

Abstract

The aim of the thesis is to answer the question how differ the attitudes of zoologists and general public on suitability of various mammals kept in zoos. The theory of cultural stereotypes is theoretical starting point where i assume that evaluation is influenced on the basis of cultural stereotypes among general public (n = 100) versus expert evaluation of graduates of zoology (n = 60). Questionnaire with a scale enumeration concerning the assessment of the suitability of selected groups of mammals for breeding in zoos was used as the main data collection instrument. Results of the survey showed that experts evaluated the suitability of mamals for breeding in zoo more positive than laymens in general. According general public were equines and rodents rated as relatively unsuitable for breeding in zoos in comparison with expert evaluation. Elephant, orangutan, platypus, tiger, bear and cheetah were rated as relatively suitable for breeding in zoos by general public against expert evaluation. The possible interpretation might be that these mammals belong to the most popular and therefore respondents want to experience personal contact with them. Statistical testing found no gender differences in the rating.

Key words:

zoos, public attitudes, zoologists' attitudes, mammals, cultural stereotypes, anthropomorphism, popularity of mammals