



# M1. Problem Statement

Enhance Awareness

Cross Cultural Communication:

Communities & Conservation

[wfsc.tamu.edu/jpackard/wfsc681](http://wfsc.tamu.edu/jpackard/wfsc681)



# interfaces between cultural and biological diversity

- Conservation professionals interact with diverse stakeholders (Brewer 2003; Paolisso 2006; Paolisso 2007)
- Conflict that can arise when conservation orientations collide (Racevskis and Lupi 2006; Salamon 2003; Walker 2003)
- Residents may view newcomers as “political threats” (Walker and Fortmann 2003:469)

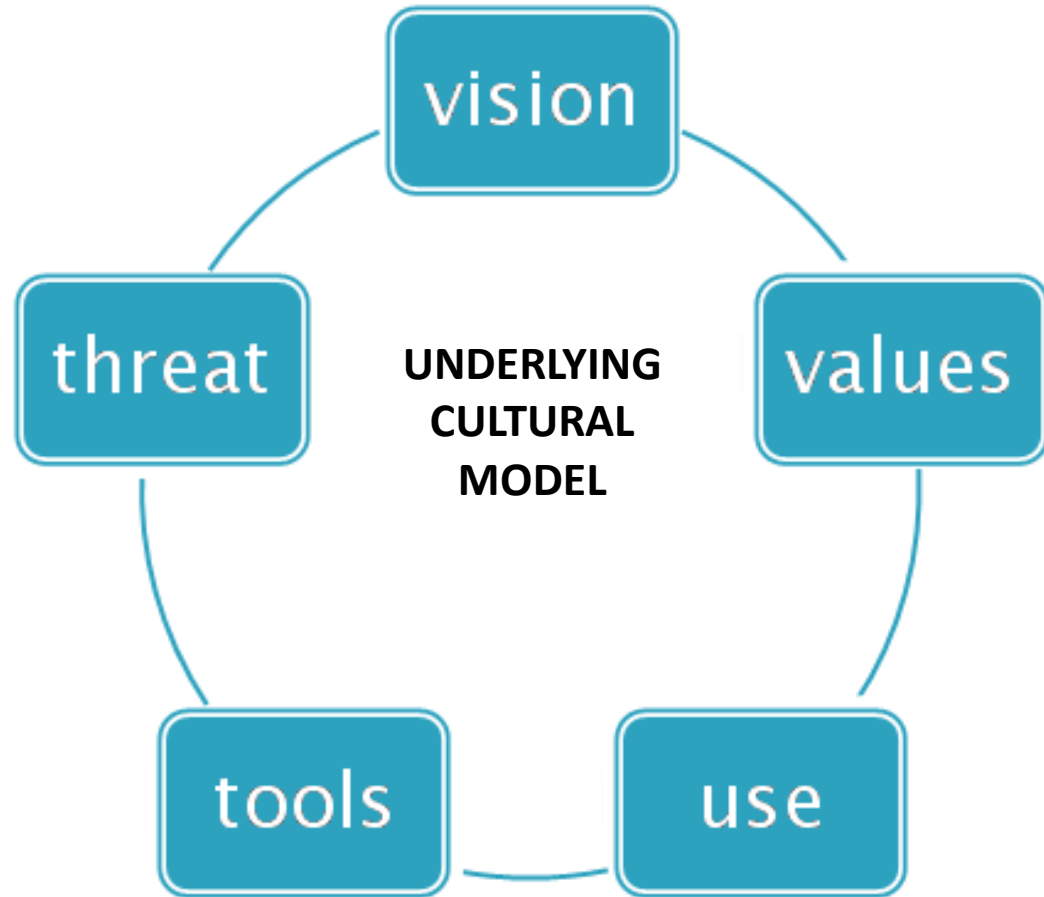


# Cross cultural communication

- Diverse views of “conservation” as cultural boundaries
  - Anthropocentric- “humans have priority”
  - Biocentric- “nature has priority”
  - Humans & nature are interdependent
- Not just a continuum in one dimension  
“anthropocentric vs. biocentric”
- Communication across cultural boundaries evokes
  - underlying “hidden mind” (subconscious mental model)
  - surface lenses (conscious filtering of information)

# Cultural model approach

- Cognitive
- “How each person makes sense of the world around”
- Tacit / intuitive
- Often resistant to change
- Varies between cultural groups

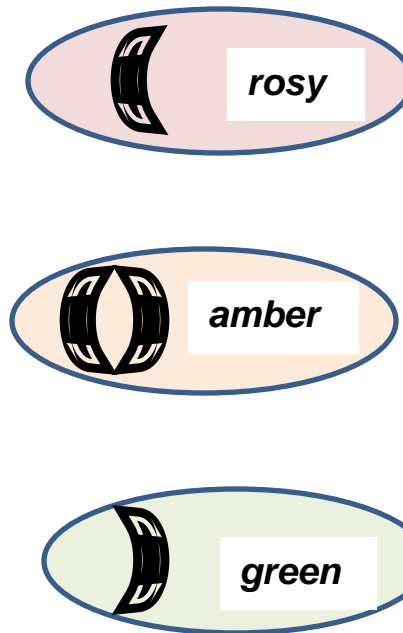


Quinn and Holland 1987, Strauss and Quinn 1997

# stakeholder perspectives as cultural lenses

- Cognitive
- Explicit choice
- May switch due to learning
- “A lens both filters and focuses information”
- Usually within a cultural group

Lens analogy- sunglasses or contacts



Weeks and Packard 1992



# Relevance to research

- Ethics- respect diverse perspectives of participants
  - “do no harm” (rights to be informed & not participate)
  - Invite all stakeholders to the table (inclusion)
  - Learn each other’s languages (translate materials)
- Professional development
  - Prepare to interface with diverse stakeholders
- Collaborative learning
  - When stakeholders listen to each others views, the problem may be reframed, opening more options for solutions



# summary

- This training addresses the problems encountered by conservation professionals who interface with diverse local stakeholders
- Cross cultural communication involves reaching across boundaries that arise when knowledge is tacit (subconsciously shared)
- Although underlying cultural models may be unlikely to change, stakeholders can learn to view a problem through the lens of another