Understanding values

Social scientists have identified 60 cross-cultural universal values, divided into ten major groups. Each of us holds every value to varying degrees. These fundamental values guide our beliefs and attitudes including how we view wildlife. www.commoncause.org.au

What shapes our values

Our values are shaped by our culture, social norms, and our lived experience. While values are slow to change and small in number, our beliefs and attitudes are more numerous, closer to our conscious thoughts and easier to change. Framing messages to engage particular values is important in achieving attitudinal change.

Potential of education to change attitudes

Wildlife value orientations can be used to predict the effectiveness of education on different sectors of the community.

My research focuses on assessing the effectiveness of education and interpretive programs in influencing attitudes to flying-foxes and thus reducing conflict.

Research questions

➢ How do people who live in or visit Australia value flying-foxes? (National survey)
➢ Which components of education plans influence attitudes (Quasi-experiments, survey, semi-structured interviews)

- In formal education at schools?
  - Does pre-education influence attitudes and knowledge retention?
  - How does learning about flying-foxes in the school curriculum compare to a visit to schools by a bat group or an excursion to a wildlife park / flying-fox camp to see bats?
- In public interpretation programs such as Australasian Bat Night?
- In education strategies for communities living near flying-fox camps?

References and acknowledgements: Common Cause Australia; Booth 2007; Ford 2004; Kellert 1996; Kingston 2016; Manfredo 2003; Qld Parks & Wildlife Service 2008; Schwartz 1994; Zoos Victoria Photographs from Australasian Bat Night and Australia Walkabout Wildlife Park, Calga; Blue Mountains Bat Night; Geelong Botanic Gardens; Geelong Field Naturalists; Pipeline Calendars; Australasian Bat Society.