

# Deliverable 1.1

## Report on biodiversity and related concepts perceptions



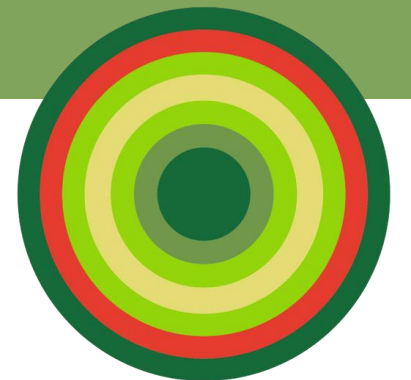
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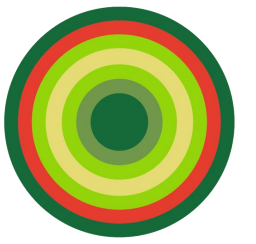


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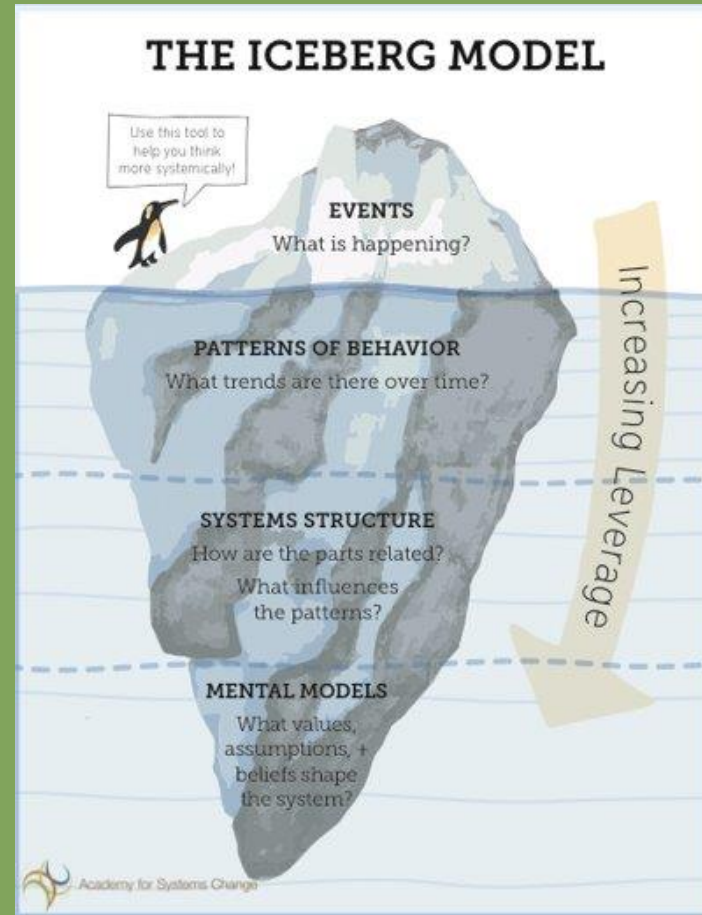
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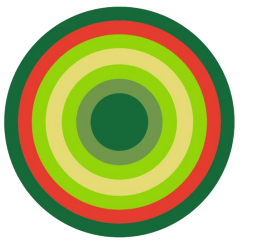
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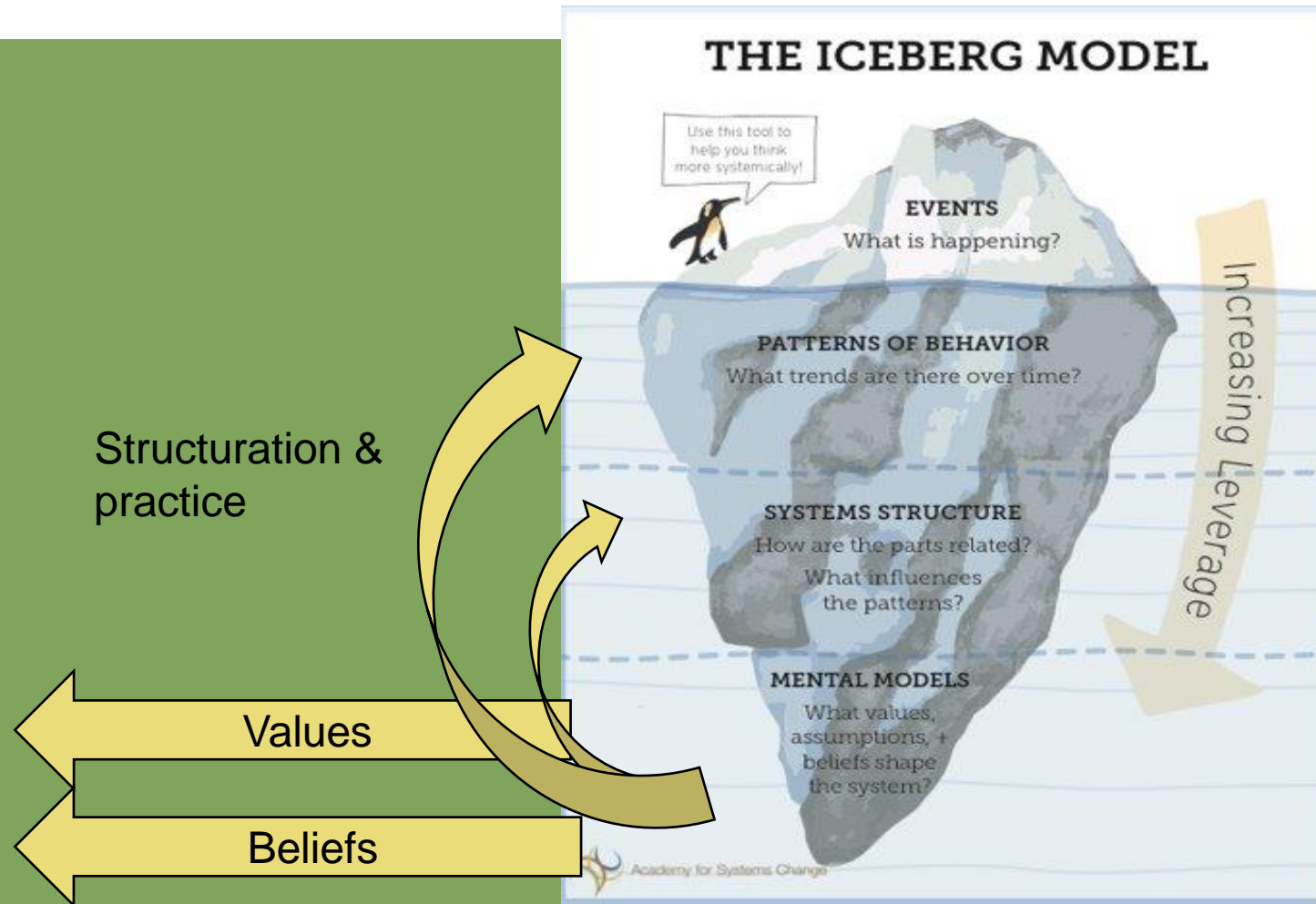
# Why does this matter?

Structuration & practice





# Why does this matter?

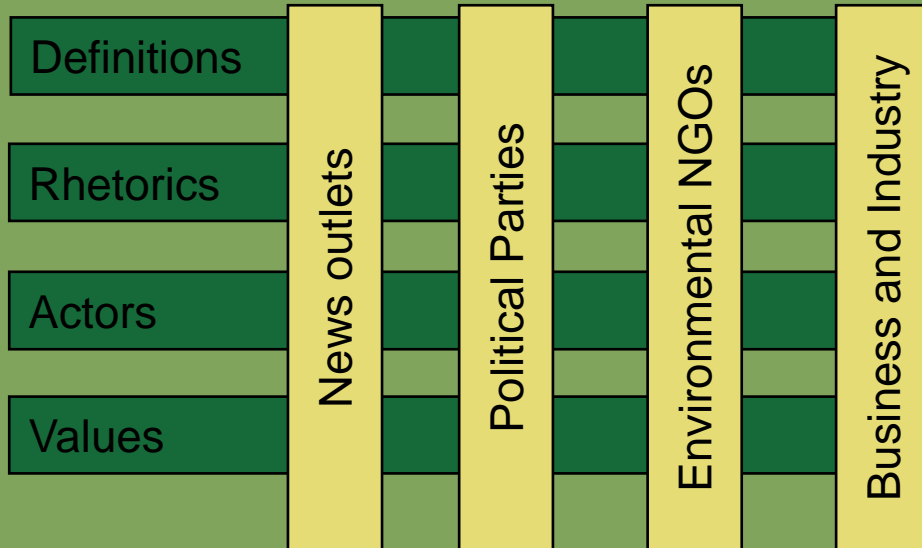


# Methodology

Examine the biodiversity discourse of

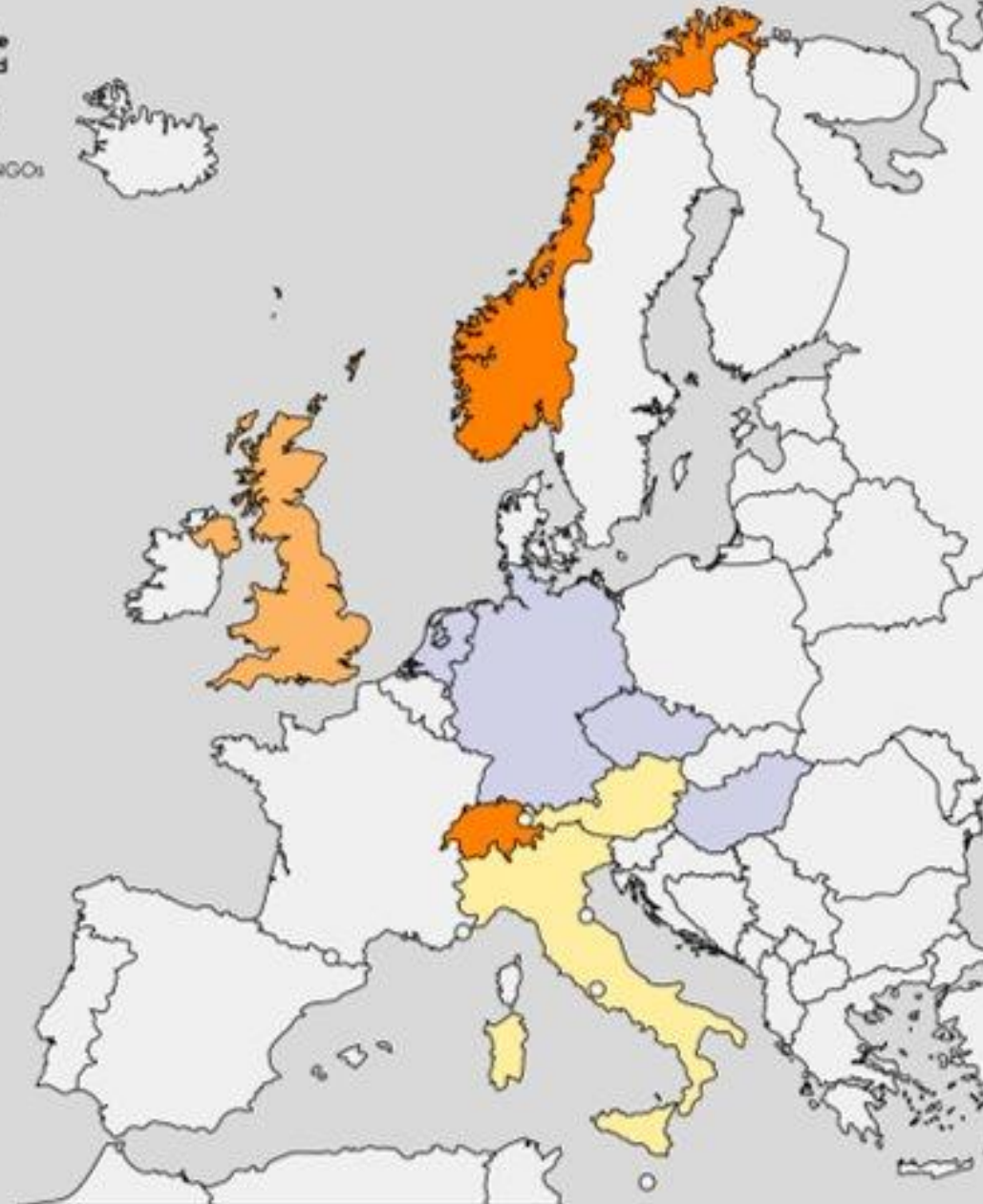
....

Academic literature review



Overview of the countries where the biodiversity discourse was analysed

- News outlets, political parties and environmental NGOs
- News outlets and environmental NGOs
- News outlets and political parties
- Only news outlets



Created with mapchart.net

# BIODIVERSITY AND RELATED CONCEPTS - in academic literature

Ghezal Sabir, Mirjam Schleiffer, Yennie  
Bredin, Robert Home

August 2, 2023



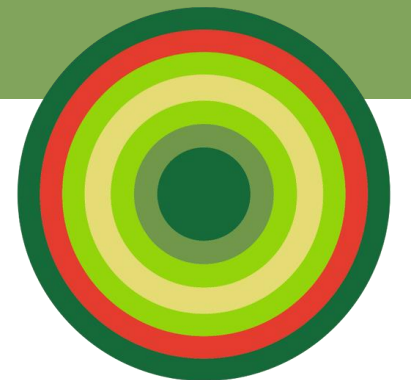
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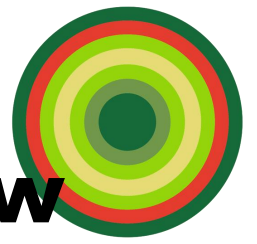
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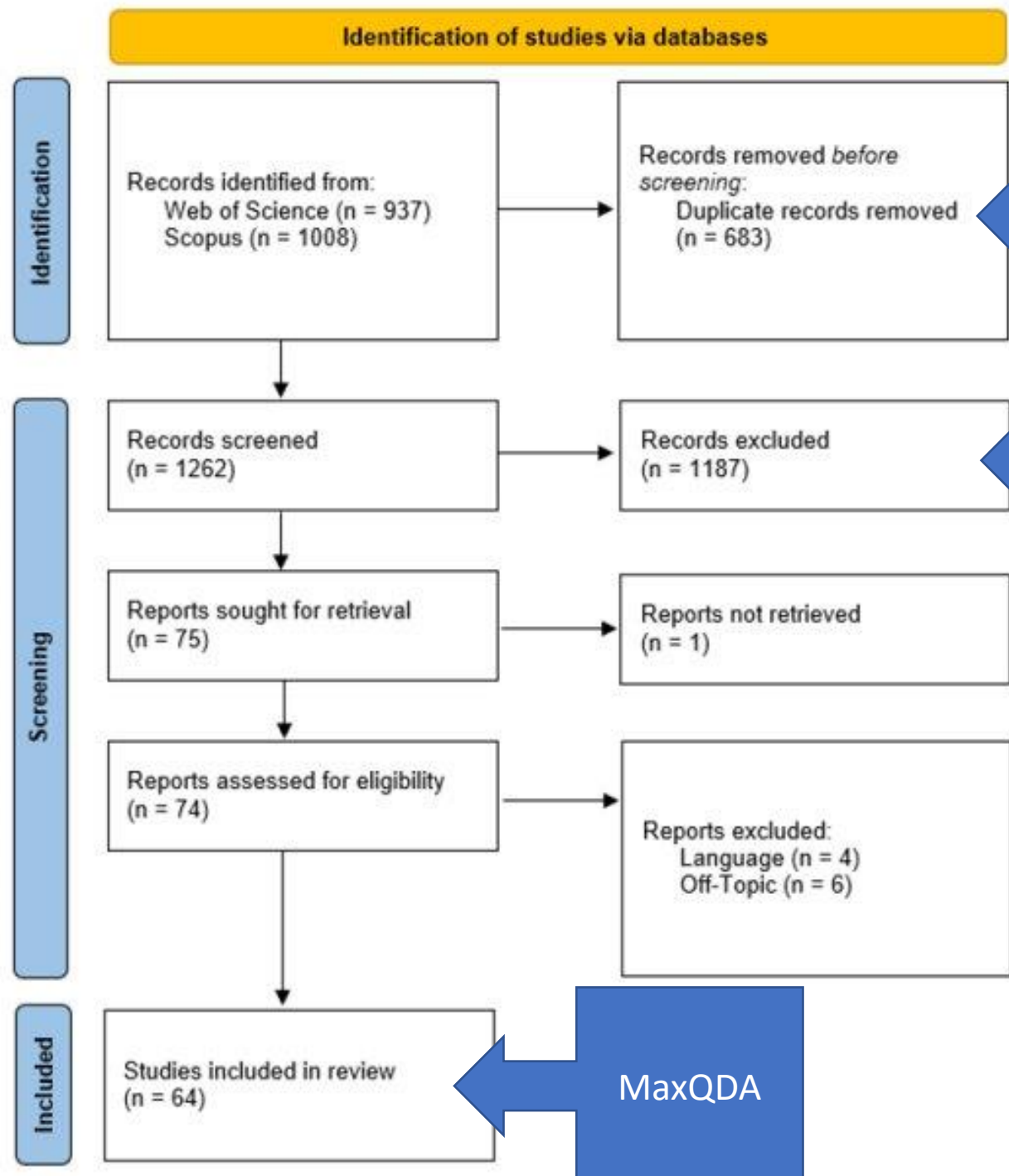
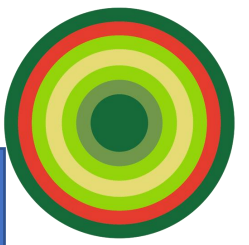
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# Which biodiversity discourses have been identified in the academic literature and how can they be characterized?



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- Seminal articles: Berry et al. (2018); Drury et al. (2022); Gustafsson (2013); Oluasson and Uggla (2021); Takala et al. (2022).

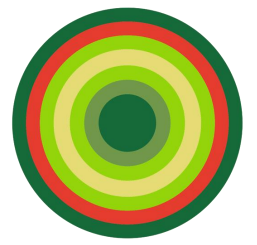


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MaxQDA

# Results



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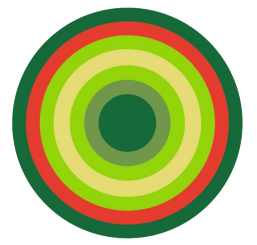
**Studies that Analyzed Biodiversity Discourse (n=64)**



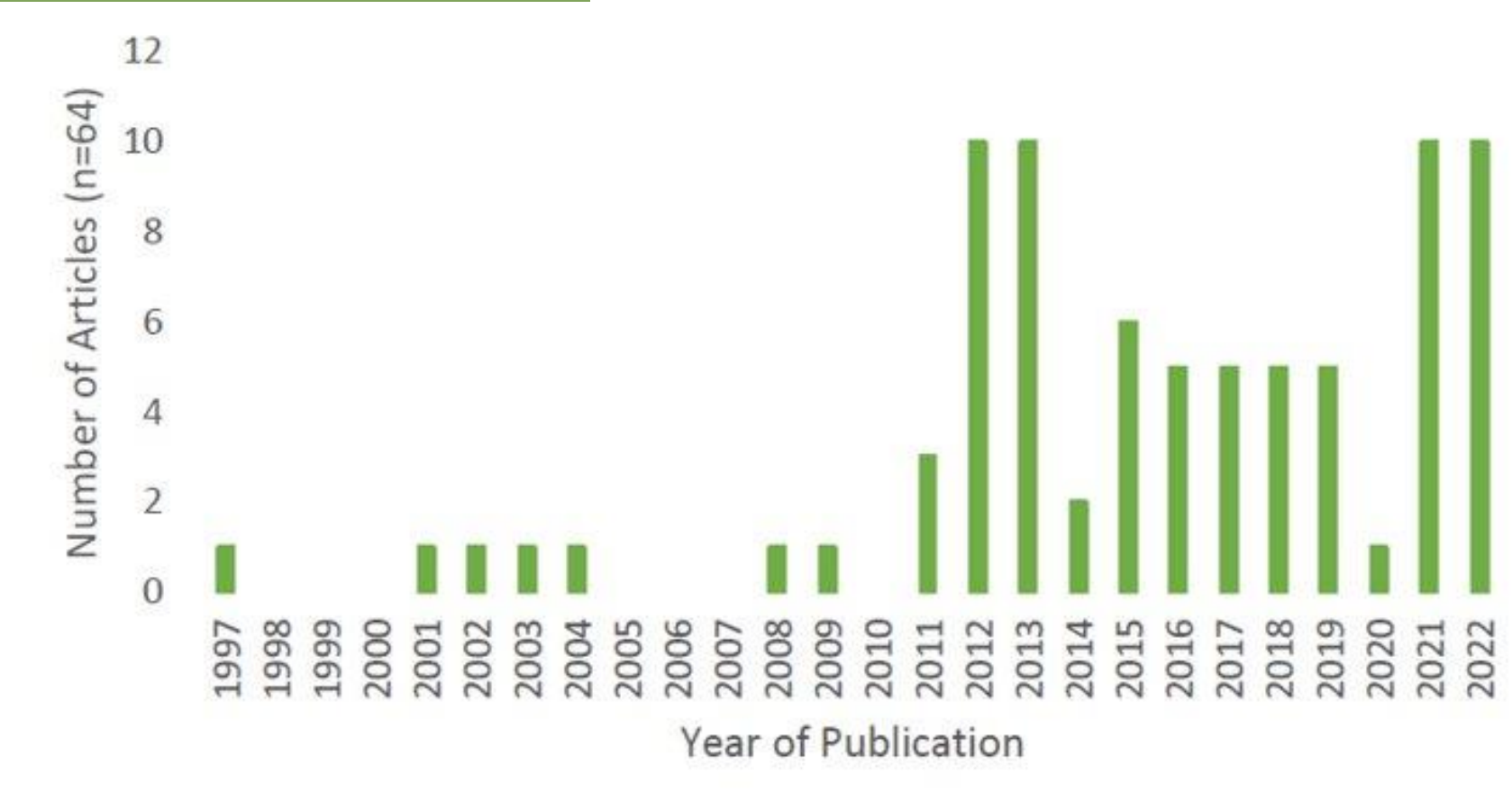
**Global or Mixed Studies = 24**

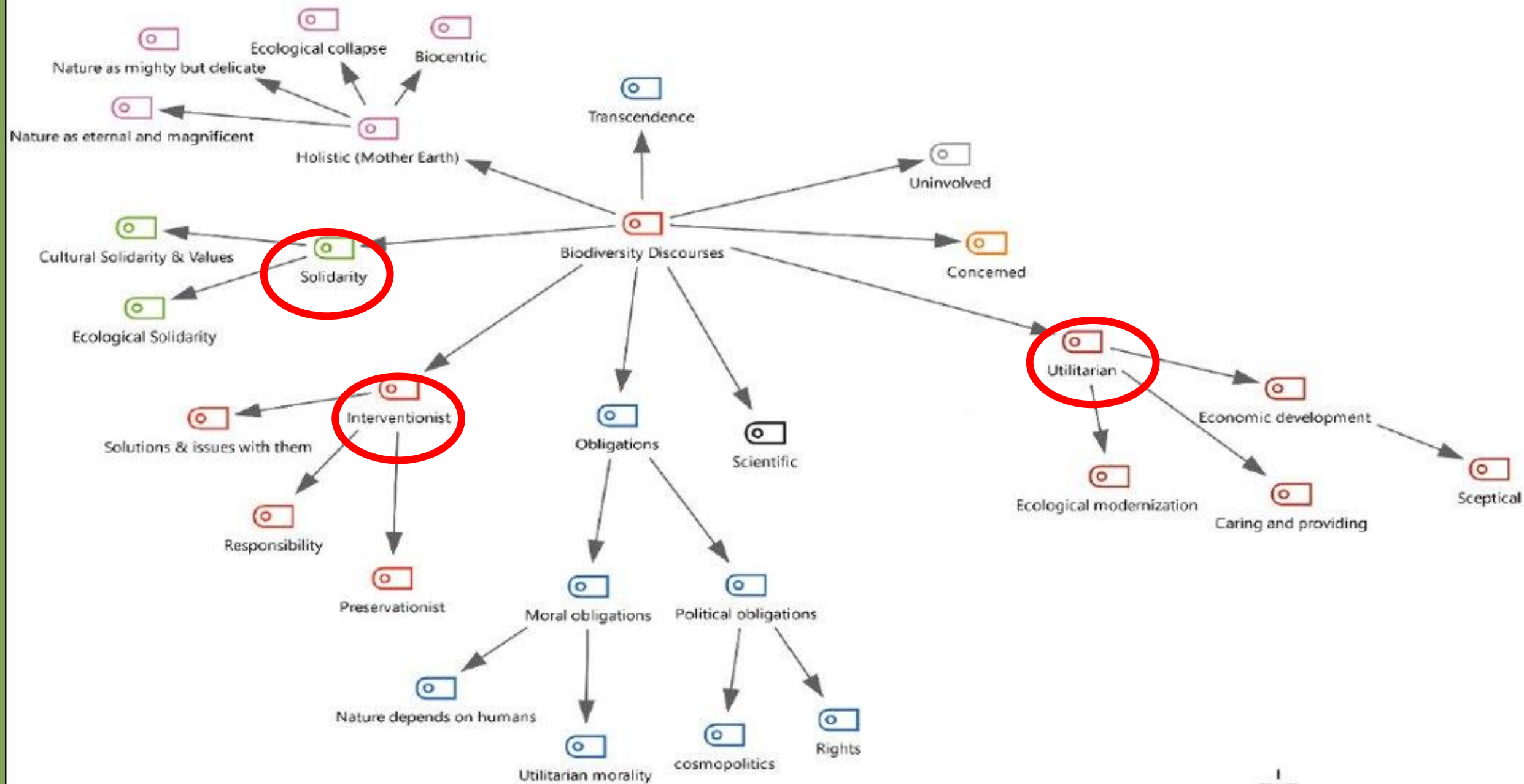


# Results



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# BIODIVERSITY AND RELATED CONCEPTS - in the popular press

Mirjam Schleiffer, Barbara Smith, Donna Udall, Grania Cooke, Frode Singaas, Ilkhom Soliev, Carmen Czett, Marta Bonetti, Matteo Villa, Linda Fitzka, Blanka Loučková, Vinícius Mendes, Robert Home

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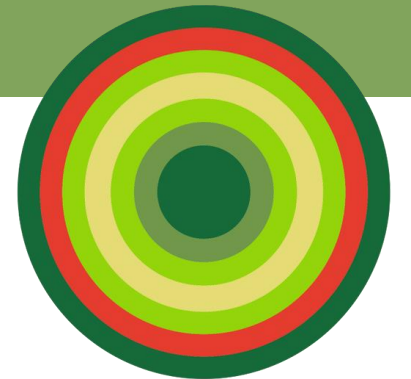
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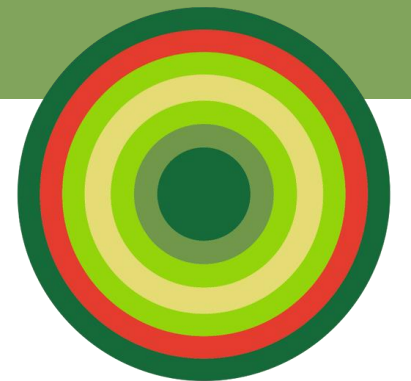
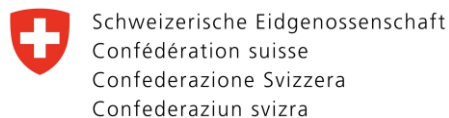


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# Data collection and Analysis

- Hungary (4), Austria, Czech Republic, Germany, Switzerland, Italy, the Netherlands, United Kingdom (6), and Norway.
- From each, five highly circulated national news outlets, that represent a broad scope of ideologies and target demographics
- Top 10 relevant articles in 2022
- 391 articles analysed
- Classifying news outlets according to political stance based on EU Political Barometer

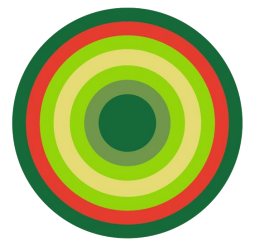


# Results

- Overview

Table 5. Overview of the results of the discourse analysis by country and code		Sum*
<b>Search and analysis - How many news outlets and articles using the word 'biodiversity' were analysed?</b>		
Number of news outlets		45
Articles analysed		391
<b>Biodiversity - Was biodiversity clearly defined?</b>		
Yes		26 (7 %)
<b>Values - Which values are assigned to biodiversity?</b>		
Anthropocentric		175 (45 %)
Ecocentric		124 (32 %)
Science-centred		34 (9 %)
<b>Rhetoric function - Was the rhetoric ....</b>		
Informing (only)		139 (35 %)
Persuading		119 (30 %)
Accusing		117 (30 %)
Entertaining		11 (3 %)
Othering		17 (4 %)
Raising hope		110 (28 %)
Warning		161 (41 %)
<b>Actors - How many articles refer to the following actors as being involved with biodiversity issues?</b>		
Business		115 (29 %)
Scientists		136 (35 %)
NGO		128 (33 %)
Government		191 (49 %)
General Public		82 (21 %)
Finance		63 (16 %)

\* percentages refer to the share of all articles referring to a certain code



## Results- Political stance

- “Othering” text found in right wing news outlets (n=17)
- “Raising hope” text more prevalent among right and centre news outlets (n=110)
- “Warning” rhetoric was found across the political spectrum often quite emotional or sensational (n=161).

# BIODIVERSITY AND RELATED CONCEPTS - of political parties

Rebekka Frick, Mirjam Schleiffer, Frode Singsaas, Yennie Bredin, Marta Bonetti, Matteo Villa, Linda Fitzka, Robert Home

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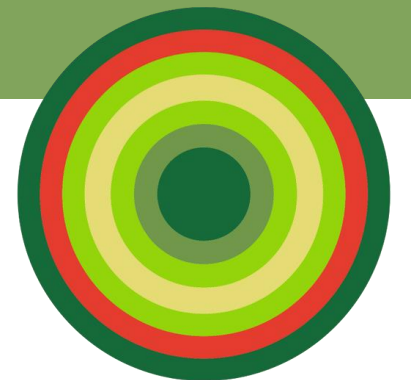
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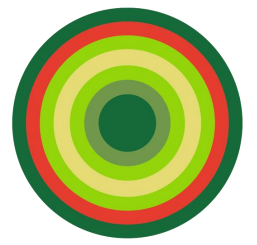


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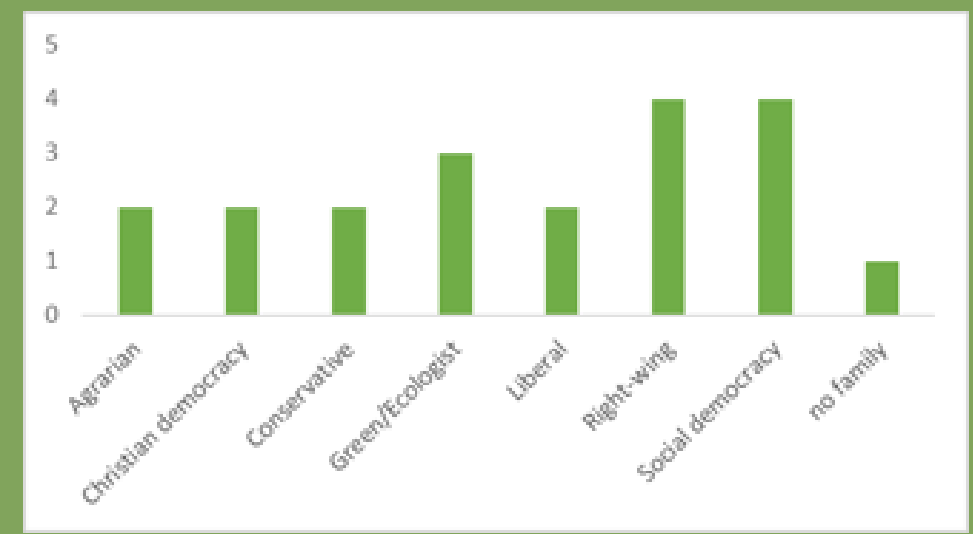
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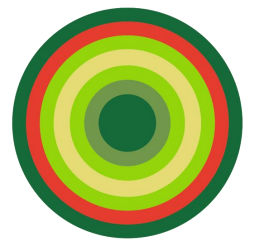


# Data collection and analysis

- Five relevant and diverse political parties in Austria, Italy, Norway and Switzerland
- Top 10 relevant press releases
- Classifying parties based on ParlGov (Döring, 2016)

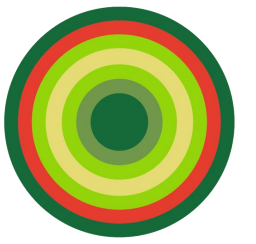






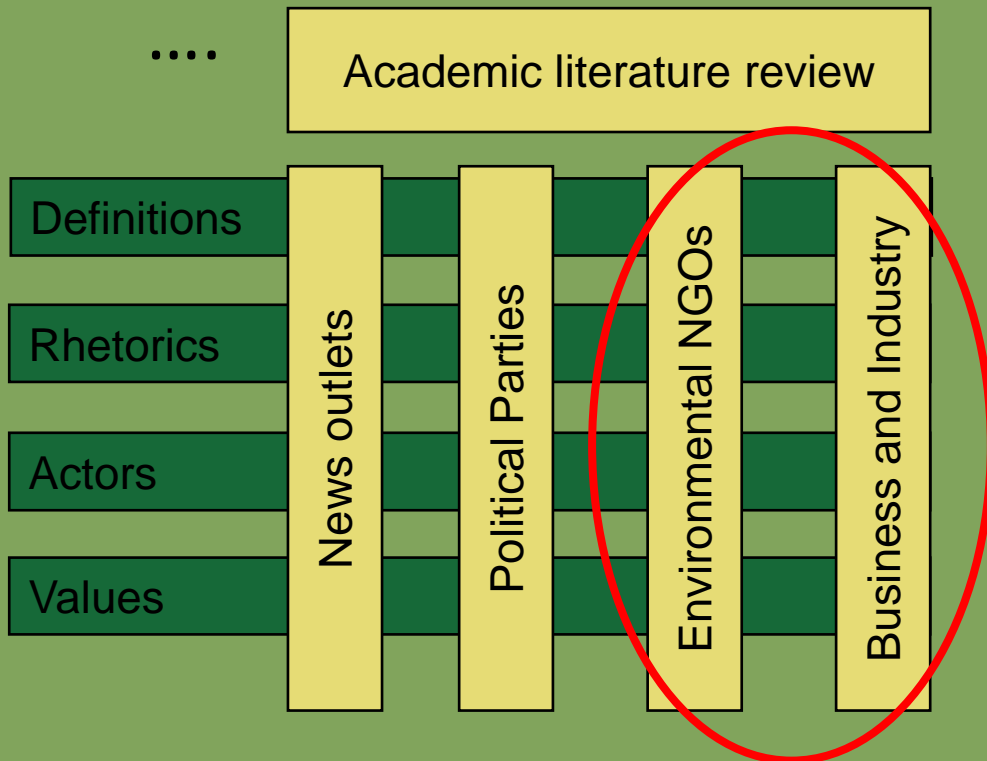
# Results

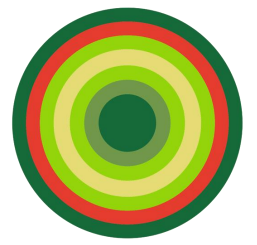
- Largely anthropocentric values assigned
- Ecocentric values in Green, Social democratic and Liberal parties
- Persuading rhetorics were most important
- Accusing rhetorics also dominant
- Analysis of suggested measures



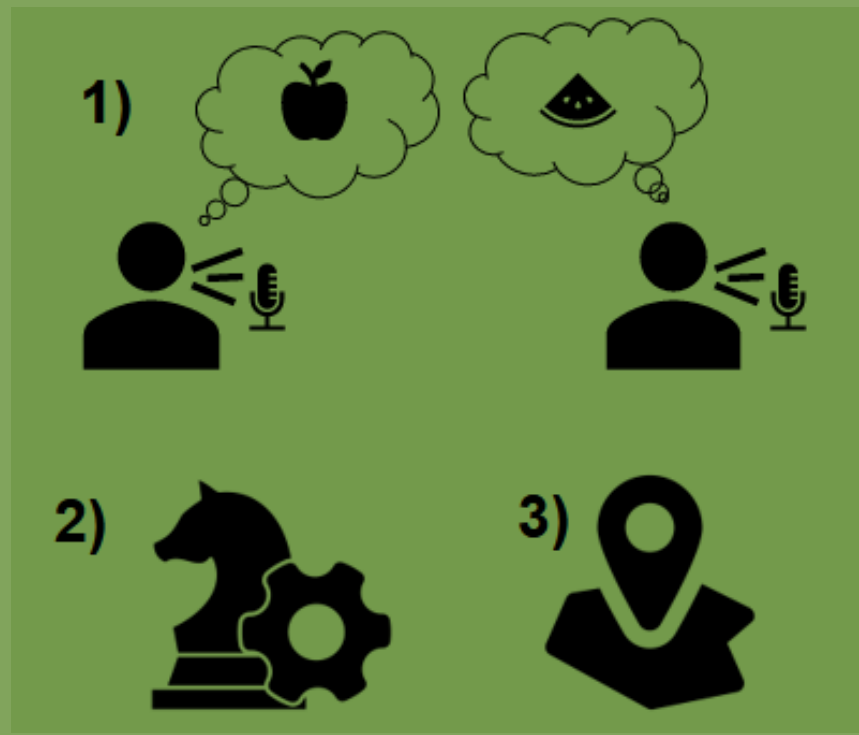
# Methodology

Examine the biodiversity discourse of





# Summary of all Pillars- Main Findings



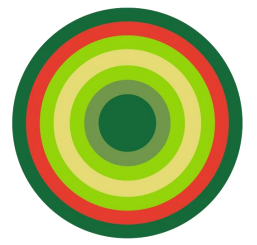
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**Warning, Persuading,  
Calling for action,  
Accusing and Informing**

5)

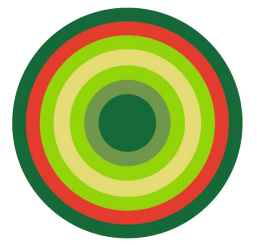
**Table 9.** Overview of the apparent prevalence of the value domains of biodiversity in the publications from the different actor groups.

Actor groups \ Value of biodiversity	Academic literature	News outlets	Political parties	NGOs	Business
Anthropocentric	++	+++	+++	+++	+++
Science-centric	+++		+		+
Intrinsic	+	+		+	



# Rhetoric Function

Actor groups Rhetoric function	Academic literature	News outlets	Political parties	NGOs	Business
Warning	+++	+++	+	+++	
Calls for action	+++	++	++	+++	
Informing	++	++	++	+	
Persuading		+++	+++	+++	+++
Accusing		++	+++	+	
Entertaining		+			
Othering		++	+++		
Raising hope		+	+		++



# Conclusions

- The term biodiversity is rarely understood, which leaves it open to use, or perhaps abuse, by actor groups to further their agenda.
- Hypothesis that language is chosen strategically to persuading an audience to act (or not) or to justify their own action or inaction.
- Implicitly supported by results from news outlets, political parties, and NGOs. Explicitly supported by the results from the business actor group.

**Mirjam Schleiffer<sup>1\*</sup>, Barbara Smith<sup>2</sup>, Rebekka Frick<sup>1</sup>, Yennie Bredin<sup>4</sup>, Ghezal Sabir<sup>1</sup>, Donna Udall<sup>2</sup>, György Pataki<sup>3</sup>, Grania Cooke, Frode Singaas<sup>4</sup>, Ilkhom Soliev<sup>5</sup>, Carmen Czett<sup>3</sup>, Marta Bonetti<sup>6</sup>, Matteo Villa<sup>6</sup>, Linda Fitzka<sup>7</sup>, Blanka Loučková<sup>8</sup>, Vinícius Mendes<sup>9</sup>, Robert Home<sup>1</sup>**

1 Research Institute of Organic Agriculture (FiBL)

2 University of Coventry (CU)

3 Environmental social science research group (ESSRG)

4 Norwegian Institute for Nature Research (NINA)

5 Martin Luther University of Halle-Wittenberg (MLU)

6 University of Pisa (UNIFI)

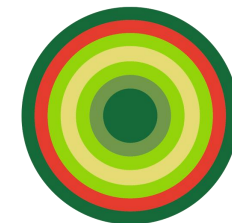
7 Interdisziplinäres Forschungszentrum für Technik, Arbeit und Kultur (IFZ)

8 Czech Globe (CG)

9 Radboud University (RU)



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# PLANET4B Project

understanding **P**lural values, intersectionality, **L**everage points, **A**ttitudes, **N**orms, behaviour and social **I**earning in **T**ransformation for **B**iodiversity decision making



[www.planet4b.eu](http://www.planet4b.eu)



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