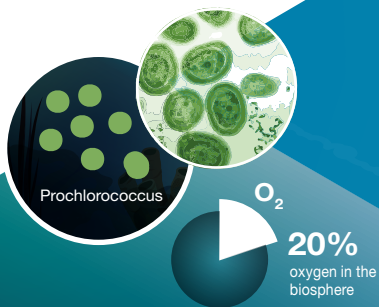


The 10 Dimensions of Ocean Literacy

REVOLVE

Understanding how we influence the ocean and how the ocean influences us is at the core of ocean literacy.

Prochlorococcus is the smallest photosynthetic organism on the planet and yet it produces 20% of the oxygen in the biosphere.



1 Knowledge

What a person knows about an ocean-related topic and the links between topics. It also refers to the knowledge a person has about ocean decision-making, opportunities to participate and engage in ocean decisions, and access to information on ocean issues.

2 Awareness

The basic understanding that a situation, problem, or concept exists, along with knowledge of potential behaviors and solutions that may exist to address these problems, and how these can lead to policy and societal change.

3 Attitude

The level of agreement with, or concern for, a particular position. It also includes consideration of perceptions, values, and views towards an ocean issue, and how these can lead to policy and societal change.

4 Behaviour

Decisions, choices, actions, and habits with respect to ocean-related issues made by individuals, sector and policy actors, and institutions, with an intention to bring about whole system change.

5 Activism

The degree to which a person engages in a wide range of activities such as campaigning (social media, attending public rallies, or writing to elected officials) to drive policy, attitude, and behaviour change. One must also consider who gets to participate in activism and what the barriers are.

6 Communication

- a. The extent to which a person communicates with others, such as family and peer groups, on ocean-related topics.
- b. How and where people get information on ocean issues and what the most effective communication methods are.
- c. How institutions and organizations are communicating to different audiences about ocean issues.

7 Emotional Connections

How a person feels and emotionally responds when they think about, are near the ocean, or consider issues related to the ocean, coasts, and seas. Emotions can be positive, negative, or neutral, and all contribute to behaviour change.

8 Access and Experience

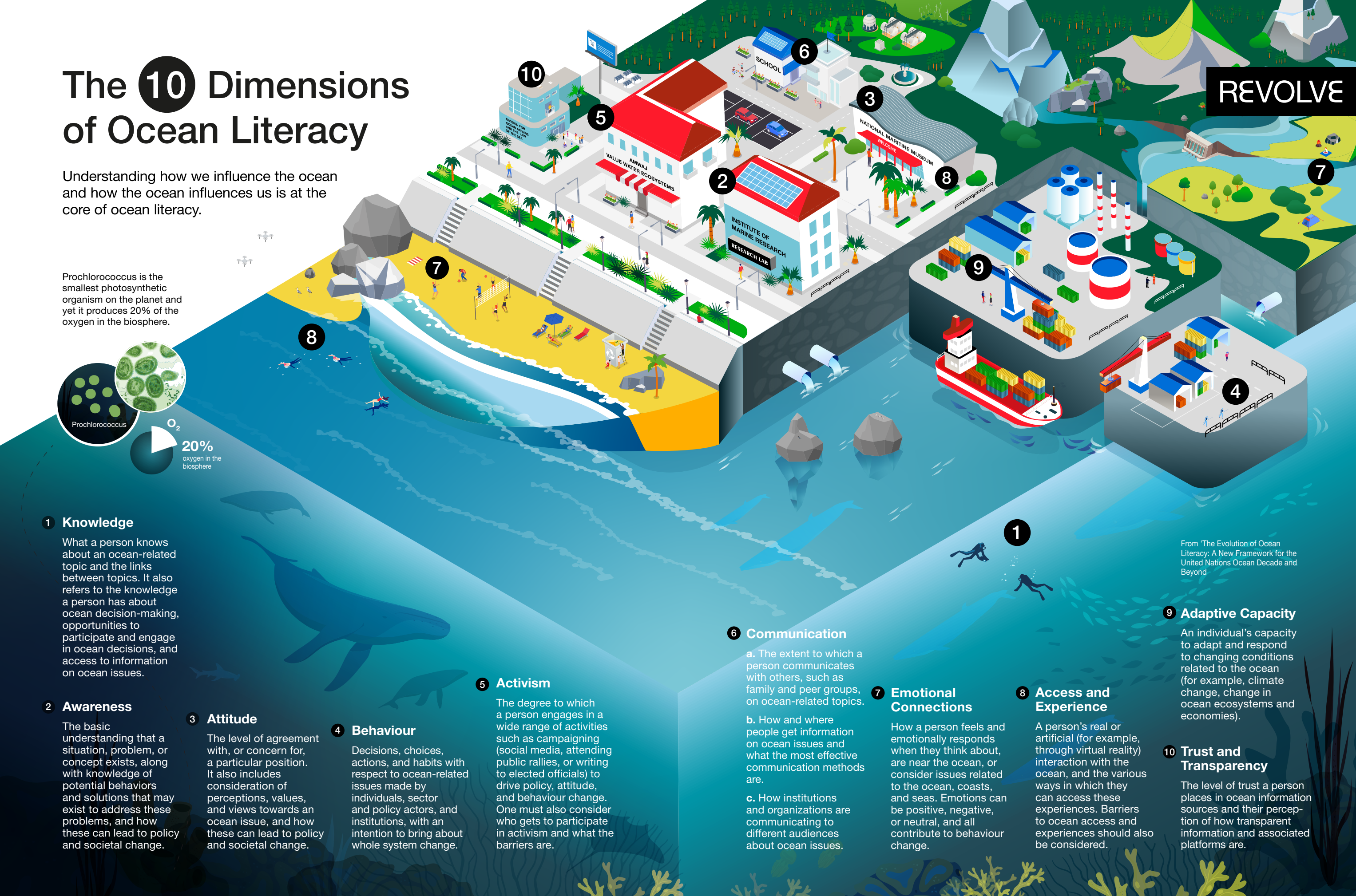
A person's real or artificial (for example, through virtual reality) interaction with the ocean, and the various ways in which they can access these experiences. Barriers to ocean access and experiences should also be considered.

9 Adaptive Capacity

An individual's capacity to adapt and respond to changing conditions related to the ocean (for example, climate change, change in ocean ecosystems and economies).

10 Trust and Transparency

The level of trust a person places in ocean information sources and their perception of how transparent information and associated platforms are.



From 'The Evolution of Ocean Literacy: A New Framework for the United Nations Ocean Decade and Beyond'