One Drop at a Time
Using Critical Thinking Styles to Plan Extension Efforts
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Introduction
• Water covers most of the planet but only a fraction is available as a major source of drinking water
• Due to an ever-growing population, the quantity of water available is decreasing
• Educational programs have been offered by Extension focused on teaching the public how to reduce water use in the home and outdoor landscape
• Extension programs only reach 8% of the general population
• Extension can be doing more to reach audiences with the intention of altering water conservation behaviors
• Extension programs can be developed to be even more effective at attracting diverse clientele resulting in broader engagement in positive behavior change

Purpose
• The purpose of the study was to determine if critical thinking style could be used to predict willingness to engage in water conservation behaviors, thereby driving Extension program development.

Methods
• Online survey design
• UFCTI & Willingness to Act Scale
• Nonprobability opt-in sampling methods
• Data weighted to be representative of the Florida general public
• Descriptive statistics and regression used for data analysis

Results
• Critical thinking style predicted level of willingness to engage in water conservation behaviors
• Specifically, the stronger a respondents’ preference towards seeking information became, the more willing they were to act when it came to engagement in water conservation efforts

Implications & Recommendations
Extension educators should be focusing efforts on those individuals most willing to act and therefore make the most impact, in this case seekers
For seekers, Extension educators should focus on developing programs using easily accessible methods:
• Static websites
• Written materials in the form of fact sheets
• Videos easily accessible online