

University of Denver

**Digital Commons @ DU**

---

Electronic Theses and Dissertations

Graduate Studies

---

1-1-2019

## **Show Me a Sign: How Signs Embedded Within Social Media Shape and Influence Outdoor Recreational Tourists' Decision-Making Processes at Colorado State Parks**

Sarah Marie Norlin  
*University of Denver*

Follow this and additional works at: <https://digitalcommons.du.edu/etd>



Part of the [Social and Cultural Anthropology Commons](#)

---

### **Recommended Citation**

Norlin, Sarah Marie, "Show Me a Sign: How Signs Embedded Within Social Media Shape and Influence Outdoor Recreational Tourists' Decision-Making Processes at Colorado State Parks" (2019). *Electronic Theses and Dissertations*. 1678.

<https://digitalcommons.du.edu/etd/1678>

This Thesis is brought to you for free and open access by the Graduate Studies at Digital Commons @ DU. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of Digital Commons @ DU. For more information, please contact [jennifer.cox@du.edu](mailto:jennifer.cox@du.edu), [dig-commons@du.edu](mailto:dig-commons@du.edu).

---

# **Show Me a Sign: How Signs Embedded Within Social Media Shape and Influence Outdoor Recreational Tourists' Decision-Making Processes at Colorado State Parks**

## **Abstract**

The purpose of this project was to determine the ways in which signs within social media posts on Instagram and Facebook frame the way that outdoor recreational tourists make decisions about Colorado state parks' locations, services and activities. Surveys were conducted at 6 Colorado state parks in the 2018 spring, summer, and fall months. These surveys asked respondents to answer multiple choice and open ended questions about their social media habits, their outdoor recreation habits, and their opinions about images displayed on Colorado Parks and Wildlife's social media pages.

A total of 93 surveys were collected during the research period. An analysis was done to determine what types of content posted on these social media pages is drawing visitors to Colorado state parks and what decisions these visitors are making in regard to the content they are exposed to online. Individuals traveling to Colorado state parks and participating in activities at these locations are able to utilize past knowledge and experiences along with sociocultural rules and norms to inform their motivations for visiting these outdoor recreational tourism destinations.

## **Document Type**

Thesis

## **Degree Name**

M.A.

## **Department**

Anthropology

## **First Advisor**

Esteban Gomez, Ph.D.

## **Second Advisor**

Richard Clemmer-Smith, Ph.D.

## **Keywords**

Outdoor recreation, Social media, State parks, Tourism

## **Subject Categories**

Anthropology | Social and Cultural Anthropology

## **Publication Statement**

Copyright is held by the author. User is responsible for all copyright compliance.

Show me a Sign:

How signs embedded within social media shape and influence outdoor recreational  
tourists' decision-making processes at Colorado state parks

---

A Thesis

Presented to  
the Faculty of Social Sciences  
University of Denver

---

In Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts

---

by

Sarah Norlin

August 2019

Advisor: Dr. Esteban Gomez

©Copyright by Sarah Norlin 2019

All Rights Reserved

Author: Sarah Norlin

Title: Show me a Sign: How signs embedded within social media shape and influence outdoor recreational tourists' decision-making processes at Colorado state parks

Advisor: Dr. Esteban Gomez

Degree Date: August 2019

### **Abstract**

The purpose of this project was to determine the ways in which signs within social media posts on Instagram and Facebook frame the way that outdoor recreational tourists make decisions about Colorado state parks' locations, services and activities. Surveys were conducted at 6 Colorado state parks in the 2018 spring, summer, and fall months. These surveys asked respondents to answer multiple choice and open ended questions about their social media habits, their outdoor recreation habits, and their opinions about images displayed on Colorado Parks and Wildlife's social media pages. A total of 93 surveys were collected during the research period. An analysis was done to determine what types of content posted on these social media pages is drawing visitors to Colorado state parks and what decisions these visitors are making in regard to the content they are exposed to online. Individuals traveling to Colorado state parks and participating in activities at these locations are able to utilize past knowledge and experiences along with sociocultural rules and norms to inform their motivations for visiting these outdoor recreational tourism destinations.

## **Acknowledgements**

I would first like to thank my family and friends for being there and supporting me throughout my time at DU and in this program. I could not have done this without them and the love and encouragement sent my way. I would also like to thank my advisors Richard Clemmer-Smith and Esteban Gomez for providing me with the guidance and support to complete this project.

Thank you to Colorado Parks and Wildlife and all of the volunteers and staff that made it possible for me to travel and enjoy my time conducting research at each their wonderful locations. A huge thank you to Ranger Michelle Seubert at Barr Lake for connecting me to all of the other Colorado state parks rangers and helping me set up my research dates and locations with the other state parks. Thank you to all of the rangers who checked up on me and my research while I was visiting.

I could not have done any of this without the support of every one of these individuals and organizations and I appreciate everything that each of you have done to help me complete this project.

## Table of Contents

Chapter One: Introduction .....	1
Chapter Two: Background .....	5
Tourism .....	5
Parks.....	8
Colorado Parks and Wildlife.....	9
Chapter Three: Theory and Methods .....	12
Theory .....	12
Semiotics.....	12
The Tourist Gaze.....	14
Destination Image .....	15
Research Objective .....	16
Research Design.....	17
Population sample and location .....	19
Data Collection .....	21
Ethical Considerations .....	25
Chapter Four: Results and Analysis.....	27
Results.....	27
Overall Survey Results .....	27
Likert Results .....	30
Paired Comparison Results .....	72
Demographics .....	106
Analysis.....	106
Overall Survey Analysis .....	106
Likert Analysis.....	110
Paired Comparison Analysis.....	134
Chapter Five: Discussion and Conclusion .....	146
Discussion .....	146
Limitations .....	152
Future Research Applications .....	153
Conclusion .....	155
References.....	158

Appendix A.....	160
Appendix B .....	171



## List of Figures

### Chapter Three

Figure 1: Colorado Parks and Wildlife Regions .....	20
---	----

### Chapter Four

Figure 2: Overall Likert Results .....	31
Figure 3: : Colorado Parks and Wildlife Likert Average Percentages.....	33
Figure 4: National Parks Services Likert Average Percentages .....	34
Figure 5: Retail Likert Average Percentages .....	35
Figure 6: Photographers Likert Average Percentages .....	37
Figure 7: Information Likert Average Percentages .....	38
Figure 8: Activity Likert Average Percentages .....	39
Figure 9: Blogs Likert Average Percentages .....	41
Figure 10: None Likert Average Percentages .....	42
Figure 11: Family/Friends Likert Average Percentages .....	43
Figure 12: Location Likert Average Percentages .....	45
Figure 13: Close to Home Likert Average Percentages.....	46
Figure 14: Activities Likert Average Percentages .....	47
Figure 15: Aesthetics Likert Average Percentages .....	49
Figure 16: Biking Likert Average Percentages.....	50
Figure 17: Boating Likert Average Percentages .....	51
Figure 18: Camping Likert Average Percentages .....	53
Figure 19: Dog Friendly Likert Average Percentages .....	54
Figure 20: Education Programs Likert Average Percentages .....	55
Figure 21: Fishing Likert Average Percentages.....	57
Figure 22: Hiking Likert Average Percentages .....	58
Figure 23: Photography Likert Average Percentages .....	59
Figure 24: Picnicking Likert Average Percentages .....	61
Figure 25: Swimming Likert Average Percentages .....	62
Figure 26: Wildlife Viewing Likert Average Percentages .....	63
Figure 27: Male Likert Average Percentages .....	65
Figure 28: Female Likert Average Percentages.....	66
Figure 29: 25-34 Likert Average Percentages .....	67
Figure 30: 35-44 Likert Average Percentages .....	69
Figure 31: 45-54 Likert Average Percentages .....	70
Figure 32: 55-64 Likert Average Percentages .....	71

## List of Tables

### Chapter Four

Table 1: Paired Comparison Percentage Heat Map for All Responses .....	73
Table 2: Colorado Parks and Wildlife Paired Comparison Percentage Heat Map .....	75
Table 3: National Parks Service Paired Comparison Percentage Heat Map .....	76
Table 4: Retail Paired Comparison Percentage Heat Map .....	77
Table 5: Photographers Paired Comparison Percentage Heat Map .....	78
Table 6: Information Paired Comparison Percentage Heat Map .....	79
Table 7: Activity Paired Comparison Percentage Heat Map .....	80
Table 8: Blogs Paired Comparison Percentage Heat Map .....	82
Table 9: None Paired Comparison Percentage Heat Map .....	83
Table 10: Family and Friends Paired Comparison Percentage Heat Map .....	84
Table 11: Location Paired Comparison Percentage Heat Map .....	85
Table 12: Close to Home Paired Comparison Percentage Heat Map .....	86
Table 13: Activities Offered Paired Comparison Percentage Heat Map .....	87
Table 14: Aesthetics Paired Comparison Percentage Heat Map .....	88
Table 15: Biking Paired Comparison Percentage Heat Map .....	90
Table 16: Boating Paired Comparison Percentage Heat Map .....	91
Table 17: Camping Paired Comparison Percentage Heat Map .....	92
Table 18: Dog Friendly Paired Comparison Percentage Heat Map .....	93
Table 19: Education Programs Paired Comparison Percentage Heat Map .....	94
Table 20: Fishing Paired Comparison Percentage Heat Map .....	95
Table 21: Hiking Paired Comparison Percentage Heat Map .....	96
Table 22: Photography Paired Comparison Percentage Heat Map .....	97
Table 23: Picnicking Paired Comparison Percentage Heat Map .....	98
Table 24: Swimming Paired Comparison Percentage Heat Map .....	99
Table 25: Wildlife Viewing Paired Comparison Percentage Heat Map .....	100
Table 26: Male Paired Comparison Percentage Heat Map .....	101
Table 27: Female Paired Comparison Percentage Heat Map .....	102
Table 28: Ages 25-34 Paired Comparison Percentage Heat Map .....	103
Table 29: Ages 35-44 Paired Comparison Percentage Heat Map .....	104
Table 30: Ages 45-54 Paired Comparison Percentage Heat Map .....	105
Table 31: Ages 55-64 Paired Comparison Percentage Heat Map .....	106

## **Chapter One: Introduction**

Within the past few years, there has been a shift in the travel practices of outdoor recreational tourists. Outdoor recreational tourism destinations such as state and national parks and some private conservancy lands have seen an increasing trend in visitor rates (National Association for State Parks Directors 2017). Campaigns such as REI's #optoutside movement, the National and State Parks Services' decision to allow free admission on Black Friday, as well as many others have had a positive impact on the number of people traveling to parks and the decisions they are making while they are there. This pull through social media to visit outdoor locations and to enjoy recreation in an outdoor atmosphere has produced a generation of thrill seekers, adventurers, and nature buffs who are following the campaign slogan of REI and opting to go visit the outdoors more often.

The viewing of iconic, indexical, and symbolic signs found in images posted on Instagram and Facebook by Colorado state parks and outdoor recreational tourism pages containing content related to the history of Colorado state parks, the conservation efforts put forth by them, the landscapes and views within them, and the outdoor recreation activities provided by them influence the decision making processes of outdoor recreational tourists involving visitation of and participation in the activities offered at Colorado state parks by staging and scripting scenes for touristic experiences in the

minds of tourists, creating imaginative geographies that become reality when visiting the parks themselves.

Social media outlets such as Facebook, Instagram and Twitter have become more prominent in the outdoor recreational tourism scene. Many Colorado state parks have constructed social media pages on Facebook, Instagram and Twitter to advertise the parks' accommodations, recreational facilities, conservation efforts and overall atmosphere. There are also outdoor recreation companies that frequently post images related to the general outdoor recreation scene and even more specifically to areas in Colorado. Embedded within these posts are indices, icons and symbols of the parks' histories, the efforts for conservation that are implemented within them, and many of the activities provided within each park. Because tourism is visual in nature, the images reflected on the social network feed of the outdoor recreational tourist's Facebook, Instagram and other social media pages and the signs embedded in them can create *imaginative geographies* in the mind of the tourist which, in turn, motivate the tourist to find and capture these images for themselves (Urry and Larsen 2011).

My goal for this project was to find out how the visual content posted on social media sites by Colorado Parks and Wildlife and other outdoor recreation related entities influences the decisions an individual makes about their visits to state parks in Colorado. I aimed to understand the relationship between the visual content outdoor recreational tourists are viewing on their social media feeds and the decisions they were making about the locations they chose, the activities they participated in, and their general feelings towards and interactions with the park itself.

There are five chapters in my thesis. Chapter two introduces tourism as a practice, the nature of the tourist, photography's role in tourism, the history of the parks system in the United States, and information about Colorado Parks and Wildlife as an organization and their outdoor recreation destinations. First, I go into detail about the emergence of tourism and its evolution into what we know it as today. I then discuss modernization and its role in transforming the practice of tourism. I go into the role of photography in tourism from the Kodak Brownie camera to its connection to practices of image sharing online and social media use. I finally discuss the history of the parks system in the United States as well as the history of Colorado Parks and Wildlife and the roles they play in the outdoor recreation industry.

In chapter three, I discuss my theoretical and methodological approaches for this project. I first discuss semiotics as a theory and method for this project. I then introduce the tourist gaze as a theory in conceptualizing the role of imagery in the tourism industry. The tourist gaze then ties into the theory of destination image and the ways in which visitors form decisions about their destination choices for outdoor recreational tourism. In the next section of this chapter I outline my research objectives, research design, population size and location, my data collection methods and finally the ethical considerations I took in proceeding with this research project.

In chapter four, I share my survey results and analysis. I provide the overall results from the 93 respondents for each survey question. I also provide more detailed results from data broken down into a comparison between the Likert and paired comparison data and some of the high frequency answers that respondents chose from the

other survey questions. I break down the data from survey questions two, five and six as well as the gender and age demographics to compare each answer with the Likert and paired comparison data. I then analyze this data and bring out the common themes that appear throughout each of the data sets.

In chapter five, I discuss my results and how they relate to my theoretical approaches. I also discuss my findings and provide insight into the limitations of this project. I include recommendations for further research on the subject matter I have covered in this project and conclude with a final summary of my findings.

## **Chapter Two: Background**

### **Tourism**

The act of tourism has evolved throughout the ages, beginning as pilgrimages in the 13<sup>th</sup> and 14<sup>th</sup> century, presenting itself from the 16<sup>th</sup> to the 19<sup>th</sup> century as the Grand Tour, and emerging in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries as the modern leisure practices we know of today (McLaren 1998, 9) (Urry and Larsen 2011, 5). During the 16<sup>th</sup> to 19<sup>th</sup> century, the Grand Tour provided less of an emphasis on leisure and more of an emphasis on scholarly discourse and travel as eyewitness observation. Travel was a marker of wealth and status. It was not easily obtained by the middle and lower classes and only the wealthy could embark upon these tours to distant lands.

At the turn of the 20<sup>th</sup> century tourism became accessible among the middle class as worldviews shifted “and new patterns of social relations [were] established” (Urry and Larsen 2011, 31). Modern mass leisure emerged as society shifted its ideologies away from the industrial, manual labor of the 19<sup>th</sup> century and moved toward a society geared toward the values of modernity. These ideologies and values include changes in family structure, education, social movements, the structure of the workplace, and the rise of tourism and leisure. Dean MacCannel states that the characteristics of modernity are “advanced urbanization, expanded literacy, generalized healthcare, rationalized work arrangements, geographical and economic mobility, and the emergence of the nation-state as the most important sociopolitical unit” (2013, 7).

Modernization and modernity create differentiations in society that force separations between the connections of people and places. According to MacCannell,

“modernization simultaneously separates these [differentiations] from the people and places that made them, breaks up the solidarity of the groups in which they originally figured as cultural elements, and brings the people liberated from traditional attachments into the modern world where, as tourists, they may attempt to discover or reconstruct a cultural heritage or a social identity” (2013, 13).

Tourism in the form of modern mass leisure is just one of the ways in which modern society makes sense of these differentiations.

Tourists seek “self-discovery through a complex and sometimes arduous search for an absolute other” (MacCannell 2013, 5). MacCannell defines tourists as sightseers or simply modern man in general. The modern tourists are made up of mostly middle class individuals. These individuals partake in leisure activities to discover social and cultural relationships that they do not receive in their daily lives. In the post industrial world, lifestyle replaces occupation as the main ‘place’ to form social relationships, gain social status, and take social action (MacCannell 2013, 6). Modern tourists are ridiculed for being satisfied with basic experiences of people and places. They chase these experiences through sightseeing as a way to connect back to culture in a way that they are not provided in their daily lives. This search for a connection then results in the preservation and reconstruction of sociocultural arrangements, or sights, as tourists make sense of what is and is not modern and what cultural values are deemed important enough for preservation.

As tourism grew more popular in the 20<sup>th</sup> century, photography gained a reputation as a central practice in modern mass leisure. Photography was once just as



inaccessible as travel and tourism since the equipment was expensive and bulky and photographers were required to travel to their destinations, a practice that, as mentioned before, was only accessible to the wealthier classes. The primary subject of photographs became natural landscapes as images were thought of as a way to ‘tame’ the unkempt wilds of nature.

Kodak changed the game with the release of their Brownie cameras. These cameras made photography more accessible to the modern mass tourist as they were cheap, small, and the film could be sent in to be developed by the Kodak company fairly easily. The camera was widely used by tourists and made “picture making ‘mundane’ and photographing part of an emerging ‘tourist habitus’” (Urry and Larsen 2011, 170). It allowed tourists to bring back a part of the location to family and friends to tell a story that was able to transport them back to that place again and again even after they had left the place entirely.

With the emergence of digital imagery and social media, images have become even more widely produced and are able to be released to a mass audience. Photographs in the age of the internet have complex natures as they move about the web, taking on new forms and meanings as they appear in different places throughout time and space (Urry and Larsen 2011, 185). Photographs, whether they be commercial or not, can be influential in shaping perceptions of people and places depending on the form they take and who views them where.

## **Parks**

National parks in the United States of America were first officially recognized in 1916 when the National Parks Service was created and placed within the Department of the Interior (Keller and Turek 1998, 18). Through the establishment of Yosemite in 1850 and Yellowstone in 1920, national parks and protected areas were created in part because of the fear that industrialization would consume these open spaces, but also because of the belief that all citizens had the right to these lands (McLaren 1998). Keller and Turek state that inspiration for the creation of the National Parks Service came from

“nostalgia for the wild..., a sense of loss created by settlement, commercial tourism promoted by railroad companies, a patriotic need to display canyons and mountains as monuments superior to Europe’s cathedrals and museums, a growing realization that industrial-urban civilization had the potential to subdue, diminish, and even destroy such spectacular natural features as Niagara Falls, and a dawning awareness that the resource cornucopia called North America had limits and that “moving west” could no longer expand those limits” (Keller and Turek 1998, 19-20).

Parks and nature as tourist destinations have also been transformed with the advent of modernization. Nature was transformed from that of the feared and unknown to a place of play and community life. MacCannell identifies two types of outdoor tourism in the form of recreational and esthetic tourism. Recreational tourism takes its form in hunting, fishing, climbing, etc. These are most often ‘active’ activities that use nature as a play area or as a tap for natural resources. Esthetic tourism takes its form in sightseeing as a means of looking at the landscape, taking in all of its qualities, and appreciating them as a whole or as individual landmarks. Modernism has turned nature and the touristic experience of it into “a basis for unity in the family of man. The modern touristic version

of nature treats it not as a force opposing man, but as a common source of thrills, something we must try to preserve” (MacCannell 2013, 80-81). Nature is seen as an attraction that is to be utilized in full capacity by the modern tourist.

### **Colorado Parks and Wildlife**

Colorado Parks and Wildlife was established in 1897 as the Colorado game, fish and forestry department. The wildlife commission and Colorado’s first state parks and recreation board were created in 1937. Colorado’s first state park, Cherry Creek State Park, opened its doors to the public on June 17<sup>th</sup>, 1959. Now, Colorado Parks and Wildlife manages 41 state parks, all of Colorado’s wildlife, more than 350 state wildlife areas, and many other recreational programs (Colorado Parks and Wildlife 2019). Their mission is “to manage wildlife, maintain a quality state parks system and provide outdoor recreation opportunities for [their] residents and visitors. [They] are charged with balancing conservation of [Colorado’s] wildlife and habitat with recreational needs...” (Colorado Parks and Wildlife 2019). The state of Colorado depends on its parks and wildlife department to ensure that the natural areas of the state are kept healthy and protected. The rise of outdoor recreational tourism in the state of Colorado shows the importance of natural resources in the state’s economic and cultural wellbeing as more visitors and residents travel to these locations to participate in outdoor recreation activities.

In 2019, over 50% of the organization’s funds were obtained through visitor revenue in the form of licenses, passes, fees, and permits (Colorado Parks and Wildlife 2019). Colorado saw 18.9 million travelers participating in “marketable leisure trips” that

is, trips that do not involve business travel or travel to visit friends and family (Colorado Tourism Office 2018). In the state, 92% of Colorado residents, out of 5.7 million (United States Census Bureau 2018), participate in some kind of outdoor recreation activity, be it walking a trail in their neighborhood to trekking one of the many mountains located in the state. Of that percentage, roughly 64% “use local parks, open space, or trails one or more times every week” (Colorado Parks and Wildlife 2018). Colorado Parks and Wildlife saw 2.3 million visitors travel to their state parks locations in 2016. This number still does not account for the fishers and hunters visiting the parks for their sport. According to a survey done by Southwick Associates for Colorado Parks and Wildlife, the most popular activities participated in at Colorado state parks are walking and hiking followed by picnicking, camping, and fishing (Colorado Parks and Wildlife 2019). These activities are just part of what continues to draw visitors into the parks.

Colorado Parks and Wildlife produces a yearly statewide comprehensive outdoor recreation plan (SCORP) that outlines the goals and objectives for that year to meet the goals outlined in the 2015 strategic plan. Two of the goals outlined in the strategic plan are to manage state parks for world class recreation and to connect people to Colorado’s outdoors. To meet their management goals, one objective was to market the unique qualities of the state parks in Colorado. Colorado Parks and Wildlife strategized that to promote these qualities they would have to conduct media campaigns that were highly specific to the state parks and to the benefits of outdoor recreation. The method of conducting these campaigns was not specified outside of the “enhancement of technology” to provide accessible information about the parks to the public.

In the 2019 SCORP, the organization breaks down the need for more technological understanding to maintain the goals outlined in the strategic plan. Colorado Parks and Wildlife must form a better understanding of online resources such as websites, apps, social media, and other digital resources. Understanding these resources will help to promote the parks to a greater audience and to connect people to the Colorado outdoors. The use of these online applications will not only aid in reaching more patrons but can also provide useful data to improve the quality of the parks and the outdoor recreation experience for all visitors (Colorado Parks and Wildlife 2019).

## Chapter Three: Theory and Methods

### Theory

#### Semiotics

Semiotics, or the study of signs, is the primary theoretical and methodological framework used in this research project. A sign, according to Thomas Sebeok, is “any physical *form* that has been imagined or made externally (through some physical medium) to stand for an object, event or feeling...or for a class of similar (or related) objects, events, feelings, etc....” (Sebeok, 2001, 3). In other words, a sign is anything that represents anything else.

Signs allow individuals to indicate their existence, communicate between each other, and interpret information within the world they live in (Sebeok 2001, 3). Sebeok utilizes the work of Charles S. Pierce in understanding the structure and categorization of signs. The sign is made up of three parts: the signifier or representamen, signified or referent, and the signification or interpretant. The first is the something of which the second refers to. The third is the relationship between the two (Sebeok 2001, 5). In other words, the token sign (representamen) represents the object (referent) in relation to the interpretant (Johansen and Larsen 2002). Johansen and Larsen describe this relationship as the archaeological relics representing a lost building to the expertise of the archaeologist (Johansen and Larsen 2002, 217). In this research the images viewed by

respondents would represent travelable locations in relation to the motivations of the tourist. Context is important to acknowledge in this relationship as none of these signs would have any meaning unless the recipient of the object knows the codes (signs that go into the make-up of the object) that construct the object (Sebeok 2001, 8).

Sebeok introduces six types of signs: the symptom, signal, icon, index, symbol, and name. I use three of these signs within my research: icons, indexes, and symbols. An icon is “a sign that is made to resemble, simulate, or reproduce its referent in some way”. An index is “a sign that refers to something or someone in terms of existence or location in time or space, or in relation to something or someone else. A symbol is “a sign that stands for its referent in an arbitrary or conventional way” (2001, 10-11).

These three types of signs can often be seen in media culture through advertisements, video and audio productions, social media content, and much more. This project is focused on the appearance of icons, indexes and symbols in Instagram and Facebook posts of Colorado state parks. Signs found within images are often indexes, however, most signs are often combinations of the many different types of signs. When an individual visits a social media website such as Instagram or Facebook they are being flooded with indexical referents in the form of images that point to a reference of the place, person, or thing of which they were taken. These photos can also be icons as they may represent the thing they are portraying to the viewer. Individuals viewing these signs must interpret this information and make inferences about it that form an idea of what they know about said image and in turn, said “thing”.

## The Tourist Gaze

John Urry and Jonas Larsen utilize the term “tourist gaze” to refer to the way in which the tourist “orders, shapes, and classifies...the world” (2011, 2). The tourist gaze is constructed through experiences which are different and/or are more pleasurable than those in which they experience in everyday life (Urry & Larsen, 2011, 1). With the advent of advertising and the media, images constructed through the gaze of the tourist create a “self-perpetuating system of illusions which provide tourists with the basis for selecting and evaluating potential places to visit” (Urry & Larsen, 2011, 8). There is a division between what is ordinary and what is extraordinary. Tourists are in a sense “semioticians, reading the landscape for signifiers of certain pre-established notions or signs derived from discourses of travel and tourism” (Urry & Larsen, 2011, 16). Tourists must interpret and evaluate each image they encounter and decipher each sign in context with their referents to determine their meaning within the tourist gaze.

The nature of the gaze is to look at the relationship between things and ourselves (Urry & Larsen 2011, 2). The gaze is constructed culturally and there are many ways in which one might gaze. Each sight is “conditioned by personal experiences and memories framed by cultural rules and styles as well as by circulating images and texts” (Urry & Larsen 2011, 2). The tourist gaze is influenced by personal, cultural, and contextual information that define an individual’s ‘way of seeing’ and therefore define what the tourist experience is meant to be for that individual.

The tourist gaze is fundamentally visual in nature (Urry & Larsen, 2011, 14). Urry and Larsen state that “gazing is not merely seeing, but involves cognitive work of



interpreting, evaluating, drawing comparisons and making mental connections between signs and their referents...” (2011, 17). The gaze organizes how visitors make sense of their surroundings and how they experience the different people and places they encounter. The gaze shapes the tourist’s world through experiences and memories that are framed by sociocultural rules as well as by images and other media that circulate through streams of information that can be readily accessed through the many forms of communication present in society today.

### Destination Image

Destination image is considered “the sum of beliefs, ideas, and impressions that a person has of a destination (Mak 2016 ,282). These beliefs shape the images that individuals construct of tourist destinations and the choices they make regarding these places. The three components of destination image include cognitive, affective, and conative beliefs. Cognitive beliefs are the individual’s beliefs about a destination, affective beliefs are the individual’s feelings towards the destination, and conative beliefs are the individual’s actions towards a destination in regard to the other two components (Mak 2016, 282). According to Önder and Marchiori, “a tourist’s image of a destination is formed by his mental image and this image is more effective than the actual facts when making destination choice decisions” (2016, 42).

Posts within Colorado Parks and Wildlife’s social media pages are taken from both the organization and from visitor generated content. The blending of content generated by the organization and their visitors gives Colorado Parks and Wildlife a wider range of credibility and accessibility. Content generated only by an organization

can sometimes appear to be inorganic and unreliable. A mixture of both visitor-based content as well as content created by the organization can help to bolster the destination image of the company (Mak 2016, 280).

Images posted on these pages impact the projected and perceived destination image of the site. The projected destination image is the “attributes projected through marketing and communications that represent the ideal characteristics of tourism products and offerings in a destination” while perceived destination image is “the holistic impressions, perceptions and feelings that tourists shared online in regard to the tourism products and offerings in a destination” (Mak 2016, 282). Because images posted on CPW social media reflect both perceived and projected destination image, these images both shape the ideas that tourists have of the destination while also impacting the replication and reinforcement of these perceptions (Mak 2016, 282). Visitors to Colorado Parks and Wildlife locations have access to projected images through social media sites and other online locations. These images have the ability to motivate tourists to travel to the locations signified in them. While visiting the locations, tourists are inclined to replicate these iconic images and reproduce them by posting them online as well as sharing them with the park to potentially be used as new media to portray the destination image of the location.

### **Research Objective**

The research objective for this study was to determine how iconic, indexical, and symbolic signs found in Instagram and Facebook posts about outdoor recreational tourism activities impact recreational tourists’ decision-making process about the location

they have chosen to visit and the activities they will participate in at Colorado state parks. I also aimed to determine what types of content posted on these social media pages is most influential in motivating a tourist to travel to the location they are viewing in the online visual content. It is important to understand how these images frame the tourist gaze because social media sites have become more influential in the lives of their users. In 2019, Instagram alone has accrued 1 billion monthly active users with “over 60% of users [logging] in daily, making it the second most engaged network after Facebook” (Smith 2019).

### **Research Design**

This project was designed with a semiotic approach, looking into the decision making processes of outdoor recreation participants in the state of Colorado. I intended to determine the ways in which images posted on social media sites are able to frame tourists’ ideas about a site and stage expectations of what their experiences will be at the destination before their visit begins. As tourists view iconic, indexical, and symbolic signs found in images posted on social media sites by Colorado state parks and other outdoor recreational tourism pages these images influence their decision making process through the shaping of the tourist gaze, making the imagined destination image into a reality as they actually visit the park.

Images were taken from various Colorado Parks and Wildlife location’s Instagram and Facebook pages. These images were then coded into one of six categories in relation to the iconic, indexical, and symbolic signs embedded within them. A

deductive approach was taken to create each category and organize each image into the six categories. The categories were informed through my own observations along with Colorado Parks and Wildlife's cataloging of images on Facebook as well as key words within the Instagram posts. Nvivo was used to code each image to determine which signs were most prominent within the park's social media posts.

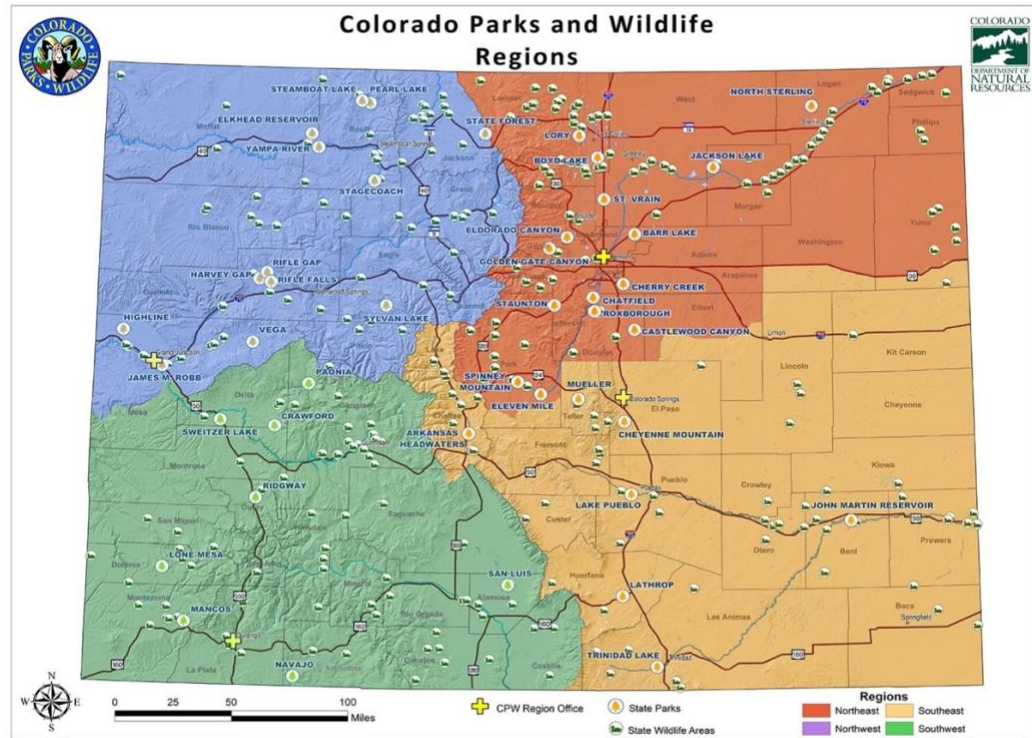
The most prominent categories came to include education, activism, activities, events, employees, and nature. The education category included images of scheduled interpretive programs offered by the parks, educational opportunities taken by park rangers to inform visitors about water and trail safety, and historical information about the park and its heritage. The activism category included images that highlighted the conservation efforts of the parks, volunteer opportunities, as well as programs put in place to promote accessibility. The activity category included images that highlighted the different activities offered at each park such as hiking, camping, boating, etc. The event category contained images that portrayed events such as cycling and running races and other structured events that were put on by the park or related entities. The employee category contained images of park rangers and other employees engaging in their work. Finally, the nature category contained images of the flora and fauna that was related to the different parks. These images ranged from pictures of animals and other living beings to landscape images of mountains, sunsets, and bodies of water. While some images did include multiple signs within them, there was always one category that stood out the most within each image.

The images included in the surveys differed for each individual park as they all have varying iconic imagery dependent on their location and activity offerings. For example, St. Vrain is located within the plains region of Colorado and offers multiple reservoirs and flat hiking trails as opposed Steamboat Lake which offers rocky terrain and two mountain hikes since it is located in the Southern Rocky Mountains region. While the images were different for each park, the image categories for the respective questions remained the same and the semiotic content remained consistent within each category for each of the surveys.

### **Population sample and location**

The population of this study was visitors of Colorado state parks between the months of June and August 2018. I initially selected eight state parks maintained by Colorado Parks and Wildlife in which to conduct my surveys: Cheyenne Mountain, Barr Lake, Staunton, St. Vrain, John Mountain Reservoir, Ridgway, Steamboat Lake, and Vega State Park. Two of these parks, Staunton and John Martin Reservoir, were not visited because of weather constraints. Each park was selected in regard to their location within Colorado Parks and Wildlife's four geographical regions: southeast, southwest, northeast, and northwest (Figure 1). Located in the southeast region is Cheyenne Mountain State Park; the southwest region holds Ridgway State Park; the northeast region St. Vrain and Barr Lake State Park; and the northwest region Steamboat Lake and Vega State Park. Each park was visited a minimum of two times with some parks receiving three visits in part because of the low number of parks in those regions. These extra visits were made to ensure an equal sampling for each location. Visits to each

region were spread evenly throughout the summer months to ensure that the sample population consisted of visitors from different points in the peak visitation season (Colorado Department of Natural Resources 2019).



*Figure 1: Colorado Parks and Wildlife Regions*

The parks chosen were also determined through a detailed analysis of all 43 of Colorado Parks and Wildlife state parks' social media presence. I analyzed each of the park's Instagram, Facebook, and Twitter accounts to determine if each of the parks had a social media presence at all, how frequently they posted, what their follower to following ratio was, and how many posts they had published since the page's creation. Some parks had limited to no social media presence and were not considered for this study. The parks chosen for this study were present on all three social media platforms. They had over 40 posts and 200 followers on Instagram and over 2,000 followers on Facebook. The parks

selected had also posted on Instagram or Facebook within a year of my analysis of the social media sites.

### **Data Collection**

I began surveying for my project in June of 2018 and completed my data collection at the end of August 2018. My survey (Appendix A) consisted of thirty-eight questions broken up into five different sections: social media habits, outdoor recreation habits, Likert image analysis, paired comparison image analysis, and demographic information. After the participants accepted the informed consent document, they were directed to answer three questions regarding their social media habits: first, what social media outlets they use frequently; second, what types of pages they follow in regard to outdoor recreation on these outlets; finally, the top five specific pages that they see most frequently on these outlets. For the first question, the social media sites listed as options to be chosen were Facebook, Instagram, Twitter, Pinterest, Tumblr, other, and none. The respondents were asked to select as many sites as pertained to their social media habits.

For the second question respondents were asked to choose between nine different categories of social media pages related to outdoor recreation as well as a none and other option. They were encouraged to select as many categories as related to their activity on their social media pages. The categories open for selection in this question were Colorado Parks and Wildlife, National Parks Service, Retail, Conservation, Photographers, Information, Tourism, Activity, and Blogs. Colorado Parks and Wildlife and the National Parks services simply referred to the pages that relate to those organizations. The retail category pertains to outdoor recreation retail companies such as REI, Patagonia, the

North Face, etc. The conservation agencies category points to agencies such as the Nature Conservancy, World Wildlife Fund, etc. Photographers refers to individuals who promote their social media pages as wildlife photography or outdoor photography pages on a professional basis. The information category is in regard to websites or social media that give advice to outdoor recreation enthusiasts. Tourism company pages are places such as Visit Colorado that give general tourist information to visitors. Activity specific pages would relate to activities such as fishing, hunting, hiking, etc. that provide information to niche visitors. Lastly, blogs are internet pages on which individuals write posts about their experiences related to their time spent engaging in outdoor recreation activities. The third question asked respondents to list specific sites that they follow that related to their answers in the second question. This section was open answer and respondents could write as much as they felt comfortable in regards to their social media habits.

The second section of the survey asked participants to provide information regarding their outdoor recreation habits in relation to the park they were visiting at the time of the survey. Five questions were asked, probing for information about the length of their stay, their reasoning for traveling to the park, the activities that they planned on participating in at the park, and their reasons for participation in those activities.

The fourth question of the survey asked respondents how long they were planning on staying at the park. Choices included day use, 1 night, 2 nights, 3-4 nights, 5-6 nights, one week, and other where they could write in an answer. Barr Lake was the only park that did not offer camping and participants only had the option to visit the park for the day. The fifth question of the survey asked respondents why they chose to travel to the



park. This question was open ended and respondents were able to write as much or as little as they chose.

The sixth question asked respondents what activities they planned on participating in at the park they were visiting. A list of activities was taken from the Colorado Parks and Wildlife website and is as follows: archery, backcountry camping, biking, birding, boating, cabins and yurts, camping, dog-friendly, education programs, fishing, geocaching, hiking, horseback riding, hunting, photography, picnicking, rock climbing, swimming, wildlife viewing, and other. The list also included other activities that occurred in the winter or were specific to certain parks. These activities were not included in my list of answer choices because I was visiting multiple parks and my visits were in the summer when winter activities were not available. I included the ‘other’ answer choice as a fill in the blank so respondents could include activities that were not listed in the survey. The seventh question of the survey and last question of this section asked why the respondents chose to participate in the activities they chose in the previous section. This question was open ended and was treated like the other open ended questions in this survey.

The third and fourth section of the survey asked participants to observe images from each of the park’s social media pages and think about what content initially drew them to the park. In the third section, participants were asked to rank, on a seven point Likert scale from extremely unlikely to extremely likely, how likely they would be to visit the location in the image. This section consisted of 12 images, two from each of the six image categories: activity, activism, event, education, nature, and employee. In the

fourth section, the participants were asked to choose between two images within the same context as the previous section. Each category of image was compared with the other five image categories in a paired comparison construct. The respondents were asked to choose one over the other in a paired comparison questionnaire that included fifteen pairings.

The final section requested that participants answer three questions regarding their demographic information: gender, age, and ethnicity. Each of these questions were optional and could be skipped if the participant felt uncomfortable providing this information. Many of the other questions in the survey were also optional and could be skipped if preferred.

Surveys were distributed digitally with an iPad using Qualtrics surveying software. Distribution took place at multiple locations within each park: the visitor center, trailheads, and campsites. I began each day walking from campsite to campsite, canvassing for participants to take my survey. The majority of the parks provided options for camping, excluding Barr Lake. In addition to the campsites I stood outside of the visitor's center of the parks as well as the trail heads at each location.

My most successful canvassing occurred at the campsites and visitor centers of the parks. The success of these locations is due, in part, because of their communal characteristics. Parks that offered camping as one of their activities provided the most successful canvassing around campsites because this is where the majority of people gathered early in the morning and at night as the sun began to set. These times are also the most common for campers to start preparing meals, be it breakfast or dinner. Visitor centers were also successful locations because parks visitors travel to them to acquire

information about the park as well as participate in programs the park offers in terms of education and activities.

### **Ethical Considerations**

I received approval from the Institutional Review Board (IRB) on May 23<sup>rd</sup>, 2018. All participants received an informed consent form before continuing on with the survey and anonymity of each participant was maintained. This form included information regarding the purpose of the study, the procedures of the survey, the nature of their participation, risks, benefits, confidentiality procedures, and contact information of my advisor and I if they had further questions after completing the survey. The form was provided digitally at the start of each survey and participants were asked to check a box as to whether or not they consented to participate in the study. If they did not consent they were brought to the end of the survey and thanked for their time. Checking the box for consent prompted the participant to the next section of questions in the survey.

Permission was received from Colorado Parks and Wildlife to conduct research at each park. Initially, I contacted a park ranger from Barr Lake State Park who connected me with the other seven parks. Colorado Parks and Wildlife required me to complete a Special Activities Agreement detailing the sites I would be conducting my research in along with the nature of my research and my agreement to comply with their terms and conditions. They will receive a copy my completed thesis and will be notified about any future publications regarding the research.

Another consideration for this project was the impact that tourist photography and publicized images of iconic locations have on the natural landscapes of the parks.

Projections of iconic locations on social media encourage visitors to seek out these places to capture these images for themselves. Some of these places are off the trail, in a location that is dangerous and/or illegal to get to. Chasing “the shot” is always a photographer’s main goal, however, parks systems and other entities that promote outdoor recreation activities must be more considerate of the impact they are having on these natural areas when they publicize these places (Boyd 2014).

## **Chapter Four: Results and Analysis**

### **Results**

#### **Overall Survey Results**

I received 93 responses to my survey throughout the 2018 Summer months. From each state park the number of responses are as follows: Vega with 12, Steamboat Lake with 20, St. Vrain with 18, Ridgway with 23, Cheyenne Mountain with 13, and Barr Lake with 7. The first question of my survey was what social media outlets do you frequently (weekly) use. The majority of people chose Facebook (73), then Instagram (39), Pinterest (24), and Twitter (6). Eight people chose that they do not use any social media sites and seven responded with other but did not specify which sites other than two specifying Snapchat.

The second question I asked was what types of outdoor recreation related pages to you follow on these social media sites. From the nine different categories of social media pages related to outdoor recreation, Colorado Parks and Wildlife was the most frequently chosen with 42 responses and the National Parks Service following with 32 responses. These categories were followed by photographers with 28, activity pages with 21, retail pages with 15, blogs with 10, and other with eight responses. 29 respondents chose that they did not follow any of these categories.

Question three asked the respondents to list the top five pages that they most frequently see on their social media feed in relation to the categories listed in the second question. For this question I coded each answer and brought out themes that emerged throughout. These themes mostly coincided with the previous question with some of the answers giving more specifics from each of the given categories in question two. The themes that emerged out of this question were News, Museums, Colorado Parks and Wildlife/State Parks/National Parks Service, Retail, Camping/Information, Activism, Activity (hunting specifically), Friends/Family, and Visual Content. From the 93 responses, 48 chose to leave this section blank or answered with none. The most prominent themes from the responses were Colorado Parks and Wildlife, state parks, and national parks with 15 responses and activity related pages with 11. These responses were followed by retail related pages with 7, activism pages with 6, and news, camping information, and visual content all with five responses each.

Question four is the start of the survey questions related to parks and the decisions about each respondent's stay. The fourth question of the survey asked respondents how long they planned on staying at the park. The majority of people surveyed were staying at the park for two nights with 41 responses, the following most prominent was three to four nights with 22 responses, day use with 18 responses, other with six responses, five to six nights with four responses, and one night and one week with one response each.

Question five asked the respondents why they chose to travel to the park. This question was coded similarly to the first open ended question in the survey. The themes that stood out most prominently were location, weather, family/friends,

recommendations, frequency of visitation, park amenities, activities offered, programs, aesthetics, personal health, and availability with another category for unanswered/unknown answers. The most prominent theme was location with 37 responses, with sub categories of close to home with 22 and far away from home with two responses. The next theme that had the most responses was family and friends with 22. Individuals stated that they would visit the parks annually with family and friends or would be visiting them during their stay. The theme of activities had 15 responses followed by aesthetics of the park with 11. Other themes that were presented but were not as prominent were amenities with six responses, availability and recommendations with five, frequency of visiting such as that they come often with seven and that they had never been with three, health with three, and programs and weather with two responses each.

Question six asked what specific activities respondents were planning on participating at the park they were visiting. Camping received the most responses with 62 with hiking following close behind with 61. Fishing had 44 responses, wildlife viewing had 28, dog-friendly had 25, photography had 23, picnicking had 21, biking had 20 as the second most frequent categories. Other categories that had semi-frequent responses were boating with 14, other with 12, and swimming and education programs with 10 responses. The categories with the least frequent responses were birding with seven, backcountry camping with four, archery, hunting, and equipment rental with two, and geocaching, cabins/yurts, and rock climbing with one response.

Question seven asked why the respondents chose to participate in these activities. This question was coded the same way as the other two open ended questions. The themes that emerged from this question were that they enjoyed these activities with 30 responses, family and friends with 13, fun with 11, and relaxation with 10 responses. Other themes that emerged were location with six, hobbies with six, health and amenities with four, education with three, aesthetics and that they were recommended with two. Other themes emerged but did not have a significant enough frequency to note.

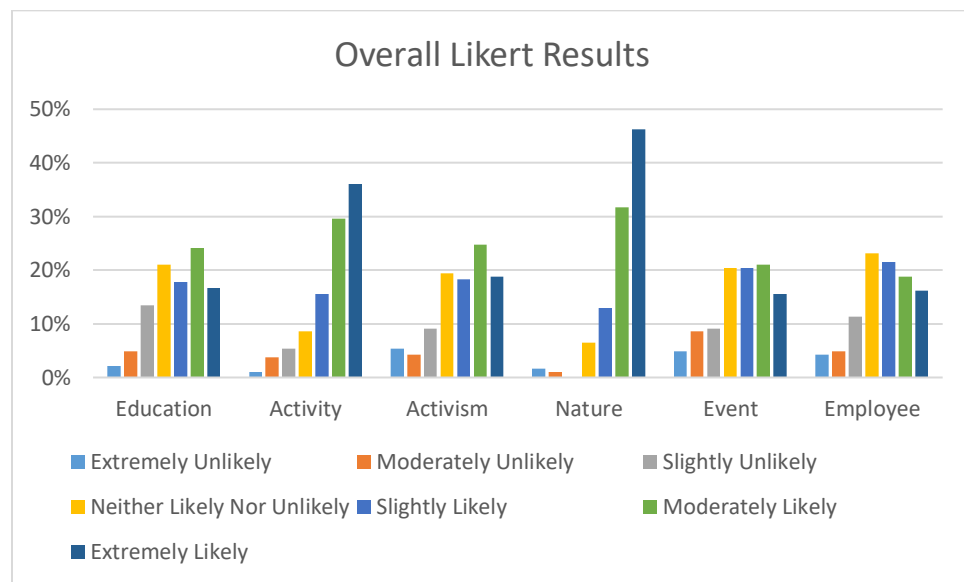
## Likert Results

### *Overall Likert Results*

The next section of the survey included twelve questions asking participants to rate on a seven point Likert scale from most likely to least likely how likely they would be to travel to the park due to the image presented to them. Each image coincided with one of six categories with two of each category being represented. The overall data from the two images in each category was combined for an average of each of the categories (Figure 2). In the overall Likert data, nature was chosen by 46% of respondents as extremely likely, 32% as moderately likely, 13% as slightly likely, 6% as neither likely nor unlikely, 0% as slightly unlikely, 1% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 36% of respondents as extremely likely, 30% as moderately likely, 16% as slightly likely, 9% as neither likely nor unlikely, 5% as slightly unlikely, 4% as moderately unlikely, and 1% as extremely unlikely. The education category was chosen by 17% as extremely likely, 24% as moderately likely, 18% as slightly likely, 21% as neither likely nor unlikely, 13% as slightly unlikely, 5% as



moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 19% of respondents as extremely likely, 25% as moderately likely, 18% as slightly likely, 19% as neither likely nor unlikely, 9% as slightly unlikely, 4% as moderately unlikely, and 2% as extremely unlikely. The event category was chosen by 16% of respondents as extremely likely, 21% as moderately likely, 20% as slightly likely, 20% as neither likely nor unlikely, 9% as slightly unlikely, 9% as moderately unlikely, and 5% as extremely unlikely. The employee category was chosen by 16% of respondents as extremely likely, 19% as moderately likely, 22% as slightly likely, 23% as neither likely nor unlikely, 11% as slightly unlikely, 5% as moderately unlikely, and 4% as extremely unlikely.



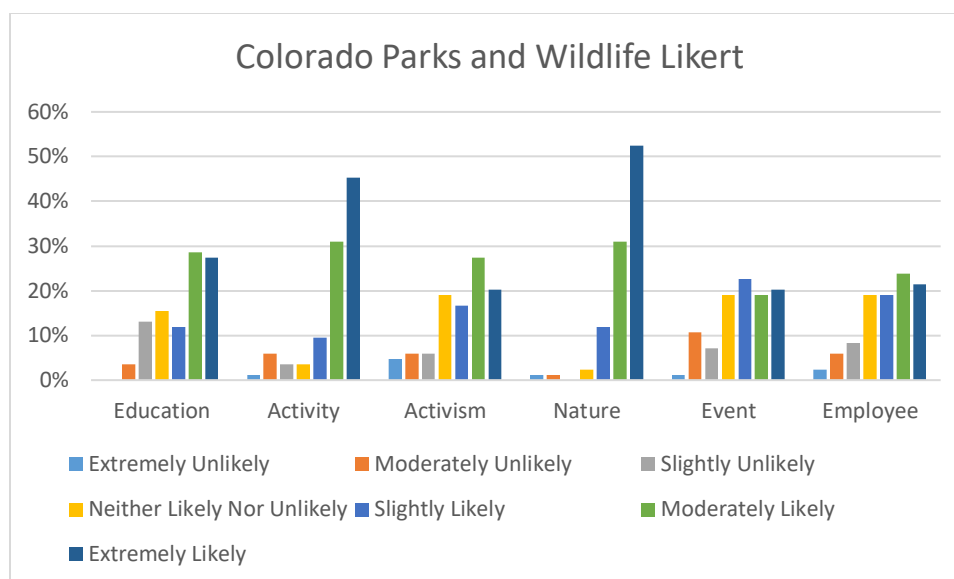
*Figure 2: Overall Likert Results*

### *Likert Results with Survey Question Two*

#### Colorado Parks and Wildlife

For respondents who chose Colorado Parks and Wildlife (Figure 3) as one of the pages they followed on social media, nature was chosen by 52% of respondents as

extremely likely, 31% as moderately likely, 12% as slightly likely, 2% as neither likely nor unlikely, 0% as slightly likely, 1% as moderately unlikely, and 1% as extremely unlikely. The activity category was chosen by 45% of respondents as extremely likely, 31% as moderately likely, 10% as slightly likely, 4% as neither likely nor unlikely, 4% as slightly unlikely, 6% as moderately unlikely, and 1% as extremely unlikely. The education category was chosen by 27% as extremely likely, 29% as moderately likely, 12% as slightly likely, 15% as neither likely nor unlikely, 13% as slightly unlikely, 4% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 20% of respondents as extremely likely, 27% as moderately likely, 17% as slightly likely, 19% as neither likely nor unlikely, 6% as slightly unlikely, 6% as moderately unlikely, and 5% as extremely unlikely. The event category was chosen by 20% of respondents as extremely likely, 19% as moderately likely, 23% as slightly likely, 19% as neither likely nor unlikely, 7% as slightly unlikely, 11% as moderately unlikely, and 1% as extremely unlikely. The employee category was chosen by 21% of respondents as extremely likely, 24% as moderately likely, 19% as slightly likely, 19% as neither likely nor unlikely, 8% as slightly unlikely, 6% as moderately unlikely, and 2% as extremely unlikely.

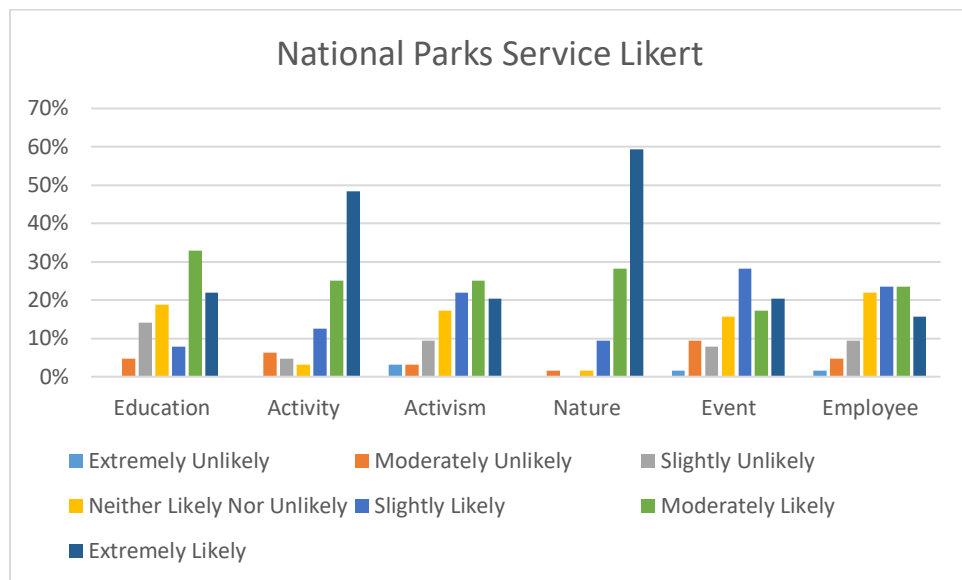


*Figure 3: : Colorado Parks and Wildlife Likert Average Percentages*

#### National Parks Service

For respondents who chose the National Parks Service (Figure 4) as one of the pages they followed on social media, nature was chosen by 59% of respondents as extremely likely, 28% as moderately likely, 9% as slightly likely, 2% as neither likely nor unlikely, 0% as slightly unlikely, 2% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 48% of respondents as extremely likely, 25% as moderately likely, 13% as slightly likely, 3% as neither likely nor unlikely, 5% as slightly unlikely, 6% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 22% as extremely likely, 33% as moderately likely, 8% as slightly likely, 19% as neither likely nor unlikely, 14% as slightly unlikely, 5% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 20% of respondents as extremely likely, 25% as moderately likely, 22% as slightly likely, 17% as neither likely nor unlikely, 9% as slightly unlikely, 3% as moderately unlikely,

and 3% as extremely unlikely. The event category was chosen by 20% of respondents as extremely likely, 17% as moderately likely, 28% as slightly likely, 16% as neither likely nor unlikely, 8% as slightly unlikely, 9% as moderately unlikely, and 2% as extremely unlikely. The employee category was chosen by 16% of respondents as extremely likely, 23% as moderately likely, 23% as slightly likely, 22% as neither likely nor unlikely, 9% as slightly unlikely, 5% as moderately unlikely, and 2% as extremely unlikely.

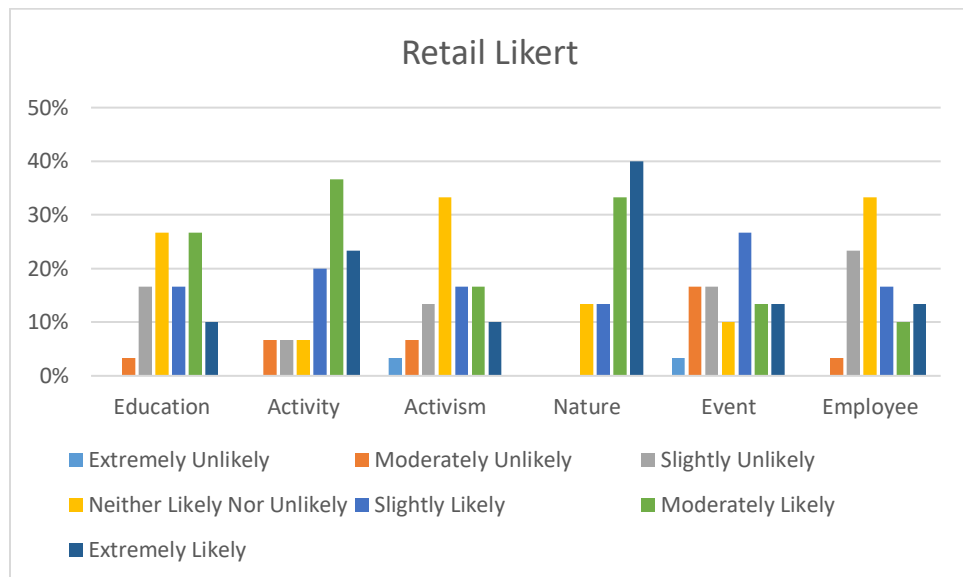


*Figure 4: National Parks Services Likert Average Percentages*

## Retail

For respondents who chose retail (Figure 5) as one of the pages they followed on social media, nature was chosen by 40% of respondents as extremely likely, 33% as moderately likely, 13% as slightly likely, 13% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 23% of respondents as extremely likely, 37% as moderately likely, 20% as slightly likely, 7% as neither likely nor unlikely, 7% as slightly unlikely,

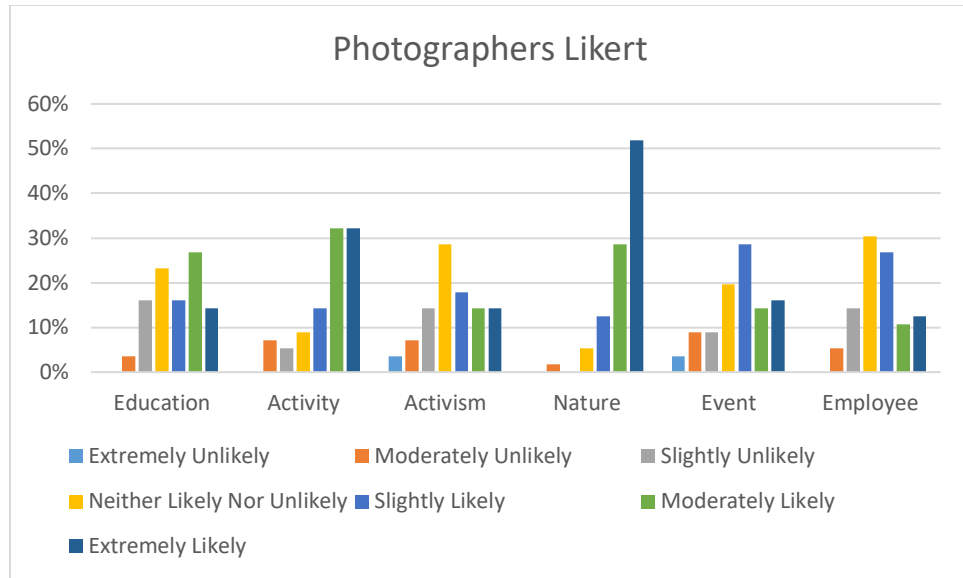
7% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 10% as extremely likely, 27% as moderately likely, 17% as slightly likely, 27% as neither likely nor unlikely, 17% as slightly unlikely, 3% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 10% of respondents as extremely likely, 17% as moderately likely, 17% as slightly likely, 33% as neither likely nor unlikely, 13% as slightly unlikely, 7% as moderately unlikely, and 3% as extremely unlikely. The event category was chosen by 13% of respondents as extremely likely, 13% as moderately likely, 27% as slightly likely, 10% as neither likely nor unlikely, 17% as slightly unlikely, 17% as moderately unlikely, and 3% as extremely unlikely. The employee category was chosen by 13% of respondents as extremely likely, 10% as moderately likely, 17% as slightly likely, 33% as neither likely nor unlikely, 23% as slightly unlikely, 3% as moderately unlikely, and 0% as extremely unlikely.



*Figure 5: Retail Likert Average Percentages*

## Photographers

For respondents who chose photographers (Figure 6) as one of the pages they followed on social media, nature was chosen by 52% of respondents as extremely likely, 29% as moderately likely, 13% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly likely, 2% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 32% of respondents as extremely likely, 32% as moderately likely, 14% as slightly likely, 9% as neither likely nor unlikely, 5% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 14% as extremely likely, 27% as moderately likely, 16% as slightly likely, 23% as neither likely nor unlikely, 16% as slightly unlikely, 4% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 14% of respondents as extremely likely, 14% as moderately likely, 18% as slightly likely, 29% as neither likely nor unlikely, 14% as slightly unlikely, 7% as moderately unlikely, and 4% as extremely unlikely. The event category was chosen by 16% of respondents as extremely likely, 14% as moderately likely, 29% as slightly likely, 20% as neither likely nor unlikely, 9% as slightly unlikely, 9% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 13% of respondents as extremely likely, 11% as moderately likely, 27% as slightly likely, 30% as neither likely nor unlikely, 14% as slightly unlikely, 5% as moderately unlikely, and 0% as extremely unlikely.

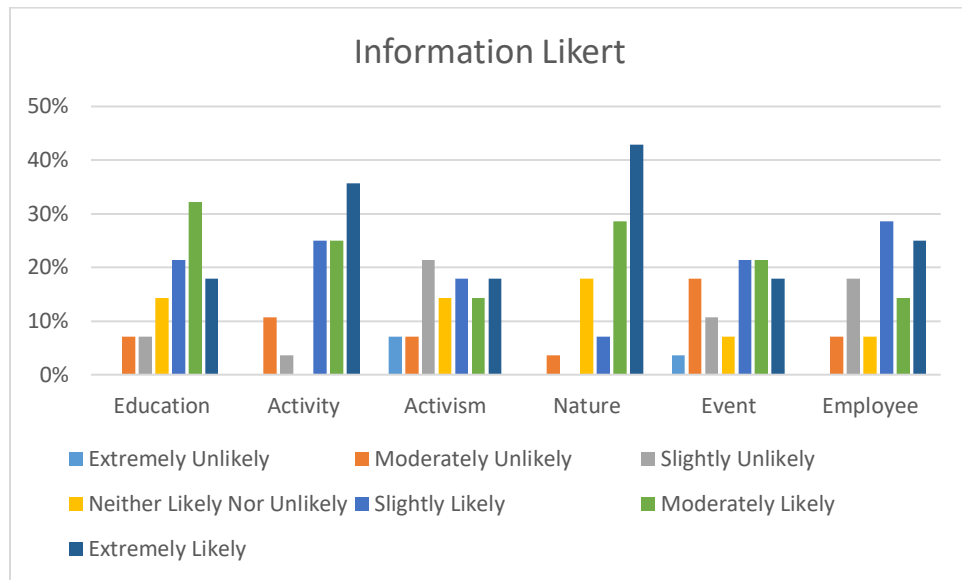


*Figure 6: Photographers Likert Average Percentages*

#### Information

For respondents who chose information (Figure 7) as one of the pages they followed on social media, nature was chosen by 43% of respondents as extremely likely, 29% as moderately likely, 7% as slightly likely, 18% as neither likely nor unlikely, 0% as slightly unlikely, 4% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 36% of respondents as extremely likely, 25% as moderately likely, 25% as slightly likely, 0% as neither likely nor unlikely, 4% as slightly unlikely, 11% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 18% as extremely likely, 32% as moderately likely, 21% as slightly likely, 14% as neither likely nor unlikely, 7% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 18% of respondents as extremely likely, 14% as moderately likely, 18% as slightly likely, 14% as neither likely nor unlikely, 21% as slightly unlikely, 7% as moderately unlikely, and 7% as

extremely unlikely. The event category was chosen by 18% of respondents as extremely likely, 21% as moderately likely, 21% as slightly likely, 7% as neither likely nor unlikely, 11% as slightly unlikely, 18% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 25% of respondents as extremely likely, 14% as moderately likely, 29% as slightly likely, 7% as neither likely nor unlikely, 18% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely.



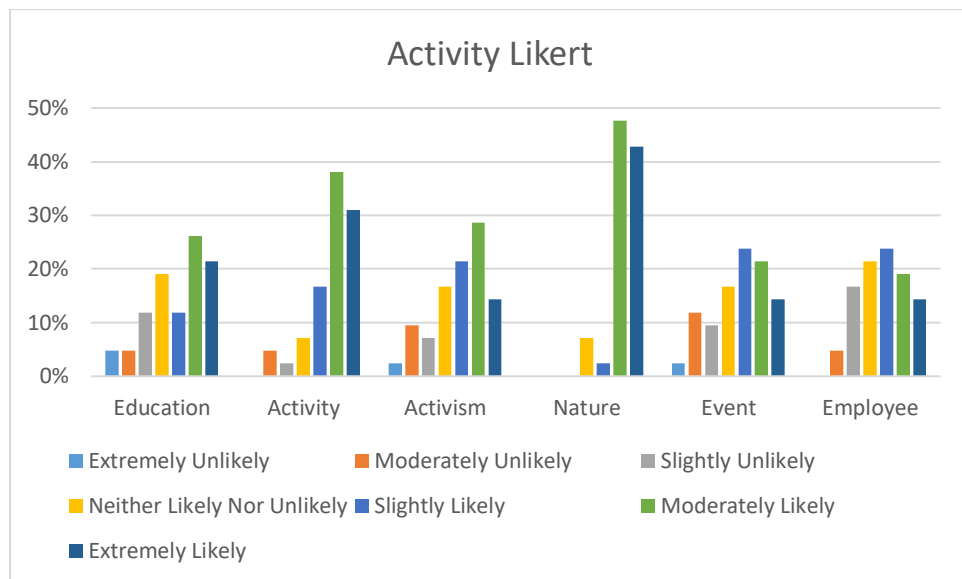
*Figure 7: Information Likert Average Percentages*

## Activity

For respondents who chose activity (Figure 8) as one of the pages they followed on social media, nature was chosen by 43% of respondents as extremely likely, 48% as moderately likely, 2% as slightly likely, 7% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 31% of respondents as extremely likely, 38% as moderately likely, 17% as slightly likely, 7% as neither likely nor unlikely, 2% as slightly unlikely, 5% as



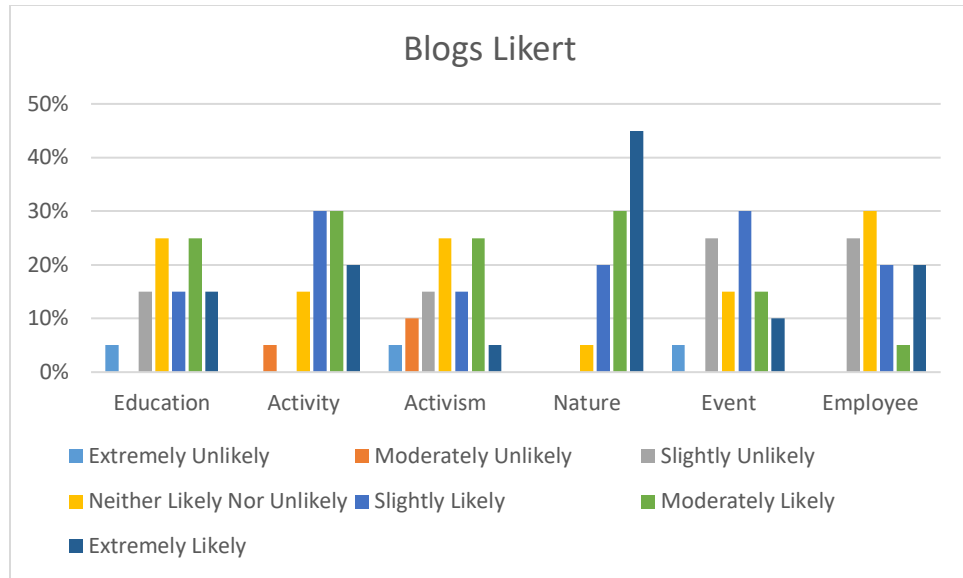
moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 21% as extremely likely, 26% as moderately likely, 12% as slightly likely, 19% as neither likely nor unlikely, 12% as slightly unlikely, 5% as moderately unlikely, and 5% as extremely unlikely. The activism category was chosen by 14% of respondents as extremely likely, 29% as moderately likely, 21% as slightly likely, 17% as neither likely nor unlikely, 7% as slightly unlikely, 10% as moderately unlikely, and 2% as extremely unlikely. The event category was chosen by 14% of respondents as extremely likely, 21% as moderately likely, 24% as slightly likely, 17% as neither likely nor unlikely, 10% as slightly unlikely, 12% as moderately unlikely, and 2% as extremely unlikely. The employee category was chosen by 14% of respondents as extremely likely, 19% as moderately likely, 24% as slightly likely, 21% as neither likely nor unlikely, 17% as slightly unlikely, 5% as moderately unlikely, and 0% as extremely unlikely.



*Figure 8: Activity Likert Average Percentages*

## Blogs

For respondents who chose blogs (Figure 9) as one of the pages they followed on social media, nature was chosen by 45% of respondents as extremely likely, 30% as moderately likely, 20% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 20% of respondents as extremely likely, 30% as moderately likely, 30% as slightly likely, 15% as neither likely nor unlikely, 0% as slightly unlikely, 5% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 15% as extremely likely, 25% as moderately likely, 15% as slightly likely, 25% as neither likely nor unlikely, 15% as slightly unlikely, 0% as moderately unlikely, and 5% as extremely unlikely. The activism category was chosen by 5% of respondents as extremely likely, 25% as moderately likely, 15% as slightly likely, 25% as neither likely nor unlikely, 15% as slightly unlikely, 10% as moderately unlikely, and 5% as extremely unlikely. The event category was chosen by 10% of respondents as extremely likely, 15% as moderately likely, 30% as slightly likely, 15% as neither likely nor unlikely, 25% as slightly unlikely, 0% as moderately unlikely, and 5% as extremely unlikely. The employee category was chosen by 20% of respondents as extremely likely, 5% as moderately likely, 20% as slightly likely, 30% as neither likely nor unlikely, 25% as slightly unlikely, 0% as moderately unlikely, and 0% as extremely unlikely.

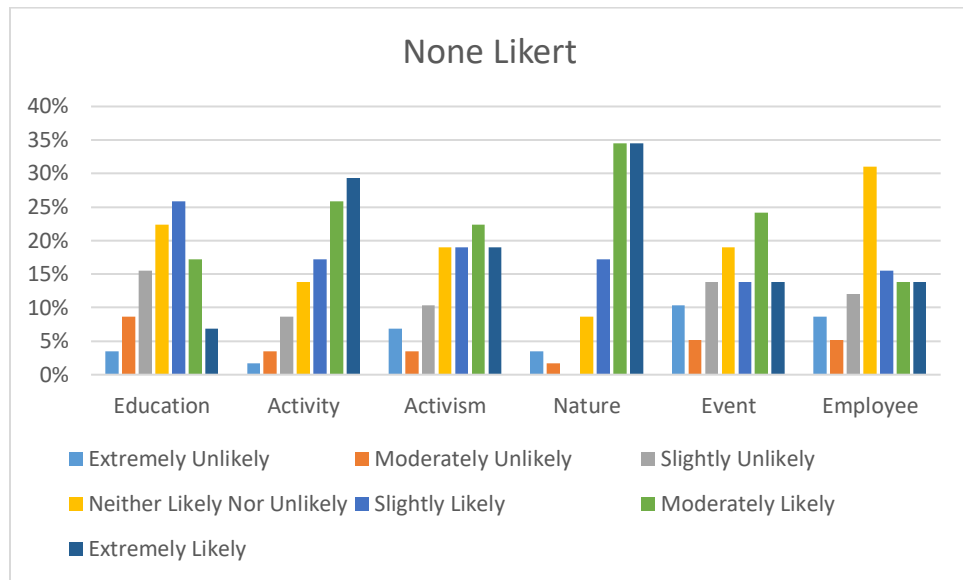


*Figure 9: Blogs Likert Average Percentages*

None

For respondents who chose none (Figure 10) as the pages related to outdoor recreation they followed on social media, nature was chosen by 34% of respondents as extremely likely, 34% as moderately likely, 17% as slightly likely, 9% as neither likely nor unlikely, 0% as slightly likely, 2% as moderately unlikely, and 3% as extremely unlikely. The activity category was chosen by 29% of respondents as extremely likely, 26% as moderately likely, 17% as slightly likely, 14% as neither likely nor unlikely, 9% as slightly unlikely, 3% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 7% as extremely likely, 17% as moderately likely, 26% as slightly likely, 22% as neither likely nor unlikely, 16% as slightly unlikely, 9% as moderately unlikely, and 3% as extremely unlikely. The activism category was chosen by 19% of respondents as extremely likely, 22% as moderately likely, 19% as slightly likely, 19% as neither likely nor unlikely, 10% as slightly unlikely, 3% as moderately unlikely,

and 7% as extremely unlikely. The event category was chosen by 14% of respondents as extremely likely, 24% as moderately likely, 14% as slightly likely, 19% as neither likely nor unlikely, 14% as slightly unlikely, 5% as moderately unlikely, and 10% as extremely unlikely. The employee category was chosen by 14% of respondents as extremely likely, 14% as moderately likely, 16% as slightly likely, 31% as neither likely nor unlikely, 12% as slightly unlikely, 5% as moderately unlikely, and 9% as extremely unlikely.



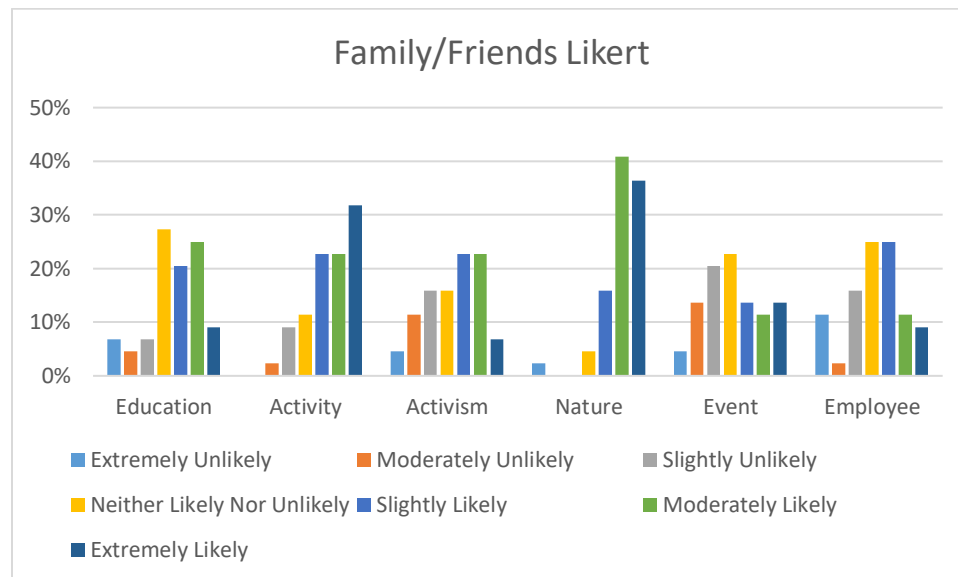
*Figure 10: None Likert Average Percentages*

#### *Likert Results with Survey Question Five*

##### **Family and Friends**

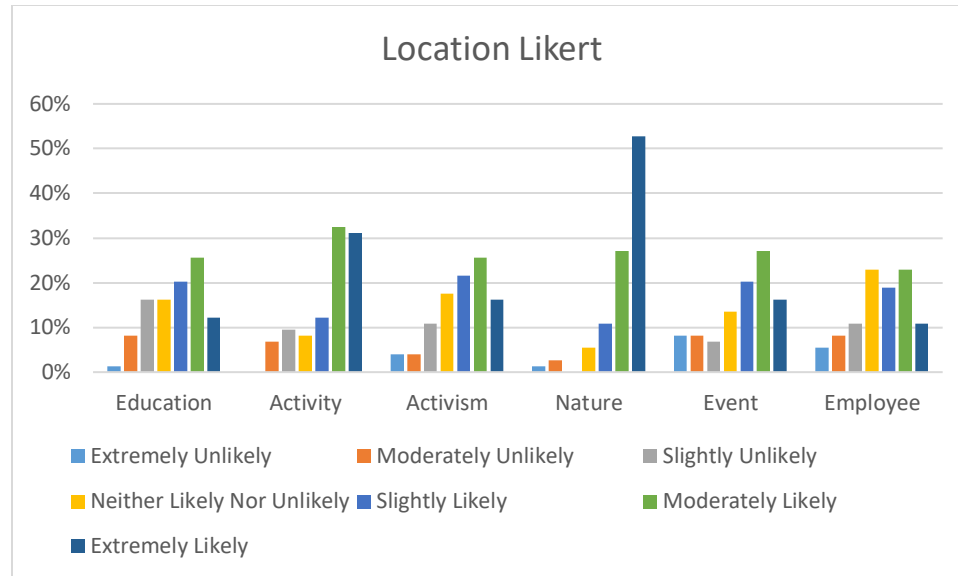
For respondents who chose family and friends (Figure 11) as their reason for traveling to the park, nature was chosen by 36% of respondents as extremely likely, 41% as moderately likely, 16% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 32% of respondents as extremely likely, 23% as moderately

likely, 23% as slightly likely, 11% as neither likely nor unlikely, 9% as slightly unlikely, 2% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 9% as extremely likely, 25% as moderately likely, 20% as slightly likely, 27% as neither likely nor unlikely, 7% as slightly unlikely, 5% as moderately unlikely, and 7% as extremely unlikely. The activism category was chosen by 7% of respondents as extremely likely, 23% as moderately likely, 23% as slightly likely, 16% as neither likely nor unlikely, 16% as slightly unlikely, 11% as moderately unlikely, and 5% as extremely unlikely. The event category was chosen by 14% of respondents as extremely likely, 11% as moderately likely, 14% as slightly likely, 23% as neither likely nor unlikely, 20% as slightly unlikely, 14% as moderately unlikely, and 5% as extremely unlikely. The employee category was chosen by 9% of respondents as extremely likely, 11% as moderately likely, 25% as slightly likely, 25% as neither likely nor unlikely, 16% as slightly unlikely, 2% as moderately unlikely, and 11% as extremely unlikely.



*Figure 11: Family/Friends Likert Average Percentages*

For respondents who chose location (Figure 12) as their reason for traveling to the park, nature was chosen by 53% of respondents as extremely likely, 27% as moderately likely, 11% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly unlikely, 3% as moderately unlikely, and 1% as extremely unlikely. The activity category was chosen by 31% of respondents as extremely likely, 32% as moderately likely, 12% as slightly likely, 8% as neither likely nor unlikely, 9% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 12% as extremely likely, 26% as moderately likely, 20% as slightly likely, 16% as neither likely nor unlikely, 16% as slightly unlikely, 8% as moderately unlikely, and 1% as extremely unlikely. The activism category was chosen by 16% of respondents as extremely likely, 26% as moderately likely, 22% as slightly likely, 18% as neither likely nor unlikely, 11% as slightly unlikely, 4% as moderately unlikely, and 4% as extremely unlikely. The event category was chosen by 16% of respondents as extremely likely, 27% as moderately likely, 20% as slightly likely, 14% as neither likely nor unlikely, 7% as slightly unlikely, 8% as moderately unlikely, and 8% as extremely unlikely. The employee category was chosen by 11% of respondents as extremely likely, 29% as moderately likely, 19% as slightly likely, 23% as neither likely nor unlikely, 11% as slightly unlikely, 8% as moderately unlikely, and 5% as extremely unlikely.

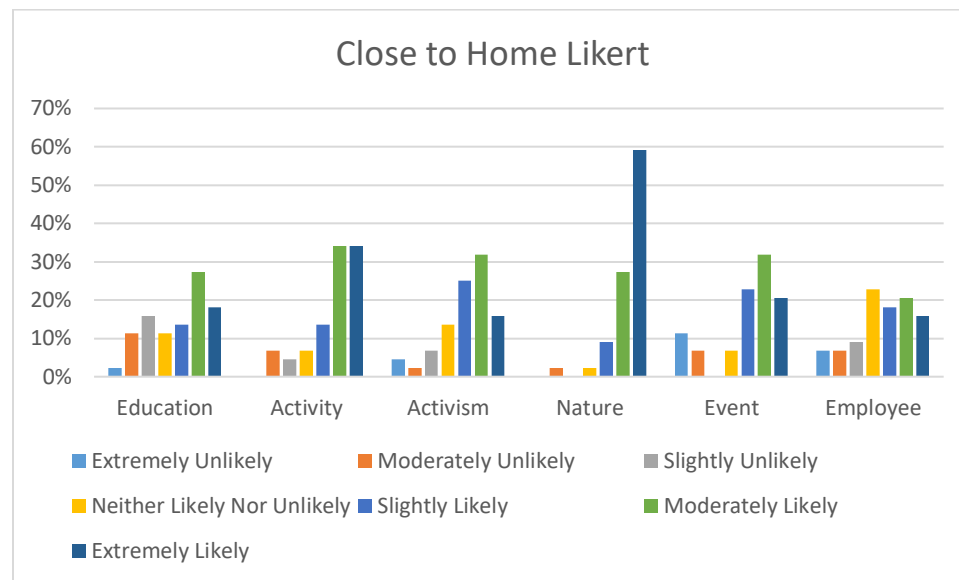


*Figure 12: Location Likert Average Percentages*

#### Close to Home

For respondents who chose close to home (Figure 13) as their reason for traveling to the park, nature was chosen by 59% of respondents as extremely likely, 27% as moderately likely, 9% as slightly likely, 2% as neither likely nor unlikely, 0% as slightly likely, 2% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 34% of respondents as extremely likely, 34% as moderately likely, 14% as slightly likely, 7% as neither likely nor unlikely, 5% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 18% as extremely likely, 27% as moderately likely, 14% as slightly likely, 11% as neither likely nor unlikely, 16% as slightly unlikely, 11% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 16% of respondents as extremely likely, 32% as moderately likely, 25% as slightly likely, 14% as neither likely nor unlikely, 7% as slightly unlikely, 2% as moderately unlikely, and 5% as extremely

unlikely. The event category was chosen by 20% of respondents as extremely likely, 32% as moderately likely, 23% as slightly likely, 7% as neither likely nor unlikely, 0% as slightly unlikely, 7% as moderately unlikely, and 11% as extremely unlikely. The employee category was chosen by 16% of respondents as extremely likely, 20% as moderately likely, 18% as slightly likely, 23% as neither likely nor unlikely, 9% as slightly unlikely, 7% as moderately unlikely, and 7% as extremely unlikely.



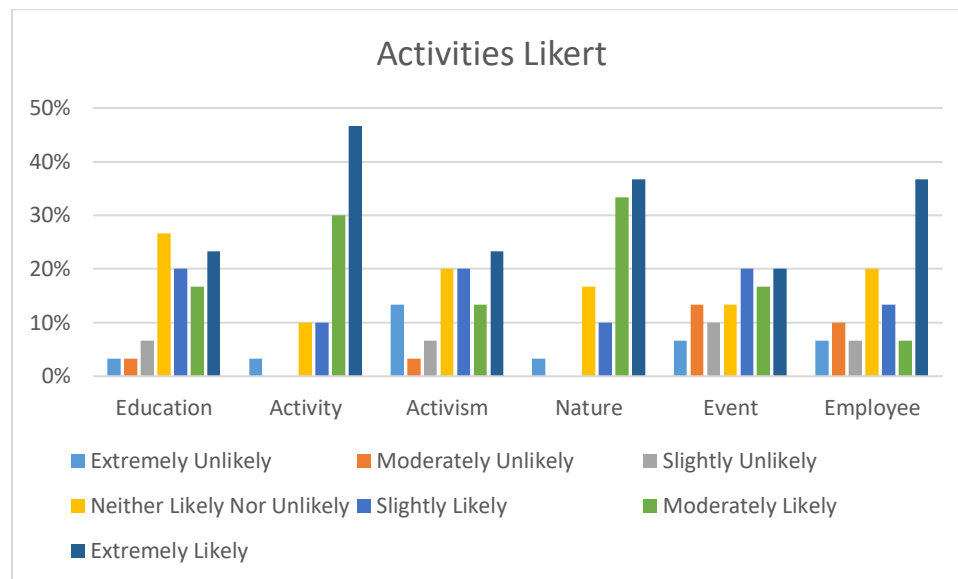
*Figure 13: Close to Home Likert Average Percentages*

## Activities

For respondents who chose activities (Figure 14) as their reason for traveling to the park, nature was chosen by 37% of respondents as extremely likely, 33% as moderately likely, 10% as slightly likely, 7% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 3% as extremely unlikely. The activity category was chosen by 47% of respondents as extremely likely, 30% as moderately likely, 10% as slightly likely, 10% as neither likely nor unlikely, 0% as slightly unlikely, 0% as



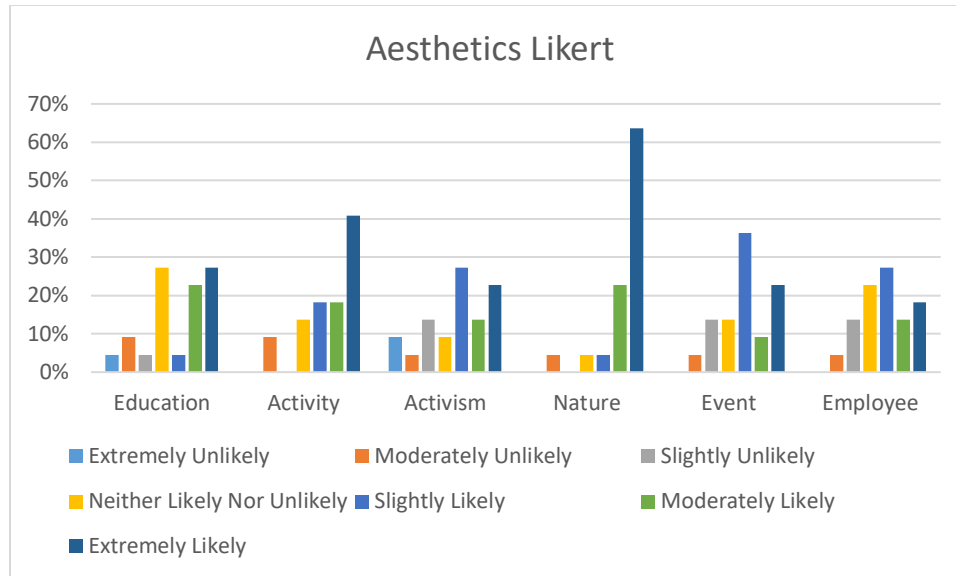
moderately unlikely, and 3% as extremely unlikely. The education category was chosen by 23% as extremely likely, 17% as moderately likely, 20% as slightly likely, 27% as neither likely nor unlikely, 7% as slightly unlikely, 3% as moderately unlikely, and 3% as extremely unlikely. The activism category was chosen by 23% of respondents as extremely likely, 13% as moderately likely, 20% as slightly likely, 20% as neither likely nor unlikely, 7% as slightly unlikely, 3% as moderately unlikely, and 13% as extremely unlikely. The event category was chosen by 20% of respondents as extremely likely, 17% as moderately likely, 20% as slightly likely, 13% as neither likely nor unlikely, 10% as slightly unlikely, 13% as moderately unlikely, and 7% as extremely unlikely. The employee category was chosen by 37% of respondents as extremely likely, 7% as moderately likely, 13% as slightly likely, 20% as neither likely nor unlikely, 7% as slightly unlikely, 10% as moderately unlikely, and 7% as extremely unlikely.



*Figure 14: Activities Likert Average Percentages*

## Aesthetics

For respondents who chose aesthetics (Figure 15) as their reason for traveling to the park, nature was chosen by 64% of respondents as extremely likely, 23% as moderately likely, 5% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly likely, 5% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 41% of respondents as extremely likely, 18% as moderately likely, 18% as slightly likely, 14% as neither likely nor unlikely, 0% as slightly unlikely, 9% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 27% as extremely likely, 23% as moderately likely, 5% as slightly likely, 27% as neither likely nor unlikely, 5% as slightly unlikely, 9% as moderately unlikely, and 5% as extremely unlikely. The activism category was chosen by 23% of respondents as extremely likely, 14% as moderately likely, 27% as slightly likely, 9% as neither likely nor unlikely, 14% as slightly unlikely, 5% as moderately unlikely, and 9% as extremely unlikely. The event category was chosen by 23% of respondents as extremely likely, 9% as moderately likely, 36% as slightly likely, 14% as neither likely nor unlikely, 14% as slightly unlikely, 5% as moderately unlikely, and 0% as extremely unlikely. The employee category was chosen by 18% of respondents as extremely likely, 14% as moderately likely, 27% as slightly likely, 23% as neither likely nor unlikely, 14% as slightly unlikely, 5% as moderately unlikely, and 0% as extremely unlikely.



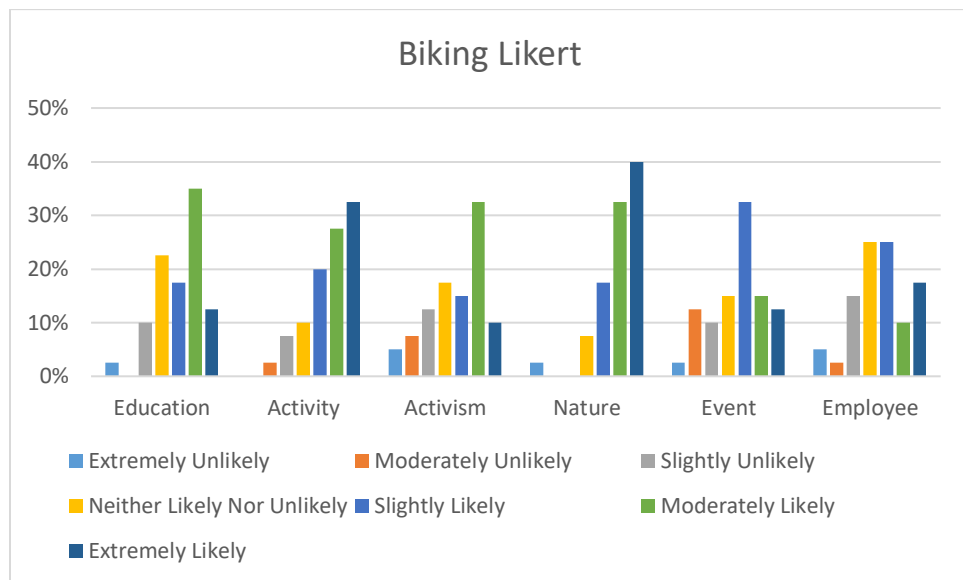
*Figure 15: Aesthetics Likert Average Percentages*

#### *Likert Results with Survey Question Six*

##### **Biking**

For respondents who chose biking (Figure 16) as an activity that they were participating in at the park, nature was chosen by 40% of respondents as extremely likely, 33% as moderately likely, 18% as slightly likely, 8% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 3% as extremely unlikely. The activity category was chosen by 33% of respondents as extremely likely, 28% as moderately likely, 20% as slightly likely, 10% as neither likely nor unlikely, 8% as slightly unlikely, 3% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 13% as extremely likely, 35% as moderately likely, 18% as slightly likely, 23% as neither likely nor unlikely, 10% as slightly unlikely, 0% as moderately unlikely, and 3% as extremely unlikely. The activism category was chosen by 10% of respondents as extremely likely, 33% as moderately likely, 15% as slightly likely, 18% as neither

likely nor unlikely, 13% as slightly unlikely, 8% as moderately unlikely, and 5% as extremely unlikely. The event category was chosen by 13% of respondents as extremely likely, 15% as moderately likely, 33% as slightly likely, 15% as neither likely nor unlikely, 10% as slightly unlikely, 13% as moderately unlikely, and 3% as extremely unlikely. The employee category was chosen by 18% of respondents as extremely likely, 10% as moderately likely, 25% as slightly likely, 25% as neither likely nor unlikely, 15% as slightly unlikely, 3% as moderately unlikely, and 5% as extremely unlikely.

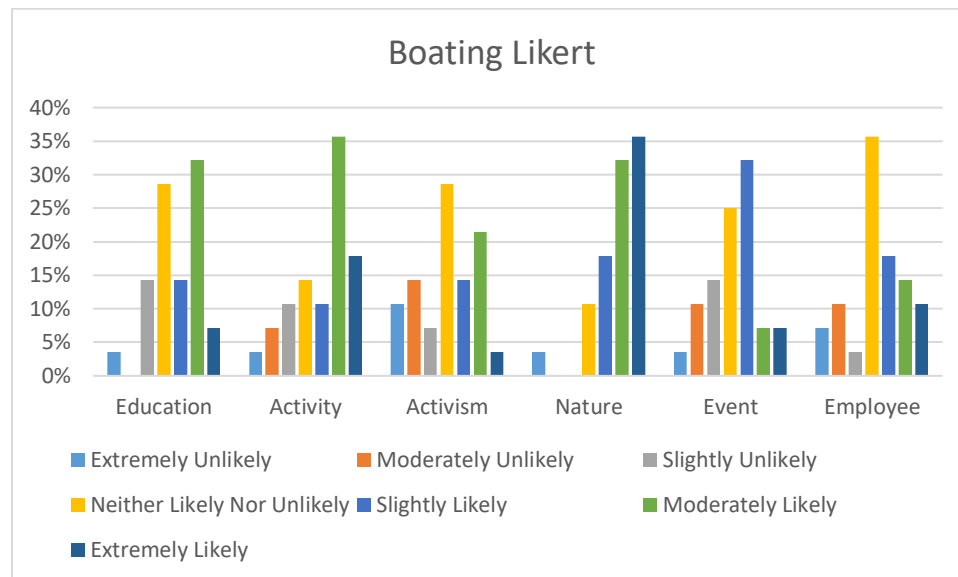


*Figure 16: Biking Likert Average Percentages*

## Boating

For respondents who chose boating (Figure 17) as an activity that they were participating in at the park, nature was chosen by 36% of respondents as extremely likely, 32% as moderately likely, 18% as slightly likely, 11% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 4% as extremely unlikely. The activity category was chosen by 18% of respondents as extremely likely, 36% as moderately

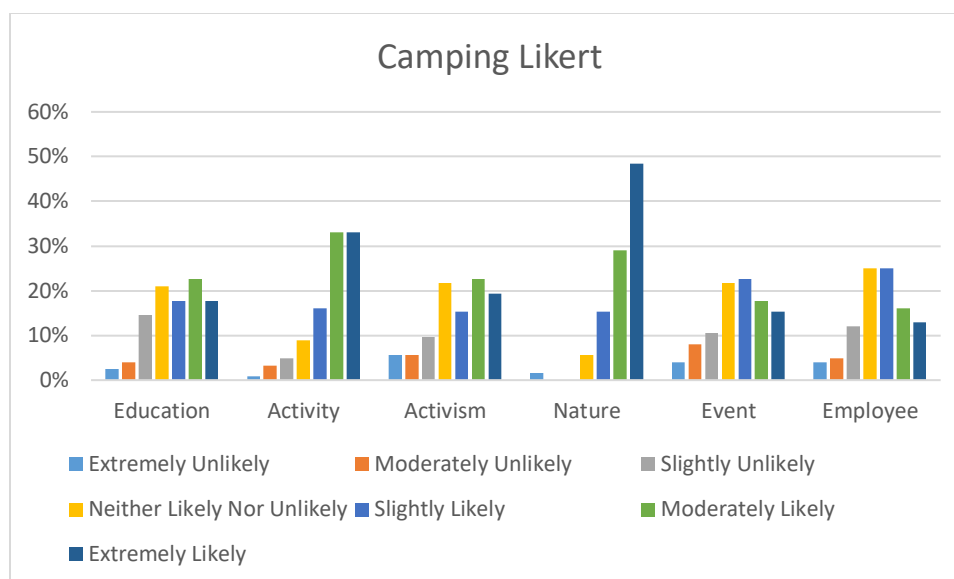
likely, 11% as slightly likely, 14% as neither likely nor unlikely, 11% as slightly unlikely, 7% as moderately unlikely, and 4% as extremely unlikely. The education category was chosen by 7% as extremely likely, 32% as moderately likely, 14% as slightly likely, 29% as neither likely nor unlikely, 14% as slightly unlikely, 0% as moderately unlikely, and 4% as extremely unlikely. The activism category was chosen by 4% of respondents as extremely likely, 21% as moderately likely, 14% as slightly likely, 29% as neither likely nor unlikely, 7% as slightly unlikely, 14% as moderately unlikely, and 11% as extremely unlikely. The event category was chosen by 7% of respondents as extremely likely, 7% as moderately likely, 32% as slightly likely, 25% as neither likely nor unlikely, 14% as slightly unlikely, 11% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 11% of respondents as extremely likely, 14% as moderately likely, 18% as slightly likely, 36% as neither likely nor unlikely, 4% as slightly unlikely, 11% as moderately unlikely, and 7% as extremely unlikely.



*Figure 17: Boating Likert Average Percentages*

## Camping

For respondents who chose camping (Figure 18) as an activity that they were participating in at the park, nature was chosen by 48% of respondents as extremely likely, 29% as moderately likely, 15% as slightly likely, 6% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 33% of respondents as extremely likely, 33% as moderately likely, 16% as slightly likely, 9% as neither likely nor unlikely, 5% as slightly unlikely, 3% as moderately unlikely, and 1% as extremely unlikely. The education category was chosen by 18% as extremely likely, 23% as moderately likely, 18% as slightly likely, 21% as neither likely nor unlikely, 15% as slightly unlikely, 4% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 19% of respondents as extremely likely, 23% as moderately likely, 15% as slightly likely, 22% as neither likely nor unlikely, 10% as slightly unlikely, 6% as moderately unlikely, and 6% as extremely unlikely. The event category was chosen by 15% of respondents as extremely likely, 18% as moderately likely, 23% as slightly likely, 22% as neither likely nor unlikely, 10% as slightly unlikely, 8% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 13% of respondents as extremely likely, 16% as moderately likely, 25% as slightly likely, 25% as neither likely nor unlikely, 12% as slightly unlikely, 5% as moderately unlikely, and 4% as extremely unlikely.

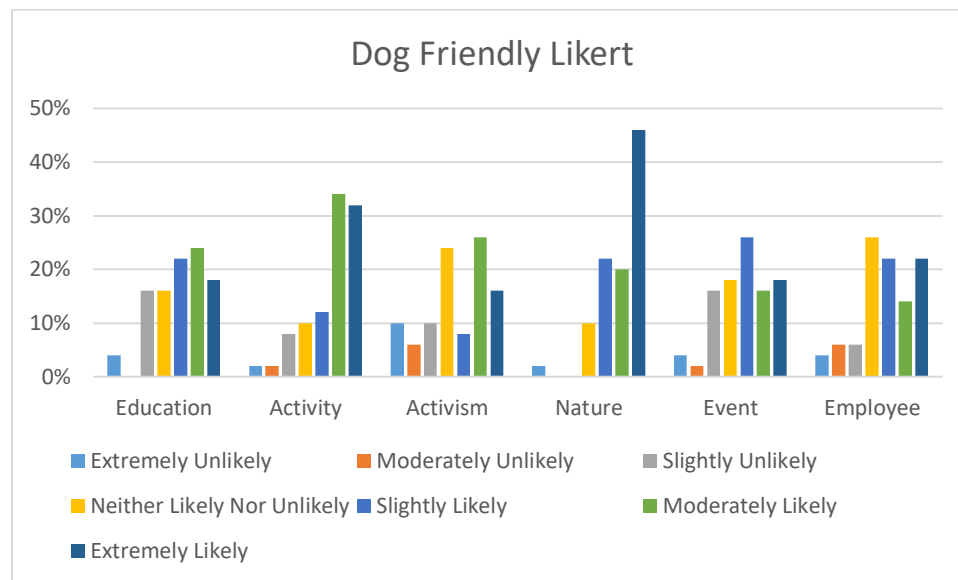


*Figure 18: Camping Likert Average Percentages*

## Dog Friendly

For respondents who chose dog friendly (Figure 19) as an activity that they were participating in at the park, nature was chosen by 46% of respondents as extremely likely, 20% as moderately likely, 22% as slightly likely, 10% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 32% of respondents as extremely likely, 42% as moderately likely, 12% as slightly likely, 10% as neither likely nor unlikely, 8% as slightly unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 18% as extremely likely, 24% as moderately likely, 22% as slightly likely, 16% as neither likely nor unlikely, 16% as slightly unlikely, 0% as moderately unlikely, and 4% as extremely unlikely. The activism category was chosen by 16% of respondents as extremely likely, 26% as moderately likely, 8% as slightly likely, 24% as neither likely nor unlikely, 10% as slightly unlikely, 6% as moderately unlikely, and 10% as extremely

unlikely. The event category was chosen by 18% of respondents as extremely likely, 16% as moderately likely, 26% as slightly likely, 18% as neither likely nor unlikely, 16% as slightly unlikely, 2% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 22% of respondents as extremely likely, 14% as moderately likely, 22% as slightly likely, 26% as neither likely nor unlikely, 6% as slightly unlikely, 6% as moderately unlikely, and 4% as extremely unlikely.



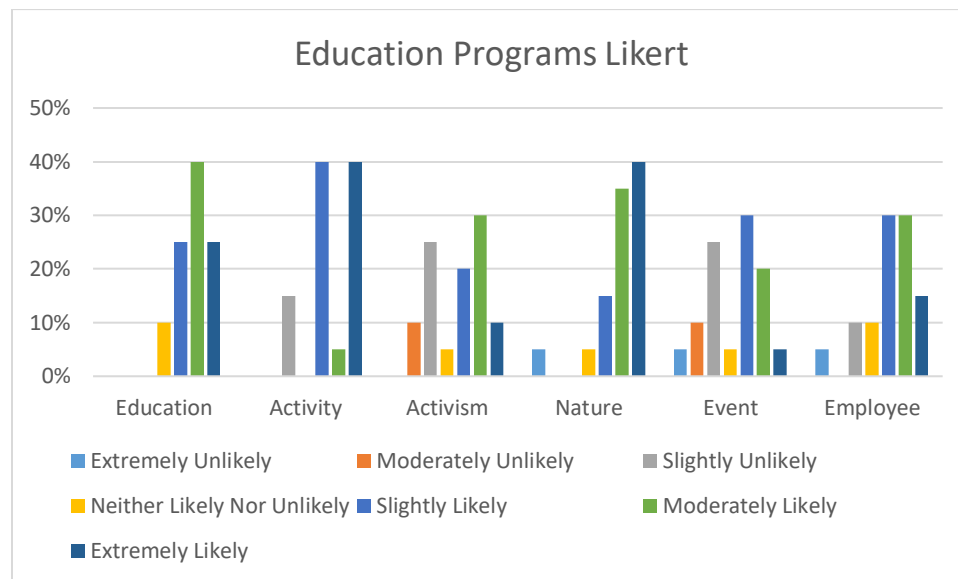
*Figure 19: Dog Friendly Likert Average Percentages*

### Education Programs

For respondents who chose education programs (Figure 20) as an activity that they were participating in at the park, nature was chosen by 40% of respondents as extremely likely, 35% as moderately likely, 15% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 5% as extremely unlikely. The activity category was chosen by 40% of respondents as extremely likely, 5% as moderately likely, 40% as slightly likely, 0% as neither likely nor unlikely, 15% as



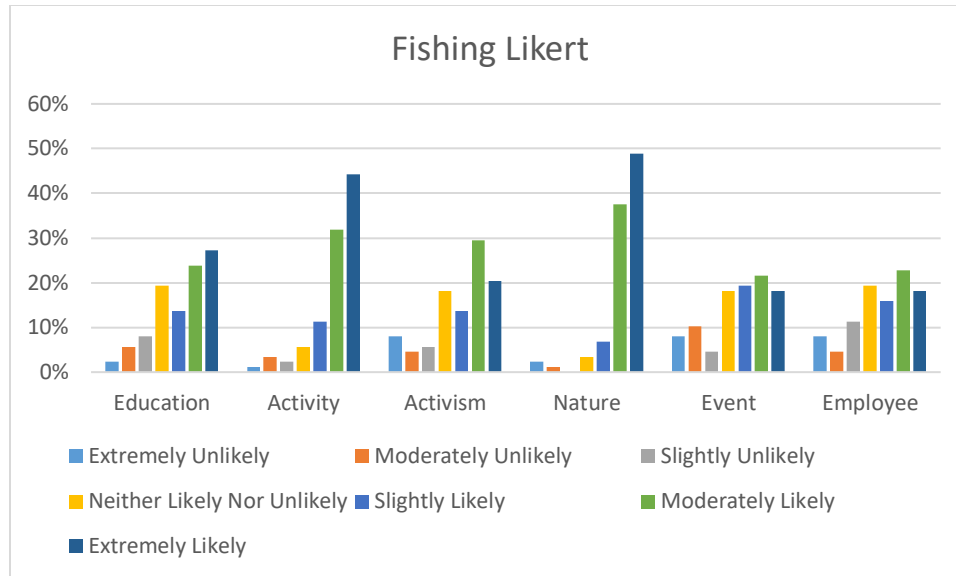
slightly unlikely, 0% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 25% as extremely likely, 40% as moderately likely, 25% as slightly likely, 10% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 10% of respondents as extremely likely, 30% as moderately likely, 20% as slightly likely, 5% as neither likely nor unlikely, 25% as slightly unlikely, 10% as moderately unlikely, and 0% as extremely unlikely. The event category was chosen by 5% of respondents as extremely likely, 20% as moderately likely, 30% as slightly likely, 5% as neither likely nor unlikely, 25% as slightly unlikely, 10% as moderately unlikely, and 5% as extremely unlikely. The employee category was chosen by 15% of respondents as extremely likely, 30% as moderately likely, 30% as slightly likely, 10% as neither likely nor unlikely, 10% as slightly unlikely, 0% as moderately unlikely, and 5% as extremely unlikely.



*Figure 20: Education Programs Likert Average Percentages*

## Fishing

For respondents who chose fishing (Figure 21) as an activity that they were participating in at the park, nature was chosen by 49% of respondents as extremely likely, 38% as moderately likely, 7% as slightly likely, 3% as neither likely nor unlikely, 0% as slightly likely, 1% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 44% of respondents as extremely likely, 32% as moderately likely, 11% as slightly likely, 6% as neither likely nor unlikely, 2% as slightly unlikely, 3% as moderately unlikely, and 1% as extremely unlikely. The education category was chosen by 27% as extremely likely, 24% as moderately likely, 14% as slightly likely, 19% as neither likely nor unlikely, 8% as slightly unlikely, 6% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 20% of respondents as extremely likely, 30% as moderately likely, 14% as slightly likely, 18% as neither likely nor unlikely, 6% as slightly unlikely, 5% as moderately unlikely, and 8% as extremely unlikely. The event category was chosen by 18% of respondents as extremely likely, 22% as moderately likely, 19% as slightly likely, 18% as neither likely nor unlikely, 5% as slightly unlikely, 10% as moderately unlikely, and 8% as extremely unlikely. The employee category was chosen by 18% of respondents as extremely likely, 23% as moderately likely, 16% as slightly likely, 19% as neither likely nor unlikely, 11% as slightly unlikely, 5% as moderately unlikely, and 8% as extremely unlikely.

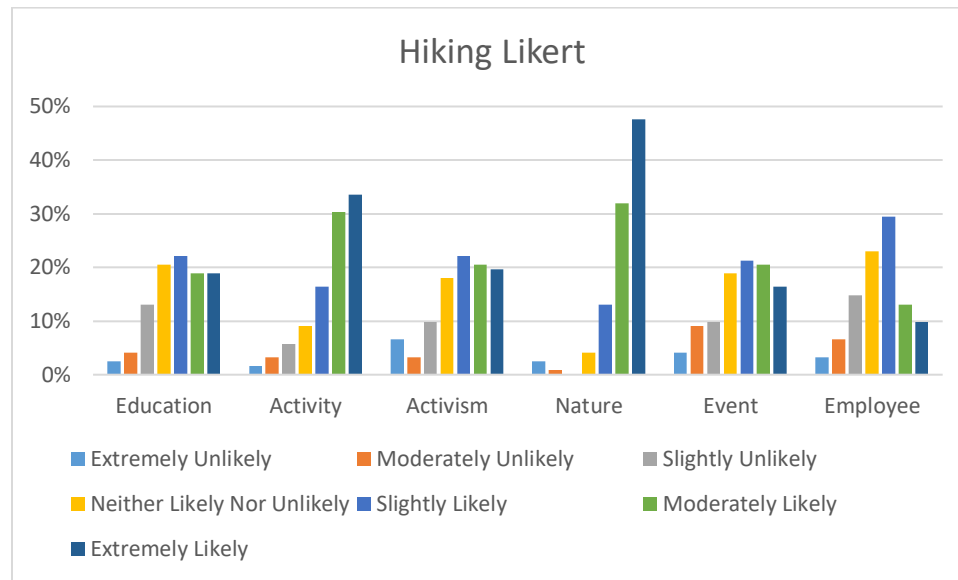


*Figure 21: Fishing Likert Average Percentages*

## Hiking

For respondents who chose hiking (Figure 22) as an activity that they were participating in at the park, nature was chosen by 48% of respondents as extremely likely, 32% as moderately likely, 13% as slightly likely, 4% as neither likely nor unlikely, 0% as slightly unlikely, 1% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 34% of respondents as extremely likely, 30% as moderately likely, 16% as slightly likely, 9% as neither likely nor unlikely, 6% as slightly unlikely, 3% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 19% as extremely likely, 19% as moderately likely, 22% as slightly likely, 20% as neither likely nor unlikely, 13% as slightly unlikely, 4% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 20% of respondents as extremely likely, 20% as moderately likely, 22% as slightly likely, 18% as neither likely nor unlikely, 10% as slightly unlikely, 3% as moderately unlikely, and 7% as

extremely unlikely. The event category was chosen by 16% of respondents as extremely likely, 20% as moderately likely, 21% as slightly likely, 19% as neither likely nor unlikely, 10% as slightly unlikely, 9% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 10% of respondents as extremely likely, 13% as moderately likely, 30% as slightly likely, 23% as neither likely nor unlikely, 15% as slightly unlikely, 7% as moderately unlikely, and 3% as extremely unlikely.

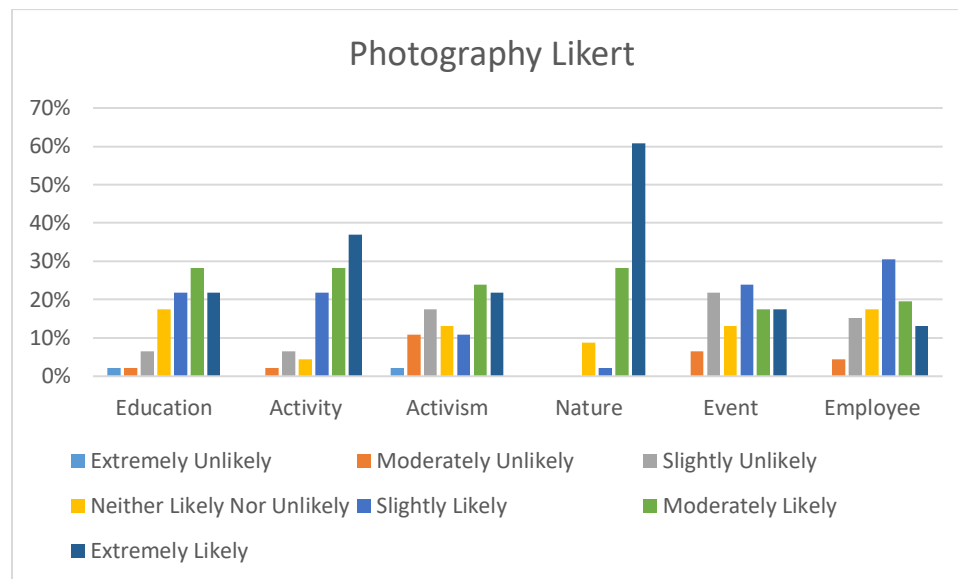


*Figure 22: Hiking Likert Average Percentages*

## Photography

For respondents who chose photography (Figure 23) as an activity that they were participating in at the park, nature was chosen by 61% of respondents as extremely likely, 28% as moderately likely, 2% as slightly likely, 9% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 37% of respondents as extremely likely, 28% as moderately likely, 22% as slightly likely, 4% as neither likely nor unlikely, 7% as slightly unlikely,

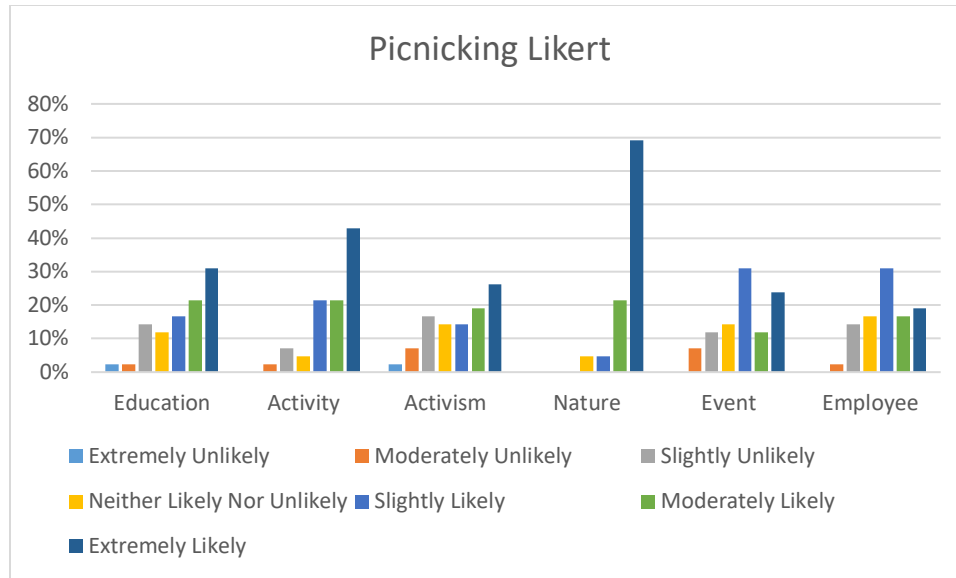
2% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 22% as extremely likely, 28% as moderately likely, 22% as slightly likely, 17% as neither likely nor unlikely, 7% as slightly unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 22% of respondents as extremely likely, 24% as moderately likely, 11% as slightly likely, 13% as neither likely nor unlikely, 17% as slightly unlikely, 11% as moderately unlikely, and 2% as extremely unlikely. The event category was chosen by 17% of respondents as extremely likely, 17% as moderately likely, 24% as slightly likely, 13% as neither likely nor unlikely, 22% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The employee category was chosen by 13% of respondents as extremely likely, 20% as moderately likely, 30% as slightly likely, 17% as neither likely nor unlikely, 15% as slightly unlikely, 4% as moderately unlikely, and 0% as extremely unlikely.



*Figure 23: Photography Likert Average Percentages*

## Picnicking

For respondents who chose picnicking (Figure 24) as an activity that they were participating in at the park, nature was chosen by 69% of respondents as extremely likely, 21% as moderately likely, 5% as slightly likely, 5% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 43% of respondents as extremely likely, 21% as moderately likely, 21% as slightly likely, 5% as neither likely nor unlikely, 7% as slightly unlikely, 2% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 31% as extremely likely, 21% as moderately likely, 17% as slightly likely, 12% as neither likely nor unlikely, 14% as slightly unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 26% of respondents as extremely likely, 19% as moderately likely, 14% as slightly likely, 14% as neither likely nor unlikely, 17% as slightly unlikely, 7% as moderately unlikely, and 2% as extremely unlikely. The event category was chosen by 24% of respondents as extremely likely, 12% as moderately likely, 31% as slightly likely, 14% as neither likely nor unlikely, 12% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The employee category was chosen by 19% of respondents as extremely likely, 17% as moderately likely, 31% as slightly likely, 17% as neither likely nor unlikely, 14% as slightly unlikely, 2% as moderately unlikely, and 0% as extremely unlikely.

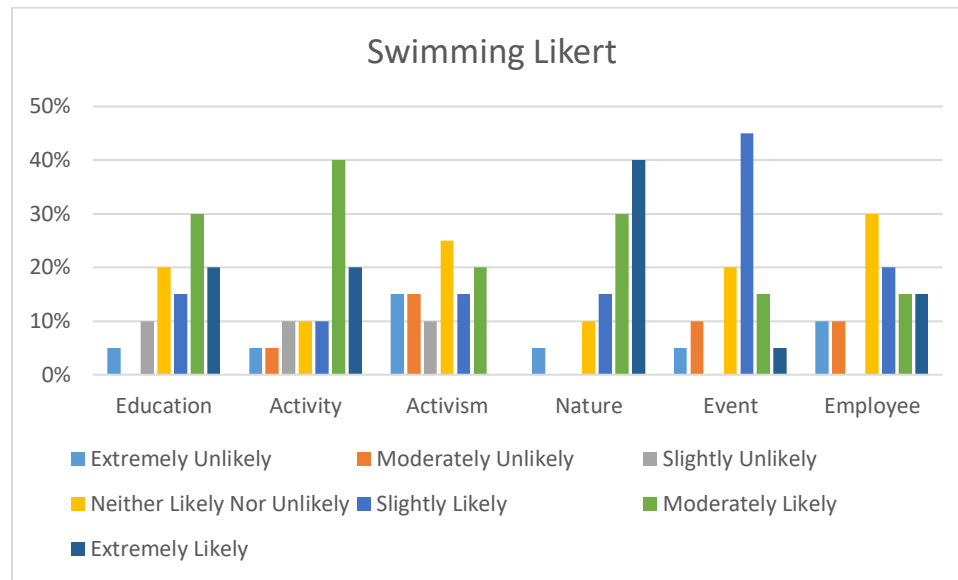


*Figure 24: Picnicking Likert Average Percentages*

## Swimming

For respondents who chose swimming (Figure 25) as an activity that they were participating in at the park, nature was chosen by 40% of respondents as extremely likely, 30% as moderately likely, 15% as slightly likely, 10% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 5% as extremely unlikely. The activity category was chosen by 20% of respondents as extremely likely, 40% as moderately likely, 10% as slightly likely, 10% as neither likely nor unlikely, 10% as slightly unlikely, 5% as moderately unlikely, and 5% as extremely unlikely. The education category was chosen by 20% as extremely likely, 30% as moderately likely, 15% as slightly likely, 20% as neither likely nor unlikely, 10% as slightly unlikely, 0% as moderately unlikely, and 5% as extremely unlikely. The activism category was chosen by 0% of respondents as extremely likely, 20% as moderately likely, 15% as slightly likely, 25% as neither likely nor unlikely, 10% as slightly unlikely, 15% as moderately unlikely, and 15% as

extremely unlikely. The event category was chosen by 5% of respondents as extremely likely, 15% as moderately likely, 45% as slightly likely, 20% as neither likely nor unlikely, 0% as slightly unlikely, 10% as moderately unlikely, and 5% as extremely unlikely. The employee category was chosen by 15% of respondents as extremely likely, 15% as moderately likely, 20% as slightly likely, 30% as neither likely nor unlikely, 0% as slightly unlikely, 10% as moderately unlikely, and 10% as extremely unlikely.



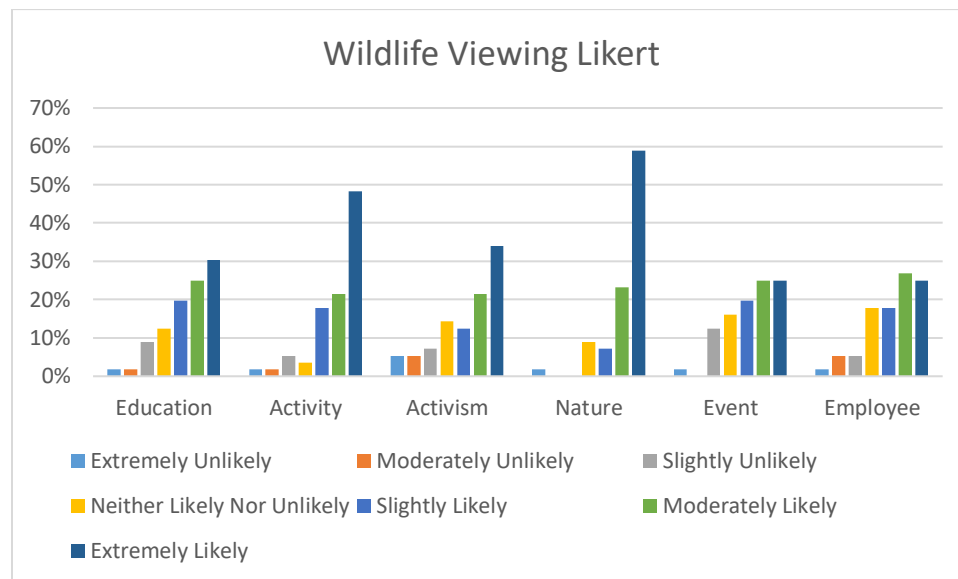
*Figure 25: Swimming Likert Average Percentages*

## Wildlife Viewing

For respondents who chose wildlife viewing (Figure 26) as an activity that they were participating in at the park, nature was chosen by 59% of respondents as extremely likely, 23% as moderately likely, 7% as slightly likely, 9% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 48% of respondents as extremely likely, 21% as moderately likely, 18% as slightly likely, 4% as neither likely nor unlikely, 5% as slightly



unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 30% as extremely likely, 25% as moderately likely, 20% as slightly likely, 13% as neither likely nor unlikely, 9% as slightly unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 34% of respondents as extremely likely, 21% as moderately likely, 13% as slightly likely, 14% as neither likely nor unlikely, 7% as slightly unlikely, 5% as moderately unlikely, and 5% as extremely unlikely. The event category was chosen by 25% of respondents as extremely likely, 25% as moderately likely, 20% as slightly likely, 16% as neither likely nor unlikely, 13% as slightly unlikely, 0% as moderately unlikely, and 2% as extremely unlikely. The employee category was chosen by 25% of respondents as extremely likely, 27% as moderately likely, 18% as slightly likely, 18% as neither likely nor unlikely, 5% as slightly unlikely, 5% as moderately unlikely, and 2% as extremely unlikely.

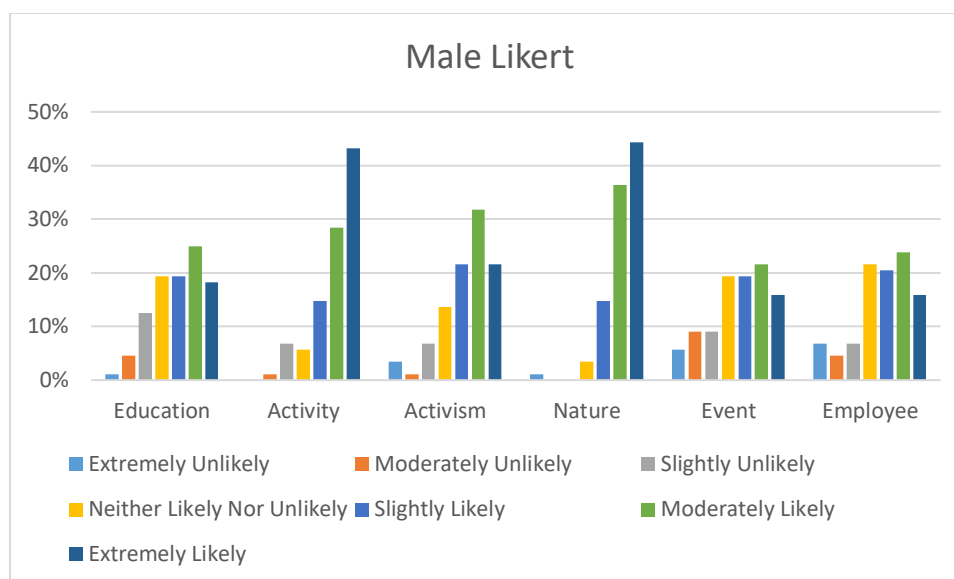


*Figure 26: Wildlife Viewing Likert Average Percentages*

### *Likert Results with Gender Demographics*

#### **Male**

For respondents who chose male (Figure 27) as their preferred gender, nature was chosen by 44% of respondents as extremely likely, 36% as moderately likely, 15% as slightly likely, 3% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 1% as extremely unlikely. The activity category was chosen by 43% of respondents as extremely likely, 28% as moderately likely, 15% as slightly likely, 6% as neither likely nor unlikely, 7% as slightly unlikely, 1% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 18% as extremely likely, 25% as moderately likely, 19% as slightly likely, 19% as neither likely nor unlikely, 13% as slightly unlikely, 5% as moderately unlikely, and 1% as extremely unlikely. The activism category was chosen by 22% of respondents as extremely likely, 32% as moderately likely, 22% as slightly likely, 14% as neither likely nor unlikely, 7% as slightly unlikely, 1% as moderately unlikely, and 3% as extremely unlikely. The event category was chosen by 16% of respondents as extremely likely, 22% as moderately likely, 19% as slightly likely, 19% as neither likely nor unlikely, 9% as slightly unlikely, 9% as moderately unlikely, and 6% as extremely unlikely. The employee category was chosen by 16% of respondents as extremely likely, 24% as moderately likely, 20% as slightly likely, 22% as neither likely nor unlikely, 7% as slightly unlikely, 5% as moderately unlikely, and 7% as extremely unlikely.

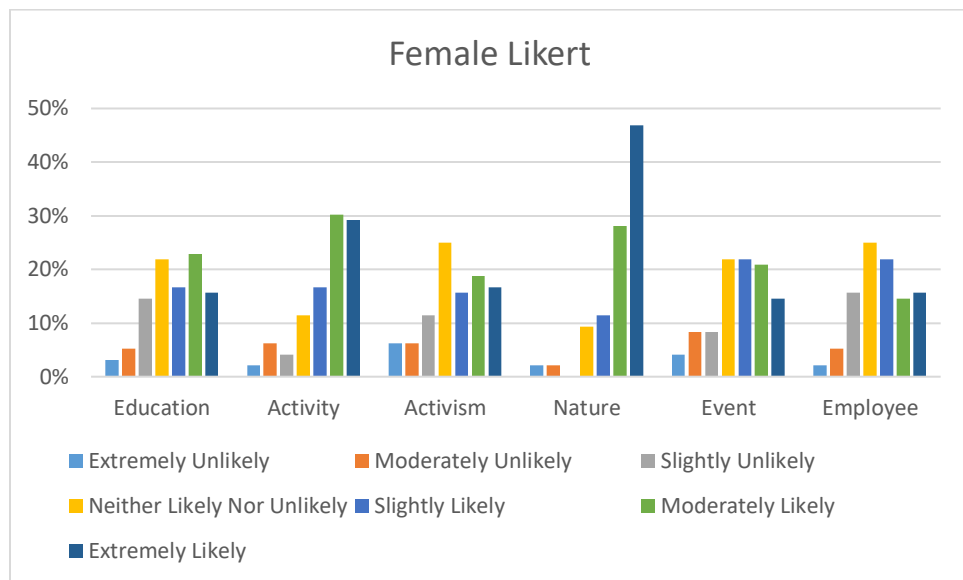


*Figure 27: Male Likert Average Percentages*

## Female

For respondents who chose female (Figure 28) as their preferred gender, nature was chosen by 47% of respondents as extremely likely, 28% as moderately likely, 11% as slightly likely, 9% as neither likely nor unlikely, 0% as slightly likely, 2% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 29% of respondents as extremely likely, 30% as moderately likely, 17% as slightly likely, 11% as neither likely nor unlikely, 4% as slightly unlikely, 6% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 16% as extremely likely, 23% as moderately likely, 17% as slightly likely, 22% as neither likely nor unlikely, 15% as slightly unlikely, 5% as moderately unlikely, and 3% as extremely unlikely. The activism category was chosen by 17% of respondents as extremely likely, 19% as moderately likely, 16% as slightly likely, 25% as neither likely nor unlikely, 11% as slightly unlikely, 6% as moderately unlikely, and 6% as extremely unlikely. The event category was

chosen by 15% of respondents as extremely likely, 21% as moderately likely, 22% as slightly likely, 22% as neither likely nor unlikely, 8% as slightly unlikely, 8% as moderately unlikely, and 4% as extremely unlikely. The employee category was chosen by 16% of respondents as extremely likely, 15% as moderately likely, 22% as slightly likely, 25% as neither likely nor unlikely, 16% as slightly unlikely, 5% as moderately unlikely, and 2% as extremely unlikely.



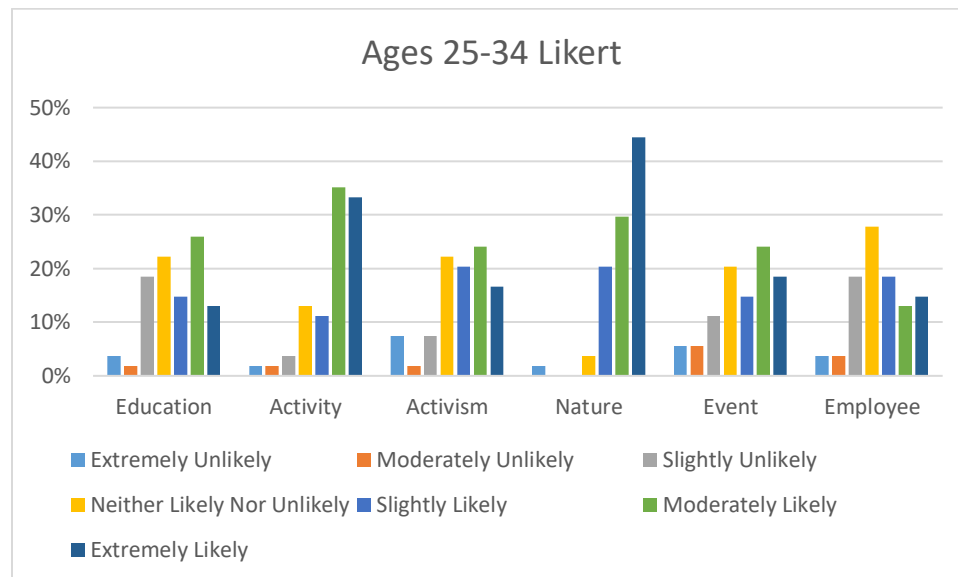
*Figure 28: Female Likert Average Percentages*

### *Likert Results with Age Demographics*

#### *Ages 25-34*

For respondents ages 25-34 (Figure 29), nature was chosen by 44% of respondents as extremely likely, 30% as moderately likely, 20% as slightly likely, 4% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 2% as extremely unlikely. The activity category was chosen by 33% of respondents as extremely likely, 35% as moderately likely, 11% as slightly likely, 13% as neither likely

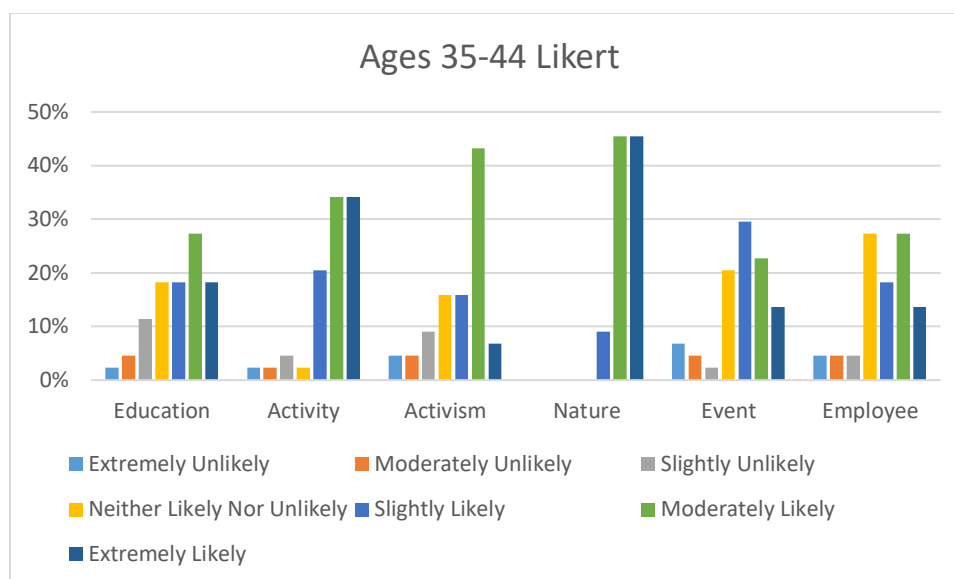
nor unlikely, 4% as slightly unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 13% as extremely likely, 26% as moderately likely, 15% as slightly likely, 22% as neither likely nor unlikely, 19% as slightly unlikely, 2% as moderately unlikely, and 4% as extremely unlikely. The activism category was chosen by 17% of respondents as extremely likely, 24% as moderately likely, 20% as slightly likely, 22% as neither likely nor unlikely, 7% as slightly unlikely, 2% as moderately unlikely, and 7% as extremely unlikely. The event category was chosen by 19% of respondents as extremely likely, 24% as moderately likely, 15% as slightly likely, 20% as neither likely nor unlikely, 11% as slightly unlikely, 6% as moderately unlikely, and 6% as extremely unlikely. The employee category was chosen by 15% of respondents as extremely likely, 13% as moderately likely, 19% as slightly likely, 28% as neither likely nor unlikely, 19% as slightly unlikely, 4% as moderately unlikely, and 4% as extremely unlikely.



*Figure 29: 25-34 Likert Average Percentages*

## Ages 35-44

For respondents ages 35-44 (Figure 30), nature was chosen by 45% of respondents as extremely likely, 45% as moderately likely, 9% as slightly likely, 0% as neither likely nor unlikely, 0% as slightly likely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 34% of respondents as extremely likely, 34% as moderately likely, 20% as slightly likely, 2% as neither likely nor unlikely, 5% as slightly unlikely, 2% as moderately unlikely, and 2% as extremely unlikely. The education category was chosen by 18% as extremely likely, 27% as moderately likely, 18% as slightly likely, 18% as neither likely nor unlikely, 11% as slightly unlikely, 5% as moderately unlikely, and 2% as extremely unlikely. The activism category was chosen by 7% of respondents as extremely likely, 43% as moderately likely, 16% as slightly likely, 16% as neither likely nor unlikely, 9% as slightly unlikely, 5% as moderately unlikely, and 5% as extremely unlikely. The event category was chosen by 14% of respondents as extremely likely, 23% as moderately likely, 30% as slightly likely, 20% as neither likely nor unlikely, 2% as slightly unlikely, 5% as moderately unlikely, and 7% as extremely unlikely. The employee category was chosen by 14% of respondents as extremely likely, 27% as moderately likely, 18% as slightly likely, 27% as neither likely nor unlikely, 5% as slightly unlikely, 5% as moderately unlikely, and 5% as extremely unlikely.

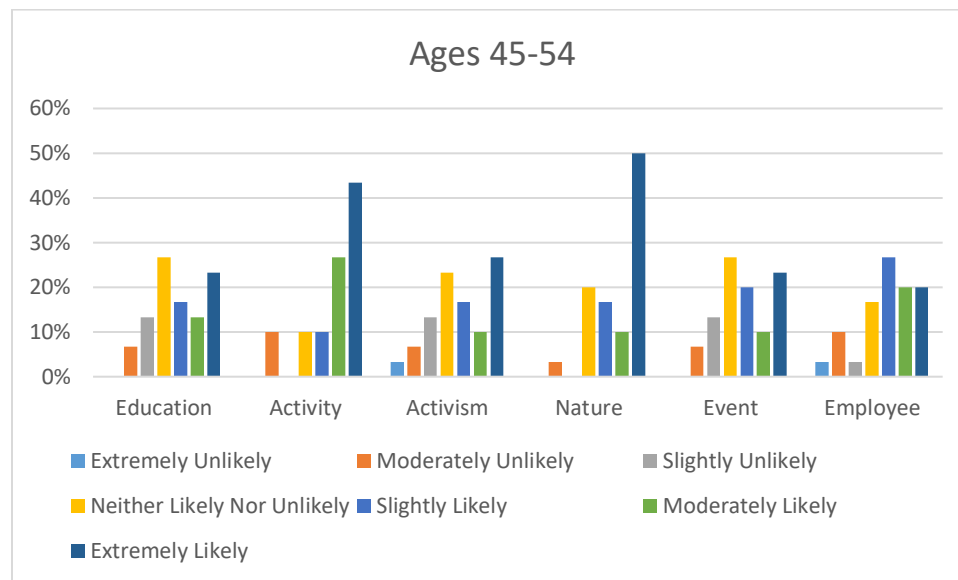


*Figure 30: 35-44 Likert Average Percentages*

#### Ages 45-54

For respondents ages 45-54 (Figure 31), nature was chosen by 50% of respondents as extremely likely, 10% as moderately likely, 17% as slightly likely, 20% as neither likely nor unlikely, 0% as slightly likely, 3% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 43% of respondents as extremely likely, 27% as moderately likely, 10% as slightly likely, 10% as neither likely nor unlikely, 0% as slightly unlikely, 10% as moderately unlikely, and 0% as extremely unlikely. The education category was chosen by 23% as extremely likely, 13% as moderately likely, 17% as slightly likely, 27% as neither likely nor unlikely, 13% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 27% of respondents as extremely likely, 10% as moderately likely, 17% as slightly likely, 23% as neither likely nor unlikely, 13% as slightly unlikely, 7% as moderately unlikely, and 3% as extremely unlikely. The event category was

chosen by 23% of respondents as extremely likely, 10% as moderately likely, 20% as slightly likely, 27% as neither likely nor unlikely, 13% as slightly unlikely, 7% as moderately unlikely, and 0% as extremely unlikely. The employee category was chosen by 20% of respondents as extremely likely, 20% as moderately likely, 27% as slightly likely, 17% as neither likely nor unlikely, 3% as slightly unlikely, 10% as moderately unlikely, and 3% as extremely unlikely.



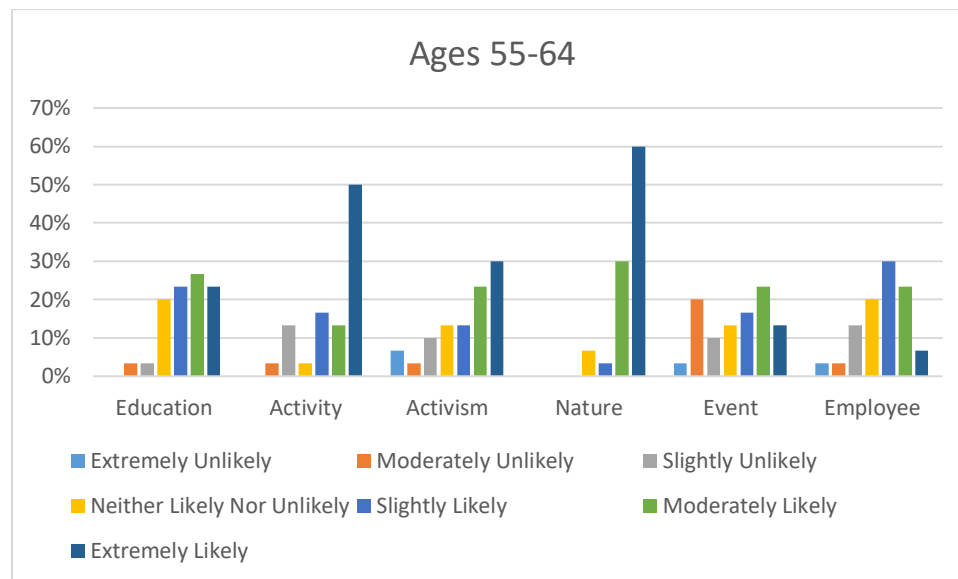
*Figure 31: 45-54 Likert Average Percentages*

#### Ages 55-64

For respondents ages 55-64 (Figure 32), nature was chosen by 60% of respondents as extremely likely, 30% as moderately likely, 3% as slightly likely, 7% as neither likely nor unlikely, 0% as slightly unlikely, 0% as moderately unlikely, and 0% as extremely unlikely. The activity category was chosen by 50% of respondents as extremely likely, 13% as moderately likely, 17% as slightly likely, 3% as neither likely nor unlikely, 13% as slightly unlikely, 3% as moderately unlikely, and 0% as extremely unlikely.



unlikely. The education category was chosen by 23% as extremely likely, 27% as moderately likely, 23% as slightly likely, 20% as neither likely nor unlikely, 3% as slightly unlikely, 3% as moderately unlikely, and 0% as extremely unlikely. The activism category was chosen by 30% of respondents as extremely likely, 23% as moderately likely, 13% as slightly likely, 13% as neither likely nor unlikely, 10% as slightly unlikely, 3% as moderately unlikely, and 7% as extremely unlikely. The event category was chosen by 13% of respondents as extremely likely, 23% as moderately likely, 17% as slightly likely, 13% as neither likely nor unlikely, 10% as slightly unlikely, 20% as moderately unlikely, and 3% as extremely unlikely. The employee category was chosen by 7% of respondents as extremely likely, 23% as moderately likely, 30% as slightly likely, 20% as neither likely nor unlikely, 13% as slightly unlikely, 3% as moderately unlikely, and 3% as extremely unlikely.



*Figure 32: 55-64 Likert Average Percentages*

## Paired Comparison Results

### *Overall Paired Comparison Results*

The next section of questions paired each category of image with each of the others, creating fifteen paired comparison questions. These questions asked the participant to choose between two images to determine which of them would be most likely to draw them to the park. First, I looked at the overall paired comparison data and overlaid a heat map to determine the categories that were most frequently chosen over others (Table 1). Overlaying a heat map in excel creates a visual representation that shows the viewer a comparative view of a dataset. With this data, the cells that are outlined in a darker shade were more frequently chosen over the cells that are outlined in a lighter shade. This allows for a more comprehensive view of the dataset and brings out the prominent categories from each paired comparison set. The nature category was chosen more frequently over all of the other categories presented to the respondent in all of the paired comparison questions. 76% or more of respondents chose nature over all of the other categories when given the choice between nature and another category. Nature was chosen by 76% of respondents when paired with activity which was chosen 24%, when paired with employee nature was chosen by 95% and employee by 5%, paired with event it was chosen by 84% and event by 16%, when paired with education nature was chosen by 81% and education was chosen by 19%, and when paired with activism it was chosen by 93% and activism by 7% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 52% of respondents and

education was chosen by 48%, when paired with activity activism was chosen by 47% of respondents and activity by 53%, when paired with event it was chosen by 44% and event by 56%, and when paired with employee it was chosen by 62% and employee by 38%. When education was paired with event it was chosen by 55% of respondents and event by 45%, when paired with activity education was chosen by 42% and activity by 58%, and when paired with employee education was chosen by 57% and employee by 43%. When activity was paired with employee it was chosen by 82% of respondents and employee was chosen by 18%, when paired with event it was chosen by 53% and event by 47%. When employee was paired with event it was chosen by 31% and event by 69% of respondents.

Activism	52%	Education	48%	Event	16%	Nature	84%
Nature	76%	Activity	24%	Employee	38%	Activism	62%
Employee	18%	Activity	82%	Education	19%	Nature	81%
Activity	53%	Activism	47%	Activity	53%	Event	47%
Event	45%	Education	55%	Employee	43%	Education	57%
Employee	5%	Nature	95%	Nature	92%	Activism	8%
Education	42%	Activity	58%	Event	69%	Employee	31%
Event	56%	Activism	44%				

*Table 1: Paired Comparison Percentage Heat Map for All Responses*

#### *Paired Comparison Results with Survey Question Two*

I then used a pivot table to determine the responses of the paired comparison made by individuals who answered other questions in specific ways. I narrowed down the comparisons to themes that received ten or more responses in each question. The first comparison I made through the pivot table data was with the coded answers from question number two, what types of outdoor recreation related pages do you follow on

social media sites. The themes that were compared from this section were Colorado Parks and Wildlife, National Parks Service, Retail, Photographers, Information, Activities, Blogs, and None.

#### Colorado Parks and Wildlife

Individuals who chose Colorado Parks and Wildlife (Table 2) made up 42 of the 93 respondents. Nature was chosen by 76% of respondents when paired with activity which was chosen 24%, when paired with employee nature was chosen by 95% and employee by 5%, paired with event it was chosen by 79% and event by 21%, when paired with education nature was chosen by 76% and education was chosen by 24%, and when paired with activism it was chosen by 90% and activism by 10% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 48% of respondents and education was chosen by 52%, when paired with activity activism was chosen by 48% of respondents and activity by 52%, when paired with event it was chosen by 43% and event by 57%, and when paired with employee it was chosen by 57% and employee by 43%. When education was paired with event it was chosen by 55% of respondents and event by 45%, when paired with activity education was chosen by 45% and activity by 55%, and when paired with employee education was chosen by 55% and employee by 45%. When activity was paired with employee it was chosen by 90% of respondents and employee was chosen by 10%, when paired with event it was chosen by 60% and event by 40%. When employee was paired with event employee was chosen by 29% and event was chosen by 71% of respondents.

Activism	48%	Education	52%	Event	21%	Nature	79%
Nature	76%	Activity	24%	Employee	43%	Activism	57%
Employee	10%	Activity	90%	Education	24%	Nature	76%
Activity	52%	Activism	48%	Activity	60%	Event	40%
Event	45%	Education	55%	Employee	45%	Education	55%
Employee	5%	Nature	95%	Nature	90%	Activism	10%
Education	45%	Activity	55%	Event	71%	Employee	29%
Event	57%	Activism	43%				

*Table 2: Colorado Parks and Wildlife Paired Comparison Percentage Heat Map*

#### National Parks Service

Individuals who chose National Parks Service (Table 3) made up 32 of the 93 respondents. Nature was chosen by 69% of respondents when paired with activity which was chosen 31%, when paired with employee nature was chosen by 94% and employee by 6%, paired with event it was chosen by 72% and event by 28%, when paired with education nature was chosen by 72% and education was chosen by 28%, and when paired with activism it was chosen by 88% and activism by 13% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 59% of respondents and education was chosen by 41%, when paired with activity activism was chosen by 50% of respondents and activity by 50%, when paired with event it was chosen by 41% and event by 59%, and when paired with employee it was chosen by 56% and employee by 44%. When education was paired with event it was chosen by 63% of respondents and event by 38%, when paired with activity education was chosen by 41% and activity by 59%, and when paired with employee education was chosen by 53% and employee by 47%. When activity was paired with employee it was chosen by 81% of respondents and employee

was chosen by 19%, when paired with event it was chosen by 47% and event by 53%.

When employee was paired with event it was chosen by 31% and event by 69% of respondents.

Activism	59%	Education	41%	Event	28%	Nature	72%
Nature	69%	Activity	31%	Employee	44%	Activism	56%
Employee	19%	Activity	81%	Education	28%	Nature	72%
Activity	50%	Activism	50%	Activity	47%	Event	53%
Event	38%	Education	63%	Employee	47%	Education	53%
Employee	6%	Nature	94%	Nature	88%	Activism	13%
Education	41%	Activity	59%	Event	69%	Employee	31%
Event	59%	Activism	41%				

*Table 3: National Parks Service Paired Comparison Percentage Heat Map*

#### Retail

Individuals who chose retail (Table 4) made up 15 of the 93 respondents. Nature was chosen by 73% of respondents when paired with activity which was chosen 27%, when paired with employee nature was chosen by 100% and employee by 0%, paired with event it was chosen by 80% and event by 20%, when paired with education nature was chosen by 80% and education was chosen by 20%, and when paired with activism it was chosen by 100% and activism by 0% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 60% of respondents and education was chosen by 40%, when paired with activity activism was chosen by 53% of respondents and activity by 47%, when paired with event it was chosen by 53% and event by 47%, and when paired with employee it was chosen by 80% and employee by 40%. When education was paired with event it was chosen by 27% of respondents and event by

73%, when paired with activity education was chosen by 33% and activity by 67%, and when paired with employee education was chosen by 53% and employee by 47%. When activity was paired with employee it was chosen by 87% of respondents and employee was chosen by 13%, when paired with event it was chosen by 60% and event by 40%. When employee was paired with event it was chosen by 73% and event by 27% of respondents.

Activism	40%	Education	60%	Event	20%	Nature	80%
Nature	73%	Activity	27%	Employee	20%	Activism	80%
Employee	13%	Activity	87%	Education	20%	Nature	80%
Activity	47%	Activism	53%	Activity	60%	Event	40%
Event	73%	Education	27%	Employee	47%	Education	53%
Employee	0%	Nature	100%	Nature	100%	Activism	0%
Education	33%	Activity	67%	Event	27%	Employee	73%
Event	47%	Activism	53%				

*Table 4: Retail Paired Comparison Percentage Heat Map*

#### Photographers

Individuals who chose photographers (Table 5) made up 28 of the 93 respondents. Nature was chosen by 75% of respondents when paired with activity which was chosen 25%, when paired with employee nature was chosen by 100% and employee by 0%, paired with event it was chosen by 79% and event by 21%, when paired with education nature was chosen by 71% and education was chosen by 21%, and when paired with activism it was chosen by 93% and activism by 7% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 54% of respondents and education was chosen by 46%, when paired with activity activism was chosen by 46% of

respondents and activity by 54%, when paired with event it was chosen by 39% and event by 61%, and when paired with employee it was chosen by 68% and employee by 32%. When education was paired with event it was chosen by 46% of respondents and event by 54%, when paired with activity education was chosen by 43% and activity by 57%, and when paired with employee education was chosen by 54% and employee by 46%. When activity was paired with employee it was chosen by 96% of respondents and employee was chosen by 4%, when paired with event it was chosen by 46% and event by 54%. When employee was paired with event it was chosen by 18% and event by 82% of respondents.

Activism	54%	Education	46%	Event	21%	Nature	79%
Nature	75%	Activity	25%	Employee	32%	Activism	68%
Employee	4%	Activity	96%	Education	29%	Nature	71%
Activity	54%	Activism	46%	Activity	46%	Event	54%
Event	54%	Education	46%	Employee	46%	Education	54%
Employee	0%	Nature	100%	Nature	93%	Activism	7%
Education	43%	Activity	57%	Event	82%	Employee	18%
Event	61%	Activism	39%				

*Table 5: Photographers Paired Comparison Percentage Heat Map*

#### Information

Individuals who chose information (Table 6) made up 14 of the 93 respondents. Nature was chosen by 64% of respondents when paired with activity which was chosen 36%, when paired with employee nature was chosen by 100% and employee by 0%, paired with event it was chosen by 86% and event by 14%, when paired with education nature was chosen by 71% and education was chosen by 29%, and when paired with activism it was chosen by 93% and activism by 7% of participants.



All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 57% of respondents and education was chosen by 43%, when paired with activity activism was chosen by 43% of respondents and activity by 57%, when paired with event it was chosen by 36% and event by 64%, and when paired with employee it was chosen by 57% and employee by 43%. When education was paired with event it was chosen by 29% of respondents and event by 71%, when paired with activity education was chosen by 43% and activity by 57%, and when paired with employee education was chosen by 43% and employee by 57%. When activity was paired with employee it was chosen by 100% of respondents and employee was chosen by 0%, when paired with event it was chosen by 57% and event by 43%. When employee was paired with event it was chosen by 29% and event by 71% of respondents.

Activism	57%	Education	43%	Event	14%	Nature	86%
Nature	64%	Activity	36%	Employee	43%	Activism	57%
Employee	0%	Activity	100%	Education	29%	Nature	71%
Activity	57%	Activism	43%	Activity	57%	Event	43%
Event	71%	Education	29%	Employee	57%	Education	43%
Employee	0%	Nature	100%	Nature	93%	Activism	7%
Education	43%	Activity	57%	Event	71%	Employee	29%
Event	64%	Activism	36%				

*Table 6: Information Paired Comparison Percentage Heat Map*

#### Activity

Individuals who chose activity (Table 7) made up 21 of the 93 respondents. Nature was chosen by 76% of respondents when paired with activity which was chosen 24%, when paired with employee nature was chosen by 100% and employee by 0%,

paired with event it was chosen by 76% and event by 24%, when paired with education nature was chosen by 62% and education was chosen by 38%, and when paired with activism it was chosen by 95% and activism by 5% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 38% of respondents and education was chosen by 62%, when paired with activity activism was chosen by 43% of respondents and activity by 57%, when paired with event it was chosen by 48% and event by 52%, and when paired with employee it was chosen by 71% and employee by 29%. When education was paired with event it was chosen by 57% of respondents and event by 43%, when paired with activity education was chosen by 38% and activity by 62%, and when paired with employee education was chosen by 52% and employee by 48%. When activity was paired with employee it was chosen by 86% of respondents and employee was chosen by 14%, when paired with event it was chosen by 71% and event by 29%. When employee was paired with event it was chosen by 19% and event by 81% of respondents.

Activism	38%	Education	62%	Event	24%	Nature	76%
Nature	76%	Activity	24%	Employee	29%	Activism	71%
Employee	14%	Activity	86%	Education	38%	Nature	62%
Activity	57%	Activism	43%	Activity	71%	Event	29%
Event	43%	Education	57%	Employee	48%	Education	52%
Employee	0%	Nature	100%	Nature	95%	Activism	5%
Education	38%	Activity	62%	Event	81%	Employee	19%
Event	52%	Activism	48%				

*Table 7: Activity Paired Comparison Percentage Heat Map*

## Blogs

Individuals who chose blogs (Table 8) made up 10 of the 93 respondents. Nature was chosen by 60% of respondents when paired with activity which was chosen 40%, when paired with employee nature was chosen by 100% and employee by 0%, paired with event it was chosen by 70% and event by 30%, when paired with education nature was chosen by 70% and education was chosen by 30%, and when paired with activism it was chosen by 100% and activism by 0% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 50% of respondents and education was chosen by 50%, when paired with activity activism was chosen by 50% of respondents and activity by 50%, when paired with event it was chosen by 50% and event by 50%, and when paired with employee it was chosen by 100% and employee by 0%. When education was paired with event it was chosen by 50% of respondents and event by 50%, when paired with activity education was chosen by 40% and activity by 60%, and when paired with employee education was chosen by 40% and employee by 60%. When activity was paired with employee it was chosen by 80% of respondents and employee was chosen by 20%, when paired with event it was chosen by 50% and event by 50%. When employee was paired with event it was chosen by 10% and event by 90% of respondents.

Activism	50%	Education	50%	Event	30%	Nature	70%
Nature	60%	Activity	40%	Employee	0%	Activism	100%
Employee	20%	Activity	80%	Education	30%	Nature	70%
Activity	50%	Activism	50%	Activity	50%	Event	50%
Event	50%	Education	50%	Employee	60%	Education	40%
Employee	0%	Nature	100%	Nature	100%	Activism	0%
Education	40%	Activity	60%	Event	90%	Employee	10%
Event	50%	Activism	50%				

*Table 8: Blogs Paired Comparison Percentage Heat Map*

None

Individuals who chose none (Table 9) made up 29 of the 93 respondents. Nature was chosen by 69% of respondents when paired with activity which was chosen 31%, when paired with employee nature was chosen by 90% and employee by 10%, paired with event it was chosen by 97% and event by 3%, when paired with education nature was chosen by 83% and education was chosen by 17%, and when paired with activism it was chosen by 97% and activism by 3% of participants.

All of the other categories varied in frequency when compared with others. When activism was paired with education, activism was chosen by 45% of respondents and education was chosen by 55%, when paired with activity activism was chosen by 45% of respondents and activity by 55%, when paired with event it was chosen by 41% and event by 59%, and when paired with employee it was chosen by 59% and employee by 41%. When education was paired with event it was chosen by 59% of respondents and event by 41%, when paired with activity education was chosen by 34% and activity by 66%, and when paired with employee education was chosen by 66% and employee by 34%. When activity was paired with employee it was chosen by 76% of respondents and employee

was chosen by 24%, when paired with event it was chosen by 41% and event by 59%.

When employee was paired with event it was chosen by 34% and event by 66% of respondents.

Activism	45%	Education	55%	Event	3%	Nature	97%
Nature	69%	Activity	31%	Employee	41%	Activism	59%
Employee	24%	Activity	76%	Education	17%	Nature	83%
Activity	55%	Activism	45%	Activity	41%	Event	59%
Event	41%	Education	59%	Employee	34%	Education	66%
Employee	10%	Nature	90%	Nature	97%	Activism	3%
Education	34%	Activity	66%	Event	66%	Employee	34%
Event	59%	Activism	41%				

*Table 9: None Paired Comparison Percentage Heat Map*

#### *Paired Comparison Results with Survey Question Five*

The next question that was compared through the pivot table data was question number five, why did you choose to travel to this park. These themes included family and friends, location, close to home, activities offered, and aesthetics.

#### *Family and Friends*

Individuals who included family and friends (Table 10) as their reason for traveling to the park made up 22 of the 93 respondents. These respondents fell into the pattern with the overall data. All nature pairings had nature being chosen over the others by 82% or more of participants for each pairing. Nature was chosen by 86% of respondents when paired with activity which received 14% of responses, 95% when paired with employee which received 5%, 82% when paired with event which received 18%, 86% when paired with education which received 14%, and 91% when paired with activism which received 9%.

In the other categories the patterns are as follows. Activism was chosen by 32% of respondents when paired with education which received 68% of responses, 50% when paired with activity which received 50%, 41% when paired with event which received 59%, and 77% when paired with employee which received 23%. Education was chosen by 55% when paired with event which received 45%, 50% when paired with activity which received 50%, and 73% when paired with employee which received 27%. Activity was chosen by 86% when paired with employee which received 14% and 55% when paired with event which received 45%. Employee was chosen by 36% of respondents when paired with event which was chosen by 64%.

Activism	32%	Education	68%	Event	18%	Nature	82%
Nature	86%	Activity	14%	Employee	23%	Activism	77%
Employee	14%	Activity	86%	Education	14%	Nature	86%
Activity	50%	Activism	50%	Activity	55%	Event	45%
Event	45%	Education	55%	Employee	27%	Education	73%
Employee	5%	Nature	95%	Nature	91%	Activism	9%
Education	50%	Activity	50%	Event	64%	Employee	36%
Event	59%	Activism	41%				

*Table 10: Family and Friends Paired Comparison Percentage Heat Map*

#### Location

Individuals who chose location (Table 11) as their reason for traveling to the park made up 37 out of the 93 respondents. They also fell into the general pattern with the nature category. Nature was chosen by 70% of respondents when paired with activity which received 30% of responses, 92% when paired with employee which received 8%, 84% when paired with event which received 16%, 81% when paired with education which received 19%, and 92% when paired with activism which received 8%.

In the other categories the patterns are as follows. Activism was chosen by 54% of respondents when paired with education which received 46% of responses, 35% when paired with activity which received 65%, 41% when paired with event which received 59%, and 70% when paired with employee which received 30%. Education was chosen by 51% when paired with event which received 49%, 30% when paired with activity which received 70%, and 49% when paired with employee which received 51%. Activity was chosen by 78% when paired with employee which received 22% and 41% when paired with event which received 59%. Employee was chosen by 32% of respondents when paired with event which was chosen by 68%.

Activism	54%	Education	46%	Event	16%	Nature	84%
Nature	70%	Activity	30%	Employee	30%	Activism	70%
Employee	22%	Activity	78%	Education	19%	Nature	81%
Activity	65%	Activism	35%	Activity	41%	Event	59%
Event	49%	Education	51%	Employee	51%	Education	49%
Employee	8%	Nature	92%	Nature	92%	Activism	8%
Education	30%	Activity	70%	Event	68%	Employee	32%
Event	59%	Activism	41%				

*Table 11: Location Paired Comparison Percentage Heat Map*

#### Close to Home

Individuals who chose close to home (Table 12) as their reason for traveling to the park made up 22 out of the 93 respondents. They had lower selections of nature when paired with activity. The responses to other pairings with nature were above 70%, following the general pattern. Nature was chosen by 64% of respondents when paired with activity which received 36% of responses, 91% when paired with employee which

received 9%, 91% when paired with event which received 9%, 77% when paired with education which received 23%, and 86% when paired with activism which received 14%.

In the other categories the patterns are as follows. Activism was chosen by 55% of respondents when paired with education which received 45% of responses, 27% when paired with activity which received 73%, 32% when paired with event which received 68%, and 59% when paired with employee which received 41%. Education was chosen by 50% when paired with event which received 50%, 23% when paired with activity which received 77%, and 50% when paired with employee which received 50%. Activity was chosen by 86% when paired with employee which received 14% and 41% when paired with event which received 59%. Employee was chosen by 41% of respondents when paired with event which was chosen by 59%.

Activism	55%	Education	45%	Event	9%	Nature	91%
Nature	64%	Activity	36%	Employee	41%	Activism	59%
Employee	14%	Activity	86%	Education	23%	Nature	77%
Activity	73%	Activism	27%	Activity	41%	Event	59%
Event	50%	Education	50%	Employee	50%	Education	50%
Employee	9%	Nature	91%	Nature	86%	Activism	14%
Education	23%	Activity	77%	Event	59%	Employee	41%
Event	68%	Activism	32%				

*Table 12: Close to Home Paired Comparison Percentage Heat Map*

## Activities

Individuals who chose the activities (Table 13) offered as their reason for traveling to the park made up 15 out of the 93 respondents. These respondents mostly fell into the general pattern of choosing nature over all of the other categories, however, this is the first section where 100% of respondents chose nature over another category,



employee. Nature was chosen by 73% of respondents when paired with activity which received 27% of responses, 100% when paired with employee which received 0%, 87% when paired with event which received 13%, 67% when paired with education which received 33%, and 93% when paired with activism which received 7%.

In the other categories the patterns are as follows. Activism was chosen by 67% of respondents when paired with education which received 33% of responses, 47% when paired with activity which received 53%, 33% when paired with event which received 67%, and 53% when paired with employee which received 47%. Education was chosen by 53% when paired with event which received 47%, 40% when paired with activity which received 60%, and 67% when paired with employee which received 33%. Activity was chosen by 87% when paired with employee which received 13% and 60% when paired with event which received 40%. Employee was chosen by 27% of respondents when paired with event which was chosen by 73%.

Activism	67%	Education	33%	Event	13%	Nature	87%
Nature	73%	Activity	27%	Employee	47%	Activism	53%
Employee	13%	Activity	87%	Education	33%	Nature	67%
Activity	53%	Activism	47%	Activity	60%	Event	40%
Event	47%	Education	53%	Employee	33%	Education	67%
Employee	0%	Nature	100%	Nature	93%	Activism	7%
Education	40%	Activity	60%	Event	73%	Employee	27%
Event	67%	Activism	33%				

*Table 13: Activities Offered Paired Comparison Percentage Heat Map*

#### Aesthetics

Individuals who chose aesthetics (Table 14) as their reason for traveling to the park made up 11 out of the 93 respondents. Nature was chosen by 64% of respondents

when paired with activity which received 36% of responses, 100% when paired with employee which received 0%, 91% when paired with event which received 9%, 82% when paired with education which received 18%, and 100% when paired with activism which received 0%.

In the other categories the patterns are as follows. Activism was chosen by 64% of respondents when paired with education which received 36% of responses, 36% when paired with activity which received 64%, 36% when paired with event which received 64%, and 64% when paired with employee which received 36%. Education was chosen by 45% when paired with event which received 55%, 45% when paired with activity which received 55%, and 55% when paired with employee which received 45%. Activity was chosen by 91% when paired with employee which received 9% and 55% when paired with event which received 45%. Employee was chosen by 18% of respondents when paired with event which was chosen by 82%.

Activism	64%	Education	36%	Event	9%	Nature	91%
Nature	64%	Activity	36%	Employee	36%	Activism	64%
Employee	9%	Activity	91%	Education	18%	Nature	82%
Activity	64%	Activism	36%	Activity	55%	Event	45%
Event	55%	Education	45%	Employee	45%	Education	55%
Employee	0%	Nature	100%	Nature	100%	Activism	0%
Education	45%	Activity	55%	Event	82%	Employee	18%
Event	64%	Activism	36%				

*Table 14: Aesthetics Paired Comparison Percentage Heat Map*

#### *Paired Comparison Results with Survey Question Six*

The next question I compared through the pivot table data was question number six, what activities are you planning on participating at this park. The activities were

chosen in the same manner as the previous section with biking, boating, camping, dog-friendly, education programs, fishing, hiking, photography, picnicking, swimming, and wildlife viewing having 10 or more responses. These activities were categorized into active and passive activities to determine any correlations between the respondent's choices in the paired comparison questions and the types of activities they were participating in.

### Biking

Individuals who participated in biking (Table 15) made up 20 of the 93 respondents. Nature was chosen by 65% of respondents when paired with activity which received 35% of responses, 95% when paired with employee which received 5%, 75% when paired with event which received 25%, 70% when paired with education which received 30%, and 90% when paired with activism which received 10%.

In the other categories the patterns are as follows. Activism was chosen by 50% of respondents when paired with education which received 50% of responses, 30% when paired with activity which received 70%, 40% when paired with event which received 60%, and 75% when paired with employee which received 25%. Education was chosen by 40% when paired with event which received 60%, 55% when paired with activity which received 45%, and 55% when paired with employee which received 45%. Activity was chosen by 90% when paired with employee which received 10% and 65% when paired with event which received 35%. Employee was chosen by 25% of respondents when paired with event which was chosen by 75%.

Activism	50%	Education	50%	Event	25%	Nature	75%
Nature	65%	Activity	35%	Employee	25%	Activism	75%
Employee	10%	Activity	90%	Education	30%	Nature	70%
Activity	70%	Activism	30%	Activity	65%	Event	35%
Event	60%	Education	40%	Employee	45%	Education	55%
Employee	5%	Nature	95%	Nature	90%	Activism	10%
Education	55%	Activity	45%	Event	75%	Employee	25%
Event	60%	Activism	40%				

*Table 15: Biking Paired Comparison Percentage Heat Map*

## Boating

Individuals who participated in boating (Table 16) made up 14 of the 93 respondents. Nature was chosen by 86% of respondents when paired with activity which received 14% of responses, 93% when paired with employee which received 7%, 93% when paired with event which received 7%, 86% when paired with education which received 14%, and 93% when paired with activism which received 7%.

In the other categories the patterns are as follows. Activism was chosen by 21% of respondents when paired with education which received 79% of responses, 43% when paired with activity which received 57%, 50% when paired with event which received 50%, and 57% when paired with employee which received 43%. Education was chosen by 43% when paired with event which received 57%, 50% when paired with activity which received 50%, and 86% when paired with employee which received 14%. Activity was chosen by 93% when paired with employee which received 7% and 64% when paired with event which received 36%. Employee was chosen by 21% of respondents when paired with event which was chosen by 79%.

Activism	21%	Education	79%	Event	7%	Nature	93%
Nature	86%	Activity	14%	Employee	43%	Activism	57%
Employee	7%	Activity	93%	Education	14%	Nature	86%
Activity	57%	Activism	43%	Activity	64%	Event	36%
Event	57%	Education	43%	Employee	14%	Education	86%
Employee	7%	Nature	93%	Nature	93%	Activism	7%
Education	50%	Activity	50%	Event	79%	Employee	21%
Event	50%	Activism	50%				

*Table 16: Boating Paired Comparison Percentage Heat Map*

### Camping

Individuals who participated in camping (Table 17) made up 62 of the 93 respondents. Nature was chosen by 73% of respondents when paired with activity which received 27% of responses, 97% when paired with employee which received 3%, 84% when paired with event which received 16%, 84% when paired with education which received 16%, and 95% when paired with activism which received 5%.

In the other categories the patterns are as follows. Activism was chosen by 58% of respondents when paired with education which received 42% of responses, 50% when paired with activity which received 50%, 45% when paired with event which received 55%, and 65% when paired with employee which received 35%. Education was chosen by 52% when paired with event which received 48%, 39% when paired with activity which received 61%, and 53% when paired with employee which received 47%. Activity was chosen by 82% when paired with employee which received 18% and 55% when paired with event which received 45%. Employee was chosen by 21% of respondents when paired with event which was chosen by 79%.

Activism	58%	Education	42%	Event	16%	Nature	84%
Nature	73%	Activity	27%	Employee	35%	Activism	65%
Employee	18%	Activity	82%	Education	16%	Nature	84%
Activity	50%	Activism	50%	Activity	55%	Event	45%
Event	48%	Education	52%	Employee	47%	Education	53%
Employee	3%	Nature	97%	Nature	95%	Activism	5%
Education	39%	Activity	61%	Event	79%	Employee	21%
Event	55%	Activism	45%				

*Table 17: Camping Paired Comparison Percentage Heat Map*

### Dog Friendly

Individuals who participated in dog-friendly (Table 18) activities made up 25 of the 93 respondents. Nature was chosen by 68% of respondents when paired with activity which received 32% of responses, 96% when paired with employee which received 4%, 84% when paired with event which received 16%, 84% when paired with education which received 16%, and 100% when paired with activism which received 0%.

In the other categories the patterns are as follows. Activism was chosen by 48% of respondents when paired with education which received 52% of responses, 32% when paired with activity which received 68%, 56% when paired with event which received 44%, and 64% when paired with employee which received 36%. Education was chosen by 48% when paired with event which received 52%, 44% when paired with activity which received 56%, and 56% when paired with employee which received 44%. Activity was chosen by 80% when paired with employee which received 20% and 68% when paired with event which received 32%. Employee was chosen by 16% of respondents when paired with event which was chosen by 84%.

Activism	48%	Education	52%	Event	16%	Nature	84%
Nature	68%	Activity	32%	Employee	36%	Activism	64%
Employee	20%	Activity	80%	Education	16%	Nature	84%
Activity	68%	Activism	32%	Activity	68%	Event	32%
Event	52%	Education	48%	Employee	44%	Education	56%
Employee	4%	Nature	96%	Nature	100%	Activism	0%
Education	44%	Activity	56%	Event	84%	Employee	16%
Event	44%	Activism	56%				

*Table 18: Dog Friendly Paired Comparison Percentage Heat Map*

#### Education Programs

Individuals who participated in education programs (Table 19) made up 10 of the 93 respondents. Nature was chosen by 80% of respondents when paired with activity which received 20% of responses, 100% when paired with employee which received 0%, 90% when paired with event which received 10%, 90% when paired with education which received 10%, and 100% when paired with activism which received 0%.

In the other categories the patterns are as follows. Activism was chosen by 50% of respondents when paired with education which received 50% of responses, 60% when paired with activity which received 40%, 80% when paired with event which received 20%, and 80% when paired with employee which received 20%. Education was chosen by 50% when paired with event which received 50%, 90% when paired with activity which received 10%, and 70% when paired with employee which received 30%. Activity was chosen by 90% when paired with employee which received 10% and 80% when paired with event which received 20%. Employee was chosen by 50% of respondents when paired with event which was chosen by 50%.

Activism	50%	Education	50%	Event	10%	Nature	90%
Nature	80%	Activity	20%	Employee	20%	Activism	80%
Employee	10%	Activity	90%	Education	10%	Nature	90%
Activity	40%	Activism	60%	Activity	80%	Event	20%
Event	50%	Education	50%	Employee	30%	Education	70%
Employee	0%	Nature	100%	Nature	100%	Activism	0%
Education	90%	Activity	10%	Event	50%	Employee	50%
Event	20%	Activism	80%				

*Table 19: Education Programs Paired Comparison Percentage Heat Map*

### Fishing

Individuals who participated in fishing (Table 20) made up 44 of the 93 respondents. Nature was chosen by 70% of respondents when paired with activity which received 30% of responses, 93% when paired with employee which received 7%, 77% when paired with event which received 23%, 73% when paired with education which received 27%, and 91% when paired with activism which received 9%.

In the other categories the patterns are as follows. Activism was chosen by 55% of respondents when paired with education which received 45% of responses, 50% when paired with activity which received 50%, 50% when paired with event which received 50%, and 66% when paired with employee which received 34%. Education was chosen by 61% when paired with event which received 39%, 36% when paired with activity which received 64%, and 61% when paired with employee which received 39%. Activity was chosen by 93% when paired with employee which received 7% and 59% when paired with event which received 41%. Employee was chosen by 25% of respondents when paired with event which was chosen by 75%.



Activism	55%	Education	45%	Event	23%	Nature	77%
Nature	70%	Activity	30%	Employee	34%	Activism	66%
Employee	7%	Activity	93%	Education	27%	Nature	73%
Activity	50%	Activism	50%	Activity	59%	Event	41%
Event	39%	Education	61%	Employee	39%	Education	61%
Employee	7%	Nature	93%	Nature	91%	Activism	9%
Education	36%	Activity	64%	Event	75%	Employee	25%
Event	50%	Activism	50%				

*Table 20: Fishing Paired Comparison Percentage Heat Map*

## Hiking

Individuals who participated in hiking (Table 21) made up 61 of the 93 respondents. Nature was chosen by 74% of respondents when paired with activity which received 26% of responses, 97% when paired with employee which received 3%, 82% when paired with event which received 18%, 84% when paired with education which received 16%, and 92% when paired with activism which received 8%.

In the other categories the patterns are as follows. Activism was chosen by 49% of respondents when paired with education which received 51% of responses, 44% when paired with activity which received 56%, 41% when paired with event which received 59%, and 67% when paired with employee which received 33%. Education was chosen by 51% when paired with event which received 49%, 39% when paired with activity which received 61%, and 52% when paired with employee which received 48%. Activity was chosen by 71% when paired with employee which received 21% and 49% when paired with event which received 51%. Employee was chosen by 25% of respondents when paired with event which was chosen by 75%.

Activism	49%	Education	51%	Event	18%	Nature	82%
Nature	74%	Activity	26%	Employee	33%	Activism	67%
Employee	21%	Activity	79%	Education	16%	Nature	84%
Activity	56%	Activism	44%	Activity	49%	Event	51%
Event	49%	Education	51%	Employee	48%	Education	52%
Employee	3%	Nature	97%	Nature	92%	Activism	8%
Education	39%	Activity	61%	Event	75%	Employee	25%
Event	59%	Activism	41%				

*Table 21: Hiking Paired Comparison Percentage Heat Map*

### Photography

Individuals who participated in photography (Table 22) made up 23 of the 93 respondents. Nature was chosen by 83% of respondents when paired with activity which received 17% of responses, 100% when paired with employee which received 0%, 83% when paired with event which received 17%, 83% when paired with education which received 17%, and 96% when paired with activism which received 4%.

In the other categories the patterns are as follows. Activism was chosen by 65% of respondents when paired with education which received 35% of responses, 57% when paired with activity which received 43%, 48% when paired with event which received 52%, and 74% when paired with employee which received 26%. Education was chosen by 70% when paired with event which received 30%, 30% when paired with activity which received 70%, and 52% when paired with employee which received 48%. Activity was chosen by 87% when paired with employee which received 13% and 61% when paired with event which received 39%. Employee was chosen by 17% of respondents when paired with event which was chosen by 83%.

Activism	65%	Education	35%	Event	17%	Nature	83%
Nature	83%	Activity	17%	Employee	26%	Activism	74%
Employee	13%	Activity	87%	Education	17%	Nature	83%
Activity	43%	Activism	57%	Activity	61%	Event	39%
Event	30%	Education	70%	Employee	48%	Education	52%
Employee	0%	Nature	100%	Nature	96%	Activism	4%
Education	30%	Activity	70%	Event	83%	Employee	17%
Event	52%	Activism	48%				

*Table 22: Photography Paired Comparison Percentage Heat Map*

### Picnicking

Individuals who participated in picnicking (Table 23) made up 21 of the 93 respondents. Nature was chosen by 90% of respondents when paired with activity which received 10% of responses, 100% when paired with employee which received 0%, 95% when paired with event which received 5%, 86% when paired with education which received 14%, and 95% when paired with activism which received 5%.

In the other categories the patterns are as follows. Activism was chosen by 71% of respondents when paired with education which received 29% of responses, 52% when paired with activity which received 48%, 52% when paired with event which received 48%, and 71% when paired with employee which received 29%. Education was chosen by 52% when paired with event which received 48%, 38% when paired with activity which received 62%, and 48% when paired with employee which received 52%. Activity was chosen by 90% when paired with employee which received 10% and 52% when paired with event which received 48%. Employee was chosen by 24% of respondents when paired with event which was chosen by 76%.

Activism	71%	Education	29%	Event	5%	Nature	95%
Nature	90%	Activity	10%	Employee	29%	Activism	71%
Employee	10%	Activity	90%	Education	14%	Nature	86%
Activity	48%	Activism	52%	Activity	52%	Event	48%
Event	48%	Education	52%	Employee	52%	Education	48%
Employee	0%	Nature	100%	Nature	95%	Activism	5%
Education	38%	Activity	62%	Event	76%	Employee	24%
Event	48%	Activism	52%				

*Table 23: Picnicking Paired Comparison Percentage Heat Map*

### Swimming

Individuals who participated in swimming (Table 24) made up 10 of the 93 respondents. Nature was chosen by 80% of respondents when paired with activity which received 20% of responses, 90% when paired with employee which received 10%, 90% when paired with event which received 10%, 80% when paired with education which received 20%, and 100% when paired with activism which received 0%.

In the other categories the patterns are as follows. Activism was chosen by 20% of respondents when paired with education which received 80% of responses, 70% when paired with activity which received 30%, 60% when paired with event which received 40%, and 70% when paired with employee which received 30%. Education was chosen by 60% when paired with event which received 40%, 40% when paired with activity which received 60%, and 80% when paired with employee which received 20%. Activity was chosen by 90% when paired with employee which received 10% and 70% when paired with event which received 30%. Employee was chosen by 10% of respondents when paired with event which was chosen by 90%.

Activism	20%	Education	80%	Event	10%	Nature	90%
Nature	80%	Activity	20%	Employee	30%	Activism	70%
Employee	10%	Activity	90%	Education	20%	Nature	80%
Activity	30%	Activism	70%	Activity	70%	Event	30%
Event	40%	Education	60%	Employee	20%	Education	80%
Employee	10%	Nature	90%	Nature	100%	Activism	0%
Education	40%	Activity	60%	Event	90%	Employee	10%
Event	40%	Activism	60%				

*Table 24: Swimming Paired Comparison Percentage Heat Map*

### Wildlife Viewing

Individuals who participated in wildlife viewing (Table 25) made up 28 of the 93 respondents. Nature was chosen by 82% of respondents when paired with activity which received 18% of responses, 93% when paired with employee which received 7%, 86% when paired with event which received 14%, 86% when paired with education which received 14%, and 86% when paired with activism which received 14%.

In the other categories the patterns are as follows. Activism was chosen by 57% of respondents when paired with education which received 43% of responses, 54% when paired with activity which received 46%, 50% when paired with event which received 50%, and 61% when paired with employee which received 39%. Education was chosen by 64% when paired with event which received 36%, 32% when paired with activity which received 68%, and 61% when paired with employee which received 39%. Activity was chosen by 82% when paired with employee which received 18% and 64% when paired with event which received 36%. Employee was chosen by 21% of respondents when paired with event which was chosen by 79%.

Activism	57%	Education	43%	Event	14%	Nature	86%
Nature	82%	Activity	18%	Employee	39%	Activism	61%
Employee	18%	Activity	82%	Education	14%	Nature	86%
Activity	46%	Activism	54%	Activity	64%	Event	36%
Event	36%	Education	64%	Employee	39%	Education	61%
Employee	7%	Nature	93%	Nature	86%	Activism	14%
Education	32%	Activity	68%	Event	79%	Employee	21%
Event	50%	Activism	50%				

*Table 25: Wildlife Viewing Paired Comparison Percentage Heat Map*

#### *Paired Comparison Results with Gender Demographics*

The next question I compared through the pivot table data was the gender demographics question. Two genders were chosen, male and female.

#### **Male**

The male gendered respondents (Table 26) made up 44 of the 93 respondents. Nature was chosen by 75% of respondents when paired with activity which received 25% of responses, 95% when paired with employee which received 5%, 82% when paired with event which received 18%, 77% when paired with education which received 23%, and 91% when paired with activism which received 9%.

In the other categories the patterns are as follows. Activism was chosen by 50% of respondents when paired with education which received 50% of responses, 45% when paired with activity which received 55%, 36% when paired with event which received 64%, and 52% when paired with employee which received 48%. Education was chosen by 68% when paired with event which received 32%, 41% when paired with activity which received 59%, and 59% when paired with employee which received 41%. Activity was chosen by 80% when paired with employee which received 20% and 19% when

paired with event which received 59%. Employee was chosen by 36% of respondents when paired with event which was chosen by 64%.

Activism	50%	Education	50%	Event	18%	Nature	82%
Nature	75%	Activity	25%	Employee	48%	Activism	52%
Employee	20%	Activity	80%	Education	23%	Nature	77%
Activity	55%	Activism	45%	Activity	41%	Event	59%
Event	32%	Education	68%	Employee	41%	Education	59%
Employee	5%	Nature	95%	Nature	91%	Activism	9%
Education	41%	Activity	59%	Event	64%	Employee	36%
Event	64%	Activism	36%				

*Table 26: Male Paired Comparison Percentage Heat Map*

#### Female

The female gendered respondents (Table 27) made up 48 of the 93 respondents. Nature was chosen by 77% of respondents when paired with activity which received 23% of responses, 94% when paired with employee which received 6%, 85% when paired with event which received 15%, 83% when paired with education which received 17%, and 94% when paired with activism which received 6%.

In the other categories the patterns are as follows. Activism was chosen by 52% of respondents when paired with education which received 48% of responses, 50% when paired with activity which received 50%, 52% when paired with event which received 48%, and 73% when paired with employee which received 27%. Education was chosen by 44% when paired with event which received 56%, 42% when paired with activity which received 58%, and 54% when paired with employee which received 46%. Activity was chosen by 83% when paired with employee which received 17% and 63% when

paired with event which received 38%. Employee was chosen by 27% of respondents when paired with event which was chosen by 73%.

Activism	52%	Education	48%	Event	15%	Nature	85%
Nature	77%	Activity	23%	Employee	27%	Activism	73%
Employee	17%	Activity	83%	Education	17%	Nature	83%
Activity	50%	Activism	50%	Activity	63%	Event	38%
Event	56%	Education	44%	Employee	46%	Education	54%
Employee	6%	Nature	94%	Nature	94%	Activism	6%
Education	42%	Activity	58%	Event	73%	Employee	27%
Event	48%	Activism	52%				

*Table 27: Female Paired Comparison Percentage Heat Map*

#### *Paired Comparison Results with Age Demographics*

The last question I compared with the paired comparison data was the age demographics. The ages that were compared were 25-34, 35-44, 45-54, and 55-64.

#### *Ages 25-34*

Individuals ages 25-34 (Table 28) made up 27 of the 93 respondents. Nature was chosen by 37% of respondents when paired with activity which received 63% of responses, 100% when paired with employee which received 0%, 78% when paired with event which received 22%, 85% when paired with education which received 15%, and 89% when paired with activism which received 11%.

In the other categories the patterns are as follows. Activism was chosen by 52% of respondents when paired with education which received 48% of responses, 37% when paired with activity which received 63%, 44% when paired with event which received 56%, and 52% when paired with employee which received 48%. Education was chosen by 48% when paired with event which received 52%, 37% when paired with activity



which received 63%, and 63% when paired with employee which received 37%. Activity was chosen by 78% when paired with employee which received 22% and 52% when paired with event which received 48%. Employee was chosen by 19% of respondents when paired with event which was chosen by 81%.

Activism	52%	Education	48%	Event	22%	Nature	78%
Nature	37%	Activity	63%	Employee	48%	Activism	52%
Employee	22%	Activity	78%	Education	15%	Nature	85%
Activity	63%	Activism	37%	Activity	52%	Event	48%
Event	52%	Education	48%	Employee	37%	Education	63%
Employee	0%	Nature	100%	Nature	89%	Activism	11%
Education	37%	Activity	63%	Event	81%	Employee	19%
Event	56%	Activism	44%				

*Table 28: Ages 25-34 Paired Comparison Percentage Heat Map*

#### Ages 35-44

Individuals ages 35-44 (Table 29) made up 22 of the 93 respondents. Nature was chosen by 68% of respondents when paired with activity which received 32% of responses, 95% when paired with employee which received 5%, 77% when paired with event which received 23%, 82% when paired with education which received 18%, and 100% when paired with activism which received 0%.

In the other categories the patterns are as follows. Activism was chosen by 36% of respondents when paired with education which received 64% of responses, 45% when paired with activity which received 55%, 50% when paired with event which received 50%, and 77% when paired with employee which received 23%. Education was chosen by 68% when paired with event which received 32%, 45% when paired with activity which received 55%, and 45% when paired with employee which received 55%. Activity

was chosen by 9% when paired with employee which received 91% and 55% when paired with event which received 45%. Employee was chosen by 27% of respondents when paired with event which was chosen by 73%.

Activism	36%	Education	64%	Event	23%	Nature	77%
Nature	68%	Activity	32%	Employee	23%	Activism	77%
Employee	91%	Activity	9%	Education	18%	Nature	82%
Activity	55%	Activism	45%	Activity	55%	Event	45%
Event	32%	Education	68%	Employee	55%	Education	45%
Employee	5%	Nature	95%	Nature	100%	Activism	0%
Education	45%	Activity	55%	Event	73%	Employee	27%
Event	50%	Activism	50%				

*Table 29: Ages 35-44 Paired Comparison Percentage Heat Map*

#### Ages 45-54

Individuals ages 45-54 (Table 30) made up 15 of the 93 respondents. Nature was chosen by 93% of respondents when paired with activity which received 7% of responses, 93% when paired with employee which received 7%, 93% when paired with event which received 7%, 67% when paired with education which received 33%, and 87% when paired with activism which received 13%.

In the other categories the patterns are as follows. Activism was chosen by 67% of respondents when paired with education which received 33% of responses, 53% when paired with activity which received 47%, 47% when paired with event which received 53%, and 47% when paired with employee which received 53%. Education was chosen by 47% when paired with event which received 53%, 47% when paired with activity which received 53%, and 60% when paired with employee which received 40%. Activity was chosen by 87% when paired with employee which received 13% and 67% when

paired with event which received 33%. Employee was chosen by 27% of respondents when paired with event which was chosen by 73%.

Activism	67%	Education	33%	Event	7%	Nature	93%
Nature	93%	Activity	7%	Employee	53%	Activism	47%
Employee	13%	Activity	87%	Education	33%	Nature	67%
Activity	47%	Activism	53%	Activity	67%	Event	33%
Event	53%	Education	47%	Employee	40%	Education	60%
Employee	7%	Nature	93%	Nature	87%	Activism	13%
Education	47%	Activity	53%	Event	73%	Employee	27%
Event	53%	Activism	47%				

*Table 30: Ages 45-54 Paired Comparison Percentage Heat Map*

#### Ages 55-64

Individuals ages 55-64 (Table 31) made up 15 of the 93 respondents. Nature was chosen by 80% of respondents when paired with activity which received 20% of responses, 87% when paired with employee which received 13%, 93% when paired with event which received 7%, 80% when paired with education which received 20%, and 93% when paired with activism which received 7%.

In the other categories the patterns are as follows. Activism was chosen by 60% of respondents when paired with education which received 40% of responses, 67% when paired with activity which received 33%, 40% when paired with event which received 60%, and 53% when paired with employee which received 47%. Education was chosen by 60% when paired with event which received 40%, 27% when paired with activity which received 73%, and 60% when paired with employee which received 40%. Activity was chosen by 73% when paired with employee which received 27% and 40% when

paired with event which received 60%. Employee was chosen by 47% of respondents when paired with event which was chosen by 53%.

Activism	60%	Education	40%	Event	7%	Nature	93%
Nature	80%	Activity	20%	Employee	47%	Activism	53%
Employee	27%	Activity	73%	Education	20%	Nature	80%
Activity	33%	Activism	67%	Activity	40%	Event	60%
Event	40%	Education	60%	Employee	40%	Education	60%
Employee	13%	Nature	87%	Nature	93%	Activism	7%
Education	27%	Activity	73%	Event	53%	Employee	47%
Event	60%	Activism	40%				

*Table 31: Ages 55-64 Paired Comparison Percentage Heat Map*

## Demographics

The last section of the survey asked for demographic information. The most frequent ethnicity that presented was white with 78 respondents and Hispanic/ Latino with 9 being next, followed by Asian with three, and other/do not prefer to say being the lowest with two responses. For age the most common was the range of 25-34 with 27 followed by 35-44 with 22, 45-54 with 15, 55-64 with 15, 65+ with 7, 21-24 with 4, and 18-20 with 2. The gender frequency was 44 males and 48 females, a fairly even split of the 93 participants.

## Analysis

### Overall Survey Analysis

For question number one, the two most frequently used social media sites were Facebook and Instagram. Facebook was used the most frequently with 79% of respondents saying they use the site. Instagram was second with 42% saying they use the site. The frequency of use of these two sites within my subject group supports my

decision to use images taken from these two social media sites for the images utilized in the survey.

For question number two the most frequent outdoor recreation pages that my respondents follow were Colorado Parks and Wildlife and the National Parks Service. Colorado Parks and Wildlife Photographers, activity pages, retail companies, and blogs were also consistent answers from my respondents. As the participants of my survey were visiting Colorado state parks during the time that the survey was administered, it is not surprising that Colorado Parks and Wildlife was the most frequent of the pages followed by the respondents with 45% of responses. Photographers and activity pages consisted of 30% and 23% of responses respectively, being high in frequency of responses, but not as high as other options. Retail companies and blogs were on the lower frequency with 16% and 11% of responses respectively, however, they were still more frequent than most of the other options given for this question.

Question number three was left blank or had an answer of none for the majority of the survey responses. This question was left to the respondent to answer as they chose. Individuals who were in a hurry to get on with their day may have chosen to leave this answer blank rather than take the time to type out an answer. Another reason for the lack of responses to this question could be that respondents could not remember five pages that they follow on social media. During my time surveying, I would hear a lot of my respondents saying that they could not think of that many pages on their social media feed and so they chose to type less than five or leave the answer blank.

This question was to be a supplementary question to the previous one that prompted respondents to choose between nine different categories of social media pages related to outdoor recreation. The goal was to get some more detailed information about the pages that respondents were following within those nine categories. Little supplementary information was given in regards to the previous one. The highest frequency after the blank response was that of Colorado Parks and Wildlife, national parks pages, and other state parks across the country with 16% of responses.

For question number four, the start of the parks related questions, the majority of respondents said that they would be staying at the park for 2 nights. This may be because I chose to conduct my surveys on the weekends from Friday nights to Sunday mornings. The second most frequent response for this question was 3-4 nights followed by day use. Some parks, such as Barr lake and Staunton, do not offer camping as an activity, therefore some of my respondents were not given a choice for their length of stay. Other parks such as St. Vrain are popular fishing hubs and are close in proximity to two large metro areas of Colorado. This accessibility to the park from the city may be the reason for the majority of the day use responses.

For question number five, the most frequent themes were location and family and friends. The reasons for choosing the park due to the location were mostly for the fact that the park was close to the respondent's home rather than farther away. Respondents who chose family and friends as their reason for traveling to the park said that they would come annually on a scheduled family trip or that they would be visiting their family during their stay. Other themes that were prominent were activities offered and general

aesthetics of the parks. These responses were lower in frequency, but were still more prominent than the others themes that were brought out in this question.

For question number six, camping and hiking were the two most frequent activities that respondents were planning on participating in at the parks. This frequency coincides with the data collected by Colorado Parks and Wildlife in their 2019 SCORP. Camping and hiking were among the top three activities participated in by outdoor recreation tourists in Colorado according to the document. Other activities that were chosen frequently were wildlife viewing, dog friendly activities, photography, picnicking, and biking. These activities had high frequencies, but were not chosen as much as camping and hiking. The majority of these activities are ones that are taken part in as secondary activities to camping and hiking. This may be a reason that they were not chosen as frequently as camping and hiking which are primary outdoor recreation activities. Some activities were chosen semi-frequently, but were less frequent than the secondary activities. These activities were boating, swimming, and education programs. These three activities are also supplementary to hiking and camping or are difficult to participate in due to the equipment needed to partake in the activity.

For question number seven, the most prominent themes that emerged were that the respondents participated in these activities simply because they enjoyed them or that they were fun. Spending time with family and friends was also a prominent reason for respondents to participate in said activities. This question was similar to question number five in that the reasons they chose to participate in certain activities were also the reasons that respondents chose to travel to the park in the first place.

## Likert Analysis

### *Overall Likert Analysis*

For the overall Likert responses, the nature and activity categories had the most responses leaning toward moderately and extremely likely with a drastic drop in frequency from the neither likely nor unlikely to the extremely unlikely responses. Education and activism had the most responses in the moderately likely responses; however the frequencies are evenly spread out from the extremely likely to the neither likely nor unlikely responses. The moderately unlikely and extremely unlikely answers had very low frequencies. Event had answers concentrated in the moderately likely to neither likely nor unlikely responses. Extremely likely was also near this concentration, but slightly lower. The slightly unlikely to extremely unlikely responses have a low frequency of answers. The employee category has answers concentrated in the neither likely nor unlikely response and slightly likely response. The moderately likely and extremely likely responses are lower than the others, but still higher than the slightly unlikely to extremely unlikely. None of the image categories had frequencies in the moderately unlikely to extremely unlikely range that were higher than 10%.

### *Likert Analysis with Survey Question Two*

#### Colorado Parks and Wildlife

Individuals who chose Colorado Parks and Wildlife as one of the categories of pages they follow on social media fell into similar patterns in relation to the overall Likert data for the activity and nature categories. Both image categories had a slightly higher frequency in the extremely likely response, but in the other responses the



frequencies are similar. The education category does not follow the general pattern and has higher frequencies in the extremely likely and moderately likely responses with the other responses dropping slightly as the likeliness drops. The activism category follows the overall pattern with moderately likely being the most frequent response and the frequencies branching out from this response slightly declining with a drastic decline from the slightly unlikely to extremely unlikely responses. The event category has frequencies concentrated in the slightly likely response with the responses around it being more evenly spread out in frequency except for the extremely unlikely response that has a very low frequency. The employee category also strays away from the overall data with frequencies in the moderately likely response being the highest and the other higher frequencies being concentrated in the more likely range. The extremely unlikely response in each of the categories does not reach higher than a 2% frequency.

Respondents who chose Colorado Parks and Wildlife chose nature, activity, and education as the categories that would be most likely to draw them to the park. These respondents had mixed opinions about the event, activism and, employee categories as the frequencies are spread fairly even over all of the response options.

#### National Parks Service

Individuals who chose the national parks service as one of the categories of pages they follow on social media also fall into the pattern of the overall data with the activity and nature image categories. These frequencies are slightly higher, just like the Colorado Parks and Wildlife frequencies. The education category also falls into the patterns of the overall data with a slightly higher frequency of moderately likely responses than the

others. The activism category falls into the overall data patterns as well as the employee category. The respondents who chose the National Parks Service as a page they follow on social media mostly fall into the same patterns as the overall data set.

Respondents who chose the National Parks Service chose activity and nature as the categories that would be extremely likely to draw them to the park. These respondents were moderately to slightly likely to be drawn by education and event categories and were mixed in their opinion about the employee and activism categories but still leaned on the more likely side of the responses.

#### Retail

Individuals who chose retail pages as one of the categories that they follow on social media fall into the general pattern in the nature category. The activity category does not fall into the same pattern as the overall data. The highest frequency for this category falls into the moderately likely responses with the extremely likely and slightly likely responses being slightly lower, but still in the higher frequencies for this category. The responses for neither likely nor unlikely to extremely unlikely drop significantly lower. The education category falls into the pattern of the overall data. The event category does not follow the overall pattern with the slightly likely responses having a slightly higher frequency than the general data and the slightly unlikely and extremely unlikely responses also having a higher frequency than in the overall data. The employee and activism categories fall out of the pattern from the overall data but have similarities with each other. The highest frequency is at the neither likely nor unlikely response and

there is a slight drop in the surrounding areas with the responses being more concentrated in the neither likely nor unlikely response.

Respondents who chose retail chose nature as the category that would be extremely likely to draw them to the park. The activity and event categories were also likely to draw them to the park, but less likely than nature. The employee and activism categories were neither likely nor unlikely to draw these respondents to the park. These respondents were also mixed in their opinions about the education category.

#### Photographers

For individuals who chose photographer's pages as one of the categories that they follow on social media the nature, activity, and education categories fall into a similar pattern with the overall data set. The activism category does not follow the general pattern and has a higher concentration in the neither likely nor unlikely response. The frequencies of the other responses are spread out relatively evenly with the extremely unlikely and moderately unlikely having lower frequencies. The event category has a concentrated high frequency in the slightly likely response. The other higher frequencies are concentrated in the neither likely nor unlikely response and the other 'likelier' responses. The employee category also has a high concentration in the neither likely nor unlikely and slight likely responses. The other responses have relatively low frequencies in comparison with the two higher frequencies.

Respondents who chose photographers chose nature and activity as the categories that would be most likely to draw them to the park. Activism, employee, and event were neither likely nor unlikely or slightly likely to draw these respondents to the park. These

respondents were also mixed about their response to the education likelihood of drawing them to the parks.

### Information

For individuals who chose information pages as one of the categories that they follow on social media only the nature category fell into the general pattern of data. The education category has a higher frequency in the moderately likely response like the general pattern, but the other responses are more variable in concentration. The extremely likely and slightly likely responses are closer in frequency to the moderately likely response but still lower. The neither likely nor unlikely responses to the extremely unlikely responses are lower in frequency than the others. The activity category falls into the general pattern with the higher frequencies with the likelier responses, but the moderately unlikely response has a higher frequency than the overall data. The activism category has the highest frequency in the slightly unlikely response. The other responses have their frequencies spread out from neither likely nor unlikely to extremely likely. The moderately unlikely and extremely unlikely responses have low frequencies. The event category also follows the general pattern except for a higher frequency in the moderately unlikely response than the overall data. The employee category has the highest frequencies in the slightly likely and extremely likely responses and the frequencies are concentrated more in the slightly unlikely response as well. The lower frequencies are in the moderately likely, moderately unlikely, and extremely unlikely responses.

Respondents who chose information chose nature and activity as the categories that would most likely draw them to the park. Education was chosen as the second most

likely category. Activism images were chosen as unlikely to draw these respondents to the park. Event and employee had mixed responses but leaned toward more likely to draw these individuals to the parks. Event was more variable than the employee category.

### Activity

Individuals who chose activity pages as one of the categories they follow on social media follow the general pattern in all of the categories.

Activity and nature were the categories that were most likely to draw these individuals to the parks. Education and activism were also likely but less likely than the latter categories. The event category was more variable but still leaned toward more likely to draw these individuals to the parks. The employee category was the least likely with the majority of responses in the neither likely nor unlikely response option.

### Blogs

Individuals who chose blogs as one of the categories they follow on social media follow the general pattern in the nature and education categories. The activity category strays from the pattern slightly with higher frequencies in the moderately and slightly likely responses rather than the extremely and moderately likely responses. The activism category has high frequencies in the moderately likely and neither likely nor unlikely responses and a lower frequency in the extremely likely responses than the general data set. The event category has the highest frequency in the slightly likely response with the frequency more concentrated in this area and the slightly likely response area. The data set for the event category is not as spread out as in the general data set. The employee

category is similar to the general data set except for a lower concentration in the moderately likely response and a higher frequency in the slightly unlikely response.

Nature was the category that was the most likely to draw these respondents to the parks. Activity was also likely, but less likely than nature. Education and activism had mixed responses as some respondents chose moderately likely and some chose neither likely nor unlikely to if the image would draw them to the parks. Event and employee also had mixed responses but fell mostly in the slightly likely to slightly unlikely range. None

For those who responded none to the outdoor recreation related pages they follow on social media the nature, activity and activism category follow the general pattern of the overall data set. The education category has a higher concentration of frequency in the slightly likely and neither likely nor unlikely responses with the frequency declining slightly in the moderately likely and slightly unlikely responses. The extremely likely, moderately unlikely, and extremely unlikely responses have low frequencies. The event category has a higher frequency in the moderately likely response with the other responses being spread out relatively even other than a low frequency in the moderately unlikely response. The employee category frequencies are not as spread out as the overall data set. The frequency is concentrated in the neither likely nor unlikely response with the other responses having lower, more evenly spread frequencies.

Nature and activity were the most likely categories to draw these respondents to the parks. Event was also a category that would be likely to draw these respondents to the park. Education and employee were neither likely nor unlikely to draw them to the park.

Activism was the most variable, but respondents leaned toward the likely responses as to if this category would draw to the park.

#### *Likert Analysis with Survey Question Five*

##### Family/Friends

Individuals whose reason for traveling to the park was family and friends followed the overall data pattern with the nature, activity, education, and employee categories. The activism category is similar to the general pattern other than a much lower frequency in the extremely likely response than in the overall data set. The event category has higher frequencies concentrated in the neither likely nor unlikely to the moderately unlikely responses. The likelier responses have a lower frequency than the overall data.

These respondents chose nature as the category that would be most likely to draw them to the park followed closely with activity. Education and activism images were also likely to draw these individuals to the parks, but these categories also moved toward the neither likely nor unlikely response. Employee images were neither likely nor unlikely and the event category was unlikely to draw these individuals to the parks.

##### Location

Individuals whose reason for traveling to the park was location fall into the pattern of the overall data set except for in the event category. The event category has a high frequency in the moderately likely response with a slightly larger drop in frequency in the surrounding responses.

Activity and nature were the categories that were most likely to draw these individuals to the parks. Education, event and, activism were also likely categories but less likely than the latter categories. The employee category was the least likely with the majority of responses in the neither likely nor unlikely response option.

#### Close to Home

Individuals whose reason for traveling to the park was that the park was close to home follow the overall pattern in the activity, activism, nature, and employee categories. The education category strays from the general pattern with a slightly higher frequency in the moderately likely response. The other responses are also more spread out and have lower frequencies than the overall data set. The event category is also more highly concentrated in one response area. The moderately likely response has a higher frequency than the other responses. The extremely likely and slightly likely response frequencies are slightly lower than the moderately likely responses but are higher than the rest of the responses.

These respondents chose nature as the category that would most likely draw them to the park, followed by activity. Education, activism, and event were also likely, but were more variable with responses in the slightly likely and neither likely nor unlikely response options. Employee was neither likely nor unlikely to draw individuals to the park but did have some responses in the likely options.

#### Activities

Individuals whose reason for traveling to the park was the activities offered follow the general pattern in the nature, education, and activity categories. The activism



category falls mostly into the general pattern, however there is a higher frequency of extremely likely responses than the overall data set. The event category has a higher concentration of high frequencies in the extremely likely to slightly likely responses. The other responses are slightly higher in frequency than the overall data set in the unlikelier responses. The employee category strays from the data set with a very high frequency in the extremely likely response. The slightly likely and neither likely nor unlikely responses have frequencies that are low, but not the lowest of the responses. The moderately likely, slightly unlikely, moderately unlikely, and extremely unlikely responses have the lowest frequencies in the employee category.

Activity, nature and employee were the categories that were most likely to draw these individuals to the park. Education, activism, and event had variable responses but leaned more towards the neither likely nor unlikely option.

#### Aesthetics

Individuals whose reason for traveling to the park was the aesthetics of the park follow the overall pattern only in the employee category. The education category strays from the general pattern with a lower frequency in the slightly likely response and higher frequencies in the neither likely nor unlikely and extremely likely response. The slightly unlikely to extremely unlikely responses have much lower frequencies than the overall data set. The activity category generally follows the overall data patterns except for a higher frequency in the extremely likely response than all of the other responses. The activism category has a higher frequency in the slightly likely response and lower frequencies in the other responses than the overall data set. The nature category is similar

to the activity category in that it follows the general patterns except for that it has a significantly higher frequency in the extremely likely response than all of the other responses. The event category has a higher frequency in the slightly likely response and the other frequencies are not as spread out as the overall data. The extremely likely, neither likely nor unlikely, and slightly unlikely responses are closer in frequency to the slightly likely but are still low. The moderately likely, moderately unlikely and extremely unlikely responses have low frequencies.

Nature was the most likely category to draw these individuals to the park, followed by activism. Education was the next category that these respondents chose as likely to draw them to the parks. Activism, event and employee were less likely, but still had responses in the slightly likely to moderately likely options.

#### *Likert Analysis with Survey Question Six*

##### **Biking**

Individuals who chose biking as an activity they were going to participate in at the park fell into the patterns of the overall data set in all of the categories except for the event category. The event category has a concentrated frequency in the slightly likely response with all of the other responses being in the lower frequencies and being more spread out.

These respondents chose nature as the category that would be most likely to draw them to the park followed closely with activity. Education, event, and activism images were also likely to draw these individuals to the parks, but these categories also moved

toward the neither likely nor unlikely response. Employee images were neither likely nor unlikely and the event category was unlikely to draw these individuals to the parks.

### Boating

Individuals who chose boating as an activity they were going to participate in at the park fell into the general pattern in the nature and education categories. The activity category strays from the general pattern with a high concentration in the moderately likely response. The other response options are lower in frequency than the moderately likely response and are spread out evenly throughout the responses. The activism category has a high, concentrated frequency in the neither likely nor unlikely response. The moderately likely response is also higher in frequency but not as high as the neither likely nor unlikely response. The other responses have a lower frequency and are evenly spread out except for the extremely likely response which has the lowest frequency. The event category has a high concentration in the slightly likely and neither likely nor unlikely responses. The slightly unlikely and moderately unlikely responses are low, but higher than the extremely likely, moderately likely, and extremely unlikely response options. The employee category has a high concentration of frequency in the neither likely nor unlikely response. The slightly likely response option had the second highest frequency but is still significantly lower than the neither likely nor unlikely response option. The other responses are lower with the slightly unlikely response being the lowest frequency.

These respondents were more likely to be drawn to the park through images of nature. Education, activity, and event images were also likely to draw individuals to the

parks but have some responses in the neither likely nor unlikely response option.

Activism and employee categories are neither likely nor unlikely to draw these individuals to the parks.

#### Camping

Individuals who chose camping as an activity they were going to participate in at the park fall into the overall data patterns in all of the image categories.

Activity and nature were the categories that were most likely to draw these individuals to the parks. Education and activism were also likely but less likely than the latter categories. The event category was more variable but still leaned toward more likely to draw these individuals to the parks. The employee category was the least likely with the majority of responses in the neither likely nor unlikely response option.

#### Dog Friendly

Individuals who chose dog friendly activities as an activity they were going to participate in at the park fell into the general pattern in the education, activity, nature, and employee categories. The activism category has higher frequencies in the neither likely nor unlikely and the moderately likely responses. The next highest frequency is the extremely likely response. The rest of the responses have much lower frequencies in relation to the others. The event category has a high frequency in the slightly likely response option. The surrounding responses gradually get lower as they move away from the slightly likely response. The moderately and extremely unlikely responses drop drastically in frequency from the others.

Nature was the most likely category to draw these respondents to the parks followed by activity. Employee and activism categories also leaned toward the likely response options. Education and event were more variable but still leaned to the likely options.

#### Education Programs

Individuals who chose education programs as an activity they were going to participate in at the park only fit with the general pattern in the nature category. The education category had a high concentration of frequency in the moderately likely response with the frequencies getting slightly lower in the slightly likely and extremely likely responses. The neither likely nor unlikely to extremely unlikely responses have much lower frequencies than the other responses. The activity category has high frequencies in the extremely likely and slightly likely responses. All of the other response options have very low frequencies compared to the two with higher frequencies. The activism category also has highly varying frequencies through the responses. The highest frequencies are in the moderately likely, slightly likely and slightly unlikely responses. The other responses have much lower frequencies. The event category also has high frequencies in the moderately likely, slightly likely and slightly unlikely responses much like the activism category. The employee category has high frequencies in the moderately and slightly likely responses with much lower frequencies in the others.

Activity and nature were the most likely categories to draw these individuals to the parks. Education and employee are also more likely to draw these respondents to the

parks with activism and event moving into the slightly unlikely option as to the likelihood that these individuals would choose to travel to the parks due to those categories.

### Fishing

Individuals who chose fishing as an activity they were going to participate in at the park fall into the overall data patterns in the activity, activism, nature, and event categories. The education category differs from the general pattern with a high frequency in the extremely likely response with the frequencies declining as the responses move toward unlikeliness. There is a large drop in frequency from the neither likely nor unlikely response to the slightly unlikely response where the frequencies are much lower. The employee category has a higher frequency in the moderately likely response. The extremely likely, slightly likely, neither likely nor unlikely, and slightly unlikely responses have slightly lower frequencies and there is a large drop in frequency in the moderately unlikely and extremely unlikely responses.

Nature and activity are the two responses that are the most likely to draw these respondents to the parks. Education, activism, event, and employee are also likely but have more variability in responses with some frequencies in the neither likely nor unlikely answer choices.

### Hiking

Individuals who chose hiking as an activity they were going to participate in at the park fall into the general pattern in all of the categories except for the employee category. The employee category has a higher concentration of frequency in the slightly likely

response. The neither likely nor unlikely response drops slightly in frequency. All of the other response options have low frequencies.

These respondents chose nature as the category that would be most likely to draw them to the park followed closely with activity. Education, and activism images were also likely to draw these individuals to the parks, but these categories also moved toward the neither likely nor unlikely response. Employee images were neither likely nor unlikely and the event category was unlikely to draw these individuals to the parks.

### Photography

Individuals who chose photography as an activity they were going to participate in at the park fall into the overall pattern in the education, activity, and activism categories. The nature category falls into the general pattern except that the extremely likely frequency is drastically higher than the overall data set. The event category also follows the overall pattern except for a slightly lower frequency in the neither likely nor unlikely responses. The employee category has a high concentration in the slightly likely response option with the other responses being evenly distributed in frequency except for the moderately and extremely unlikely responses that have very low frequencies.

Nature is the category that is most likely to draw these individuals to the parks, activity is also likely, but has a lower frequency than nature. Education, event, employee, and activism are moderately likely and also have responses in the neither likely nor unlikely option.

## Picnicking

Individuals who chose picnicking as an activity they were going to participate in at the park fall into the general category only in the activity category. The education category has the highest frequency in the extremely likely response option with the other response frequencies gradually getting lower until there is a large drop in the moderately and extremely unlikely response options. The activism category is similar to the education category in that the extremely likely response has the highest frequency and the other response options gradually lower until the moderately and extremely unlikely options. The nature category follows the general pattern except with a higher frequency of extremely likely responses than the overall data set. The event and employee categories have a high frequency in the slightly likely responses with the other frequencies being slightly lower and the moderately and extremely likely responses being much lower.

Nature is the most likely category to draw these individuals to the parks followed by activity, education, and activism. Event and employee are still likely to draw these individuals to the park, but these categories have responses close to the neither likely nor unlikely option.

## Swimming

Individuals who chose swimming as an activity they were going to participate in at the park fall into the general pattern in the education, activity, nature, and employee categories. The activism category has a higher frequency in the neither likely nor unlikely response option. The second highest frequency is in the moderately likely response with



the other response frequencies being evenly distributed except for the extremely likely option which received zero responses. The event category has the highest frequency in the slightly likely response option. The moderately likely and neither likely nor unlikely responses have slightly lower frequencies followed by the others which drop much lower.

Nature is the most likely category to draw these individuals to the parks.

Education and activity follow nature in the frequency of likeliness. Event is still likely to draw these individuals to the park but fall into the slightly likely and neither likely nor unlikely categories. Activism and employee are neither likely nor unlikely to draw these individuals to the parks.

#### Wildlife Viewing

Individuals who chose wildlife viewing as an activity they were going to participate in at the park follows the overall data pattern in the activity category. The education category has high frequencies in the extremely and moderately likely responses with the other response options decreasing slightly in frequency until the moderately and extremely unlikely frequencies that drop drastically. The activism category follows the same pattern as the education category with the large drop occurring at the slightly unlikely response instead of moderately unlikely. The nature category falls into the general pattern except that the extremely likely response has a much higher frequency than the overall data set. The event category has a concentration of high frequencies in the extremely, moderately, and slight likely responses with the frequency decreasing slightly in the neither likely nor unlikely and slightly unlikely responses. The moderately and extremely unlikely responses have much lower frequencies than the others. The

employee category follows the education category in the gradual decline in frequency from extremely likely being the highest. The frequencies drop drastically at the slightly unlikely response option to the extremely unlikely response option.

Nature and activity are the most likely categories to draw these individuals to the parks. Activism and education are also highly likely with event and employee also having high frequencies in the extremely likely response but having responses in the less likely options as well.

### *Likert Analysis with Gender Demographics*

#### Male

Individuals who chose male as their preferred gender follow the overall data set pattern in all of the categories.

Activity and nature were the categories that were most likely to draw these individuals to the parks. The education, activism, event, and employee categories were more variable but still leaned toward more likely to draw these individuals to the parks.

#### Female

Individuals who chose female as their preferred gender follow the general pattern in all of the categories except for the activism category. The activism category has a high frequency in the neither likely nor unlikely response option. The other response options are relatively even in frequency except for the moderately and extremely unlikely responses which have much lower frequencies.

Activity and nature were the categories that were most likely to draw these individuals to the parks. The education, activism, event, and employee categories were more variable but still leaned toward more likely to draw these individuals to the parks.

#### *Likert Analysis with Age Demographics*

##### *Ages 25-34*

Individuals ages 25-34 follow the overall pattern in all of the categories except for the event category. The event category has higher frequencies in the moderately likely and neither likely nor unlikely responses. Other than the moderately and extremely unlikely responses the other options are spread evenly in frequency.

Nature is the category that is most likely to draw these individuals to the parks. Activity is also likely, but less likely than nature. Education, event, and activism have responses spread out between all of the likely response options but are not concentrated anywhere specific. The employee category was neither likely nor unlikely to draw these individuals to the parks.

##### *Ages 35-44*

Individuals ages 35-44 follow the general pattern in the education, activity, and nature categories. The activism category has a higher more concentrated frequency in the moderately likely response. The other responses have significantly lower frequencies than the moderately likely response option. The event category has a high frequency in the slightly likely response with the frequency dropping slightly lower in the moderately likely and neither likely nor unlikely responses. The extremely likely response has a lower frequency than the others, but the lowest frequencies are from the slightly unlikely

to extremely unlikely responses. The employee category has higher frequencies in the neither likely nor unlikely and moderately likely responses. The extremely likely and slightly likely response options are slightly less frequent and the slightly unlikely to extremely unlikely options are drastically lower in frequency.

Nature and activity are the most likely categories to draw these individuals to the parks. Activism also has a high frequency of likely answers. Education, event, and employee were also likely but have responses that move toward the neither likely nor unlikely responses.

#### Ages 45-54

Individuals ages 45-54 fall into the general pattern in the activity and nature categories. The education, activism, and event categories all have high frequencies in the extremely likely and neither likely nor unlikely responses. The other response options are evenly spread out except for the moderately and extremely unlikely options which have much lower frequencies. The employee category has a higher frequency in the slightly likely response. The frequencies lower slightly in the extremely and moderately likely responses as well as the neither likely nor unlikely response. The slightly unlikely to extremely unlikely response options have much lower frequencies.

Nature and activity are the most likely categories to draw these respondents to the parks. Activism also has a high frequency of likely answers but has a similar frequency in the neither likely nor unlikely response options. Employee follows activism as slightly likely and education and event are neither likely nor unlikely to draw these individuals to the parks.

## Ages 55-64

Individuals ages 55-64 vary in all of the image categories to the overall data set. The education category has a high concentration in the likelier response options with the unlikely response options having very low frequencies. The likelier response options have the frequencies spread evenly throughout. The activity category follows the general pattern except for the extremely likely response which is much higher than the overall data set. The activism category has higher frequencies in the extremely likely response option with the frequencies gradually declining as the responses move toward the unlikelier options. The nature category is similar the activity category in that the extremely likely option has a higher frequency than the overall data set. The event category has high frequencies in the moderately likely and unlikely responses. The other response options are evenly distributed in frequency except for the extremely unlikely response which is drastically lower in frequency. The employee category has a high frequency in the slightly likely response option with the moderately likely, neither likely nor unlikely, and slightly unlikely options being slightly lower but still higher than the extremely likely, moderately unlikely, and extremely unlikely options which are significantly lower.

Nature and activity are highly likely to draw these individuals to the parks. Activism follows with education close behind. Event, education, and employee are less likely with responses in the neither likely nor unlikely and slightly unlikely response options.

### *Likert Analysis Summary*

In all of the Likert data sets the nature and activity categories were ranked highly as extremely and moderately likely that the respondent would visit the park due to the images viewed. A few data sets had a spike in the extremely likely responses such as aesthetics as the reason for visiting, photography as an activity being participated in, and individuals ages 55-64.

Another pattern that can be seen throughout all of the data sets is the low frequencies in the extremely and moderately unlikely answer choices. In the majority of the data sets these responses do not exceed a 10% frequency in responses. The cause for this trend could possibly be that the majority of individuals chose to visit the parks already so they did not have any particular negative views toward the images viewed since they generally enjoyed content depicted in the images.

The responses that had high education likelihoods were Colorado Parks and Wildlife and information social media pages, family and friends and aesthetics as reasons for visiting the park, and camping, education programs, picnicking, swimming and wildlife viewing in the activities participated in by the respondents. Responses that had medium likelihood for education were the National Parks Service and activity social media pages, location and close to home as reasons for visiting the park, biking, dog friendly, fishing, and hiking for activities participated in by the respondents, and male, female, ages 25-34, and ages 35-44 in the demographics questions. The responses that had low education likelihoods were retail, photographer, blogs, and no social media

pages, activity and photography as activities, and ages 45-54 and 55-64 in the demographics question.

The responses that had high activism likelihoods were camping, dog friendly, picnicking, and wildlife viewing in the activities participated in, and 35-44 and 45-54 in the demographic questions. Responses with medium likelihood for activism were activity and blog social media pages, family and friends, location, close to home, and aesthetics for reasons of visiting the parks, biking, boating, fishing, and hiking for activities participated in, and male, female, 25-34, and 45-54 in the demographic questions. The responses with low likelihood for activism were Colorado Parks and Wildlife, National Parks Service, retail, photographers, information, and no social media pages, activity as the reason for visiting the parks, and boating, camping, education programs, photography, and swimming as activities participated in at the parks.

The responses that had high event likelihoods were retail and 'no' social media pages. Responses with medium likelihoods for event were National Parks Service and activity social media pages, location, close to home, and aesthetics for reasons for visiting the parks, biking, boating, camping, dog friendly, fishing, picnicking, swimming, and wildlife viewing for activities participated in at the parks, and male, female, ages 25-34 and 35-44 in the demographics questions. The responses with low likelihood for event were Colorado Parks and Wildlife, photographer, information, and blog social media pages, activity and education programs for reasons for visiting the parks, hiking and photography as activities participated in at the park and ages 45-54 and 55-64 in the demographics category.

The responses that had high employee likelihoods were activity and education programs for the reasons for visiting the parks. Responses with medium likelihoods for employee were aesthetics for the reasoning for visiting the parks, boating, dog friendly, fishing, picnicking, wildlife viewing for activities participated in, and male, female, ages 35-44 and 45-54 in the demographic categories. The responses with low employee likeliness were Colorado Parks and Wildlife, National Parks Service, retail, photographers, information, activity, blogs, and no social media pages, family and friends, location and close to home as reasons for visiting the parks, biking, boating, camping, hiking, photography, and swimming as activities participated in, and ages 25-34 and 55-64 in the demographic categories.

#### Paired Comparison Analysis

##### *Overall Paired Comparison Analysis*

In the overall paired comparison data set nature is chosen over all of the other categories by 76% or more of the respondents. When activism was paired with the other categories the activism category was chosen on average half of the time when compared with education and activity. When compared with employee activism was chosen more frequently. When compared to the event category activism was chosen 10% less than the event category. When compared with the nature category activism was only chosen by 10% of respondents. The education category was chosen on average half of the time except when paired with nature. The activity category was chosen significantly over the employee and event categories. With the other categories it was chosen on average half of the time except for with nature in which chosen slightly less frequently. The event



category was chosen significantly over employee and activism. It was chosen less frequently when compared with nature. With the other categories it was chosen on average half of the time. The employee category was chosen significantly less than the other categories except for when compared with the education category in which the two are chosen on average half of the time.

#### *Paired Comparison Analysis with Survey Question Two*

##### Colorado Parks and Wildlife

For the Colorado Parks and Wildlife responses the activity was chosen more frequently over education than in the overall data set. Activism is chosen in even more frequency than employee, there is less of a difference in frequency between event and activity and more of a difference between education and employee from the overall trend.

##### National Parks Service

For the National Parks Service responses activism is chosen more often than education in relation to the overall data set. Education is chosen over event more frequently, event is chosen over activism more often, employee and activism are chosen in more even frequencies, education is chosen over employee in a higher frequency, and nature is chosen over activism in a higher frequency than the overall data set.

##### Retail

For the retail responses education is chosen over activism more often than the overall data set. Event is chosen over education more frequently, activity is chosen over education more frequently, event is chosen over activism, activism is chosen over employee more often than in the overall data set, activity has a greater difference in

frequency over event, and employee is chosen over event which is opposite of the overall data set.

### Photographers

For the photographer responses event is chosen over activism more frequently, education and employee are relatively even in frequency, and event is chosen over employee in a higher frequency than the general data set.

### Information

For the information responses activism is chosen more frequently over education, nature is chosen less frequently over activity, activity is chosen 100% over employee, activity is chosen more frequently over activism, event is chosen more frequently over education, nature is chosen 100% over employee, event is chosen more frequently over activism, activism is chosen less frequently over employee, activity is chosen over event, and employee is chosen over education slightly frequently compared to the overall data set.

### Activity

For the activity responses education is chosen over activism frequently, activity is chosen over activism more often, nature is chosen over employee 100% of the time, activity is chosen over education more frequently, activism is chosen over event more frequently, nature is chosen over event less frequently, activity is chosen over event more frequently, and event is chosen over employee more frequently than the overall data set.

## Blogs

For the blog responses nature is chosen slightly less frequently than activity, activity and activism are chosen at the same frequency, nature is chosen 100% over employee, activism is chosen 100% over employee, activity and event are chosen at the same frequency, employee is chosen over education, and event is chosen more frequently over employee compared to the overall data set.

## None

For the respondents who chose none activism and education are chosen at the relatively same frequency as are activity and activism. Education is chosen over event more frequently, and event is chosen over activity as opposed to the overall data set.

## *Paired Comparison Analysis with Survey Question Five*

## Family/Friends

For the respondents who chose family and friends as their reasoning for traveling to the park education was chosen over activism, education and activity are chosen at the same frequency, and education is chosen over employee more frequently than the overall data set.

## Location

For the respondents who chose location as their reasoning for traveling to the park activity is chosen over activism more frequently, event is chosen over education more frequently, activity is chosen over education more frequently, event is chosen over activity, and employee is chosen at a similar frequency as education.

### Close to Home

For the respondents who chose close to home as their reasoning for traveling to the park activism and education are chosen at a similar frequency, activity is chosen over activism much more frequently, activity is chosen over education more frequently, event is chosen over activism more frequently, activism is chosen over employee less frequently, employee and education are chosen at the same frequency, and event is chosen less frequent over employee than the overall data set.

### Activities

For the respondents who chose activities as their reasoning for traveling to the park activism is chosen over education more frequently, event is chosen over activism more frequently, employee and activism are chosen in similar frequencies, nature is chosen less frequently over education, and education is chosen over employee more frequently than the overall data set.

### Aesthetics

For the respondents who chose aesthetics as their reasoning for traveling to the park activism is chosen over education more frequently, activity is chosen over employee more frequently, activity is chosen over activism more frequently, nature is chosen over employee 100% of the time, event is chosen over activism more frequently, and event is chosen over employee more frequently than the overall data set.

### *Paired Comparison Analysis with Survey Question Six*

#### Biking

For the respondents who chose biking as an activity they were going to participate in at the park nature was chosen over activity less frequently, activity was chosen over activism more frequently, event was chosen over education more frequently, education and activity were chosen at similar frequencies, activism was chosen over employee more frequently, nature was chosen over education less frequently, and activity was chosen over event more frequently than the overall data set.

#### Boating

For the respondents who chose boating as an activity they were going to participate in at the park education was chosen over activism, activity was chosen over employee more frequently, event was chosen over education, education and activity were chosen at the same frequency, event and activism were chosen at the same frequency, activity was chosen over event more frequently, and education was chosen over employee much more frequently than the overall data set.

#### Camping

For the respondents who chose camping as an activity they were going to participate in at the park activism was chosen over education more frequently and education and employee are chosen in similar frequencies to each other.

#### Dog Friendly

For the respondents who chose dog friendly activities as an activity they were going to participate in at the park nature was chosen over activity less frequently, activity

was chosen over activism more frequently, activism was chosen over event, activity was chosen over event more frequently, and event was chosen over employee more frequently than the overall data set.

#### Education Programs

For the respondents who chose education programs as an activity they were going to participate in at the park activism was chosen over activity, education was chosen over activity in a high frequency, activism was chosen over event in a high frequency, activism was chosen over employee more frequently, activity was chosen over event more frequently, education was chosen over employee more frequently, and event and employee were chosen at the same frequency.

#### Fishing

For the respondents who chose fishing as an activity they were going to participate in at the park activity was chosen over education more frequently. All of the other responses are similar to the overall data set.

#### Hiking

For the respondents who chose hiking as an activity they were going to participate in at the park all of the responses are similar to the overall data set.

#### Photography

For the respondents who chose photography as an activity they were going to participate in at the park activism was chosen over education more frequently, activism was chosen over activity, education was chosen over event more frequently, activity was chosen over education more frequently, activism was chosen over employee more

frequently, activity was chosen over event more frequently, and event was chosen over employee more frequently than the overall data set.

#### Picnicking

For the respondents who chose picnicking as an activity they were going to participate in at the park activism was chosen over education more frequently, nature was chosen over activity more frequently, activity was chosen over employee more frequently, nature was chosen over event more frequently, activism was chosen over employee more frequently, education and employee were chosen at similar frequencies to each other, and event was chosen more frequently over employee than the overall data set.

#### Swimming

For the respondents who chose swimming as an activity they were going to participate in at the park education was chosen more frequently than activism, activism was chosen more frequently than activity, education was chosen more frequently than event, activism was chosen more frequently than event, activism was chosen more frequently than employee, activity was chosen more frequently than event, education was chosen more frequently over employee, and event was chosen more frequently over employee than the overall data set.

#### Wildlife Viewing

For the respondents who chose wildlife viewing as an activity they were going to participate in at the park education was chosen over event more frequently, activity was

chosen over education more frequently, and activity was chosen over event more frequently than the overall data set.

#### *Paired Comparison Analysis with Gender Demographics*

##### **Male**

For the respondents who chose male as their preferred gender education was chosen over event more frequently, event was chosen over activism more frequently, employee and activism were chosen at similar frequencies to each other, and event was chosen over activity.

##### **Female**

For the respondents who chose female as their preferred gender activity was chosen more frequently over event. All of the other comparisons are similar to the overall data set.

#### *Paired Comparison with Age Demographics*

##### **Ages 25-34**

For respondents ages 25-34 activity was chosen over nature in a high frequency, activity was chosen over activism more frequently, activity was chosen over education more frequently, activism and employee were chosen at similar frequencies to each other, and event was chosen over employee more frequently than the overall data set.

##### **Ages 35-44**

For respondents ages 35-44 education was chosen over activism at a high frequency, employee was chosen over activity at a high frequency, education was chosen over event, and nature was chosen over event less frequently than the overall data set.



#### Ages 45-54

For respondents ages 45-54 activism was chosen over education more frequently, nature was chosen over activity more frequently, employee and activism were chosen at similar frequencies to each other, nature was chosen over education less frequently, and activity was chosen over event more frequently than the overall data set.

#### Ages 55-64

For respondents ages 55-64 activism was chosen over education more frequently, activity was chosen over employee less frequently, activism was chosen over activity, education was chosen over event more frequently, activity was chosen over education more frequently, event was chosen over activism more frequently, employee and activism were chosen at similar frequencies to each other, event was chosen over activity more often, and employee and event were chosen at similar frequencies to each other.

#### *Paired Comparison Analysis Summary*

Of the six categories, nature was chosen more frequently over all of the other image categories for all of the paired comparison data sets except for the demographic of ages 25-34 where activity was chosen over nature. The nature photographs, when compared with the other categories were chosen the majority of the time, with varying frequencies.

The activity category was chosen in similar frequencies to the other categories of images for the majority of the comparisons with a few being chosen over the other categories. Activity was mostly chosen over employee, education, and event and had

similar frequencies to the education and activism categories. Employee was also occasionally chosen over activism in a few of the question responses.

The employee category was chosen the least frequently out of all of the other categories. The majority of the time, photographs depicting employees were not chosen over the other categories. One notable exception was when employee was compared with education. Some responses such as information, blogs, activities, and fishing chose employee over the education category. There were a few other occurrences of employee being chosen over one of the categories such as when employee was compared with activism within the information response, when employee was compared with activity in the 35-44 demographic range, and when employee was compared with event in the retail response.

The activism category was more variable in the frequency it was chosen. Activism was not chosen over the other categories often. The majority of times activism was chosen it was chosen half of the time with the other categories sharing close frequency with the activism category. Activism was also not chosen frequently over the other categories in the other responses. The categories that activism was chosen over more frequently were employee and education with the activity category following this trend in a few of the responses as well. Activism was chosen over employee and education for 27 of the 30 question responses analyzed.

The education category also not chosen over most of the other categories. The categories that employee was chosen over were activism and employee with event also occurring in this trend a few times. Employee was chosen over the other categories in the

responses of retail, activity, none, family and friends, boating, education programs, photography, swimming, wildlife viewing, male, and all of the age demographics.

Event also had varying frequencies depending on the question response and category it was being compared with. When event was compared with activity, activity was chosen the majority of the time or the two categories shared similar frequencies. Event was chosen most often over the activism, employee, and education categories.

## **Chapter Five: Discussion and Conclusion**

### **Discussion**

Nature was the most prominent driving force for my respondents to visit Colorado state parks. Within the Likert and paired comparison results, respondents would choose nature over the other categories almost every time. This was no surprise. One of the primary draws to the outdoors is to be immersed in the landscape and to take in the esthetic aspects of nature (MacCannell 2013) that revolve around the pristine beauty of and iconic sights that it has to offer. Visiting nature is a means of departure from the monotony of daily life, an escape to grander and more extraordinary sights.

One of the sets of data that was unexpectedly chosen as extremely likely in a slightly lower frequency than expected was the Photographers answer for what individuals were following on their social media pages. This answer had a 52% frequency of most likely answers, lower than some of the other responses such as the different parks organizations. I would have expected this frequency to be in the 60-70% range as outdoor recreation and nature based photography sites often focus on shots of wildlife and landscape and do not focus on other areas such as education, activism, or the employees that work at the locations that these images are being taken. This trend may also point to general indices within the images as being less of a motivator than other aspects of the semiotic content embedded within these images such as iconic signs that are unique to each individual viewer formed from past personal experiences as well as symbols that are

given meaning by cultural rules and norms. Individuals who follow photography pages on social media may not connect to the image's physical scene as much as they do the feeling that these images create in relation to the viewer's knowledge and experiences.

There is also a slightly significant difference, 7%, in the frequency of most likely answers in the nature category for the individuals who chose that they follow Colorado Parks and Wildlife versus those who follow the National Parks Service. Individuals who follow the National Parks Service had a higher frequency of nature being most likely to draw them into the parks than those who followed Colorado Parks and Wildlife. This may be because individuals traveling to National Parks do not have the same motivations of visiting than those who travel to smaller state parks. State parks tend to be less well known places to travel and are also geared more toward community engagement than parks at the national level. This focus on community and less on iconic views might be the reason that individuals who follow Colorado Parks and Wildlife were not as likely to be motivated by nature scenes as individuals following the National Parks Service.

Another prominent finding from my data analysis is that individuals generally chose images that were related to the activities they were already interested in or that pertained to their reasons for traveling to the park. The most discernable example of this is that of individuals who indicated that they were going to participate in education related activities at the park. The majority of individuals who chose education related activities were more likely to rank images containing indexes of educational activities occurring higher than the other image categories such as activism, employee, and event and choose the education related image in the paired comparison more often.

Because the tourist gaze is shaped by sociocultural discourse and practices, an individual's past experiences and knowledge are signs that inform what they know about the other signs they encounter in the images displayed on Colorado Parks and Wildlife's social media pages as well as other outdoor recreation related sites. The tourist knows what they like due in part to their past experiences, however, their decisions are also shaped by images and texts that circulate around them through various types of media. These different forms of media shape the tourists' expectations about the certain destination, in this case Colorado state parks, and help to form a 'destination image' in the mind of the tourist that goes on to inform their decisions about the location itself and the activities that they participate in at the location.

My hypothesis that images posted on social media are made up of indices that shape a viewer's perception can be seen, interestingly enough, in the data produced by the individuals who answered none for the social media pages related to outdoor recreation tourism that they follow online. Individuals who responded with none for this question had low frequency responses for the extremely, moderately, and slightly likely answer choices for all of the categories. Nature was only chosen as extremely likely 34% of the time and the others were all under 30% for the extremely likely answer choice. This confirms my hypothesis that images viewed on outdoor recreation related sites have indices that inform viewer's perceptions of the places pictured by indicating that individuals who do not follow any these pages related to outdoor recreation and view their content do not have a significant opinion on how likely any of the categories presented to them would draw them into the park.

In the section of my survey that asked respondents about their outdoor recreation habits, I asked them to check off from a list of activities what activities they were planning on participating in during their stay at the park. I chose to analyze this data because “passive nature based tourism experiences can be the catalyst for building a connection to nature and a pathway for engaging in more active pursuits that can benefit physical health and wellbeing” (Moyle et al. 2017, 37). Accessibility is one of the aspects of Colorado Parks and Wildlife’s mission that they try hard to accomplish. Staunton state park is one example of how Colorado Parks and Wildlife has taken an ‘active’ activity such as hiking and made it more accessible to individuals who would not have been able to traverse the trails otherwise. Their track chair program allows these individuals to partake in hiking activities and experience nature where they would not have been able to before. Barr lake state park also offers accessible options in their wildlife viewing tram that visitors can ride on instead of walking the trails. The tram will take visitors around the board walk and a ranger will guide them through all of the wildlife that they come across while on their expedition.

The activities offered at Colorado state parks vary in levels of activity and accessibility. Some of these activities are more active than others and some required little to no physical action to partake. Hiking requires more energy expenditure than that of picnicking or fishing while other activities such as boating do not require much physical energy, but are difficult to engage with in other ways (putting the boat in the water, monetary expenditures, towing it to and from the site). Hiking is more accessible to most visitors, but requires physical strength and can be strenuous to some individuals.

Of the activities that I offered for the respondents to choose from biking, boating, camping, dog friendly activities, education programs, fishing, hiking, photography, picnicking, swimming, and wildlife viewing became the eleven activities that were chosen most frequently. I then separated these activities into active and passive categories. The active categories include biking, boating, dog friendly, hiking, and swimming. The more passive activities include camping, education programs, fishing, photography, picnicking, and wildlife viewing. I do have to take into consideration that the categories I am putting these activities in are relative to each individual and are not static in their 'active' - or 'passive' -ness.

From the paired comparison data, active activities trended on choosing activities and events over categories such as employee and activism. The more passive activities followed a similar but opposite trend in that they were more likely to choose education and activism over event and activity if given the choice. The categories that each image was placed into could also be separated into 'active' and 'passive' experiences. The categories that might be considered 'active' would be activity and event with nature in a more neutral position since there is a wide array of activities that are encompassed in a nature category. The more 'passive' categories would be education programs, activism, and employee as these do not often involve strenuous activities or visitor involvement. The Likert and paired comparison data for the age group demographics provide some insight into what categories could be age determinant. The nature category was generally even in frequency for all of the age groups except for the 54-65 demographic. Since the nature images in the survey did not often depict strenuous activities this could be



expected as the majority of older individuals that I surveyed were at the parks to get away from the chaos and stress of daily life and have a peaceful experience in a serene atmosphere. Many of them traveled to the parks in large campers, a comfier way to sleep and live than by tent or pop up. They voiced their intentions of needing the amenities that the parks offer such as electricity, water, laundry, showers and others. Having some of the comforts of home with access to the sights of nature was important to the older individuals that I surveyed.

The categories of activism, education, and employee had higher frequencies of most likely within the age groups of 45 to 54 with education and activity being high in frequency with the 35-44 age group as well. These higher frequencies of most likely in the more passive categories for the middle aged group might coincide with the appearance of children in the lives of individuals of this age. I surveyed many individuals who were visiting the park with family, be it their children or their grandchildren. These individuals may have chosen the less 'active' of categories as children are not as able bodied to hike long trails or participate in more strenuous activities. These individuals might be inclined to visit the parks because of their interpretive programs rather than the 12 mile hikes offered in the area. Overall, the younger age groups had high frequencies of extremely likely choices in the more 'active' categories of images while the older age groups were higher in the 'passive' categories. The motivations between age groups varied based on their comfort levels and experiences as well as their physical ability to participate in certain activities and programs.

This coincides with my conclusion that individuals chose images that related to what they enjoyed and what they were knowledgeable and comfortable with. Individuals who were fond of the education programs and picnicking as an activity might be more inclined to choose an image of the inside of the visitor center over an image of somebody going across the plains on an ATV. People like what they like and they do not tend to stray away from what is familiar, even when attempting as tourists to make sense of all of the differentiation in the modern world.

### **Limitations**

There were a few limitations to this research project that may have had an impact on the results of this study. The primary limitation to this project was the small and limited population base that was chosen to conduct the survey. If done again with more time and resources, I would distribute my surveys to a wider audience rather than solely focusing on visitors of Colorado state parks. I believe that it would be beneficial to this research to acquire responses from individuals who do not fit into the outdoor recreation tourism niche. I will discuss this more in the future applications section of this chapter.

Another limitation to this project was the lack of responses to the open ended questions of the survey. I would change my survey distribution method to be half semi-structured interviews and the other half to be the Likert and paired comparison section of the survey. I found that some respondents did not know how to or did not like to use the tablet to record their responses to my survey. Some found it easier if I typed in their answer while they spoke to me, and, as I was asked to accommodate them more, I found

this method to be the most effective in recording more in-depth responses to my open ended survey questions.

### **Future Research Applications**

This research can be applied by Colorado Parks and Wildlife to further understand the likes, wants, and needs of their visitor base. As Colorado grows as an outdoor recreation tourism destination, Colorado Parks and Wildlife will need to implement new strategies to gain insight into the activity patterns and decision making processes of outdoor recreational tourists. One of the goals of Colorado Parks and Wildlife is to implement technological tools such as social media sites, survey platforms, websites and other information gathering and spreading tools to be able to better educate current visitors of Colorado state parks and to attract more visitors through media campaigns put forth on these platforms. The data collected in my project could be utilized to better format these campaigns to suit the expectations of the viewer as to what they want to see in regard to Colorado Parks and Wildlife and their online content.

From my observations, Colorado Parks and Wildlife as a whole does a great job at promoting their conservation efforts while educating the public about best practices at parks and promoting the fun that can be had with outdoor recreation programs. What is lacking is the promotion of the unique aspects of each of Colorado's 42 parks, hundreds of natural areas and state forest areas, and other outdoor recreation spaces. The main page for Colorado Parks and Wildlife on Instagram promotes conservation first, understandably, however, the promotion of the individual parks from this main page is lacking. I have taken notice that although many of the state parks have Instagram

accounts and post frequently, the main Colorado Parks and Wildlife page does not adequately tag these individual parks pages so followers can travel on to the pictured state park's social media page. I would recommend that Colorado Parks and Wildlife's primary Instagram page makes an effort to include these individual Instagram accounts. Instead of simply hashtagging the park or adding the location the organization can tag the park's page to better promote each individual park.

Colorado Parks and Wildlife also promotes many events that are cultural, communal, and open to all visitors. At times the promotion of these events can get lost in the other posts that pertain to the grand and iconic scenes that Colorado has to offer. The organization could try to balance these posts with posts about events and activities that are occurring at locations around the state. On Facebook, the primary Colorado Parks and Wildlife page could promote community events happening during the year at individual parks such as fishing clinics, cultural events, and many others to achieve their goal of promoting the unique aspects of each individual park to their niche audience as well as others who come across their sites. Colorado Parks and Wildlife provide a large number of diverse activities in many different ecosystems and climates. These programs and activities should be able to be accessed and enjoyed by all. Through the better promotion of the conservation efforts, educational opportunities, diverse events, and other programs tied with the images of the scenic views and beautiful wildlife that calls Colorado its home Colorado Parks and Wildlife will be able to provide useful knowledge about the states lands while also providing a quality outdoor recreation experience to its visitors.

This research can also be utilized to broaden the knowledge about destination image and the tourist gaze. The data gathered here will be helpful in better understanding outdoor recreation tourists' motivations for traveling to outdoor recreation sites and how an online presence can shape these motivations through the spread of image related content. It will also be helpful to understanding how signs and semiotics play a role in molding the tourist gaze and tourist expectations of their destination. Visual images play a large role in how outdoor recreation organizations such as Colorado Parks and Wildlife distribute not just aesthetically pleasing images, but information about the parks and their efforts in conserving and protecting the wildlife that calls this state home.

## **Conclusion**

Social media has become a large part of the lives of the modern human being. The internet enables content to be spread like wildfire to destinations across the globe in less than a second. As technology advances, so must organizations such as Colorado Parks and Wildlife and other outdoor recreation organizations evolve and learn to utilize these technologies for the benefit of the organization, for their visitors, and for the wellbeing of the outdoors itself. Social media sites are a useful technology that allows for organizations to reach out to their followers, be transparent in their actions, collaborate with other organizations and outdoor recreation enthusiasts, and learn how best to accommodate the needs of their visitors with the needs of nature and the outdoors.

This project aimed at discovering how images posted on social media by Colorado Parks and Wildlife as well as other outdoor recreation entities influenced the decisions that visitors were making about the places presented in these posts. The visual

nature of tourism led me to utilize semiotics as my primary methodology and theory. Signs come in many different shapes and sizes and images are just one form that they take. This methodology allowed me to discover the theory of the tourist gaze. The gaze shapes tourist's knowledge about places through sociocultural rules and norms while also being influenced by images, texts, and other media that circulate in the information sphere. The images that were used in my survey were taken from Colorado Parks and Wildlife's social media pages and are a part of the circulating information that informs visitor's decisions and expectations about their travel destination.

Destination image also plays a role in shaping the tourist gaze as prior knowledge and experience of the visitors are both prominent variables that affect visitor's expectations about a place. Variables such as age, family ties like children and relatives, friend groups, hobbies, and many more inform the destination image of tourists that in turn shapes their motivations for travel. The first few sections of my survey were geared toward finding out these motivations from each respondent. They asked why these individuals traveled to the park and why they chose to participate in certain activities over others. I paired these responses with the data collected from the Likert and paired comparison data to discover that there are many motivations for travel and they are mainly shaped by each individual's experiences and knowledge. The media that visitors view on sites such as Facebook and Instagram are viewed in the frames of these experiences and that is what motivates individuals to travel and participate in activities at these locations.

Overall, I would conclude that individuals shape their own destination experiences through what they have done before and what is recommended to them by family, friends, or other entities. Visitors to Colorado state parks enjoy viewing images that correspond to these experiences. When they witness these experiences reproduced online through images, be it of their own or from the organization, tourists are stimulated mentally through their memories of the place and through sociocultural rules and norms (Urry and Larsen 2011) that in turn produce feelings of wanting to reproduce those images, experience the experiences in the images in real life, and imagine destinations that are framed by the content that is consumed online.

## References

- Boyd, Julie. 2014. "The Ethics of "Getting the Shot"." *The Outbound Collective*. December 14. Accessed April 1, 2019. <https://www.theoutbound.com/julie-brian/the-ethics-of-getting-the-shot>.
- Colorado Department of Natural Resources. 2019. "Colorado Parks and Wildlife Regions." *Colorado Parks and Wildlife SCORP*. Denver, CO: Colorado Parks and Wildlife.
- Colorado Parks and Wildlife. 2019. *2019 Fact Sheet*. SCORP, Colorado Parks and Wildlife, Colorado Parks and Wildlife, Colorado Parks and Wildlife.
- . 2019. *About Colorado Parks and Wildlife*. Accessed July 1, 2019. <https://cpw.state.co.us/aboutus/>.
- Colorado Parks and Wildlife. 2018. *Colorado Outdoor Recreation*. SCORP, Colorado Parks and Wildlife, Colorado Parks and Wildlife.
- Colorado Tourism Office. 2018. *Colorado Tourism Sets All Time Records for Eighth Consecutive Year*. June 28. Accessed July 29, 2019. <https://www.colorado.com/news/colorado-tourism-sets-all-time-records-eighth-consecutive-year>.
- Johansen, Jørgen Dines, and Svend Erik Larsen. 2002. *Signs in Use: An Introduction to Semiotics*. London: Routledge.



- Keller, Robert H., and Michael F. Turek. 1998. *American Indians and National Parks*. Tuscon, Arizona: The University of Arizona Press.
- MacCannell, Dean. 2013. *The Tourist: A New Theory of the Leisure Class*. 2nd Edition. Los Angeles, California: University of California Press.
- McLaren, Deborah. 1998. *Rethinking Tourism and Ecotravel: The Paving of Paradise and What You Can Do to Stop It*. West Hartford, Connecticut: Kumarian Press, Inc.
- National Association for State Parks Directors. 2017. *Statistics for 2017 Annual Information Exchange (AIX)*. Accessed March 7, 2018.  
<https://www.stateparks/org/about-us/state=parks-facts/>.
- Sebeok, Thomas A. 1994. *Signs: An Introduction to Semiotics*. Toronto: University of Toronto Press, Inc.
- Smith, Kit. 2019. *47 Incredible Instagram Statistics*. January 7. Accessed April 7, 2019.  
<https://www.brandwatch.com/blog/instagram-stats/>.
- United States Census Bureau. 2018. *Quick Facts Colorado*. Accessed July 29, 2019.  
<https://www.census.gov/quickfacts/CO>.
- Urry, John, and Jonas Larsen. 2011. *The Tourist Gaze 3.0*. 3rd Edition. London: Sage.

## Appendix A

7/9/2019

Qualtrics Survey Software

### Informed Consent

**Title of Research Study:** Show Me a Sign: How signs embedded within social media shape and influence outdoor recreational tourists' decision making processes at Colorado state parks

**Researchers:** Primary Investigator: Sarah Norlin, Graduate Student, University of Denver  
Faculty Advisor: Esteban Gomez, PhD, University of Denver

**Study Sites:** Various Colorado State Parks

#### Purpose

You are being asked to participate in a research study. The purpose of this research is to determine the ways in which signs within social media image posts on Instagram and Facebook frame the way that outdoor recreational tourists make decisions about Colorado state parks' locations and activities.

#### Procedures

If you participate in this research study, you will be invited to Answer questions regarding your social media and outdoor recreational habits. This survey contains 25 short questions and will take around 10-15 minutes to complete.

#### Voluntary Participation

Participating in this research study is completely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. You may choose not to answer any survey question for any reason without penalty or other benefits to which you are entitled.

#### Risks or Discomforts

<https://udenver.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview>

1/11

Before you begin, please note that the data you provide may be collected and used by Qualtrics as per its privacy agreement. This research is only for U.S. residents over the age of 18. Please be mindful to respond in private and through a secured Internet connection for your privacy. Your confidentiality will be maintained to the degree permitted by the technology used. Specifically, no guarantees can be made regarding the interception of data sent via the Internet by any third parties.

**Benefits**

Possible benefits of participation include expanding knowledge about motivations for outdoor recreational tourists as well as aiding Colorado state parks in providing online content that pertains to their viewers' needs.

**Confidentiality**

The researcher will keep collected data stored on a secure external hard drive to keep your information safe throughout this study. Your individual identity will be kept private when information is presented or published about this study.

However, should any information contained in this study be the subject of a court order or lawful subpoena, the University of Denver might not be able to avoid compliance with the order or subpoena. The research information may be shared with federal agencies or local committees who are responsible for protecting research participants.

**Questions**

If you have any questions about this project or your participation, please feel free to ask questions now or contact the primary researcher, Sarah Norlin, at [sarah.norlin@du.edu](mailto:sarah.norlin@du.edu) at any time. You may also contact faculty advisor, Esteban Gomez, at [esteban.gomez@du.edu](mailto:esteban.gomez@du.edu).

If you have any questions or concerns about your research participation or rights as a participant, you may contact the DU Human Research Protections Program by emailing [IRBAdmin@du.edu](mailto:IRBAdmin@du.edu) or calling (303) 871-2121 to speak to someone other than the researchers.

Please take all the time you need to read through this document and decide whether you would like to participate in this research study.  
If you decide to participate, your completion of the research procedures indicates your consent.

I consent, begin the study

I do not consent, I do not wish to participate

## Social Media Block

In this section, you will be asked about your social media habits.

What social media outlets do you frequently (weekly) use? (choose all that apply)

Instagram

Facebook

Twitter

Pinterest

Tumblr

None

Other

What types of outdoor recreation related pages do you follow on social media sites?  
(Choose all that apply)

Colorado Parks and Wildlife

National Parks Service

Retail Companies

Conservation Agencies

Photographers

Information/ Tips

Activity Groups

Toursim Agencies

Blogs

Other

None

What are the top five pages that you see most frequently on your social media feed?  
(Specify social media site for each page)



### Park Preferences Block

In this section, you will be asked about your outdoor recreation habits.

Please select the park that you will be addressing in this section.

How long are you planning on staying at this park?

Day Use 1 Night 2 Nights 3-4 Nights 5-6 Nights One Week Other

Why did you choose to travel to this park?



What activities are you going to participate in at this park? (Choose all that apply)

Archery

Backcountry Camping

Biking

Birding

Boating

Cabins and Yurts

Camping

Geocaching

Hiking

Horseback Riding

Hunting

Photography

Picnicking

Rock Climbing

7/9/2019

Qualtrics Survey Software

Dog-Friendly  
Education Programs  
Equipment Rental

Swimming  
Wildlife Viewing  
Other

Fishing

Why did you choose to participate in these activities?

### Image Observation

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

Education

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

activity

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

Activism

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

Nature

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

Activity

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

event

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

Education

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

Employee

While you observe the images in this next section think about what draws you to a park.  
You will be asked to rank how likely you would be to visit the location in the image.

activism

While you observe the images in this next section think about what draws you to a park. You will be asked to rank how likely you would be to visit the location in the image.

employee

While you observe the images in this next section think about what draws you to a park. You will be asked to rank how likely you would be to visit the location in the image.

nature

While you observe the images in this next section think about what draws you to a park. You will be asked to rank how likely you would be to visit the location in the image.

event

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Activism

Image-Education

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Nature

Image-Activity

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.



Image-Employee

Image-Activity

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Activity

Image-Activism

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Event

Image-Education

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Employee

Image-Nature

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Education

Image-Activity

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Event

Image-Activism

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Activity

Image-Nature

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Employee

Image-Activism

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Education

Image-Nature

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Activity

Image-Event

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Employee

Image-Education

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Nature

Image-Activism

While you observe the images in this section think about what draws you to a park. You will be asked to choose between two images based on how likely you would be to visit the location pictured.

Image-Event

Image-Employee

## Demographics

The survey is almost complete. Please answer a few demographic questions in this next section.

Gender

Male

Female

Not Listed

Prefer not to say

Age

18-20

21-24

25-34

35-44

45-54

55-64

65+

Ethnicity

White

Hispanic or Latino

Black or African American

American Indian or Alaska Native

Asian

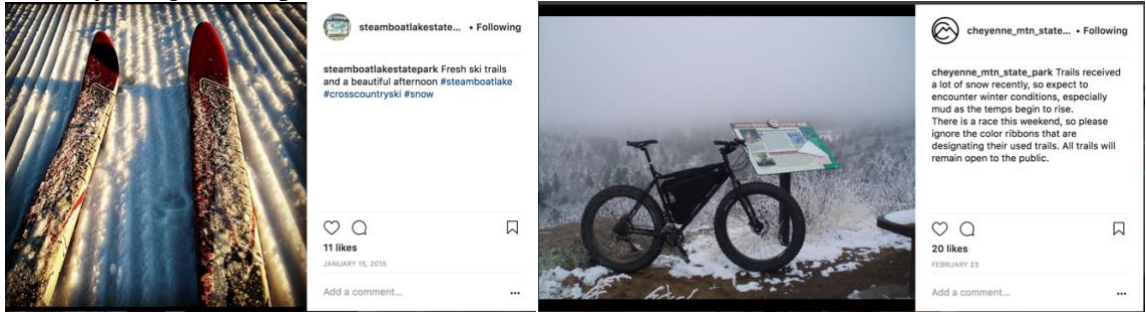
Native Hawaiian or Pacific Islander

Other

Powered by Qualtrics

## Appendix B

### Activity Image Example



### Activism Image Example



### Nature Image Example





Event Image Example



Education Image Example



Employee Image Example

