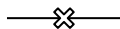


Identifying People's Values of Maunalua Bay, O'ahu Using Surveys



Sarah Hauler, Kūpa'a Luat-Hū'eu, Charlotte Smith, and Emma Smith





Why Look at Values?

- ❑ Values underlie behavior
- ❑ Helps categorize, measure, and understand human-environment relations

How Can Understanding Values Impact Maunalua?

- ❑ Identifying what people value is important for successful management
- ❑ Direct efforts to aspects of the bay that are strongly valued
- ❑ Inform policy change





Project Objectives

- 1) Develop a survey to assess people's values of Maunalua Bay
- 2) Determine optimal survey instrument and delivery methods
- 3) Pilot survey instrument to NREM students and receive survey feedback
- 4) Provide revised survey instrument to Mālama Maunalua



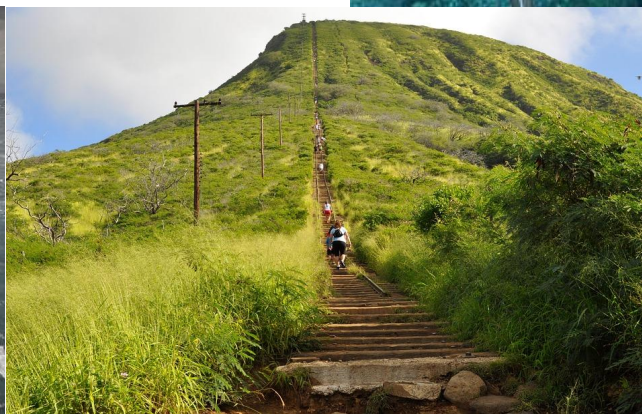
Survey Development

- ❑ How we defined values
 - Humans possess core values that drive action
 - Different groups of people share different values
- ❑ Pulled from other values studies
 - Looking at environmental, social, cultural, and economic values
- ❑ Piloted survey on UH students



Frequency of Use

“How often do you participate in the following activities in/at Maunalua bay?”



Values Statements

“It is important to maintain the natural beauty of the bay for tourism and eco-tourism industries.”



“It is important to protect Maunalua Bay, so my children, their children, and so on have the opportunity to continue family traditions (i.e fishing, education).”



“It is important for property values in the Maunalua area to be maintained or increased.”



Sense of Place Values for Maunaloa

Categories

1. Biophysical
 - I am interested in the plants and animals in this area
2. Psychological
 - This place is the best place for what I like to do
3. Socio-cultural
 - I have an extensive network of friends here
4. Political-economic
 - I have a good job here



Demographics

Residency

Community
involvement

Gender

Age

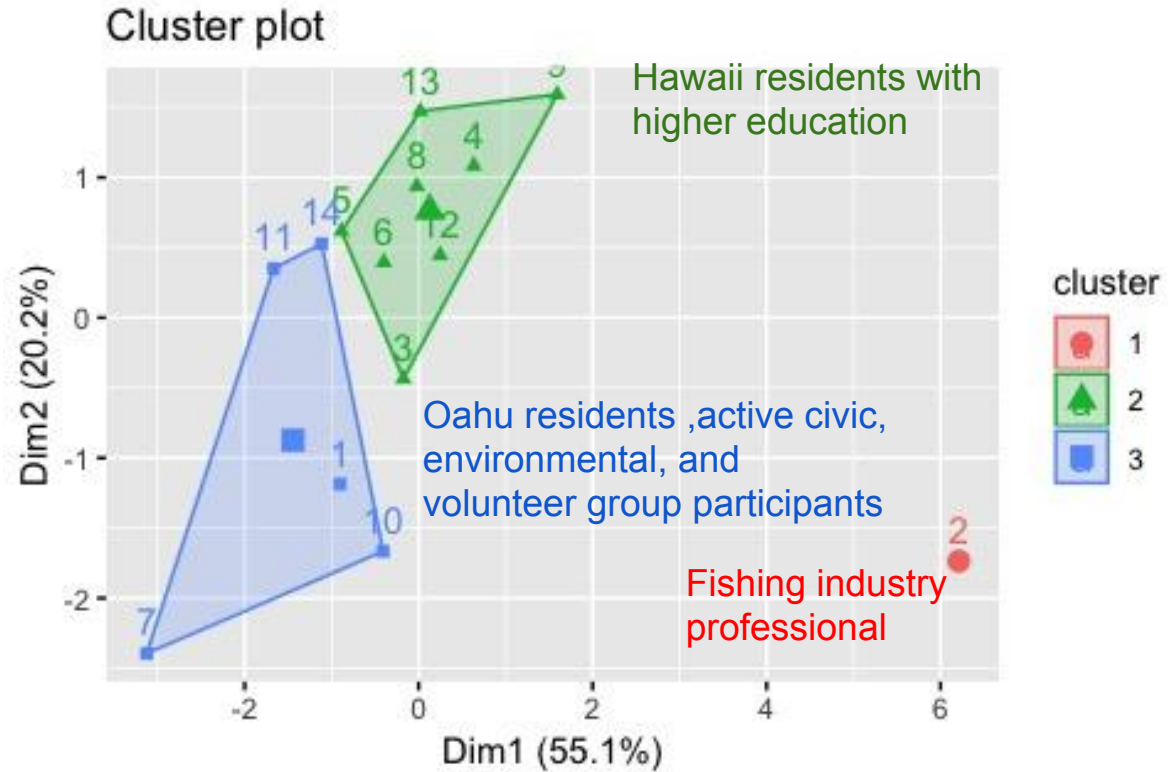
Education

Income



Pilot Survey User Typology Analysis

- Finds common ground between users
- Helps focus policy and outreach efforts to specific groups



Survey Implementation Costs and Benefits

Preferred number of respondents = ~300

Delivery Method	Pros	Cons	Estimated Cost (\$\$)
Online (Qualtrics)	Convenient for participants Larger audience Low \$\$	Misinterpretation of questions Low response rate	\$6 per survey ~ \$1800 total
Mail: (Omnitrack)	Larger audience Good geographic coverage	Selection bias Incomplete answers	\$0.34/postcard \$1.19/survey packet ~ 3500 for labor ~ \$4000 total
In-person	Clear instructions Use of probing techniques	Time-consuming Small sample size	“Free” as a project for future class or graduate student?
Telephone	Random sampling Good geographic coverage	Inconvenient for participants Lack of visual aids	TBD

Mahalo!

Any Questions?

You can find us at:

<https://scholarspace.manoa.hawaii.edu/handle/10125/45367>