

Zoo Visitors: Social & Environmental

Real world case studies of social science in context

Year 10-11

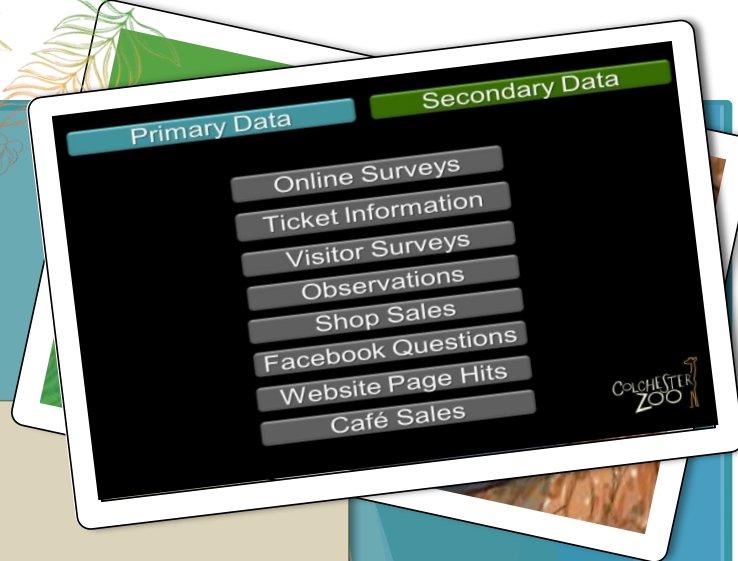
Learning Outcomes:

At the end of the session:

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

Session Outline:

The session begins with Colchester Zoo's mission statement and explores the goal of "being a great visitor attraction" through Social and Environmental social science. Peer-reviewed studies provide the foundation for the concepts discussed, including typological categories and social norms regarding animals. We examine 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 addresses visitors' deficiency needs while fostering growth needs. The session concludes with an examination of zoo enclosure design and how these choices influence visitors' thoughts, feelings, and attitudes toward the animals.



Curriculum Links

- Social behaviour
- Primary vs. secondary data
- Qualitative vs. quantitative data
- Bias
- Questionnaire design
- Maslow's hierarchy of needs
- Experimental methods