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"In Search of Value Literacy: Suggestions for the Elicitation of Environmental Values"

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Satterfield, Theresa. "In Search of Value Literacy: Suggestions for the Elicitation of Environmental Values." *Environmental Values* 10, no. 3 (2001): 331–59. doi: 10.3197/096327101129340868 .

This paper recognises the many contributions to work on environmental values while arguing that some reconsideration of elicitation practices is warranted. It argues that speaking and thinking about certain environmental values, particularly ethical expressions, are ill-matched with the affectively neutral, direct question-answer formats standard to willingness-to-pay and survey methods. Several indirect, narrated, and affectively resonant elicitation tasks were used to provide study participants with new opportunities to express their values. Coded results demonstrate that morally resonant, image-based, and narrative-style elicitation tasks help respondents articulate a broader range of noncost and nonutilitarian environmental values. However, it was found that elicitations of this kind are most useful when presented in a affectively subtle and noncontroversial form. Several suggestions for synthesising these methods with more structured forms (e.g., surveys, constructed preferences, etc.) are offered.
— Text from The White Horse Press website

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