

# Pendleton et al. (2001)

- Pacific coast in Los Angeles, CA
  - Target audience = beach visitors
- Key issues
  - Perception different than the scientific reality.
    - ◆ How do they know?
    - ◆ What are the economic implications?
  - Ecosystem services are swimming and recreation.
    - ◆ Does this have value to residents?
    - ◆ How might their perceptions affect policy?
  - Education programs don't seem to be working.
    - ◆ What is causing the perception?

# How does perception relate to ecosystem services?

- How we perceive the ecosystem = how we treat it (Fielding et al., 2005; Silvano et al., 2005; Schaich, 2009).
- Perception is based on our experiences, knowledge, and context (Mish, 1991).
- If people perceive the degraded system to be adequate, more willing to tolerate the degraded state (Pauly, 1995; Lozano-Montes, 2008).
- Perception is “central to overcoming the obstacles to restoration, and the motivations of those who value riparian spaces.” (Schaich, 2009)
- If a community perceives itself as connected to the natural system through its cultural identity, more likely willing to pay to protect the ecosystems (Hoyos et al., 2009).
- Ecosystem valuation is assigning value to the services provided by ecosystems (Costanza et al. 1997). If they aren't perceived accurately, this affects how they are valued.

