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 starts with Colchester Zoo’s mission statement. The goal of ‘being a great visitor attraction’ is explored in detail through Social and Environmental social science. Various peer-reviewed, published studies are used as the basis for concepts and ideas explored throughout the session. The session introduces typological categories and social norms towards animals. We then look in detail at visitor profiles, and discuss how Colchester Zoo finds out about visitors through primary and secondary data, both qualitative and quantitative. Maslow’s Hierarchy of Needs is introduced and we discuss how we meet visitors’ deficiency needs and provide opportunities to meet growth needs. The session ends by examining zoo enclosure design, and how these design choices, by effecting our visitor’s environment, can influence our visitors thoughts, feelings, and attitudes towards our animals.

Please note, no live animals are used in this session.