



# THREE PERSPECTIVES *on* BIODIVERSITY CONSERVATION STRATEGY

A REPORT SPONSORED BY  
THE SALAZAR CENTER FOR NORTH AMERICAN CONSERVATION

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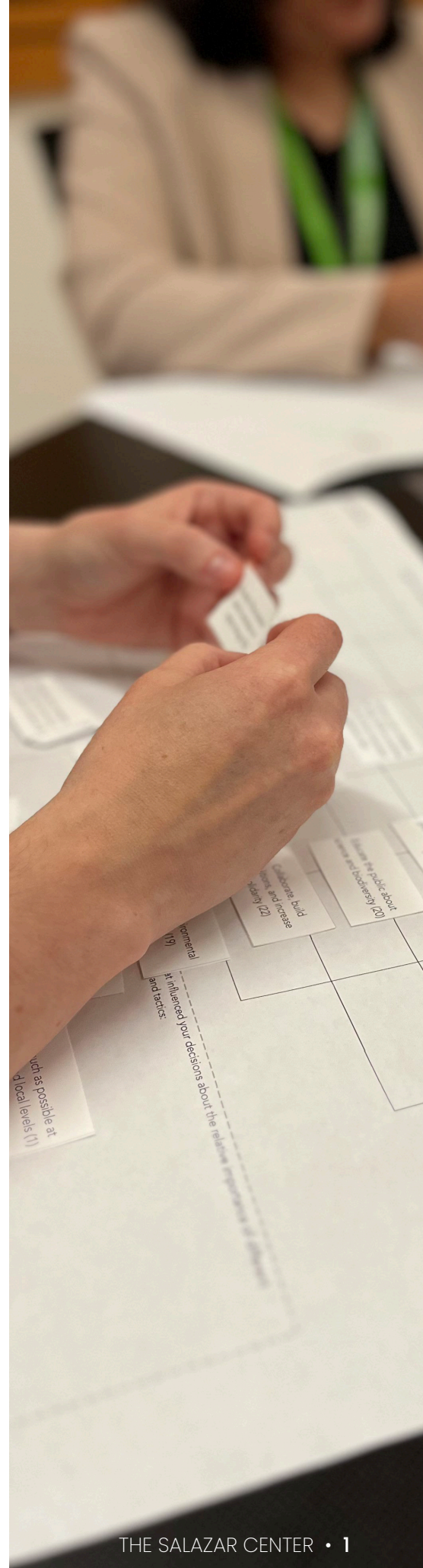
This report has been produced as a companion piece to the Salazar Center's report on its 2025 International Symposium on Conservation Impact, which took place at the University of British Columbia in Vancouver, BC in May 2025. That report can be accessed [here](#), and you can learn more about this biennial convening at [salazarcenter.colostate.edu/symposia-on-conservation-impact](https://salazarcenter.colostate.edu/symposia-on-conservation-impact).

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## INTRODUCTION AND PREVIEW

In 2025, North America experienced a period of rapid political change. Shifting policies and evolving public attitudes reshaped the landscape of biodiversity conservation, creating both challenges and opportunities for conservation professionals. This report explores how those working in conservation view these changes, offering insights into their concerns, ambitions, and strategies for the future.

The Salazar Center for North American Conservation convened the International Symposium on Conservation Impact in Vancouver in May 2025. The symposium took place shortly after Mexico, the United States, and Canada had each elected new governments, which had repercussions on the continental policy environment. At that unique and critical moment, the Salazar Center sought to understand how conservation professionals perceived the rapid changes to the systems, institutions, laws, and regulations in which biodiversity conservation takes place. What changes were most concerning, and how could conservation professionals, collectively, act to most effectively protect biodiversity?

To answer these questions, we initiated a two-phase study. In Phase 1, we distributed an online survey via the Salazar Center's newsletter to assess the range of views of North American conservation professionals. The survey asked how concerned people were about the future of biodiversity conservation and how optimistic they were that progress toward biodiversity goals would continue. It also asked respondents to list i) their primary concerns and ii) the strategies and tactics that should be employed to reverse biodiversity loss in North America. We found high levels of concern and moderate levels of optimism across North America.

In Phase 2 of the study, we focused on views about what conservation professionals should do in response to political change. Phase 2 employed Q methodology to explore the perspectives of participants in two Salazar Center events that took place in 2025, the International Symposium on Conservation Impact and the cohort kickoff retreat for the Peregrine Accelerator. The analysis identified three distinct perspectives: Pragmatic Conservationists, Strategic Reformers, and Public Mobilizers. Each of these groups prioritizes different conservation tactics based on factors like urgency, feasibility, and impact. Understanding these differences can shed light on competing perspectives among conservation professionals and how the various perspectives might ultimately complement each other.

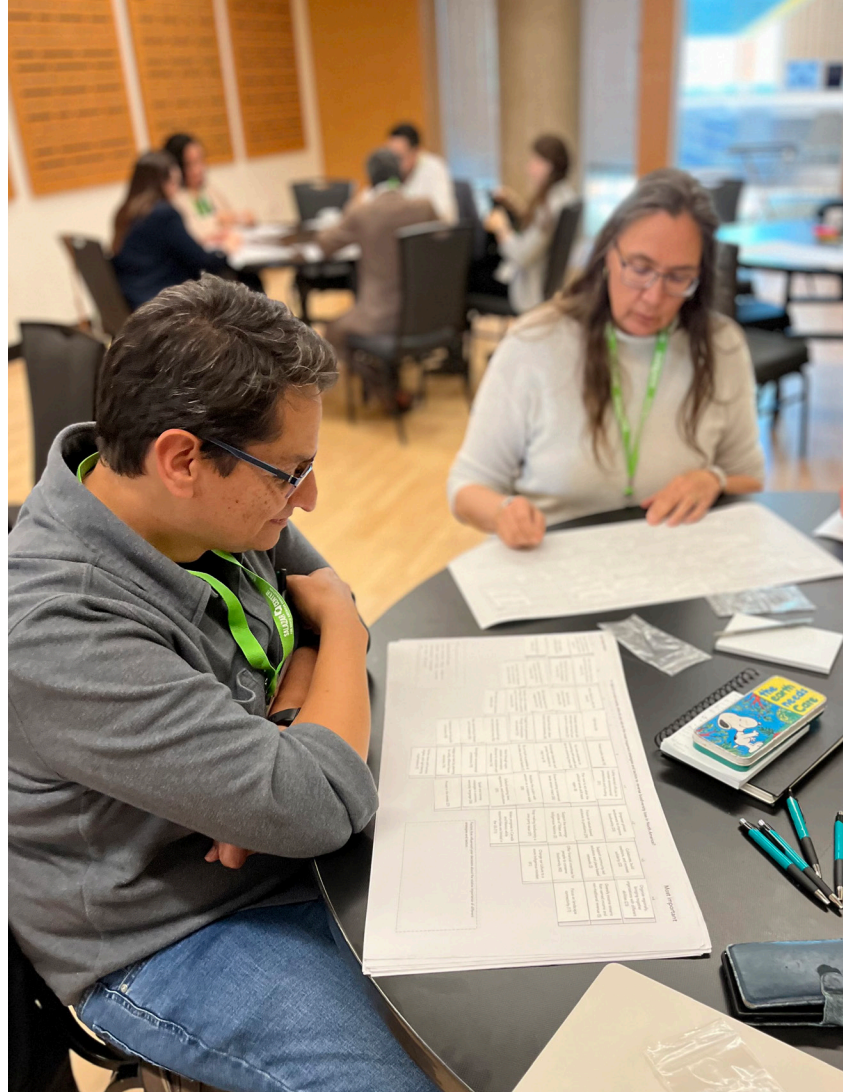
This report describes findings from both the survey (Phase 1) and the Q methodology analysis (Phase 2), as well as implications and suggestions for further action. The following sections provide a summary of findings, and detailed information about methods and quantitative results can be found at the end.

## PHASE 1: HOW CONCERNED? HOW OPTIMISTIC?

We began by surveying respondents to find out i) how concerned they were about the impact of federal politics on the future of biodiversity conservation in North America and ii) how optimistic they were that progress toward North American biodiversity goals would continue. Sixty-six respondents answered both questions.

Results indicated that people were very concerned about the impact of federal politics on North American biodiversity conservation (Figure 1). The average level of concern was 9.0 out of 10, with 67% indicating a level of concern of 10 out of 10. There was no statistically significant difference in level of concern among respondents of different national and/or Indigenous identities ( $p=0.93$ ).<sup>1</sup>

There was greater spread in participants' levels of optimism (Figure 2). The average response was 4.2 out of 10, with the most common response being a 5. In this case, levels of optimism differed based on respondents' national and Indigenous identities. Compared to the overall mean of 4.2, Mexican and Indigenous respondents were more optimistic (mean 6.8 and 6.2, respectively) than Canadians and US/Americans (mean 4.3 and 4.2).



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<sup>1</sup> See page 13 for more a more complete presentation of methods and results.

Figure 1. Respondents' levels of concern, from 1=low to 10=high.

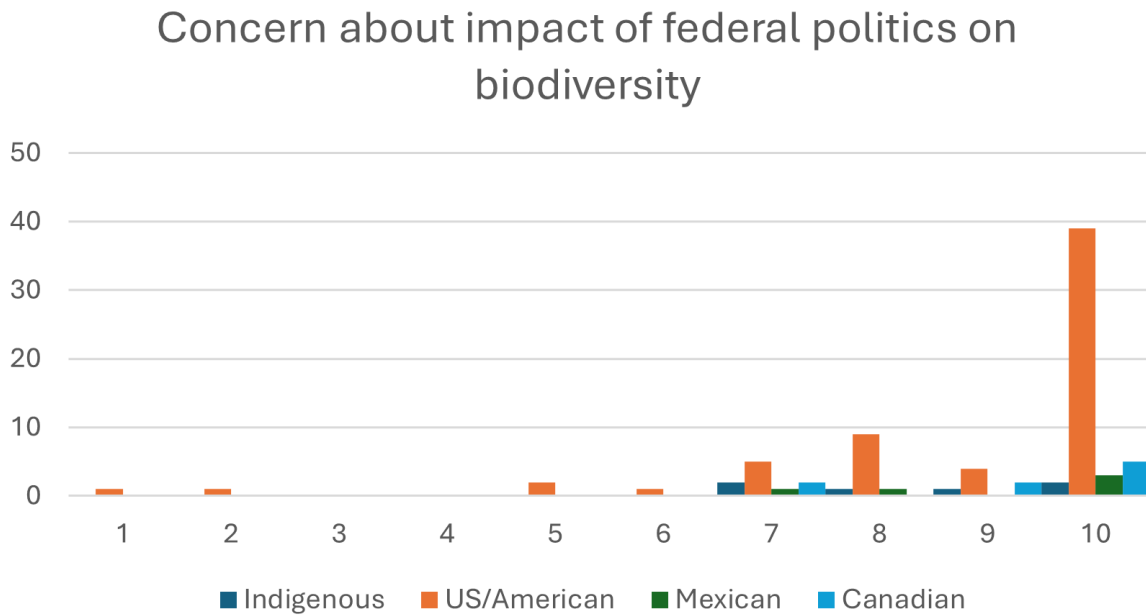
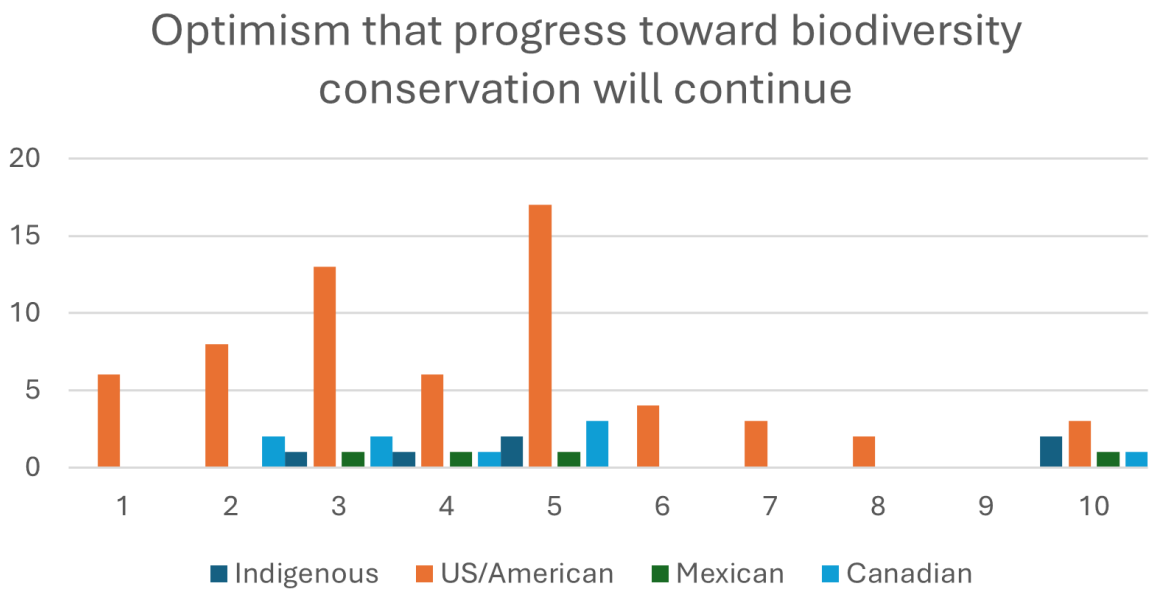


Figure 2. Respondents' levels of optimism, from 1=low to 10=high.





Conservation Impact and 14 responses at a capacity building workshop hosted by the Salazar Center. The sorting exercises took place in both group and one-on-one settings.

Verbal feedback during the Q sorts indicated that most participants thought that nearly all strategies and tactics were valid and important, but they prioritized them differently based on perceptions of urgency, feasibility, and impact.

Factor analysis revealed three distinct ways of thinking about strategy.<sup>2</sup> We have named these perspectives Pragmatic Conservationists, Strategic Reformers, and Public Mobilizers. Each is described below, followed by a summary of similarities and differences across groups.

### ***Pragmatic Conservationists***

Pragmatic Conservationists believe in staying focused on the core work of conservation. Their view suggests that continuing with the strategies that conservationists have traditionally employed, such as focusing on landscape connectivity and nature-based solutions, will continue to bear fruit, and that better communication with broad audiences will lead to better outcomes for conservation. They emphasize practical strategies like ecosystem connectivity, place-based work, and economic framing, while rejecting aggressive, confrontational, or political strategies. Their approach is constructive, apolitical, and less trusting of top-down legal and political processes. Priorities are communication, collaboration, and doing the work well.

***Keywords:*** pragmatic, apolitical, local action, community networks, collaboration, positivity

### ***Strategic Reformers***

Strategic Reformers view biodiversity conservation as embedded within political systems that need to be reformed. They highly prioritize strategic planning and institutional defense. They seek to be proactive by developing plans, defending laws, and preparing for future political and economic shifts, and they are willing to take a long view toward systems change. They are less focused on public outreach or messaging and more focused on building the power needed to improve systems. Their approach is methodical and politically aware, with a bias toward planning for action at the community, local, and state levels.

***Keywords:*** strategy, political, system ownership, community-based, preparedness, power

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<sup>2</sup> See page 13 for more a more complete presentation of methods and results.

## Public Mobilizers

Public Mobilizers emphasize the role of the public in advancing biodiversity conservation. They advocate for civic mobilization, education, protest, and legislation, favoring solidarity, protected area defense, and building new momentum. They are willing to be confrontational but lean more toward democratic means than strategic planning. They are skeptical of private sector involvement. With strong representation of individuals from Mexico and Canada, their approach reflects a belief in both grassroots and institutional tools to move conservation forward.

**Keywords:** public, coalitions, legislation, protected areas, activism, solidarity

**Table 1. Top five rated statements in terms of importance for each of the three factor groups.**

Pragmatic Conservationists	Strategic Reformers	Public Mobilizers
1. Support the sovereign voices of Tribes and Indigenous Nations	1. Do as much as possible at the state and local levels	1. Support the sovereign voices of Tribes and Indigenous Nations
2. Support community-led solutions and place-based networks	2. Develop a plan analogous to Project 2025 as a positive vision for the conservation movement	2. Ensure existing conserved lands remain intact
3. Focus on landscape connectivity	3. Support community-led solutions and place-based networks	3. Protect public lands
4. Speak and convey messages in common, everyday language	4. Support the sovereign voices of Tribes and Indigenous Nations	4. Collaborate, build coalitions, and increase solidarity
5. Focus on nature-based solutions to problems	5. Ensure existing conserved lands remain intact	5. Mobilize the public with activism on a massive scale

## Areas of Consensus

Across groups, there was a high degree of consensus that changing our culture to a more Indigenous mindset was of moderate to high importance. There was also strong consensus across groups about what actions are least strategic. All three groups agreed that retreating was not an effective option. Statements suggesting that nothing is likely to be effective, that we should “stay the course,” and that we should work diligently under the radar were rated as least important across the board.

Participants’ responses also suggested that most people favor working at the state/province, local, and community scales during times when the national scale is not as favorable to biodiversity protection and that building alliances, whether within a party or across the aisle, is a worthwhile endeavor.

Finally, there was strong consensus that using distributed and high-tech democracy tools was of low importance; however, verbal feedback revealed that the meaning of this tactic was unclear to some participants, so we encourage caution in interpretation.

### ***Areas of Disagreement***

The strategies and tactics that were most polarizing across groups concerned how confrontational or aggressive conservationists should be. Pragmatic Conservationists disliked confrontational or aggressive strategies, such as protesting in the streets and taking legal action anywhere possible, both of which Public Mobilizers rated positively. Pragmatic Conservationists also ranked “stop capitulating to threats and intimidation” very low, while Strategic Reformers ranked it very high.

Another area of disagreement was confidence in the public’s willingness and ability to protect biodiversity. Public Mobilizers were very positive about educating the public, whereas Strategic Reformers ranked education as a lower priority. As their name suggests, Public Mobilizers also strongly favored mobilizing the public, which Pragmatic Conservationists were less favorable toward.

Other statements that differentiated the three factor groups concerned focusing on landscape connectivity, encouraging foundations to “step it up,” and engaging future generations.

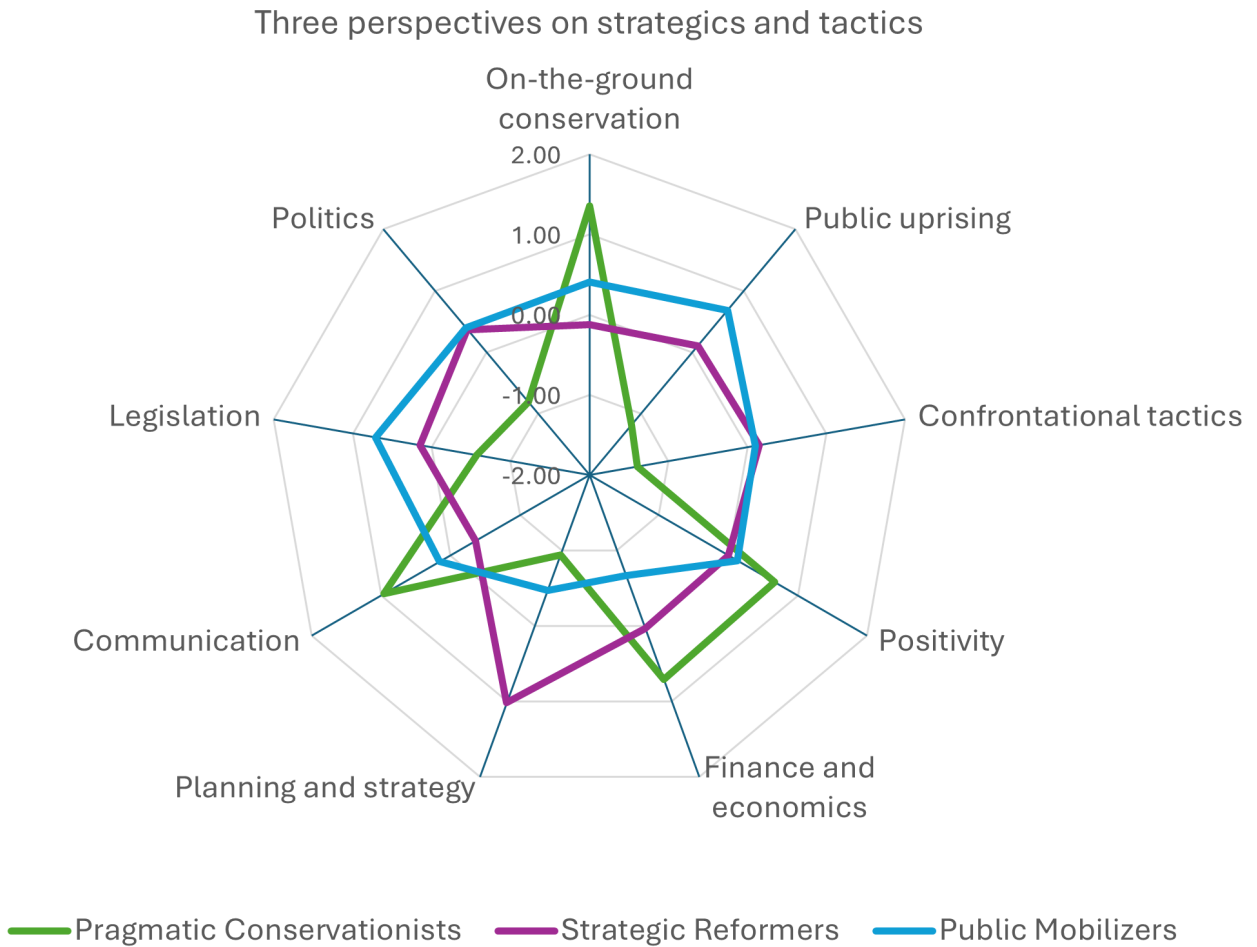
### ***Thematic Analysis***

The three groups differed not only in their global outlook on conservation strategy but also in their prioritization of more specific themes. The radar diagram shown in Figure 4 illustrates these differences. It reveals, for example, that Pragmatic Conservationists (green) highly value on-the-ground conservation, indicated by a value that is farther from the center of the diagram, and that they place a lower value on politics and confrontational tactics, which have values closer to the center of the diagram. Strategic Reformers (purple) stand out for their prioritization of planning and strategy and are less concerned with communication. Public Mobilizers (blue) have more favorable views than others on legislative strategy and public uprising.

### ***Differences in Interpretation***

Because Q methodology aims to preserve the tone and flavor of natural language, the 46 cards included some statements that were more colloquial, evocative, and/or charged than others, such as encouraging foundations to “step it up”, ceasing capitulation to threats and intimidation, and fighting back. Verbal feedback from participants indicated that these statements, especially, had different connotations to different people. For instance, statements with a more aggressive tone, such as “Protest in the streets” or “Be ready if the situation calls for revolution or regime change” elicited agreement from some and laughs from others. The most notable statement for differences in interpretation was “Develop a plan analogous to Project 2025 as a positive vision for the conservation movement.” Some participants viewed that statement in terms of systematic, strategic planning with sustained implementation, while others saw it as an anti-democratic movement that provoked adverse reaction.

Figure 4. Radar diagram showing the level of importance the three factor groups (indicated by colored lines) place on various categories of strategies and tactics (spokes of the wheel), as measured by mean Z-scores. Values closer to the perimeter of the diagram indicate higher priority.





## DISCUSSION

This project was launched to answer a question important to the Salazar Center: what changes to systems, institutions, laws, and regulations were most concerning, and how could conservation professionals, collectively, act to most effectively protect biodiversity? The results show that North American conservation professionals are very concerned about the impact of political changes on biodiversity. However, a moderate level of optimism persists, and there are differing opinions about the best route forward.

From a Pragmatic Conservationist perspective, implementing conservation actions more effectively and communicating more clearly will create the changes needed to protect biodiversity. From a Strategic Reformer or Public Mobilizer perspective, the political climate demands a political response. Strategic Reformers believe this response should come in the form of deliberate strategy, while Public Mobilizers believe it should come in the form of energizing and rallying the public.

### ***Limitations and Further Research***

Q methodology excels at identifying patterns of thought or opinion among groups of people. Our study shed light on conservation professionals' views on strategy, but it also raised new questions. While we can be confident that this analysis revealed three perspectives on conservation strategy that appear with some frequency among North American conservation professionals, the methodology used for this study cannot tell us what proportion of conservation professionals are represented by each of the views. Such information would require random sampling of the population of interest. Moreover, we can be sure



that there are other perspectives that were not captured by this study. Identifying missing perspectives would require further administration of the Q sort to people with different views. Varying perspectives might be found by expanding geography, professions, race/ethnicity, political alignment, and other factors that affect people's viewpoints. Finally, the perspectives queried in this study could change over time. Future administration of the survey questions and/or Q sort would reveal any changes in levels of concern and optimism or views on strategy.

### **Implications**

Beyond answering the question at hand, the study provides information that can be used for other purposes. Most directly, the results provide a snapshot of a particular moment in conservation history that can serve as a baseline for future assessments. Repeating the survey and/or Q sort in the future would enable us to observe changes over time.

The snapshot of conservation perspectives also enables reflection. Some topics, such as Indigenous conservation, were ranked highly across groups. Indigenous conservation has been a key component of the Salazar Center's programming, and findings show it is strongly supported. Similarly, the findings enable us to reflect on the degree to which our audiences reflect—or fail to reflect—the diversity of perspectives on conservation strategy. Knowing who is present allows us to ask who is missing, revealing gaps and prospects for outreach. For example, in our study, we saw strategies proposed in the survey (e.g., "Use distributed and high-tech democracy tools") that no one who participated in the Q sort ranked as important. Yet there may be benefits to understanding this viewpoint.

The results also signpost programming opportunities for the Salazar Center or other organizations. With conservationists differing in their opinion of how much politics and biodiversity conservation should be intertwined, organizations can bring together individuals with similar mindsets to work together. For example, an interest in long-term planning among Strategic Reformers suggests some utility from convening. Moreover, bringing the three groups into structured dialogue with each other could enable us to draw on the strengths of each. One might imagine a scenario, for example, in which Pragmatic Conservationists are relied upon to maintain essential on-the-ground progress, while Strategic Conservationists are tapped to develop a long-term strategy and Public Mobilizers help bring the public along.

### **Summary**

This study shows that conservation professionals are united less by a single perspective than by a shared sense of urgency. While levels of concern about biodiversity outcomes are exceptionally high, the persistence of moderate optimism suggests that there are opportunities for progress, even under challenging conditions.

The three perspectives identified through this study can be understood as complementary responses to a complex and volatile policy environment. Pragmatic Conservationists emphasize the continuity of effective place-based work, Strategic Reformers focus on defending and reshaping the systems that govern conservation

outcomes, and Public Mobilizers seek to expand the social and political base for biodiversity protection. None of these approaches alone is sufficient to address the scale of biodiversity loss, but together they point toward a more resilient conservation movement.

The challenge ahead is to create conditions in which multiple perspectives can function alongside one another effectively. By recognizing the value of diverse strategies and fostering collaboration across divides, the broader conservation community can adapt to political uncertainty while sustaining momentum toward the biodiversity goals.

## METHODS AND QUANTITATIVE RESULTS

### ***Informed Consent***

Participants were notified that information was being collected via a survey and Q sort to inform recommendations and a post-symposium report or other publications, and they were informed that participation was voluntary. During the Q sort exercises, participants were given the option to participate with or without having their responses recorded and to participate anonymously (not recording their name) or confidentially (name recorded but seen only by analysts). They could also choose whether to provide information about themselves, such as nationality, Indigenous status, and profession.

### ***Survey***

#### ***Participants***

The target population for this study was conservation professionals who engaged with the programming of the Salazar Center for North American Conservation. This was operationalized for the survey as newsletter subscribers. The target population was chosen because it is the audience for the Salazar Center's programming; constitutes a large number of people (approximately 6,500 subscribers); encompasses individuals from Mexico, the US, Canada, and numerous Tribes and Indigenous peoples; and includes diverse professional perspectives, with strengths in policy, practice, and research.

Sixty-six respondents answered both questions 1 and 3, which were analyzed quantitatively. Of these, 6 people identified as Indigenous, 62 as US/American, 5 as Mexican, and 9 as Canadian. Eleven respondents selected multiple identities.

#### ***Survey Instrument***

A survey was designed with Qualtrics and a link distributed via the Salazar Center's newsletter approximately one month prior to the symposium. Four primary questions were asked, including:

1. At this time, how concerned are you about the impact of federal politics on the future of biodiversity conservation in North America? (1: not concerned at all; 10: extremely concerned)
2. In light of current events, what are your primary concerns about the future of biodiversity conservation in North America? List up to three.
3. At this time, how optimistic are you that progress toward North American biodiversity goals will continue? (1: not optimistic at all; 10: extremely optimistic)
4. In light of current events, what strategies or tactics should we employ to reverse biodiversity loss in North America? List up to three.

Participants were also given an opportunity to choose among national/Indigenous identifications and add any additional comments they wanted to share.

## Data Analysis

Results indicated that people were very concerned about the impact of federal politics on North American biodiversity conservation. The average level of concern was 9.0 out of 10 (SD=1.9), with 67% (n=42) of respondents indicating a level of concern of 10 out of 10.

Single-factor ANOVA was used to determine if national/Indigenous identification affected participants' levels of concern or optimism. Results showed that these identifications did not affect level of concern (Figure 5A).

**Figure 5A. ANOVA results from survey question 1, which queried level of concern.**

ANOVA			
Source of Variation	df	F	P-value
Between Groups	3	0.15	0.93
Within Groups	78		
Total	82		

### Abbreviations

- SD = standard deviation
- ANOVA = analysis of variance
- n = number of participants
- Z-score = weighted average position of a statement across the Q sorts of everyone in the factor group

There was greater spread in participants' levels of optimism. The average response was 4.2 out of 10 (SD=2.2), with the most common response being a 5. In this case, ANOVA revealed that levels of optimism differed based on respondents' national and Indigenous identities ( $p=0.04$ ) (Figure 5B). Compared to the overall mean of 4.2, Mexican and Indigenous respondents were more optimistic (mean 6.8 and 6.2, respectively) than Canadians and US/Americans (mean 4.3 and 4.2).

**Figure 5B. ANOVA results from survey question 2, which queried level of optimism.**

ANOVA			
Source of Variation	df	F	P-value
Between Groups	3	2.96	0.04
Within Groups	78		
Total	81		

## **Q Methodology**

Q methodology is a research approach used to study people's subjective viewpoints, such as beliefs, values, or priorities. It combines qualitative and quantitative techniques to identify shared and divergent perspectives among participants by analyzing how participants rank a set of statements. The method is useful for exploring areas in which people may hold various viewpoints on the topic at hand. Examples of applications include stakeholder mapping; areas where there is diversity of opinion in policy, planning, or decision-making; and exploratory studies.

Q methodology aims to understand various points of view in some depth. Because it is not typically used to determine what percentage of a population holds each viewpoint, it does not require statistically random samples.

We used McKeown and Thomas (2013)<sup>3</sup> to guide our application of the method.

### **Q Set**

Q methodology is centered around a card-sorting exercise called a Q sort. The set of cards (a.k.a. Q set) is developed by first identifying the full range of ideas, opinions, and discourse on a particular topic for a particular population (a.k.a. concourse of communication). Similar statements are then grouped and consolidated into a collection of cards that captures the breadth of viewpoints. In this case there were 46 cards, each of which was printed with one of the statements from Table 2.

### **P Set**

Individuals who completed the card sorting exercise (a.k.a. P set) participated at two in-person gatherings hosted by the Salazar Center in spring 2025, including the International Symposium on Conservation Impact (Vancouver, March 2025, n=23) and at a capacity-building retreat hosted by the Salazar Center (Prince Edward Island, April 2025, n=14). At the symposium, opportunities to participate included i) a group workshop (breakout session) in which participants were selected by Salazar Center staff for their diversity of viewpoints and ii) opportunities to participate one-on-one, including an open table during a break in programming.

Because participants were given a choice about whether to provide information about themselves, we do not have demographic data for all participants. Of those who provided information, 10 identified as Canadian, 17 as US American, 3 as Mexican, and 3 as Indigenous. Professionally, 3 identified as policymakers, 18 as nonprofit affiliated, 5 as funders, 1 as corporate affiliated, 9 as researchers/academics, and 3 as government affiliated. Seven self-identified as male, 16 as female, and 0 as other gender.

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<sup>3</sup> McKeown, B., Thomas, D.B., 2013. Q Methodology. SAGE, Thousand Oaks, CA.

## Data Analysis

Quantitative data from participant Q sorts were analyzed using KADE / Ken-Q Analysis Desktop Edition version 2.0.1.<sup>4</sup> Q sorts were correlated, and 6 Brown centroid factors were extracted, 5 of which were selected for Varimax rotation based on Eigenvalues 0.9 or greater. This analysis identified participants who loaded onto each factor, counting only those Q sorts that contributed a majority of the factor's common variance. Participants' Q sorts loaded onto three of these factors: Factor 1 (n=14), Factor 2 (n=7), and Factor 3 (n=5). Seven participants' sorts did not load onto any factors. No factors were inverted.

Table 2 shows a list of statements in the Q set and their Z-scores for each of the three factor groups: Pragmatic Conservationists, Strategic Reformers, and Public Mobilizers. The Z-score is a weighted average position of a statement across the Q sorts of everyone in the factor group. A negative number indicates the statement was placed by that factor on the left (least important) side of the grid, while a positive number indicates the statement was placed by that factor on the right (most important) side of the grid.

**Table 2. List of statements sorted by participants (Q set) and Z-scores.**

#	Statement			
		Pragmatic Conservationists	Strategic Reformers	Public Mobilizers
1	Do as much as possible at the state and local levels	0.69	2.07	0.87
2	Support the sovereign voices of Tribes and Indigenous Nations	1.79	1.21	1.98
3	Support community-led solutions and place-based networks	1.64	1.33	0.62
4	Encourage corporate and private foundations to step it up	0.88	0.55	-1.01
5	Diversify income streams from earned income and non-traditional revenue	1.06	-0.33	-0.67
6	Work diligently under the radar	-0.91	-1.12	-0.88

<sup>4</sup> Banasick, S. 2019. KADE: A desktop application for Q methodology. Journal of Open Source Software, 4(36), 1360, <https://doi.org/10.21105/joss.01360>.

7	Partner more with hunters, anglers, and right-leaning organizations	0.00	0.51	-0.50
8	Plan now to act when the political winds shift back again	-0.68	1.07	-0.17
9	Embrace deregulation as a way to make restoration and wildlife coexistence easier	-1.24	-2.20	-1.89
10	Focus on smaller, achievable goals	-0.33	-0.97	-1.32
11	Make progress in Canada and Mexico while opportunities are limited in the US	-0.19	-0.24	-0.15
12	Engage future generations through communication and outreach	0.83	-0.98	0.54
13	Work indirectly to achieve goals through less obvious means	-0.04	-1.39	-1.19
14	Hedge our bets by planning for wildly different future scenarios	-1.25	0.04	-0.28
15	Shift strategy away from polarizing lawsuits to engagement	-0.43	-1.34	-0.03
16	Work through supra-national conservation alliances for solutions and resources	-0.05	-0.41	-0.48
17	Focus on landscape connectivity	1.45	-0.56	0.48
18	Protect public lands	0.73	0.40	1.71
19	Strengthen environmental protections	0.20	-0.53	1.11
20	Educate the public about science and biodiversity	0.75	-1.09	1.11
21	Empower individuals with information on how to act as part of a collective	0.26	-0.49	0.59
22	Collaborate, build coalitions, and increase solidarity	0.44	0.83	1.4
23	Organize regionally, bringing together organizations with different abilities	0.72	0.65	0.43

24	Take legal action anywhere possible	-1.32	-0.15	0.34
25	Defend existing laws, regulations, and institutions	-0.6	1.12	0.69
26	Ensure existing conserved lands remain intact	0.28	1.17	1.74
27	Protest in the streets	-1.71	-0.23	0.75
28	Mobilize the public with activism on a massive scale	-0.81	0.66	1.27
29	Focus on nature-based solutions to problems	1.26	0.31	0.34
30	Highlight the economic impacts of ecological function	1.14	0	-0.69
31	Lobby elected officials to maintain environmental protections and funding	0.02	0.4	0.91
32	Be ready if the situation calls for revolution	-1.04	-0.12	0.02
33	Empower private landowners to improve biodiversity	-0.08	0.54	-0.25
34	Put more emphasis on connecting with people and less on correcting them	0.96	0.02	-0.03
35	Emphasize the benefits of ecosystem services to humans	0.83	0	-0.84
36	Speak and convey messages in common, everyday language	1.27	-0.12	0.86
37	Stop making biodiversity a one-party issue	0.48	0.48	-0.22
38	Stop capitulating to threats and intimidation	-1.34	1.11	-0.39
39	Fight back	-1.54	0.13	-0.22
40	Offer financial incentives for people to conserve biodiversity	0.35	0.16	0.17
41	Change our culture to a more Indigenous mindset	1	0.97	0.72
42	No ideas seem likely to be effective	-2.17	-2.25	-2.11
43	Use distributed and high tech democracy tools	-1.01	-0.73	-1.01

44	Develop a plan analogous to Project 2025 as a positive vision for the conservation movement	-0.89	1.94	-0.96
45	Collaborate with for-profit companies	0.11	-0.22	-1.14
46	Stay the course; current concerns are overblown	-1.53	-2.2	-2.19

### ***Thematic Analysis***

To conduct the thematic analysis, we coded each statement in the Q set by theme, such as positivity, politics, or support for Indigenous conservation. We then calculated the mean Z-scores for each group for each theme. Because we were interested in identifying differences among groups, we removed themes that had a high level of uniformity across groups and focused instead on areas of difference. Themes that revealed differences are shown in Table 3. The three groups' differences across themes are visualized in Figure 4 (page 9).

**Table 3. Categories used in the thematic analysis.**

<b>Theme</b>	<b>Description</b>	<b>Example statements</b>
On-the-ground conservation	Pertained to direct conservation actions	Focus on landscape connectivity
Public uprising	Related to civic unrest	Protest in the streets; Be ready if the situation calls for revolution or regime change
Confrontational tactics	Aggressive in tone	Take legal action anywhere possible; Fight back
Positivity	Upbeat in tone	Collaborate, build coalitions, and increase solidarity
Finance and economics	Related to money	Offer financial incentives for people to conserve biodiversity; Encourage corporate and private foundations to step it up

Planning and strategy	Longer-term strategies	Plan now to act with then political winds shift back again; Develop a plan analogous to Project 2025 as a positive vision for the conservation movement
Communication	Emphasized the need for communication with various audiences or the public in general	Speak and convey messages in common, everyday language; Educate the public about science and biodiversity
Legislation	Concerned legislative and legal means	Defend existing laws, regulations, and institutions
Politics	Related to politics and organizing	Mobilize the public with activism on a massive scale

### **References and Further Resources**

Banasick, S. 2019. KADE: A desktop application for Q methodology. *Journal of Open Source Software*, 4(36), 1360, <https://doi.org/10.21105/joss.01360>.

McKeown, B., Thomas, D.B., 2013. *Q Methodology*. SAGE, Thousand Oaks, CA.

Those interested in learning more about Q methodology may find the following works useful:

- McKeown, B., Thomas, D.B., 2013. *Q Methodology*. SAGE, Thousand Oaks, CA.
- Stephenson, W., 1935. Technique of factor analysis. *Nature*, 136, 297.
- Zabala, A., Sandbrook, C., & Mukherjee, N. 2018. When and how to use Q methodology to understand perspectives in conservation research. *Conservation Biology*, 32(5), 1185-1194.

### **Suggested Citation**

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