

Ocean & Society Survey

Contextualization

Contextualization may be needed prior to uptake and use of the OSS survey tool, to suit particular aims. The OSS can be used in different ways and for a range of potential reasons, including, but not limited to:

- Collecting baseline information on public levels of ocean literacy;
- Evaluating the impact of ocean literacy initiatives and programs through carrying out data collection before and after an activity or intervention, so that any change in attitudes, perceptions, and relationships can be tracked and assessed.
- Collecting data to inform evidence-based ocean communications campaigns, decision-making, and investments

With these (and other) uses in mind, it may be necessary to consider the inclusion of additional questions. Contextual questions must follow particular protocols if the intention is to contribute to the global database or benefit from comparative analysis of participating countries (see Contextualization Considerations below); otherwise collected data may be relevant for independent analysis only.

Contextualization considerations

- For users wishing to undertake facilitated administration, the OSS may be amended to reflect respective regional/national contexts. To ensure datasets are comparable across regions and countries, user groups must maintain the core set of standardized questions and answers provided in the OSS. Should additional questions (3-5) be of interest for data collection, these questions may be added at the end of the core set (prior to demographic question section provided).
- The OSS includes a section on participants' socio-demographic characteristics (e.g., age, gender). These have been included to help us to understand participant responses in relation to their grouped contexts - please note, no participant will be identifiable from these responses and the data will only be used to support analysis of trends within the data. Research has shown that socio-demographic insights can help us to understand how public ocean perceptions vary within and across communities. Some demographic questions (e.g., voting, annual income) can be reframed to ensure relevance in participating countries.

- The survey may be modified for purposes of translation, aligning as accurately as possible with the English question and answer wording and format. This will importantly help to ensure comparability across regions and countries. In cases of facilitated administration, several translations are already available, and a how-to video is available to support further translations in a manner that affords comparison of national datasets.

Examples of additional questions sourced from national surveys:

Q1 I believe that [X Nationals] have a strong connection with the ocean. Please select the response that best reflects your feelings or experiences.

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Q2 For each statement, select the response that best reflects your feelings or experiences. I believe [x Country] ...

- Currently has an effective strategy to protect the ocean
 - Is working toward an effective strategy to protect the ocean
 - Does not have resources to have an effective strategy to protect the ocean
 - Does not prioritize an effective strategy to protect the ocean
 - Says it prioritizes ocean protection, but does not act toward this
 - I want my country to have an effective strategy to protect the ocean in the next five years
- Strongly Agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly Disagree
 - I have no idea

Q3 Do you know or have you heard about the “Ocean Economy” or the “Blue economy?”

- Know it well
- Know it just by hearing about it
- Do not know and have never heard of it

Q4 Do you know or have you heard of the Ocean Decade?

- Know it well but am not involved
- Know it well and am involved
- Know just by hearing about it
- Have never heard of it

Q5 In your opinion, what are the main economic activities related to the ocean that most impact your life? Scale 0-4

0-no idea

1-not at all important

2-somewhat important

3-important

4-very important

- Transport of people and goods
- Renewable energy generation
- Mineral extraction such as oil, gas, salt, limestone and precious stones;
- Infrastructure
- Communications & Internet
- Jobs & Income
- Fishing & seafood farming
- Production of medicines and cosmetics
- Tourism and hospitality
- Local entrepreneurship (crafts, commerce, food)
- Other

Q6 During the past year, how many times have you visited the ocean?

- More than once a day
- Once a day
- Once a week
- 1-2 times a month
- Rarely
- Never

Q8 Marine Protected Areas (MPAs) are specific areas of the marine environment which are managed to achieve long-term nature conservation and sustainable use. To what extent do you support or oppose the creation of MPAs in [X country or region]?

- Strongly support
- Tend to support
- Neither support or oppose
- Tend to oppose
- Strongly oppose
- Don't know

Q9 I would like [X country] to be an international leader in ocean protection.

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree