

Human Dimensions of Bird Conservation Webinar Series



nabci

This series is organized by the North American Bird Conservation Initiative Human Dimensions Subcommittee, the Unified Science Team, and the U.S. Fish and Wildlife Service Human Dimensions Branch.

Why values matter in the world of bird conservation

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This webinar presents findings from part of a comprehensive study called *America's Wildlife Values*, which explored the distribution of **wildlife values** (i.e., enduring, fundamental beliefs) across the **United States** and how those values create both **challenges and opportunities for wildlife management**. Using responses from 43,949 individuals representing all 50 states, this webinar focuses on results pertinent to bird conservation, including **how values shape engagement in birdwatching and feeding, and citizen science efforts** such as Project FeederWatch and Audubon Christmas counts. This overall body of research underscores the importance of understanding what shapes values and their influence on human thought and behavior for **effective wildlife conservation in a changing social-ecological context**.

• **Wednesday, December 4, 2019 · 1-2pm (Eastern) ·**

Join the webinar at virginiatech.zoom.us/j/409388736

A recording will be available at nabci-us.org/how-we-work/human-dimensions/

Questions? Contact Jessica Barnes at jcbarnes@vt.edu