



Mindsets Shaping Landscapes??

Human Values and Land Use Attitudes in the Southwestern Amazon

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Introduction

- The **MAP triangle** of Madre de Dios (Peru), Acre (Brazil), and Pando (Bolivia) is located in the Southwestern Amazon.
- Rural livelihoods** rely mainly on rubber extraction, Brazil nut gathering, small-scale agriculture, and cattle ranching.

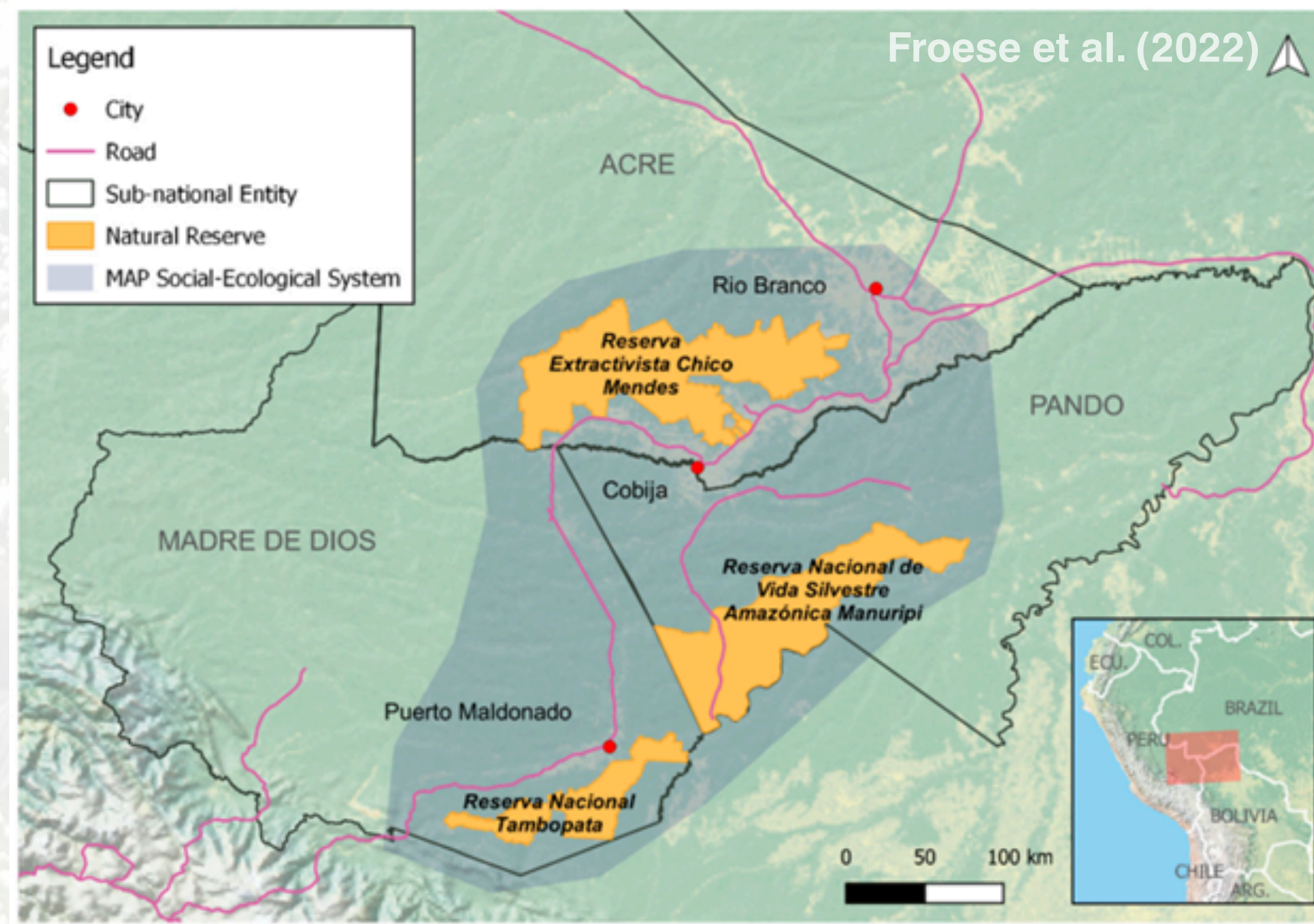
Problem

- The region is undergoing rapid **land-use change and deforestation**.
- Key drivers include infrastructural development, population growth, logging, mining, and especially **land-use intensification through farming and ranching**.

Interest

- These pressures endanger ecosystems and the future well-being of local communities.
- Understanding the role of **human agency** and the **psychological and cultural foundations** of transformation processes is essential.

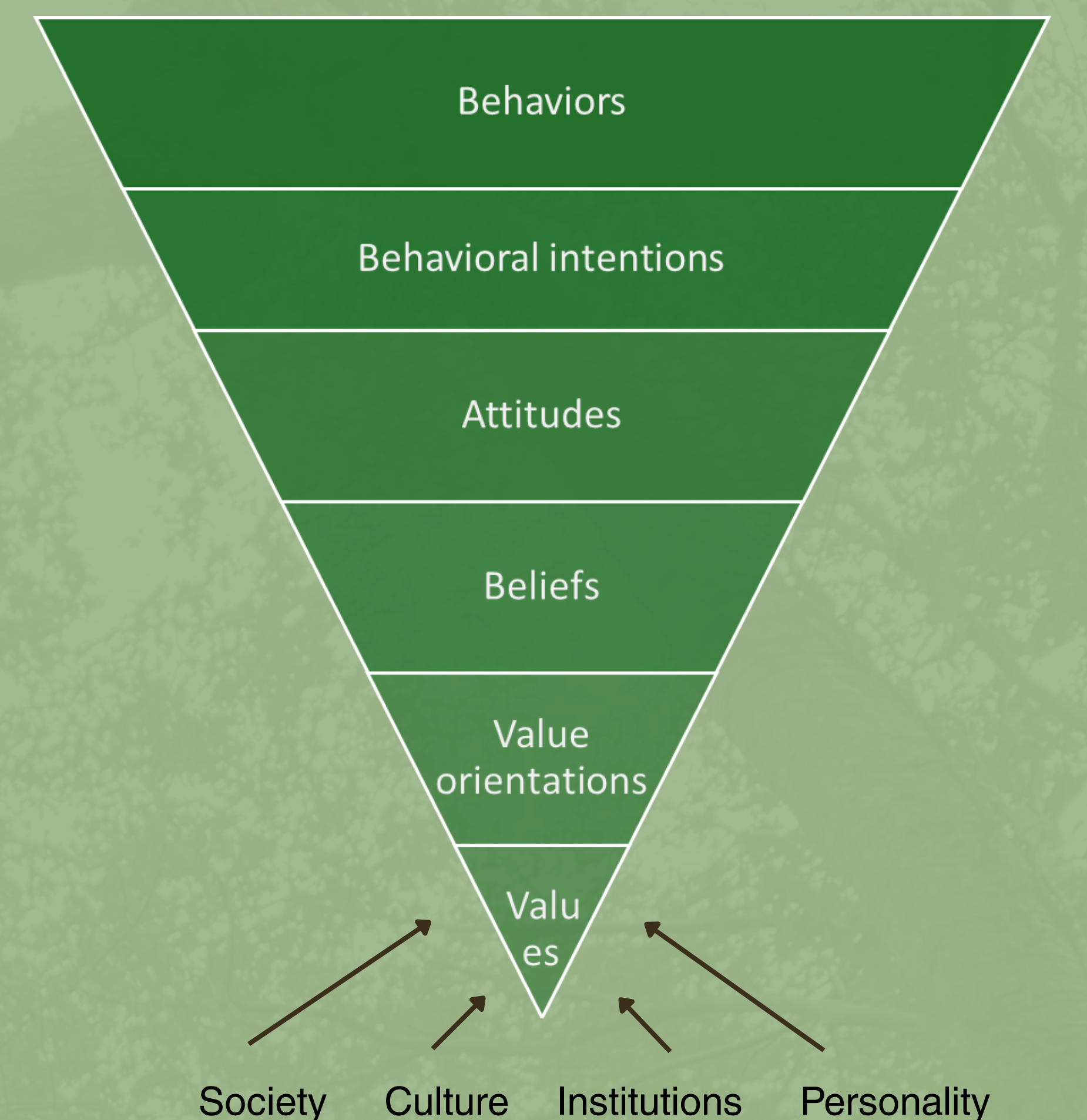
→ How do Human Values impact Land Use Attitudes across the MAP region?



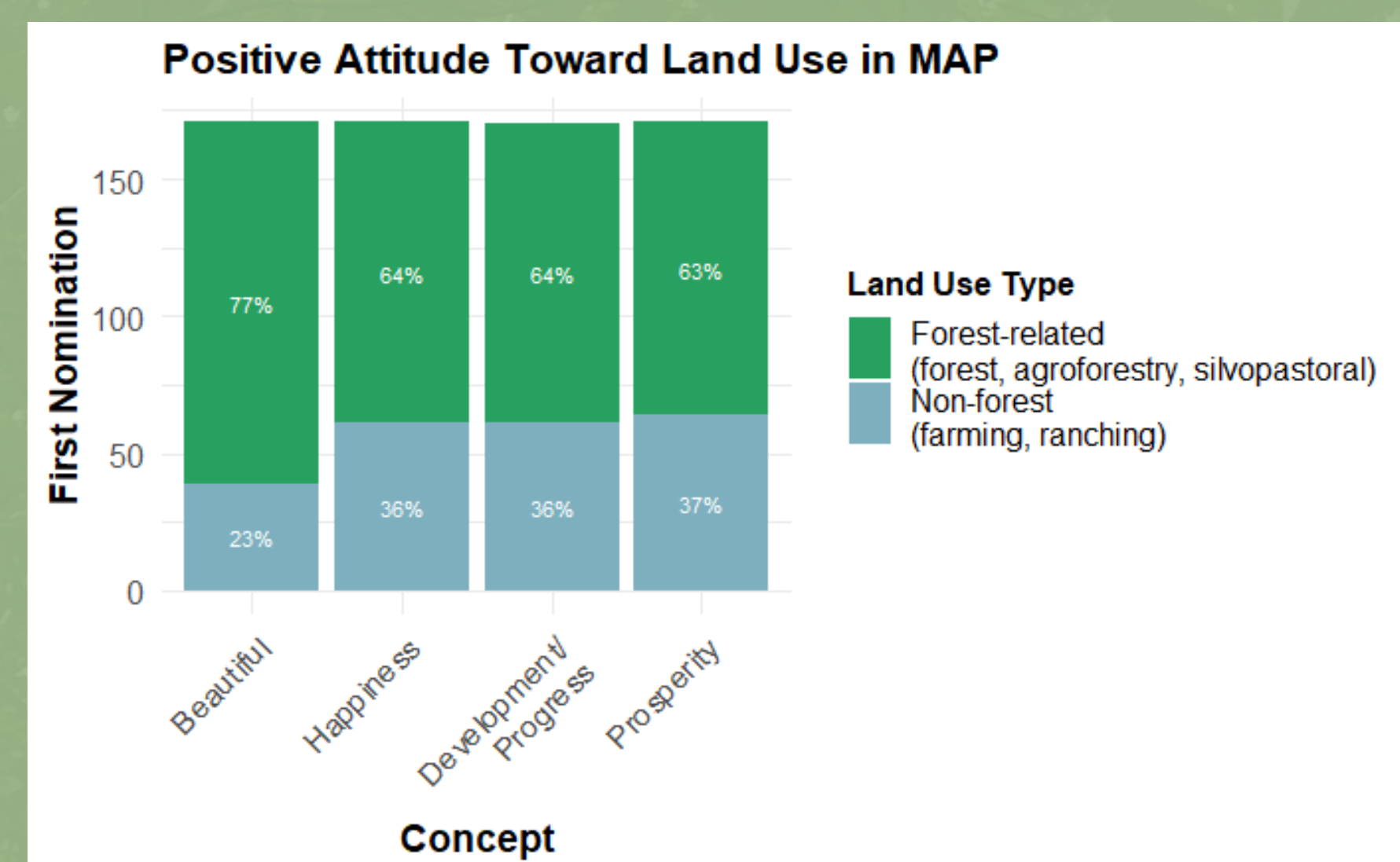
Data

- Quantitative, standardized household survey (n=171)
- Qualitative, exploratory key informant interviews (n=9)
- 3 months of fieldwork between July and October 2024

Framework Cognitive Hierarchy



Whole MAP Region



- In the rural population **positive concepts** (such as beauty, happiness, development/ progress, prosperity) are more strongly associated with **forest-related land uses** than with agriculture or cattle.

Table : Regression Results: Value Cluster on Pro-Forest Attitude						
Variable	OLS		Logit		Binomial	
	(1)	(2)	(3)	(4)	(5)	(6)
Self-Transcendence	0.270 (0.225)	0.141 (0.233)	0.510 * (0.310)	0.359 (0.340)	0.315 (0.193)	0.185 (0.209)
Self-Enhancement	-0.005 (0.119)	-0.005 (0.128)	0.054 (0.165)	0.001 (0.180)	-0.005 (0.100)	-0.011 (0.114)
Openness to Change	0.076 (0.175)	-0.047 (0.181)	0.139 (0.239)	-0.039 (0.259)	0.087 (0.149)	-0.060 (0.162)
Conservatism	-0.408 ** (0.196)	-0.194 (0.207)	-0.707 ** (0.288)	-0.420 (0.307)	-0.476 *** (0.172)	-0.252 (0.187)
Num. Obs.	171	166	171	166	171	166
Covariates	no	yes	no	yes	no	yes

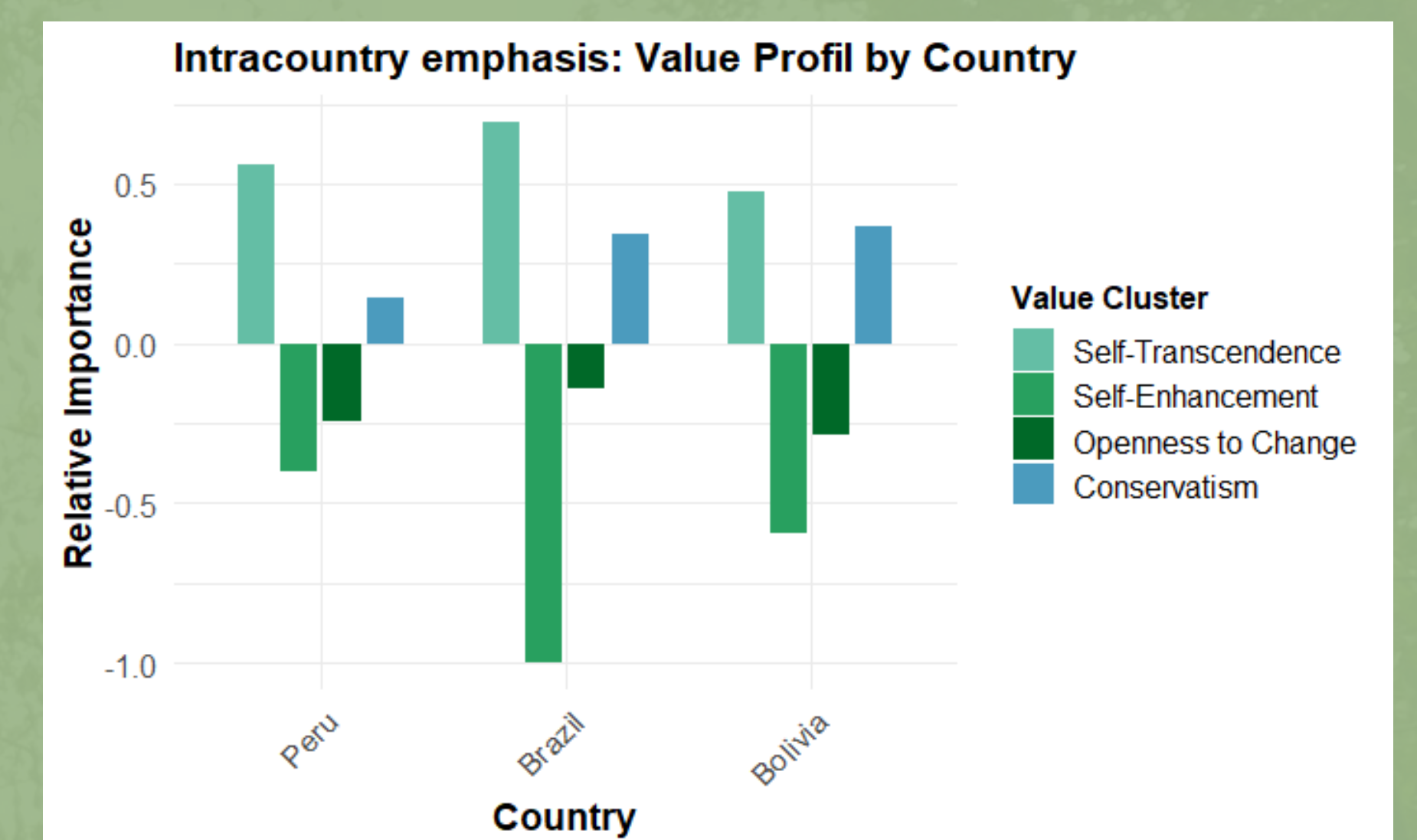
- Statistically, pro-forest attitudes are correlated **positively** with **Self-transcendence** and **negatively** with **Conservatism**, consistently observed across different statistical models.

Takeaways

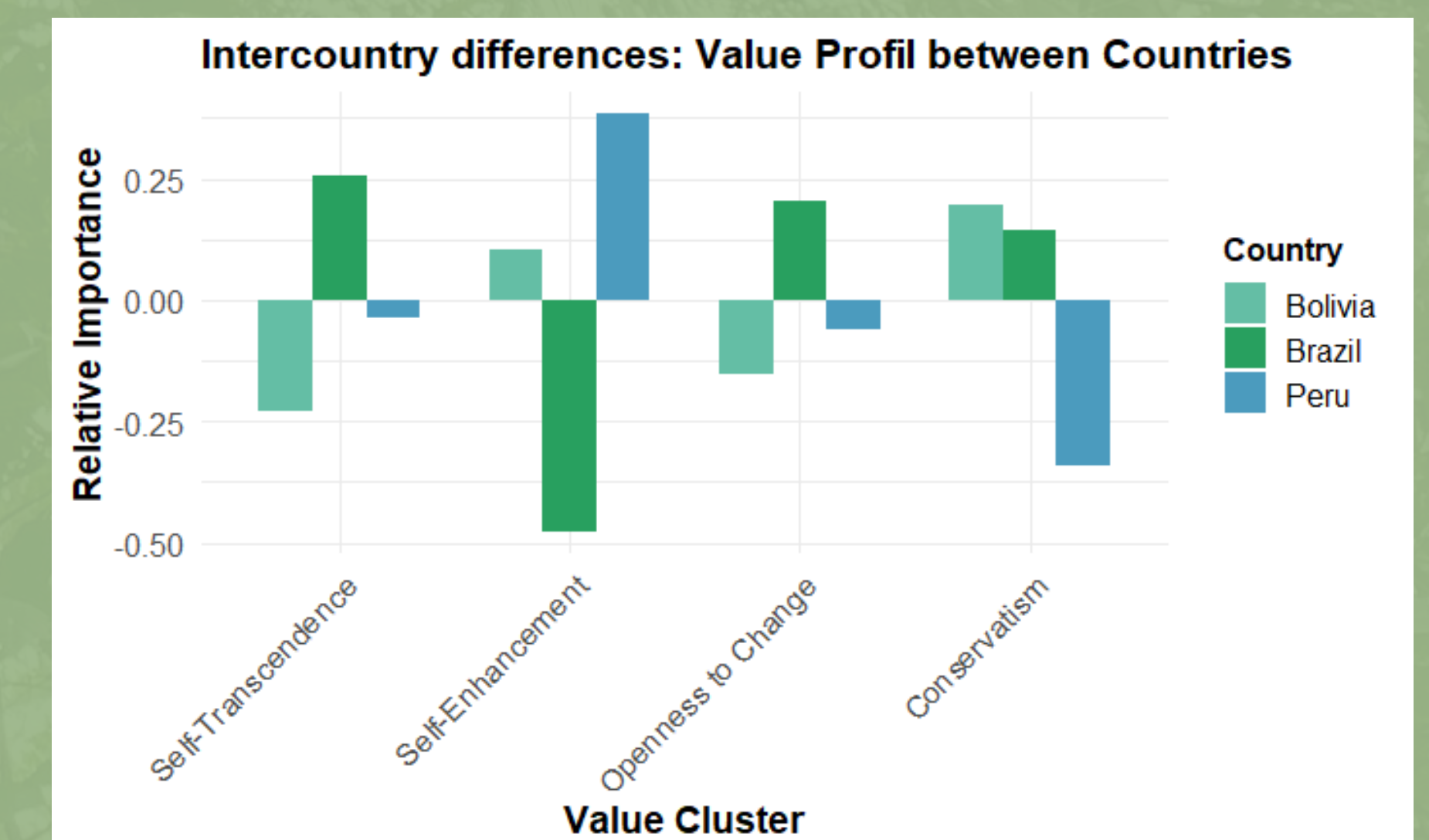
- As described by the Cognitive Hierarchy model, certain **human value clusters are indeed linked to land use attitudes**. Values shape attitudes which in turn will influence the adoption of sustainable practices or forest protection.
- High Self-transcendence** in the MAP region indicates that rural populations value caring for others and protecting nature above average, offering hope for pro-forest initiatives.
- To design more effective sustainable land use strategies, policymakers and organizations should recognize the **role of conservative values**—especially in Bolivia and Brazil—when promoting forest-friendly practices, agroforestry, or silvopastoral systems.



Cross-Country Comparison



- Within each country, **Self-transcendence** and **Conservatism** are **relatively more prevalent** than Self-enhancement and Openness to change.
- This pattern is **consistent** across Peru, Brazil, and Bolivia, suggesting similarly structured value profiles despite variation in magnitude.



- Deeper country comparisons reveal **differences**.
- Value clusters previously linked significantly to pro-forest attitudes show that **Self-transcendence is particularly high in Brazil**, while **Conservatism is especially strong in Bolivia and Brazil**.



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