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DOGRESEARCH

THIS EPISODE

Research on the impact of Cesar Millan

BY

DOGRESEARCH

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Research on the impact of Cesar Millan

1. Introduction

I first saw Cesar Millan, the canine-behaviour expert, on the television a few years ago and was immediately fascinated by how he dealt with dogs and their owners.

I noticed the following in his approach:

- He assumes that every dog can be rehabilitated.
- He states that the dog's behaviour is a reflection of the owner's emotional state.
- He focuses on the behaviour and bearing of the owner.
- He involves the whole family in the dog's rehabilitation.
- He communicates using clear and understandable body language.
- He uses other dogs both in his analysis and during the rehabilitation of the problem behaviour.

As Cesar Millan's popularity skyrocketed, I noticed another trend. The professional dog world was full of negative criticism on Millan, resulting in petitions asking for his programme to be banned and veterinarians warning people not to use Millan's techniques. In the Netherlands, this reached its climax when Millan's techniques were thoroughly denounced by a Dutch dog trainer during a Dutch current affairs programme. The scores of reactions to this clearly showed that he had caught everybody's attention.

This had a profound effect on me. Initially, I was shocked by the fierceness of the discussion and I even began to doubt my own view on the subject. Had I overlooked something that all of these other dog experts were aware of? However, I also became more curious and wanted some of my questions answered: who were his allies and who were his opponents?

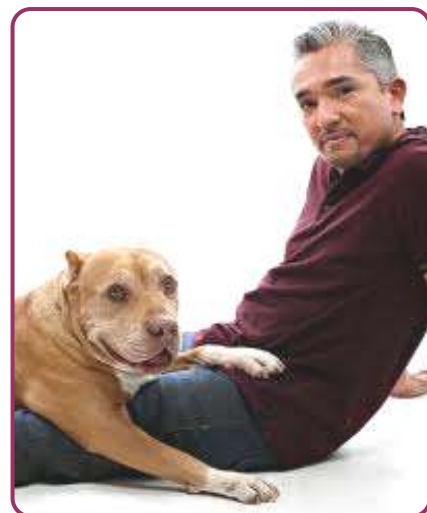
What was the criticism based on and what positive experiences had people gained from his approach? What is Millan's theoretical framework and what is that of his opponents? Apparently, the subject is so emotionally charged that it is worthy of such antagonism. What are the deeper reasons and causes of these emotions?

To find the answers to my questions, I began to research both the pro- and anti-Millan movements.

My thesis/research question can best be defined as:

Why is the Cesar Millan approach successful, what sort of criticism do his methods attract and where does this criticism stem from?

Hypothesis of the study is that emotional, economic and cultural factors largely play a role in assessing the approach.



Cesar Millan & Daddy

2. Research design

The research consists out of three phases

Phase 1: dog owners and canine professionals are questioned about their opinions and experiences on the approach of Cesar Millan. Two questionnaires have been created: one for the dog owners and one for the canine professionals (trainers, groomers, vets etc.).

Phase 2: the group of trainers and behavior experts has been interviewed on the different elements of the Cesar Millan method. A third questionnaire was created for this purpose. Additionally there have also been some interviews with trainers/behavior experts.

Phase 3: the results have been analysed and compared.

2.1 Recruitment of the respondents

In order to find respondents for Phase 1 the following has been done:

- Emails were sent to dog magazines, trainers, trimmers, asylums, canine clubs, dog walking agency and vets.
- A Facebook page was created (www.facebook.com/dogresearch).
- Announcements were placed through Facebook to advertise the survey to organisations to do with dogs.
- There has been contact with Dutch and American canine institutions.
- Announcements on various dog forums.
- Contact with various universities with canine behaviour as a specialism.
- Contact with various institutes that provide a canine behaviour therapist training.

For the recruitment of respondents in Phase 2 a third questionnaire has been sent to all trainers/behaviour experts of the first phase that did indicated they want to join a follow-up study. All members of the IACP were also invited to join the study. Additionally some of the trainers were interviewed.



3. Results

3.1 Composition and characteristics of respondents Phase 1

The questionnaires aimed at dog owners have resulted in about 3,000 returns.

The questionnaires aimed at canine professionals have resulted in about 1,000 returns. The respondents are from the following countries: The United States, The Netherlands, United Kingdom, South Africa, Canada, Denmark, Cyprus, Australia, Italy, France, Sweden, Spain, Mexico, Brazil, Ireland, Rumania, Norway and Israel.

Most of the respondents came out of the United States and the Netherlands.¹ Of all respondents 15 % are male and 85 % female.

3.2 Appreciation

Both the dog owners and canine professionals have been asked to grade Cesar Milan's approach on a scale from 1 through 10 (1 bottom- 10 top).¹

The dog owners' average grade for Cesar's approach is 8.3. The canine professionals grant him a 5.8. What clearly shows is the division in appreciation within the canine professional group. The grades 1, 2, 8, 9 and 10 have been granted frequently. Most dog owners gave him high scores (85 % gives him 8, 9 or 10). The respondents have been asked to name the approach's strong and weak points.

Strong points and characteristics

Clear, holistic approach, animal friendly, treating dogs as dogs, respectful, living in the here-and-now, calm, his talent with dogs, promotion exercise, his rehabilitation of problem dogs, anti death penalty movement, his influence on other aspects of live.

Weak points characteristics

Use of e-collars, correcting too often, commercialism, long-term relapses, inexperienced trying to imitate could easily make mistakes, you do not see everything on TV, animal-unfriendly, outdated.

3.3 Phase 1, analysis and interpretation

By analysing the results several things stand out: dog owners grade Cesar Milan's approach considerably higher than the canine professionals (8.32 vs. 5.76). Nevertheless, both groups think his approach is clear and grade the short-term effects high.

Within the professional respondents' group the approach is graded both very high as very low (26% grades either 1 or 2, 32% either 9 or 10). This division also clearly shows in the features the professionals attribute to Cesar Milan's approach. It is called both animal-friendly and animal-unfriendly, both calm and aggressive, both respectful towards the dog and mistreatment. The use of aids such as the e-collar is criticised by many.

A large number of respondents have answered the question about whether Cesar Millan's methodology has influenced other aspects of their lives. Almost 45% have given illustrations to clarify their answers. Below are listed a number of examples of these illustrations:

- It has made me a more patient, conscious and calmer person.
- Living in the Now. Not paying attention to the thoughts in my head.
- Cesar Milan teaches a lot about body language and attitude. This is also applicable in daily life.
- I become aware of my own tensions and or nervousness.
- Training the dog patiently with primacy without getting angry. More dominance over the dog through self-assurance.
- No, actually not, because I am still fearful of dogs but, thanks to Cesar Milan's show, I have wanted a dog lately.
- I feel stronger and dare say more when I disagree. I feel more self-assured.
- It has drawn my attention to number of things. I am no longer as judgmental when people do things I do not like. I have become calmer and more assertive in my own every-day life.

¹ See attachment 1 & 2, page 13 - 15

The Phase 1 results confirm the extreme division within the canine professional group but gives no explanation as to why this division has come about. In order to answer this question Phase 2 has been developed. In this phase Cesar Milan's approach has been divided into various elements and put before dog trainers and canine behaviour experts to be assessed.

3.4 Composition and characteristics of respondents Phase 2

For Phase 2 all trainers and behavior experts of Phase 1 that indicated they want to join the follow-up round were approached. Also, all members (trainers) of the IACP were approached.

The questionnaire have resulted in about 400 returns. The respondents are from the following countries: The United States, The Netherlands, , Canada, Denmark, Australia, Switzerland, Mexico, Germany, Belgium and Curacao. Most of the respondents came out of the United States and the Netherlands.

All respondents were asked which techniques they use themselves and how often they use them. The techniques that are most frequently used are positive reinforcement. The techniques that are least used are positive punishment, negative reinforcement and extinction.

3.5 Phase 2, analysis and interpretation

For Phase 2 the approach of Cesar Millan was divided in various elements. The dog trainers and behaviour experts were asked to express to what extent they agree on these various elements.

The results of the second phase show that dog trainers and behaviour experts are generally in agreement with the various components of the Cesar Millan approach. In twenty of the twenty-eight questions, 75% of respondents agree with the philosophy behind the approach. The parts where is the least agreement with his approach (between 30% and 45%) are the following:

- Physical corrections: 40 % do not agree.
- Positive punishment with aggression: 38 % do not agree.
- Pulling aside instead of backwards: 45 % do not agree.
- Corrections by imitating bite of dog: 42 % do not agree.
- Dog should walk behind or aside: 36 % do not agree.
- Best moment for the walk is the morning: 40 % do not agree.
- Affection after exercise: 31 % do not agree.
- No touch, no talk, no eye contact entering and leaving the house: 37 % do not agree

Four of these components are related to positive punishment techniques, two with the walk, one with the right moment for affection and on with neglecting the dog when entering and leaving the house.

In itself, the assessment of the various elements of the approach of Cesar Millan is much milder than of the approach as a whole. The highest percentage that disagrees with him is 45% and most of the questions give about 75% of agreement.

In the next chapter I will interpret the results and the possible relations between them.



Balanced relation with Daddy

4. Interpretations & conclusions

The vast response the survey has received goes to show to what degree the subject stirs up feelings.

Besides the large numbers of respondents who partook in filling in the questionnaire, there have been many reactions by way of e-mail, Twitter and Facebook. Also the division among the comments is very distinct.

Some reactions have had a slightly suppressed, aggressive touch to them and on top of that the survey has been met by both parties with suspicion. Cesar Millan's advocates indicate that the questioning clearly gives away that results could be used against him. The opponents on the other hand state the survey to be obviously biased and pro-Cesar.

The survey's results have in every way confirmed the duality in opinions concerning Cesar Millan's approach. These differences have especially been underlined within the group of dog trainers/behaviour experts. The dog owners are nearly united in their approval of the approach and qualify all aspects as very high.

Both the dog trainers' and behaviour experts' answers in phase 2 show various elements of Cesar Millan's approach as graded much lower than the approach as a whole.

Some respondents have stated to agree with his views but not his approach.

4.1. Dog owners

The tremendous positive judgement by the dog owners emphasises Cesar Millan's success and popularity among this group. What dog owners oftentimes highlight as positive is that Cesar Millan offers tools to become a better and more complete person. He helps the owners to establish a better relationship with themselves after which the relationship with their dog improves as well. For this he uses views from NLP and from theories based on 'positive thinking'. Feelings of powerlessness are thus challenged and the dog owner is given tools to (re)gain control of their life and learns how to influence their problem dog's behaviour. This too can be a reason for the huge popularity with the owners.

Cesar Millan functions both as dog and as a life guru as illustrated by the following comments (translated from Dutch):

Cesar, through his methodology and himself in general, has given me confidence in myself and my life. He has taught me a lot as a person, not simply as a dog owner.

I had always been a very low energy, negative human being... and simply by watching his show and reading about Cesar himself, he has helped me feel more empowered and positive... and happy. (English original)

Through his I feel strengthened in my own spirituality. Not in a woolly sense but conscious and mindful. His philosophical remarks touch me, which I had not expected from such an American success formula.

This may tell more about me than him...

His positive attitude in life never leaves me unhappy..

4.2 Trainers & canine behavior experts

United States of America and Europe

There is a difference in judging by the American trainers as opposed to the non-American trainers.

The American trainers/behaviour experts grading all in all is slightly more positive than the non-Americans. Various reasons can be given for this: for starters many American respondents state that Cesar Millan plays a key role in the 'anti death penalty movement' for dogs. In the U.S. euthanasia is an action much more taken than in for example The Netherlands in order to deal with persistent problem behaviour. Asylum dogs are subject to strict behaviour tests and - if scoring below the mark - are labelled unplaceable and culled. In answer to this Cesar Millan claims every dog can be rehabilitated, including dogs that display severely aggressive behaviour. This has caused him to mean a lot for thousands of stray and asylum dogs in the U.S.

A second reason the respondents give is that Cesar Millan has helped Americans to realise dogs need for exercise.

This may sound strange but in the U.S. walking the dog is not nearly as normal as in for example The Netherlands. Americans do not often walk their dogs and hardly put any effort in the physical exercise. As a result many dogs become bored, do not get enough exercise and develop problem behaviour. For Cesar Millan physical exercise is the most important condition for having a balanced dog.

A third reason for Cesar Millan gaining such a high score could be that Americans are more susceptible to American dream stories than Europeans. Cesar Millan is a clear representative of the 'American dream'. Grown up in a poor country, fled to America and started a successful career from scratch.

In the American culture such a story appeals to the imagination and commands respect. In The Netherlands and Europe this kind of story is appreciated but with far less potency as in the U.S. Besides Millan being an American could cause feelings of pride from his fellow Americans.

Philosophies within dog behaviour science

A clear connection is found between negative or positive assessment and theoretical background. For example the 'clicker'-trainers do not agree with the positive punishments by Cesar Millan and the trainers that use 'calming signals' reject almost the whole approach of Cesar Millan.

Within the (dog) behavior skills, different learning principles can be distinguished:

- Imprinting (familiarization and bonding between mother and child immediately after birth).
- Habituation (a decrease in response to a stimulus after repeated presentations).
- Classical conditioning (learning between initially neutral stimulus and a response inducing stimulus).
- Operant conditioning (learning context of their own behavior and the result of that behavior).
- Implicit learning (unconscious learning).

- Insight learning (the ability to use objects of situation X in an entirely different situation).
- Social learning (use behavior of own behavioral repertoire after observing the same behavior in a congener).

Within Operant conditioning four different forms can be distinguished:

1. Positive punishment (in an attempt to decrease the likelihood of a behavior occurring in the future, the behavior is followed by the presentation of an aversive stimulus).
2. Negative Punishment (In an attempt to decrease the likelihood of a behavior occurring in the future, the behavior is followed by the removal of an appetitive stimulus).
3. Positive reinforcement (when a reward, sometimes called a reinforcer, is given for a specific desired behavior)
4. Negative reinforcement (when something negative is removed from a dog's experience as a way to increase the likelihood of a behavior happening again).

Clicker-training

In clicker-training positive reinforcement (the dog is rewarded for desirable behavior) and negative punishment (non desirable behavior is not rewarded) are used as main learning techniques. It also uses the learning principle of classical conditioning (association of the 'click'sound and reward).

Cesar Millan often uses positive punishment techniques (tug on the leash, touch in the neck). According to the clicker-trainers positive punishment is unnecessary and using positive reinforcement techniques give better results. Therefore this group is for a large part responsible for the negative scores on the positive punishment questions in the study.

Throughout the whole canine behavioral science, there has been a shift from punishment to reward in recent years.

Previously it was still normal to punish dogs for unwanted behavior; in recent years it is increasingly a taboo to do so. The taboo on correction techniques is synchronized with the developments and discussions in the pedagogy. While our parents are all raised with discipline and punishment, we are taught to praise and reward our children.

However, Cesar Millan states clearly that there should be a distinction between punishment and discipline. Punishments, he says, often is used out of frustration and anger and must be avoided at all costs. Discipline, done with calm and assertive energy, should be an essential element of canine education. With this in mind, he frequently corrects the behavior of the owner and make them aware of their unconscious feelings and attitudes.

Calming signals

The trainers of 'calming signals' method generally criticizes the whole approach of Cesar Millan. The calming signals theory assumes that, because dogs are social animals and group life is very important for their survival, they do everything possible to avoid conflicts. To avoid conflict they send calming signals (yawning, licking mouth, shaking, etc.) to each other. These signals are also transmitted to humans.

If you don't notice that your dog is using calming signals and you may even punish your dog for this, you can seriously damage your dog. Some dogs will even stop using the calming signals, even with other dogs. Dogs can be so desperate and frustrated that they become aggressive, nervous or stressed. Puppies and young dogs even can become in a state of shock. (Turid Rugaas)

This group indicates that Cesar Millan, in his confrontations with problem dogs, often ignores the calming signals and that this is bad for the welfare of the dog. In this method, everything depends on the correct interpretation of the dog behavior. To my opinion some work must be done because what one trainer interprets as severe

stress, is labeled by the others as excitement or anxiety.

Paradoxically, of all the comments, e-mails, etc. I've received in this study shows that, the most aggressive reactions were from supporters of the calming signals approach. This is certainly not the case for all comments of this group but it is a surprising observation.

It seems that the debate between supporters and opponents of Cesar Millan is much more a debate between supporters of the different schools of dog behavior skills. An interesting detail is that the item in the news broadcast in the Netherlands (mentioned in chapter 1), where Cesar Millan was severely criticized, was prepared by supporters of the theory of calming signals and was discussed by a trainer who currently works mainly with the clicker method.

Commercial aspects

Something that causes resistance from respondents is the commercialism that goes with the approach. The Cesar Millan organisation makes much use of social media (Twitter, Facebook). An online training programme has been developed. All sorts of products can be purchased from the website (clothes, food DVDs, books, dog accessories).

In first instance I expected a huge organisation behind him, that would continuously keep producing publicity and sales strategies. Though I have not done any research on the CMI I suspect there is less of an immense sales strategy than I first anticipated (albeit the use of social media like Facebook). The CMI is regarding his success a relatively small (and hence overburdened) organisation and sales to my opinion are of secondary importance. Cesar Millan himself seems to be the driving force, who is more than motivated to present his message and views to as many people as possible. The fact that he clearly grabs every chance and always presents himself in the centre on photographs, undoubtedly gives him various counter-reactions.

The criticism he receives on this issue could mean that economic considerations play a role in the negative assessment of his approach.

Uniquely talented! - Cesar Millan

Almost every-one agrees Cesar Millan has unique talent dealing with dogs. He communicates, thinks and moves like a dog. Dog whisperer is a tailor made nickname for him. This nickname however suggests Cesar Millan to be one-of-a-kind and matchless. On the other hand, his message is that every-one can learn to interact with dogs this way.

About 35% of the dog training respondents voice their anxiety concerning the possibility of imitating his approach. Many of them fear this can only be done by those matching his calibre.

These respondents mainly refer to applying positive corrections. With this timing is of the utmost importance. Cesar reads dogs and possesses a perfect timing. In this area it would indeed be possible for dog owners to miss the moment and only confuse the dog. It needs to be mentioned though that Cesar Millan uses positive corrections with aggressive problem behaviour. These are predominantly situations in which the owner has already shown themselves unable to control their dog and specialist advice always needs to be sought (on Dog Whisperer episodes this is systematically recommended).

Although the short term effect of his approach is well judged, many coaches fear that the long-term effects are small. I have no idea whether it is done but it might be an idea to measure the long-term effects and follow some of his clients. Of course repetition is always the key to success in behavior therapy. Any therapy will fail in the long run if not repeated on a regular base.

The occasional use of e-collars (that can give small electric shocks) and slip chains may be one of the most criticised element of Cesar Millan's approach. In some Dog Whisperer episodes he indeed makes use of such aids. A German shepherd for example is corrected with an e-collar when he gets ready to attack the cat. The shepherd's whole demeanour shows it sees the cat as prey and the dog intends to bite the cat to death.

In another case a dog systematically attacks the tires of a moving tractor. This has already taken one of the dogs' eyes. In both cases one or two corrections sufficed to get rid of the unwanted behaviour.

These aids too need the right timing which is essential. The use of these aids should therefore certainly not be left to laymen. Totally rejection of such tools however is an emotional reaction and neglects their positive contribution to some situations.

4.3 Conclusions

The most important conclusion of this research is that the bipolarity in assessment of the Cesar Millan approach is strongly related to the bipolarity in the different canine philosophies.

The dog-man relationship can be viewed in various ways: master-servant, employer-employee, parent-child, friend-friend (Hens, 2009).

Besides, different learning principles for dogs can be discerned: imprinting, habituation, conditioning, insight-learning, social learning. Differences in basic attitude and learning theories largely play a major role in choosing the methodology for training and bringing up dogs. A trainer/owner who presumes his dog to be a friend and accepts that dogs learn through rewarding, might be for example drawn to clicker-training. Differences in opinion and theories obviously lead to fierce arguments comparable to religious schisms.

The only thing two dog trainers agree on is that the third is wrong.

In my opinion the debate about Cesar Millan is most of all a debate between various philosophies within the dog branch.

The fierce and insulting nature of this debate is harmful to the dog owners, the branch and eventually to the dog. None of us are better off by publicly declaring the opposition's creed a heresy. I believe it is every trainer's and behaviour expert's obligation not to insult colleagues in public. Being critical is off course allowed at any time. Branch organisations and/or training institutes should function as examples and provide guidance.

I would hereby like to ward off the counter-argument this 'in-fighting' being in the animal's interest. What strikes me is different trainers interpreting the dog's behaviour differently. Where one sees a dog traumatised for life, the other sees a dog only slightly caught off guard and recuperating to carry on with its adjusted behaviour.

Dog trainer and behaviour expert are not recognised professions in The Netherlands. The dog branch thus lacks a guiding and co-ordinating institution with a corresponding, scientific tradition. To my opinion it is about time the branch starts investing in this. The premise for such an institution would be the willingness to co-operate, including with the opposition.

The Dutch dog magazine 'Hondenleven' ('Dog Life') has conducted a survey into the reason(s) why dog owners have discontinued their dog training.

The following reasons have been given by dog owners (224 respondents):

1. The instructor has not been proficient enough (23 %).
2. I can train my dog myself (21 %).
3. I have learnt little or nothing (18 %).
4. I find the groups too big (17 %).
5. My dog does not like it (15 %).
6. Other (6 %).

This poll (in Dutch only) has been taken from 'Hondenleven' magazine can be found at www.hondenlevenmagazine.blogspot.com

This satisfaction survey gives an alarming signal. The degree of dog owners' satisfaction about their dog training is low and the instructor's proficiency is repeatedly questioned. This too is a reason to establish a co-ordinating and governing institution.

Through this inquiry I have come to know about the Association of Canine Professionals and have learnt that this organisation represents all dog professionals, as well as the

various academic structures and is very accessible to dog owners. Maybe this concept can serve as model to establish a Dutch organisation.

Main condition: This covering and co-ordinating organisation should invite all disciplines to do with dogs without excluding any views.



Cesar Millan and The Walk

5. Impact of Cesar Millan

Besides differences in paradigms (American vs. European), in my opinion cultural, commercial and emotional factors come into play when it comes to the judging of Cesar Millan by his colleagues.

However, this is not openly admitted but instead Cesar Millan's approach is criticised and scorned. In truth fellow trainers are mostly in agreement with the elements of his philosophy.

Only in some regards there are differences of opinion. This has mainly to do with both corrective aids and corrective techniques.

Cesar Millan's philosophy is an inspiration to a lot of dog owners and he serves as an example for many. This is a fact that advocates and opponents will have to live with.

His immense popularity naturally invokes a counter-movement: being adored and put on a pedestal naturally causes him to be reviled by some others. However, Cesar Millan has brought about a number of important and revolutionary changes to the world of dogs:

1. He has introduced to the public the holistic approach (integrating both man's and dog's behaviour in therapy).
2. He has introduced social learning as a learning principle and uses other dogs both in his analysis and during the rehabilitation of the problem behaviour.
3. He raises the question of euthanasia as a way to solve problem behaviour definitely.

4. He propagates physical exercise for the dog.
5. He gives the canine behaviour therapy profession a boost.

His strong dedication and obvious love for craft and cause, make Cesar Millan to my opinion a unique personality and ambassador for the dog and the job of canine therapist.

His colleagues should feel challenged to study his approach and use what they see fit and shape it according to their views.

There is no benefit to be gained from in-fighting. In a world in which different culture, religions and opinions exist side by side it is imperative to look for similarities and thence build a society. As trainers we can make a start on a micro-level.

The beautiful relationship that exists between man and dog and the many possibilities this relationship holds can function as a unique basic rule of life.

Isabelle Sternheim



My own pack; Donja & Kaatje

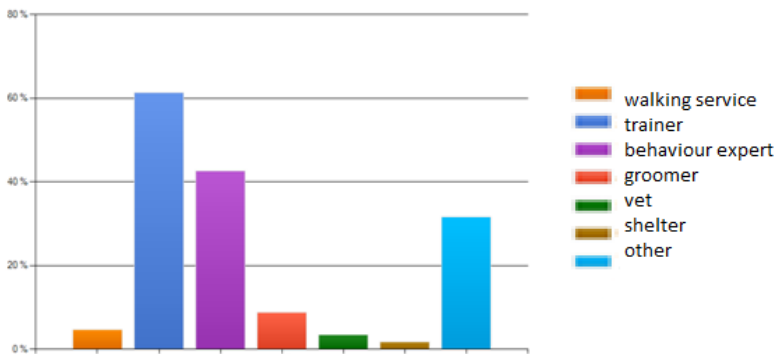
Attachment 1

Results of Phase 1

Composition and characteristics of respondents

The questionnaires aimed at canine professionals have resulted in about 1,000 returns.
The questionnaires aimed at dog owners have resulted in about 3,000 returns.
See page 3 for detailed information.

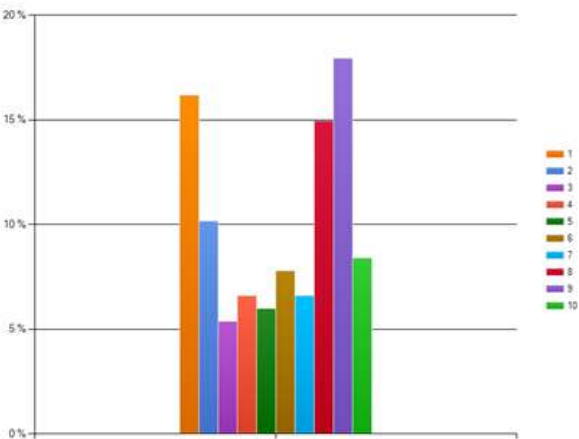
The canine professionals' composition is as follows:



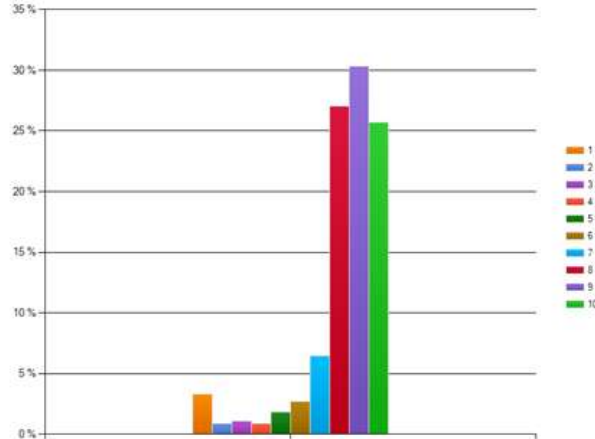
Appreciation

Both the dog owners and canine professionals have been asked to grade Cesar Milan's approach on a scale from 1 through 10 (1 bottom- 10 top).
See page 3 for detailed information.

Canine professionals:



Dog owner:



The canine professionals grant him an average of 5.8, the dog owners' average grade for Cesar's approach is 8.3.

Attachment 2

Results of Phase 2

FULFILLMENT FORMULA	IMPORTANT	NOT IMPORTANT
EXERCISE	97 %	3 %
DISCIPLINE	83 %	17 %
AFFECTION	97 %	3 %
ORDER OF FF	73 %	27 %

MASTERING THE WALK	IMPORTANT	NOT IMPORTANT	NO OPINION
DOG SHOULD BE CALM WHEN STARTING THE WALK	85 %	14 %	1 %
DOG SHOULD WALK BEHIND OR ASIDE	62 %	36 %	2 %
OWNER SHOULD BE CALM	96 %	3 %	1 %
BEST MOMENT FOR THE WALK IS THE MORNING	46 %	40 %	14 %
WALK AT LEAST 30 MINUTES	81 %	17 %	2 %

ENERGY TYPE	AGREE	DON'T AGREE	NO OPINION
DOGS AND HUMANS CAN BE DIVIDED IN DIFFERENT ENERGY TYPES (LOW, MEDIUM, HIGH, VERY HIGH)	88 %	8 %	4 %
THE IDEAL SITUATION IS WHEN THE DOG IS THE SAME OR A LOWER ENERGY TYPE AS ITS OWNER	86 %	13 %	1 %

LEADERSHIP	IMPORTANT	NOT IMPORTANT	NO OPINION
DOG OWNER SHOULD ACT AS PACK LEADER	77 %	23 %	0 %
PHYSICAL CORRECTION	60 %	40 %	0 %
CLAIMING SPACE	81 %	19 %	0 %
CLAIMING OBJECTS	76 %	23 %	1 %
RULES, LIMITATIONS, BOUNDARIES	96 %	2 %	2 %

CORRECTIONS	IMPORTANT	NOT IMPORTANT	NO OPINION
A DOG ON A LEASH IS BEST CORRECTED BY PULLING HIM ASIDE INSTEAD OF BACKWARDS	46 %	45 %	9 %
CORRECTING BY IMITATING THE BITE OF A DOG WITH HAND AND TOUCHING THE DOG'S NECK/ FLANK BRIEFLY	54 %	42 %	4 %

AT HOME	IMPORTANT	NOT IMPORTANT	NO OPINION
ALWAYS BE CALM AND ASSERTIVE	82 %	17 %	1 %
NO FOOD FROM TABLE	80 %	18 %	2 %
AFFECTION AFTER EXERCISE	62 %	31 %	7 %
NO TOUCH, NO TALK, NO EYECONTACT WHILE ENTERING OR LEAVING THE HOUSE	59 %	37 %	4 %

PROBLEM BEHAVIOUR	AGREE	DON'T AGREE	NO OPINION
PUNISHMENT IS DONE, ACCORDING TO HIM, OUT OF FRUSTRATION AND ANGER AND SHOULD BE AVOIDED. DISCIPLINE HOWEVER SHOULD BE AN ESSENTIAL PART OF THE TRAINING.	70 %	28 %	2 %
CESAR MILLAN OFTEN USES POSITIVE PUNISHMENT AS A TRAINING METHOD FOR AGGRESSION REHABILITATION. TO WHAT EXTENT DO YOU SUPPORT THIS TECHNIQUE?	57 %	38 %	5 %
CESAR MILLAN TREATS ANXIETY OFTEN BY USING HABITUATION TECHNIQUES. TO WHAT EXTENT DO YOU THINK THIS IS EFFECTIVE?	70 %	24 %	6 %
OTHER DOGS OFTEN ARE USED BY CESAR MILLAN FOR REHABILITATION OF PROBLEM BEHAVIOR. TO WHAT EXTENT DO YOU AGREE?	68 %	22 %	10 %
CESAR MILLAN SOMETIMES TAKES A DOG WITH SEVERE PROBLEM BEHAVIOR WITHIN HIS PACK. TO WHAT EXTENT DO YOU THINK THIS IS EFFECTIVE?	64 %	19 %	17 %
CESAR MILLAN BELIEVES THAT PROBLEM BEHAVIOR OF THE DOG OFTEN IS A REFLECTION OF THE INNER MOOD OF THE BOSS. AN IMPORTANT ELEMENT OF HIS THERAPY THEREFORE IS TO FOCUS ON AND IMPROVE THE INNER STATE OF THE OWNER. HOW FAR YOU ENDORSE THIS PHILOSOPHY?	98 %	2 %	0 %

KNOWLEDGE OF THE APPROACH	YES	NO
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