

Misconceptions in biodiversity communication: Beyond the stereotype of “being more precious than giant pandas”

By SHEN Yihang

Abstract: This article discusses the misconception in biodiversity communication: “simply comparing the value of species with that of giant pandas, and often claiming that they are ‘more precious than giant pandas’”. This article argues that this way of expression seems to emphasize the importance of biodiversity, but there are several problems: it ignores the unique value of different species; it easily causes discrimination among species; the value of species is difficult to quantify and compare; this way of expression ignores the integrity and systematic nature of biodiversity conservation, etc. Finally, this article calls on us to avoid simple comparisons and quantifications when discussing the value of species, but to comprehensively consider multiple factors such as their intrinsic value and extrinsic value, potential value and actual value, subjective cognition and objective facts.

Key words: Species, biodiversity conservation, misconceptions in communication

SHEN Yihang. Misconceptions in biodiversity communication: Beyond the stereotype of “being more precious than giant pandas”. BioGreen - Biodiversity Conservation and Green Development. Vol. 1, July 2024. Total Issues 65. ISSN2749-9065

