

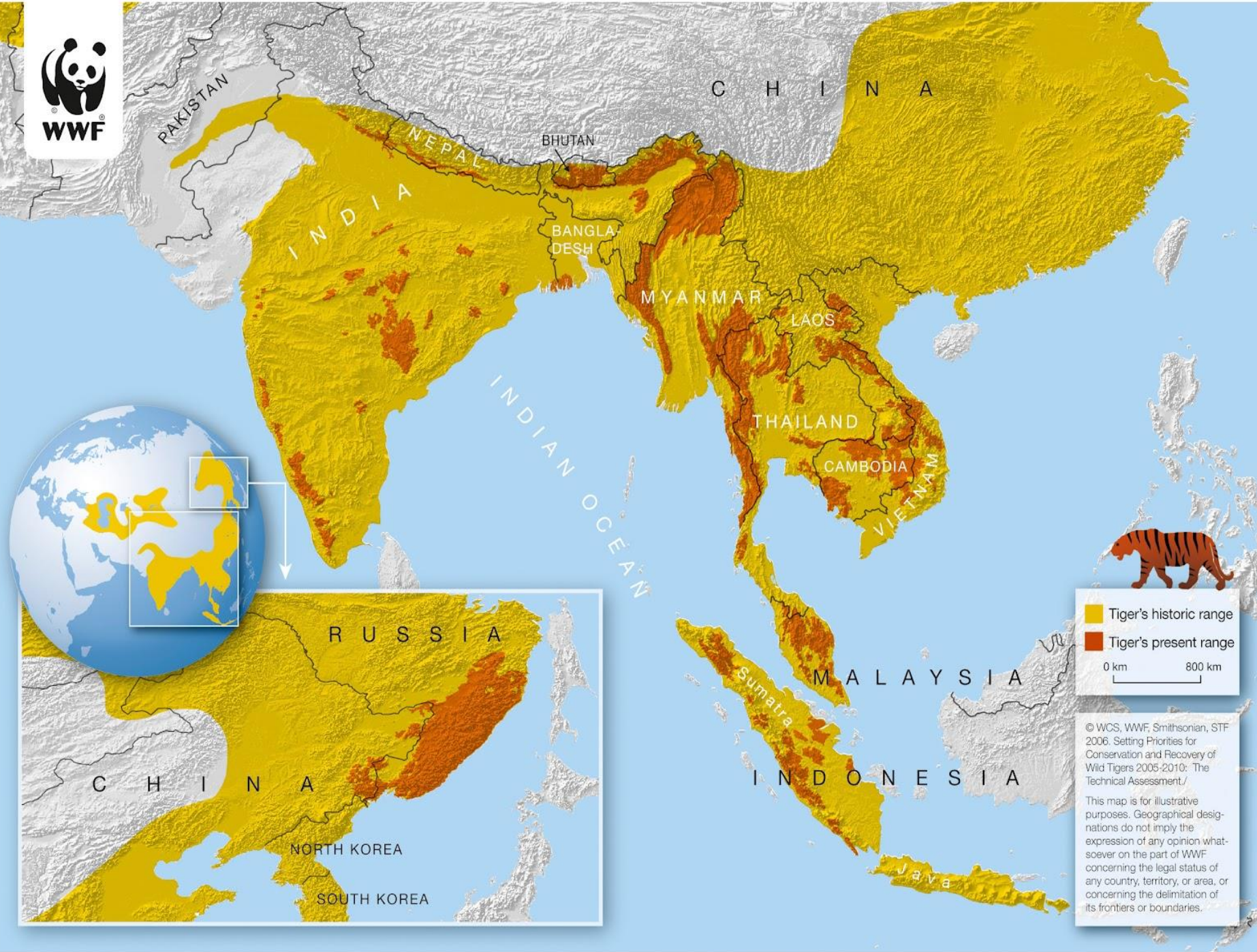


Factors influencing conservation of local wildlife

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Bsc Psychology

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 Tiger's historic range

 Tiger's present range

0 km 800 km

© WCS, WWF, Smithsonian, STF 2006. Setting Priorities for Conservation and Recovery of Wild Tigers 2005-2010: The Technical Assessment.

This map is for illustrative purposes. Geographical designations do not imply the expression of any opinion whatsoever on the part of WWF concerning the legal status of any country, territory, or area, or concerning the delimitation of its frontiers or boundaries.



THE UGLY ANIMALS

We can't all be pandas

SIMON WATT





**“WOULD YOU CARE MORE
IF I WAS A PANDA?”**

The Bluefin Tuna is being fished to extinction.
So like a few other species, it would appreciate your help.



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Conditions

- Three conditions with three different chunks of information
 - Priority
 - Non priority
 - Control



Deception

Administrative Error

There seems to have been an administrative error in recording your preferences in distributing the money amongst the animals. Please can you repeat the task.



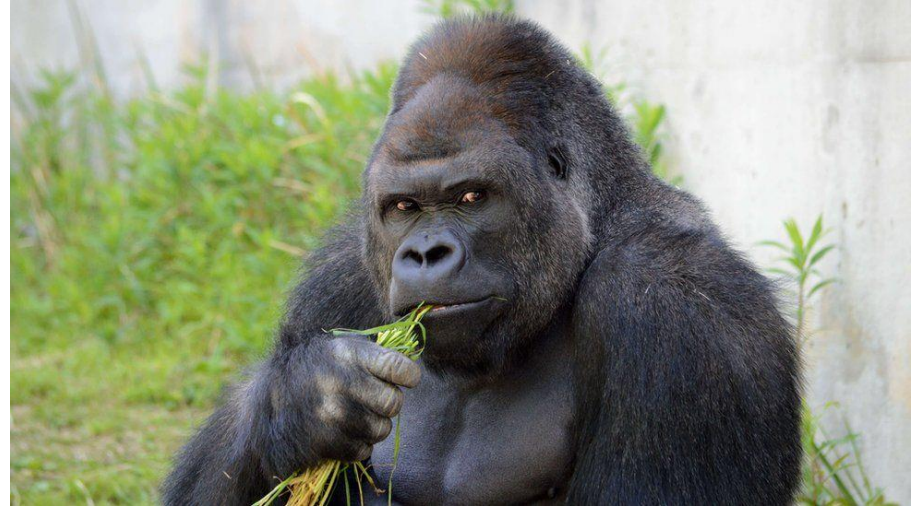
Key Findings

- No significant gender differences in 9 of the animals
 - Males gave significantly more support to the Adder than females
- Information given to participants had no significant effect on their behaviour in 9 of the animals
 - Only significant change in giving behaviour was seen in the Hawfinch



Conclusions

- Our opinions of wildlife have more of an effect on their wellbeing than conservation status
 - Knowledge about endangered species did not affect peoples giving behaviour significantly
- All about looks



Implications

- Further research needs to consider other factors
 - e.g. subjective norms, perceived threat
- Who are these results important for?
 - Charities need to tailor their campaigns to the feelings of the public,
 - The use of flagship species such a pandas is effective



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Thank You

- I would like to thank my supervisor, Dr Anne McBride for her help during this project.
- Any questions?

