

Please join us for an interactive session:

## Applying spatial methods to integrate social and ecological data and inform conservation practice

North American Congress for Conservation Biology,  
Toronto, ON, Canada  
4-5:30 pm, July 25, 2018  
Room Pier 3, Westin Harbour Castle

Spatial methods to characterize ecological patterns have had an enormous impact on the ability of researchers and practitioners to understand the outcomes of conservation action on ecological objectives, while limiting investment in field data collection across large spatial extents. Information about how people think and behave is recognized as a critical component of successful conservation practice. However, application of spatial analysis to social data has been limited by a variety of challenges, including difficulty in aligning scales and identifying methods appropriate to both social and ecological data. Increased spatial analysis of social data can facilitate integration of social and ecological data, strengthening our understanding of social-ecological systems and the outcomes of conservation practice. We aim to facilitate a conversation about how to address these challenges by building collaborations among social and spatial scientists and conservation practitioners. We will begin with a presentation detailing data types and collection methods common in social science research. A second presentation will describe spatial approaches commonly applied to ecological data and opportunities to apply these methods to social data. A facilitated discussion of participant experiences will follow, with the goal of identifying common challenges resulting from application of spatial approaches to social data. Session participants will break into small groups to discuss potential approaches to address recognized challenges, in the context of a real-world case study. Finally, through a large group conversation, participants will develop a set of guidelines for consideration in study design which facilitate integrated, spatial analysis of social and ecological data.

Questions? Contact Stacy Lischka ([slischka@wcs.org](mailto:slischka@wcs.org))