

### III. Abbreviations

|        |  |
|--------|--|
| ABCM   | Attribute-based choice modeling                              |
| CBA    | Cost-benefit analysis  |
| CE     | Choice experiments   |
| CEG    | Citizen expert group   |
| Coeff. | Coefficient  |
| CVM    | Contingent valuation method                                  |
| DC     | Dichotomous choice (elicitation format)                      |
| BIDR   | Balanced Inventory of Desirable Responding                   |
| BMBF   | German Federal Ministry of Education and Research            |
| EDR    | Environmentally desirable responding                         |
| EDRS   | Environmentally desirable response scale                     |
| GBP    | Great Britain Pound  |
| GDP    | Gross domestic product                                       |
| GIS    | Geographical information system                              |
| IM     | Impression management  |
| LILAC  | Sino-German research cooperation “Living Landscapes – China” |
| LUCC   | Land-use cover change model                                  |
| MEP    | Ministry of Environmental Protection (of the PRC)            |
| MMPI   | Minnesota Multiphasic Personality Inventory                  |
| MOST   | Ministry of Science and Technology (of the PRC)              |
| NEP    | New environmental paradigm                                   |
| NGO    | Non-governmental organization                                |
| NOAA   | (United States) National Oceanic and Atmospheric Association |
| NRWNNR | Naban River Watershed National Nature Reserve                |
| OE     | Open-ended (elicitation format)                              |
| OLS    | Ordinary least squares                                       |
| PC     | Payment card (elicitation format)                            |
| PRC    | People’s Republic of China                                   |
| PVM    | Participatory valuation method                               |
| RMB    | Renminbi (Chinese currency)                                  |
| RUM    | Random utility model   |
| SD     | Social desirability  |

|            |                               |
|------------|-------------------------------|
| SDR        | Socially desirable responding |
| Std. error | Standard error                |
| SED        | Self-deception                |
| SEU        | Subjective expected utility   |
| TEV        | Total economic value          |
| WTA        | Willingness to accept         |
| WTP        | Willingness to pay            |

