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# Zoo animal behaviour and human attitudes

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# Outline

- ◆ Why study attitudes?
- ◆ Attributions based on zoo animal behaviour
- ◆ Relevance of attribution to attitudes
- ◆ Significance of these attitudes for zoos and the community
- ◆ Conclusion

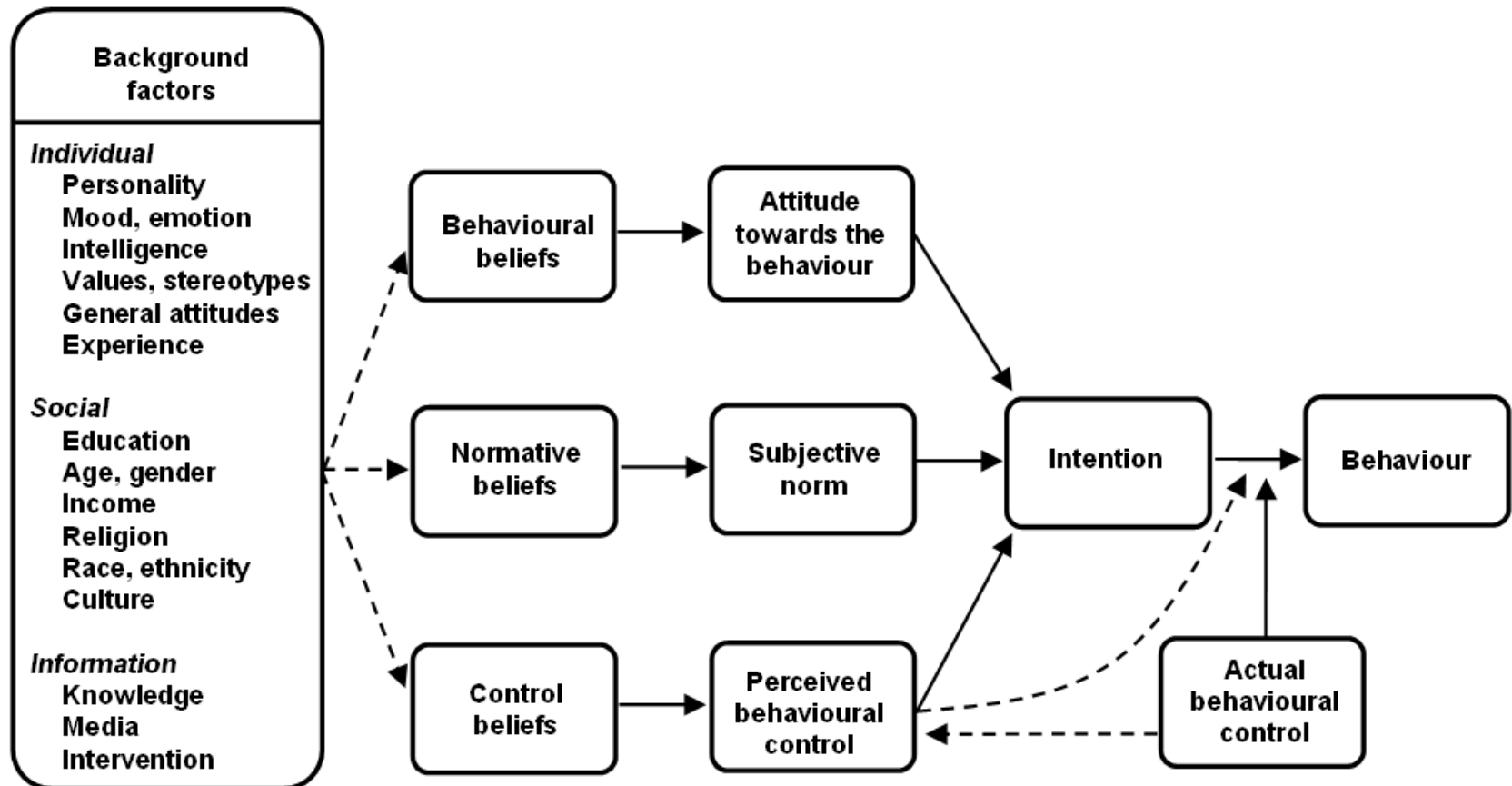


# Why study attitudes?

- ◆ Attitudes as indicators of public beliefs
  - May not be correct
  - May not influence behaviour
- ◆ What attitudes to study
  - What is the desired outcome of the attitude assessment?
  - Attitudes as behaviours
  - Attitudes as drivers of behaviour
- ◆ Ajzen and Fishbein model



# Theory of Planned Behaviour (Ajzen and Fishbein)





# Role of Empathy

- ◆ Hills (1993)
  - A key motivational base for attitudes towards animals is identification
  - Empathy is highly correlated with a belief in animal minds
- ◆ Taylor and Signal

IRI	AAS
- Empathic Concern (EC)	0.333**
- Perspective Taking (PT)	0.065
- Personal Distress (PD)	0.106
- ◆ Data are indicative, but not solid



# Effect of observing behaviour (Hull, 2003)

- ◆ Students learned how to observe and record animal behaviour then had two zoo visits. Pre-post improvements in beliefs were:
  - Basic learning processes are the same in animals and humans,  $t(16) = -3.17, p < .01$ ;
  - I have a good understanding of animal behavior,  $t(16) = -4.24, p < .01$ ;
  - I would like to go to the zoo on my own, outside of class,  $t(16) = -2.43, p < .05$ ;
  - Going to the zoo for labs is fun,  $t(16) = -2.75, p < .05$ .
- ◆ The first of these is an attribution of an animal characteristic



## Reactions to stereotypic behaviour (Miller, 2012)

- ◆ Participants were randomly selected to fill out a survey after watching a short video of either a tiger pacing or resting (control).
- ◆ Results indicate that having viewed a tiger pacing significantly decreases people's perception of the level of care animals receive at that facility.
- ◆ In addition, people's interest in supporting zoos decreased as a result of viewing this behavior.



# Measures used by Miller

- ◆ Metric
- ◆ Animal care/welfare
  - Questions
  - Tigers in zoos often display natural behavior
  - Zoos provide the highest levels of animal care for tigers
  - I am troubled by the well being of tigers in zoos
  - Zoo exhibits are great places for tigers to live
- ◆ Zoo visit/support
  - It is important to have tigers in zoos
  - It is important to support zoos
  - I am interested in visiting zoos in the future
  - I am interested in donating money to zoos
- ◆ The first set includes attributions of animal well-being







## Empathy as a mechanism? (Ellingsen et al, 2010)

- ◆ Anthropomorphism, attachment level, and belief in animal mind, as well as owners' level of empathy and attitudes toward their pets, are some of the factors that affect human-animal interactions.
- ◆ Pet Attitude Scale (PAS), Animal Empathy Scale (AES), and the Pain Assessment Instrument (PAI) (n=1871)

- ◆ Pearson's Linear Correlation

	PAS	AES	PAI
◆ PAS	-	0.58	0.25
◆ AES	-	-	0.31

- ◆ Partial Correlation

	PAS	AES	PAI
◆ PAS	-	0.54	0.09
◆ AES	-	-	0.21



# Relevance of attributions

- ◆ Anthropomorphism as a basis for belief formation
- ◆ Empathy (based on anthropomorphism) as an antecedent of attitudes
- ◆ Other information derived from observing zoo animal behaviour?
  - Natural behaviours?
  - Depression (or joy)?
  - Boredom (or engagement)?
  - Etc!



# Relevance

- ◆ The little available data suggest that people do respond to their attributions of the reasons for observed zoo animal behaviour
- ◆ There is a lack of specific research that identifies the relevant zoo visitor behavioural outcomes
- ◆ There is a lack of information about the beliefs that underpin these behaviours
- ◆ There is a lack of data about the attributions that people make that underpin these beliefs.

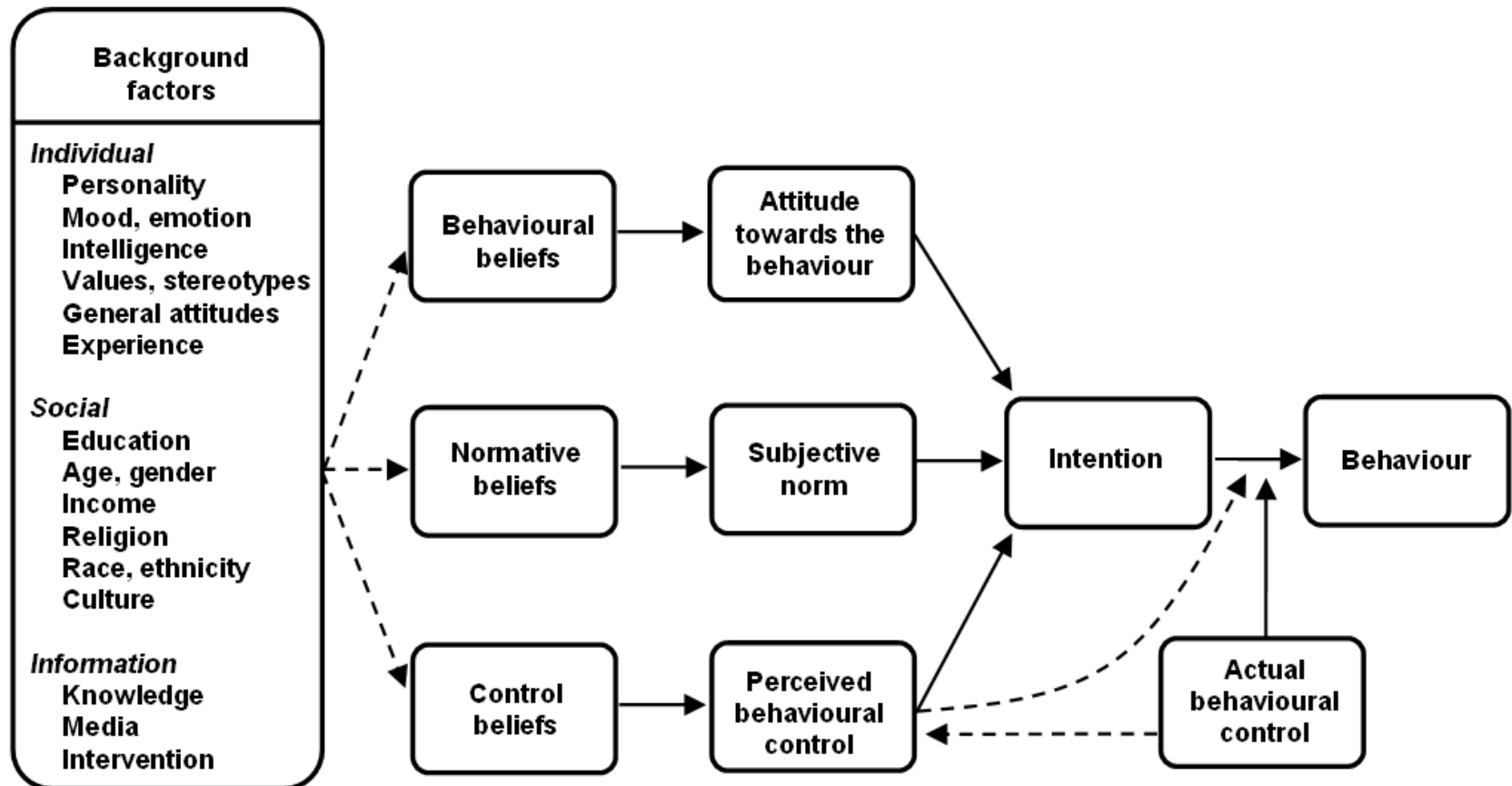


# Relevance

- ◆ Possible visitor behaviour outcomes
  - Willingness to visit
  - Willingness to pay
  - Advocate (or oppose) zoos



# Conclusion (Reprise)





# Conclusion

- ◆ Research needs to be theory based
- ◆ Any program of research should systematically explore a systematic model of zoo animal-visitor interactions
- ◆ The Fishbein model can be populated with specific variables as a basis for this