

# Strengths

- Placement within the Ecosystem Science Program (ESP) allows for broad and diverse foci, which fits multiple social science approaches (“humans are our species of interest”)
- Strong collaborative links to biophysical ecosystem research
- Reporting to research participants = rapport for future work
- Provide social science links and service to the PFMC through the Ecosystem Advisory Sub-panel, SSC, catch shares review and other Council-oriented management support
- Research often offers up results and products that serve multiple needs and have multiple applications relative to management and center demands
- Often we can use extant data = low cost
- Good participation with voluntary data collections!!

# Challenges

- HQ-dispersed funding is uncertain in consistency, year-to-year, and in timetable for its arrival - difficult to support longitudinal primary data collection
- OMB/PRA approval process can be lengthy and uncertain for original data collection
- The whole challenge is greater than the sum of its parts (FY funding timetable + OMB/PRA process makes for research timing issues)
- Survey fatigue and coordination (we are not the only ones asking for information)
- Much of the data we collect is confidential which makes collaboration, data sharing and presentation difficult

# Challenges, cont'd

- Secondary data on communities (e.g. American Community Survey) not suited to time-series analysis for small communities
- Linking social science approaches with other NWFSC science (e.g. ecosystem science) may raise issues of scale and data compatibility
- Organizational hurdles exist in working with appropriate partner institutions (e.g. AFSC, States, etc.)
- Introducing non pecuniary values (e.g. cultural value) into analysis and decision making requires greater acceptance and integration

# Opportunities and Strategies

- Make better use of existing data including state data through sharing agreements
- Increase primary data collection
- Integrate social data collection with commercial economic data collection activities (e.g. add job satisfaction and household income composition to cost-earnings surveys)

Get multi-year OMB survey clearance and long term funding commitment for social data collection

# Opportunities and Strategies

- Collaborate with universities, NGOs, and NMFS staff in other regions and seek external funding to leverage resources
- Cross-disciplinary collaboration - attention to broader research themes at the NWFSC is well suited to integration of HD research (e.g. climate-oriented research, etc.)
- Integrate social motivations into behavioral models (social-economic-ecological models)
- Use new methodologies for quantitative analysis of qualitative data (network analysis, textual analysis)
- Build rapport with stakeholders in participatory research (as with the oral histories data collection)