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Species literacy: the perception and cultural portrayal of animals

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Species Literacy

The perception and cultural portrayal of animals

Michiel Hooykaas

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Species Literacy

*The perception and cultural portrayal
of animals*

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It was back in 2008 that I noticed to my surprise that some of my fellow biology students did not know the difference between a jackdaw and a crow. This planted a seed in my head that years later would sprout and set me on a journey to explore people's perception of animal biodiversity in the Netherlands. The species represented on the cover of my dissertation are a few of the animals that participants had difficulty with identifying. To put these animals in the spotlight, they reappear elsewhere in this thesis with their actual everyday name.

Michiel Hooykaas

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