

Landowners' attitudes and typologies in relation to forestry

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Theoretical typologies: Rokeach's theory of values

- universal socio-psychological value theory
- instrumental and terminal values (modes of conduct and end-states of existence)
- terminal values: personal (e.g., peace of mind) and social (e.g., world peace)
- instrumental values are means to achieve the sought end and can be moral or competence values (e.g., honest v. logical)
- measured empirically by using eighteen terminal and eighteen instrumental values
- values explicitly associated with the relationship between humans and nature almost entirely lacking: only aesthetics considered

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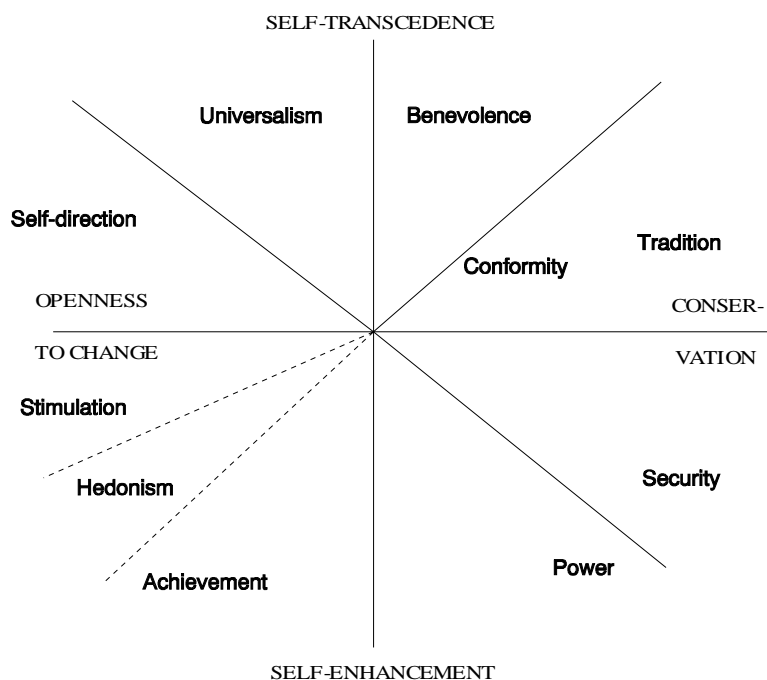
Theoretical typologies: Schwartz's theory of values

- successor of Rokeach's theory
- values have universal content and structure
- 11 motivational types measured by 56 specific values
- universalism: relationship between humans and nature
- unity with nature, a world of beauty and protecting the environment among the eight indicators in this motivational type
- mystic, aesthetic and pro-environmental aspects of the relationship between humans and nature considered

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Theoretical typologies: Schwartz's theory of values



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Theoretical typologies: Pietarinen's classification

- specific typology of value orientations towards nature and forests in general
- basically philosophical typology includes the three types of relationships between humans and nature, exploitative, harmonious or subjugated-to-nature
- four types: materialism, humanism, mysticism and primitivism

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Theoretical typologies: Pietarinen's classification

Materialism

- forests as means to increase material standard of living
- natural resources the storage of raw material
- faith in technology
- main problem: contrafinality

Humanism

- forests promote many cultural pursuits, which presuppose material well-being
- nature should provide mankind with aesthetic satisfaction, advance moral character, promote mental health and positive relations between persons
- main problem: balance between culture and nature, hence contrafinality.

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Theoretical typologies: Pietarinen's classification

Mysticism

- experience of the unity of man and nature
- the sacredness of nature experienced in natural forests
- preservation of nature in virgin state
- problem: balance between material well-being and the sanctity of nature
- sacredness of nature cannot be totally destroyed

Primitivism

- denies all human privileges in nature
- man has no right to endanger other forms of life: nature has intrinsic value
- all ideals of civilization and material well-being must be rejected: "return to nature"

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Kurtz's and Lewis's decision making framework

- owners' motivations and objectives and constraints guide and restrict the selection of forest management strategies
- motivations as guiding forces
 - 1) financial return (regular income)
 - 2) investment (maintaining ownership for its increased value)
 - 3) satisfaction or aesthetics (intangible qualities)
 - 4) residence
 - 5) social responsibility (preserving forests for future generations)

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Kurtz's and Lewis's decision making framework

- objectives represent the end state to be sought:
 - 1) timber production (selling timber)
 - 2) recreation and wildlife (enhancing recreational potential and proliferation of wildlife)
 - 3) grazing (providing wooded pasture for domestic livestock)
 - 4) preservation (maintaining forests undisturbed)
- management constraints caused by market conditions, personal characteristics, forest resources and societal and institutional factors
- four types identified: timber agriculturist, range pragmatist, timber conservationist, and forest environmentalist

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Typology of ownership objectives by Karppinen

- Recreationists emphasize non-timber and amenity aspects of their forest ownership, such as outdoor recreation, aesthetic considerations and berry-picking
- Self-employed owners value regular sales and labor income from delivery sales (the seller does the logging and hauling), as well as employment provided by their forests. The importance of household timber is also emphasized.

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Typology of ownership objectives by Karppinen

- Investors regard their forest property as an asset and a source of economic security, such as security against inflation and in old age. Also bequest motives are emphasized
- Multiobjective owners value quite equally both the short-term and long-term monetary benefits as well as amenity benefits of their forests.

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Typology of ownership objectives by Karppinen

- link between landowner objectives, owner and holding characteristics as well as harvesting and silvicultural behavior was established
- forest owner groups based on their objectives were identified by owner and holding characteristics
- silvicultural and harvesting behavior was analyzed in these groups, besides descriptive analysis, dummy variables indicating assignments to these groups were included in the econometric timber supply function

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Objectives and motivations: forestry experts' view by Ingemarson and Hugosson

- a three-trait hierarchical model concerning values, motivations and objectives
- more concrete driving forces in particular fields of actions, i.e. motivations and objectives, were investigated empirically
- motivations were considered to be general traits concerning desirable states or types of actions, and objectives were regarded to concern particular actions, concrete forest management activities
- forest owners have four basic motivations: conservation, production, amenities and economic efficiency

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Conclusions

- theoretically well-founded attitude or value typologies rare in the NIPF literature
- universal socio-psychological value theories restricted by their generality and inability to depict forest values
- their role: basic theories of general human requirements
- more specific theoretical value typologies towards nature or forests have been presented and also empirically tested
- empirical typologies concerning the objectives of forest ownership or motivations for forest management have been more commonly established, and from the practical point of view they have been more useful

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Conclusions

- what kind of motivational typologies of forest owners do the decision makers need?
- the stand for a single attitude statement is not very useful
- grouping forest owners by their response sets for a series of attitude statements can potentially lead to more useful typologies

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Conclusions

- identification of these owner groups by rather easily observable demographic information, i.e. owner and holding characteristics, is crucial from the practical point of view
- groupings of forest owners become even more meaningful and useful, if motivational and demographic characteristics can be connected to certain types of behavioral patterns

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