

Fostering Cultural Ecosystem Services: The Impact of Social Media and Online Intermediaries in Promoting Payment for Ecosystem Services

Mona Nazari¹, Nicolas Bilot², Julia Ramsauer³, and Harald Vacik¹

¹Institute of Silviculture, University of Natural Resources and Life Sciences, Vienna, Austria

²Association Des Hommes et Des Arbres, Nancy, France

³La Manchuela por el Clima, Minglanilla, Spain

Email*: Mona.nazari@boku.ac.at

YouTube PES and Social Media: A Story Begins

Cultural Ecosystem Services

Cultural ecosystem services (CES) refer to the nonmaterial benefits people obtain from ecosystems, which have direct influence on quality of life (Cheng et al, 2019)

Key Challenges

(Nazari, 2021)

Payment for Ecosystem Service (PES)

PES encourage the maintenance of natural ecosystems through environmentally friendly practices that avoid damage for other users of the natural resources which aim to improve rural areas and rural lifestyles (Wunder in 2005; Lipper & Neves, 2011)

Principle Actor Groups in Payments for Ecosystem Services

Objective

Finding how social media can facilitate the initiation of PES programs in Europe by addressing key barriers caused by communication like lack of market awareness, lack of participation and mistrust. Focusing on local to regional social media influencers (L-RSMI) to promote PES concepts, local markets, and community engagement within the different stakeholders' group.

Research Questions?

- How does marketing of social media influencers affect the consumer behavior in the context of Cultural environmental services and which aspects are relevant?
- How does social media marketing influence the behavior of the providers in the context of the provision of cultural ecosystem services?

Conclusion

- The study highlights YouTube as the preferred platform for news, browsing, and learning, with LinkedIn being favoured for content posting. Short videos are popular for content consumption.
- Women aged 25-40 as majority acknowledge social media's impact on PES mostly on cultural ecosystem services but question influencer reliability. Conversely, men aged 40-60 as majority prefer traditional intermediaries and distrust influencers.
- These findings emphasize the need for targeted communication strategies in PES efforts, tailoring content and platforms can effectively engage audiences and promote PES marketing, particularly among young female demographics.

Methodology

Step 1

- Conducted literature search using PubMed, Scopus, and Google Scholar, and Rayyan.
- Reviewed 348 articles for key social media indicators.
- Selected 83 articles focusing on green marketing, ecosystem services, and social media.

Literature Review

Step 2

- Designed a general survey for the stakeholders of PES or PES-like programs.
- Distributed to 43 participants from Austria, Spain, and France online and offline.
- Collected responses to on social media usage general perspective

General Survey Design and Distribution

Step 3

- Analyzed survey results to identify stakeholders' perceptions and expectations regarding social media use.
- Extracted insights for a specific follow-up survey design.

Analysis of General Survey Results

Specific Survey Design

Step 4

- Designed follow-up survey for varied PES locations and roles.
- Included questions on stakeholders' expectations and needs, integrating social media indicators.

Result

Step 1

Why Cultural Ecosystem services?

Ecosystem Services Mentioned in Literature

Consumer characteristic		Influencers characteristic		Content characteristic		Platform Type		Geography factors									
Demographic s	Psychog raphics	Behavioral patterns	Attitudes and beliefs	Interaction metrics	Reliability & Relatability	Personal attributes	Informatio n quality	Design quality	Technology quality	Creativity	Personal and Social Networki ng	Content and Interest- Based	Spatial scale	Location	Legal Distincti ons	Cultural preference s	Lingui stic Diversity
Gender	interests	Usage purpose	Trust in influencers	follower count	Trustworthi ness	Attitude homophily	Production values	Visual Appeal	Topic	Originality	Facebook	YouTube	Regional	Regulator y Compliance	Cultural Sensitivity		
Age	values	Usage frequency	Brand loyalty	Engagement rate	preceived expertise	Physical attractiveness	Informative	Consistency	Interactivity	Storytelling	Twitter	LinkedIn	Local	Privacy Laws	Cultural References		
Education	lifestyles	Purchase history			Parasocial relationship	Social attractiveness	Entertaining	Length	Timing	Engagemen t Techniques	Instagram		Global	Content Restricti ons			

Chen Lou & Shupej (2019); Gelati, N., & Verplancke, J. (2022); Han, J., & Balabanis, G. (2024)

Step 2

English and German Version, Spanish Version, French Version

Step 3

Platform Type

Posting Channel: Multiple times a day, Daily, Weekly

Surfing Channel: Multiple times a day, Daily, Weekly, Every few weeks, Every few months

Demographic Characteristics

Content Characteristics

Acknowledgment:



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