

Ethics, Zoos and YOU!

Student Workbook

VCE Psychology
Unit 2 | Area of Study 2

How are people influenced to behave in particular ways?

Prepare for your excursion to the Zoo

During your excursion at the Zoo, you will analyse strategies used by Zoos Victoria to encourage behaviour change through conservation projects like *Don't Palm Us Off*.

Before arriving, consider your perspective or attitudes and answer the questions below.

At the Zoo you will explore these further and your perspective may change or be influenced by your experience.

Pre-excursion questionnaire

Self-reflection exercise:

1. What do you know/feel about zoos? Think about your personal experiences, perceptions, attributes, attitudes and stereotypes.
2. Do the opinions of others influence how you feel about zoos? Including experts, celebrities, media and technology?
3. What do you know/feel about Zoos Victoria's community conservation project, *Don't Palm Us Off*, after viewing various media materials?

*View the *Don't Palm Us Off* video: <https://vimeo.com/107556862>

4. How could you use media such as advertising, television, video games and social media to positively influence zoo visitors to take up an action to help fight extinction of orangutans?

Consider your attitudes about the following statements and place an **X** on the lines below to indicate how you feel about each statement.

The rate of species extinction in the 20th century was 100 times higher than it would have been without human impact. The role of all Zoos in the 21st century must be about conservation.

Agree

Disagree

With the population expected to reach 9 billion by 2050, resources are depleting and competition between people and animals is increasing. It is OK for a wild species to become critically endangered or possibly extinct in order to support human communities.

Agree

Disagree

Your responses to the above statements reflect your own ethical standpoint. Other students may have totally different opinions and views as they bring with them their own beliefs, values, and experiences.

Ethics and animal welfare

On site educator-led workshop

BIG QUESTION: How are psychology skills and knowledge used in wildlife conservation?

“As a zoo-based conservation organisation, Zoos Victoria believes that just as the conservation and welfare of species in the wild is paramount, so too is the welfare of the animals in our collection.”¹

How does psychology inform Zoos Victoria’s work with captive animals?

We have an ethical obligation to ensure all animals in our zoos receive the best care and remain in neutral or positive welfare states. With your understanding of psychology, the mind and behaviour, consider how this knowledge might inform Zoo practice of captive animals?

What does Zoos Victoria need to consider, to ensure the welfare of our animals?

Ethical guidelines

Unit 1-4 Key science skill; *Comply with safety and ethical guidelines: understand the role of ethics committees in approving research and apply ethical principles.*

Zoos Victoria’s Animal Welfare Code is intended to ensure that at all times and in all instances, the needs, interests and welfare of our animals is our primary consideration.

The Zoo investigates animal welfare during animal encounters and interactions with visitors. **If this was an experiment and you were the participants, consider the role of the experimenter when you meet an animal. What ethical considerations would need to be discussed with the participants?**

Role of ethics committees

“The National Statement requires that all research that carries more than a low level of risk to human participants must first be reviewed and approved by an ethics committee. This type of committee is formally called a *Human Research Ethics Committee (HREC)*.”²

In the process of saving endangered species and providing the best welfare for our animals, Zoos Victoria comes across many complex conservation dilemmas which need to go through a committee called an *Animal Ethics Committee (AEC)*.

¹ Zoos Victoria. May, 2009. Animal Welfare Code. [<http://www.zoo.org.au/sites/default/files/ZV-animal-welfare-code.pdf/>]

² Grivas, J. 2016. PSYCHOLOGY VCE UNITS 1 AND 2, seventh edition. John Wiley & Sons, Australia. 70 pp.

What is an ethics committee? What are some of its roles and responsibilities?

Zoos Victoria's Animals Ethics Committee (AEC) is made up of a range of representatives as required by the Australian Code of Practice for the Care and Use of Animals for Scientific Purposes. Zoos Victoria's AEC meet on a bi-monthly basis to assess and review the welfare and ethical considerations of research proposals.

Reference: <http://www.zoo.org.au/fighting-extinction/research>

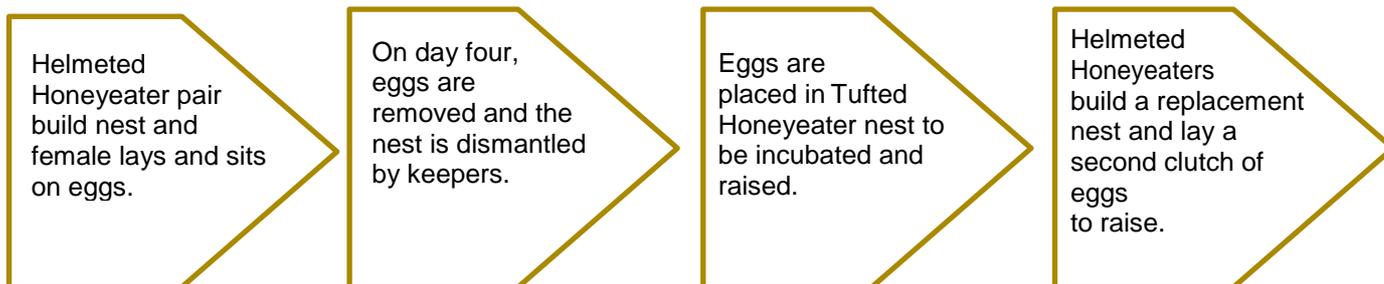
An AEC always consists of the four members listed below. Each member brings the following experience and expertise to the AEC.

Scientific researcher/expert	They have appropriate recent research or teaching experience. This experience should be relevant to the species used and the activities conducted in the institution.
Veterinarian	They have a degree in veterinary science with experience relevant to the species used and activities conducted in the institution.
Animal welfare representative	They are a person who is ideally an active member of an animal welfare organisation, with a commitment to furthering the welfare of animals.
Lay person	An independent person who does not currently, and has not previously conducted scientific or teaching activities using animals, and who is not an employee of the institution.

Reference: <http://www.animaethics.org.au/policies-and-guidelines/operation/criteria-for-assessment>

Case Study: Cross Fostering of Helmeted Honeyeater Eggs

Overview



The Melbourne Zoo Learning Experiences Team, respectfully acknowledges the Wurundjeri People, the Traditional Custodians of the land on which we work, live and learn. We recognise their continuing connection to land, water and wildlife and pay respect to Elders past, present and emerging.

What ethical questions and concerns may arise from this case study?

In groups, discuss each viewpoint and note down any questions, concerns, recommendations or conditions from the perspective of each AEC member.

Scientific researcher/expert	
Veterinarian	
Animal welfare representative	
Lay person	

How does psychology inform the interaction with our visitors?

Zoos Victoria welcomes over two million visitors across the zoos annually and has over 200,000 members; this is more than any AFL club.

Why might Zoos Victoria want to influence the behavior of visitors?

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Human Behaviour Change

On site educator-led fieldwork

What factors might influence a person to change their behaviour?

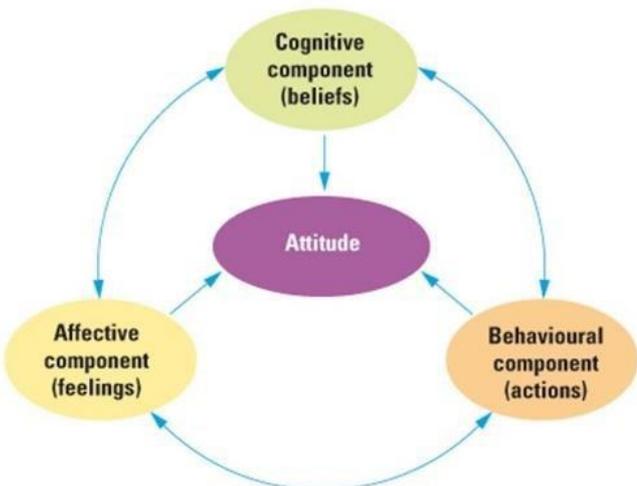
Select the top three factors that you think would most influence a person to change their behaviour.

Factor	Your Ranking
Values	
Leadership	
Demographics	
Knowledge – ABOUT	
Knowledge – HOW	
Attitudes	
Convenience	
Incentives	
Social Pressure	

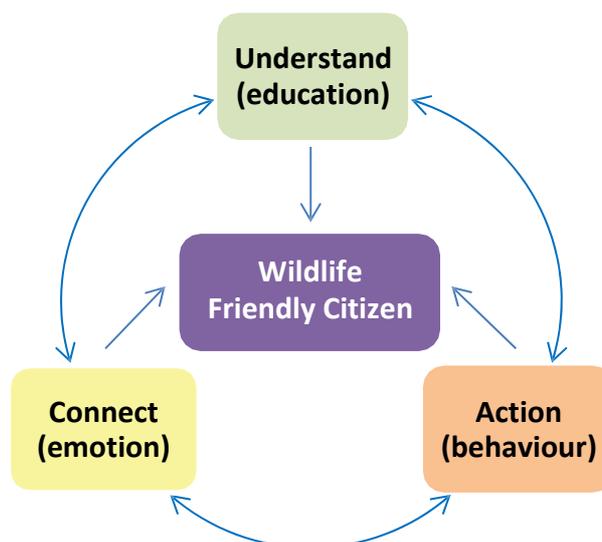
Provide an explanation for your first choice:

Zoos Victoria’s Community Conservation Campaigns are about influencing behaviour to have a direct, positive impact on wildlife. These campaigns are informed by theories of Social Psychology, incorporating Community Based Social Marketing (Dr Doug Mackenzie Mohr) and the tri-component model of attitudes using the Connect, Understand and Act model.

STRUCTURE OF ATTITUDES:
TRI-COMPONENT MODEL



STRUCTURE OF BEHAVIOUR CHANGE:
ZOO VICTORIA'S CUA MODEL



How could the campaign tools of *Don't Palm Us Off* be applied to the tri-component model of attitudes?

The link between CONNECT and AFFECTIVE

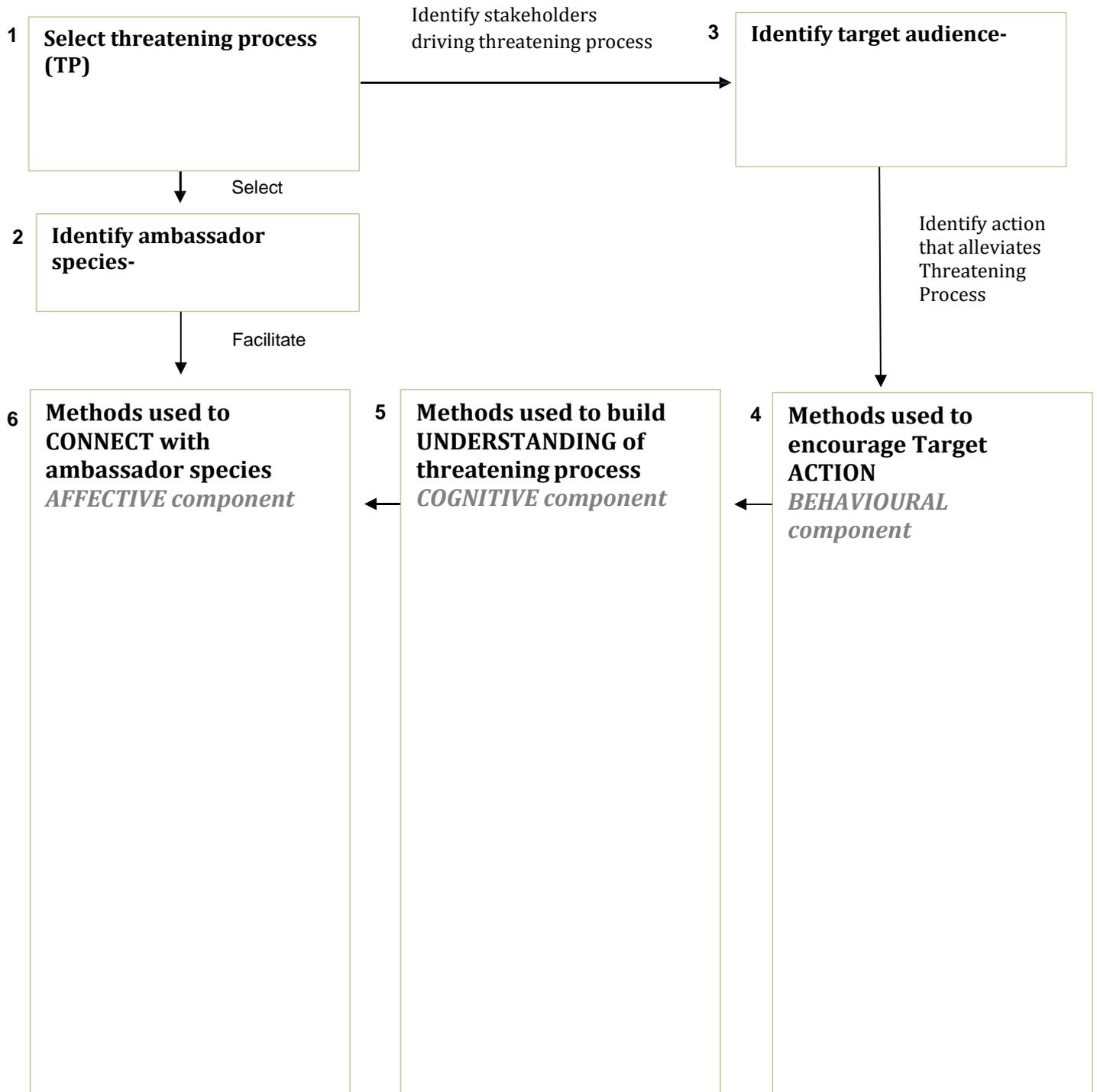
The link between UNDERSTAND and COGNITIVE

The link between ACTION and BEHAVIOUR

CONNECT - UNDERSTAND - ACT

Behavioural Based Conservation Education Model: 'Don't Palm Us Off'

Zoos Victoria's campaigns are developed using the following six step process



Do you think *Don't Palm Us Off* is effective in changing the behaviour of visitors? Why/why not? In your answer consider how it has impacted you. What tool did you find most effective?