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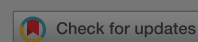
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Kangaroo Court? An Analysis of Social Media Justifications for Attitudes to Culling

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ABSTRACT

There are heated debates in Australia for and against culling kangaroos. Understanding community attitudes to wildlife management may aid strategic communication, leading to better outcomes for humans and wildlife. For decision-makers, social media present tantalizingly available attitude data. Using the “appraisal” framework, this study analyzed attitudes toward kangaroo culling expressed in Facebook discussions.

Scholarly wildlife attitude models provide useful descriptors and categories but do not account for the complexity and contradictions within individuals’ attitudes to culling kangaroos. The findings of this study suggest that attitudes to culling kangaroos are complex and contradictory. Some individuals support culling kangaroos; others oppose it. Some individuals support culling kangaroos for reasons that justify the culling; others oppose it for reasons that justify the culling. Some individuals support culling kangaroos for reasons that justify the culling; others oppose it for reasons that justify the culling.

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research on decision-making should elucidate relationships between human interest and decisions and communication concerning animal welfare.

KEYWORDS: Social media public attitudes wildlife communication Kangaroos appraisal framework

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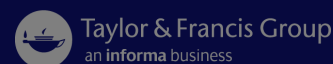
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