## Example of Interview Guide

## Social Values of Australian Threatened Birds

**(Wildlife Managers)**

Thank you for agreeing to be interviewed today as part of my PhD research. This research is associated with an ARC Linkage project which is being managed by Prof Stephen Garnett at CDU and Prof Hugh Possingham at UQ.

I am exploring several case studies of threatened species where there has been contrasting investment and outcomes for similar sorts of birds. This case study is comparing Baudin’s and Carnaby’s Black-cockatoos and you’ve been selected to participate in this research because of your interest in this area. I am also talking to a range of other key people including government and non-government representatives.

I anticipate that the interview will take approximately 1 hour. Is that ok with you? My questions will be exploring how people’s attitudes towards threatened birds affect their conservation outcomes.

Your interview will be digitally recorded so I have an accurate record of your responses for my analysis. When I write up my findings, participants’ responses will be aggregated to retain confidentiality and no identifying information will be included unless you specifically request it. A transcript of your interview will be made available to you in case you want to make any additions or changes.

You may withdraw at any time by notifying me and terminating the interview. If you withdraw you can ask that your interview to that point be removed from the study.

And finally, it’s a condition of my human ethics approval that I ask for your permission to go ahead with this interview today.

**Ms Gill Ainsworth**

**Research Institute for the Environment and Livelihoods,**

**Charles Darwin University,**

**Darwin, NT Australia.**

**Section 1 - Stakeholder analysis**

During this first set of questions I’d like to find out more about your involvement in Baudin's/Carnaby’s cockatoo conservation and the role of other organisations and individuals.

* 1. **Please describe your interest in conservation of Baudin’s/Carnaby’s cockatoos**
* can you tell me about your role in Baudin’s/Carnaby’s cockatooconservation?
* would say you are connected to Baudin’s/Carnaby’s cockatoosas an individual or as part of your job or through an interest group?
  1. **Who would you consider to be the key organisations involved in conservation of the Baudin’s/Carnaby’s cockatoos?**
* is there any group or individual who is not being heard but should be?

**Section 2 - Attitudes and beliefs about threatened bird and Baudin’s/Carnaby’s cockatoo conservation**

The next few questions ask about values and attitudes towards threatened bird and Baudin’s/Carnaby’s cockatooconservation. I’m interested in how people express their values in everyday language, so when answering these questions please feel free to voice your opinions as you would in any normal situation.

* 1. **What got you involved with Baudin’s/Carnaby’s cockatoo?**
* particular characteristics of the bird?
  + rarity: declining or small population, geographic range, probability of extinction?
* personal experience with the species?
* job?

**2.2 What is most important to you about Baudin’s/Carnaby’s cockatoo conservation?**

* role of science, community interest?
* are there any personal or social benefits arising from your involvement?
* is there anything negative about Baudin’s/Carnaby’s cockatooconservation?
* how important is conservation of Baudin’s/Carnaby’s cockatoosto you compared with conservation of other local threatened species?

**2.3 Do you personally believe that Baudin’s/Carnaby’s cockatoo conservation efforts will succeed or fail?**

* what would most likely be the main driver behind that?
* can you describe what it would mean to you if that happened?
* might you feel the same way if conservation efforts for the (name of species mentioned in 2.5) succeeded / failed?

**2.4 Is it important to you that a population of Baudin’s/Carnaby’s cockatoos exists in the wild, and if so, why?**

**2.5 What are the most important things you’ve learned from your involvement in Baudin’s/Carnaby’s cockatoo conservation?**

- how might you advise others in a similar position to yours?

**2.6 Could the local community influence conservation of the Baudin’s/Carnaby’s cockatoo? If so, how?**

**2.7 One of the reasons I am comparing Carnaby’s and Baudin’s cockatoos in this research is because one receives more in terms of conservation investment than the other. Why do you think this is the case?**

The next few questions are about attitudes towards threatened birds in general.

**2.8 How would you describe your own attitudes towards threatened birds in general?**

* why are they important to you?
* what interests/attracts you about them most?

**2.9 Do you think conservation of threatened birds is important to the Australian public?**

* how could it be made more important?

**2.10 Thinking about all sectors of Australian society, who do you think has most influence on threatened bird conservation and why?**

**2.11 What is their particular motive for conserving threatened birds?**

**2.12 Do you think the motivations people hold for conserving particular threatened birds can affect the success of conservation strategies for these birds?**

* how might this apply to Baudin’s/Carnaby’s cockatoo?

**2.13 If you could talk directly to people in general about the importance of conserving threatened birds, what would your message be?**

***Section 3 - Rarity and the role of flagships***

The next few questions explore ideas about rarity and use of flagship species to aid conservation. I will now read out a definition of flagship:

*‘Flagship species are popular, charismatic species that serve as symbols and rallying points to stimulate conservation awareness and action.’*

**3.1 Do you agree in principal with that definition of a flagship species or is there another way you might describe it?**

**3.2 Do you think use of flagship birds is an effective way to educate the public about broader conservation issues?**

* is public education necessary to improve conservation outcomes?
* could a flagship bird detract from wider conservation priorities (of politicians e.g.)?
* what could happen to public support if the flagship bird went extinct?
  + or was no longer threatened?
* is it preferable to use a landscape or ecosystem as a flagship for conservation?

**3.3 Does Baudin’s/Carnaby’s cockatoo make a good flagship bird for your region?**

**3.4 Are there any other birds in your region that you think could make an effective flagship?**

**Section 4 - Sense of place / identity**

Our attitudes and values tend to be learned at an early age and remain quite consistent throughout our lives. To help me better understand what motivates people to get involved in threatened bird conservation, if I may, I’d like to ask you a few general questions about your attitudes towards nature and how those attitudes might influence the role you play in conservation today.

**4.1 Can you tell me who or what have been the major influences on your attitudes towards native birds?**

* upbringing / parents / grandparents
* formative events
* religious teaching
* schooling

**4.2 Can you tell me about the steps you took / what influenced you to get to the role you have in conservation now?**

**4.3 How did birds feature in that experience?**

**4.4 What do you value most about birdlife?**

**4.5 How does your interest in birds compare with your interest in other kinds of wildlife such as mammals or fish for example?**

* what do birds give you that other kinds of wildlife don’t?

**4.6 Do you take part in any nature-based activities in your spare time, or have you done so in the past?**

* who are you most likely to do these activities with?

**4.7 Apart from the organisations you mentioned earlier to do with Baudin’s/Carnaby’s cockatoo conservation, are you currently or have you recently been a member of any other types of professional conservation organisations?**

**4.8 Is there anything else you would like to add about your attitudes towards threatened bird conservation in general or about Baudin’s/Carnaby’s cockatoo in particular?**