

# Demonstrating short-term knowledge transfer in participants of the marine mammals educational presentation at the Attica Zoological Park



by: **Ms Daphne Kyriakides<sup>1</sup>** & **Dr. Georgina Spyres<sup>2</sup>**

<sup>1</sup> Student of the Youth Service Learning Program

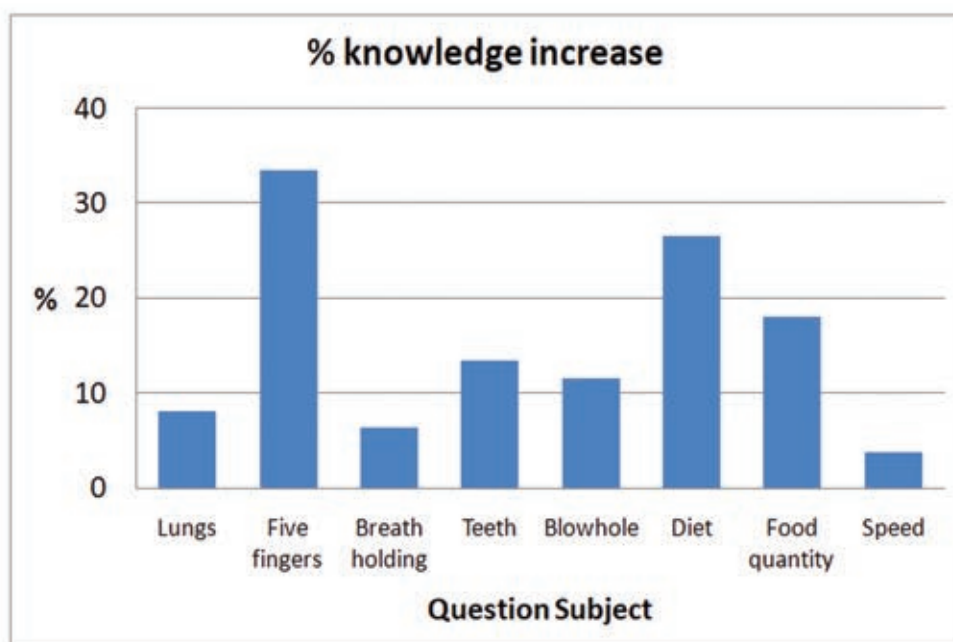
<sup>2</sup> Head of Research & Education, georgina@atticapark.gr  
Education Center, Attica Zoological Park, Greece



**Summary** Evaluating the effectiveness of educational programs in zoos to demonstrate positive impact is considered high priority. Arguments questioning the educational impact of marine mammal presentations are ever present, highlighting an increased need for measuring impact on visitors. Attica Zoological Park (AZP) has been hosting bottlenose dolphins since 2009 and has conducted daily educational presentations for visitors. **Preliminary studies via questionnaires investigating knowledge transfer before and after the presentation, demonstrate up to 33% increase in knowledge** in our sampled population.

**Methodology** The Marine Mammals educational presentation lasts ~20 min each time and there is a specific recommended text on physiology and behavior of bottlenose dolphins for the speakers to communicate during the presentation. **Questionnaires with a “True-False” response to eight questions from this text were administered to visitors** over 18yrs old during weekends (Oct 2018 - Sept 2019) by select students of the annual Youth Service Learning Program. Sampled visitors that had not ever attended the presentation were n=168 and those surveyed immediately following the presentation were n=133. A paired t-test, assuming we are sampling a proportion of the same population, was performed to determine whether the difference observed in correctly answered questions was significant ( $p < 0.05$ ).

## Results



## Conclusion

Knowledge was significantly **increased in visitors who participated in the marine mammal presentations at the Attica Zoological Park.**

## Future

Data should be collected and analyzed on an international scale



**Acknowledgements:** We thank the Director of the AZP Service Learning Program, Mrs D. Zaouri for help in coordinating data collection and student Ms I. Vavva for assisting in collection & initial analysis of data, and Curator of Marine Mammals Mr. R Gojceta and his team for preliminary discussions.