



The Effect of "Personal" Signs on Visitor's Pro-Conservation Behaviours



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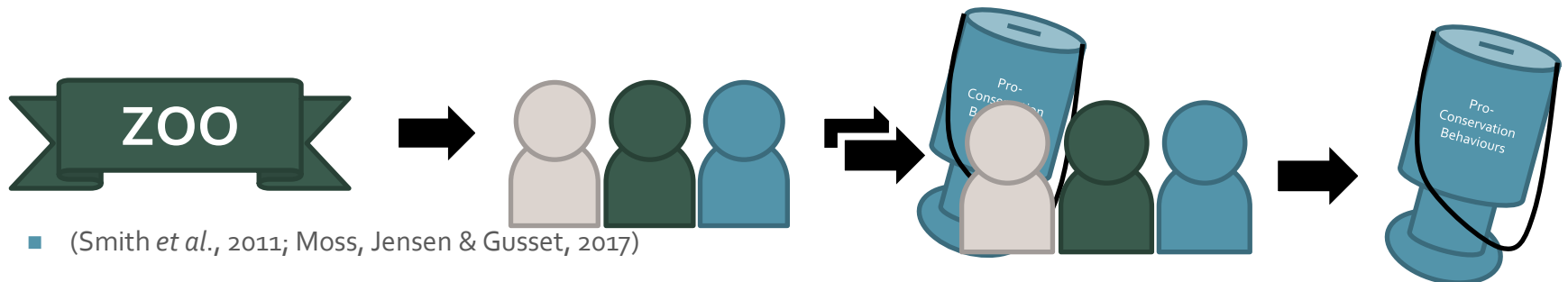
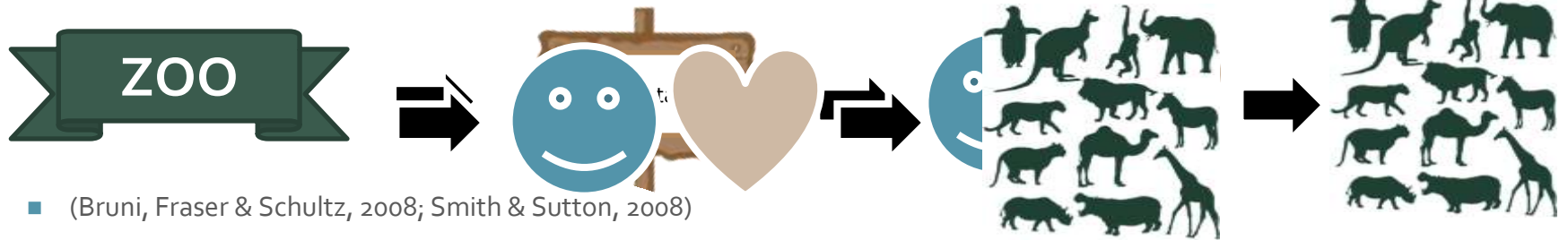
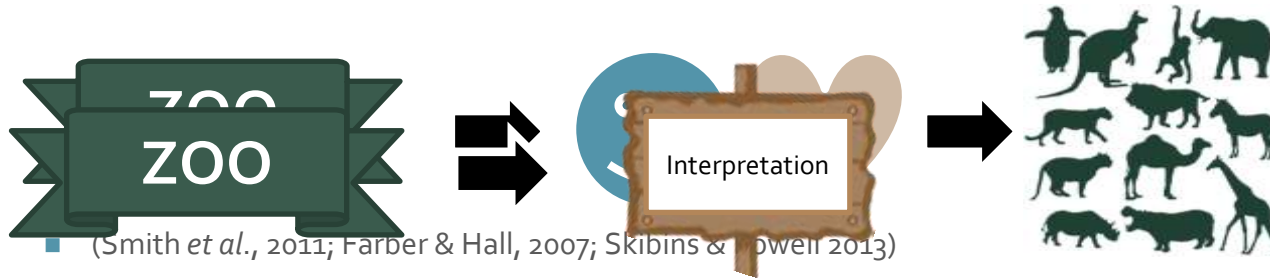


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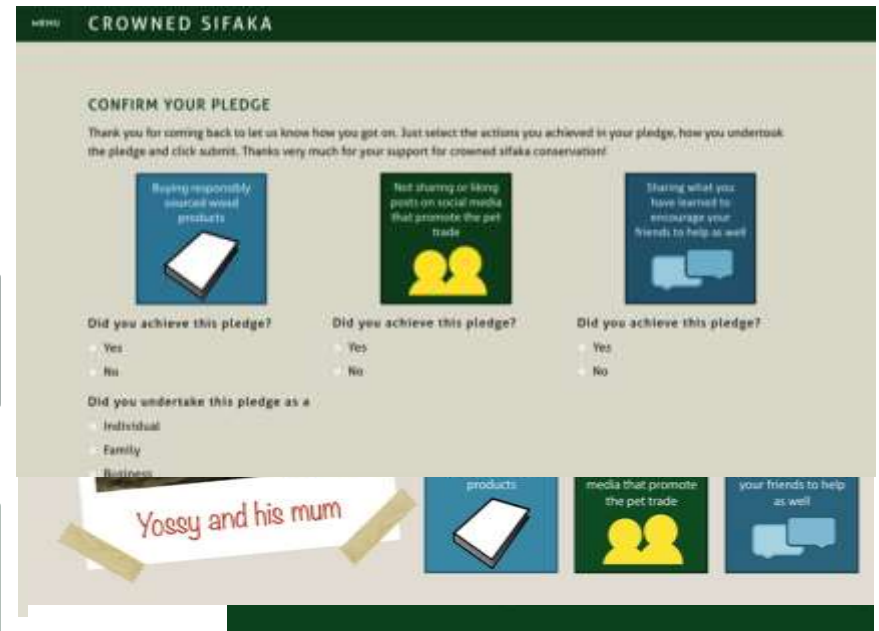
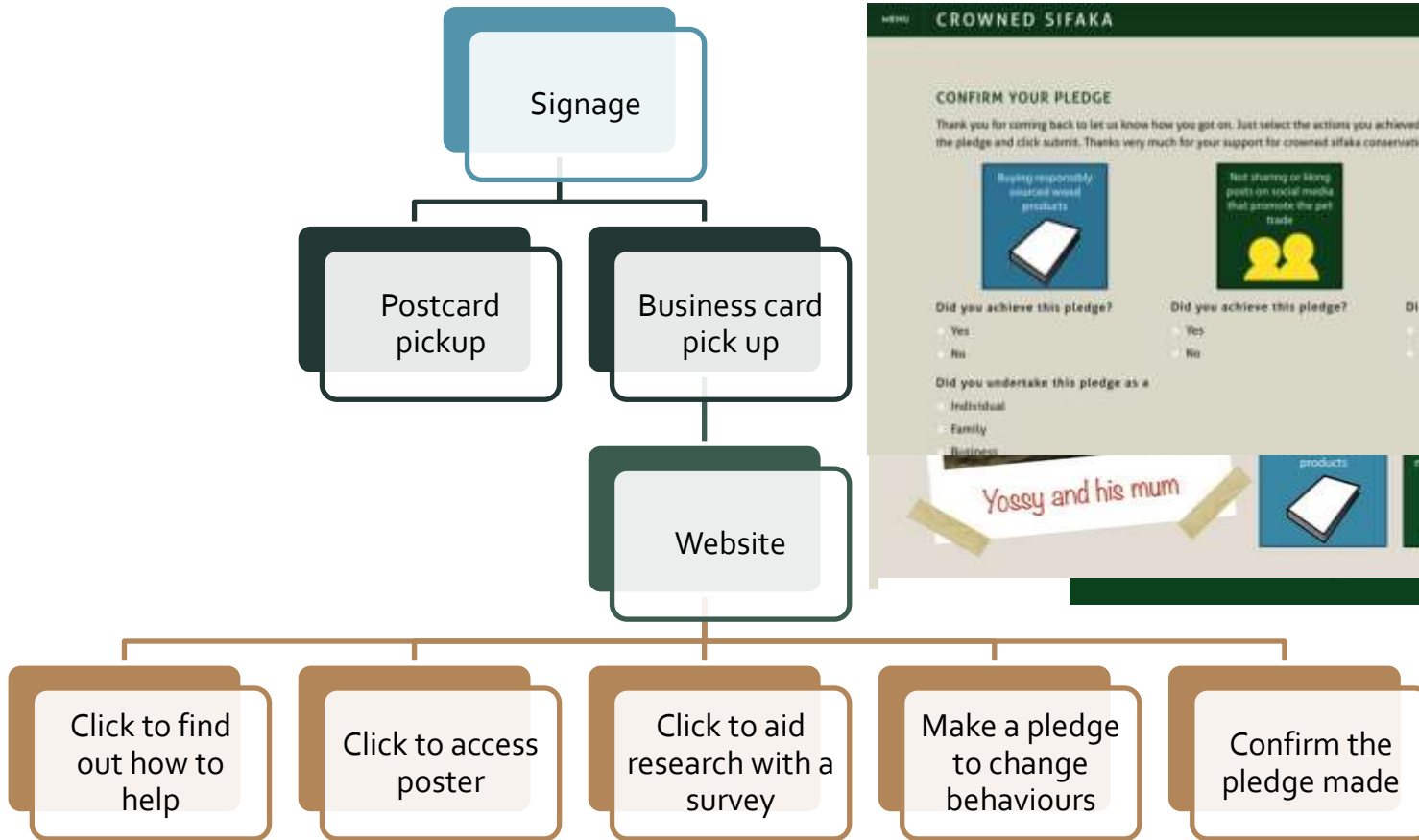
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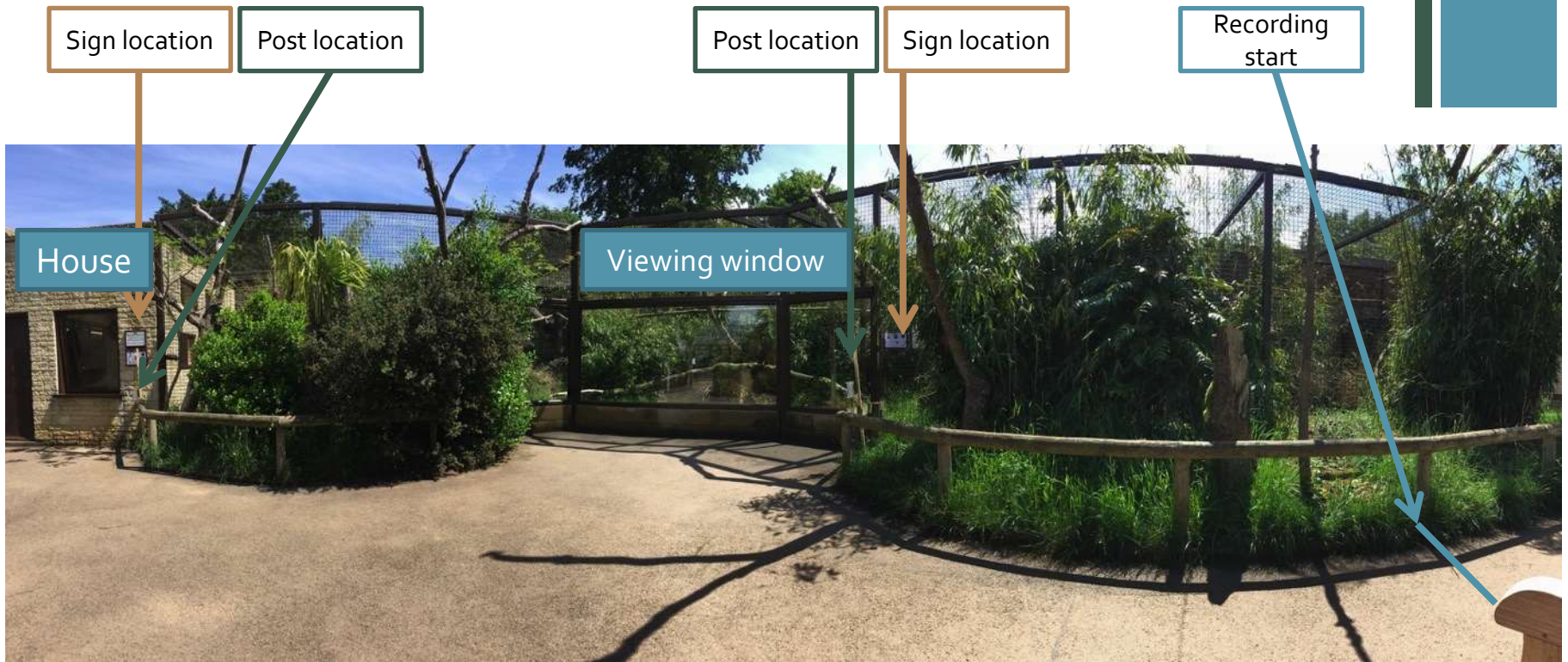
+ Previous research



+ Experimental Method



+ Observational set-up



Data collection: 21/04 – 08/06, 5 hours a day

Looked at sign

Looked at enclosure

Dwell time

Postcard pickup

Business card pickup

Demographics

Animal Activity

Eavesdropping categories

+ Results

"Is it a bird, is it a plane, a llama, a sloth,

Signage present	Total visitor number
Personal	30887
Impersonal	32801



very small

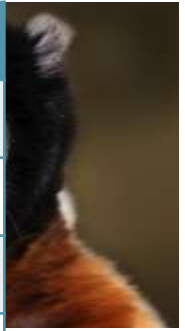
Signage present	Behaviour	Impersonal
Personal	Postcard pickup	925
Personal	Business card pick up	835
Personal	Website visits	108
Personal	Page visits (how to help)	3
Personal	Page visits (poster)	4
Personal	Page visits (survey)	3
Personal	Surveys submitted	1
Personal	Page visits (make a pledge)	0
Personal	Pledges submitted	0
Personal	Page visits (confirm a pledge)	0

P = 0.6048

P = 0.1478

P = 0.5097

P = 0.3095





Thanks for
listening

References

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