

# **Predator Acceptance**

## **Insights into some Results of our Studies**

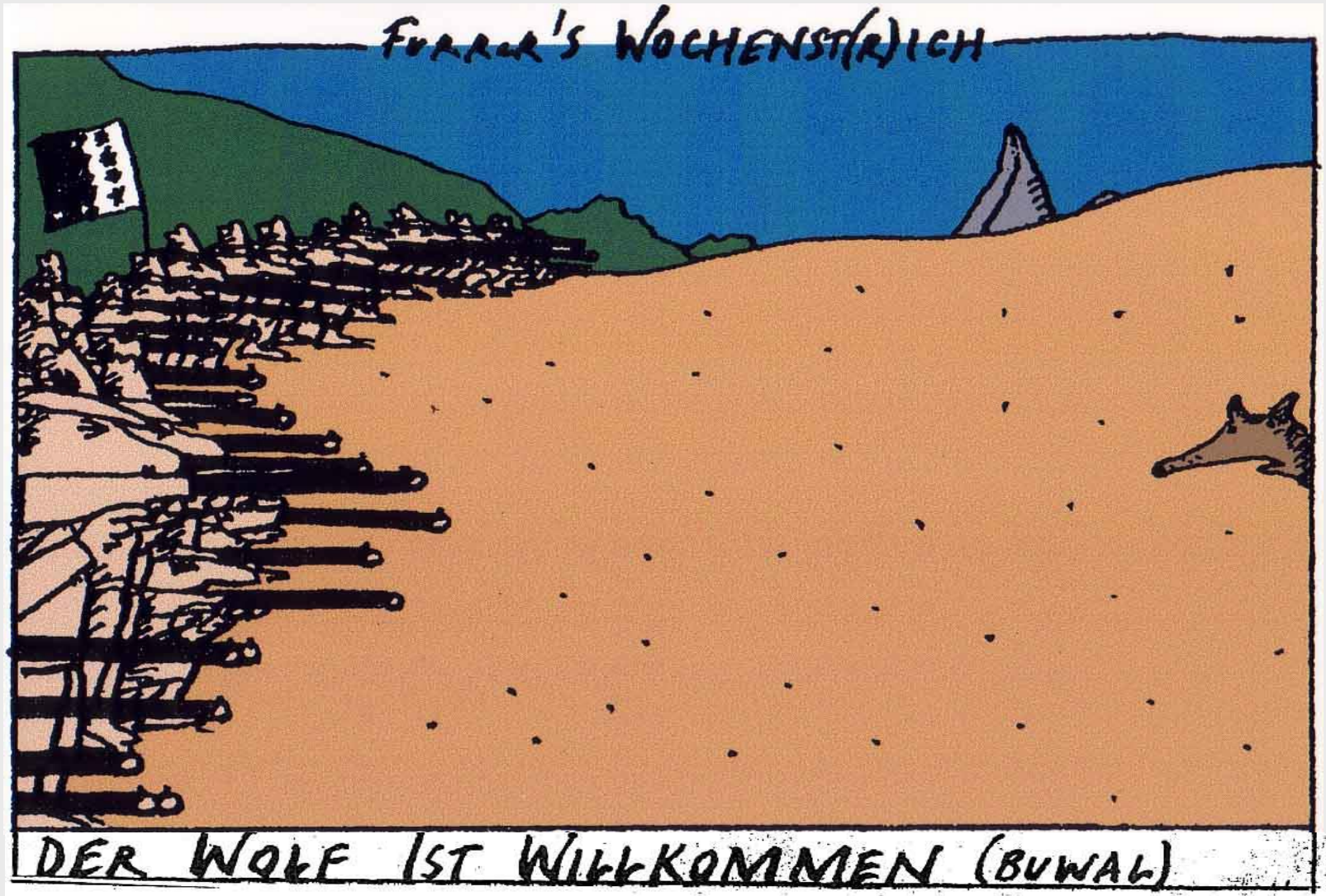


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# Problem: Predators protected by Law, but...



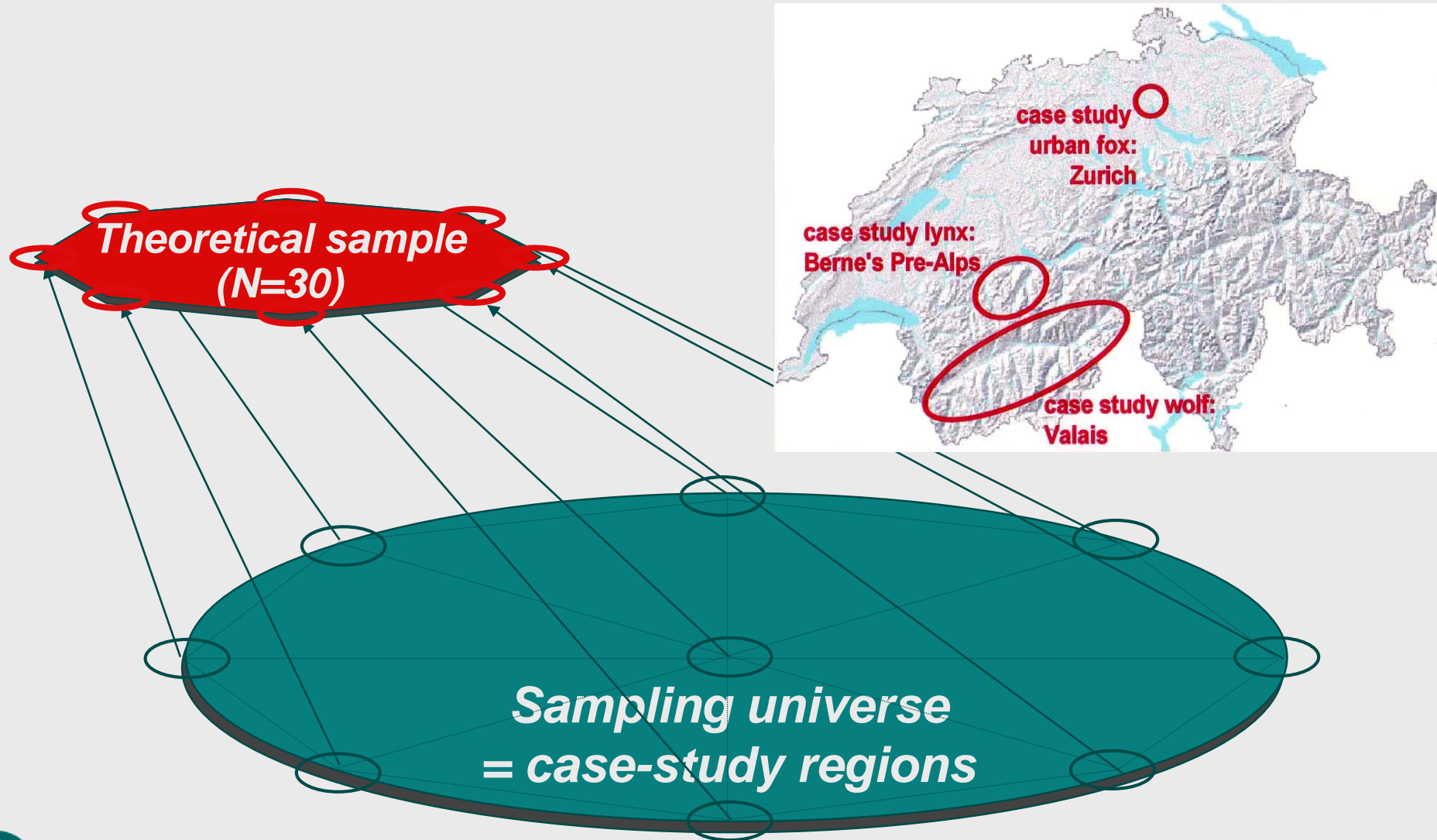
Quelle: Sonntagszeitung 17.1.1999

# Research Questions of all Our Predator Projects

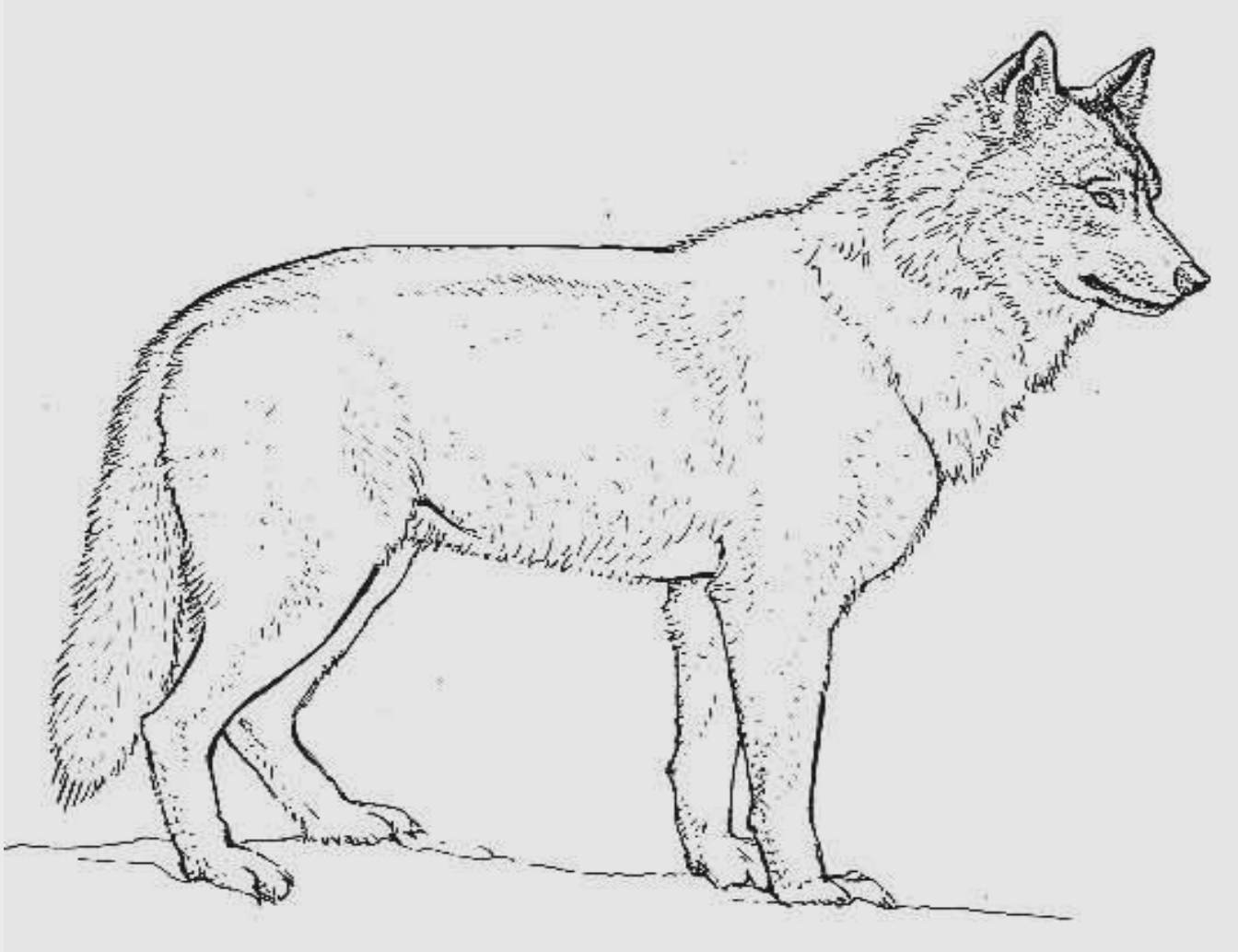
- Which **attitudes** exist regarding predators and their presence in Switzerland?
- What are the **reasons** for acceptance and rejection?
- Are there **differences** regarding:
  - Species: Bear, Wolf, Lynx, Fox, ...
  - Social groups (affectedness, profession, values, etc.)
  - Regions



# Inductive Investigations: Qualitative Interviews in Case-Study Regions



# Results regarding Wolf: Symbolisation more Important than Actual Problems



Drawing: V. Fataar, WSL

Source: Caluori & Hunziker 2001

# Results regarding **Wolf: Symbolisation** more Important than **Actual Problems**

	tradition oriented wolf-foe
<b>ideology</b>	<p>holding up traditional values:</p> <ul style="list-style-type: none"> <li>livelihood first</li> <li>moralism: "good" and "bad" strongly distinguished</li> <li>divine right</li> <li>law and order</li> </ul> <p>life's purpose: civilisation</p> <p>ideal landscape: cultivated</p>
<b>symbolisation of the wolf</b>	<p>beast:</p> <ul style="list-style-type: none"> <li>threat of civilisation</li> <li>herald of return to wilderness</li> </ul>
<b>attitude to the wolf</b>	<p>rejected as species</p> <p>presence strongly rejected</p>

Source: Caluori & Hunziker 2001

# Results regarding **Wolf: Symbolisation** more Important than Actual Problems

	post-modern wolf friend
ideology	<p>emancipation from traditional values: individual, eclectic value system nature as highest ever-valid authority</p> <p>life's purpose: individualisation</p> <p>ideal landscape: non-cultivated</p>
symbolisation of the wolf	<p>rebel against tradition and civilisation</p> <p>pioneer of "new shores"</p>
attitude towards the wolf	<p>revered as species</p> <p>presence actively promoted</p>

Source: Caluori & Hunziker 2001

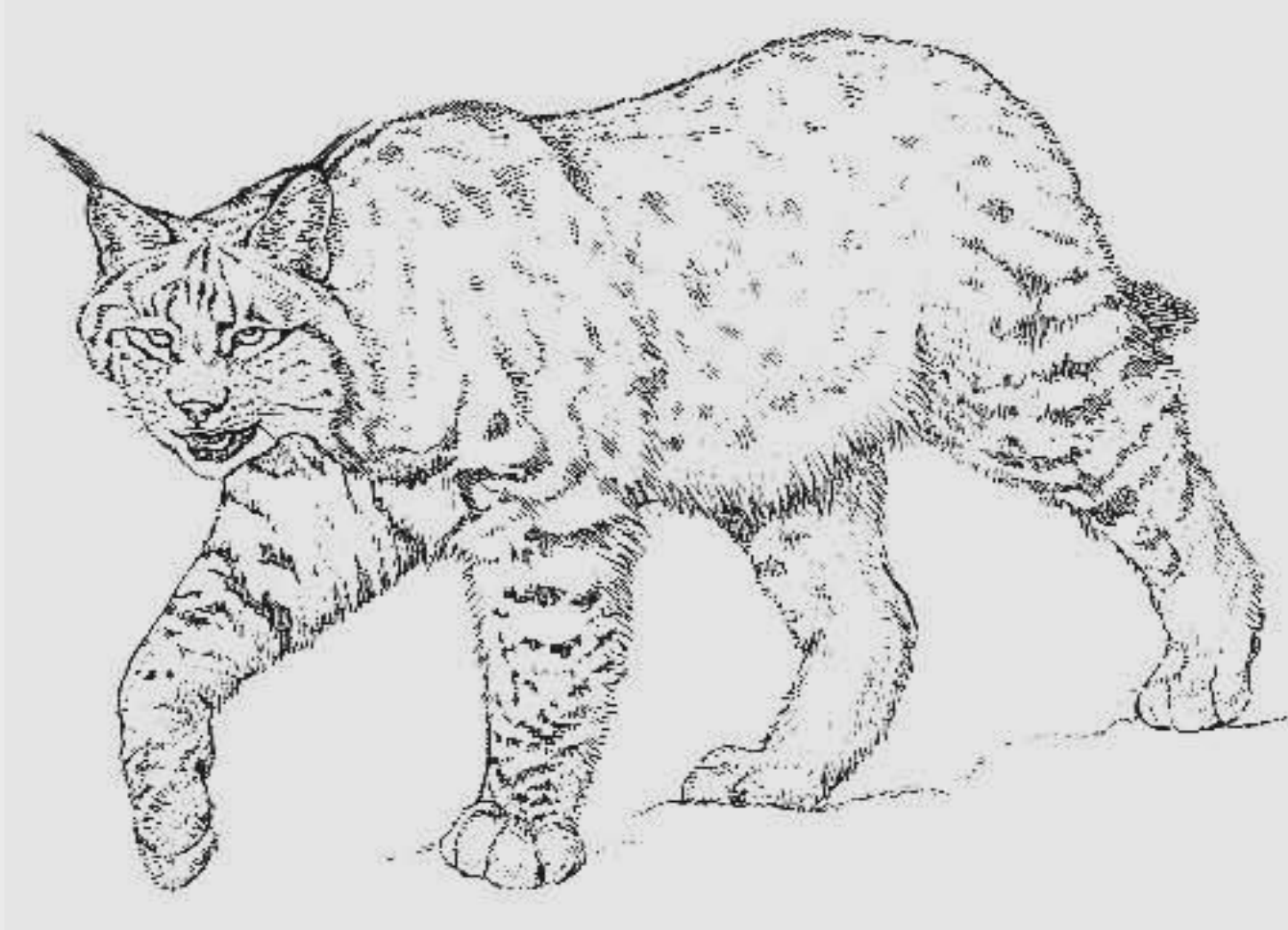
# Results regarding **Wolf: Symbolisation** more Important than Actual Problems

	<b>ambivalent wolf friend</b>
<b>ideology</b>	<p><b>questionning traditional values:</b></p> <ul style="list-style-type: none"> <li>lack of new values</li> <li>anomy, ambivalence</li> <li>to-and-fro conflict</li> </ul> <p><b>life's purpose: individualisation</b></p> <p><b>ideal landscape: cultivated</b></p>
<b>symbolisation of the wolf</b>	<p><b>Janus figure:</b></p> <ul style="list-style-type: none"> <li>pack member vs. lone fighter</li> <li>subjection vs. dominance</li> </ul>
<b>attitude towards the wolf</b>	<p><b>valued as species</b></p> <p><b>presence desired in theory:</b></p> <ul style="list-style-type: none"> <li>when confronted with actual presence, possible recourse to traditional values implying rejection</li> </ul>

Source: Caluori & Hunziker 2001



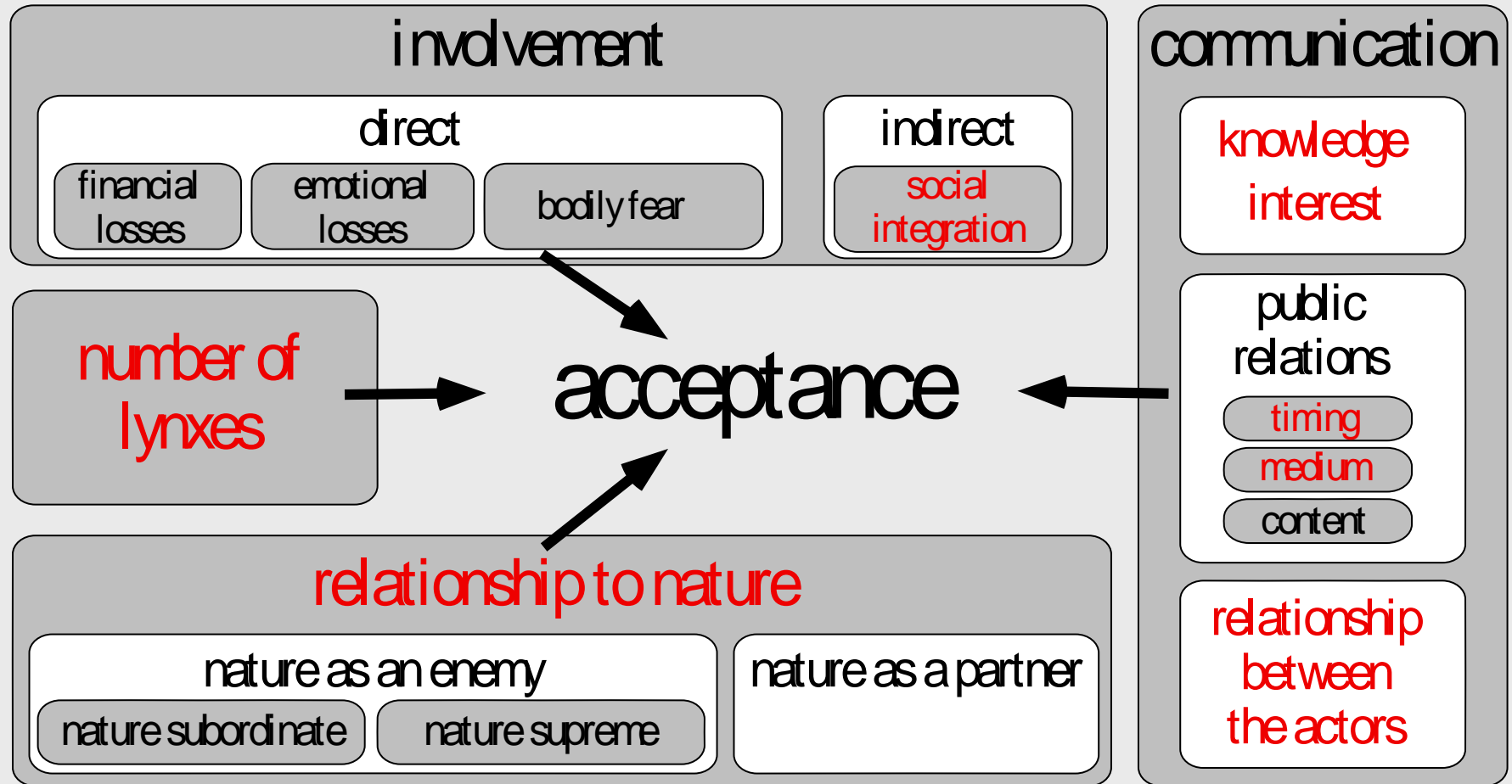
# Results regarding **Lynx: Actual Problems** more Important than Symbolisation



Drawing: V. Fataar, WSL

Source: Egli & Hunziker 2001

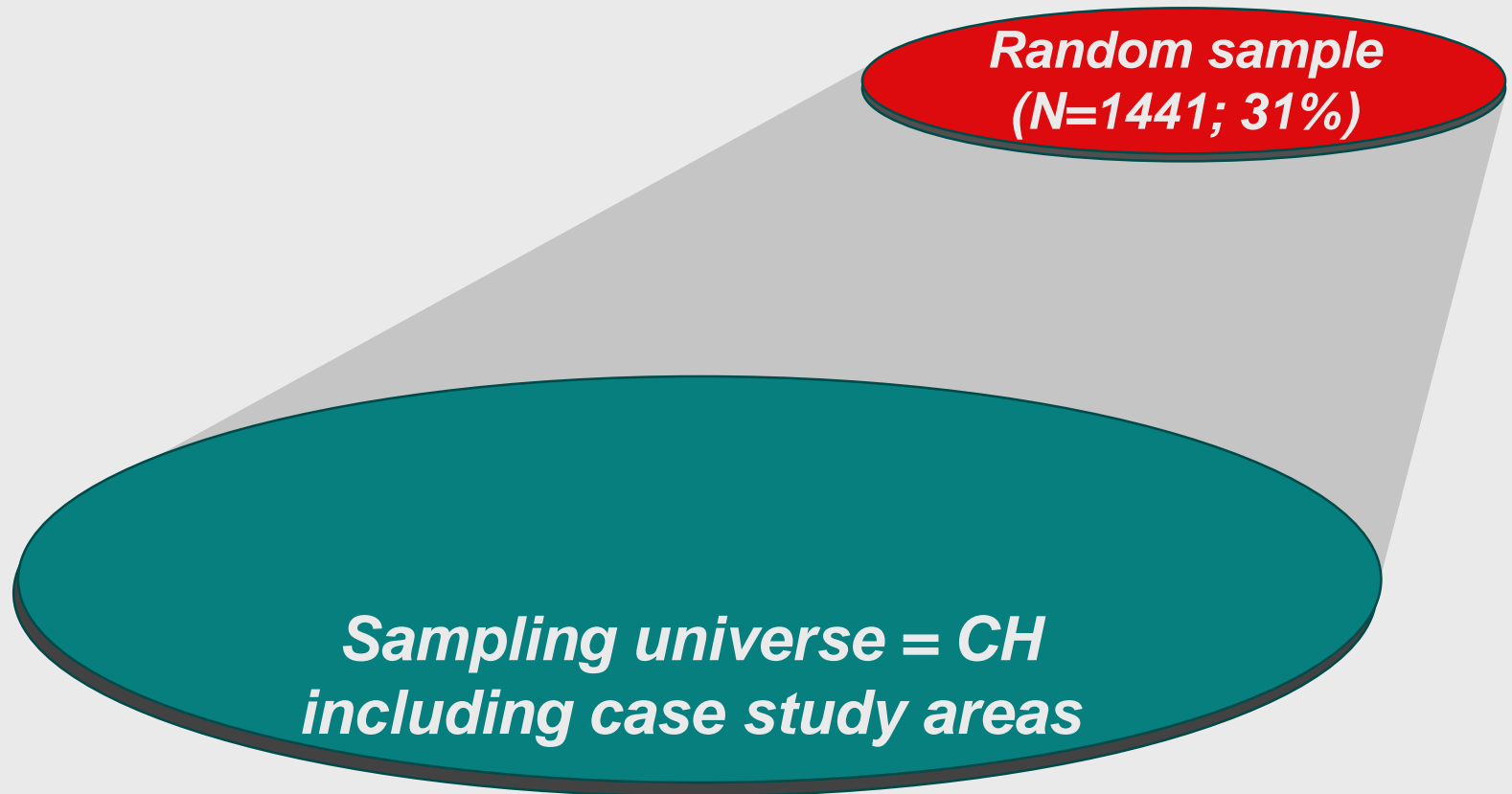
# Results regarding **Lynx**: Actual Problems more Important than Symbolisation



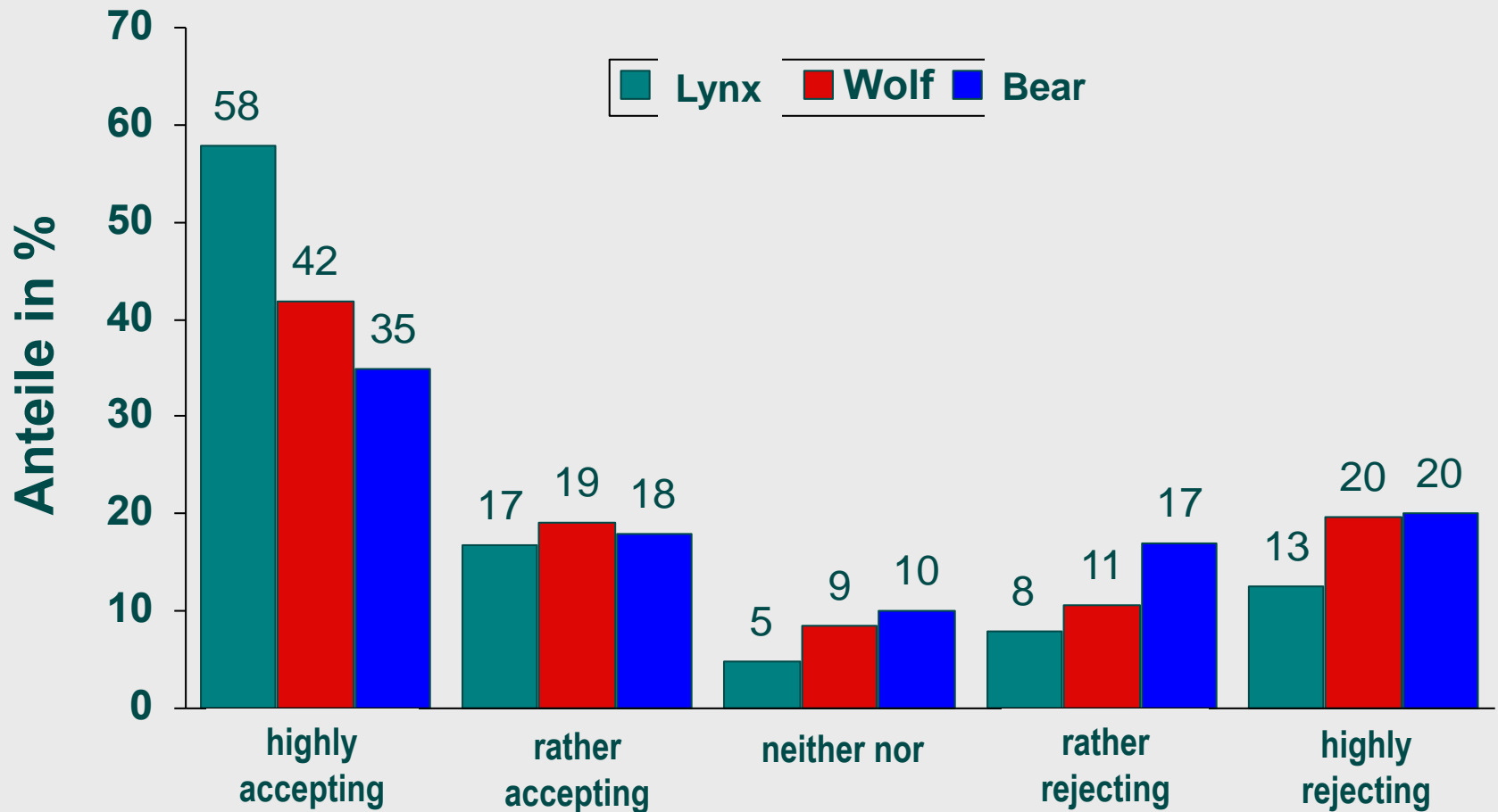
Source: Egli & Hunziker 2001

# **Deductive Investigations: Surveys**

## **First Example: Nationwide Survey 2000**



# Results (2000): Attitudes towards Lynx, Wolf and Bear



Source: Hunziker et al. 2001

# Development of Acceptance over Time

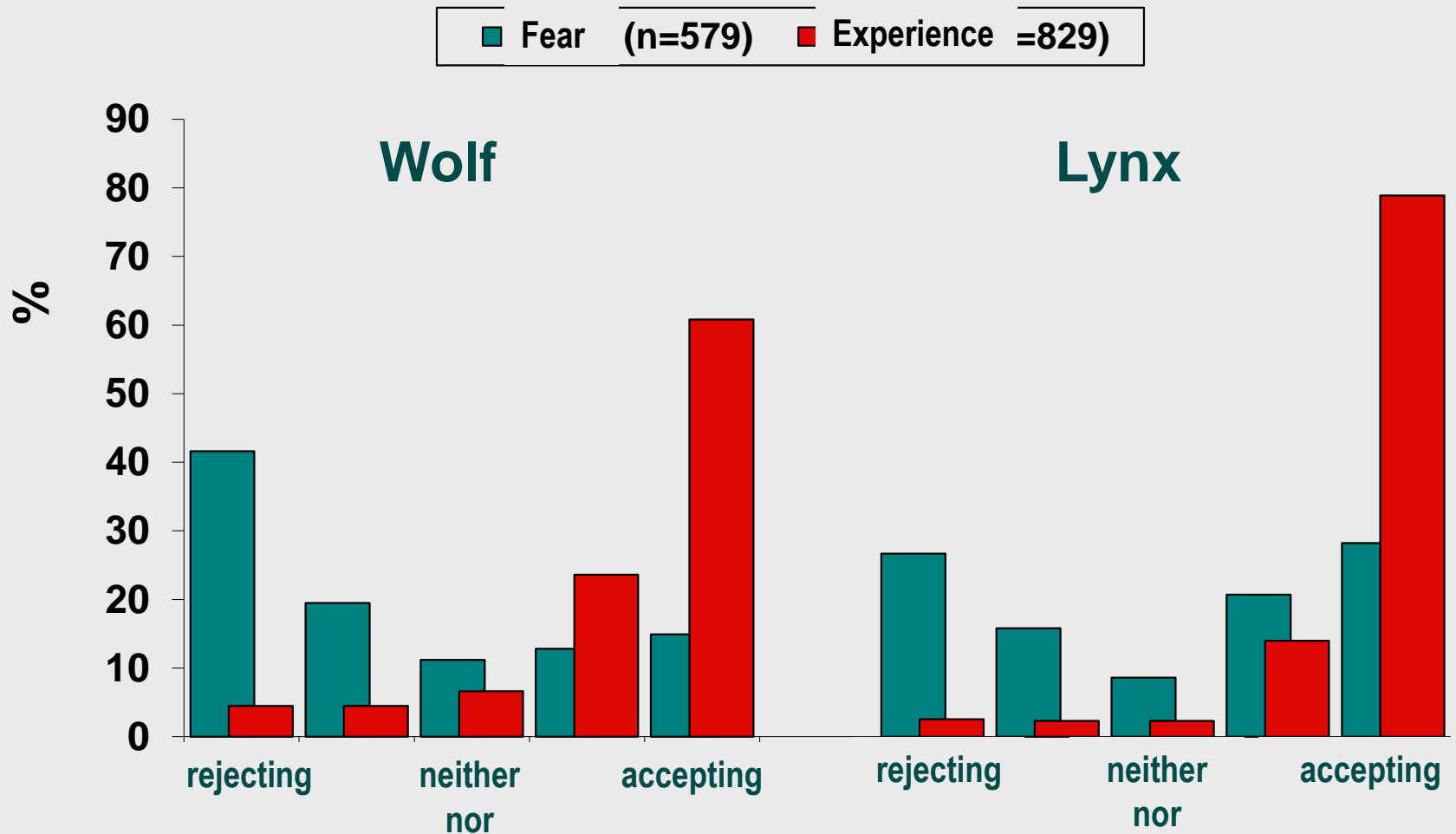
## Additional Results of 2 Forest-Attitude Surveys

	Acceptance of predators living in CH (%)		
Year	1997	2000	2010
Bear	57	--	54
Wolf	57	57	57
Lynx	74	69	77

Source: BUWAL 1999; Hunziker et al. 2001, 2012

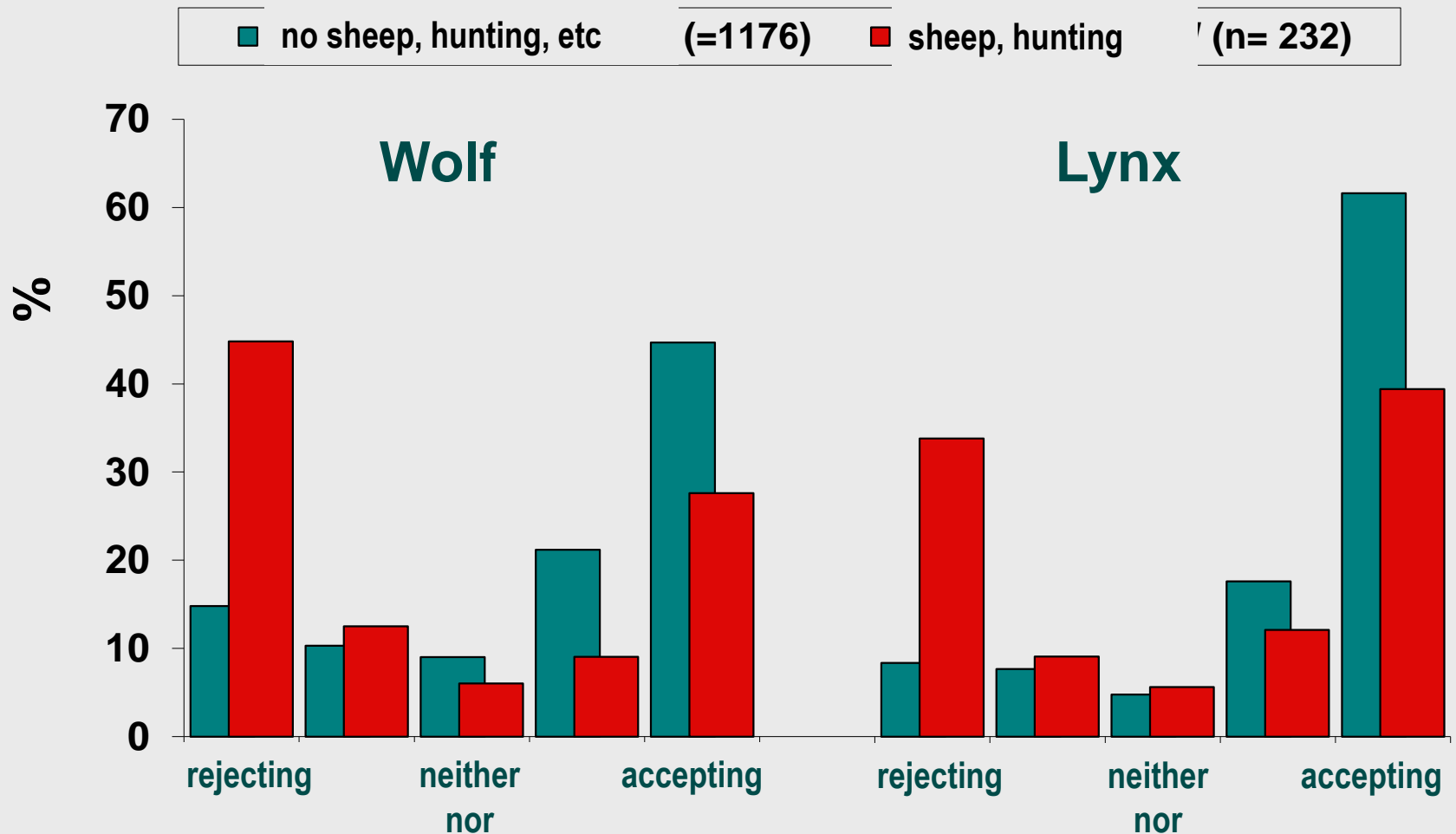


# The Influence of **Fear** vs. positive Experience



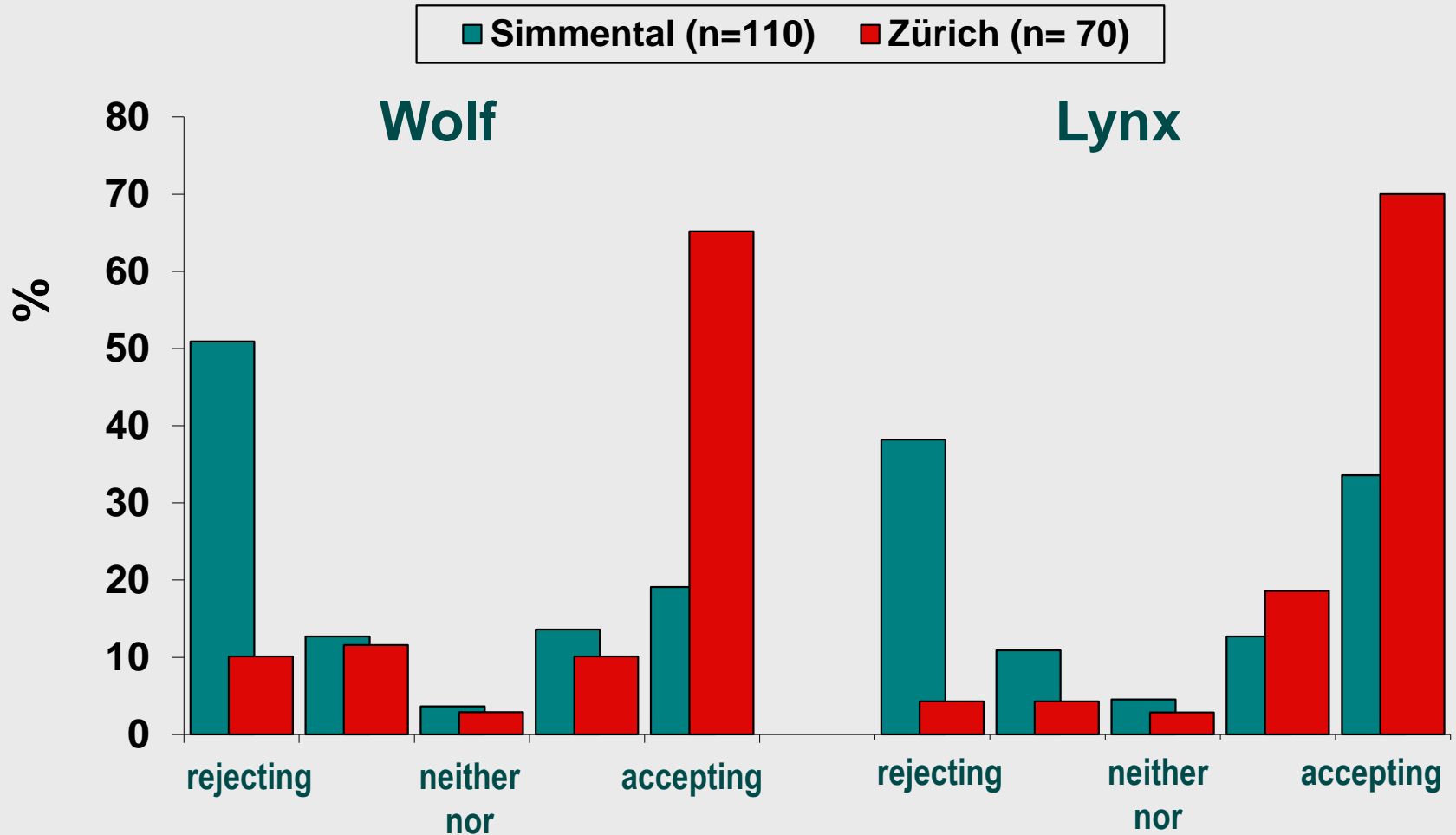
Source: Hunziker et al. 2001

# The Influence of **Affectedness**



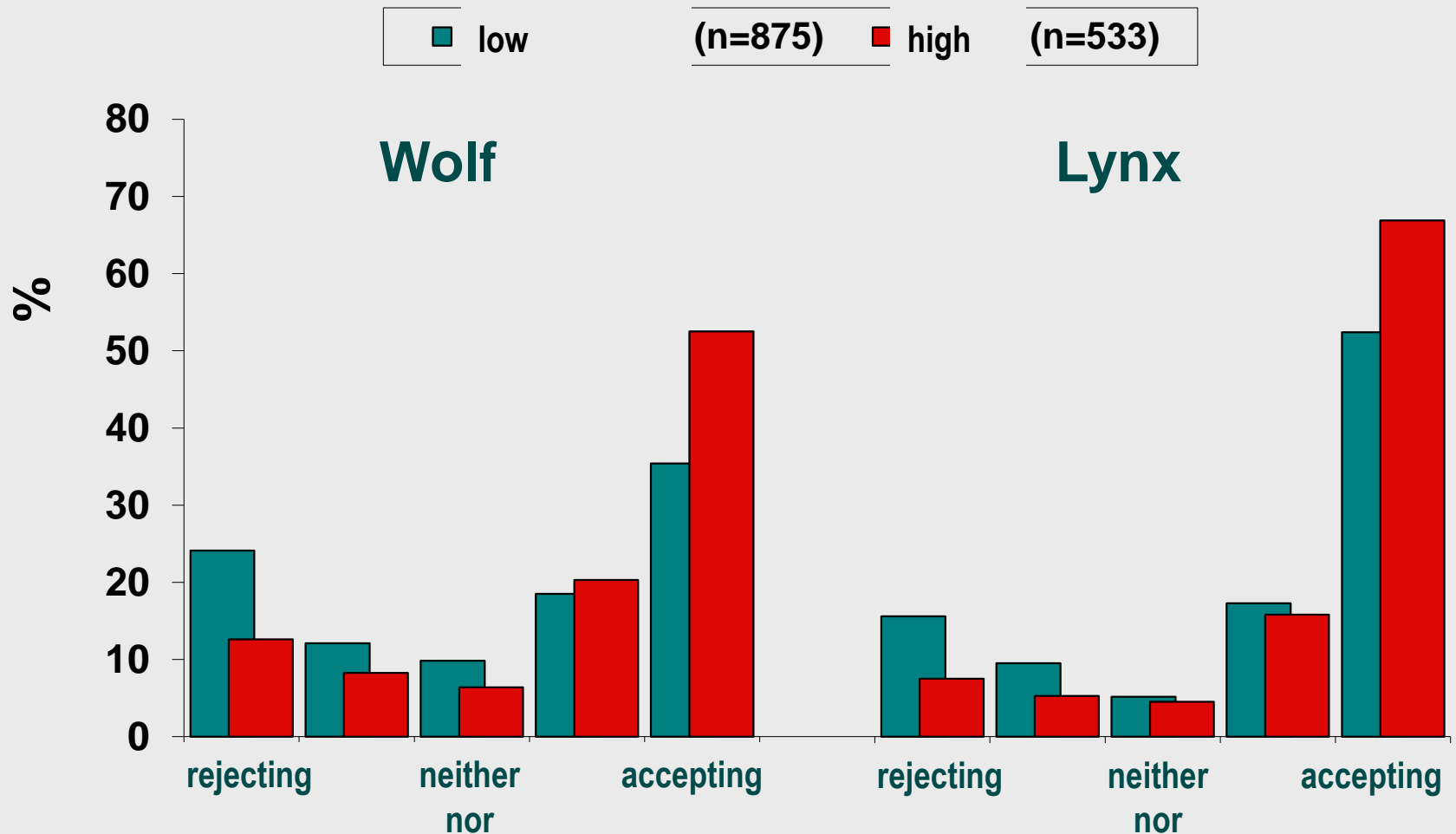
Source: Hunziker et al. 2001

# The Influence of the **Region** = Influence of Urban/rural Values?



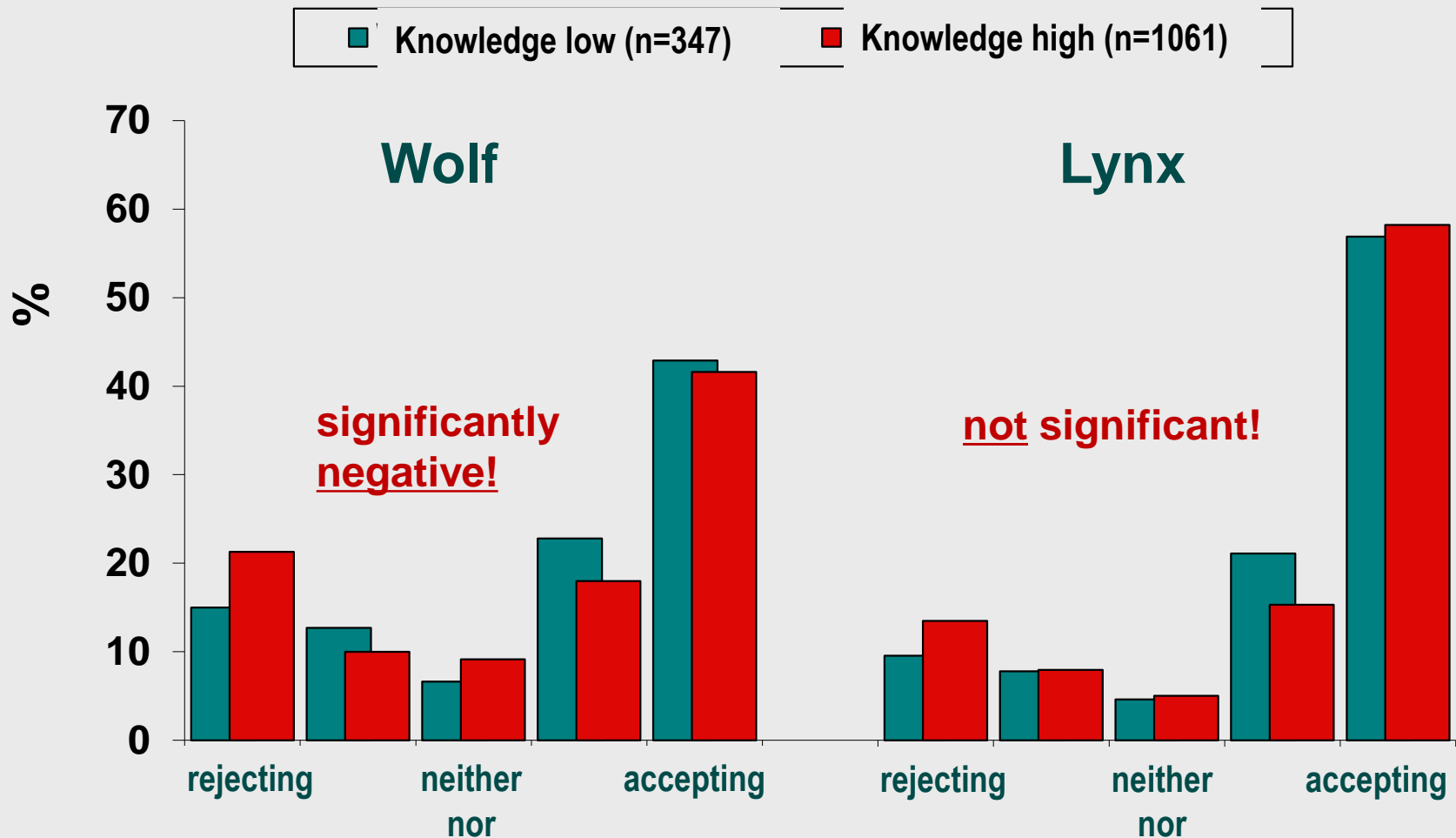
Source: Hunziker et al. 2001

# The Influence of Education



Source: Hunziker et al. 2001

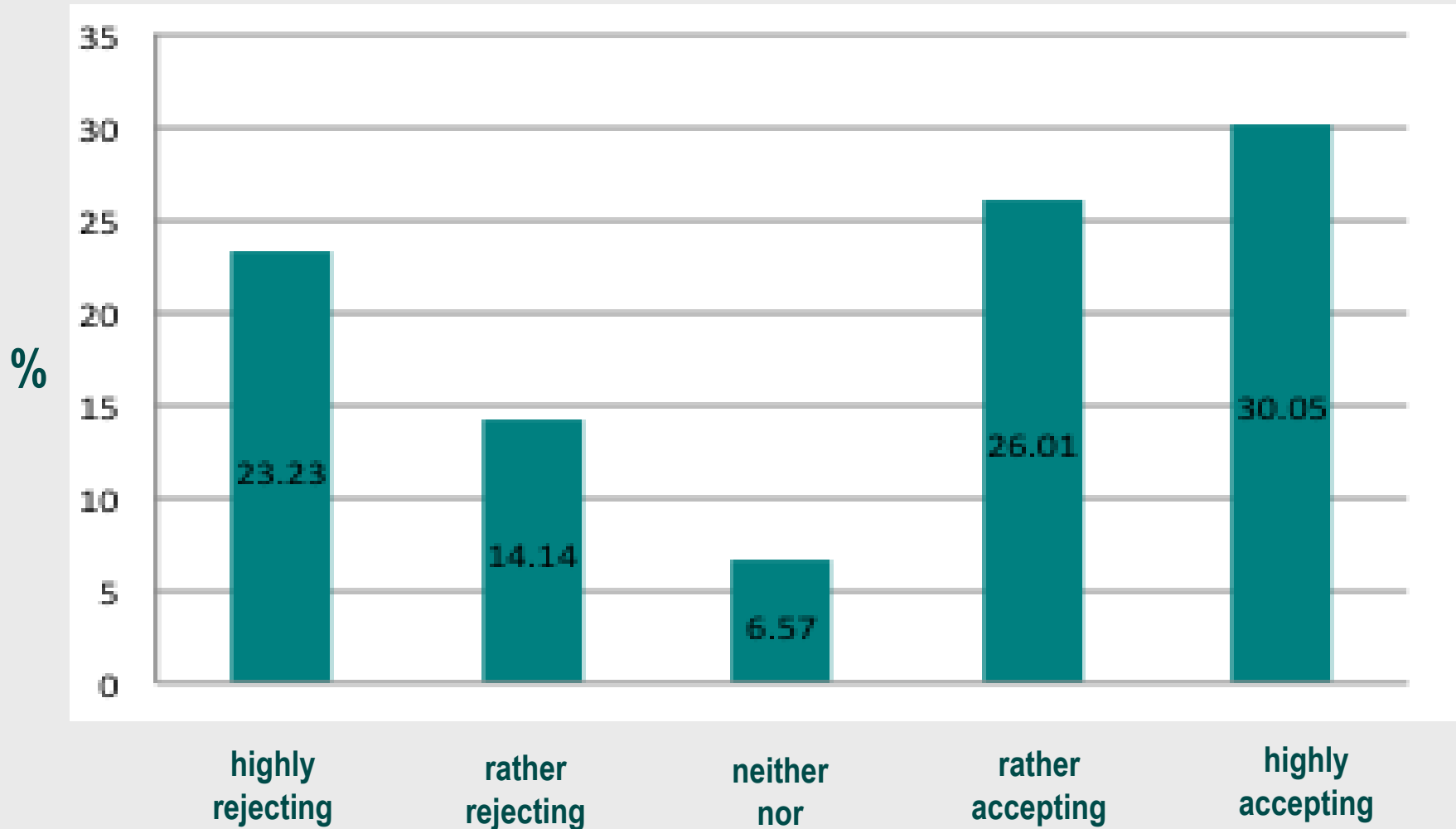
# The Influence of Information



Source: Hunziker et al. 2001

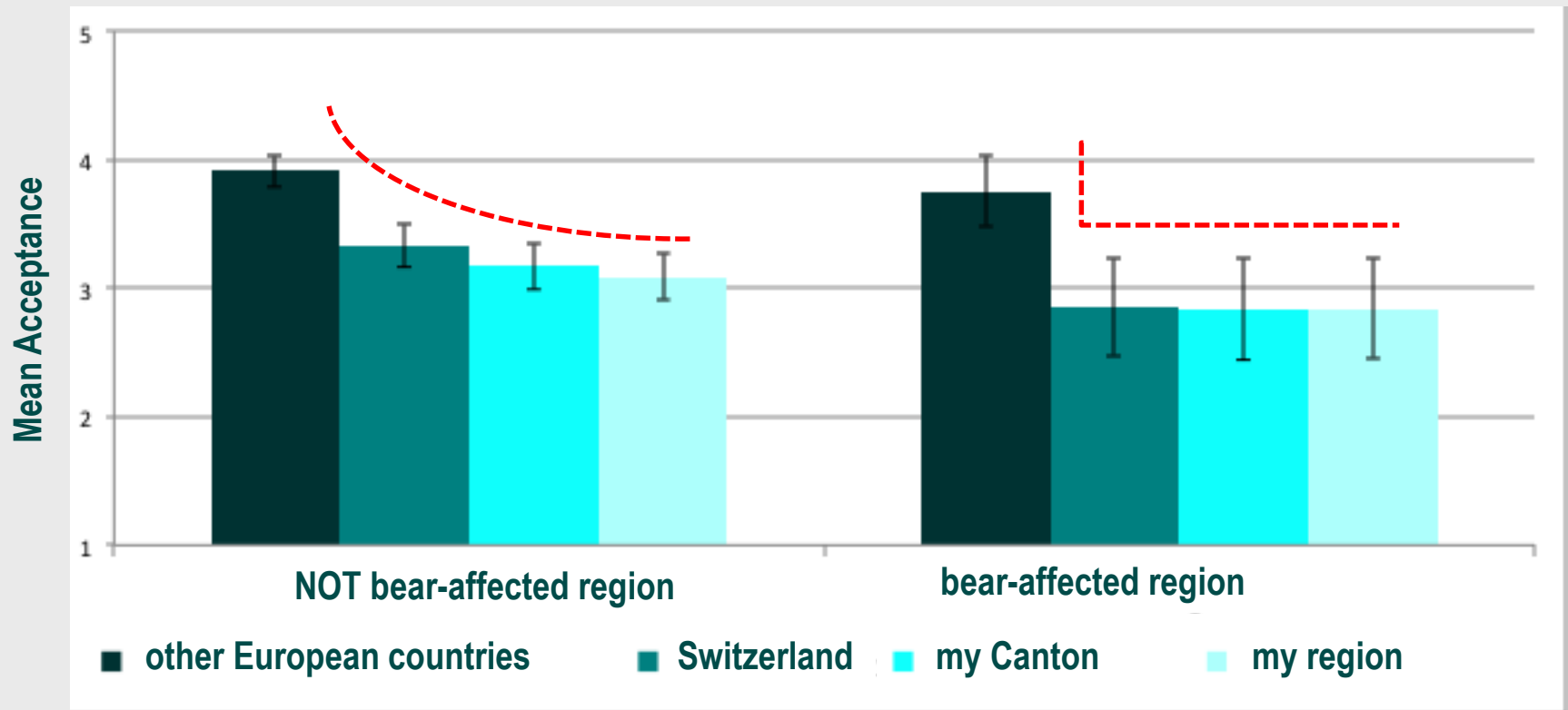


# Attitudes towards the **Bear** in (potentially) **Affected Regions (2011): Polarisation!**



Source: Mondini & Hunziker *subm.*

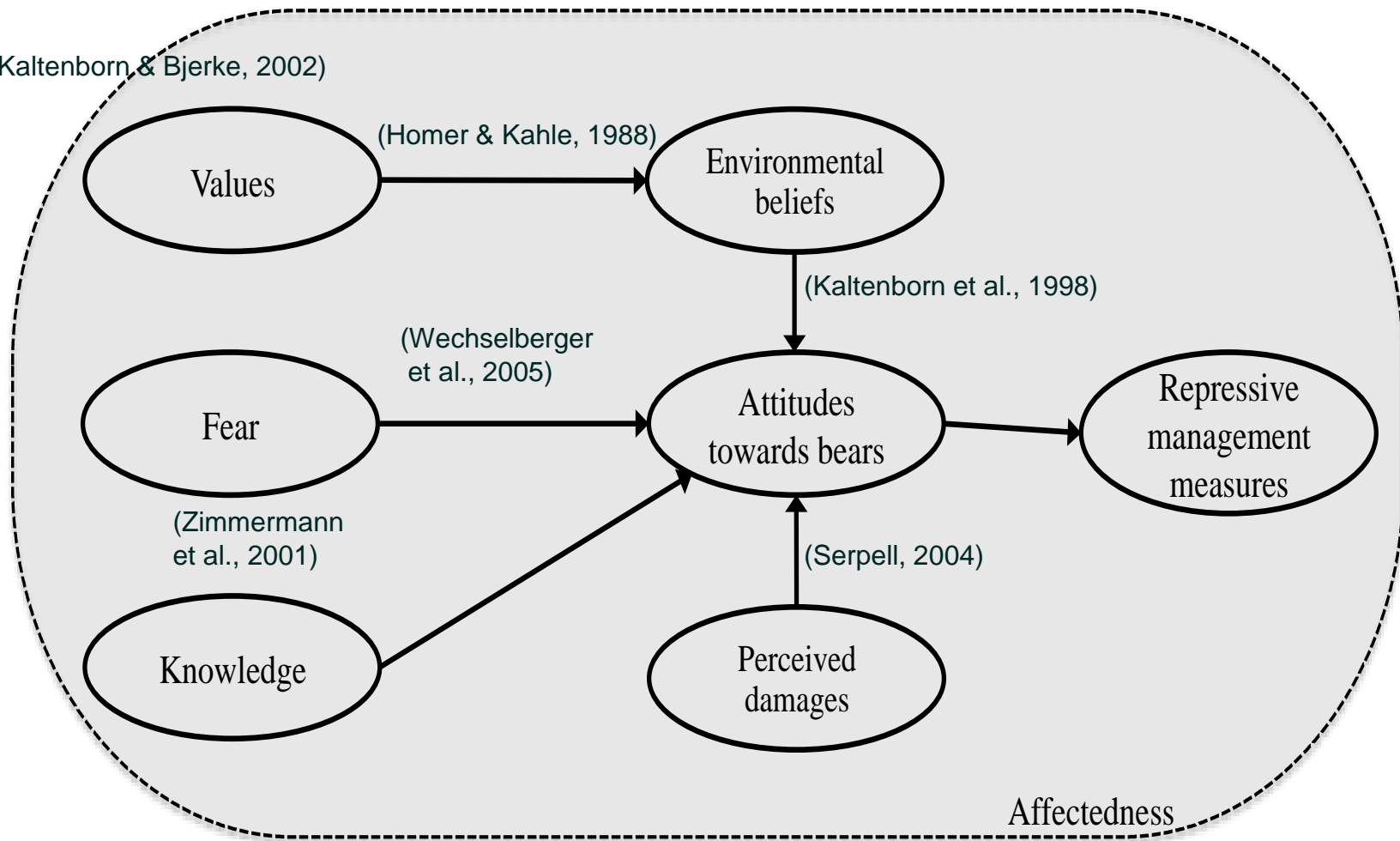
# NIMBY-Effects (Bear; 2011)



Source: Mondini & Hunziker subm.

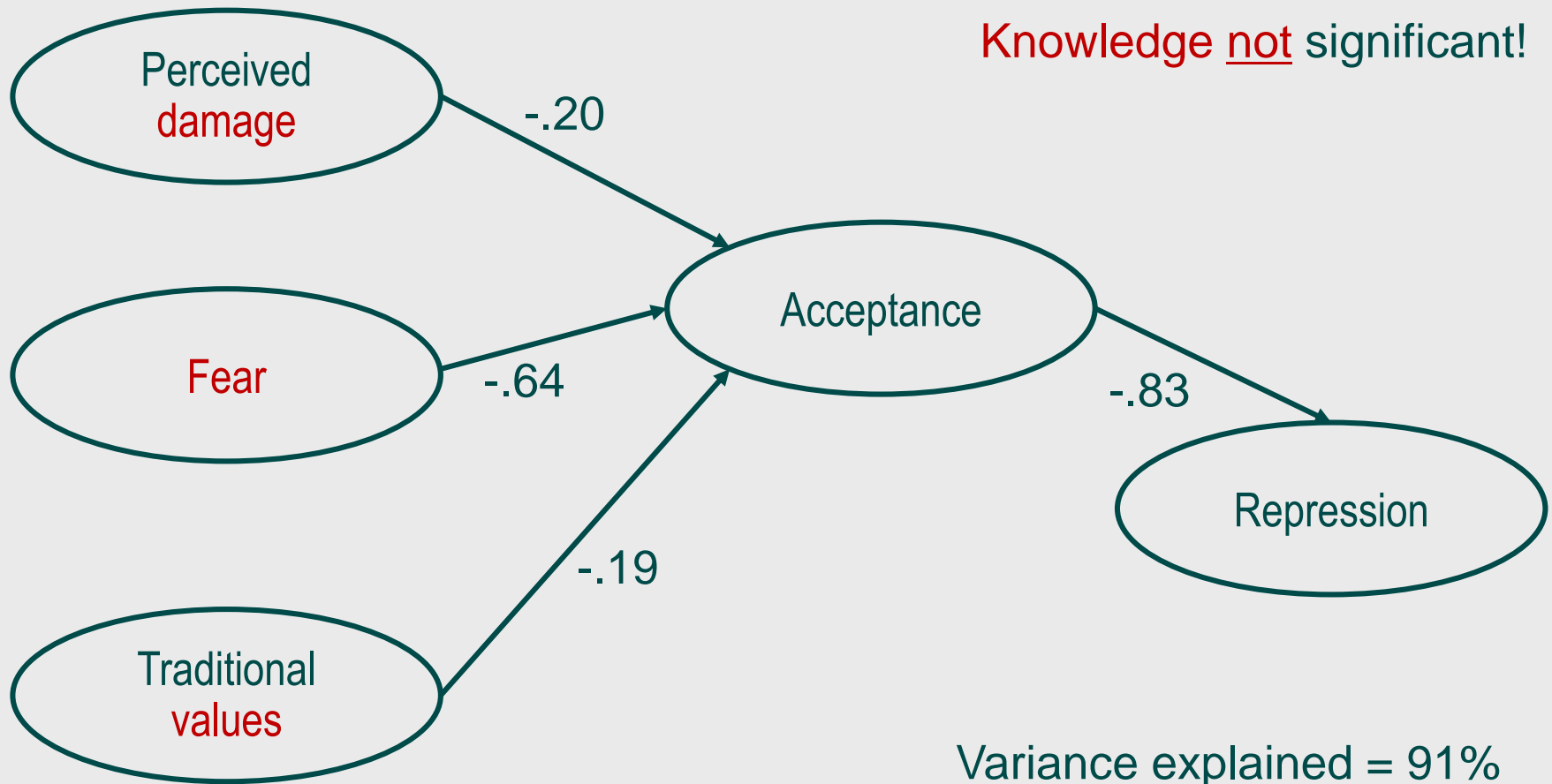
# Bear-Attitude Prediction: Conceptual Model

(Kaltenborn & Bjerke, 2002)



Source: Mondini & Hunziker *subm.*

# Bear-Attitude Prediction: Result of **Structural-Equation Modelling**



Source: Mondini & Hunziker *subm.*

# Meta-Analysis of 72 Studies on Acceptance Predictors (Mondini & Hunziker, *in prep.*)

## Concurring influencing factors:

- age
- education
- eco-centrist value orientation
- member stakeholder group
- negative impact of large carnivores
- living in core areas
- fear

## Contradicting factors:

- socio-demography (except age)
- social-status (except education)
- knowledge



# Summarising **Conclusions**

- Predator acceptance is generally quite high and stable, but depends largely from perceived danger.
- Affectedness, values, symbolisation are further important predictors of acceptance – but not knowledge

# "Elaboration-Likelihood"-Theory of Petty & Cacioppo (1986)

Goal	Strategy	Example
To <b>strengthen</b> an attitude ( $A \rightarrow A$ )	direct	<b>information</b> about facts that support attitude A
To <b>change</b> an attitude ( $X \rightarrow A$ )	indirect	introduction of a highly accepted, trustable model <b>person</b> who holds attitude A

# Summarising **Conclusions**

- Predator acceptance is generally quite high and stable, but depends largely from perceived danger.
- Affectedness, values, symbolisation are further important predictors of acceptance – but **not knowledge**.
- Thus, direct paths of persuasion (information) might be less successful than indirect ones (model persons etc.)

# **Thank You for Your Attention!**

## **Comments? Questions?**

### **Further information:**

<http://www.wsl.ch/sla>

### **Contact:**

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