



## Using a behavior change model to document the impact of visits to Disney’s Animal Kingdom: A study investigating intended conservation action

Adelman, L. M., Dierking, L. D., & Ogden, J. (2004). Using a behavior change model to document the impact of visits to Disney’s Animal Kingdom: A study investigating intended conservation action. *Curator*, 47(3): 322-343.

**Contact:** Jacke Ogden, Ph.D.  
 Vice President, Animal Programs and Environmental Initiatives  
 Walt Disney World  
 PO Box 10000  
 Lake Buena Vista, FL 32830  
[Jackie.Ogden@disney.com](mailto:Jackie.Ogden@disney.com)

Program Profile	
<b>Program Description:</b>	Conservation Station is one of the featured activity areas in Disney's Animal Kingdom. Guests arrive via a train, and walk down an outdoor path leading to the Conservation Station. The path displays signs presenting information about conservation issues and conservation action it, such as encouraging the creation of backyard habitats. Once inside, guests find exhibits about park operations and animal care: the veterinary center, food preparation research/animal tracking center. Conservation Station also provides films and videos, high- and low-tech interactive exhibits, live-animal stage presentations and displays, graphics, and an area providing direct contact with animals. These experiences are designed to give visitors a close-up and personal look at animals and to reinforce the importance of conservation.
<b>Program Goals:</b>	Disney's Animal Kingdom has an educational mission, "To create personal experiences for guests that celebrate wildlife, renew everyone's connections to the natural world and inspire conservation action."
<b>Program Funding:</b>	Corporate
<b>Program Links:</b>	<a href="http://disneyworld.disney.go.com/wdw/parks/attractionDetail?id=ConservationStationAttractionPage">http://disneyworld.disney.go.com/wdw/parks/attractionDetail?id=ConservationStationAttractionPage</a>
Evaluation Profile	
<b>Evaluation Goals &amp; Questions:</b>	The goal of this project was to examine the impact of a visit to the Conservation Station at Disney’s Animal Kingdom on visitors’ intended conservation action.
<b>Evaluation Methods:</b>	<p>The methods for this study included interviews of guests at the Conservation Station. Some guests participated in only a pre <u>or</u> a post visit interview. Other guests participated in a paired pre and post interview; and a subset of these also participated in a two to three month follow-up interview.</p> <p>The interview was designed to gauge guests’ knowledge, attitudes, and behavior as well as to gather background information: age, gender, membership in conservation organizations, and visitation to zoos and aquariums. The interview also included questions to measure self-reported conservation action.</p>
<b>Evaluation Instruments:</b>	A partial set of evaluation instruments is available in the report

<b>How were results used?</b>	The results helped the authors understand the overall impact of this area, identifying the discrepancy between short-term and long-term behavior change as an area of opportunity. The results also indicated the complexity of conservation-related behavior change as compared to behaviors used by more traditional approaches to effecting behavior change such as smoking. The results suggest a clear differentiation between conservation-related behaviors such as creating wildlife habitats, volunteering, and choosing pets wisely. The evaluators recommended that zoo and aquarium practitioners experiment with strategies for effecting change based on different guest characteristics (i.e., where the guests are along a continuum for engaging in conservation behaviors.) These results have helped inform the approach within the industry regarding changing conservation-related behavior.
<b>Evaluation Cost:</b>	The cost for the evaluation included consulting dollars for the research partner, as well as labor dollars for data collectors and analysis. The authors are unable to release specific dollar amounts.
<b>Evaluation Insights:</b>	<p><b>What worked well?</b> The data collection methodology was successful in assessing our impact.</p> <p><b>What were the important evaluation “lessons learned”?</b> The testing of the specific behavior change model resulted in less than optimal results, due to the complexity of conservation-related behaviors.</p> <p><b>What could have been done differently?</b> Future studies should investigate the use of other behavior change models, or various applications of these models, within this arena.</p>
<b>Profile information provided by:</b>	Jacke Ogden, Ph.D.; Vice President, Animal Programs and Environmental Initiatives, Walt Disney World, PO Box 10000, Lake Buena Vista, FL 32830; <a href="mailto:Jackie.Ogden@disney.com">Jackie.Ogden@disney.com</a>
<b>Profile prepared by:</b>	Dr. Beth Covitt Michigan State University
<b>Posted on:</b>	January 2008