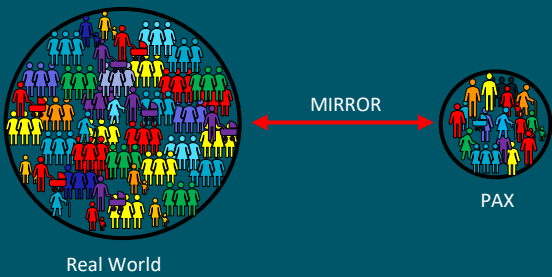


People's Attitudes eXplained – PAX model

Polarisation of community attitudes is hindering our ability to address many critical marine and coastal issues. CSIRO has developed novel methods to address this problem by combining representative stakeholder surveys, media sentiment analysis based on AI technology, and dynamic stakeholder-based models to evaluate strategies aimed at reconciling different perspectives.

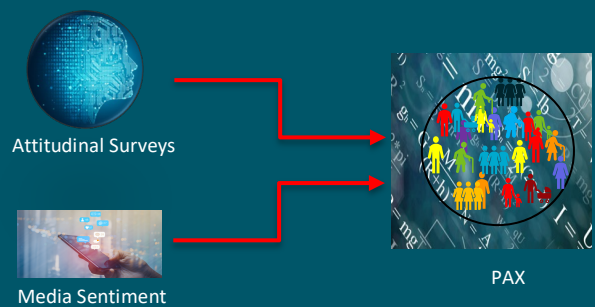
The PAX Model – People's Attitudes eXplained



PAX is a dynamic model representing the attitudes of individuals towards contentious issues. The model can be used to guide decision making by pre-testing proposed initiatives, such as changing communication strategies, industry practices, or government policy. Results project likely attitudinal changes across all stakeholder groups in the population, thereby allowing the social risks of alternative strategies to be compared.

Similar to the real world, attitudes of individuals in PAX are influenced by the attitudes of other individuals around them, as well as broadcast and social media.

We use specialist survey techniques to map stakeholder attitudes and levels of social acceptance, while AI technology tracks media sentiment. PAX combines this information to replicate historical trends in attitudes, including features such as conflict tipping points. It can then be used to generate future projections under alternative development scenarios.



PAX enables managers and policy makers to understand how community attitudes are formed and evolve through time, including the concepts of attitudinal certainty, acceptability and social license, and polarised conflict.

