Context-rich images may help improve the communication of local information to outside audiences

Context-rich images: detailed visuals that address distinctive features of, and relationships between specific environments and cultures

"Well, in my time, we used to have good ice for whaling. Nowadays it's pretty hard for us to find thick ice to pull up a whale..."
- Wainwright, AK Elder, 2015

The people:
Whaling is a team effort. Also, the safety and success of the group is dependent on the environment

The whale:
A sense of magnitude is conveyed by the enormous mass of the whale in relation to people

3-4 ft.
The minimum thickness of ice necessary to support the weight of a whale

3D section of landfast ice atop water:
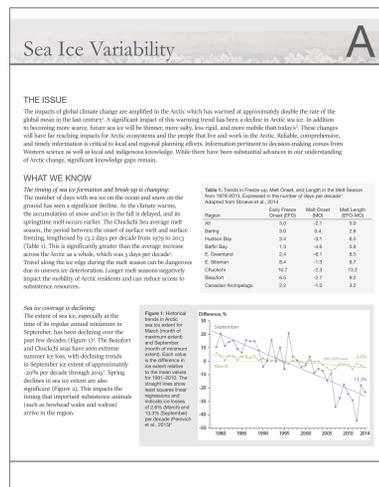The dynamics of the invisible subsurface are revealed through diagram

How valuable do you think local and/or Indigenous knowledge are as sources of information for environmental planning/decision-making?
Scale: 1 (Not at all) to 5 (Very)
Mean = 4.5

Given your rating of the value of loacal and/or Indigenous knowledge, how much attention do you believe it receives in environmental planning/decision-making?
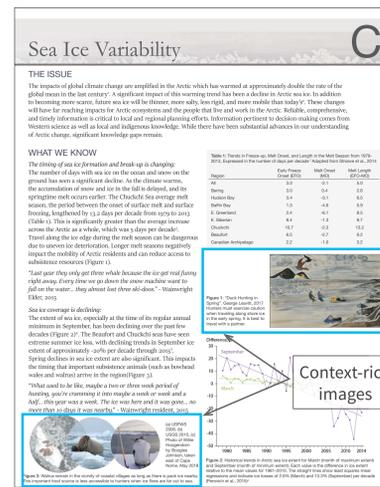Scale: 1(Not enough), 2(just enough), 3(too much)
Mean = 1.25

When asked to choose which, if any, of the reports (A, B, C) was preferred given the intended purpose (to provide an understanding of current knowledge as well as the local context and experience of Northern environmental changes), **7 out of the 8 respondents chose Report C.**

A

Report A (baseline) was rated on average as being relatively high (3.4 out of 4) for credibility

B

Local quotes

Participants rated Report B (baseline + quotes) as either equally (62.5%) or more (37.5%) credible than Report A

C

Context-rich images

Participants rated Report C (baseline + quotes + context-rich images) as either equally (85.7%) or more (14.3%) credible than Report B (baseline + quotes).

Context-rich images provide a means of communicating complex concepts in a concise way. They may benefit environmental planning and decision-making by helping to communicate local knowledge to people who have never personally experienced a particular place. The piloted methodology proved relevant for evaluating the reception of technical information reported in combination with context-rich images and local quotes for an audience of public agency decision-makers. Findings indicate that context-rich images and local quotes might provide additional useful information beyond what is included in the conventional content of a report without adversely impacting the reception of the other information contained therein.

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