

Why Values and Identity Matter to Wildlife Conservation



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Tenets of social psychology suggest that values (our core fundamental beliefs) help guide everyday thought and behavior. Drawing upon work conducted in all 50 states, Dr. Dietsch will describe how values shape thought and behavior in relation to wildlife conservation, including support for endangered species protection and traditional management approaches such as lethal control. She will further demonstrate how culture (via one's ancestry) and the groups to which we belong (social identity) shape beliefs about the treatment of wildlife. She will conclude with how modernization forces, including the rapid pace of urbanization, are influencing the future of conservation.

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3:30-4:30 P.M. | FRALIN AUDITORIUM

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