Who really can be influenced and who really is targeted?

The power behind water 🡪

Turn on the water and it still comes out 🡪

Focus on a certain thing to analyze 🡪 how water is discussed in the media, different avenues

Map the water conversation (the water network with nodes) 🡪 could be linked to a Lit Review

Focus on 3 tier system 🡪

Where is the gap?

Knowledge 🡪 What is the gap in water conservation? (What seems to be working and what is not working?) 🡪 Conservation

What is there and how is it being said/done? 🡪 Data on actual conservation

How do people know where the water level is at?  
Where does this campaign be better?

Literature (Beck) 🡪 more application than theory

Look for a template in unrelated work

Risk communication in environmental rhetoric (Michele Simmons)  
positive deviance 🡪 who is conserving water in creative ways?

Is gap in participation? Follow up? (glaring issue not yet noticed)

Focus on analyzing 3 tier system, and see where it takes me next  
  
list of what we know, and what we don’t know (what’s not public but can be known from a phone call) 🡪 what remains to be uncovered?

🡪 so what is the research question?

1. visual presentation with an accompanying narrative (video, paper)
2. why do/don’t campaigns for behavior work? Ideological issue or nah?

Hurndl, Simmons, and Druskte (sp) are the places to start

Go as deep and broad as you can 🡪 see what you can harness 🡪 could potentially point to a different gap (may not get to water issue, but it would be a different type of map)

Lit Review

1. To set up your argument. Find voices that will help you because they set the groundwork, or because they agree with you, etc.
2. Comprehensive, compilation, of all the sources that exist on a topic. (30 pages or 150 pages) 🡪 situate it in rhetoric, limit lit review to rhetoric 🡪 rhetoricians that has talked about water conservation, related topics to behavior change, etc. but all from RHETORIC (health communication, in general health communication looks at behavior change related to, food studies 🡪 rhetoric of food, environment, behavior change

Environmental rhetorics

🡪 Water and water conservation OR health communications & behavior changes OR Community efforts to (Risk encompasses the two)