Ocean Literacy at Hanauma Bay
A Mural of Discovery

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Agenda

🐠 1 - Introduction - What's This About?

🐠 2 - Design - The How and Why

🐠 3 - Evaluation - What Did and Did Not Work?

🐠 4 - Conclusion - Now What?

1

Introduction

Ocean Literacy at Hanauma Bay

Aloha

Tyler Lum

Informal Education in Outdoor spaces
Hanauma Bay and Bishop Museum

Introduction

Problem Statement

Visitors to Hanauma Bay Nature Preserve lack Ocean Literacy

What is Ocean Literacy?

Introduction

Who
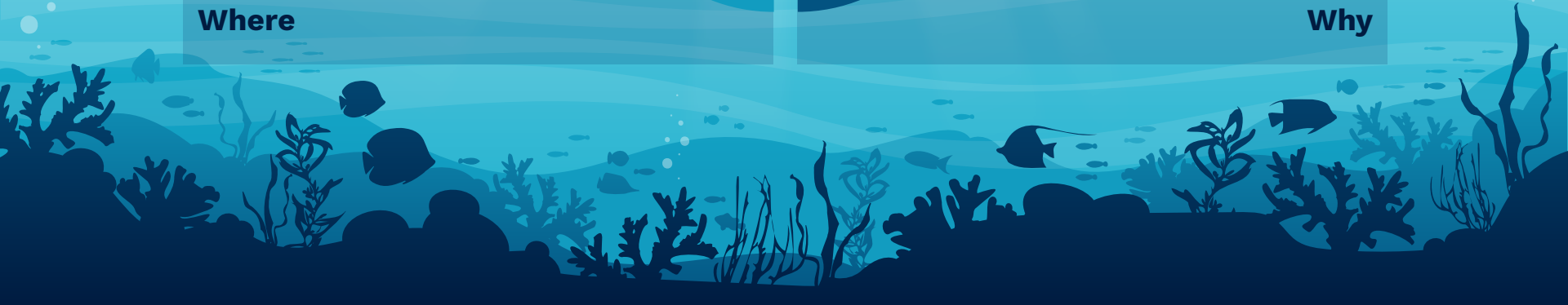Local visitors to Hanauma Bay Nature Preserve

What
Ocean literacy and stewardship

Hanauma Bay

MLCD

Where

Marine life conservation and preservation

Why

Goal Statement

Learners will be confident in their ability to positively impact marine ecosystems and apply these actions in their daily lives

2
Design
Interactive Instruction

Design

Audience

Local visitor covers a diverse group of learners. Shared characteristics include:

- Interest in Hanauma Bay
- Transient Learners

Content

Equally broadly appealing to meet the needs of the many

Design

Theories

Constructivist approach to learning; Learning through discovery and in relation to their activity at Hanauma Bay

Strategies

Keller's ARC(S) Model to build connections

3
Evaluation

How did it go?

Evaluation

Participant Age Ranges (n=27)

8.0%

56.0%

28.0%

24 and below ● 25-34 ● 45-54 ● 55-64 ● 65+

Evaluation

Beach Frequency (n=27)

- 7.4%
- 25.9%
- 63.0%

Rarely • Often • Sometimes • Daily

Evaluation

Usability Testing

Category	Round 1	Round 2
Ease of use	Positive	Positive
Purpose	Negative	Positive
Visuals	Negative	Positive

Evaluation

Which reef do you think is healthier? *

○ A

○ B

How often do you check where the fish you eat comes from? *

	1	2	3	4	5	6	
Never	○	○	○	○	○	○	Always

How likely are you to reduce your use of single use plastics? *

	1	2	3	4	5	6	
Not at all	○	○	○	○	○	○	Very likely

How likely are you to walk, bike, or take similar actions in order reduce your carbon footprint? *

	1	2	3	4	5	6	
Not at all	○	○	○	○	○	○	Very likely

Evaluation
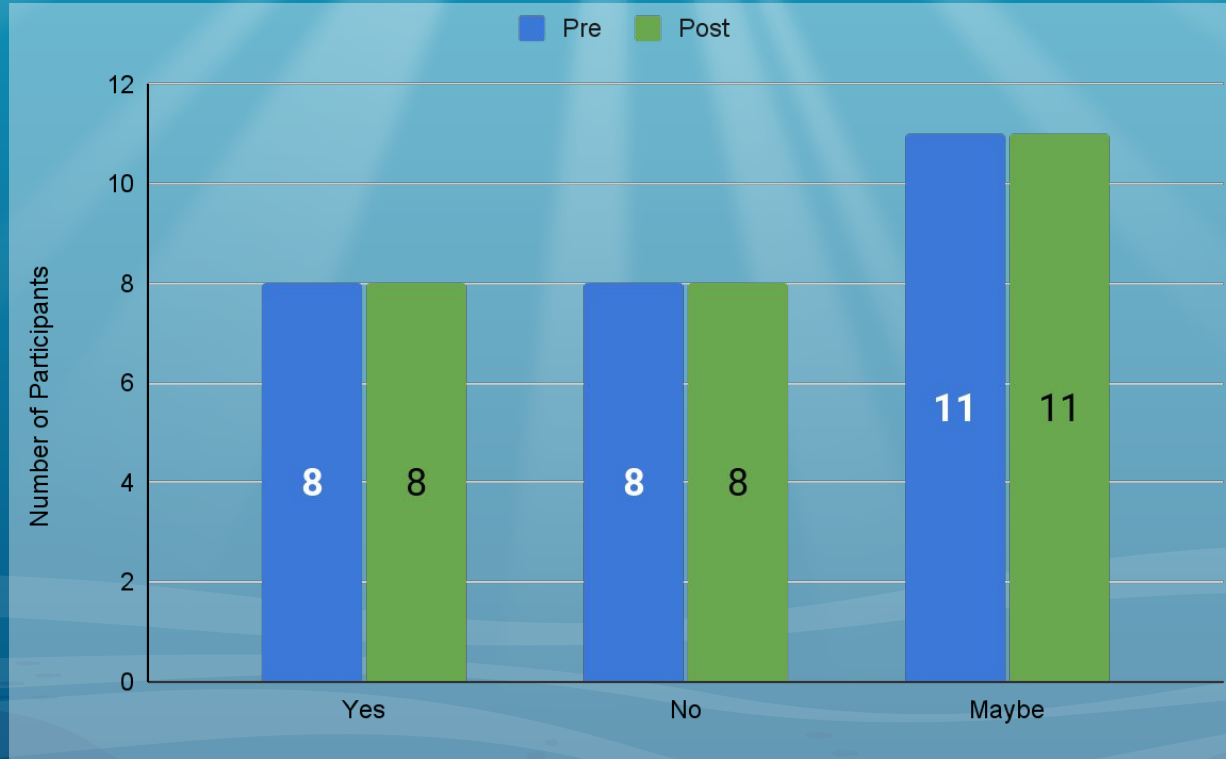
Which Reef is Healthier? (n=27)

Evaluation

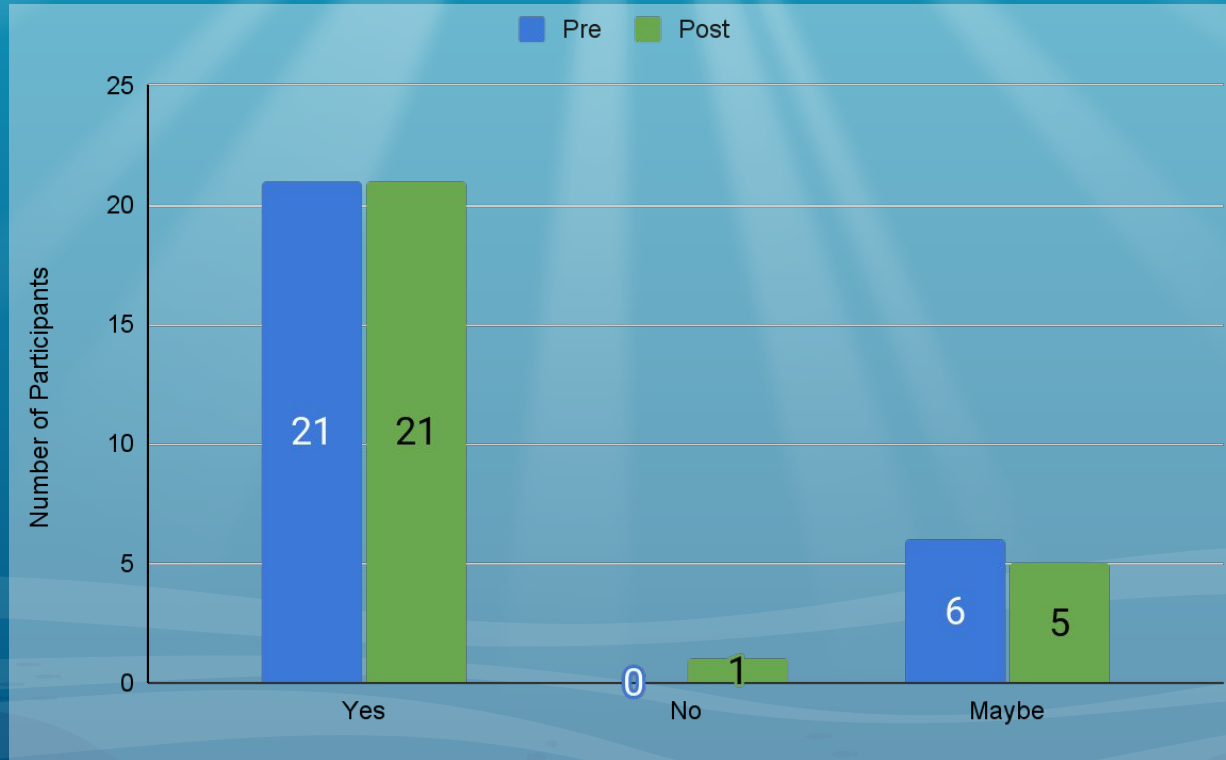Willingness to Change Behavior (n=27)

Evaluation

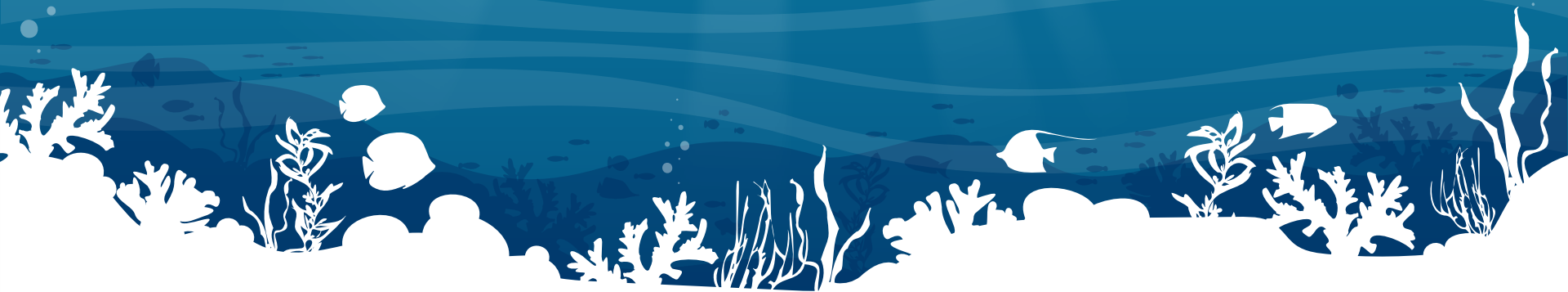## Do You Know Enough? (n=27)

Evaluation

Want to Know More? (n=27)

2
Conclusion

Looking to the future

Conclusion

Goal Statement

Learners will be confident in their ability to positively impact marine ecosystems and apply these actions in their daily lives

Conclusion

The Future

He Pūko‘a Kani ‘Āina

A Coral Becomes an Island