting data from zoo visitors, including qualitative and quantitative methods
- ✓ **Some students** will understand how Colchester Zoo uses Environmental and Social psychology in order to meet the needs of their visitors

Session Outline:

The session begins with Colchester Zoo's mission statement, focusing on the goal of "being a great visitor attraction" through Social and Environmental psychology. Various peer-reviewed studies illustrate the significance of visitor profiles and how the zoo gathers primary and secondary data, both qualitative and quantitative. Maslow's Hierarchy of Needs is introduced, highlighting how the zoo meets visitors' deficiency needs and fosters growth needs. We also discuss the challenges of measuring emotions and the broader question of happiness. The session concludes with an examination of zoo enclosure design and how these choices, informed by environmental psychology, can influence visitor experience.



Curriculum Links

Psychology

- Social behaviour
- Primary vs. secondary data
- Qualitative vs quantitative data
- Bias
- Maslow's Hierarchy of needs
- Methods of measuring emotion
- Experimental methods