

Support the assessment and monitoring
progress of ocean literacy across
Member States

What do we mean by measuring ocean literacy?

Dimensions of Ocean Literacy

- Knowledge
- Communication
- Behavior

Cava et al., 2005

- Knowledge
- Communication
- Behavior
- **Activism**
- **Awareness**
- **Attitude**

Brennan et al., 2019

- Knowledge
- Communication
- Behavior
- Activism
- Awareness
- Attitude
- Emoceans
- **Access & Experience**
- **Adaptive capacity**
- **Trust & Transparency**

McKinley et al., 2023

- Knowledge
- Communication
- Behavior
- Awareness
- Attitude
- Emoceans
- **Ocean connectedness**

Fauville et al., 2024

What we often see as measures of OL

- How many users/downloads?
- How much people enjoyed an activity?
- How much people feel like they learn something?



Important to evaluate the reach of your program!

Evaluation of a program \neq Measuring OL

What we need to measure OL

- Specific tool for specific:
 - Dimensions
 - Age group
 - intervention



We need a **suite of tools** to measure different dimensions of OL

Developing a measuring tool



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Best Practices for Developing and Validating Scales for Health, Social, and Behavioral Research: A Primer

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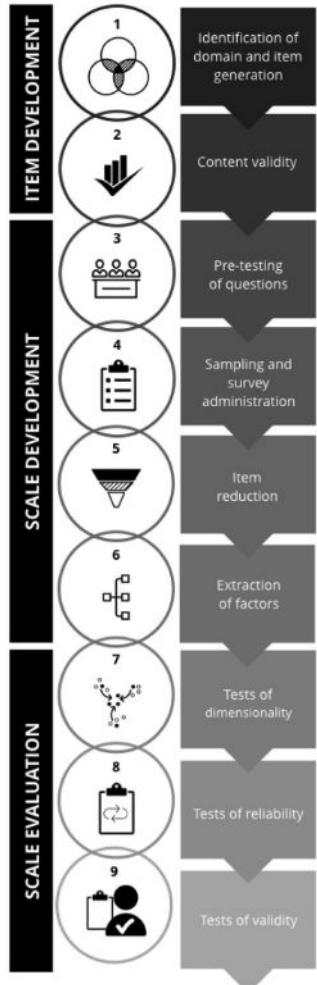
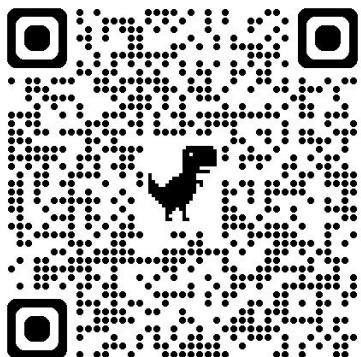
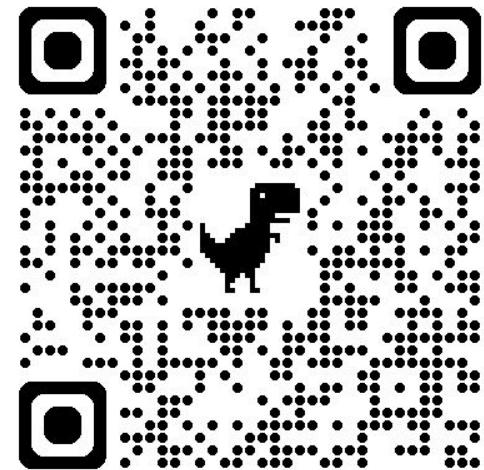


FIGURE 1 | An overview of the three phases and nine steps of scale development and validation.

International Ocean Literacy Survey (2016 - 2019)

- Four iterations
- V2 was validated in 17 languages
- Review by advisory board
- Two peer-reviewed papers
- V4 available in 15 languages:
 - English
 - Catalan
 - Chilean
 - Traditional Chinese
 - Dutch
 - Simplified Chinese
 - Greek
 - Japanese
 - Italian
 - Thai
 - Korean
 - Polish
 - Portuguese
 - Spanish
 - Tagalog
- Measure only knowledge related to OLP!!



Ocean & Society Survey