Kauri Dieback Social Science Research

Problem Definition : ***Human behaviour is a key vector of Kauri Dieback spread due to the movement of soil via human activity.***

Objective: ***Conduct social science research that informs the KDBP on how to motivate people to engage in kauri protective behaviours.***

Findings	Insights from Existing Research	Knowledge Gaps and Limitations	Recommendations
Behavioural	⇒ **Cleaning station design** significantly increases compliance rates (peak = 98% at Mark II station) . ⇒ **Other kauri protective behaviours** (e.g., staying on track/cleaning at home) occur at lower rates as compared to cleaning station behaviours.	⇒ **Inconsistency in cleaning station design** and maintenance across different locations. ⇒ Lack of **research and observational data** on other kauri protective behaviours (including off-track). ⇒ No exploration of ground-up behaviours that may not be readily visible to management experts.	⇒ **Standardisation** of cleaning station design and communication materials, enhancing both **research rigour** and **perceived cohesiveness** of the programme. ⇒ **Journey mapping** of **end-to-end user experience** (both on/off track behaviours). ⇒ Qualitative exploration of **community solutions**.
Psychological	⇒ **Awareness and knowledge of KDB have** significantly increased over time and are overall high. ⇒ While people generally **value kauri and its protection**, there is some **doubt** in the effectiveness and achievability of kauri protective behaviours.	⇒ Limited knowledge of underlying **values, beliefs and attitudes** that can ***explain*** people's perception of kauri and KDB protective behaviours. ⇒ Lack of research **examining** the link between **psychological and behavioural variables.**	⇒ Measurement of **psychographic variables** (e.g., fundamental values and beliefs) using qualitative exploration followed by statistical segmentation methods. ⇒ Application of **theory and statistical analyses** to examine key variable relationships.
Sociocultural	⇒ Many engage in kauri protective behaviours because they feel it is **'the right thing to do.'** ⇒ Some hesitate to perform kauri protective behaviours due to **doubt in others' commitment** (be it other forest users or management authorities.	⇒ Limited knowledge of the **influence of 'social norms'** on KBD behaviour and perceptions. ⇒ Lack of research exploring **public perception of the KDB culture and brand** more broadly. ⇒ No research on whether KDBP has a social licence to operate, particularly in effected communities.	⇒ Identification and in-situ testing of various **social norm theories** on cleaning **station design** and **communication materials.** ⇒ Conduct **Social Impact Assessments** of KDBP with key effected communities. ⇒ **Content analysis** for overall public perception of the KDB programme and culture.
Group Differences	⇒ Some evidence to suggest that **different audiences have different needs and perspectives** relating to KDB and its controls, which effects their willingness to engage in kauri protective behaviours.	⇒ Limited visibility on different audiences and how they **differ in their values and beliefs.** ⇒ Few **statistically significant** group analyses founded in social scientific theory.	⇒ Have **Deliberative Consultation** with different audiences (as identified by segmentation research) to **co-design** and conduct research and solutions. ⇒ Align communication with group **values and beliefs** in addition to **demographics.**
Methods	Most of the research has used self-report survey methods with a few experimental designs regarding cleaning station behaviour. Some studies have employed qualitative exploration through interviews and focus groups.	A large degree of variability in metrics and analytical processes across studies makes reliable comparison difficult. A lack of theoretical justification renders most of the insights 'descriptive', not offering explanations for the '*why*' .	Establish social science best practice guidelines and employ across programme. Key quantitative research should include: the use of relevant theory, robust and consistent metrics, consistent sample sizing and statistical analyses.