## Do we get better and make things worse? Managing a taxon in zoos on the individual and the population level, using the giraffe (Giraffa camelopardalis) as an example



Lara Scherer, Laurie Bingaman Lackey, Dennis W. H. Müller, Marco Roller, Mads F. Bertelsen, Max Hahn-Klimroth, Paul Dierkes, Marcus Clauss

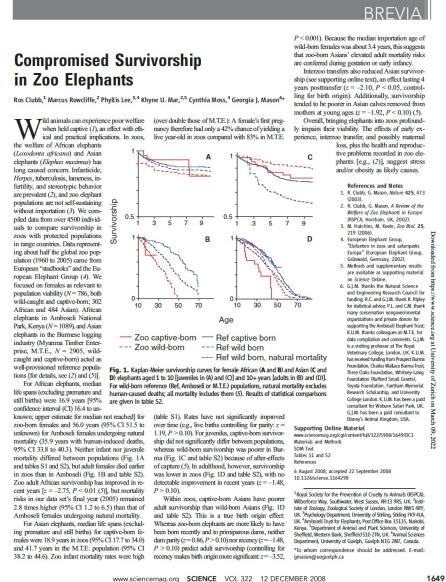


WRC 2023



Clinic of Zoo Animals, Exotic Pets and Wildlife

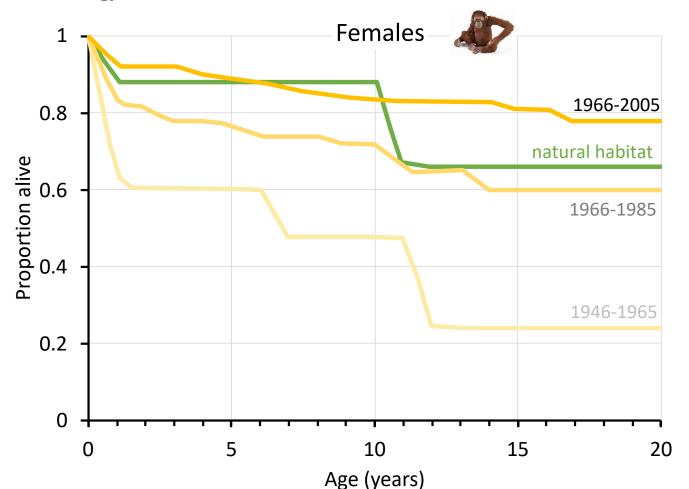
#### How are animals in zoos doing ?



# Captive and Wild Orangutan (*Pongo* sp.) Survivorship: A Comparison and the Influence of Management

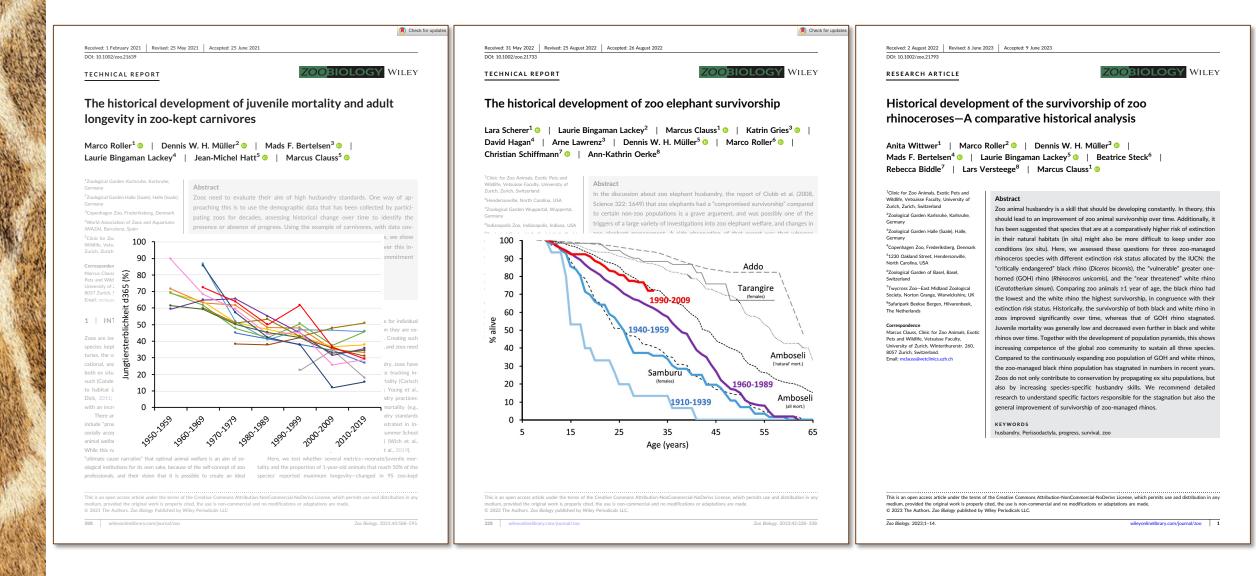
S.A. WICH<sup>1\*</sup>, R.W. SHUMAKER<sup>1</sup>, L. PERKINS<sup>2</sup>, AND H. DE VRIES<sup>3</sup> <sup>1</sup>Great Ape Trust of Iowa, Des Moines, Iowa <sup>2</sup>Zoo Atlanta, Atlanta, Georgia <sup>3</sup>Research Group Behavioural Biology, Utrecht University, Utrecht, The Netherlands

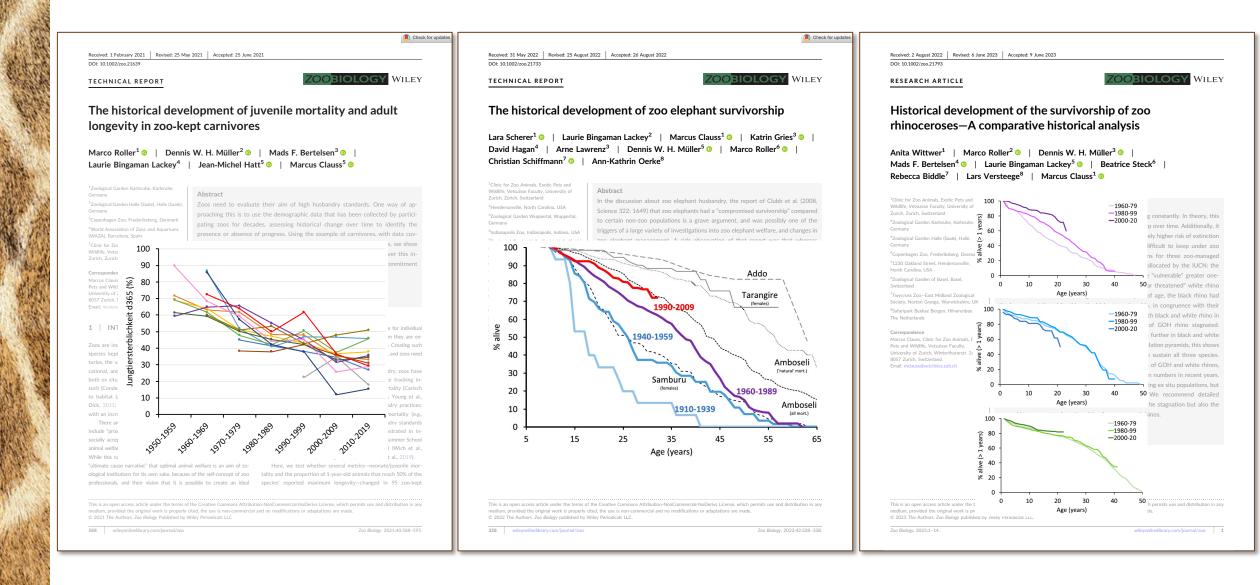
American Journal of Primatology 71:680-686 (2009)



Received: 1 February 2021 Revised: 25 Ma	Check for updates ay 2021 Accepted: 25 June 2021	Received: 31 May 2022 Revised: 25 Augu	Accepted: 26 August 2022	Received: 2 August 2022 Revised: 6 June 2	023 Accepted: 9 June 2023
DOI: 10.1002/zoo.21639		DOI: 10.1002/roo.21733		D0: 10.1002/zoo.21793	
TECHNICAL REPORT	ZOOBIOLOGY WILEY	TECHNICAL REPORT	ZOOBIOLOGY WILEY	RESEARCH ARTICLE	ZOOBIOLOGY WILEY
The historical development of juvenile mortality and adult		The historical development of zoo elephant survivorship		Historical development of the survivorship of zoo	
longevity in zoo-kept carnivores				rhinoceroses—A comparative historical analysis	
Marco Roller <sup>1</sup>   Dennis W. H. Müller <sup>2</sup>   Mads F. Bertelsen <sup>3</sup>   Laurie Bingaman Lackey <sup>4</sup>   Jean-Michel Hatt <sup>5</sup>   Marcus Clauss <sup>5</sup> 0		Lara Scherer <sup>1</sup>		Anita Wittwer <sup>1</sup>   Marco Roller <sup>2</sup>	
<sup>1</sup> Zoological Garden Karlsruhe, Karlsruhe, Germany <sup>2</sup> Zoological Garden Halle (Saale), Halle (Saale), Germany <sup>3</sup> Copenhagen Zoo, Frederiksberg, Denmark <sup>4</sup> World Association of Zoos and Aquariums (WAZA), Barcelona, Spain <sup>6</sup> Clinic for Zoo Animals, Exotic Pets and Wildlife, Vetsuisse Faculty, University of Zurich, Zurich, Switzerland Correspondence Marcus Clauss, Clinic for Zoo Animals, Exotic Pets and Wildlife, Vetsuisse Faculty, University of Zurich, Winternhurestrar, 260, 8037 Zurich, Switzerland, Email: mclausgevetclinic.suftch.	Abstract Zoos need to evaluate their aim of high husbandry standards. One way of ap- proaching this is to use the demographic data that has been collected by partici- pating zoos for decades, assessing historical change over time to identify the presence or absence of progress. Using the example of carnivores, with data cov- ering seven decades (1950-2019), 13 carnivore families, and 95 species, we show that juvenile mortality has decreased, and adult longevity increased, over this in- terval. While no reason for complacency, the results indicate that the commitment of zoos to continuously improve is having measurable consequences. <b>KEYWORDS</b> Carnivora, husbandry, progress, survival, zoo	<sup>1</sup> Clinic for Zoo Animals, Exotic Pets and Wildlife, Vetsuise Faculty, University of Zurich, Zurich, Switzerland <sup>2</sup> Hendersonville, North Carolina, USA <sup>2</sup> Zoological Garden Wuppertal, Wuppertal, Germany <sup>1</sup> Indianapolis, Indianapolis, Indiana, USA <sup>2</sup> Zoological Garden Halle (Saale), Halle (Saale), Germany <sup>4</sup> Zoological Garden Karlsruhe, Karlsruhe, Germany <sup>9</sup> Tier-Erlebnispark Bell, Bell, Germany <sup>8</sup> European Elephant Service, Endocrinology Laboratory, German Primate Center, Gettingen, Germany	Abstract In the discussion about zoo elephant husbandry, the report of Clubb et al. (2008, Science 322: 1649) that zoo elephants had a "compromised survivorship" compared to certain non-zoo populations is a grave argument, and was possibly one of the triggers of a large variety of investigations into zoo elephant welfare, and changes in zoo elephant management. A side observation of that report was that whereas survivorship in African elephants ( <i>Loxodonta dricano</i> ) improved since 1960, this was not the case in Asian elephants ( <i>Elephas maximus</i> ). We used historical data (based on the Species360 database) to revisit this aspect, including recent developments since 2008. Assessing the North American and European populations from 1910 until today, there were significant improvements of adult (z10 years) survivorship in both species. For the period from 1960 until today, survivorship improvement was significant for African elephants and close to a significant improvement in Asian	<sup>1</sup> Clinic for Zoo Animale, Exotic Pets and Wildlife, Vetsusse Faculty, University of Zurich, Zurich, Switzerland <sup>1</sup> Zoological Garden Karlsruhe, Karlsruhe, Germany <sup>1</sup> Zoological Garden Halle (Saale), Halle, Germany <sup>1</sup> Copenhagen Zoo, Frederiksberg, Denmark <sup>1</sup> S120 Oakland Street, Hendersonville, North Carolina, USA <sup>2</sup> Zoological Garden of Basel, Basel, Switzerland <sup>1</sup> Twycross Zoo–East Midland Zoological Society, Norton Grange, Warwickshire, UK <sup>6</sup> Safrigarke Beekes Bergen, Hilvarenbeek,	Abstract Zoo animal husbandry is a skill that should be developing constantly. In theory, this should lead to an improvement of zoo animal survivorship over time. Additionally, it has been suggested that species that are at a comparatively higher risk of extinction in their natural habitats (in situ) might also be more difficult to keep under zoo conditions (ex situ). Here, we assessed these questions for three zoo-managed rhinoceros species with different extinction risk status allocated by the IUCN: the "critically endangered" black rhino (Diceros bicornis), the "vulnerable" greater one- hormed (GOH) rhino (Rhinoceros unicornis), and the "near threatened" white rhino (Cerototherum sinum). Comparing zoo animals ≥1 year of age, the black rhino had the lowest and the white rhino the highest survivorship, in congruence with their
1 INTRODUCTION Zoos are institutions where humans inter species kept for display and species cor turies, the value of zoos has expanded to turies, the value of zoos has expanded to both ex situ programs in terms of conse- such (Conde et al. 2011), and in situ actior to habitat (and hence, indirectly species Dick, 2011; Tribe & Booth, 2003). These with an increasing focus on animal welfar There are several narratives about the zi include "proximal cause narratives," arguing animal welfare is not comporting and in situ While this narrative is plausible and valid, I	nservation. Over the cen- oinclude recreational, edu- sorwarian aims focus on sorwarian aims focus on so conservation aims and evaluating life stage-specific mortality (Carisch et al., 2017; Muller et al., 2011; Tidire et al., 2014; Voung et al., 2012). This also allows assessing progress in husbandry practices: one would expect uncontrolled, life stage-specific mortality (ceg., neonatal mortality) to decrease over time, if husbandry standards have improved over the years, as has been demonstrated in in- dividual aplecies like okapi ( <i>Okapia johnstoni</i> ) (RAZWV Summer School Participants & Clausz, 2009) or chimpanzees ( <i>Pan tragolytes</i> ) (Havercamp et al., 2017).	Marcus Clauss, Clinic for Zoo Animals, Exotic Pets and Wildliffe Versionse Faculty, University of Zurich, Winterthurerstr 260, Zurich 8057, Switzerland. Email: mclauss@vetclinics.uzh.ch	elephants; Asian elephants generally had a higher survivorship than Africans. Juvenile (<10 years) survivorship did not change significantly since 1960 and was higher in African elephants, most likely due to the effect of elephant herpes virus on Asian elephants. Current zoo elephant survivorship is higher than some, and lower than some other non-zoo populations. We discuss that in our view, the shape of the survivorship curve, and its change over time, are more relevant than comparisons with specific populations. Zoo elephant survivorship should be monitored continuously, and the expectation of a continuous trend towards improvement should be met. KEYWORDS husbandry, mortality. Proboscidea, progress, survival	The Netherlands Correspondence Maria (Clause, Clink for Zoo Animale, Exote: Pets and Wildlift, Vetsukse Faculty, Unionaly of Zurick (Neterthurenz), 260, 2637 Zurick, Switzerland, Email: mclauss@vetclinics.uzh.ch	extinction risk status. Historically, the survivorship of both black and white rhino in zoos improved significantly over time, whereas that of GOH rhino stagnated. Juvenile mortality was generally low and decreased even further in black and white rhinos over time. Together with the development of population pyramids, this shows increasing competence of the global zoo community to sustain all three species. Compared to the continuously expanding zoo population of GOH and white rhinos, the zoo-managed black rhino population has stagnated in numbers in recent years. Zoos do not only contribute to conservation by propagating ex situ populations, but also by increasing species-specific husbandry skills. We recommend detailed research to understand specific factors responsible for the stagnation but also the general improvement of survivorship of zoo-managed rhinos. <b>KEYWORDS</b> husbandry. Perissodactyla, progress, survival, zoo
	se of the self-concept of zoo tailty and the proportion of 1-year-old animals that reach 50% of the possible to create an ideal species' reported maximum longevity—changed in 95 zoo-kept of the Creative Commons Attribution-NonCommercial-NoDer/vs License, which permits use and distribution in any cited, the use is non-commercial and no modifications or adaptations are made.		of the Creative Commons Attribution-NonCommercial-NoDer/vs License, which permits use and distribution in any cited, the use is non-commercial and no modifications or adaptations are made. Wiley Periodicals LLC. Zoo Biology. 2023;42:328–338.		I the Creative Commons Attribution-NonCommercial-NoDerivs License, which permits use and distribution in any ited, the use is non-commercial and no modifications or adaptations are made. Way Periodicals LLC. wileyonlinelibrary.com/journal/zoo 1







# Does zoo giraffe survivorship improve over historical time?

How does it compare to information from natural habitats?

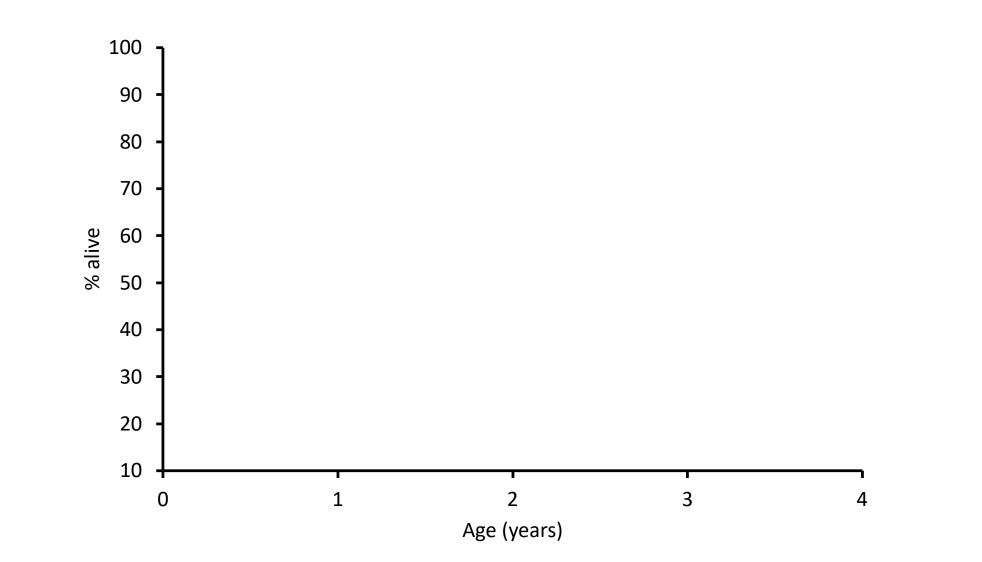


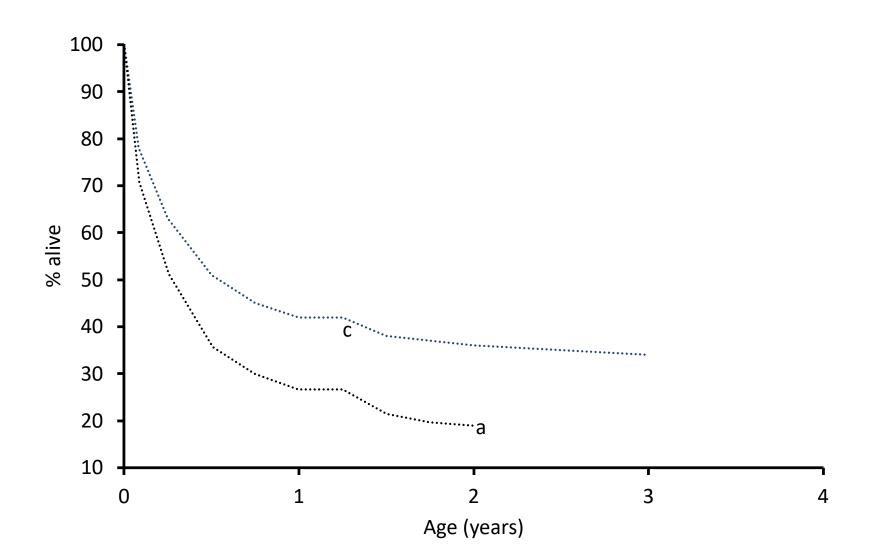
# Global information serving conservation.

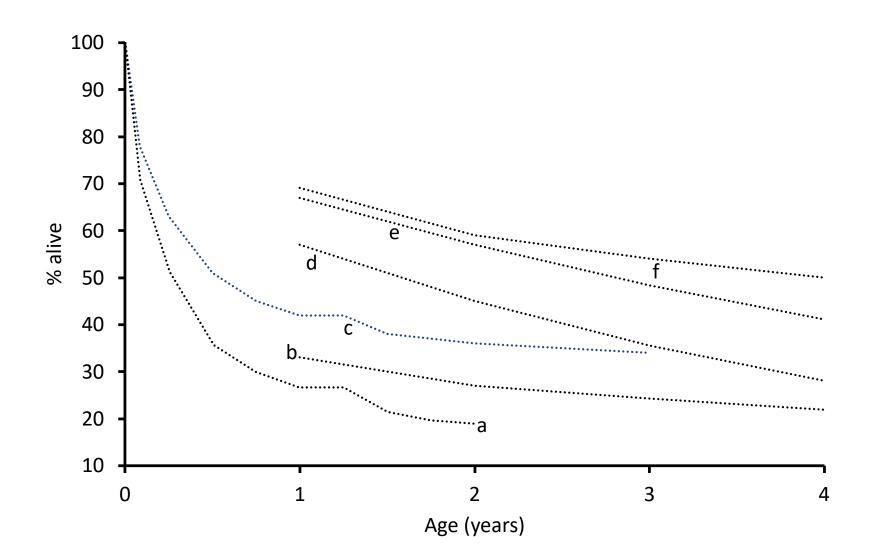


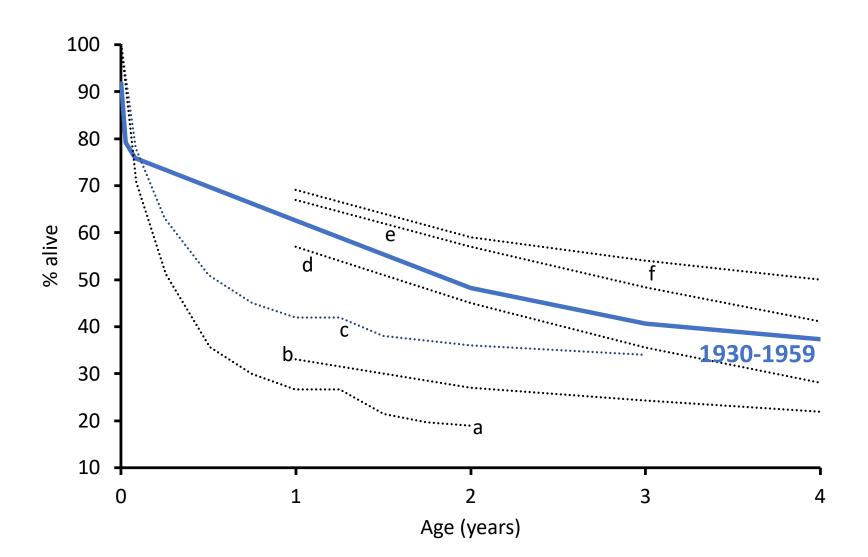
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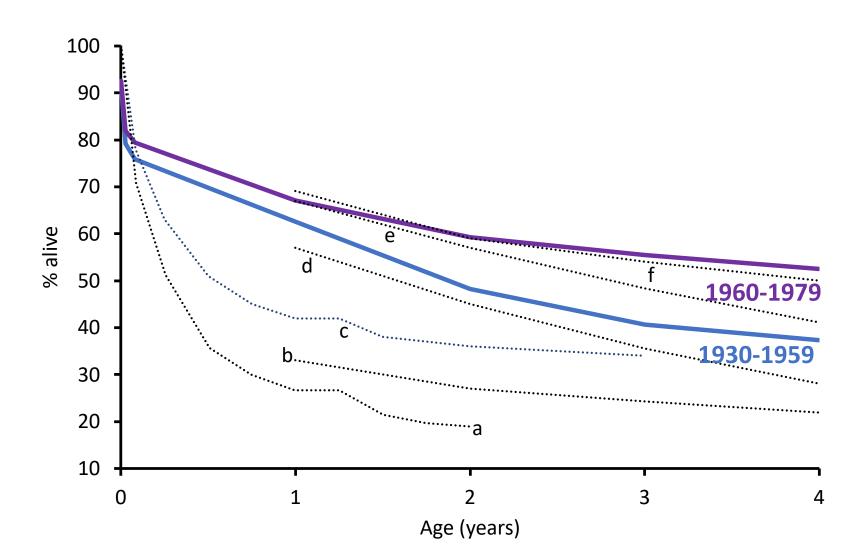
Birth and death data (and information on origin and sex) for global zoo giraffes (all species/hybrids) for 6048 individuals from 1900-2022.

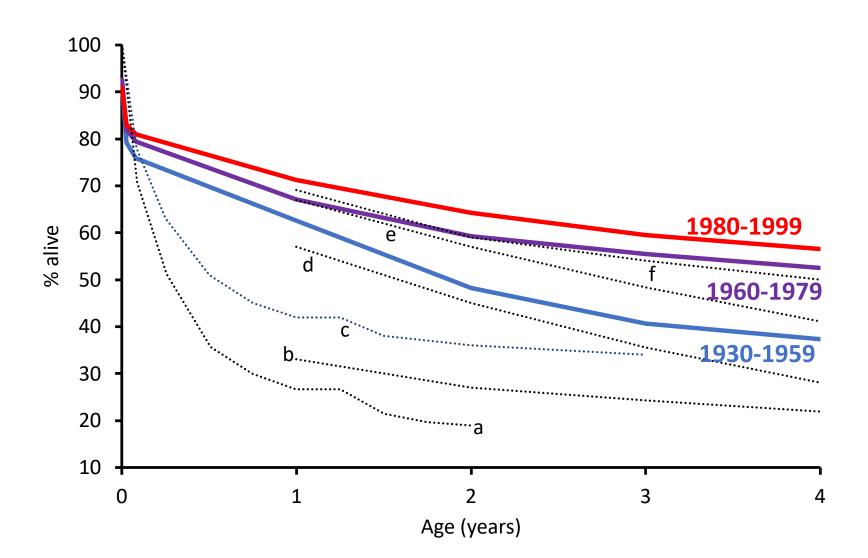


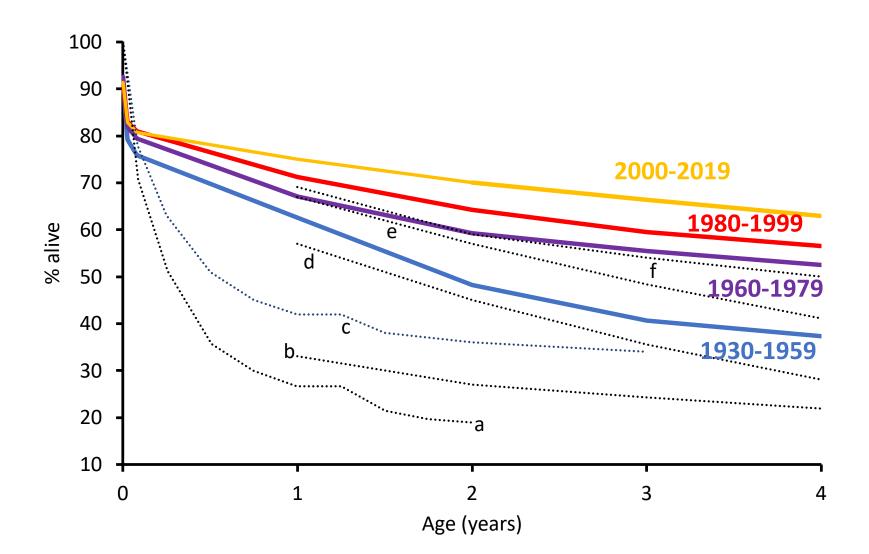


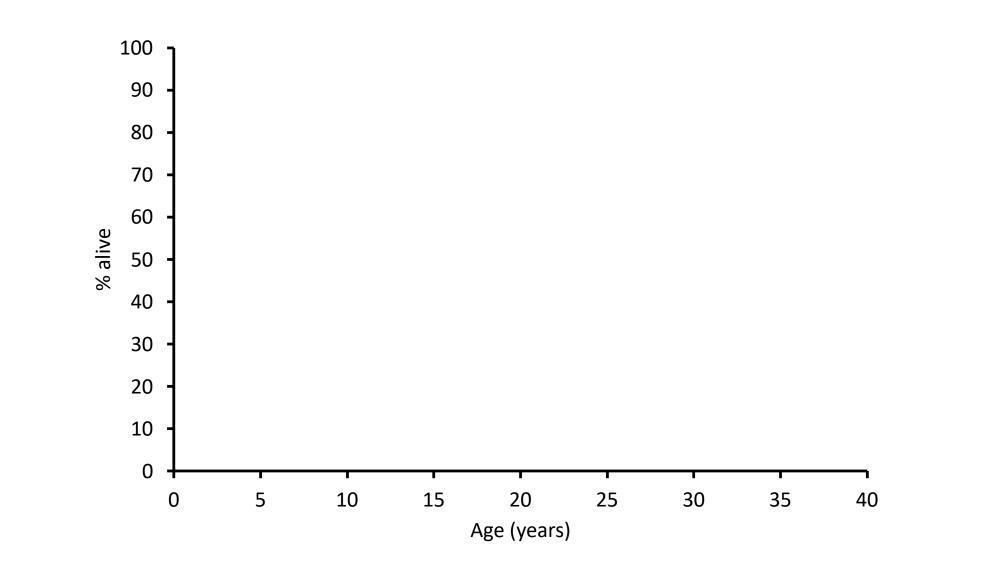


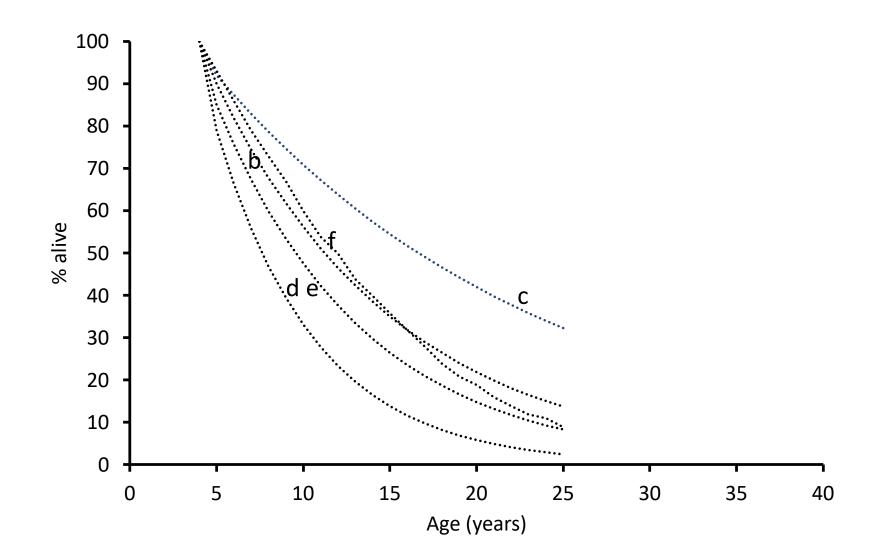


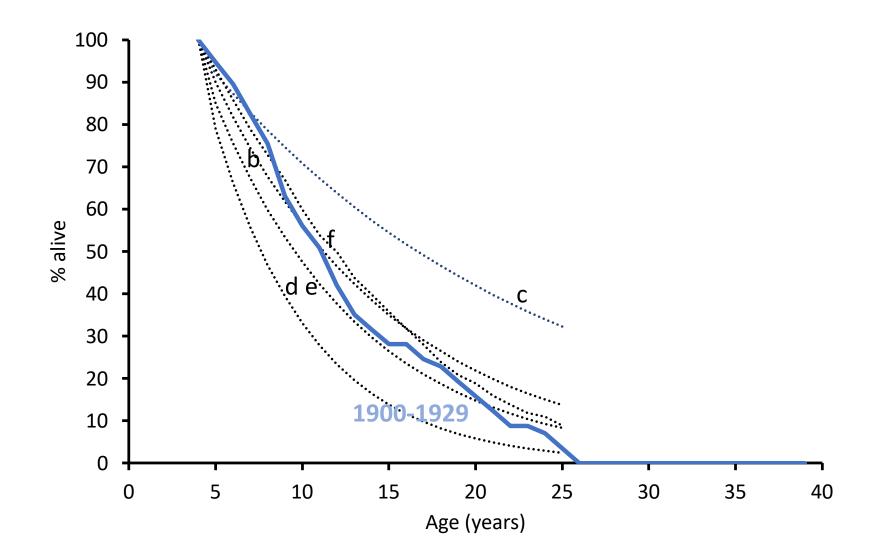


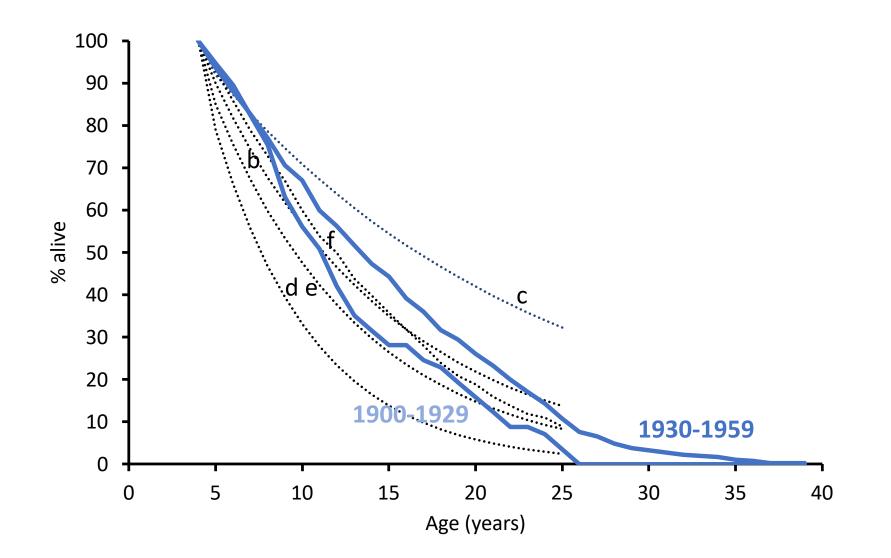


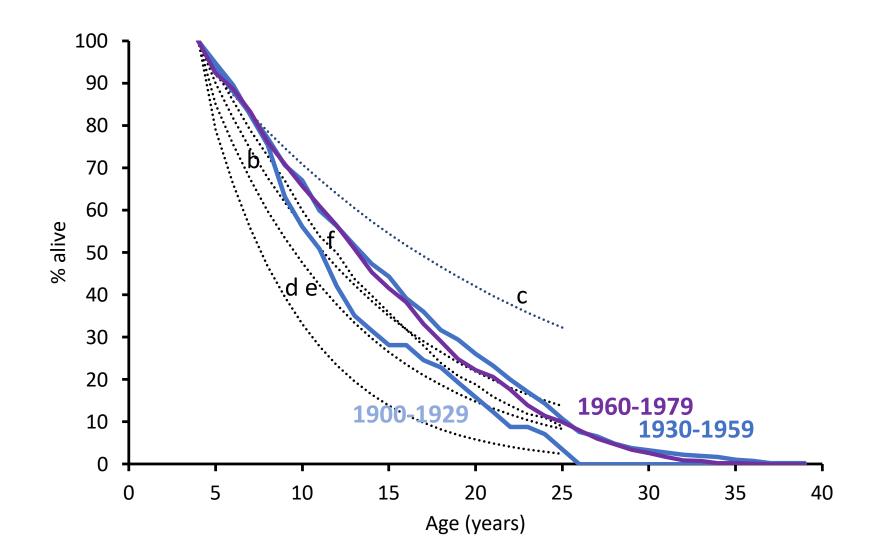


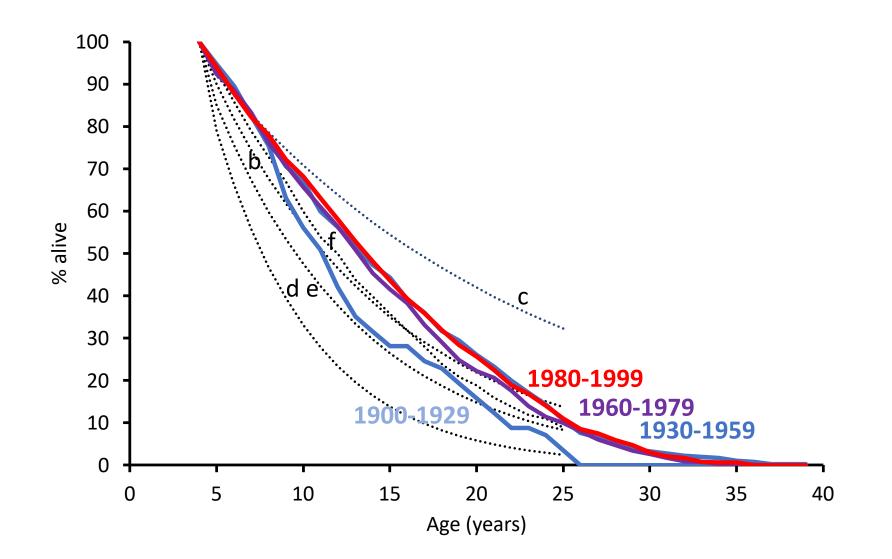


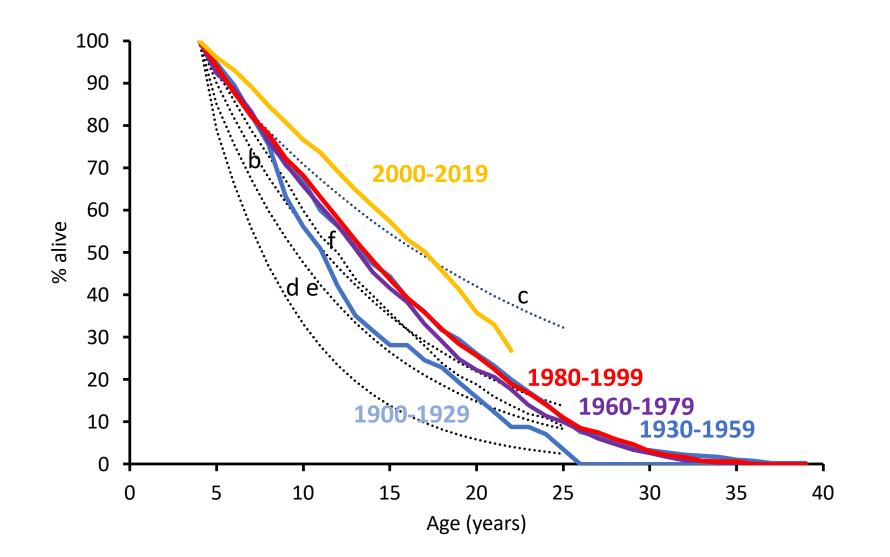


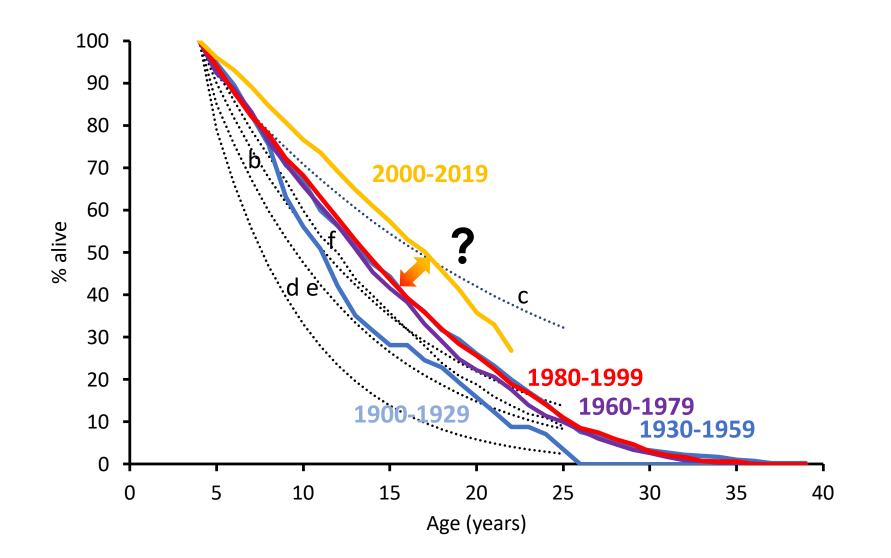


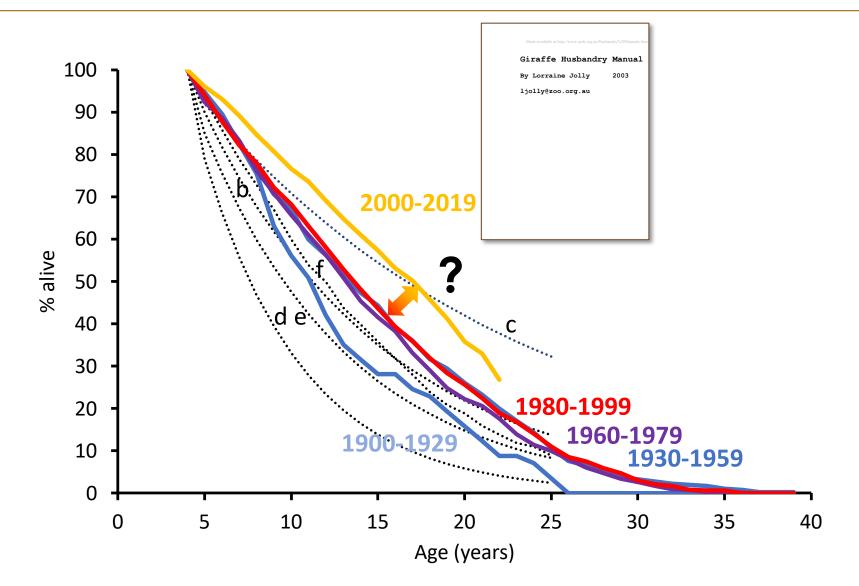


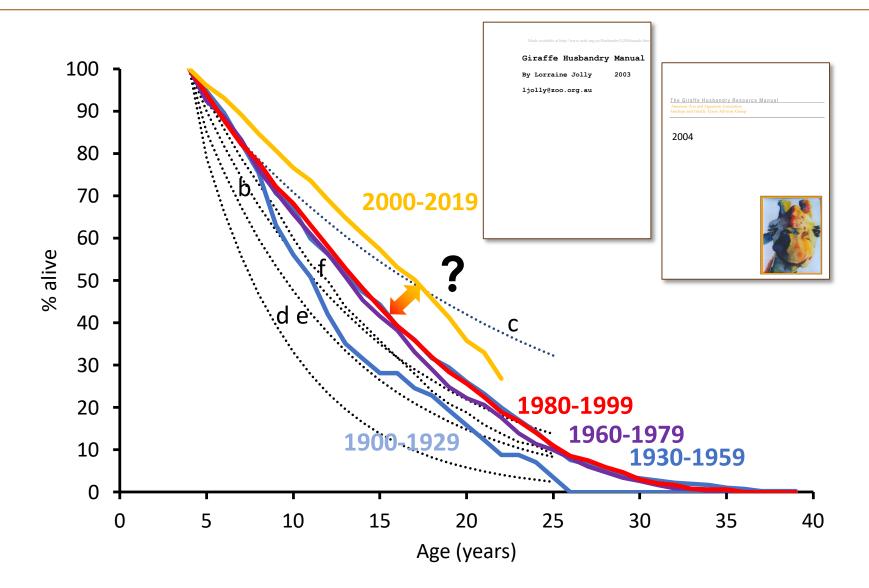


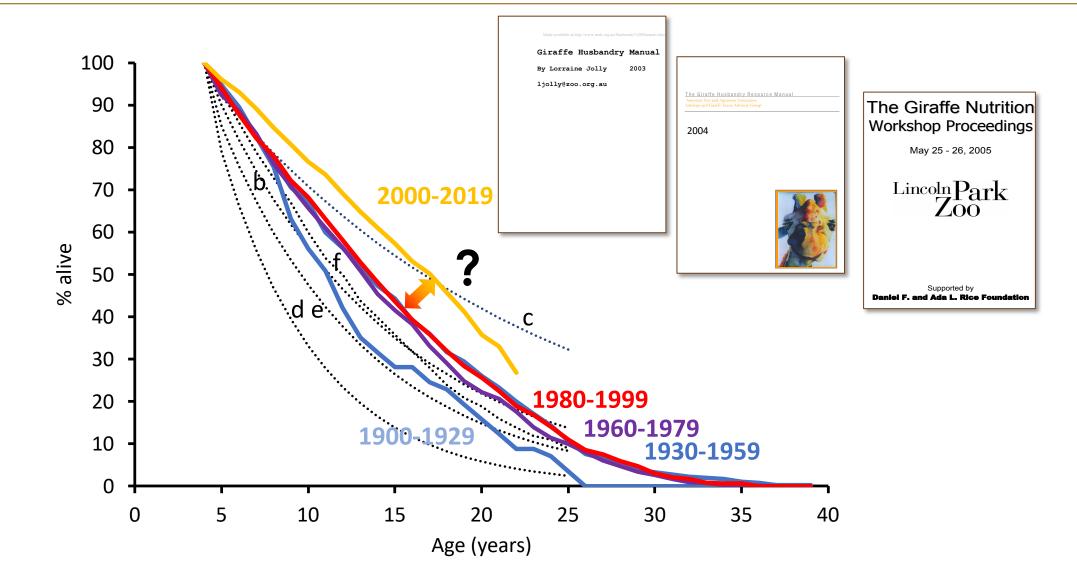


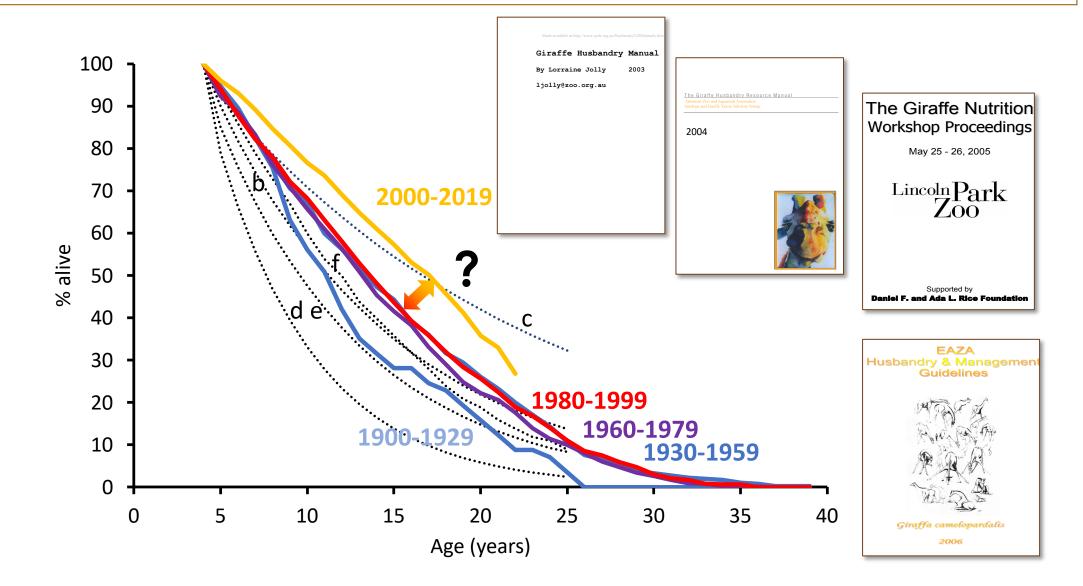












#### Relative life expectancy in zoo ruminants

#### Mating system, feeding type and *ex situ* conservation effort determine life expectancy in captive ruminants

Dennis W. H. Müller<sup>1,\*</sup>, Laurie Bingaman Lackey<sup>2</sup>, W. Jürgen Streich<sup>3</sup>, Jörns Fickel<sup>3</sup>, Jean-Michel Hatt<sup>1</sup> and Marcus Clauss<sup>1</sup>

Proc. R. Soc. B (2011) 278, 2076–2080

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#### Question:

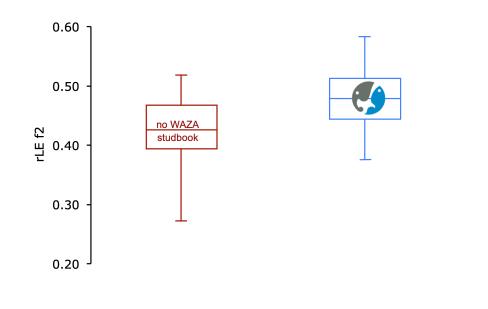
Is there an effect on relative life expectancy of whether or not a WAZA Studbook exists?

## Relative life expectancy in zoo ruminants

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#### Question:

Is there an effect on relative life expectancy of whether or not a WAZA Studbook exists?

Answer: Yes.

# If we keep them alive for longer, does that mean someone gives us more holding space ?

#### Marius 2014

11 February 2014, 5.50am GMT

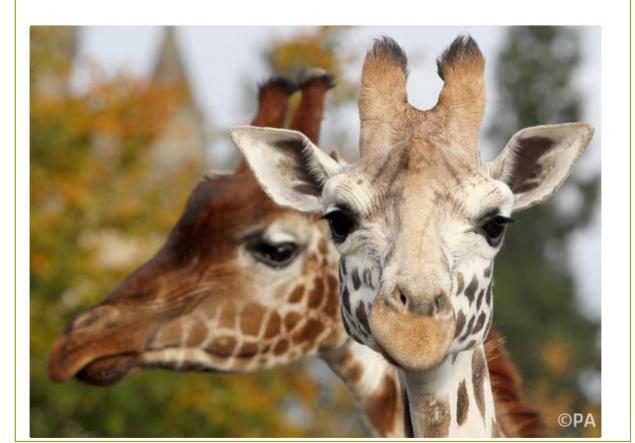
#### Death of Marius the giraffe reveals cultural differences in animal conservation



#### Marius 2014

#### 11 February 2014, 5.50am GMT

#### Death of Marius the giraffe reveals cultural differences in animal conservation









# Marius the giraffe's grotesque slaughter **Zoo Scandal:** Innocen horrifie to lions!

Shot 4 times with captive bolt gun

Slide by M. Bertelsen

#### Marius, the Giraffe: A Comparative Informatics Case Study of Linguistic Features of the Social Media Discourse

Chris Zimmerman<sup>1</sup>, Yuran Chen<sup>1</sup>, Daniel Hardt<sup>1</sup>, and Ravi Vatrapu<sup>1, 2</sup>

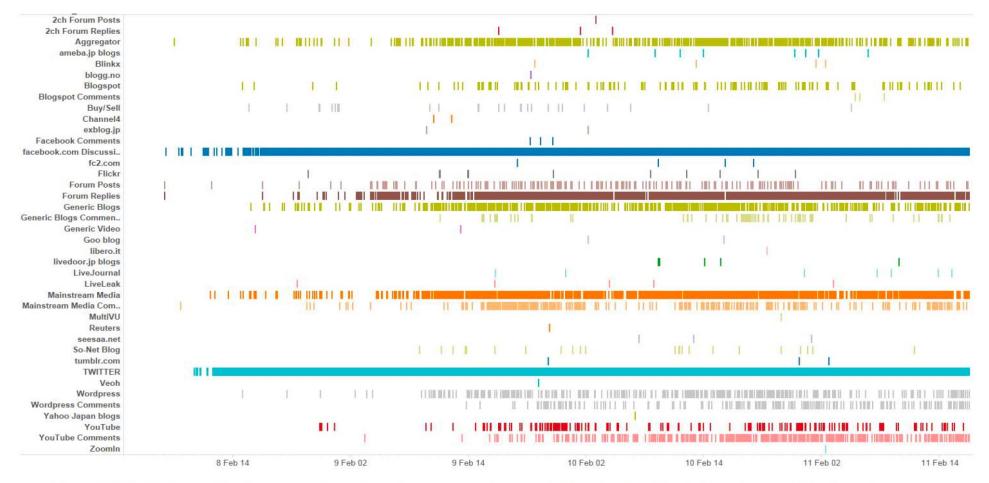


Figure 2: Whole data collection across channels and over time – A strip plot distribution of activities shows which channels were more consistently present during real world events at the Copenhagen Zoo, revealing differing activity footprints

#### What we like to see when ...



#### What we like to see when ...





#### What we like to see when ...







TOURISM RECREATION RESEARCH, 2016 VOL. 41, NO. 2, 168–176 http://dx.doi.org/10.1080/02508281.2016.1147211



# The elimination of Marius, the giraffe: humanitarian act or callous management decision?

Erik Cohen<sup>a</sup> and David Fennell<sup>b</sup>

TEXT AND PERFORMANCE QUARTERLY, 2016 VOL. 36, NO. 4, 200–211 http://dx.doi.org/10.1080/10462937.2016.1231337





On the execution of the young giraffe, Marius, by the Copenhagen Zoo: Conquergood's "Lethal Theatre" and posthumanism

Craig Gingrich-Philbrook

## Zoo Animals as Specimens, Zoo Animals as Friends: The Life and Death of Marius the Giraffe

Abigail Levin

©2015. Environmental Philosophy 12:1

#### Survey of U.S. Zoo and Aquarium Animal Care Staff Attitudes Regarding Humane Euthanasia for Population Management

David M. Powell,<sup>1</sup>\* and Matthew Ardaiolo<sup>2</sup>

Zoo Biology 35: 187–200 (2016)

# Survey of U.S.-based zoo veterinarians' attitudes on population management euthanasia

David M. Powell<sup>1</sup>  $\bigcirc$  | Joseph Lan<sup>2</sup> | Curtis Eng<sup>2</sup>

Zoo Biology. 2018;37:478-487.

#### ASSOCIATION OF ZOOS AQUARIUMS

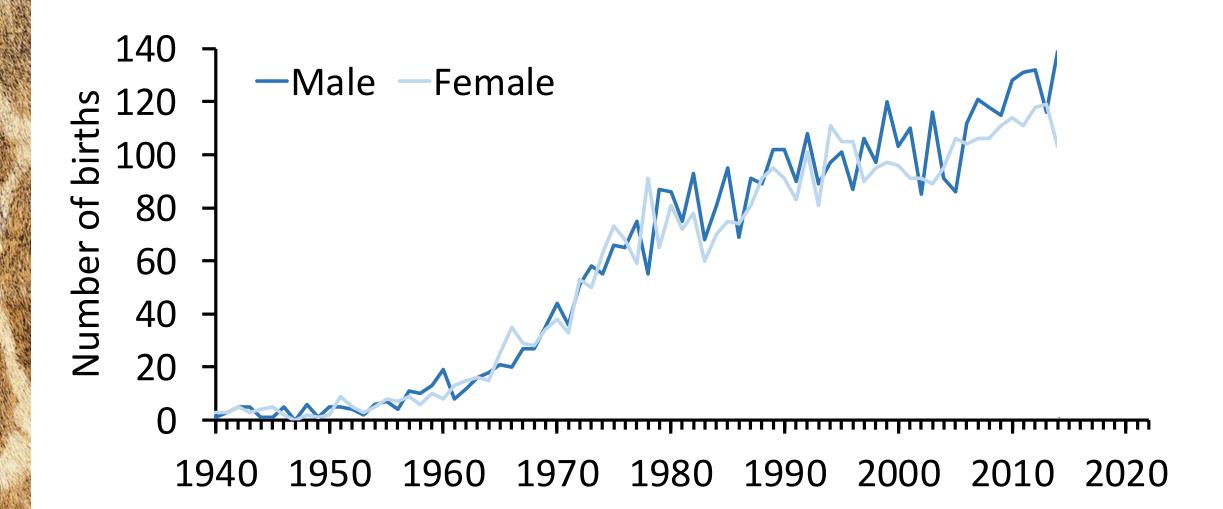
THURSDAY, FEBRUARY 13, 2014

#### Statement by Association of Zoos and Aquariums Regarding the Euthanasia of Giraffe at the Copenhagen

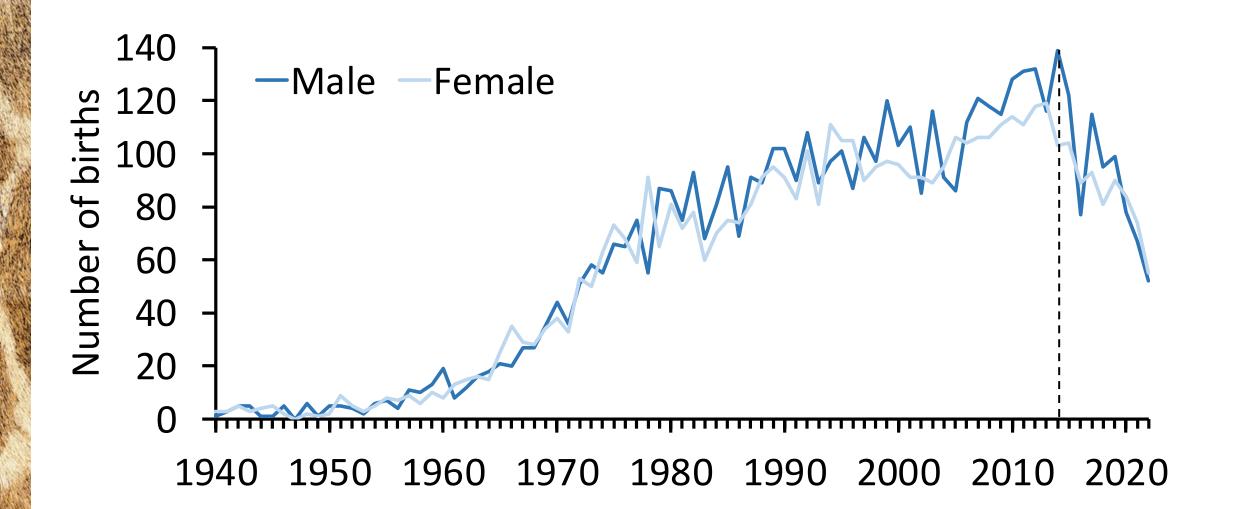
The Association of Zoos and Aquariums (AZA) issued the following statement:

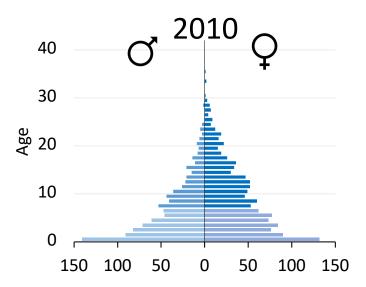
The Association of Zoos and Aquariums regrets the unfortunate incident at the Copenhagen Zoo involving the death of a giraffe. Incidents of that sort do not happen at AZA-accredited zoos and aquariums for several reasons:

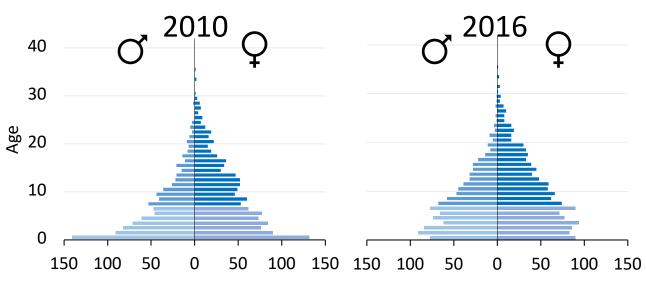
#### Global zoo giraffe births

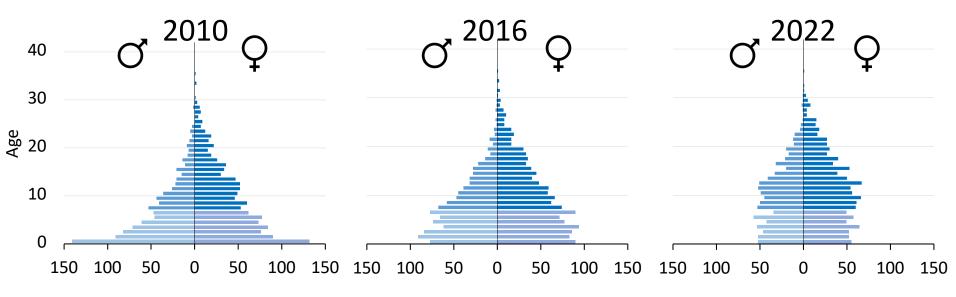


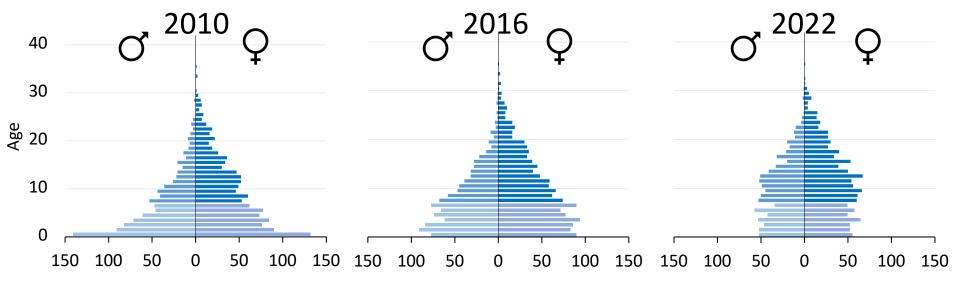
#### Global zoo giraffe births

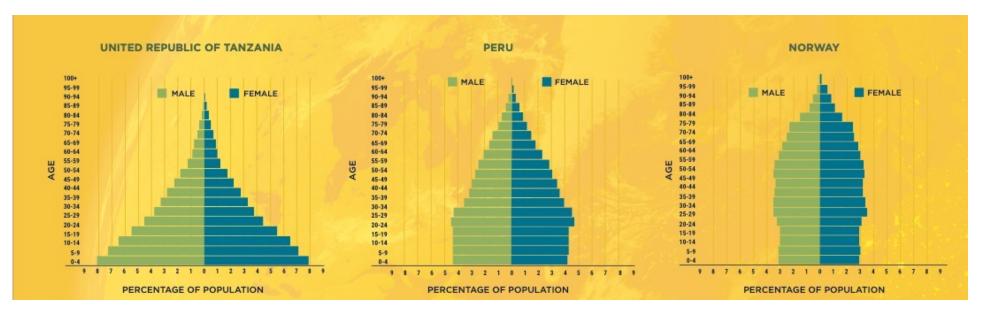


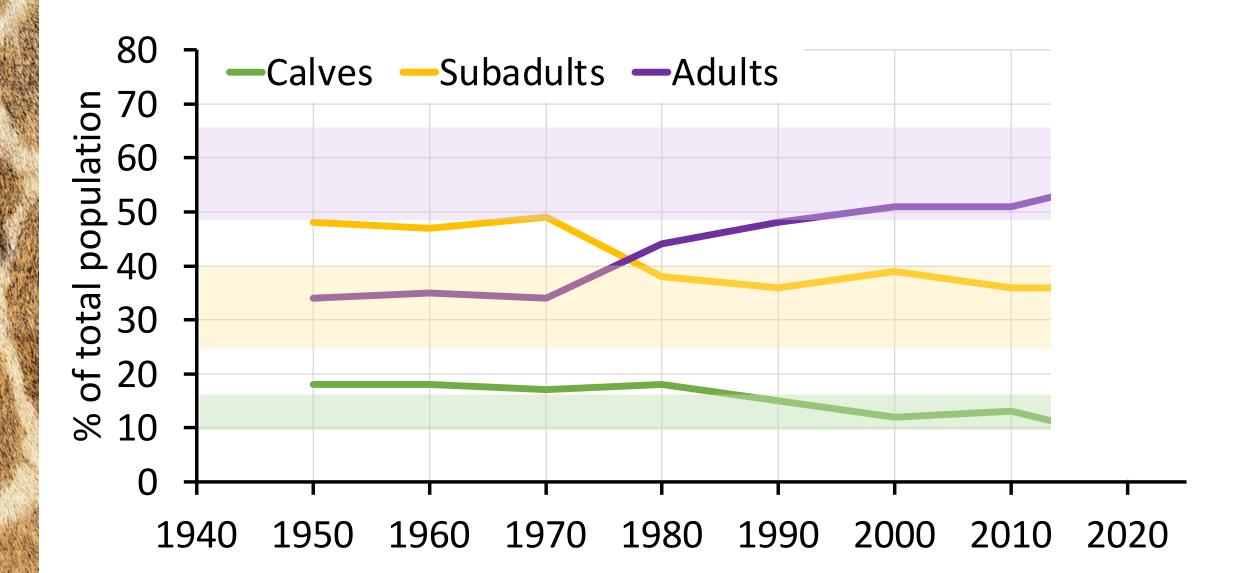


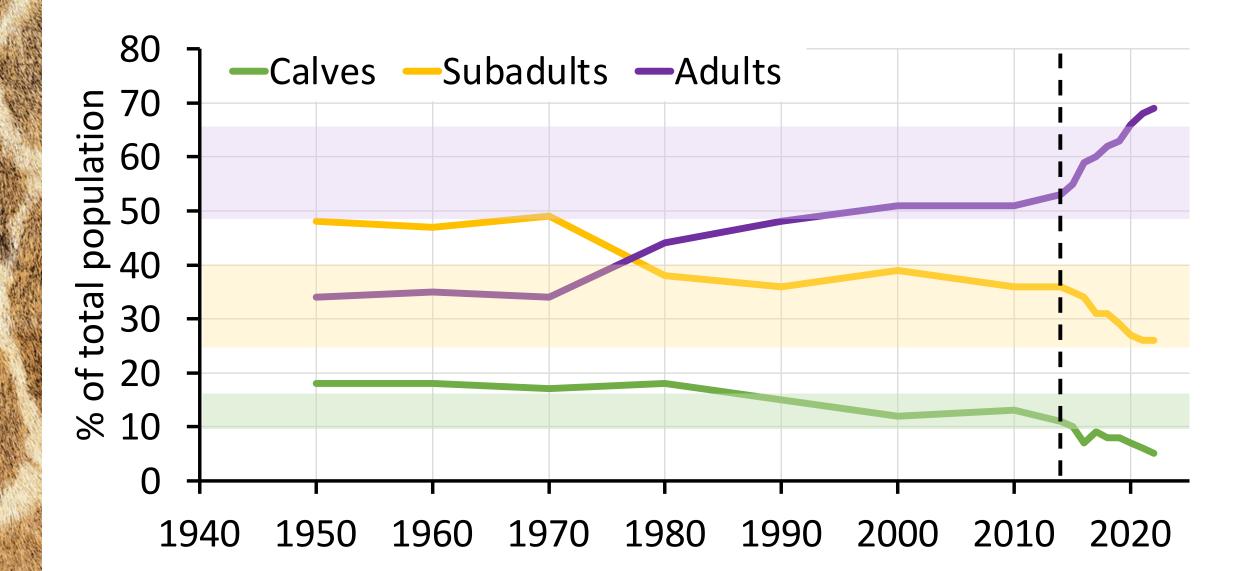




















'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'

culling at dispersal age





'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'

culling at dispersal age

experienced animals and staff

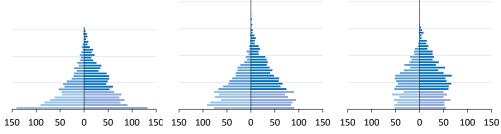




'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'

culling at dispersal age

experienced animals and staff safe population management







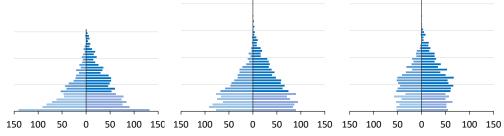


'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'

culling at dispersal age

experienced animals and staff safe population management

sustainability







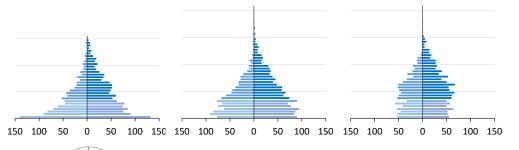


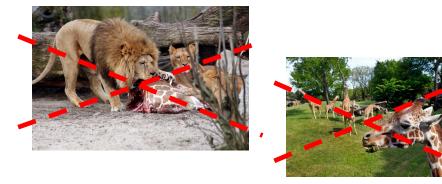
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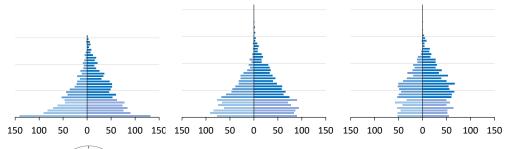


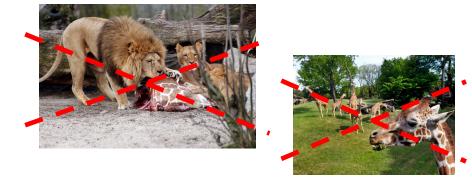
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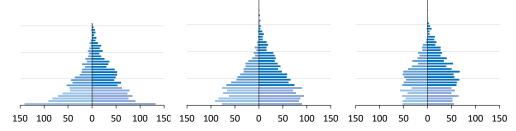


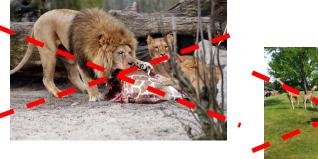
'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'

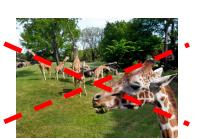
contraception consequences

experienced-animals and staff safe population management

sustainability-





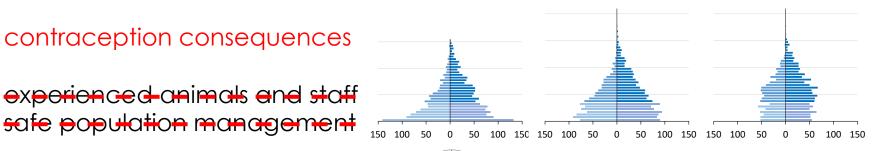


'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'

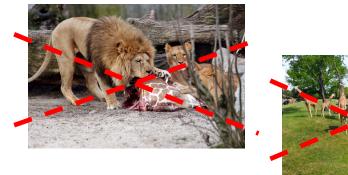




'no natural breeding', no intact social structure, less space, enclosure structure, less adequate diet, less enrichment, death after transport at slaughterhouse



sustainability-



'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





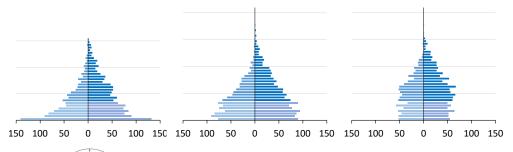
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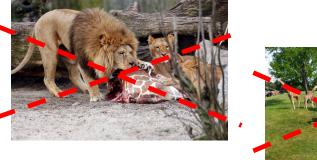
er market convenience

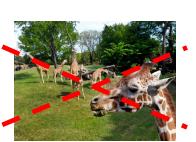
#### contraception consequences

experienced-animals and staff safe population management

sustainability-







'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





'no natural breeding', no intact social structure, less space, enclosure structure, less adequate diet, less enrichment, death after transport at slaughterhouse

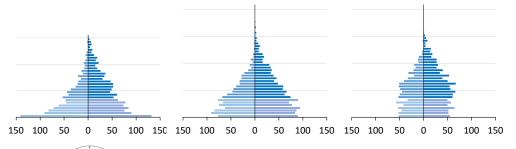
er market convenience

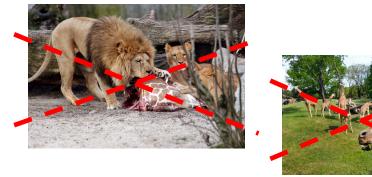
>nced animals and staff

#### contraception consequences

experienced-animals and staff safe population management

sustainability-



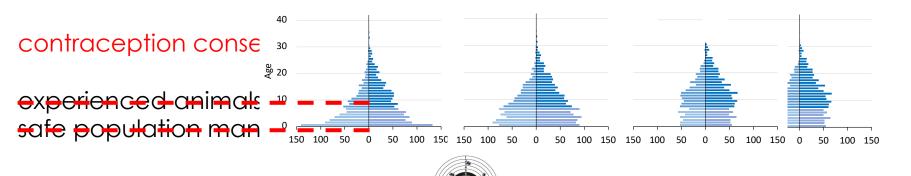


'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





'no natural breeding', no intact social structure, less space, enclosure structure, less adequate diet, less enrichment, death after transport at slaughterhouse

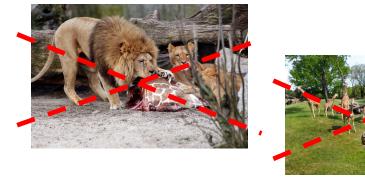


er market convenience

>nced animals and staff
>pulation management

education: nature conservation, accountability, transparency – **no illusory**, **dream world** 

sustainability-

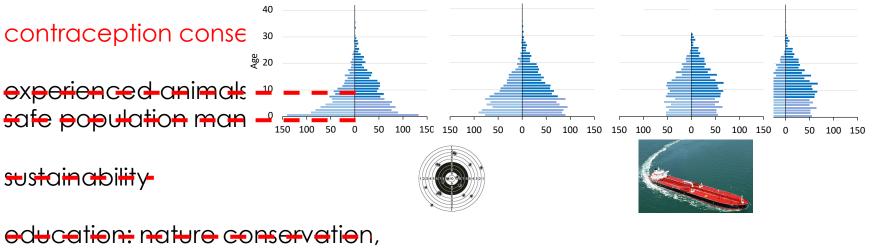


'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





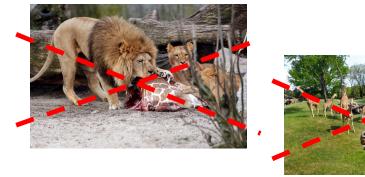
'no natural breeding', no intact social structure, less space, enclosure structure, less adequate diet, less enrichment, death after transport at slaughterhouse



aceountability, transparency - no illusory dream world

er market convenience

>nced animals and staff
>pulation management

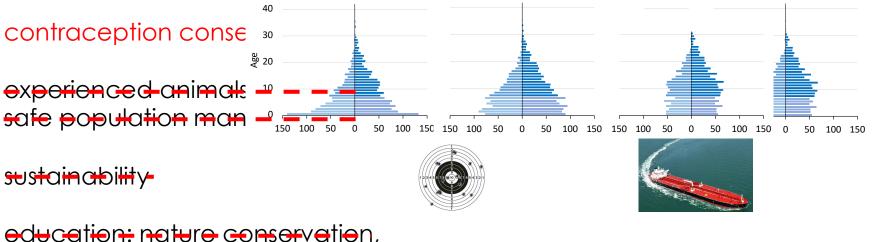


'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





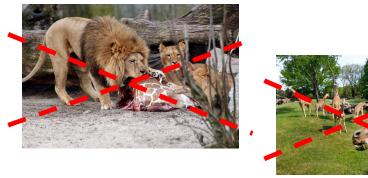
'no natural breeding', no intact social structure, less space, enclosure structure, less adequate diet, less enrichment, death after transport at slaughterhouse



er market convenience

>nced animals and staff
>pulation management

less sustainable

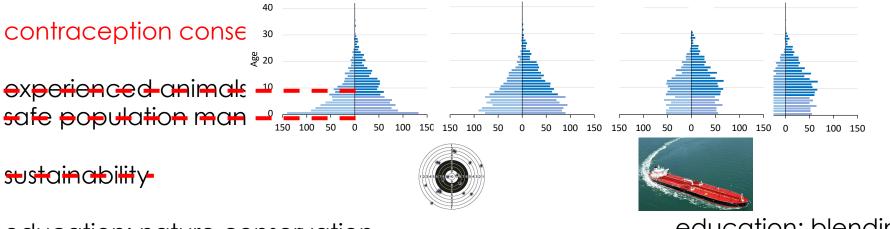


'natural breeding' with intact social structures with adequate space, enclosure structure, diet, enrichment, 'death at home'





'no natural breeding', no intact social structure, less space, enclosure structure, less adequate diet, less enrichment, death after transport at slaughterhouse



er market convenience

>nced animals and staff
>pulation management

less sustainable

education: nature conservation, accountability,-transparency – **no illusory dream world**  education: blending out unpleasant topics: death, operational constraints of conservation - *illusory dream world (sells so well)* 





«Sie wurden 38 und 31 Jahre alt»: Zoo-Tierarzt Christian Wenker zeigt, was von den beiden Shetlandponys übrig geblieben ist. Foto: Kostas Maros

## Warum Tiere töten im Zolli zum Alltag gehört

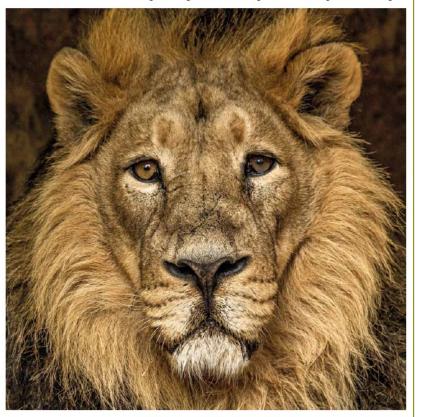
**Ponys geschlachtet** Was passiert in der Zolli-Metzgerei? Blick in ein Gebäude des Basler Zoos, der Besuchenden verwehrt bleibt.



2021 01

# manatimagazin

Magazin des Tiergartens der Stadt Nürnberg und des Vereins der Tiergartenfreunde Nürnberg e.V.



Schwerpunktthema Populationsmanagement

Töten, um zu retten?! Invasive Arten bedrohen die Natur. Zu deren Schutz wird es sogar notwendig zu töten. Delphine brauchen sichere Orte Nimmt die Bedrohung der Delphine in den Ozeanen zu, bleiben noch Delphinarien.

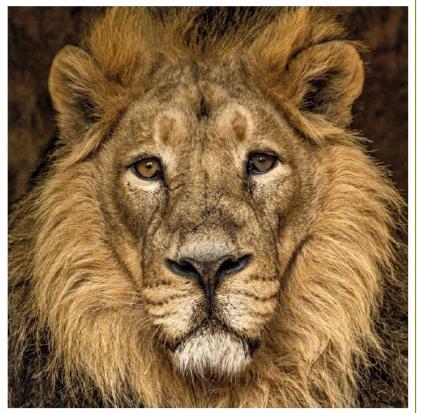
e Der Fall Wolf Interview: Modernes Populationsmanagement aus Sicht von Prof. Sven Herzog.



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sichere Orte Der Fall Wolf Interview: Modernes Populationsmanagement aus Sicht von Prof. Sven Herzog.

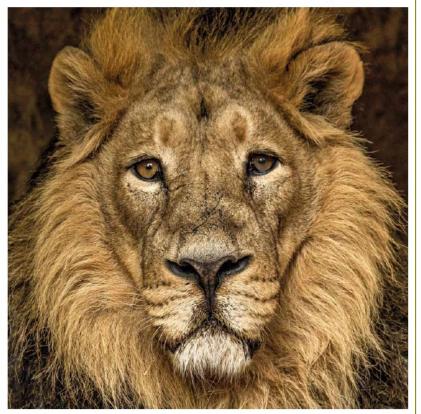
Oktober	November	Dezember	Januar	Februar	März	
7,0 Meerschwein- chen (Tierfutter)	1,0 Fischotter	1 Sandratte (Juv.)	1,0 Totenkopfaffe	1,2 Meerschwein- chen (Tierfutter)	1 Blütenfledermaus	
1,4 Zwergkanin- chen (Tierfutter)	1.0 Zwergzebu (Tlerfutter)	2,9 Meerschwein- chen (Tierfutter)	5 o Meerschwein- Chen (Tierfutter)	1 Streifenwiesel (Juv.)	1,0 Rüsselspringer	
1,0 Grevyzebra (Tierfutter)	o,1 Rotschnabel- toko	1,1 Minipigs (Tierfutter)	0,1 Kallforn. See- löwe	1.0 Prinz-Alfred- Hirsch (Tierfutter)	9 Degus (Juv.)	
1,0 Schabracken- tapir	0,1 Rotohrbülbül	1.0 Wisent (Tierfutter)	0,1 Pinselohr- schwein	1,0 Hirschziegen- antilope (Juv.)	0,1 Steppen- murmeitier	
,2 Elenantilopen (Tierfutter)	1 Vellchenorganist (Juv.)	0,1 Kaffernbüffel (Tierfutter)	1 Zwergzlege (Tlerfutter)	o,1 Mähnensprin- ger (Juv.)	1.0 Zlesel (Tlerfutter)	
1,0 Welßer Löffler	1 Senegalamarant (Juv.)	2,0 Hirschziegen- Antilopen (1,0 Juv.)	4 Zwergzlegen (Juv.)	o,1 Humboldt- pinguin	1 Strelfenwiesel (Juv.)	
i,o Türkistangare	1,0 Alpenkrähe	1.0 Mähnensprin- ger (Tierfutter)	Mähnenspringer 1,0 Amazonasente Juv.)		0,1 Kalifornischer Seelöwe	
I Helmkopfgecko	0,1 Atlasagame	1,0 Waldrapp	1,0 Chileflamingo 1 Türkistangare		1,0 Kulan	
2 Atlasagamen	1 Anolis	1,0 Marmelente	1,2 Amazonas- enten (Tlerfutter)	1 Senegalamarant	0,1 Przewalskipferd	
I Färberfrosch	1 Rotfeuerfisch	1,2 Amazonas- enten (Tlerfutter)	1,0 Wüstengimpel	Wüstengimpel 1.0 Panther- chamäleon		
0,1 Kärpflings- cichlide	1 Waben- schilderweis	1 Senegalamarant (Juv.)	1 Senegalamarant (Juv.)	o,1 Regenbogen- fisch	0,2 Rentlere (Tlerfutter)	
		1,0 Dornwaldgecko	1,0 Rotohrbülbül		1,0 Rotducker (Juv.)	
		1,0 Helmkopfgecko	1 Europ. Sumpf- schildkröte		0,1 Kamerunschaf	
		1 Oman-Dorn- schwanzagame	1 Gecko		0,1 Steinhuhn	
		1 Hardun-Agame	0,1 Bartagame		o 1 Vellchen- organist	
		1 Hundskopf- schlinger	o i Tanganjika- Killifisch		o,1Wüstengimpel	
		o 1 Tanganjika- Killifisch	1 Pfauenaugen- barsch		2 Schmetterlings- finken	
			2 Perlmuttbarsche		2 Senegalamaran- ten	
			1 Wandelnde Gelge		3 Hardun-Agamen	
			1 Rote Mangrove- krabbe		1 Rotfeuerfisch	



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TIERABGÄNGE: To	desfälle / Futtertie	re			
Oktober	November	Dezember	Januar	Februar	März
7,0 Meerschwein- chen (Tierfutter)	o Fischotter	1 Sandratte (Juv.)	1,0 Totenkopfaffe	1,2 Meerschwein- chen (Tierfutter)	alütenfledermaus
1,4 Zwergkanin- 🤘	To Zwergzebu (Tierfutter)	2,9 Meerschwein- chen (Tierfutter)	5 o Meerschwein- chen (Tierfutter)	streifenwiesel (Juv.)	1,0 Rüsselspringer
1.0 Grevyzebra (Tlerfutter)	o,1 Rotschnabel- toko	1,1 Minipigs (Tierfutter)	0,1 Kallforn. See- löwe	1,0 Prinz-Alfred- Hirsch (Tierfutter)	Degus (Juv.)
1,0 Schabracken- taplr	o,1 Rotohrbülbül	1.0 Wisent (Tierfutter)	o,1 Pinselohr- schwein	1,0 Hirschziegen- antilope (juv.)	o,1 Steppen- murmeltler
1,2 Elenantiloper (Tierfutter)	1 Velichenorganist (juv.)	0.1 Kaffernbüffel (Tierfutter)	1 Zwergzlege (Tlerfutter)	o,1 Mähnensprin- ger (Juv.)	1.0 Zlesel (Tlerfutter)
1,0 Welßer Löffler	1 Senegalamarant (Juv.)	2,0 Hirschziegen- Antilopen (1,0 Juv.)	4 Zwergzlegen (Juv.)	0.1 Humboldt- pinguin	1 Strelfenwiesel (Juv.)
1,0 Türkistangare	1,0 Alpenkrähe	1.0 Mähnensprin- ger (Tierfutter)	Mähnenspringer (Juv.)	1,0 Amazonasente	0.1 Kalifornischer Seelöwe
1 Helmkopfgecko	0,1 Atlasagame	1,0 Waldrapp	1,0 Chileflamingo	1 Türkistangare	1,0 Kulan
2 Atlasagamen	1 Anolis	1,0 Marmelente	1,2 Amazonas- enten (Tierfutter)	Senegalamarant	0,1 Przewalskipferd
1 Färberfrosch	1 Rotfeuerfisch	1,2 Amazonas- enten (Tierfutter)	Wüstengimpel	1.0 Panther- chamäleon	0.3 Wapitis (Tierfutter)
0,1 Kärpflings- cichlide	1 Waben- schilderweis	1 Senegalamarant (Juv.)	1 Senegalamarant (Juv.)	0,1 Regenbogen- fisch	0.2 Rentlere (Tlerfutter)
		1,0 Dornwaldgecko 1,0 Rotohrbü			1,0 Rotducker (Juv.)
		1,0 Helmkopfgecko	1 Europ. Sumpf- schildkröte		0,1 Kamerunschaf
		1 Oman-Dorn- schwanzagame	1 Gecko		0,1 Steinhuhn
		1 Hardun-Agame	o,1 Bartagame		o 1 Vellchen- organist
		1 Hundskopf- schlinger	0,1 Tanganjika- Killifisch		0,1Wüstengimpel
		o i Tanganjika- Killifisch	1 Pfauenaugen- barsch		2 Schmetterlings- finken
			2 Perlmuttbarsche		2 Senegalamaran- ten
			1 Wandelnde Geige		3 Hardun-Agamen
			1 Rote Mangrove- krabbe		1 Rotfeuerfisch

#### Marius, the Giraffe: A Comparative Informatics Case Study of Linguistic Features of the Social Media Discourse

Chris Zimmerman<sup>1</sup>, Yuran Chen<sup>1</sup>, Daniel Hardt<sup>1</sup>, and Ravi Vatrapu<sup>1, 2</sup>

	Neutral		Positive Ne		Nega	Negative		Subjectivity
facebook.com Discussions	43254	66.8%	5930	9.2%	15606	24.1%	64790	0.50
Forum Replies	3459	85.5%	145	3.6%	441	10.9%	4045	0.17
Twitter	191378	82.4%	6842	2.9%	34065	14.7%	232285	0.21
Mainstream Media	2733	74.4%	323	8.8%	618	16.8%	3674	0.34
Others	5570	82.1%	5570	82.1%	886	13.1%	6787	1.16
Total	246394	79.1%	13571	4.4%	51616	16.6%	311581	0.26

Table 3: Subjectivity and Polarity of Online Media

### A forgotten effect ?





#### A forgotten effect ?





27.05.14 | Bengt Holst

#### Marius' Zoochef ist "Kopenhagener des Jahres"

Bengt Holst ist der wohl berühmteste Zoochef der Welt. Er ließ die gesunde Giraffe Marius töten und löste einen gewaltigen Shitstorm aus. Jetzt wurde er zum "Kopenhagener des Jahres" gewählt.

Artikel empfehlen:	🖀 E-Mail	Empfehlen	9	y Twittern	6	8+1 0	



Die Dänen wählten den umstrittenen Zoodirektor Bengt Holst zum "Kopenhagener des Jahres"



Lama

### thank you for your attention

CONFLICT OF INTERESTS

All authors are either employed by, or have major involvement with, zoological gardens.