

Ocean & Society Survey

Using OSS Data

For Scientists and Interdisciplinary Researchers

- Integrate social perspectives into marine science. Bridge natural and social sciences by incorporating public perceptions into ecosystem-based management, climate adaptation, and ocean-climate research. Enable comparison of attitudes across regions and locations.
- Support cross-sector collaborations. Use shared insights to align research with the needs of communities, NGOs, decision and policymakers.
- Track changes over time. Monitor how public attitudes evolve, providing context for policy or ecological shifts.
- Equity and Justice: Reveal disparities in ocean access, use, or vulnerability across different populations.

For Communicators, Campaigners, and Media

- Understand audiences and refine messaging. Identify which ocean topics people care about most, and where understanding is lacking, so you can tailor your communications for impact.
- Evaluate impact. Use survey data as a benchmark for awareness-raising and behaviour change over time, informing alterations to strategy where required.
- Provide scale and societal context. Back up individual qualitative stories and anecdotes by showing that these are part of a wider trend in attitude or opinion.

For Educators

- Design relevant curriculum. Align education with the real-world knowledge, values, and misconceptions the public holds.
- Support community learning. Empower place-based education programmes using insights from different regions or population groups.
- Create inclusive materials. Ensure your learning resources resonate with diverse audiences by reflecting their priorities and lived experiences.

For Business and Industry

- Understand your stakeholders: Support sustainable marine business planning that reflects societal values and concerns.
- Corporate Social Responsibility (CSR): Encourages companies in marine industries to align practices with public environmental expectations. Back up commitments to people and planet with data that reflects global public sentiment.
- Spot opportunities. Identify emerging markets for ocean-positive products and services aligned with public values.

For Decision and Policymakers, and Ocean Governance Experts

- Evidence-based decision making. Use the data to help ensure policies, strategies, and funding align with societal priorities and concerns.
- Strengthen public buy-in. Demonstrate that ocean policies reflect people's values, thereby building legitimacy and supporting implementation.
- Identify regional gaps. Understand where ocean literacy, trust in institutions, or support for action is low, and respond with targeted outreach.