

# Making Ideas Infectious

*Thoughts on Communicating Fisheries Information*

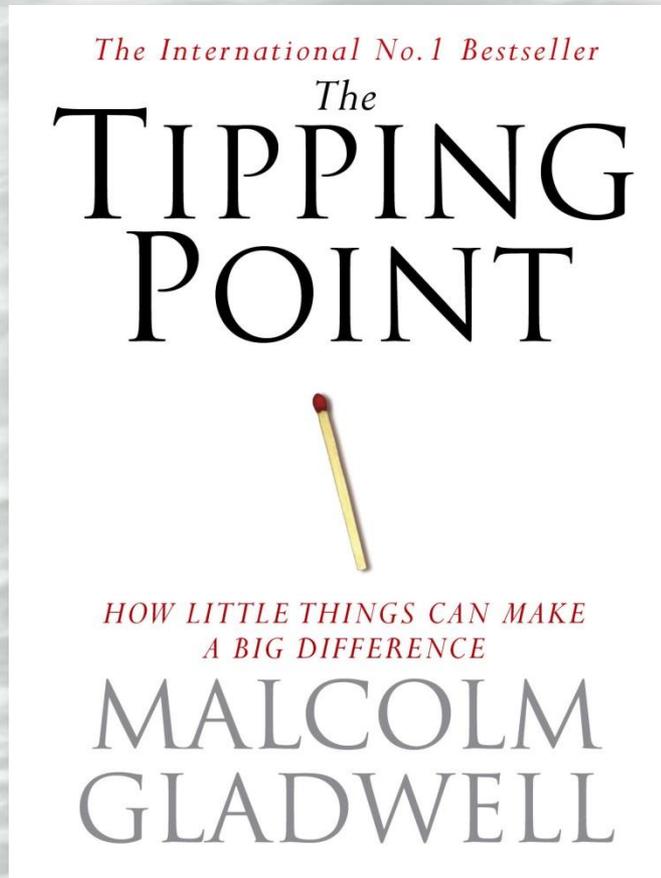


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# WHAT MAKES AN IDEA INFECTIOUS?



*“Ideas and products and messages and behaviors spread like viruses do.”*

# HUSH PUPPIES ARE HIP



# MYTH—FISH HAVE A THREE-SECOND MEMORY

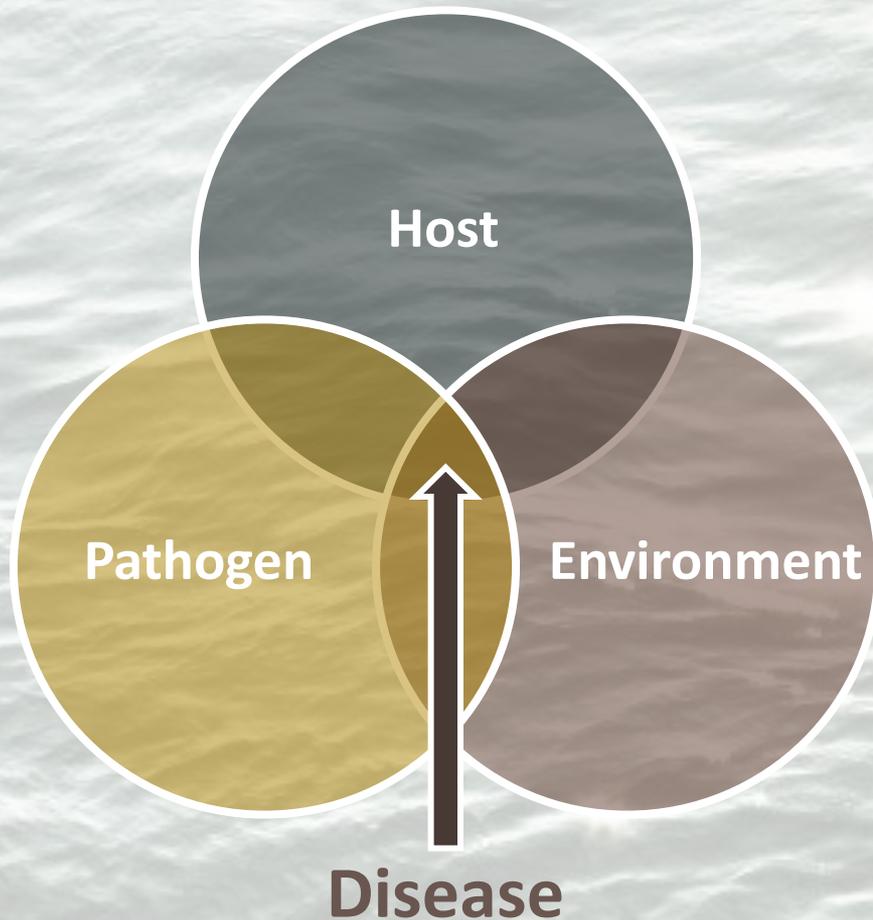


Everyone 'knows' that fish have limited short-term memory

This message is demonstrably false, but nonetheless persistent

## Transmission of Disease Fish Health Perspective

## Transmission of Information The Tipping Point



**The Law of the Few**  
**The Stickiness Factor**  
**The Power of Context**

**What can we learn  
from these conceptual  
frameworks to help us  
better craft our  
messages?**

# THE LAW OF THE FEW

*“The success of any kind of social epidemic is heavily dependent on the involvement of people with a particular and rare set of social gifts.”*

## Connectors

People Who Know People



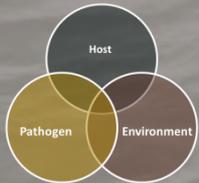
## Mavens

People Who Know Things



## Salesmen

People Who Persuade

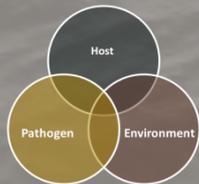
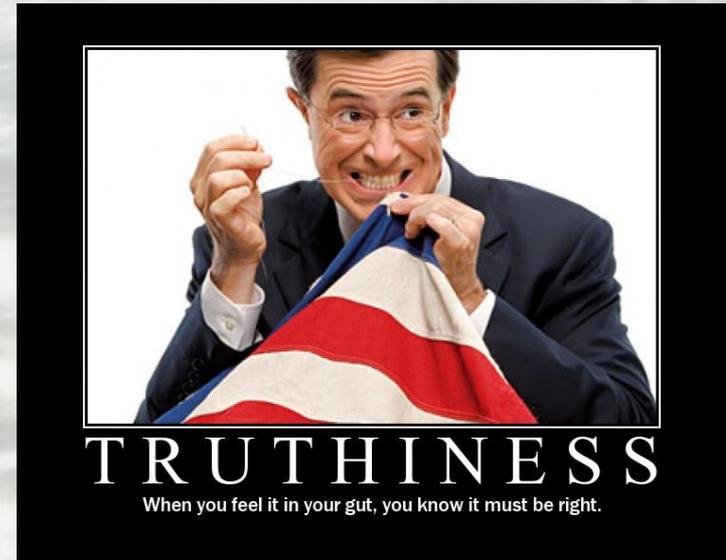


The host must be susceptible to the pathogen and able to infect others for an outbreak to occur

**Both the message and the messenger matter**

# THE STICKINESS FACTOR

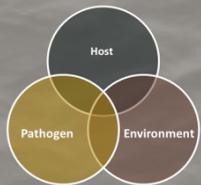
*The nature of a message—including content and presentation—can make it memorable or forgettable*



Not all pathogens affect hosts equally and only the highly virulent ones do real damage

# THE POWER OF CONTEXT

*“Epidemics are sensitive to the conditions and circumstances of the times and places in which they occur.”*



The environment can neutralize a pathogen or foster an epidemic, depending on the conditions

# STARTING AN INFORMATIONAL EPIDEMIC



Can we do better to address the myth that aquaculture is a net consumer of fish?

# MESSAGE 1—MATH MATTERS



≠



**20-30 MMT**  
**Reduction Fishery**  
**Landings**

**63 MMT**  
**Aquaculture**  
**Production**

# MESSAGE 2—FISH IN, FISH OUT RATIOS CAN MISLEAD

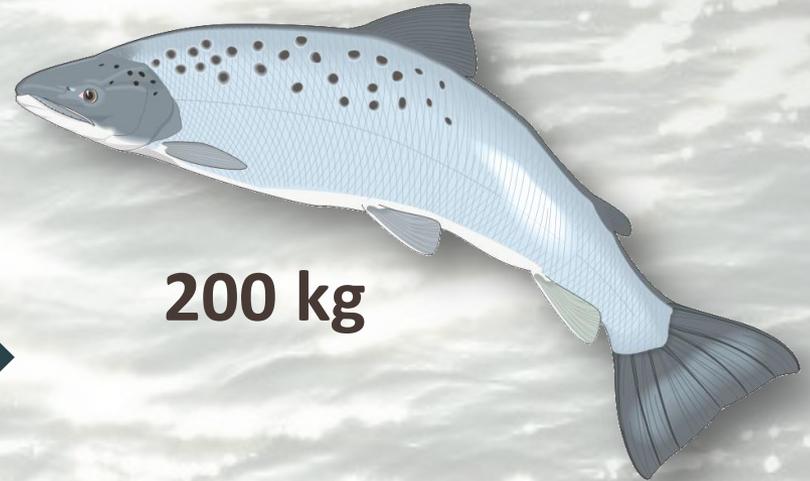


1000 kg



225 kg  
fish meal

50 kg  
fish oil



200 kg

## Assumptions

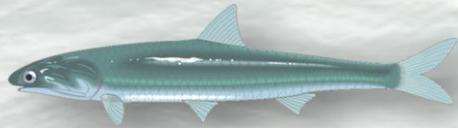
*20% fish oil, 30% fish meal in diet*

***FCR = 1.25***

*(Jackson 2009)*

**FIFO = 5.0 ?**

# MESSAGE 2—FISH IN, FISH OUT RATIOS CAN MISLEAD

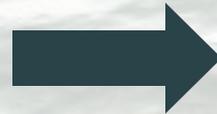


1000 kg



225 kg  
fish meal

50 kg  
fish oil



200 kg



150 kg  
fish meal

## Assumptions

*20% fish oil, 30% fish meal in diet*

***FCR = 1.25***

*(Jackson 2009)*

# MESSAGE 2—FISH IN, FISH OUT RATIOS CAN MISLEAD



1000 kg



225 kg  
fish meal

50 kg  
fish oil



662 kg

## Assumptions

*2% fish oil, 20% fish meal in diet*

***FCR = 1.7***

*(Jackson 2009)*

**FIFO = 1.5 ?**

# MESSAGE 2—FISH IN, FISH OUT RATIOS CAN MISLEAD



1000 kg



225 kg  
fish meal

50 kg  
fish oil



662 kg



28 kg  
fish oil

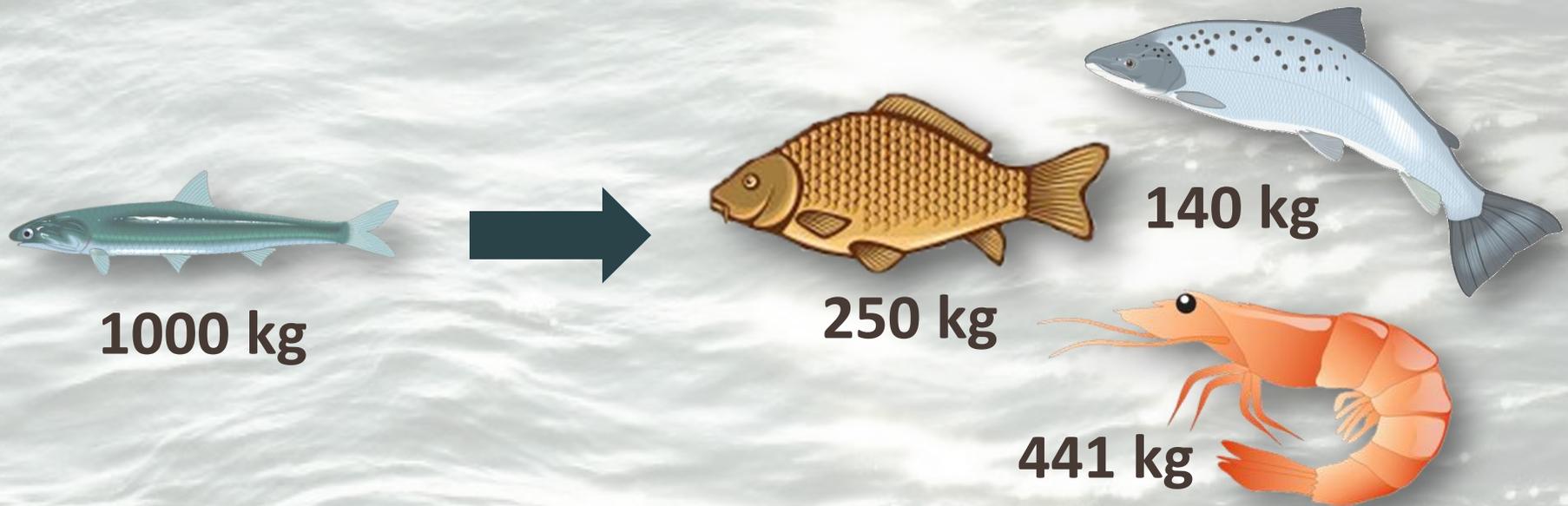
## Assumptions

*2% fish oil, 20% fish meal in diet*

***FCR = 1.7***

*(Jackson 2009)*

## MESSAGE 3—AQUACULTURE IS A NET PRODUCER OF FISH



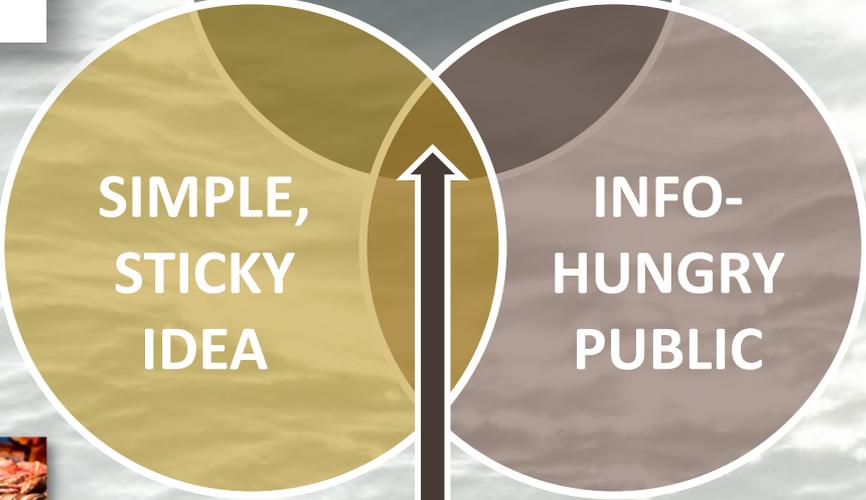
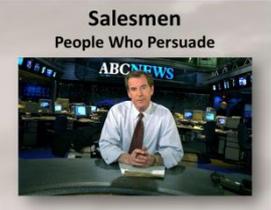
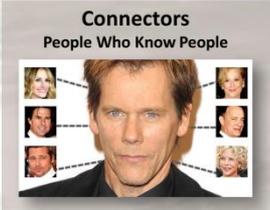
**Global FIFO ratios are roughly 0.3**

*3 pounds of farmed fish out for every pound of wild fish in*

# STARTING AN INFORMATIONAL EPIDEMIC



CREDIBLE,  
CHARISMATIC  
MESSENGERS



20-30 MMT  
Reduction Fishery  
Landings

≠



63 MMT  
Aquaculture  
Production

Infectious  
★ Idea ★

