

FLORIDA STATE UNIVERSITY  
COLLEGE OF COMMUNICATION

BOWLS ARE NOT FOR FISH:  
ENVIRONMENTAL COMMUNICATIONS, SOCIAL IDENTITY THEORY AND PET  
FRESHWATER FISH NEGLECT PREVENTION

By  
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A Thesis submitted to the  
Department of Communication  
in partial fulfillment of the  
requirements for the degree of  
Master of Science

2023

Kaylan M. Simpson defended this thesis on April 7, 2023.

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