Water Stewardship and Collaboration

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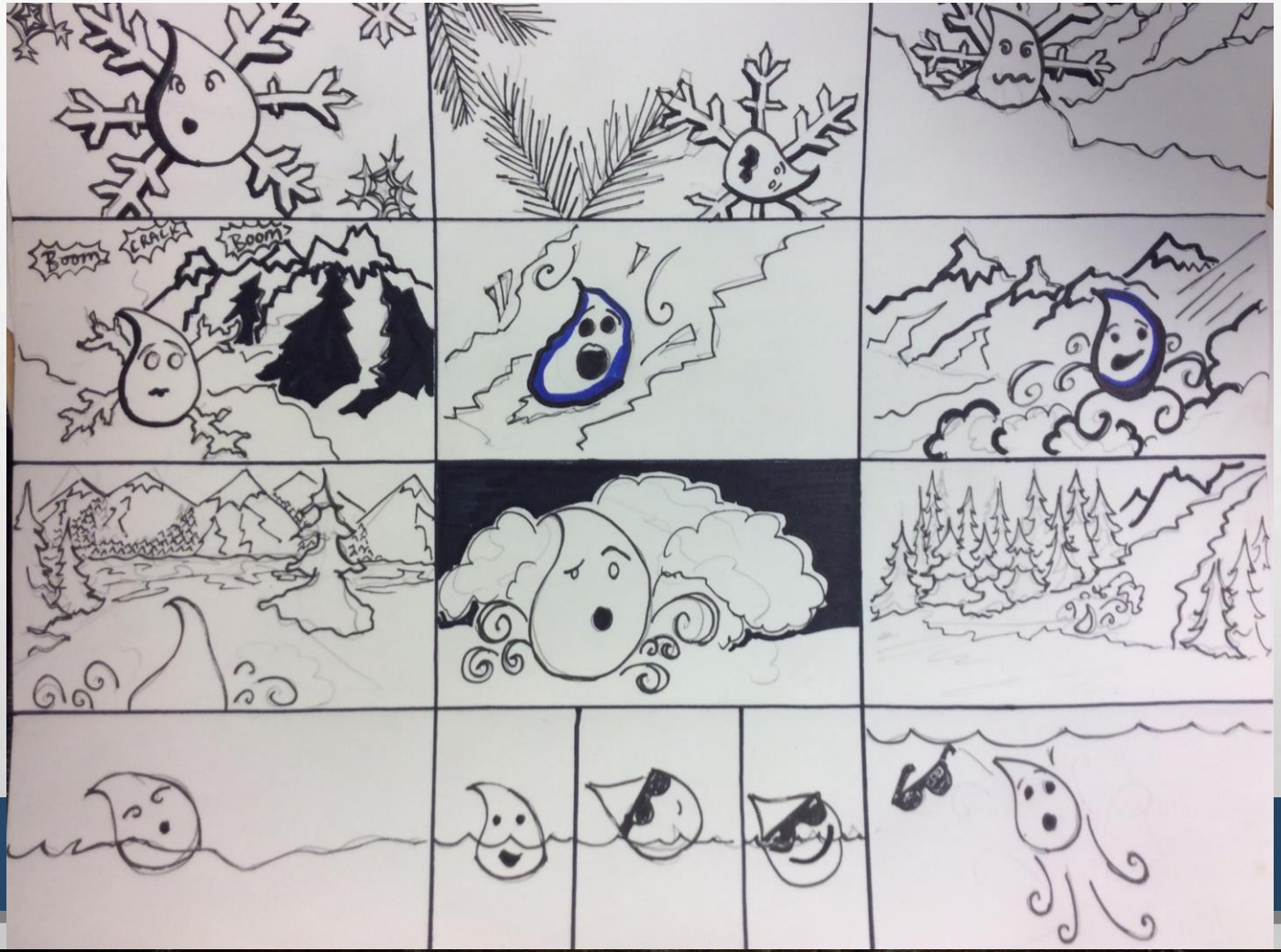
Agenda

- January meeting debrief
  - Developed a storyboard for 4 videos (see minutes for more information)
    - Water stewardship; Water quantity; Water quality; Stormwater
- Video preview!
- Animation Draft
- Use of mental models in messaging (TBD)

Stormwater Video Preview

Water quantity storyboard: Animation draft


Boom
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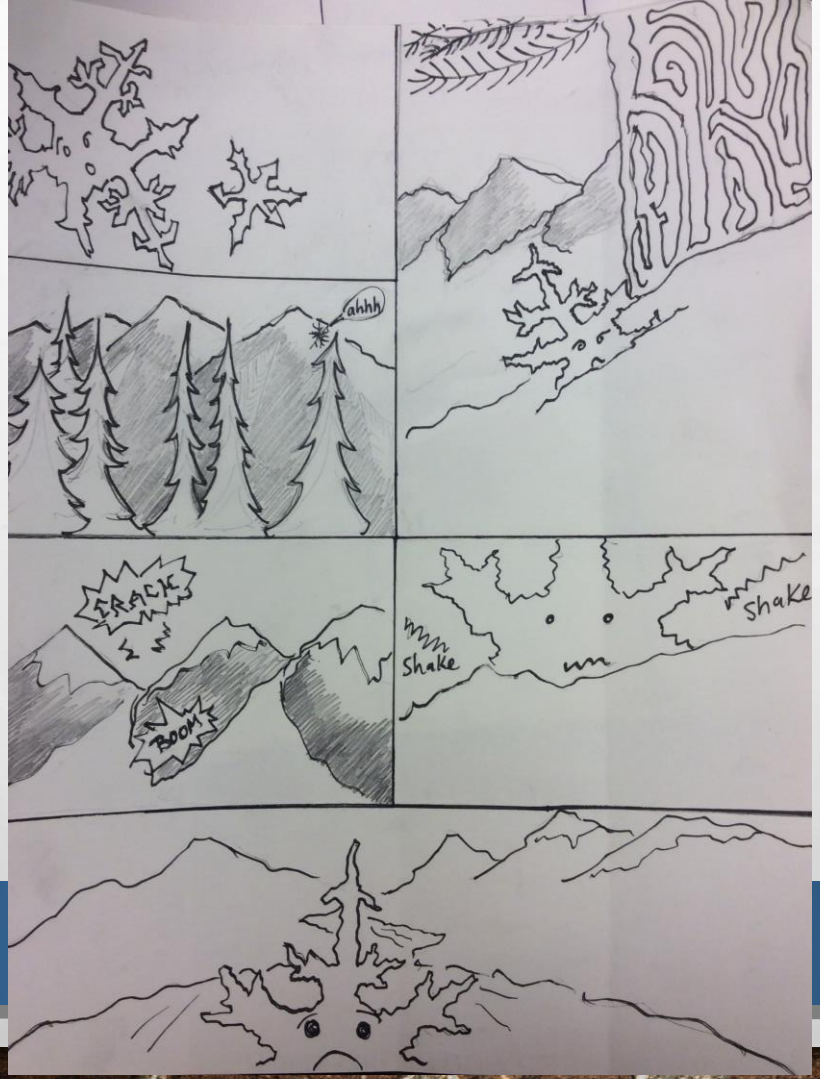
ahhh
CRACK
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Shake

Understanding Mental Models:
Developing more effective water stewardship messaging

- What is a mental model?
  - Images, representations, or schemes of how we perceive and understand the world around us
- Why share mental models & how can mental models help develop effective messaging?
  - We can use this map to understand what the individual knows about, what is perceived as important, and what might be missing.
  - We also use the map to understand how the individual perceives the bigger picture.

  This is used to help us design more targeted and effective messaging techniques

Mental Model Exercise: The Process

1. Begin with a scenario and several prompts [2-4 min]
2. Participants identify important and relevants items to the topic [2-5 min]
3. Each item is written on a separate card / sheet of paper [10-15 min]
    a. Self-generated
    b. Note: emphasis is on discrete things rather than lengthy explanations or emotions
4. Participants organize and group cards into categories according to their individual preference [5-10 min]
    a. No specific guidelines for organization or number of categories
5. Participants circle and label each category [5-10 min]
    a. Indicate why you grouped those items together
6. Finally, participants rank their individual cards based on importance or to indicate if they consider the individual cards to be positive or negative [5-10 min]

Mental Model Exercise: Opening Scenario

Scenario Prompt

- I want you to think for a moment about your own perspective on water resources in the region.
- Now, imagine that you're going to explain your perspective to someone who is unfamiliar with water resource concepts, issues, challenges, etc.
  - What are the things you would talk about? In other words, in your opinion, what things are important to consider when understanding water resources in the region?
  - How else would you describe and characterize the region's water resources? What elements would you contain? What is valuable to you?

Mental Model Exercise: Part 1

1. Participants identify important and relevant items to the topic [2-5 min]
2. Each item is written on a separate card / sheet of paper [10-15 min]
    a. Self-generated
    b. Note: emphasis is on discrete things rather than lengthy explanations or emotions

- *I want you to think for a moment about your own perspective on water resources in the region.*
- *Now, imagine that you're going to explain your perspective to someone who is unfamiliar with water resource concepts, issues, challenges, etc.*
    - *What are the things you would talk about? In other words, in your opinion, what things are important to consider when understanding water resources in the region?*
    - *How else would you describe and characterize the region's water resources? What elements would you contain? What is valuable to you?*

Mental Model Exercise: Part 2

1. Participants organize and group cards into categories according to their individual preference [5-10 min]
    a. No specific guidelines for organization or number of categories
2. Participants circle and label each category [5-10 min]
    a. Indicate why you grouped those items together
3. Finally, participants rank their individual cards based on importance or to indicate if they consider the individual cards to be positive or negative [5-10 min]

Mental Model Exercise Wrap-Up

- Mental models are used to help design more targeted and effective messaging techniques
- We will use these maps to understand what individuals know about, what is perceived as important, and what might be missing.
- We also will use these maps to understand how groups and individuals perceive the bigger picture.