

# THE PORTRAYAL OF WILD BOAR ON SOCIAL MEDIA IN MALAYSIA

Siti Mastura Hasan\*, Sándor Csányi

Department of Wildlife Biology and Management, Institute of Wildlife Management and Nature Conservation, Hungarian University of Agriculture and Life Sciences, Páter Károly u.1., H-2100 Gödöllő, Hungary

\*corresponding author: [smasturahasan@gmail.com](mailto:smasturahasan@gmail.com)

Malaysia has a high density of wild boars, with more than 2.5 million individuals populating the area. In recent years, Malaysia's large wild boar population has inhabited ever-increasing human-dominated landscapes, frequently resulting in human-wild boar conflicts. The ways by which social media portray wild boars influence the local perceptions of human-wild boar conflicts. This study determines the conflict between local communities and wild boar in Malaysia by (1) assessing how the social media portray human-wild boar interactions in Malaysia and its influence on local perceptions; and (2) identifying suggested policy and management solutions. The results show that portrayals of wild boar on social media in Malaysia have become increasingly negative, even when covering the human-wild boar interactions that incur no injuries or harm. Consequently, negative portrayal might lead to lower tolerance toward wild boar and decrease local support for conservation. In conclusion, the picture of wild boars on social media reflects the complex and often conflicting local perceptions towards these wild animals, highlighting the need for an evidence-based approach and involvement of researchers and conservation practitioners on social media to manage human-wildlife conflict.