

SAINSBURY & HARSHAW FEBRUARY 2021

MITACS-JV HUMAN DIMENSIONS WEBINAR SERIES

WEBINAR #2: HD FUNDAMENTALS — Values



UNIVERSITY OF ALBERTA
FACULTY OF KINESIOLOGY,
SPORT, AND RECREATION



Ducks Unlimited Canada
Grouse up Canada's Wetlands



Environment and
Climate Change Canada

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WHAT ARE VALUES?

WHAT
ARE VALUES?

ECONOMIC
VALUATION

FOREST VALUES

SCHWARTZ' S
"BASIC VALUES"

VALUE
STRUCTURE

FINAL
THOUGHTS

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WHAT ARE VALUES?

- Values are culturally and emotionally informed beliefs about desirable and appropriate actions for judging appropriate actions and goals.
- Forest values (McFarlane & Boxall, 1999):
 - “general beliefs in relation to forests”;
 - “represent an individual’s orientation toward forests”;
 - “relatively enduring conceptions of the good related to forests and forest ecosystems” (Bengston, 1994).

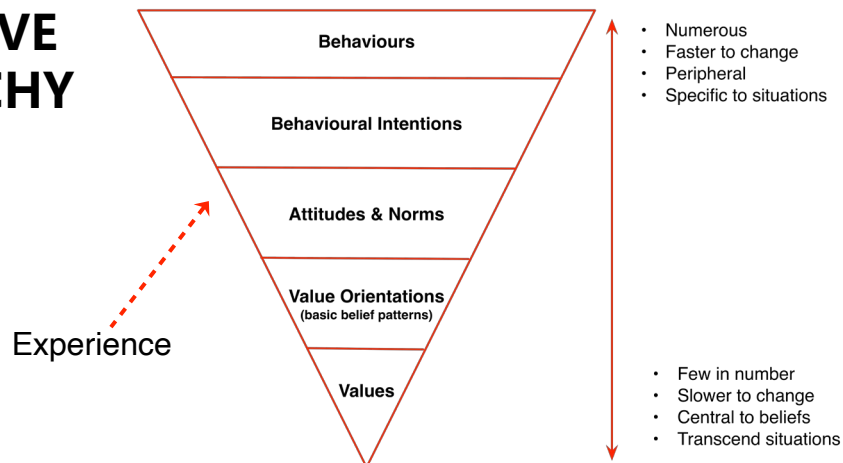
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COGNITIVE HIERARCHY

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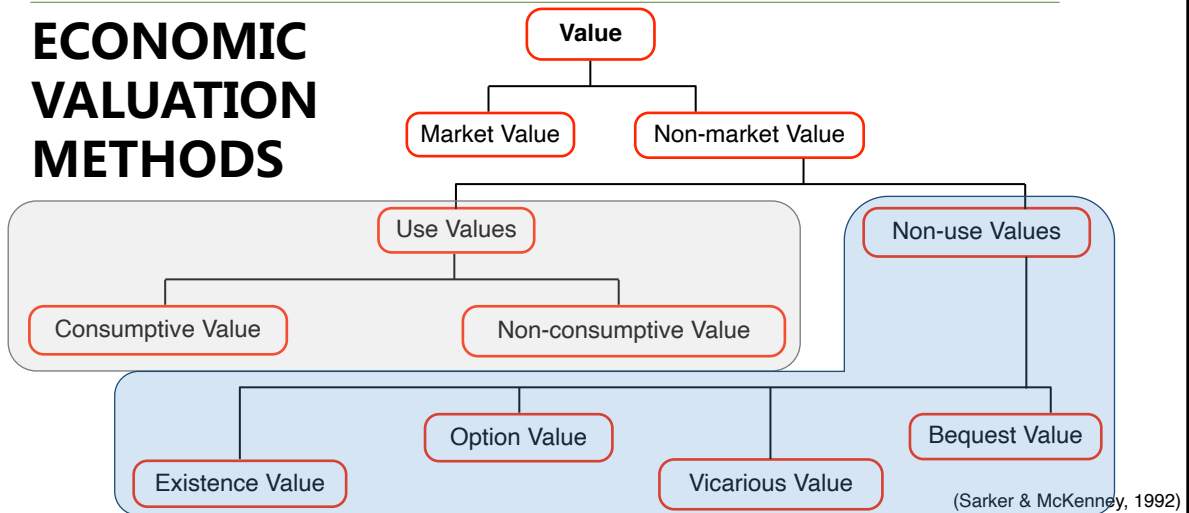
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ECONOMIC VALUATION METHODS

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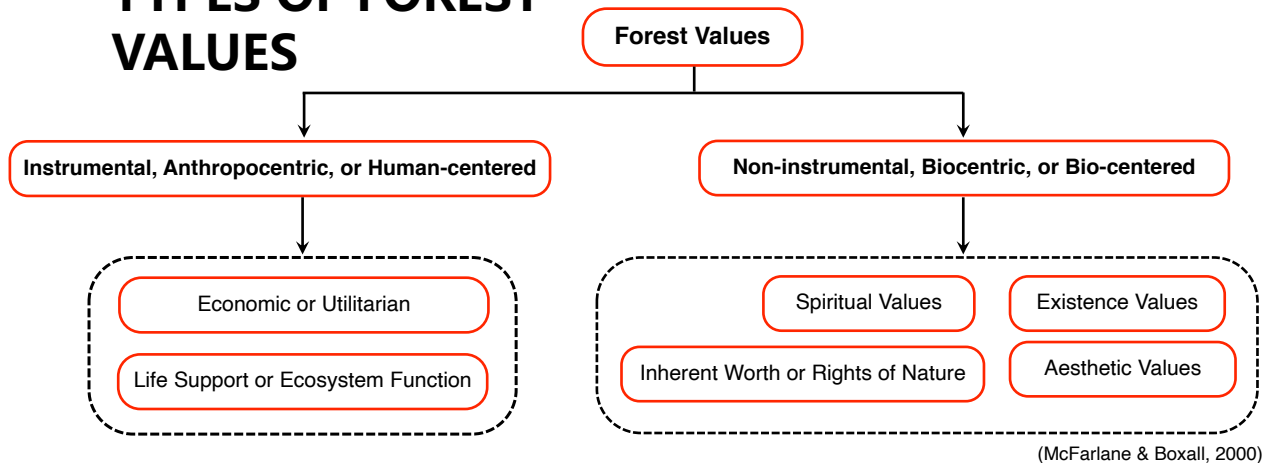
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TYPES OF FOREST VALUES

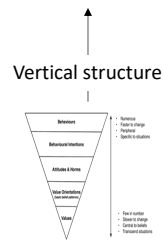
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Leopold: 'I always cut the birch to favor the pine. Why?'



Attitude	'I am in love with pines.'	
Evaluative belief	Trees planted oneself are better.	
Belief	I planted the pine myself.	The birch planted itself.
Value	Family security (paternalism)	

Leopold 1949, Heberlein 2012:16

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I am in love with pines.															
Evaluative belief	Trees you plant yourself are better			It is better to help trees that are less abundant		It is better to take care of longer-living trees		Having pines in a woodlot makes it better than the neighbors' woodlot		Pine produces more income		Better to withstand the elements than provide shelter		Indian pipes, pyrolas, and twin flowers are better than bottle gentians	A pileated woodpecker is better than a hairy woodpecker
Belief	I planted the pine	The birch planted itself	Birch is abundant	Pine is scarce	Pine will live a century	Birch will live half as long	Neighbors have no pines	Neighbors have many birches	Pine brings \$10	Birch brings \$2	Pine needles remain green in winter	Pine needles provide winter shelter for grouse	Bottle gentians grown under birches. Hairy woodpeckers are found in birches		Indian pipe, pyrola, and twin flowers will grow under pines. Pileated woodpeckers will nest in pines
Value	Family security (paternalism)		Equality (underdog bias)		A sense of accomplishment (significance)		Social recognition (woodlot of distinction)		A comfortable life (eye on the bank)		Courage (braves the winter wind)		A world of beauty	Imagination (stimulates my imagination)	

Horizontal structure

Leopold 1949, Heberlein 2012: 18

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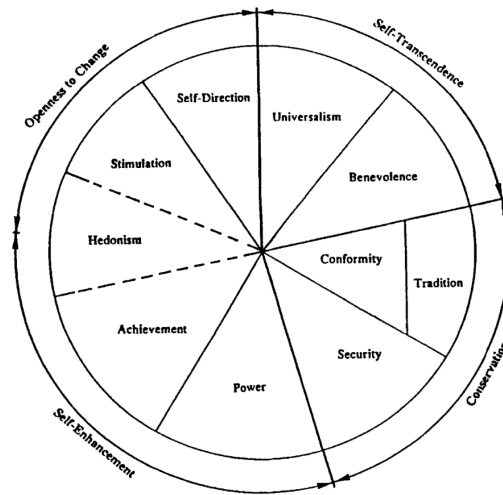
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VALUE STRUCTURE

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Schwartz's Model of Motivational Types of Values



(Schwartz, 1994, p. 24)

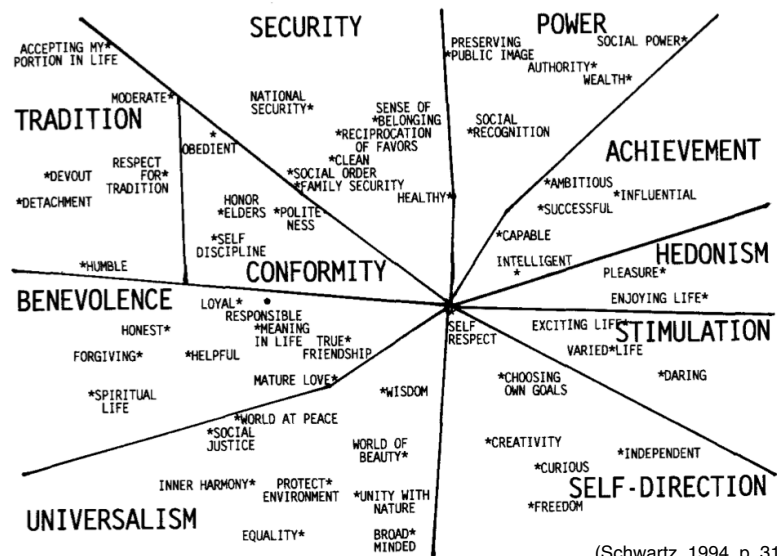
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Schwartz's Value Structure



(Schwartz, 1994, p. 31)

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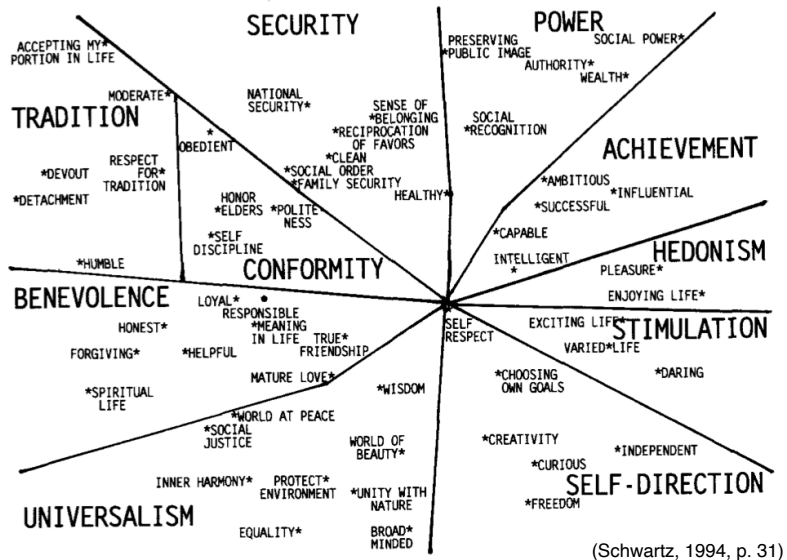
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Schwartz's Value Structure: Halloween example...

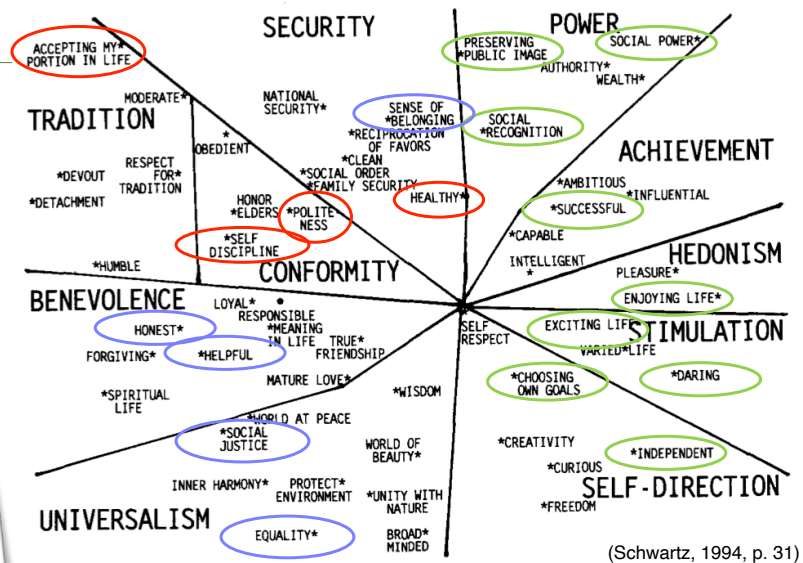


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Schwartz's Value Structure: Halloween example...

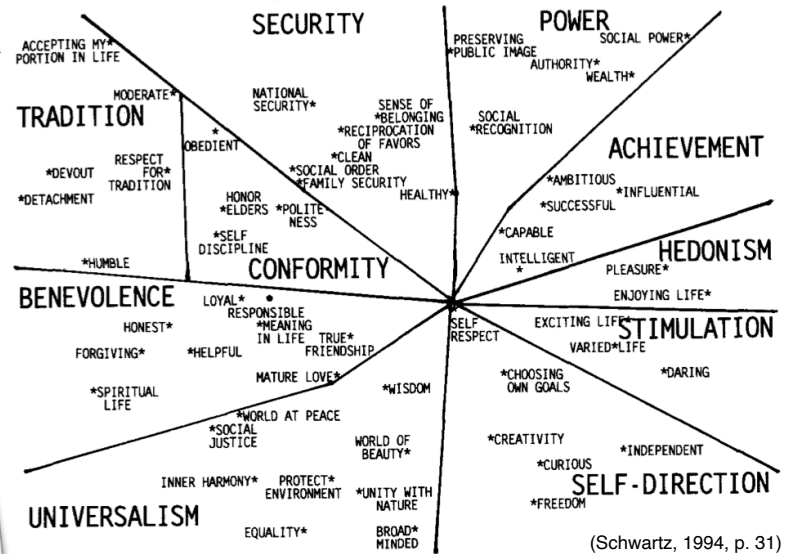


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Schwartz's Value Structure: why do people drain wetlands for agriculture?



(Schwartz, 1994, p. 31)

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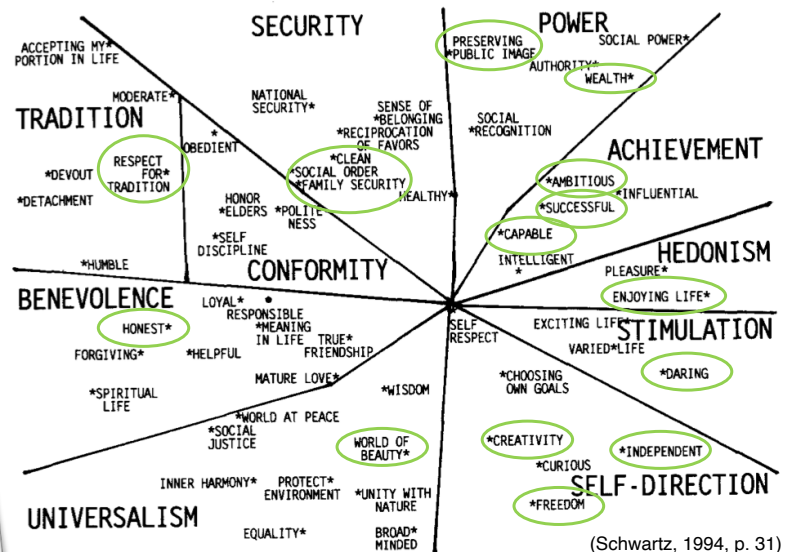
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Schwartz's Value Structure: why do people drain wetlands for agriculture?



(Schwartz, 1994, p. 31)

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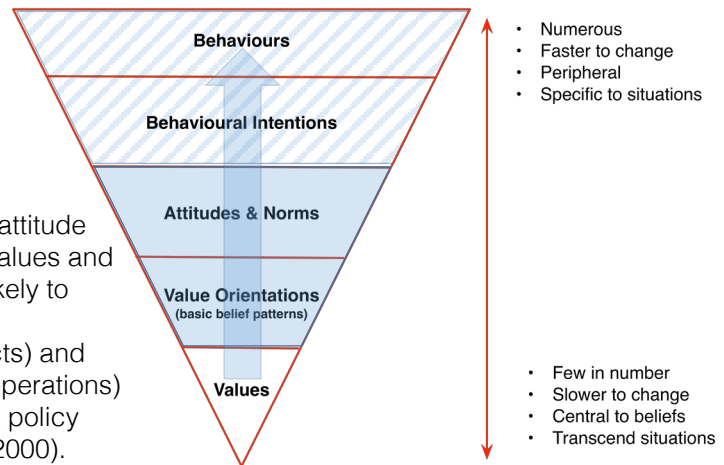
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COGNITIVE HIERARCHY

“It is important to understand these value-attitude relationships and the factors influencing values and attitudes, because attitudes, in turn, are likely to affect individual consumer behavior (*e.g.*, purchasing “green certified” wood products) and political action (*e.g.*, blockading forestry operations) (Stern 1992), and these may impact forest policy and management.” (McFarlane & Boxall, 2000).

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FINAL THOUGHTS

1. Be clear what we mean when we use the word, *values*. What type(s) of value are we interested in?
2. *Values* are concepts... abstract ideas that reside in our heads.
 - We will need to connect these abstract ideas to concrete “things” that can be measured and/or observed. Theory/theories can help to do this.
3. Although *values* are difficult to change, understanding them is critical as they influence attitudes and ultimately behaviours (but not the only influence).

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