



Cornell University

Pathways to Success 2008
Estes Park, CO

When the Wolves Return:

Some Thoughts about Values, Social Structure, and the Seeking of Information about Wildlife





Questions

- (1) Do the same models for *health* information seeking/processing apply to wildlife?
- (2) Integrating values and social factors
- (3) Management implications



Canus Politica – Wolf Controversy

- **Suburbanization; wildlife recovery = human-wildlife conflict**
- **Social & political conflict among individuals, groups**
 - *Conflicting attitudes, values, ethics,*
 - *Socially-acceptable solutions important, but harder to find*
- **New directions for resolutions**
 - *Collaboration, engagement, co-management, “building capacity”*
 - *Communication matters* ←



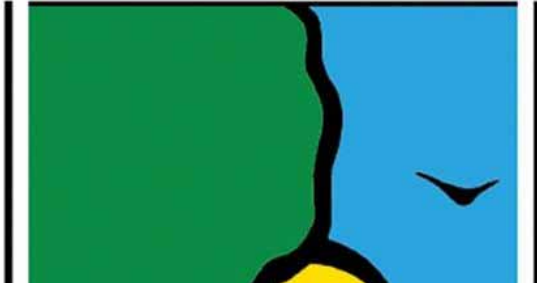
Existing Research

- Attitudes towards wolves; policy support
 - Individuals
 - Social influences (stakeholder groups)
- Antecedents of attitudes, support
 - Demographics
 - Values/value “shift”
- Stakeholder engagement, capacity, knowledge
- Where does information seeking/processing fit? ←

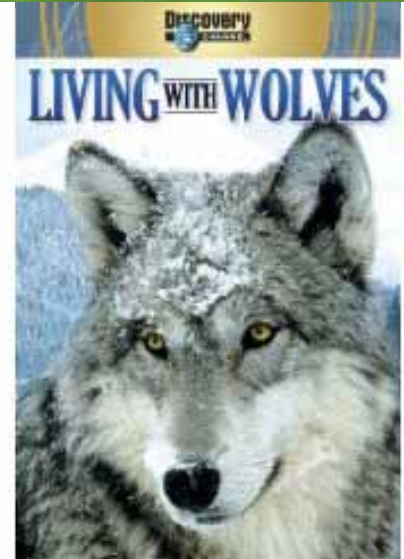


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ILLINOIS



Living with
Wildlife





Why Information Seeking/Processing?

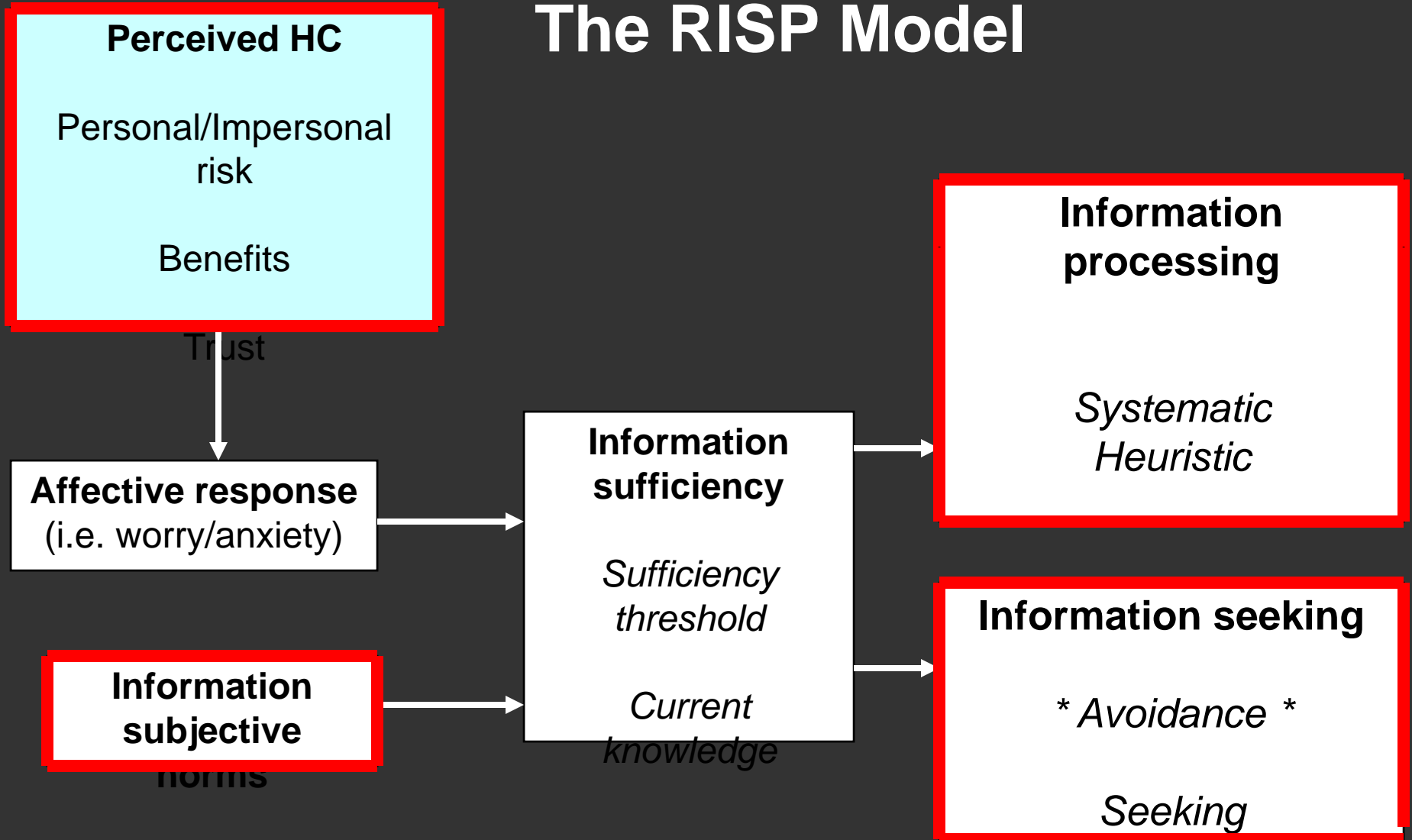
(1) Message “take away”

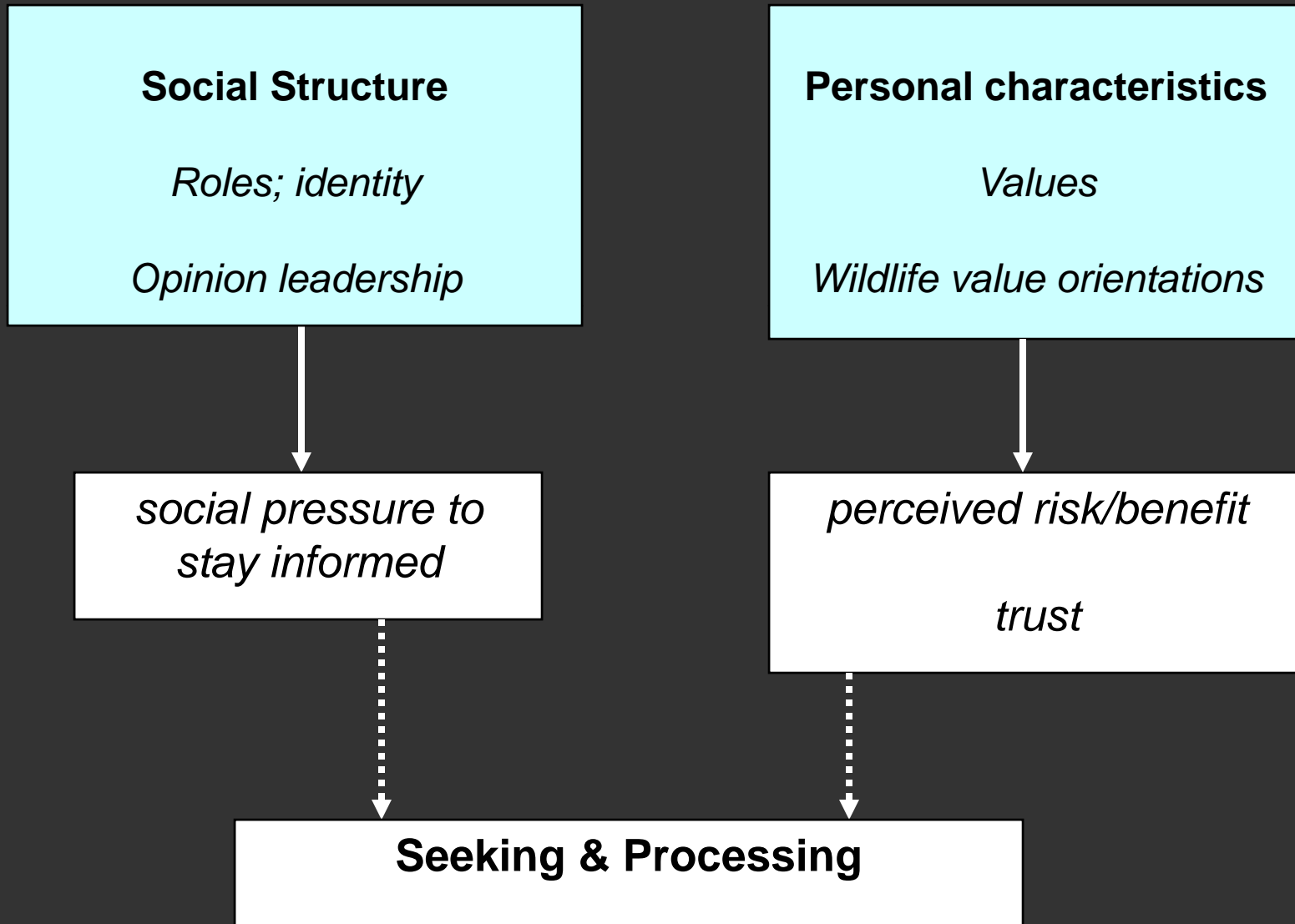
(2) How information is “used”

(3) Response to persuasive appeals –
attitude/behavior change



The RISP Model







Values

- Values → general standards

Concepts/beliefs

Transcend contexts

Guide attitudes & behavior

Ordered by importance

Values

Self transcendence

Self-enhancement

Openness-to-change

Traditionalism

** Understanding beliefs about wildlife; attitudes; policy support



Values and (Value) Orientations

Values

Self transcendence

Self-enhancement

Openness-to-change

Traditionalism



Value Orientations

Wildlife protection-use

NEP

Traditionalists vs. Mutualists



What Do We Mean By “Risks?”

- Threats of personal harm (physical, property damage)
- Harm to others (friends, family, other people)
- Threats to wildlife



Perceived Benefits

- Seeing/viewing wildlife
- Tourism
- Ecological health – “restore balance”



Risk, Benefits, & Values

- Risk & value conflict

“Negative consequences to things people value...personal health and safety...other human beings [and] the biosphere” (Stern & Dietz, 1994)

- Benefit & value congruence

Positive consequences to things people value



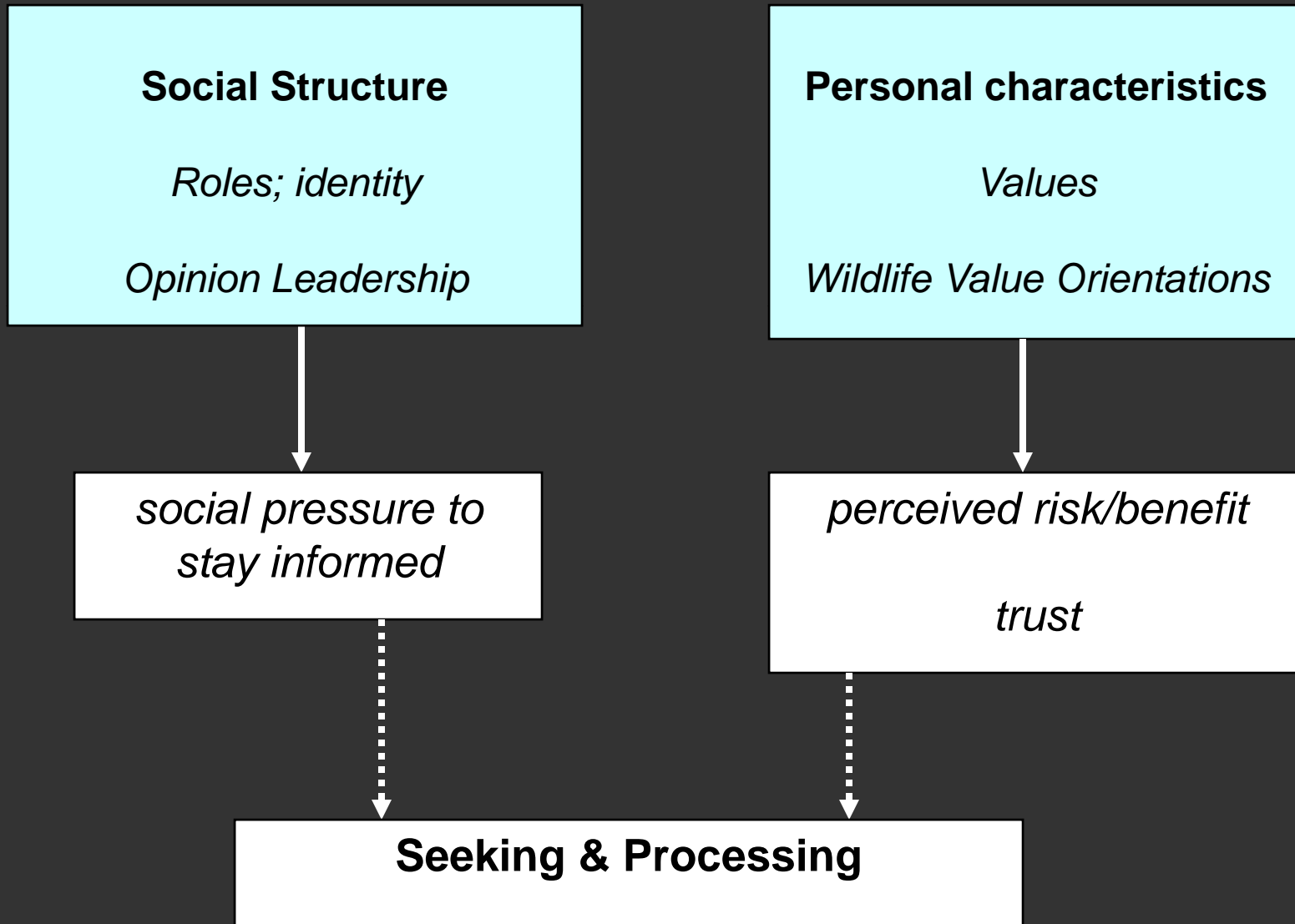
Trust

- Actions; responsibility



Salient Value Similarity (SVS)

Value congruence or conflict





Social Structure

- “Roles” or “identities”
- Expectations + Behavior + Validation



= Role commitment (seeking)

*social pressure to
stay informed*

- Seeing oneself as an opinion leader



Roles and Information Seeking

Content

"What I am supposed to do"

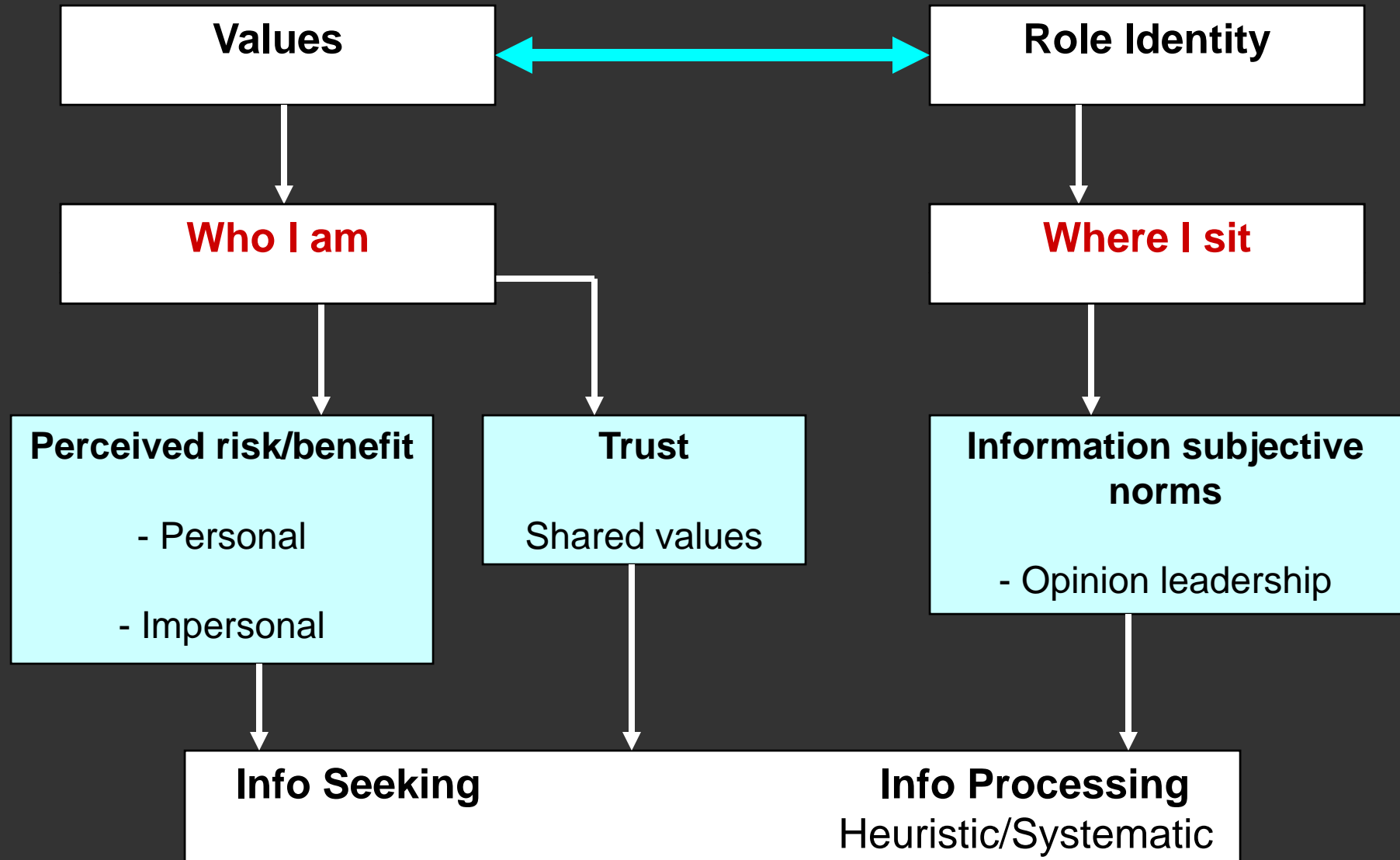
Stay informed about...

Roles

"Who I am"

Opinion leader







Why Should Managers Care?

(1) Information seeking/processing – precursor to involvement?



(2) Building & developing stakeholder capacity, capabilities

- Information needs/knowledge - appeals to encourage S/P:

* Individual (values)

** Group-based (opinion leaders)



What's Next?

- *What kinds of "information?"*
 - Biology, behavior
 - Management problems (i.e. depredation)
 - Specific risks
 - Management policies
- *Research venues*
- *Applicability to other wildlife*



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Thanks

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