

0.0.1 Nature and people

In this most recent phase in conservation history, efforts have been put into placing biodiversity and ecosystem services into a social and cultural context. In the scientific world, this phase has been marked by increasing collaborations between ecologists and social scientists. These collaborations are directed at trying to understand how cultural structures and institutions can be used in the development of sustainable and resilient interactions between humans and their natural environments [?, ?, ?]. This is still a fairly utilitarian approach since the emphasis is still on sustainable use of our natural capital. However, it takes a much more holistic view of the relationship between humans and nature than previous approaches.

Among conservationists, there has been a growing recognition of the fact that local communities have very different, and often far more inclusive ways of perceiving nature and their role in it. The social norms and other social and cultural structures present in these communities can lead to highly effective community based stewardship of ecosystems and natural resources. This has given rise to the Rights Based Approach to conservation [?] [and personal communication with Corine Vriesendorp, Director of the Andes-Amazon program at the Field Museum], which stresses the importance of including traditionally marginalized populations in the decision making process and to make them aware of their rights as citizens and human beings.

0.1 Social Norms

0.1.1 Theories of Social Norms

0.1.2 Norm Interventions in Other Arenas

Chapter 1

Are Norms Useful in Conservation?

Chapter 2

Field Studies and Experiments

Chapter 3

Models