New Considerations in Wildlife Protection:
Perspectives from Conservation Psychology

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Environmental problems stem from and are maintained by **behavioral problems**.
Increased Fears About Environment, but Little Change in Consumer Behavior, According to New National Geographic/GlobeScan Study

Consumers adopting some sustainable behaviors, but change not keeping pace with concern, 18-country survey reveals; Americans remain last in global consumer sustainability ranking

September 26, 2014
How can we encourage people to change their behavior?
What is Conservation Psychology?

How to Get People to Do Stuff

That benefits the environment

PSYCHOLOGY IS SCIENCE

BAZINGA
Human decision-making contributes to each component
...and human behavior is integral to addressing wildlife crime
New technologies to improve wildlife security

- Tools for gathering data in the field: SMART, MIST

Dr. Andrew Lemieux demonstrating features of the GPS to a QENP ranger, Uganda
New technologies to improve wildlife security

- Tools for optimizing patrol routes: PAWS

A QENP ranger using the GPS
How can we facilitate acceptance and adoption of these emerging technologies?
Technology Acceptance & Applications to Wildlife Security
Additional perspectives from psychology: Connectedness to Nature

Indonesia, May 2015
Descriptive
Injunctive
Provincial
Norms

Experience
Voluntariness

Perceived Usefulness

Intention to Use

Usage Behavior

Perceived Ease of Use

Technology Acceptance Model

Connectedness to Nature
Human decision-making underlies wildlife crime and protection.

Psychology can improve our conceptualizations of various aspects of wildlife crime and solutions.

- What are the factors that predict adoption and use of emerging wildlife security technologies?
  - How can we better account for such factors in the design of those technologies to optimize wildlife protection?

Answering these questions is theoretically & practically relevant.
Questions?

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