



BEST FISHING PRACTICES AND PERSUASION

SOCIOECONOMIC PANEL MEETING

APRIL 8-9, 2020

CURRENT AND UPCOMING OUTREACH EFFORTS

Attendance are fishing events, including:

- Florida Keys Seafood Festival
- Georgia CoastFest
- Miami International Boat Show
 - [Descending Device Talk](#)
- ICAST

[Best Fishing Practices Tutorial](#) (partner with SCWF)

[Best Fishing Practices website](#) associated with MyFishCount

Video series with [Fly Navarro](#)



KEY ATTITUDES TO CONSIDER WHEN TALKING ABOUT PERSUASION



INDIVIDUAL FISHERMEN

How an individual fishermen feels about themselves, for example their fishing abilities, their personal responsibility etc.



AUTHORITY FIGURES

Are managers seen as credible and effective or out of touch with the needs of the fishermen and resource?



PEERS

Are fellow fishermen, fishing organization etc. respected or vilified?



ENVIRONMENT/WILDLIFE

Is the resource seen as worth preserving? Is the resource unnecessary or a nuisance?

TWO MAIN GOALS: Modify attitudes toward use of descending devices in the desired direction and ensure those modified attitudes influence fishermen behavior.

STEPS TO EFFECTIVE INFLUENCE

(MCGUIRE 1985, STRONG 1925)

1. Exposure: individuals must be exposed to new information.
2. Attend: individuals must pay attention to the new information.
3. Reception: what individuals store in their long-term memory.
4. Interpret: how individuals understand and evaluate the information.
5. Integrate: the overall impression that is stored in an individual's memory.
6. ACTION: the goal of persuasion.



ELABORATION LIKELIHOOD MODEL: TWO ROUTES

(PETTY AND CACIPPO 1984)



COGNITIVE ROUTE

An individual uses their prior experience and knowledge to evaluate and critique arguments that are presented in outreach material.

- Individual must be motivated to process the information.
- Merits of the argument are important



PERIPHERAL ROUTE

An individual can be persuaded by context clues that trigger a simple inference such as, experts are correct.

- Individual is not motivated to process the information.
- Merits of the argument are less important.

WHERE SHOULD STAFF GO FROM HERE?

DISCUSSION QUESTIONS



1. What methods/tools should be used to communicate information on Regulatory Amendment 29 and proper descending device use? Social media, website, infographics, brochures, press releases?
2. What strategies should be used to make the material engaging for fishermen who might utilize these devices?
3. Which attitudes are most important to target during creation of outreach materials?
4. What language should be used when conducting outreach to ensure both cognitive and peripheral routes of persuasion are being addressed?
4. How can the Council encourage leaders in the fishing industry to participate in outreach and work with other fishermen to use descending devices as part of being experienced and successful anglers?
5. How can staff evaluate whether outreach efforts are achieving all six steps necessary for effective influence?
6. Some research shows that the link between attitudes and behavior is not as strong as originally predicted. Should Council outreach efforts move from attitudes to behavior change?



THANK YOU!

REFERENCES:

McGuire, W.J. 1985. Attitudes and attitude change. In G. Lindzey & E. Aronson (eds.), *Handbook of social psychology* (Vol 2, 3rd ed.). New York: Random House.

Strong, E.K. 1925. *The psychology of selling and advertising*. New York: McGraw Hill.

Petty, R.E., Cacioppo, J.T. 1984. The effects of involvement on responses to argument quantity and quality: Central and peripheral routes to persuasion. *Journal of Personality and Social Psychology*, 46: 69-81.

