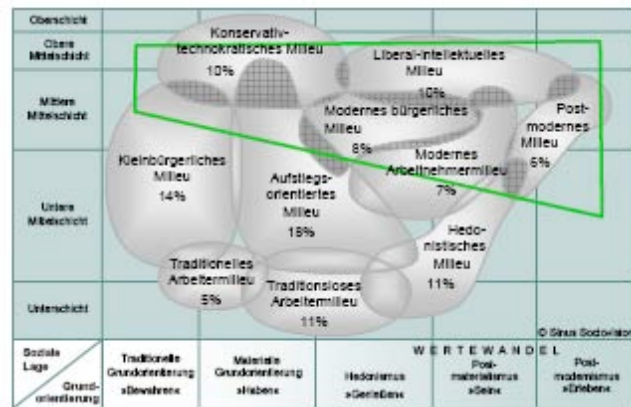
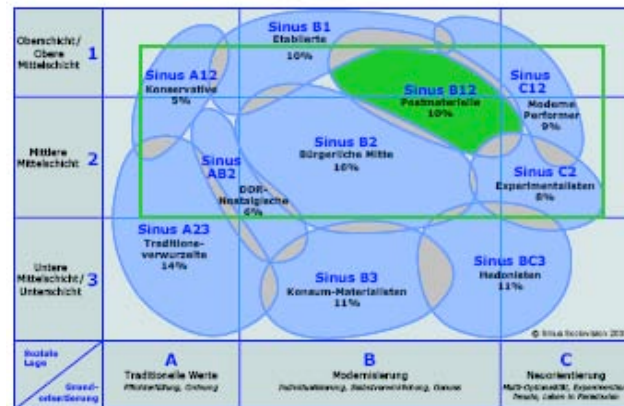


1982



1995



2005



Late 1960s/70s: Cultural revolt (1968) and political reform (Brandt government: 1969-1973) lead to an opening of the social space, a cultural change (advertising, fashion, education...), and a more egalitarian view of political power.

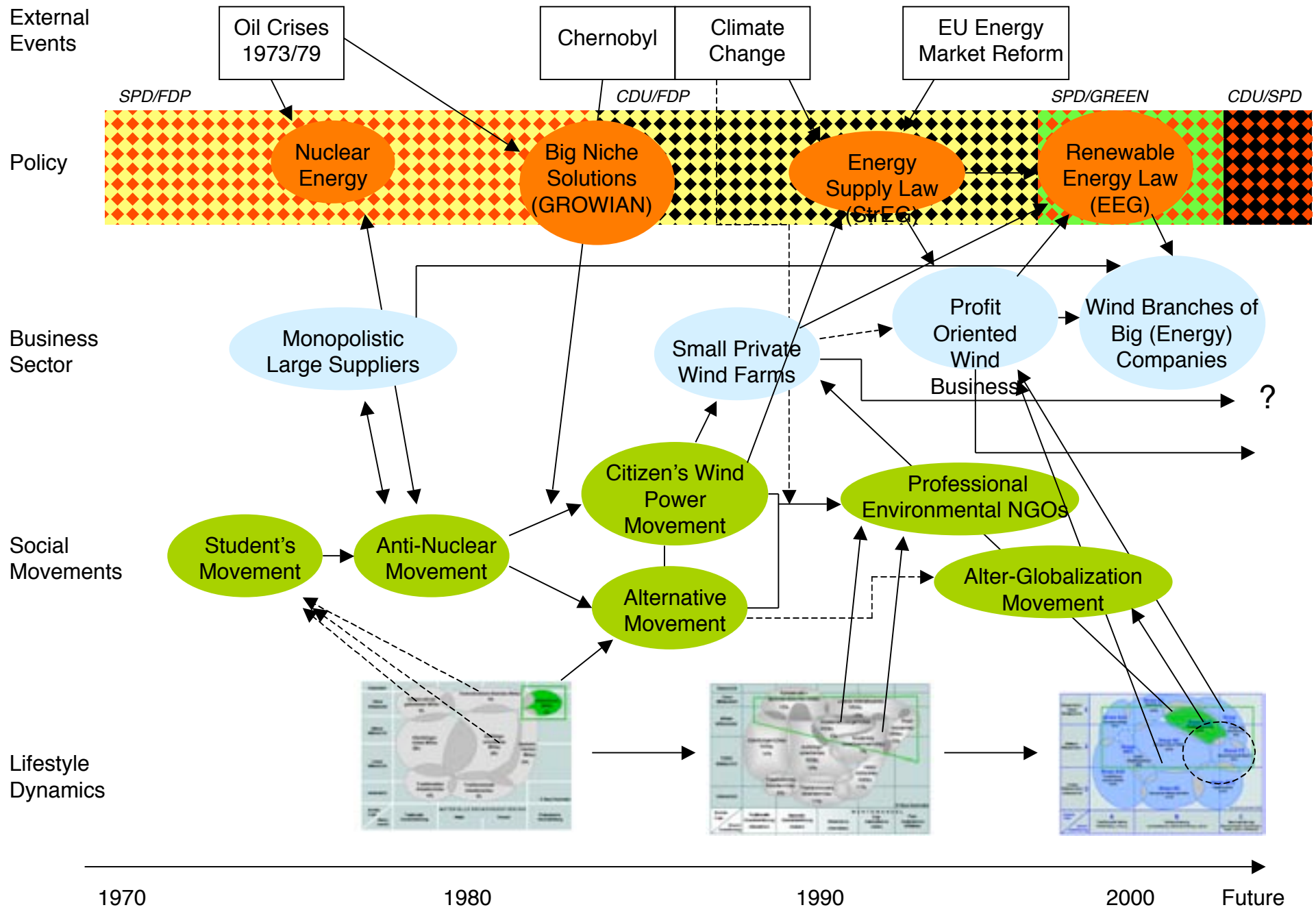
1970s/early 1980s: Political ecology. The revolutionary concepts of the new left fail, and rising environmental problems (esp. energy & pollution) plus changed awareness lead to environmentalism as a new social movement and to a core political conflict: nuclear power.

1980s: A new social milieu is establishing: the Alternatives (coming from the Environmental Movement). Rather high social status, and post-materialist values (paradigmatic: teacher). Chernobyl (1986) fuels the nuclear power conflict—and environmental sociology (Ulrich Beck: Risk Society and Niklas Luhmann: Ecological Communication).

1989/90: German (Re-) Unification. Heterogeneous environmental discourses and social milieus.

1990s: The Alternative milieu has vanished, Post-Materialists somehow followers, but the issue (environmental attitudes and behavior) has spread across society.

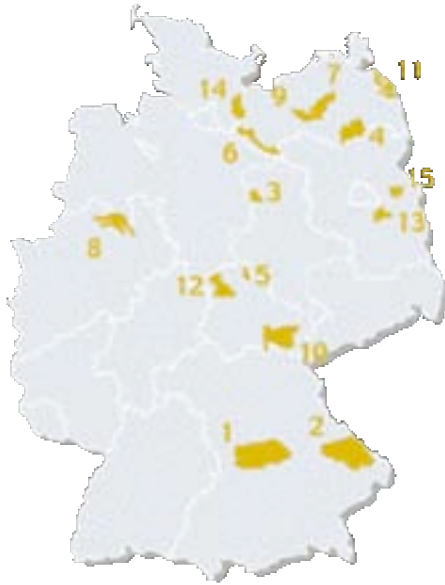
2000s: Diffusion and internal change of the environmental issue.



The Study

- 500 people, 3 waves, a national park in North-Eastern Germany (isle of Ruegen) with high tourist activity
- Questions on lifestyles, attitudes towards nature conservation, views of nature and aesthetical preferences.
- Cluster analysis (SPSS) based upon lifestyle variables; correlation with nature conservation, views of nature and aesthetical preferences

Large Protected Areas in Germany



Nature Parks

IUCN Category: V

- *Soft forms of protection*
- *Tourism and regional development important*
- *Information and education*



Biosphere Reserves

IUCN Category: V

- *Mixed forms of protection*
- *Core: strong; periphery: weaker (sustainable development)*
- *Research, information and education*



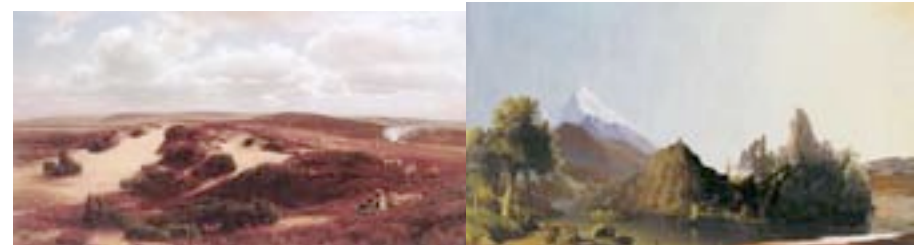
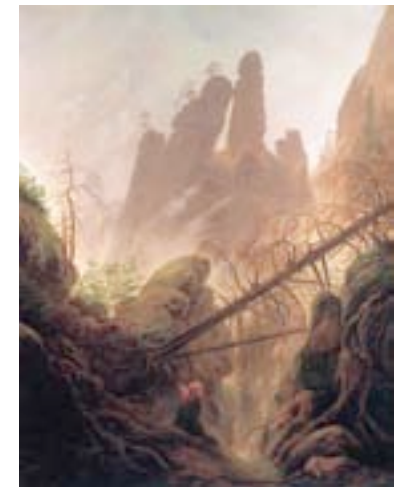
National Parks

IUCN Category: II-V

- *Strong forms of protection ('process protection', 'letting nature be nature')*
- *Learning from nature; tourism*
- *Research, information and education*

Modernity: Discovering the Beauty of Nature

- 1360s: Italian poet **Petrarca** climbs Mont Ventoux (Southern France) and discovers: the beauty of untouched wilderness—and the self (—St. Augustine).
- Before industrialization and urbanization, the majority of the European population regards wilderness and untouched landscapes as **useless** and ‘**ugly**’ (e.g. heath, forest, high mountain areas, shorelines). Beautiful=the tamed, the useful/productive, order.
- Due to **industrialization**, **urbanization** and **agricultural modernization**, ‘elite’ social groups (scientists, teachers, artists...) discover the beauty of wilderness.
- Main functions of wilderness:
 - Authenticity of life
 - Authenticity of the self
- German landscape paintings of the 19th century





Die Schneekette



ZUR AESTHETISCHEN KULTUR



60 cm breit und 100 cm hoch.

Farbe: Dunkel olivengrün mit weißer Schrift.

Preis: 18 Mark (bei 10 Stück 14 Mark.)

Vergleichsweise: Carl Nibbel, Dresden-N., Silbersteinstraße 24.

Origins of Nature Conservation in Germany 1890-1933

- Nature conservation is a reaction upon the adverse aesthetical, social and ecological impacts of industrialization, urbanization and agricultural modernization.
- It is not motivated by 'environmental' concerns exclusively, or even in the first place. Aesthetical (_the beautiful landscape) and social aspects (_small farmers and rural craftsmanship) play an at least equally important role. Key word: 'Heimat').
- The social basis of the nature conservation movement
 - Dominant: The well-educated urban upper class (Weber classes 3 and 4)
 - To some degree: Smallholder farmers and urban working class
- Until 1933, NGOs and some Länder laws, but no German-wide legislation



Ernst Ruhdorff
1840-1916



Naturschutztag in Cottbus (Rundgebung im Branitzer Schloßpark)
W. H. L. L. L.

Deutscher Naturschutztag 1930,
Cottbus, Branitzer Schloßpark

Composer, music teacher

Witness to landscape changes (separation of commons, meliorations) in his parents' home

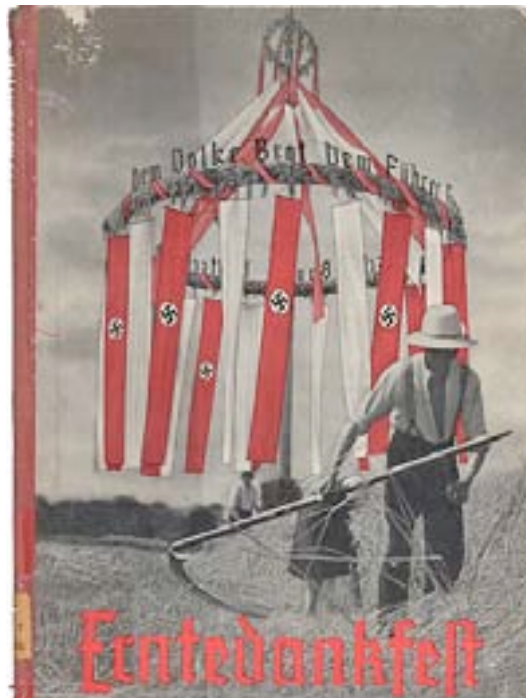
Fights against it; tries to protect nature

Strong aesthetical preference for traditional landscape

Endangered by: agricultural modernization, industrialization, infrastructure development, mass tourism

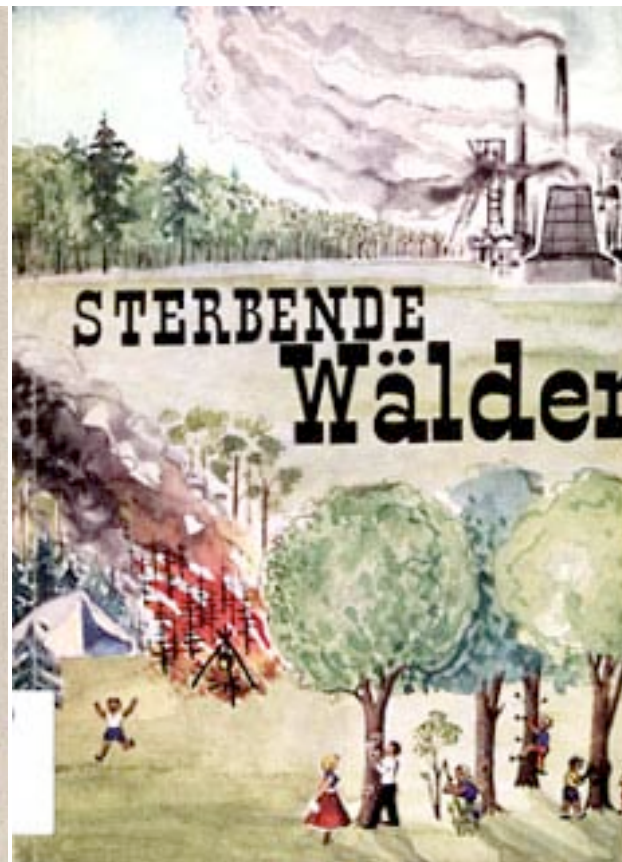
Creates the term 'Naturschutz' (1897)

Founder of Deutscher Bund Heimatschutz (1904)





1957
(West)



1958
(West)



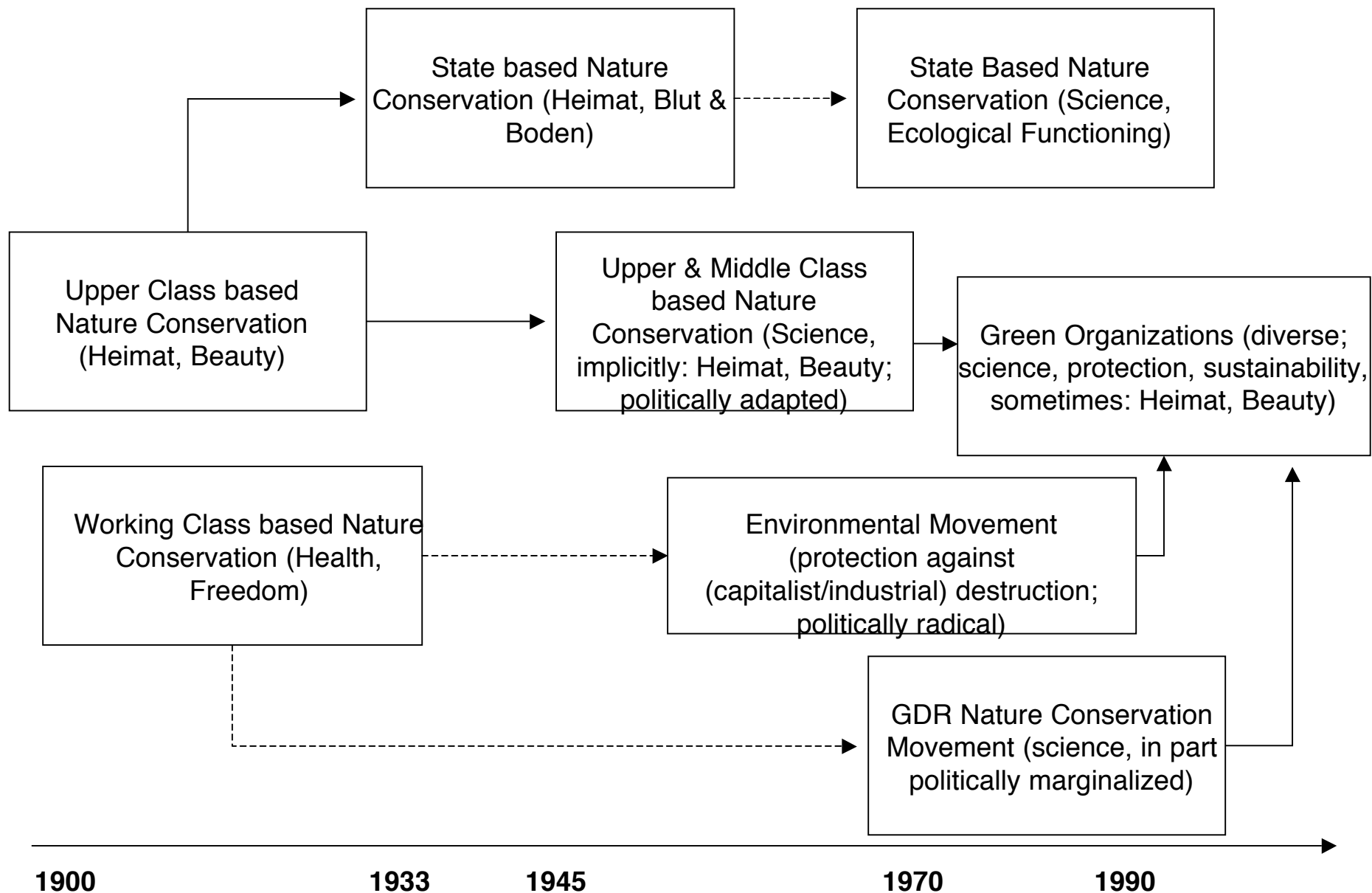
1970
(West)



1970
(East)



1977
(East)

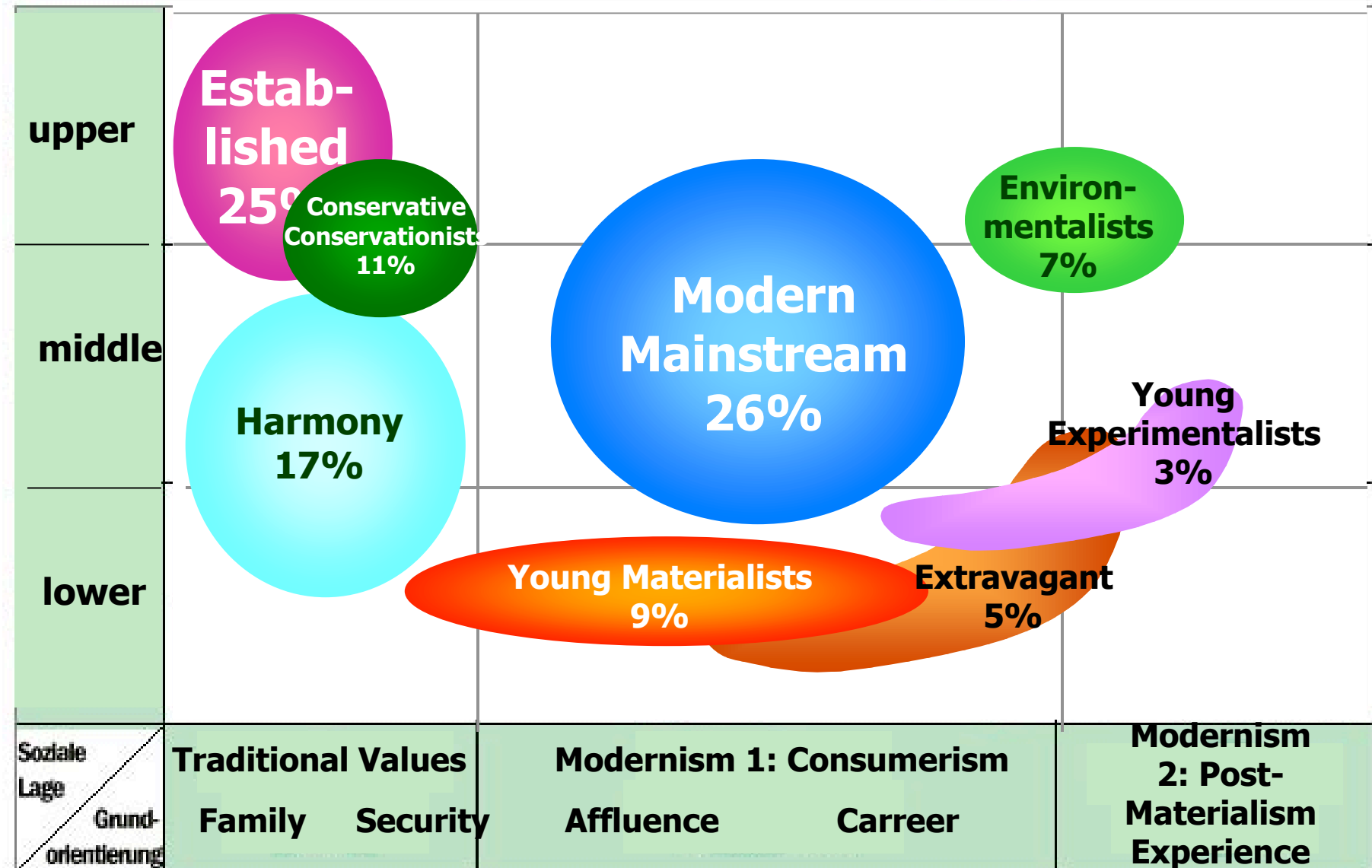




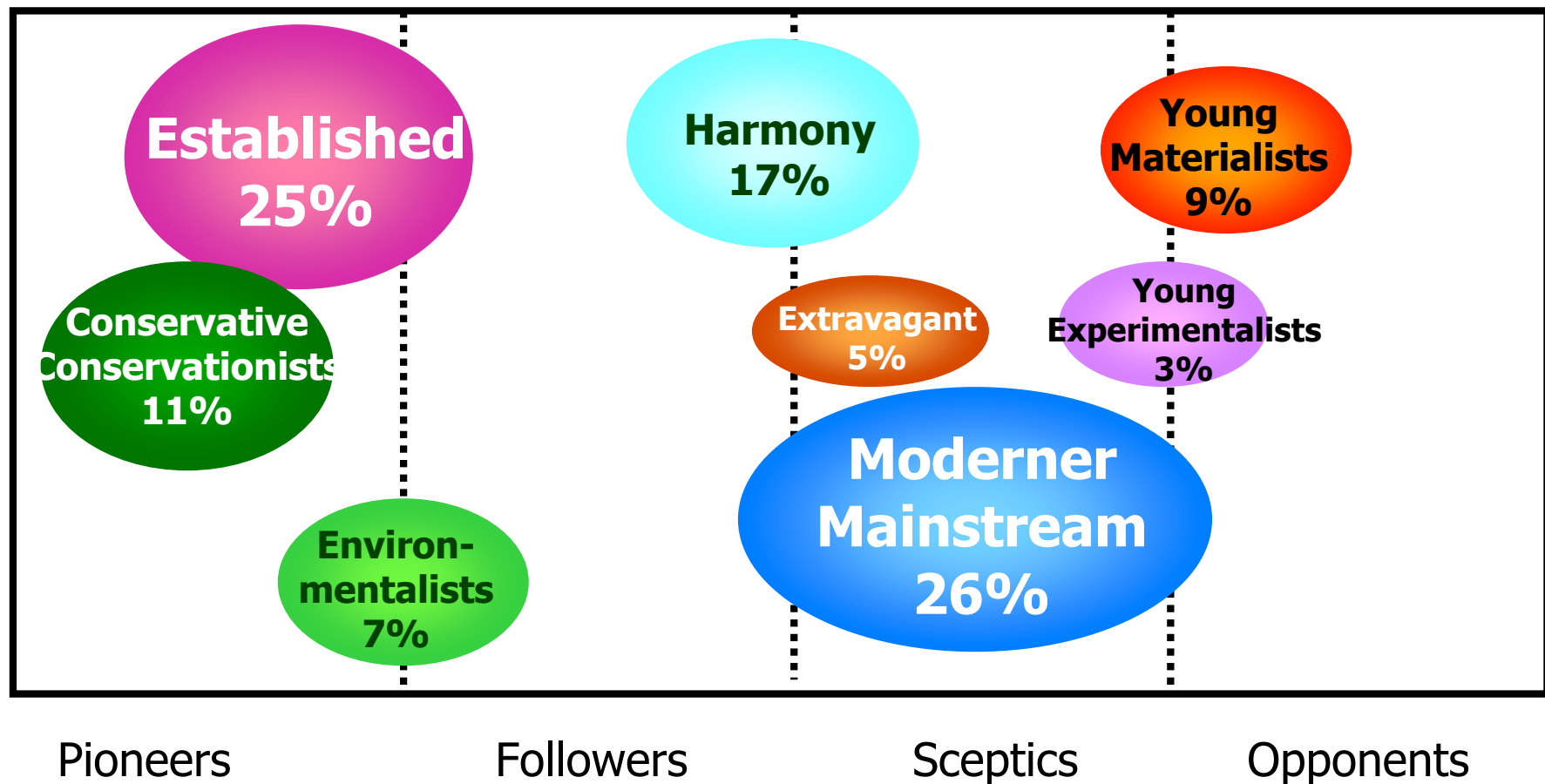
Jasmund National Park



The 8 Clusters in the Social Space



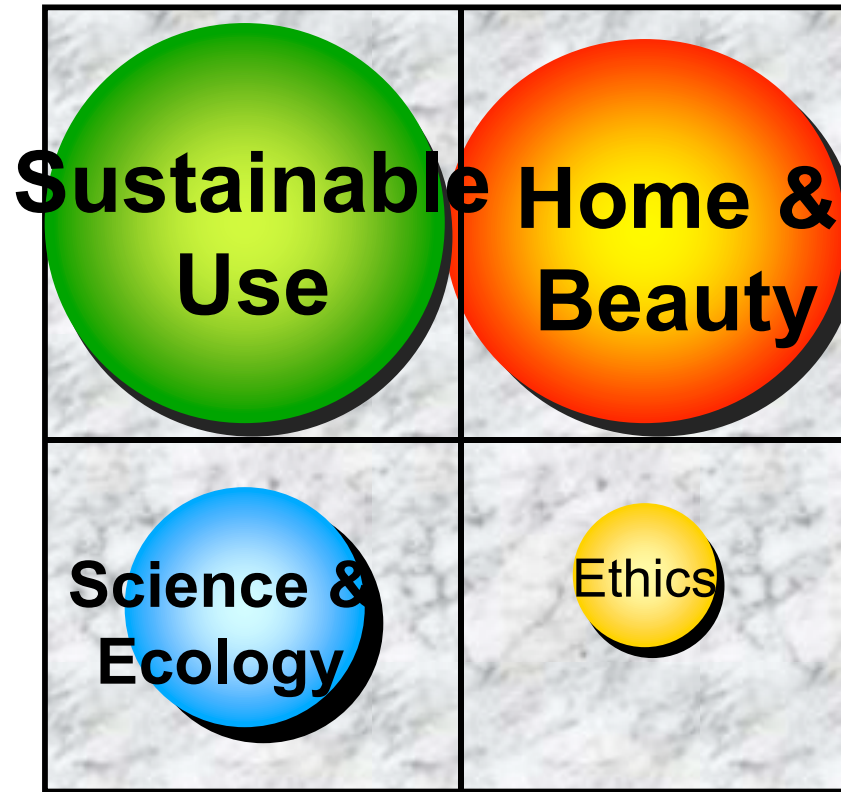
The Clusters in the Space of Nature Conservation



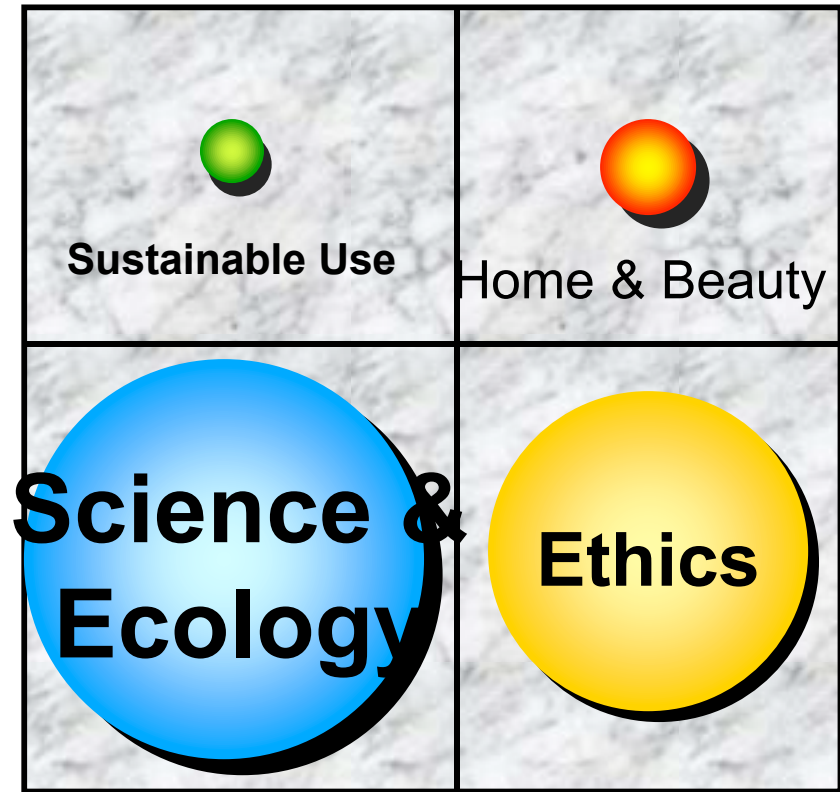
One Goal—Four Reasons

1. **Home & Beauty**: To protect the beauty and characteristic historic identity of natural landscapes.
2. **Sustainability**: To protect the natural resources for future generations.
3. **Science/ecology**: To protect the integrity and functioning of ecosystems.
4. **Ethics**: A duty vis-à-vis nature as a goal in itself.

**Four different motives/arguments for nature conservation
– and their relevance to the general population and
conservationists**



Population



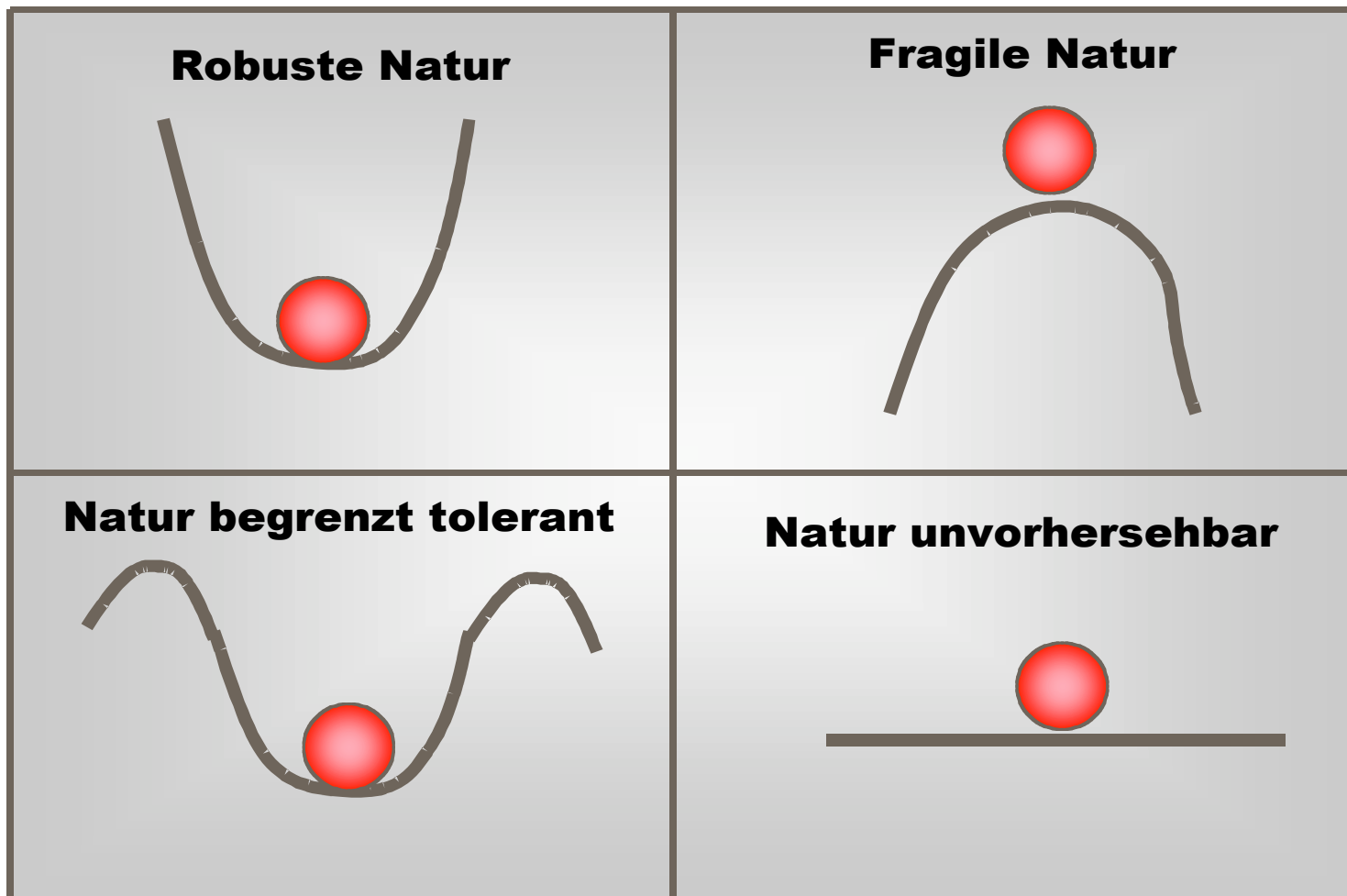
Conservationists

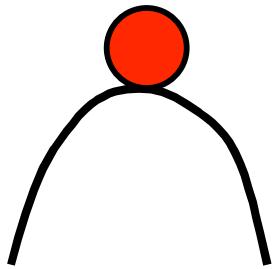
Dutch Landscape Preferences by Social Types

		Ordered Cultural Landscapes	Park Landscapes	Accessible Wilderness	Sublime Wilderness
All	170	3%	14%	32%	52%
Discoverer & Exploiter	8%	17%	33%	42%	8%
Responsible	75%	1%	8%	32%	60%
Participant	17%	4%	4%	12%	80%

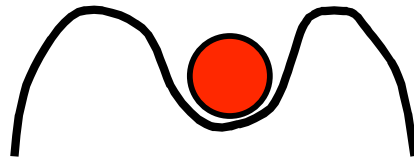
*De Groot/van den Born
(2003)*

‘Myths of Nature’ (Cultural Theory)

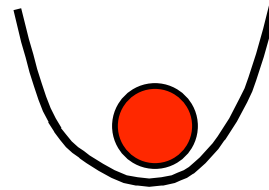




Nature
ephemeral



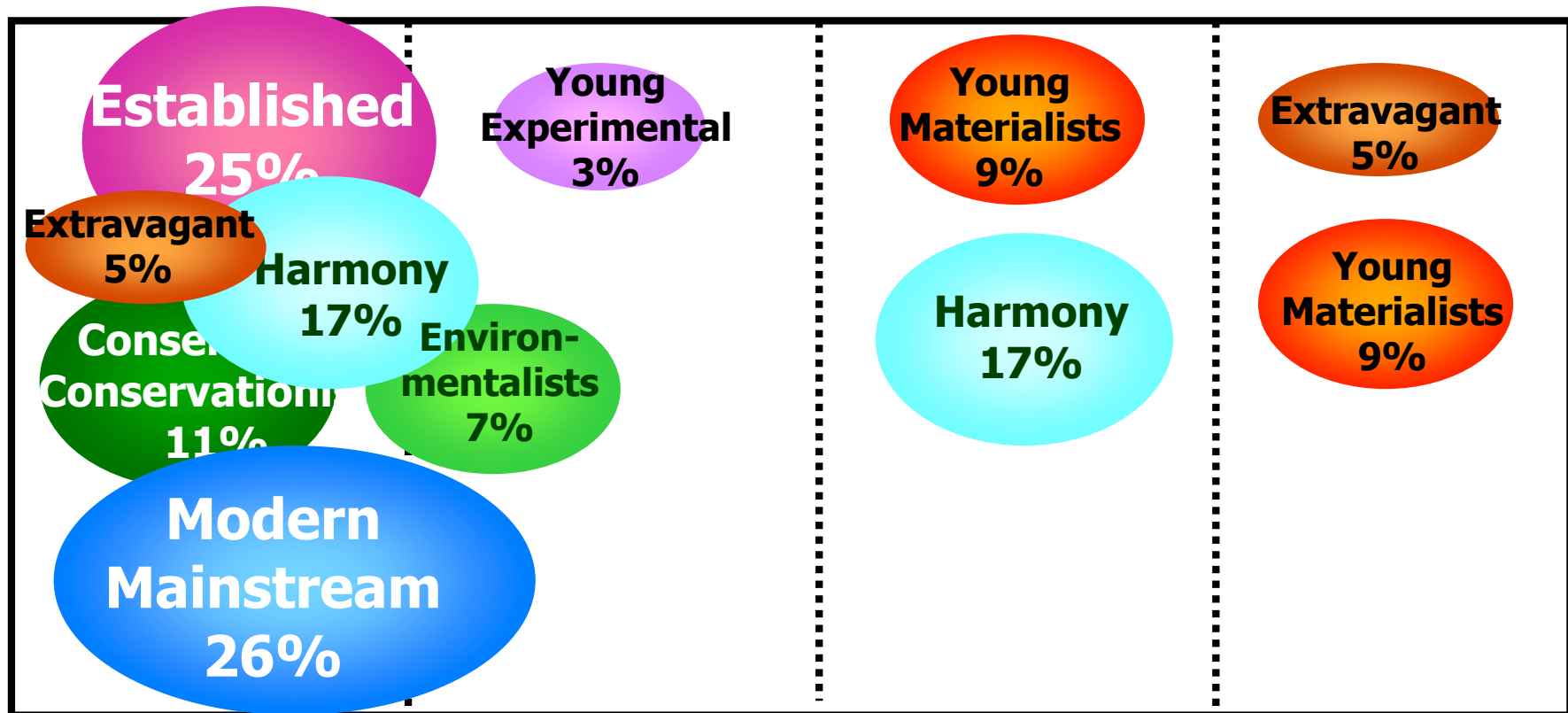
Nature
perverse/tolerant



Nature
benign



Nature
capricious





Natural
Power

Accessible
Order

Wilderness

Bucolic
Harmony

Open
Landscape

Established

25%

Extravagant
5%

**Conservative
Conservationists**
11%

**Modern
Mainstream**
26%

Harmony
17%

**Young
Experimentalists**
3%

**Young
Materialists**
9%

**Conservative
Conservationists**
11%

Environmentalists
7%