



Indicator 44: The importance of forests to people

Sustainable Forests Partnership

Who we are...

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- Terry Sharik, Utah State
- Jim Finley, Penn State
- Laurie Schoonhoven, Penn State
- Matt Smidt, Auburn
- Wayde Morse, Auburn
- Badege Bishaw, Oregon State
- Susan Morre, Oregon State
- John Shane, Vermont

Tasks

- Literature review
- Roundtable workshop
- Develop and conduct focus groups
- Code and analyze data
- Prepare report
- Prepare survey tool

Literature Review

- Millennium Ecosystem Assessment
 - Cultural Services
 - Educational
 - Spiritual
 - Sense of place
 - Recreation
 - Aesthetics & inspirational
 - Cultural heritage

Roundtable Workshop

- What is a forest?
 - A biophysical or a cultural construct?
 - Urban to wildland continuum
- What is importance?
 - Awareness versus importance
- What metrics?
 - Qualitative, quantitative...

Focus Groups

- What is a focus group?
 - Dialogue, detailed discussion
 - 8-12 people
 - Recorded
- Sampling
 - Underrepresented groups

region	Northeast				Southeast				Midwest				InterMountain West				Northwest			
rural					x			x			x			x			x			
urban	x		x				x		x	x			x					x		
suburban		x		x		x						x			X				E	W
high school											x								X	
20s																				
30-50s	x																x	x		
50+		x				x						x								
hispanic	x												x							
African American			x					x	x											
Asian				x															x	
Native American											x			x				x		
Caucasian		x				x	x												x	x
Arab											x									

Focus Groups: Questions

- We want to ask you about the importance of both trees and forests to you and to your communities.
 - 1a. In what ways are trees important to you personally?
 - 1b. In what ways are forests important to you personally?

- Now we want you to think about trees and forests in your community, thinking about your community as the people you interact with.
 - 2a. In what ways are trees important to your community?
 - 2b. In what ways are forests important to your community?

- You have listed a number of ways that trees and forests are important to you personally and to your community.

- 3. Of all those mentioned, which do you think are the most important? Why?

Focus Groups: Questions

- We also would like to hear how you personally interact with, experience, or use trees and forests.
 - 4a. How do you personally interact with, experience, or use trees?
 - 4b. How do you personally interact with, experience, or use forests?
 - 4c. Have your interactions with trees and forests changed over your lifetime? If yes, how?

- 5. What concerns and issues do you have about trees and forests ?

- 6. Do you have any negative feelings about trees and forests? If yes, please tell us about them.

Focus Groups: Status

- 4 focus groups conducted
- 4 universities still waiting on IRB

- Transcriptions
- Coding (NVIVO)
- Analysis

Next Steps

- Transcribe, code, analyze data as it comes in
- Complete all Focus Groups by July
- Meet in July at MSU to discuss progress
- Write up final analysis of focus groups
- Combine literature review and focus group analysis into final report for 2010
- Develop survey for use as indicator tool