



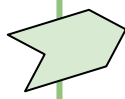
Identifying People's Values of Maunalua Bay

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Scholarspace: <https://tinyurl.com/y6cyld5n>

What are values?

We define values as individual priorities. Values underlie behavior and tend to shape people's activities.



How can you assess them?

Surveys are the most common way to assess values. It is important that surveys are done by **random sampling** and cover a significant portion of the total population of interest. We designed a survey template to assess Maunalua Bay user values.



How would learning about people's values be useful to conservation efforts in Maunalua Bay?

Understanding values can help conservation groups efficiently reach and direct services to their community. This is important in effective policy making and gathering community support for conservation initiatives.

Interested in seeing or joining the pilot survey? How do you value Maunalua bay?



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<https://tinyurl.com/y5d9sbkr>