

Project Number

WRF-03-011

USBR AGREEMENT: #00-FC-81-0248

Research Needs Assessment Workshop: Human Reactions to Water Reuse

Principal Investigator:

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Cash Contributors (in addition to the Bureau of Reclamation):

WaterReuse Foundation

January 5-6, 2004

West Basin's Water Recycling Facility

El Segundo, CA

Goals of the Workshop:

- to develop an understanding of how social psychology research could address the challenge of better integrating water reclamation and reuse systems into urban water supply.
- to identify research questions that could clarify and expand on this concept.
- to list potential academic collaborators on research programs in this area.

Proposed Research Program:

Based on the discussion and synthesis, the following research projects were recommended:

1. *Mental models of water quality.*
2. *Effects of segmentation and learning on stakeholder perception of IPR.*
3. *Breaking the "toilet-to-tap" chain.*
4. *Attitudes toward IPR as environmental stewardship.*
5. *Understanding the core opposition to IPR.*
6. *Introducing IPR and other recycled uses.*