

# Wildlife Value Orientations across Europe

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# Overview

- Wildlife value orientations across Europe: First insights
- EU-funded project Alternet (2005-2009)
- Questionnaire 8 countries, 8 x 300
  
- Results
  - Comparison between countries (tentative)
  - Relationship with socio-demographic variables
- Cross-cultural research
  - Validity & reliability of scales
  - Strengths and weaknesses



# Wildlife value orientations (Fulton et al. 1996)

- Utilitarianism (Domination):
  - Human mastery over wildlife: Wildlife should be used and managed for human benefit
- Mutualism
  - Egalitarian view: co-existence and harmony in human-wildlife relationship.

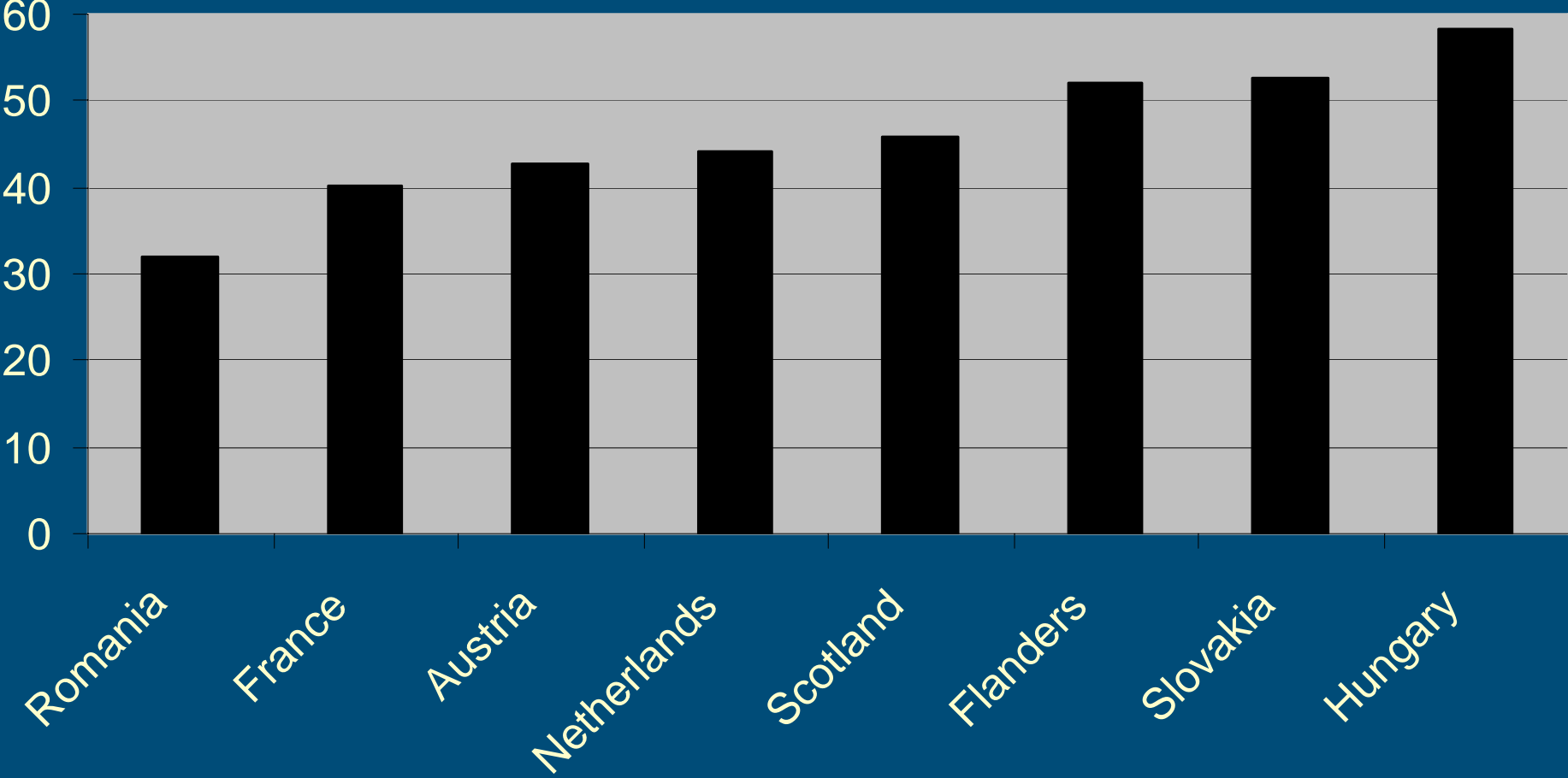


# RESULTS: Four types of people (Teel et al, 2005)

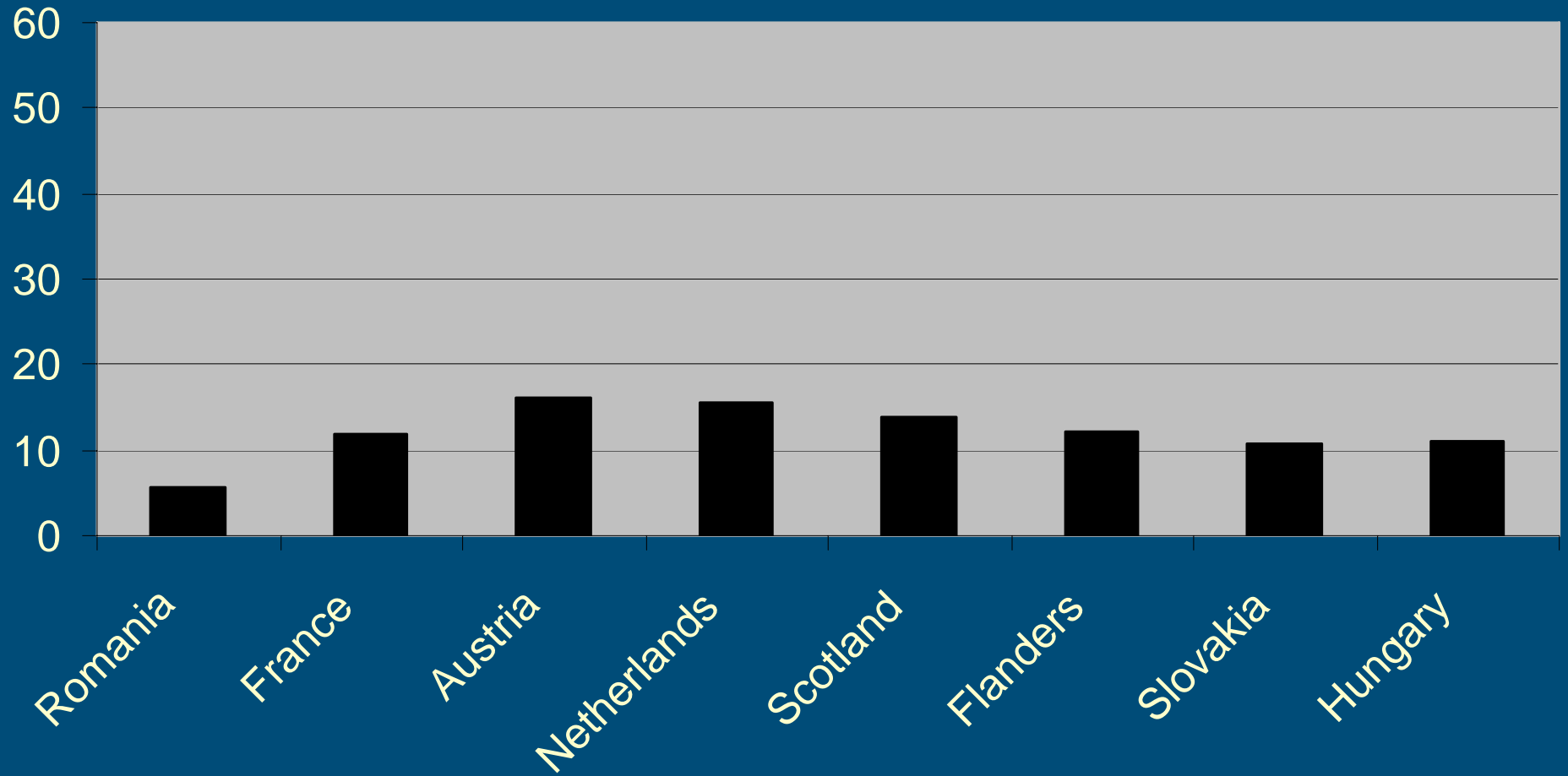
		UTILITARIAN	
		LOW	HIGH
MUTUALISM	LOW	Distanced	Utilitarian
	HIGH	Mutualist	Pluralist



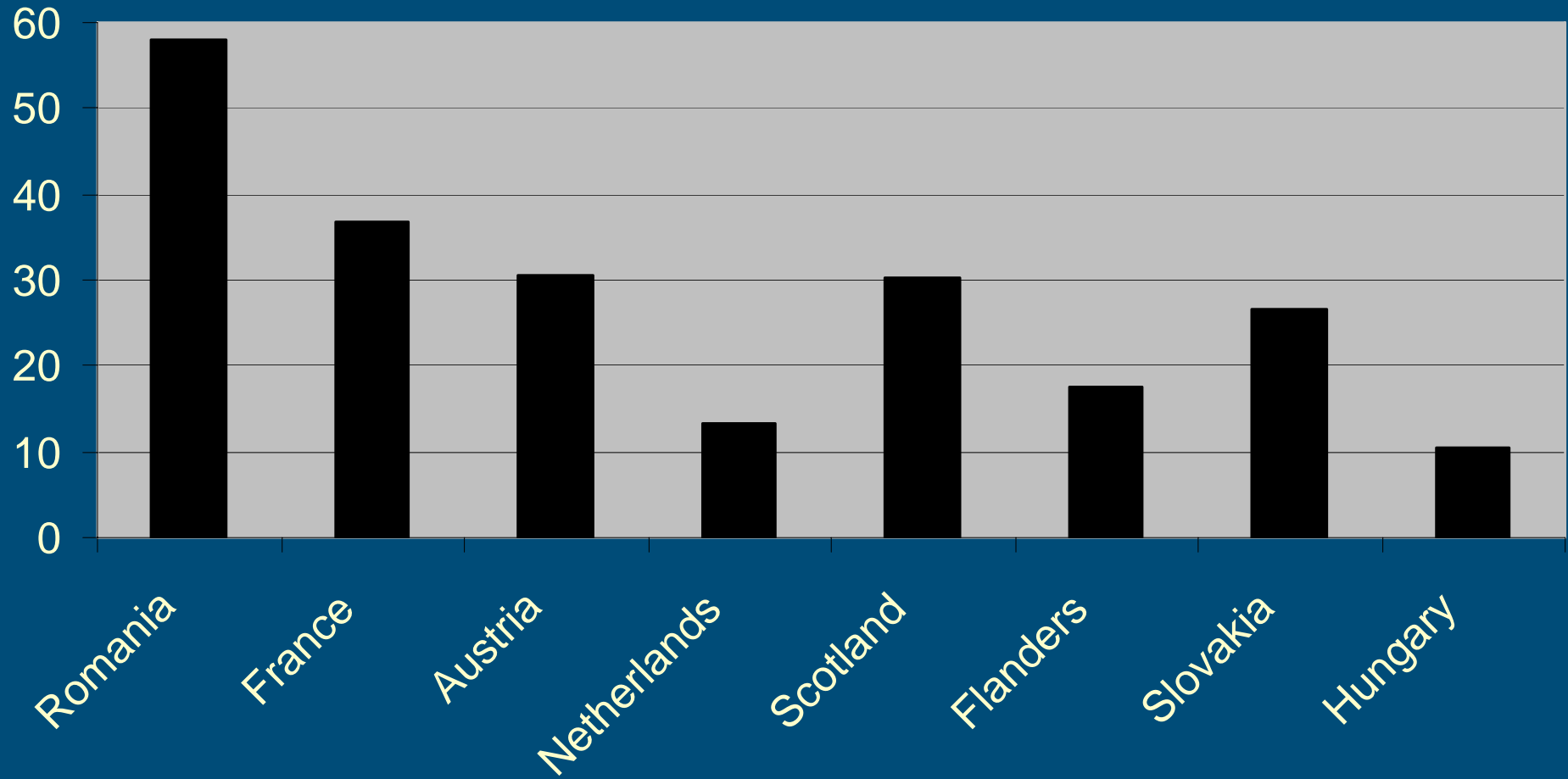
# mutualist (US-west=33%)



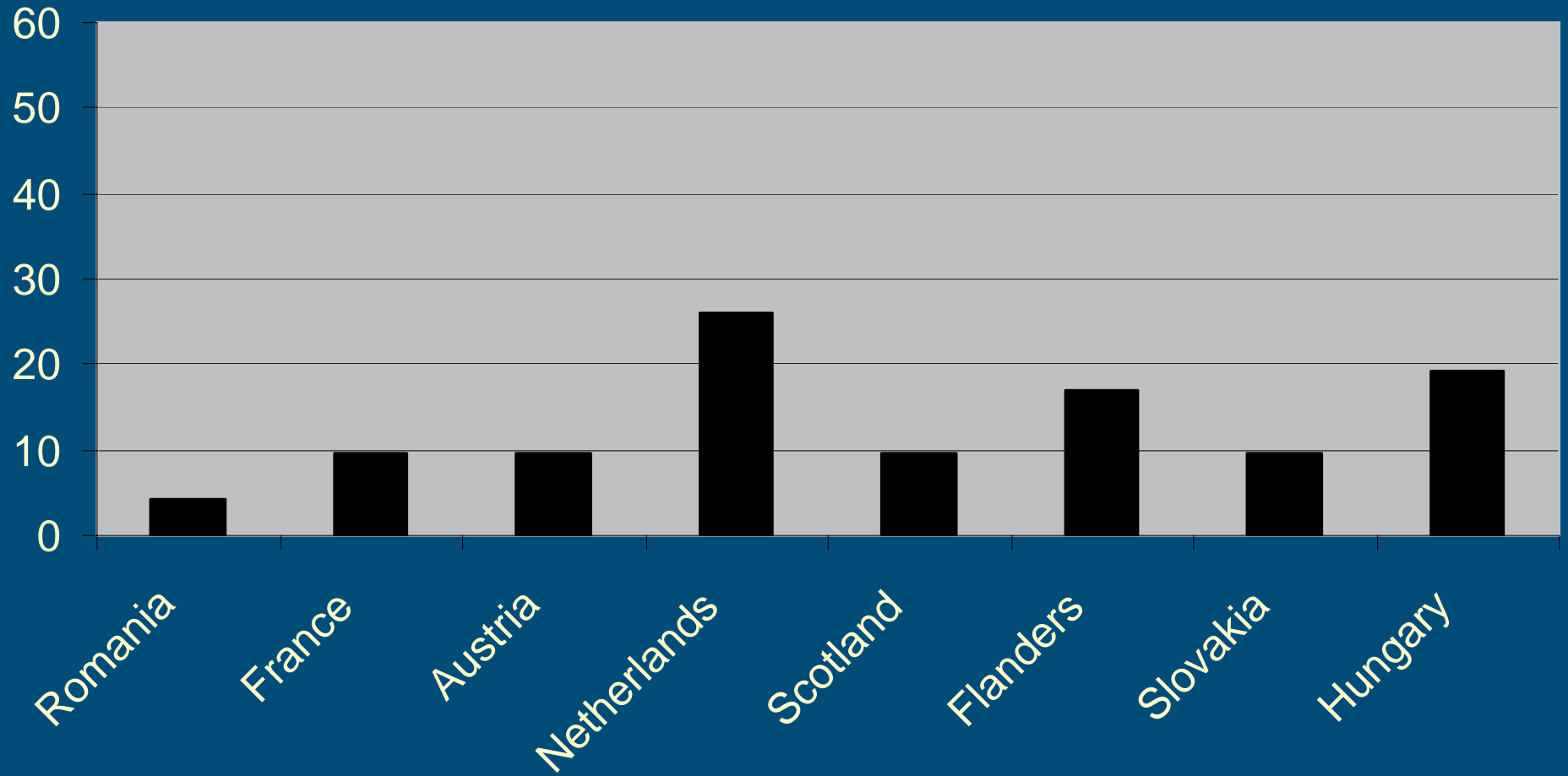
## utilitarianist (US-west=34%)



## pluralist (US-west=20%)

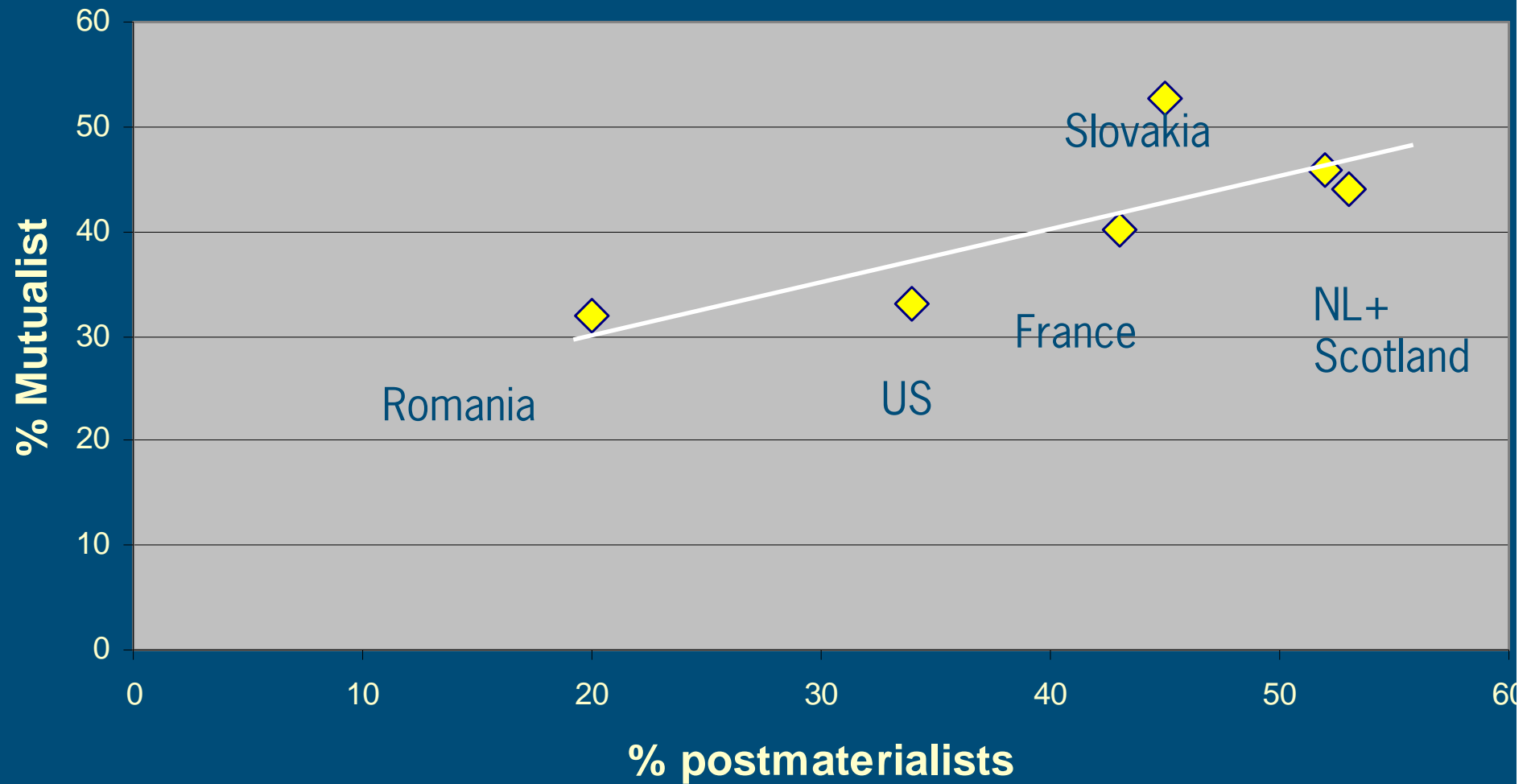


distanced (US-west=13%)

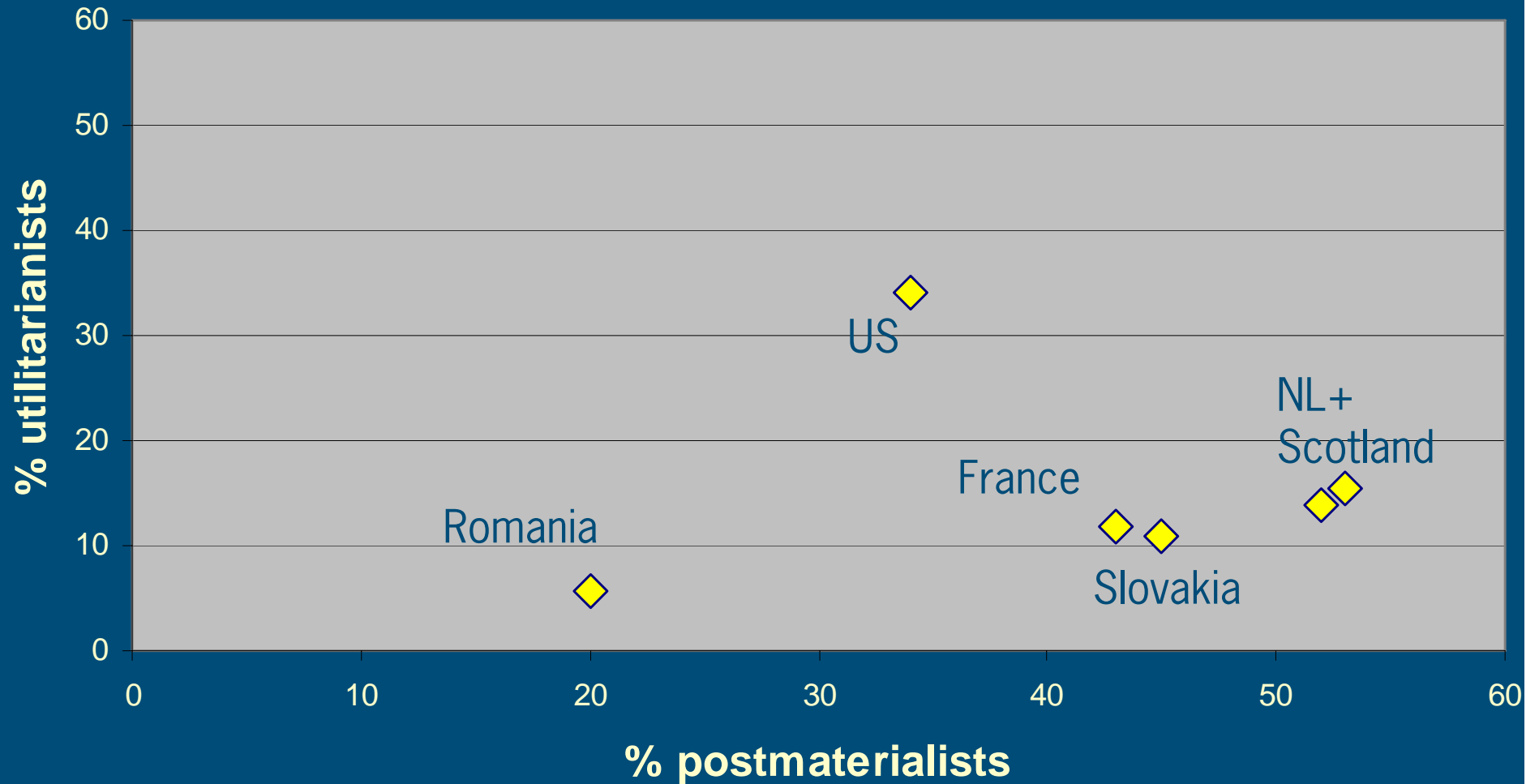




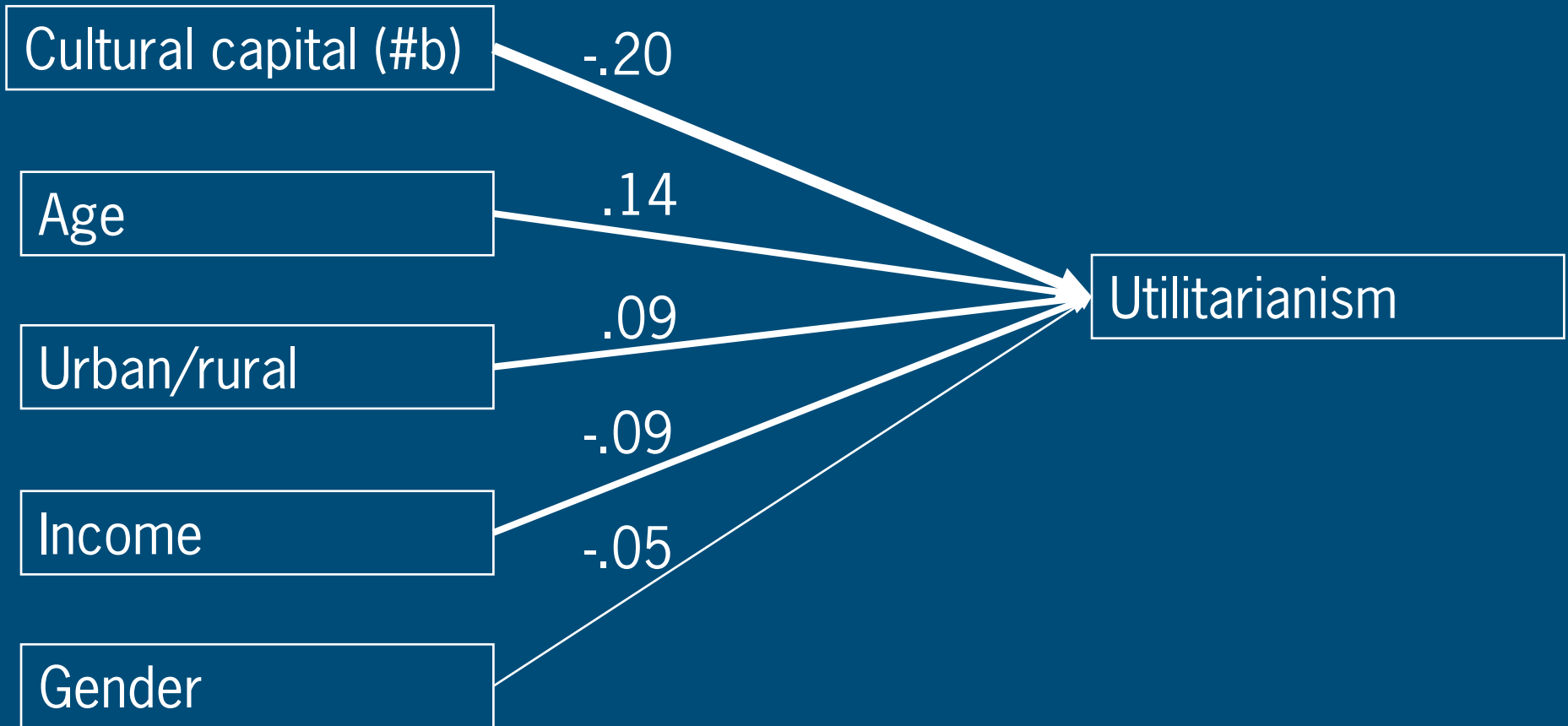
# Mutualism & postmaterialism



# Utilitarianists % postmaterialists



# Socio-demographics and Utilitarianism ( $r^2=.10$ )



## II) Cross-cultural research

- 8 countries, 8 cultures
- Method
  - New member states: face-to-face questionnaire
  - Old member states: postal questionnaire
- WVO-scale: 8 items (1-5)
  - 4 x MUTU (2xmutulism, 2x caring), 4 x UTIL (2x utilitarian, 2x hunting)
  - Selection based on applicability in EU
- Validation of scale for EU
  - Scotland + NL: pretesting (n=200): good factor scores + reliability
  - EU-8: qualitative pretesting



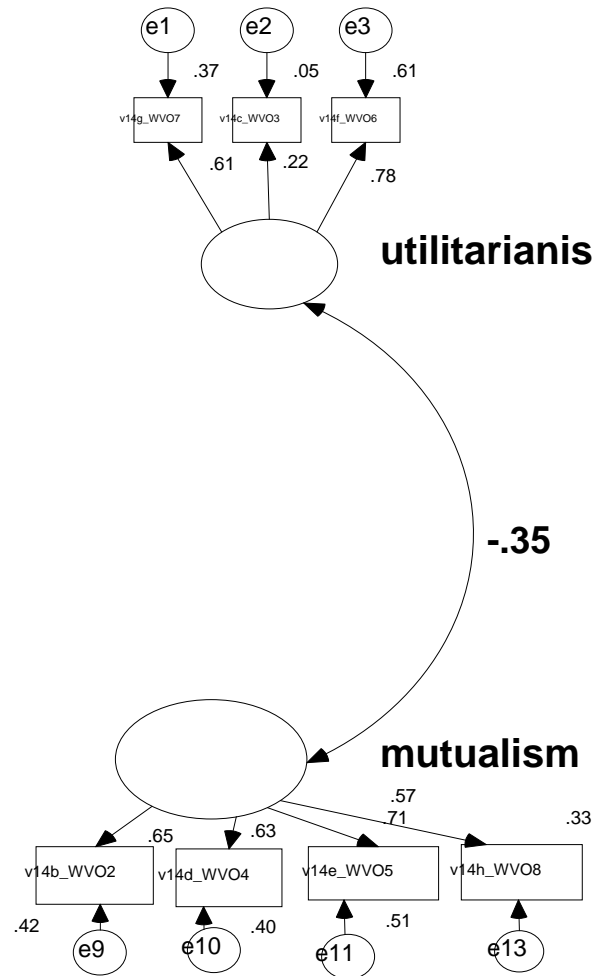
# Factor analysis (rotated)

	Mutualism	Utilitarianism
I care about animals	.79	
Feel emotional bond with animals	.78	
Animals have rights similar humans	.76	
Every living being part of one family	.65	
Killing wildlife allowed if property threatened		.76
Hunting to be allowed		.74
Manage wildlife so that humans benefit		.57
Hunting = no respect for animals (old ms=good)	XXX	XXX

Reliability: mutualism (4)  $\alpha=.76$ , utilitarianism (3)  $\alpha=.49$

# CFA: Structural Equation Model (Netherlands)

Chi2=298.302; DF=104; p=.000; RMSEA= .029; CFI=.933



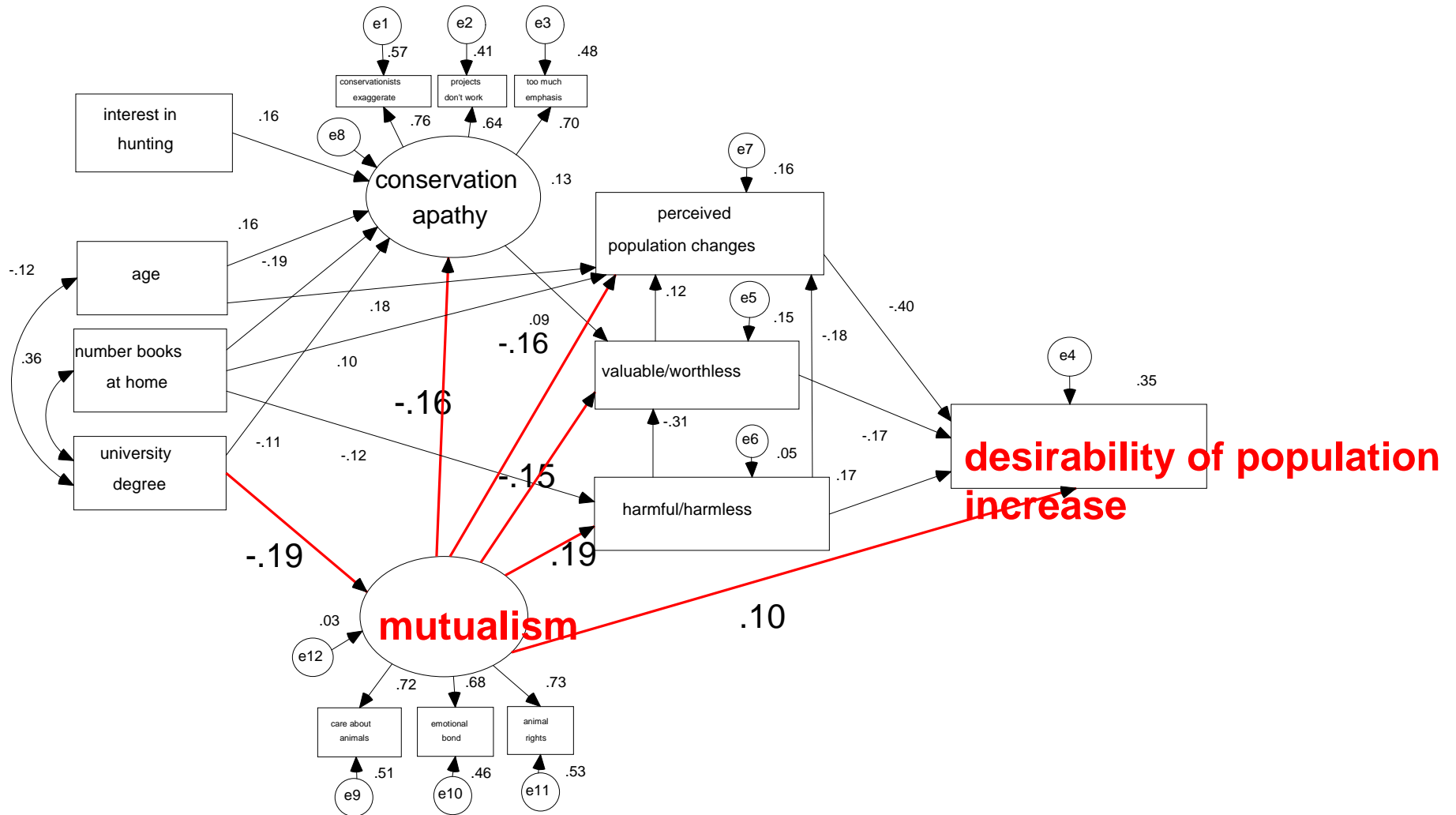
# Results CFA (SEM)

Country	Relation mutualism-utilitarianism
Netherlands	-.35
France	-.32
Austria	-.40
Hungary	-.44
Slovakia	-.40
Scotland	-.43
Flanders	-.26
Romania	+ .20



# Mutualism → Large mammals (wolf, roe deer)

Chi2=276.162; DF=63; p=.000; RMSEA= .041; CFI=.958





# Conclusions

- Cross cultural research is difficult
- Validity of WVO scale in EU could be improved
  - Utilitarianism!
  - New member states!
- Large differences between countries
- Large differences US-EU
- Relationship with post-modern values still unclear



# Research team

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