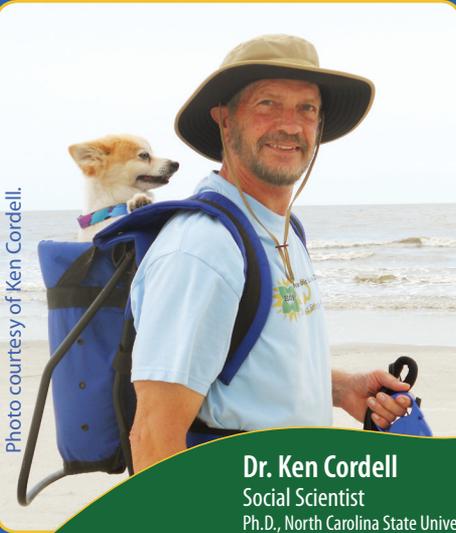


Photo courtesy of Ken Cordell.



**Dr. Ken Cordell**  
Social Scientist  
Ph.D., North Carolina State University  
USDA Forest Service scientist

## Meet a Social Scientist!

Dr. Ken Cordell is a social scientist who asks questions about how people value and use our natural lands. He looks at trends in outdoor activity participation, such as yearly changes in the numbers of hikers or campers. This can help natural land managers better protect the natural resources.

### Word Game

Use the words listed below and arrange them so that the boxes spell the word "VALUE."

(Hint: There may be more than one way to solve the word game.)

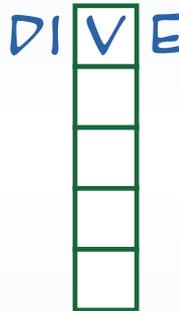
WALK

RUN

ORIENTEER

BIRDWATCH

DIVE



Learn more about the natural world:  
<http://www.naturalinquirer.org>

**A social scientist studies the values, opinions, beliefs, attitudes, and actions of individuals and groups of people.**

## Be a Social Scientist...

Look or walk around the natural area. How many visitors do you see visiting this location? Observe and record for 10 minutes.

- 0-10       11-30       31 or more

Go outside to observe visitors. Fill in the chart below by counting the number of people you observe doing each recreation activity. If the weather is keeping you inside, think about which activities you have seen people taking part in during your time here and record those observations.

Activity	Number of Participants	Activity	Number of Participants
Camping		Hiking	
Kayaking/canoeing		Watching wildlife	
Picnicking		Biking	
Swimming		Lounging/relaxing	
Fishing/hunting		Other	

## Like Social Science? Do More!

Interview a family member or friend about his or her use of this natural area. Record the responses here or on page 14. Ask the person:

1. How often do you come here?
2. Why do you/did you choose this location?
3. What is your favorite characteristic of this location?

Next, interview another friend or family member. Compare the answers. If you were the land manager, what could you do to improve his or her experience?

NEED MORE SPACE?

PAGE 14



### Outdoor Tip:

Before you start an activity, always tell an adult where you are going and how long you expect to be gone!