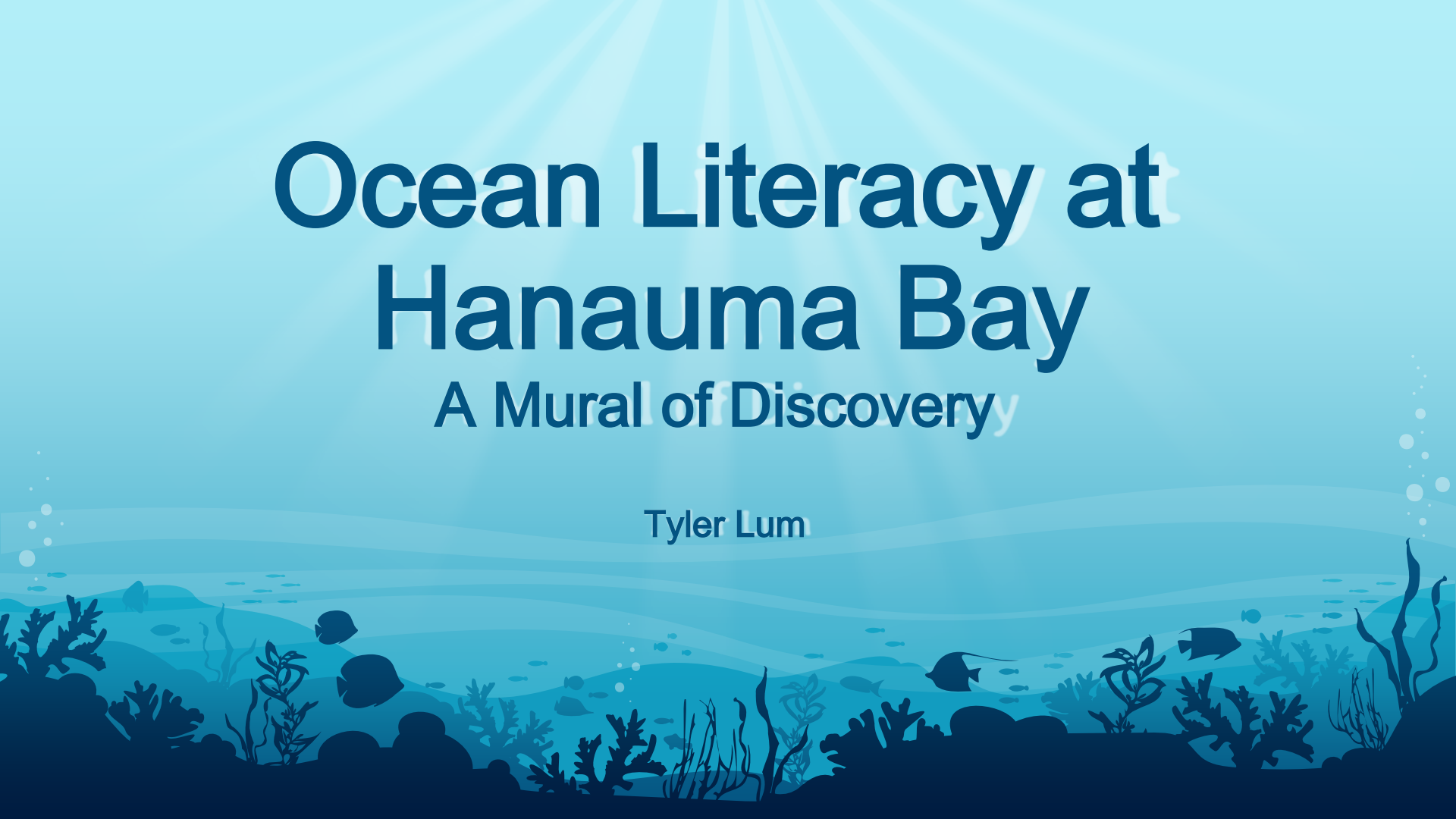
Ocean Literacy at Hanauma Bay

A Mural of Discovery

Tyler Lum



Aloha

Tyler Lum
University of Hawaiʻi at Mānoa
College of Education
Learning Design and Technology

Agenda

1 - Introduction - What's This About?

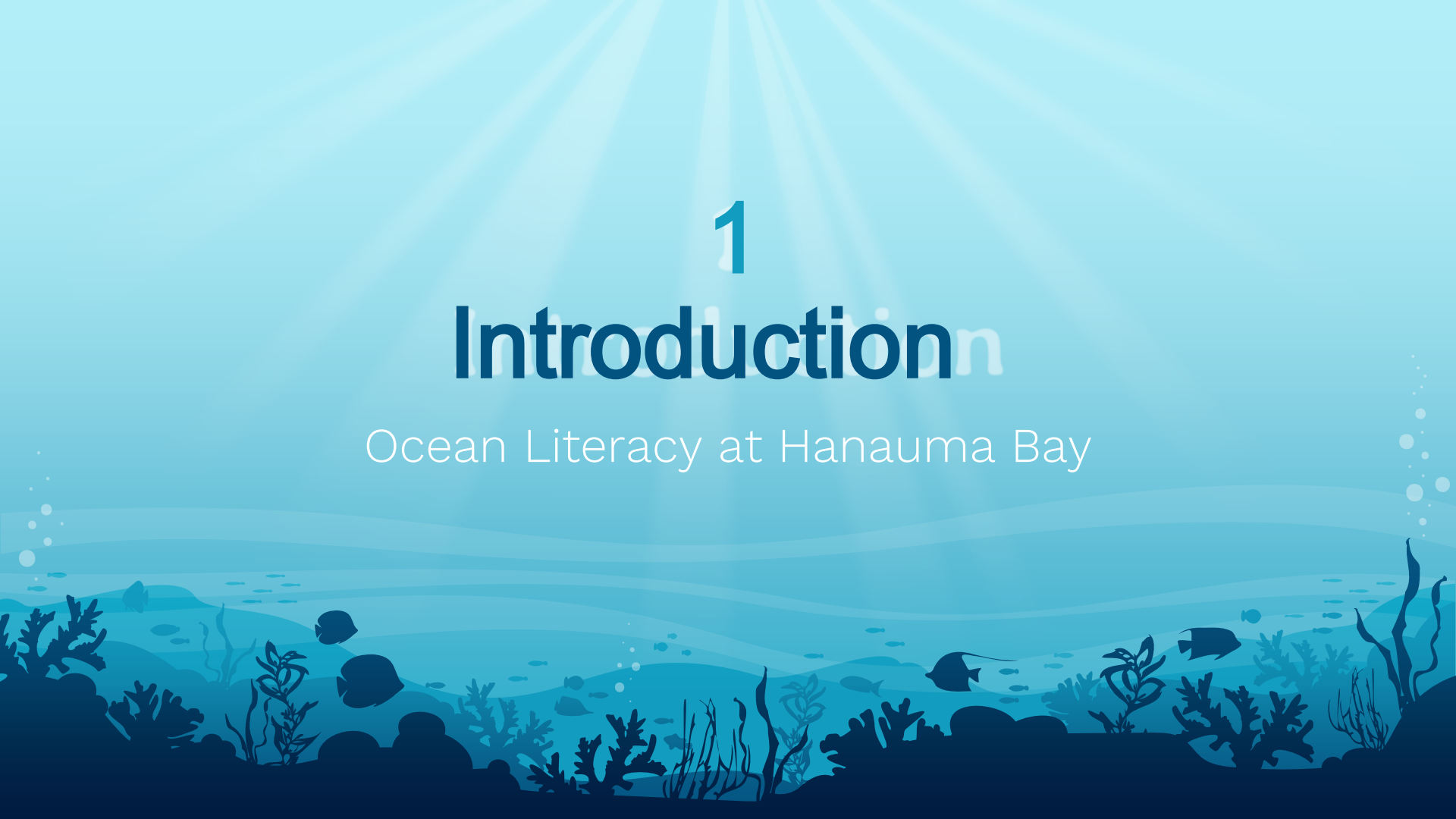
2 - Design - The How and Why

3 - Evaluation - What Did and Did Not Work?

4 - Conclusion - Now What?

1
Introduction

Ocean Literacy at Hanauma Bay



Introduction

Problem Statement

Visitors to Hanauma Bay Nature Preserve lack 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

Introduction

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

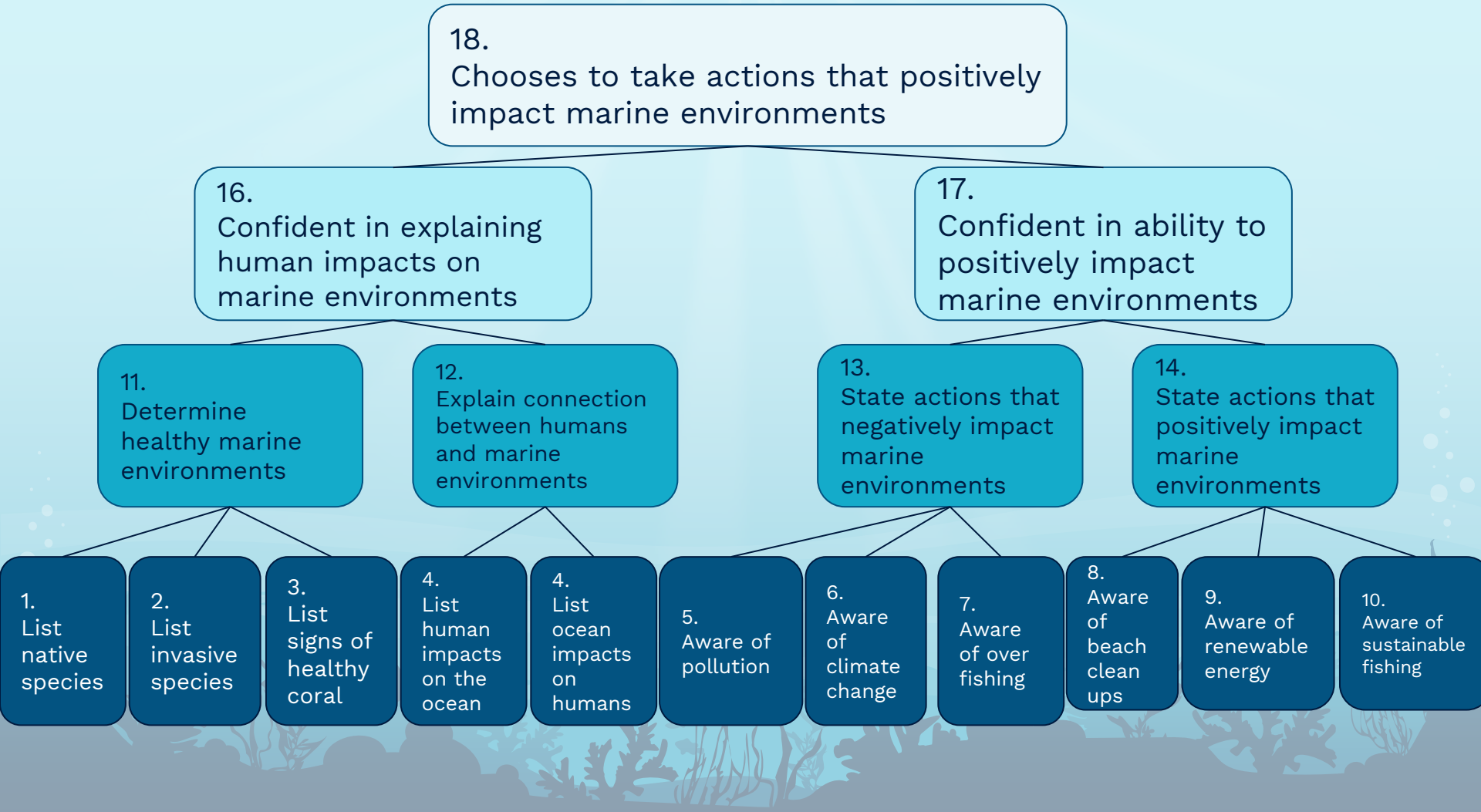
Audience

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


18.
Chooses to take actions that positively impact marine environments
16.
Confident in explaining human impacts on marine environments
17.
Confident in ability to positively impact marine environments
11.
Determine healthy marine environments
12.
Explain connection between humans and marine environments
13.
State actions that negatively impact marine environments
14.
State actions that positively impact marine environments
1.
List native species
2.
List invasive species
3.
List signs of healthy coral
4.
List human impacts on the ocean
4.
List ocean impacts on humans
5.
Aware of pollution
6.
Aware of climate change
7.
Aware of over fishing
8.
Aware of beach clean ups
9.
Aware of renewable energy
10.
Aware of sustainable fishing

Design

Skills and Objectives

Subskills may have performance objective that are either cognitive, affective, or both.

Subskill	Cognitive	Affective
List native species	The learner can list 3 native fish species in Hawai’ i	
List signs of healthy coral	The learner can list 3 signs of healthy corals	The learner agrees that coral health is relevant to their lives
Explain actions that positively impact marine ecosystems	The learner can explain an action that positively impact marine ecosystems	Agrees they can take one action that positively impacts marine environments

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

The Project

3
Evaluation

How did it go?

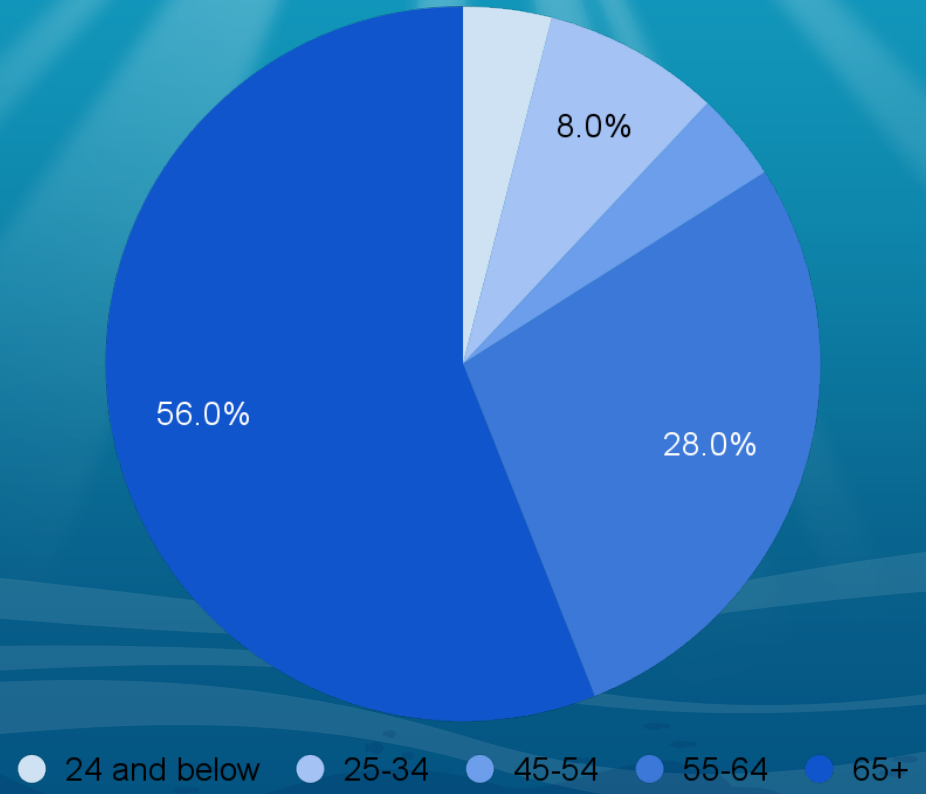
Evaluation

Usability Testing

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

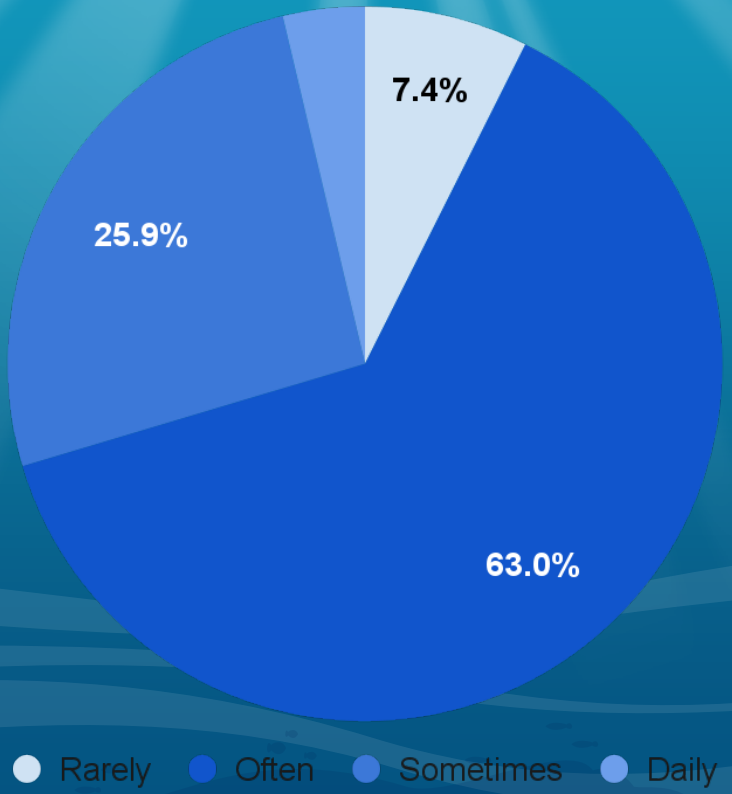
Evaluation

Participant Age Ranges (n=27)



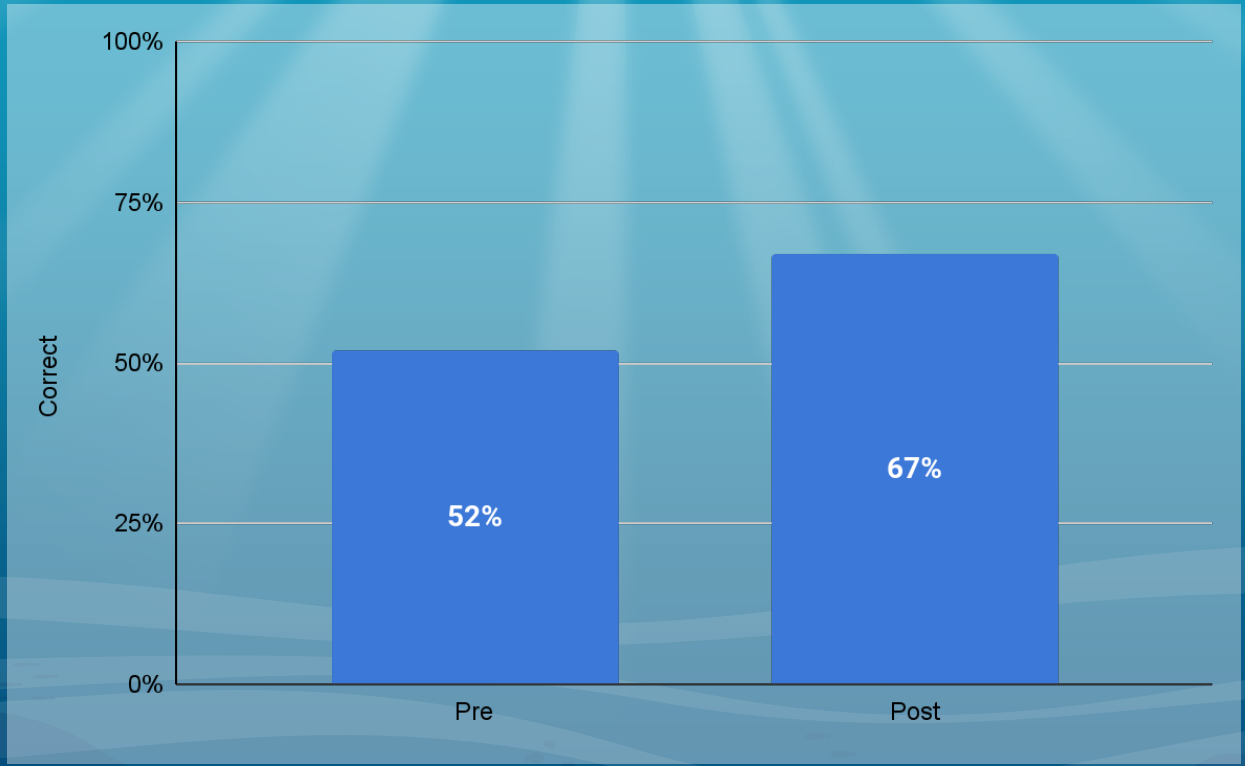
Evaluation

Beach Frequency (n=27)



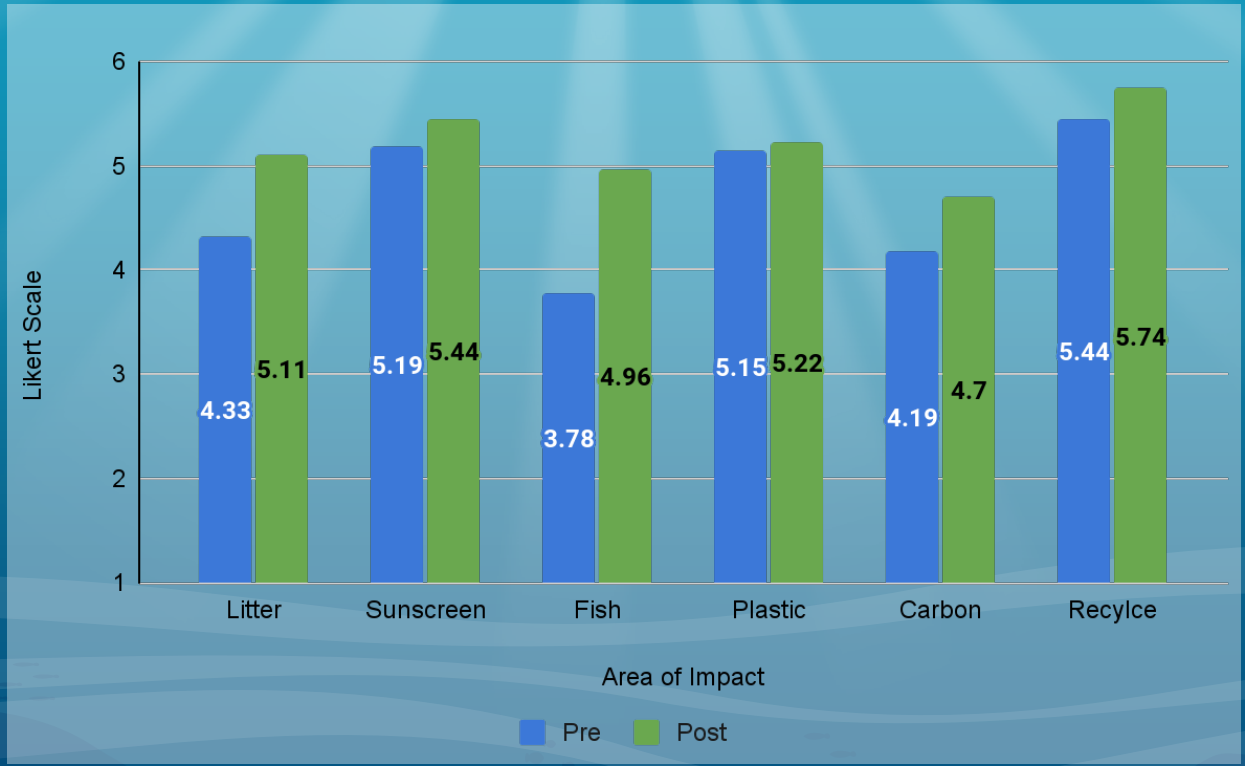
Evaluation

Which Reef is Healthier? (n=27)



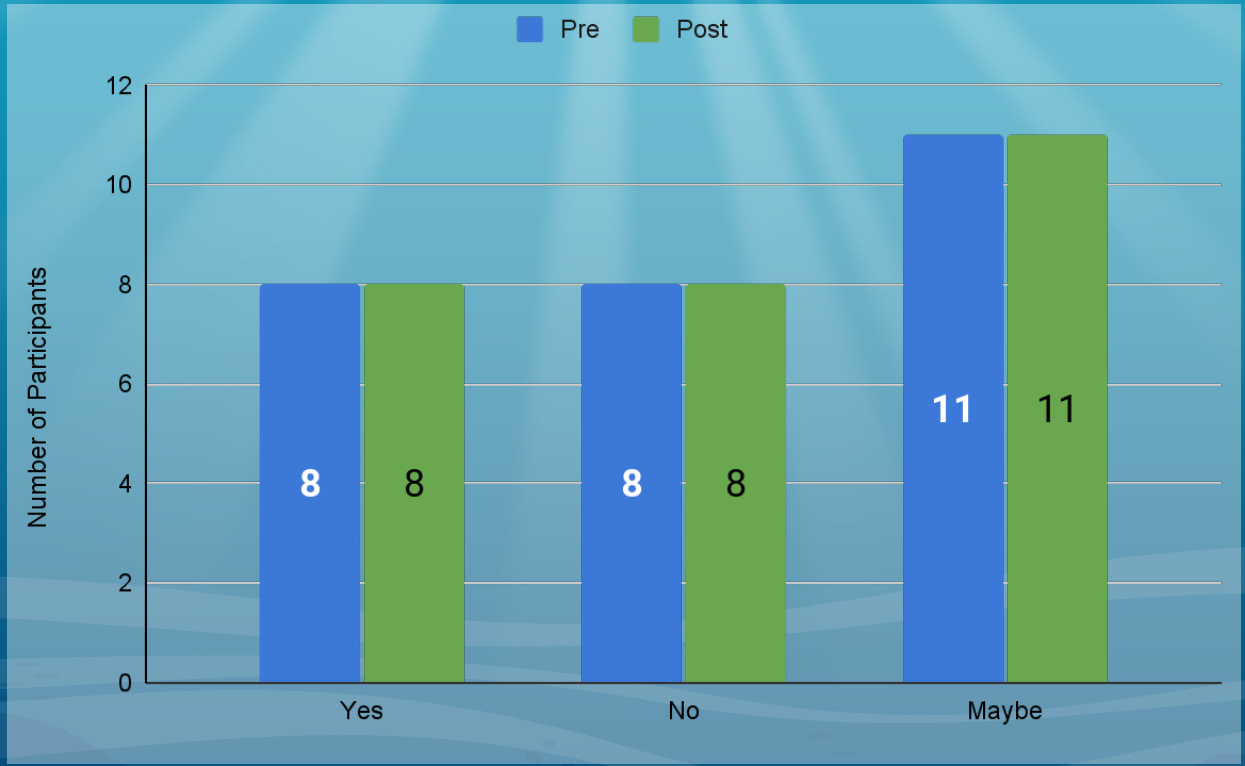
Evaluation

Willingness to Change (n=27)



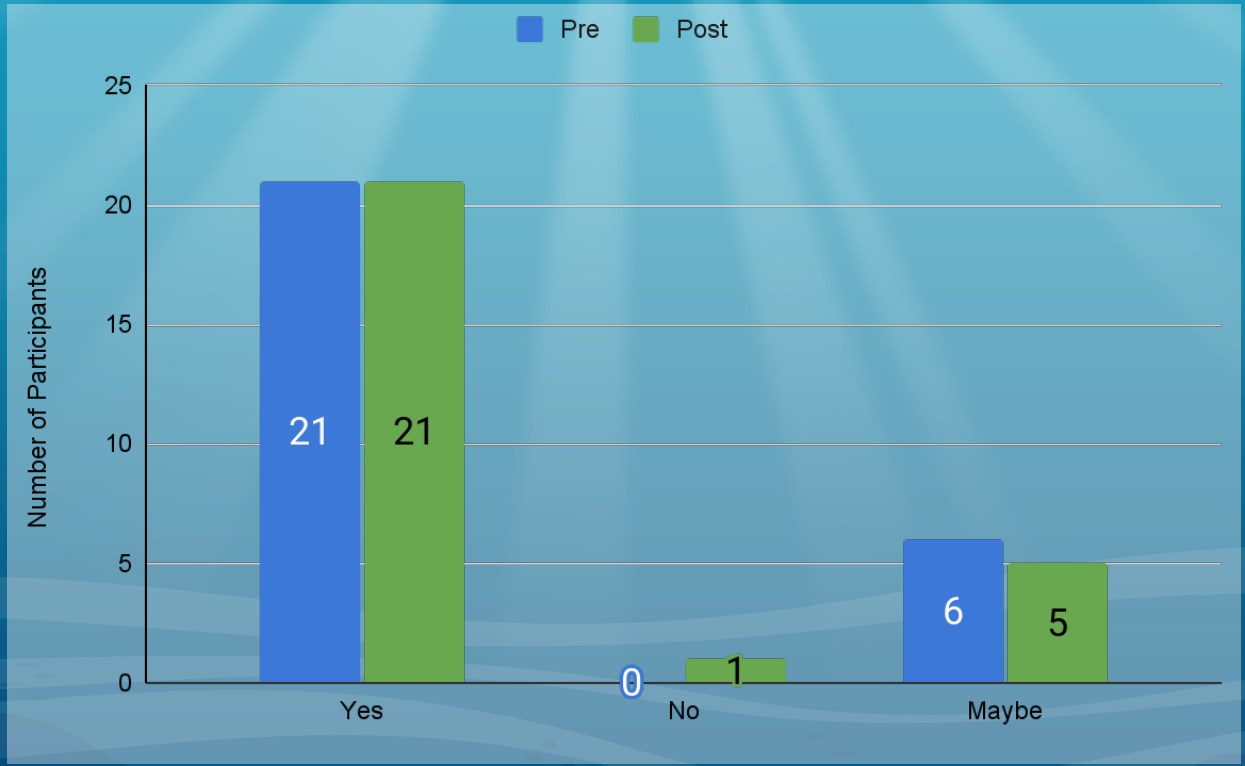
Evaluation

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 Pūkoʻa Kani ʻ Āina

A Coral Becomes an Island

Aloha!