

Human Attitudes and Values Toward Wildlife

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Stakeholders

- People who will be affected by a management decision
- Examples:
 - Individuals:
 - Groups
 - Agencies

Attitudes Toward Wildlife

Naturalistic	Affectionate toward wildlife and the outdoors, want to be a part
Ecologicistic	Think of wildlife as part of interconnected system
Humanistic	View animals as individuals that think and feel like we do
Moralistic	Concerned with right/wrong treatment, preventing exploitation and cruelty
Scientific	Interested in studying the biological attributes of animals
Aesthetic	View animals as sources of beauty, symbols
Utilitarian	Concerned with the useful resources wildlife provide
Dominionistic	View animals as things to be mastered or controlled
Negativistic	Avoid wildlife due to indifference, dislike, or outright fear and loathing (esp. snakes & spiders)

Kellert, S. R. (1976). Perceptions of animals in American society. Trans. North Am. Wildl. Conf. 41:533-545.

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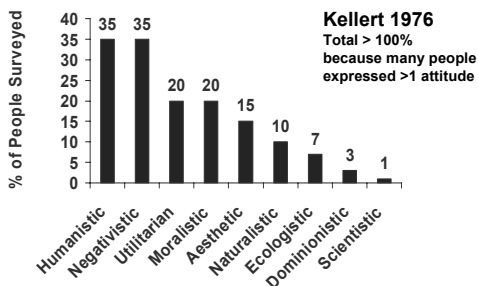
Warne, R. M., and D. N. Jones. 2003. Evidence of target specificity in attacks by Australian magpies on humans. Wildlife Research 30:265-267.

We examined the attack behaviour of 48 aggressive magpies from Brisbane...

...A clear majority (71%) of birds attacked only one intruder type, with about half attacking pedestrians only; similar proportions targeted cyclists (8%) only and mail deliverers (10%) only...

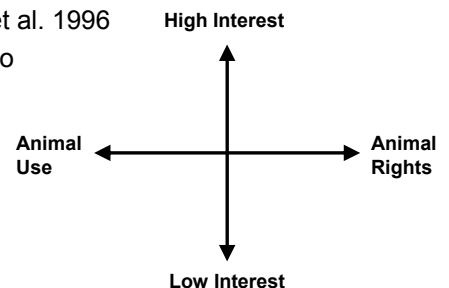
...Management implications for these intruder types are discussed.

American Attitudes Toward Wildlife



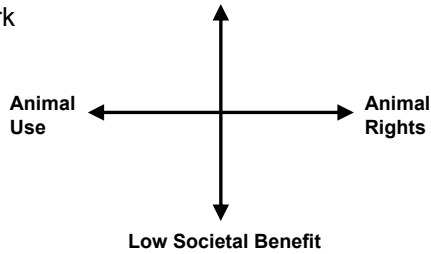
Other Attitude Frameworks

Fulton et al. 1996
Colorado



Other Attitude Frameworks

Butler et al. 2003
New York



Factors Affecting Attitudes

- Media
- Direct contact
- Age
- Gender
- Education
- Urban vs. rural
- Animal Characteristics

Wildlife Values

- **Existence Value**
- **Commercial Value**
- **Recreation Value**
- **Biological Value** ("ecological services")

Wildlife Values

- **Social Value**
- **Aesthetic Value**
- **Scientific Value**

Monetary Value of Wildlife

- In U.S. ~\$100 billion spent in wildlife recreation, 1/2 the population (U.S. Fish & Wildlife Service 1997)
- **Hunting**
 - 14 million people, \$21 billion (\$1470 each)
- **Sport Fishing**
 - 35 million people, \$38 billion (\$1080 each)
- **Feeding & Watching (including ecotourism)**
 - 63 million people, \$29 billion (\$460 each)
 - Kenya and Zambia each receive >200,000 foreign visitors per year
- Trade animal specimens/parts – billions of \$\$ per year worldwide

Monetary Value of Wildlife

- **Gross expenditure method** - estimate the total number of animals in a region and divide by the amount of money spent to hunt or view them.
 - Easy to calculate
 - examples from Norman et al. (1976) -- Colorado

• bighorn sheep	\$11,200
• pronghorn	\$ 234
• black bear	\$ 6,400
• muskrat	\$ 1.21

Monetary Value of Wildlife

- **Contingent valuation method** - survey people and ask how much they are willing to pay or settle for.
 - pay to achieve an improved situation
 - pay to keep their current situation.
 - compensation to accept a reduction from their current situation

Stevens et al. 1994 "Public attitudes about coyotes in New England" Soc. & Nat. Res. 7:57-66

23% willing to pay to protect coyotes (\$5.05/yr)

19% willing to pay to reduce coyote population (\$4.20/yr)

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Monetary Value of Wildlife

- **Travel Cost method**
 - Find out how many people travel different distances to participate in a wildlife-related activity
 - Visit-distance function
 - Becker et al. 2005 "Estimating the Economic Value of Viewing Griffon Vultures: a Travel Cost Model Study at Gamla Nature Reserve, Israel" Oryx 39:429-434
 - net benefit: \$1-1.2 million (US) / year
 - >5X the cost of the reserve

Things to Remember

- What are stakeholders?
- Kellert's 9 categories of attitudes
 - names & descriptions
 - most common, least common
- Categories of values
 - names & descriptions
- Ways to calculate monetary value

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