

Point of View Esfahan City of Citizens Regarding the Environmental Assessment Using of Nep Scale

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ABSTRACT

The relation of human and environment has undergone a lot of challenges during the human life. The nature is sometimes supposed the spiritual inspirational source and sometimes the meeting maternal needs source and with a lot of wonders has simultaneously encouraged hope and fear in human. By increasing of urbanization, the creation of technology and industry, the nature was manipulated and inadvertent use of it for maternal goals take precedence over spiritual thoughts. By creating of first environmental crises, it was revealed the human that excessive use of environment has disrupted life network and has endangered the survival of living creatures especially human. The source of these crises was covered up the attitude, world view, interaction and human behaviors towards the environment. In this article, using of NEP scale, has considered to the survey of environmental attitude of Esfahan citizen. The results show that the range of studied citizens' attitude about supporting environment is at average level. Also the average of studied citizen's attitude based on gender and material and post material valued orientation is different. Women and post materialist have more supporting attitude. There is a meaningful relation between cultural and economic capital with environmental attitude. It means that, by increasing of cultural and economic capital, people's attitude is more supporting. The results of regression analysis show that the variant of cultural capital has explained about 11% of attitude variance.

KEYWORDS: environment, valued orientation, cultural capital, economical capital

INTRODUCTION

The thinking about the importance and value of environment has a history as old as human society's history. Human always and in all periods, in any way was needed and owned to environment and used it for the meeting of material and spiritual needs. The meeting material and spiritual needs by the nature not only has given intrinsic nature to it but also has formed the nature as the most important part of human life[5]. Focusing on plants intrinsic value, wild animals and natural ecosystems are necessary for respecting them. In recent decades, environment issues has increased and geographically have expended just to the local pollutions especially dangerous toxics has changed into main problems. Issues such as the attribution of ozone layer, deforestation, endangered of plant species and climate changes in the wide range of global and geographical are other problems. These issues have complex and relevant reasons and solving them are very challengeable[6]. Researchers are interested in understanding that how do popular think to environmental issues and by focusing on the issue, has formed new attitude object [5]. The survey of attitude is very important, because it is generally considered that attitude is influenced on human behavior. The oldest and simplest environmental behaviors model is based on the linear development of environmental knowledge to understandings, environmental considerations or environmental attitude. In this model, environmental knowledge is influenced on the environmental attitude and attitude is influenced on the supporting behaviors of environment. In addition to model that take account direct and causal relation between attitude and behavior, intellectual act theory and predicting model of environmental behavior was developed by [11]. The model of ecological behavior by [8] considered the attitude along with other factors as the effective factors on protecting behavior of environment[2].

Environmental worldview

It is used "Dunlap" scale as a NEP for measuring environmental attitude. This scale that is derived from new ecosystem paradigm is insisted on supporting orientation of environment or ecosystem worldview. At first it was developed by Dunlap. Items of this scale by doing a lot of researches is continuously adjusted and for studying of environmental attitude that changed the nature of environmental issue rather to several last decades are very suitable. An item that is used in this research adjusted in other research by the Dunlap[10]. That's items was considered in five dimensions including limits to Growth, ant anthropocentrism, the fragility of nature's balance, exemptionalism, possibility of an Eco crises. Research that is used by this scale has focused on popular particularly special group. Measuring farmers' attitude, member of beneficiary groups and racial minorities in the United States are examples of this research. It is also used of this scale in the countries such as Canada, Sudan, Turkey, and Japan for measuring environmental attitude of citizen [1]. [17] in a research as a attitudes and environmental behavior: international comparison has considered to studying and comparing of environmental value in western and Asian countries. The findings of this research show that in Dutch and united state the environmental value associate with humanitarian values in modern view, and in Bangkok and Japan and Manila, the environmental value associate with humanitarian in traditional views. Also among countries, environmental values are against the egoistic values. [14] in a research as an environmental attitudes and ecological behavior has considered to the survey of environmental behavior. In this

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research environmental knowledge, values and goal of ecological behavior are considered as a effective variants on environmental behavior. The results show that knowledge and environmental value are explained %40 of variance of behavior's goal and %75 of variance of general environmental behavior.

Valued Orientation

Theory of valued orientation is one of the most important theories that is proposed about <change in value >in recent decades. This theory is included in more general theory of social changes. Inglehart proposed three main processes for social changes, including economical_ social development, change in value and democratizing political institutions. In his view economical_ social development is formed the process of change in values and change in values result in democratizing political institutions. He proposed his theory by studying of a period after world war. When economic development in the industrial country was following the change in values of people. This kind of changing was in such a way that was included moving from material values to post-material values. On the other hand, the priorities relevant to physical earning living and security were changing to behaviors such as expressing of conscience and quality of life. Inglehart about movement of post material values writes that << the change in values between generations is gradually transferred to politics and cultural norms of industrial developed societies >>. The changing of priorities of material value to post material result in new political issue and is a driving of many movements. These movements including: feminist movement, consumerist movements, antiatomic movement and environmental movement. This movement is encouraged question that do people give priority to economic development or to private right for developing of life quality. Inglehart believe that one of the most important challenges between priority of materialist and post materialist is argument over using of nuclear power[12]. While environmentalist was not supporting nuclear energy because of pollution, on the other hand ,catastrophes such as Hiroshima and Nagasaki was challenged them. In the final analysis give less priority to economic development because of environment pollution or possibility of making human catastrophes. Argument over nuclear energy was indicating of worldviews. Using of nuclear energy is considered suitable for materialist that associated with economic development, hiring of citizens[13]. Also for materialism developed knowledge and industry resulted in growth and success. Also in the view of post materialist, nuclear energy should be rejected, because it was not only potential danger, but also associated with great business, knowledge and industry at macro scale and bureaucratic organization. So post materialist supposed that priorities of the materialist were none personal and sequential and are restricting expressing of conscience [7]._This concept has studied in many of experimental research [9] in a research as << explaining popular support for environmental protection>> is considered to popular support for environment in 50 countries. The results of multi-level analysis show that the important variants play role in and cross nation in the supporting of environment. Income variants, post-materialism, education, environmental arguments and age showed the direct relation to keeping environment. Variants such as gross domestic product (GDP) and growth it and post material valued orientation of popular in cross nation had direct relation to supporting level of environment. so findings with valued hypotheses are homogeneous. in a research as an environmental attitude in cross national perspective: a multi- level analysis of the ISSP 1993 & 2000 have focused on the consideration and attention of popular to natural environment. Environmental attitude was measured by the post materialism views of Inglehart , the explaining of globalization [15] and welfare hypothesis and results showed that attention to environment by post material attitude and different social and demographic variants has meaningful relation.

Cultural Capital:

Cultural capital takes account in this research because it's owners have more higher cognitive ability in the important argument of society. A person, who has a high cultural capital, has more information about important news of society and knows what is a modern concern of local or global of the society. This term that was invented by Burdive in the end of 1960 s at first is considered to issue that economical barrier for explaining inequality between the student of different social group in Educational system is not adequate. [19]. Also, there are cultural habits and inherited tendencies that are important. So, Burdive has challenged the traditional sociological concepts of culture that to be inclined to define culture as a norms and values and emphasized that culture is habits and tendencies that has capacity of sources production and benefit[18].

Economical Capital:

Economical Capital including income and other financial sources that is institutionalized as ownership. Stones believe that economical capital is assigned to financial income and other sources and financial properties, and its institutionalizing can be found in the right of owner ship. In this survey because the environmental attitude scale is interval, gender and valued orientation are bimodal nominal, it is used average difference for measuring the relationship between them. Also, for testing the relation of economic and cultural capital with environmental attitude, using correlation tests because both of the variants are in interval scale [16].

- Environmental attitude of citizens based on gender is different
- Environmental attitude of citizens based on the valued orientation is different.
- There is a meaningful relationship between the environmental attitude and cultural capital.
- There is meaningful relationship between environmental attitude and economical capital.

Research Method

Studying method in this research is surveying (gauging). This research was practical and it is used for explaining goal It is widely very broad and chronologically is cross sectional study that is done in special time. Statistical society of this research is Esfahan citizen over 15 years old that are 1106731 persons based on statistics of 1390 year .565540 are men and 541191 are woman. Sampling method is clustered multi-level. Using of Cochran formula was achieved 444 samples. But because of eliminating the effects of missing codes was increased to 682 persons.

Measuring dependent and independent variants:

Environmental attitude: For measuring environmental attitude is used 12 items of six- choice at Lick ret ranking level. agreement with items 2,4,6,7,8,11,12 and disagreement with items 1,3,9,5,10 show supporting attitude to environment. For measuring inner similarity and harmony of items used test of Keronbakh Alpha. Given Keronback Alpha is 0/64 that shows validity of items. To determine constitutional value of measuring tools, separating and classifying of 12 questions using the factorial analysis technique based on fragmenting to main component that according to results KMO value is equal to 0/701 and because this value is more than 0/5, it is concluded that the number of samples for doing factorial analysis is suitable. The value of cruet bartelt is equal to 1556/133 with meaningful level 0/000 and because of meaningfulness, separating of factors is done correctly and the questions related to any factor have showed high correlation. The most special value related to first and second factor are 2/69, 2/14 respectively. The first factor about 22/45 and second factor about 17/86 has explained general variance of factoring. The general explained variance is 60/53 and decreasing of 12 questions has done with 4 factors. Factorial load is circulated by varimax method. Items related to any factor with factorial loads, special value and explained variance is listed in table (1).

Valued Orientations:

This variant using the scale which is proposed by Inglehart has performed. Material component items including: keeping order country, campaign against increasing of prices, keeping fast rhythm of economical development, making sure that country has a strong defensive force, keeping economic stability and campaigning against crime. Items that used for measuring post material priorities are supporting of speech freedom, giving more veto right to people, giving more right to people in making decision about working and society, trying to beautify the cities, moving to more friendlier society, and moving to society which thinking value is more than money. Citizens choose one group of items .on the other hand, this variant is used as a bimodal nominal scale (material and post material). Cultural capital: this kind of capital including stable tendencies of person that are accumulating in person through socializing .education is indicator of cultural capital and trending to cultural objects ,and accumulating of cultural values in person is considered other kinds of cultural capital [13].

Table (1):the result of factorial analysis related to environmental attitude items

Dependent variant	The dimensions of dependent variant	Items and questions	Factorial load	Special values	Explained variance	The percentage of explained variance
Environmental attitude	Naturalism	1. Humans have right that use natural sources to meet their needs.	0.783	2.69	22.45	60.53
		2. Plants & animals as much as human have living right.	0.812			
		3. Humans are superior than nature rules.	0.726			
	Limits to growths	4. The population of earth is so increased that natural sources is not adequate for all.	0.781	2.14	17.86	
		5. Earth is a planet with many natural sources, if we learn how to use it.	0.769			
		6. Earth is like a spaceship with limited source.	0.760			
	The possibility of ecocrisis environment	7. Humans largely misuse environment.	0.795	1.42	11.84	
		8. If the situations continue we will experience catastrophes of environment.	0.740			
		9. There isn't severe environmental crisis in the word.	0.689			
	The fragility of nature's balance	10. Nature is so strong that can remove negative effect of industrial life	0.810	1	8.37	
		11. When human interfere in nature often result in unpleasant consequences.	0.710			
		12. Nature's balance is so fragile	0.637			
	Naturalism	1. Humans have right that use natural sources to meet their needs.	0.783	2.69	22.45	
		2. Plants & animals as much as human have living right.	0.812			
		3. Humans are superior than nature rules.	0.726			

In this research, for measuring cultural capital used these kinds of items: Education (person and parent), joining in library (person and parent), personal library and the number of book volume. The number of foreign languages that person and its parents are familiar with it. Having interest and spending time for working with internet, studying newspaper, magazines, gazetteers and short stories, listening to music, collecting painting and picture and antiques, photography ,calligraphy, painting, watching film and theater, going to museum, exhibit and cultural centers, giving speech and conferences . the validity of variant is 0/88 that shows high validity. Economical Capital: this kind of capital including income and properties that is manifested in ownership. For measuring economical capital used income components, Rial value of residential house, personal car value and other properties.

Findings

Prescribed Findings of research

In this research, from 682 samples, 339 were men and 343 were women. On the other hand, it is composed of, 49.7 men and 50.3 women. These issues have traditionally associated with economical roles of men. The independent variant in the research: cultural capital using of 30 items is done in the range of 7 choice .30 score. Indicating lowest level and 210 score indicating highest level of cultural capital. The average of this variant for studied citizens is 110 that is 44 f 100. On the other hand, studied citizens have cultural capital at low average. Economical capital is done with using 4 items. While item is designed for 6 choice, it is given zero score to the first choice that not having (residential house, other possession and car). Because every person has min income, the income is numbered from 1 to 6. In this scope, 1 score indicating the min economical capital and 23 score indicating maxi economical capital among the studied citizen. In this research, the given average is 8 that indicating economical capital of studied citizens is at low average. The score average of examinee is listed at table (2).

Table (2): the average of examinee score

	Number of question	Range of changes	Average	The score of 100	Standard derivation
Environmental attitude	12	33-71	49	61	5.58
Naturalism dimension	3	3-18	12.11	61	2.45
Limits to growth dimension	3	3-17	9.69	44	2.27
Possibility of crisis dimension	3	7-18	14	73	2.37
The fragility of nature's balance dimension	3	4-18	12.74	65	2.36
Cultural capital	30	25-168	110	44	21.73
Economical capital	4	1-21	8	35	3.81

Valued orientation of studied citizen shows that 329 people have material values and 353 people have post material values. Gender frequency and value orientation are listed in table3. This table shows that women have more post material valued orientation. They insist on freedom, giving rights to people in making decision, beautifying cities and moving toward friendly society while men insist on keeping order, increasing of prices, economic development and campaigning against crime.

Table (3): gender frequency and value orientation

	Material value orientation	Post material value orientation	General
Female	155	184	339
Male	174	169	343
General	329	353	682

Inferential finding of research:

For hypotheses test of research used the average difference and Pearson correlation tests and for the survey of difference between environment attitudes averages based on gender used average difference test. Because gender is bimodal nominal variant and environment attitude is interval variant. The results show that based on meaningfulness level 0.007, the environmental attitude of citizens based on gender has meaningful difference. On the other hand, women have more supporting attitude than men. The survey of average difference of environmental attitude based on gender variant, shows that there is different between the average of men and women particularly in naturalism dimension. Women more than men pay attention to the plants and animals and they consider that natural resources are more important than meeting of material needs. There weren't meaningful difference in men and woman attitude at dimensions like, the fragility of nature's balance, limits to growth, and possibility of an Ecocrisis. This fact can be relevant to described results that had already proposed. Because the described results show that citizen's average about the fragility of nature's balance and limits to growth is low. But the possibility of an ecocrisis is high. Arguments that may be not only with gender but also with modern reality and broadcasting news related to environment or announcing of global or national or local warning are more explicable. These results are listed at table (4). Valued orientation: Because valued orientation is measured in bimodal nominal scale, for the survey of difference between environmental attitude average of citizen based on valued orientation used average difference test. The results show that in with regard to, meaningful level. /029, there is a meaning full difference between environmental attitude based on valued orientation. People having a post orientation have more supporting attitude to environment, while people having material orientation have less supporting attitude to environment. This issue is verified in the [3, 4] research. The survey of average difference in environmental attitude with valued orientation shows that there is a meaningful difference between post material and material valued orientation average particularly naturalism dimension. Post materialism believe in that plants and animals have a living right as much as human; and human is only one kind of species among others. There were meaningful levels based on valued orientation at limit to growth dimension. It means that materialist believe in limit to growth more than post materialist. Materialist and post materialist valued orientation average at the fragility of nature's and possibility of Ecocrisis didn't show meaningful difference. Cultural capital: for measuring relationship between cultural capital and environmental attitude used 'r' test. Because cultural capital including interval scale. The results show that there is correlation between cultural capital and environmental attitude. It means that by increasing in cultural capital supporting attitude to environment is more. The survey of relationship between cultural capital with environmental attitude dimension shows that there is correlation between limits to growth and possibility of Ecocris with cultural capital. If cultural capital of person is high, belief in limits to growth and possibility of Ecocris is high, too. Also, there is correlation between naturalism and the fragility of nature's balance with cultural capital. People who has high cultural capital has more naturalism attitude and they consider nature's balance very fragile. Nonetheless, people attitude to environment is cognitivist. And by increasing in knowledge of people in environmental issue and different sciences, people have more supporting attitude. Economical capital; economical capital is measured in interval scale. For measuring relationship between cultural capitals with environmental

attitude used Pearson r test. Results show that there is correlation between economical capital and environmental attitude. If economical capital is high, the environmental attitude is more supporting. The reason of this relation is that if economical capital is high, accessibility to information and news is high, too and People live in cleaner part of the city and have a cleaner environment. They consider that supporting attitude to environment has high status. However there is no relationship between environmental attitude and economical capital.

Table (4): the test result of average difference of environmental attitude based on gender

Dependent variant	Gender	Average	Freedom degree	T value	Meaningful level
Environmental attitude	Female	49.74	679.37	2.7	0.007
	male	48.53			
Limits to growth	Female	9.53	679.14	-1.8	0.071
	male	9.85			
Naturalism	Female	12.34	677.31	2.47	0.031
	male	11.88			
The fragility of nature's balance	Female	12.69	679.82	-0.48	0.626
	male	12.78			
Possibility of crisis	Female	2.21	680	0.35	0.721
	male	2.52			

Table (5): the test result of average difference of environmental attitude based on valued orientation

Dependent variant	Orientation valued	Average	Freedom degree	T value	Meaningful value
Environmental attitude	Material	48.62	674.9	-2.19	0.029
	Post material	49.6			
Limits to growth	Material	9.89	675.24	2.27	0.023
	Post material	9.5			
Naturalism	Material	11.88	658.44	-2.35	0.019
	Post material	12.82			
The fragility of nature's balance	Material	12.67	671.52	-0.66	0.50
	Post material	12.79			

Table (6): the correlation results of economic and cultural capital with environmental attitude

	Cultural capital		Economical capital	
	Meaningful level	Correlation coefficient	Meaningful level	Correlation coefficient
Environmental attitude	0.000	0.338	0.008	0.11
Limits to growth	0.002	0.13	0.542	0.025
naturalism	0.023	0.094	0.123	0.064
The fragility of nature's balance	0.001	0.132	0.614	0.021
Possibility of crisis	0.001	0.143	0.066	0.086

Determining environmental attitude: Regression attitude

For studying of relationship between dependent variants and environmental attitude used multi variant regression analysis with step to step method. Regression is followed by predicting. It means that the changes of a variant is predicting by other variants. In multi variant regression using linear combination of several variants is considered to predicting of dependent variant in the multi variant regression step by step the strongest variant one by one coming to the equation.

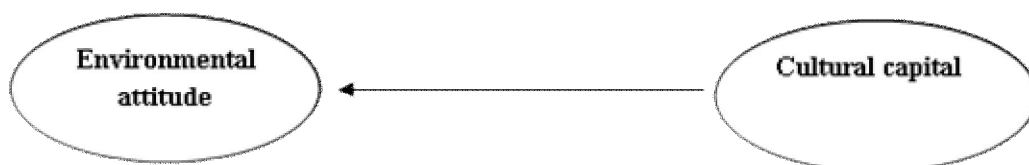
Table (7): the result of multi variant regression test.

Watson camera	Corrected r square		r square	correlation	
1.79	0.113		0.114	0.338	
Changes source	The general squares	Freedom degree	Squares average	F	Meaningful level
Regression	1307.31	1	1307.31	74.55	0.000
Difference	10152.44	579	17.534		
General	11459.75	580			

Table (8): given variant in the regression model.

meaningfulness	T	β	B	
0.000	45.713		40/83	Fixed value
0.000	8.635	0.338	0.069	Cultural capital

The regression model is given as follow and given value is β .



Conclusion

This research is based on understanding and studying of environmental attitude using new environmental paradigm and based on NEP scale. Studies show that, there isn't any attention to protect environment in most of the country in the world. The goal of this research was survey of environmental attitude of Esfahan citizen and relation of it with some other social factors. Results show that environmental attitude of studied citizen is at average level. It means that the citizens have supporting attitude to environment at average level. Also the citizens have naturalism attitude, just so, the human is considered only one species among plant and animal species, and they insist on living rights of animal and plant. This conclusion is adjusted to first hypothesis of new environmental paradigm that had already mentioned. Citizens think that environmental crisis likely to happen because they inform about impacts of human societies and resident s' lifestyle of land on environment. This kind of understanding is as a result of function of mass media and freely information flow .Also women attitude to environment is more supporting. The naturalism dimension in women is at high average. People who has post material valued orientation have more supporting attitude. A result that was adapted to prior research. There was meaningful relation between environmental attitude with cultural and economic capital. It means that by increasing of cultural and economic capital, attitude to environmental is more supporting. It is turned out by doing multi-regression that, cultural capital is simply explained %11.4 environmental attitude variance. This fact shows the importance of freely information flow and explaining of environmental issue in mass media .because cultural capital show under standings and knowledge of people. And whatever understanding and interest of people to cultural issue is high, people have more supporting attitude. On the other hand, this fact shows that attitude to environment is cognitive and cultural issue and it can be used culture as an effective factor in solving environmental issue. Also this result is verifying Dunlop and Catton theory that insist on impacts of cultural and economic powers on environment. Therefore, attention to increasing of cultural capital in society, education and the increasing of environmental knowledge can be affected on people attitude to environment.

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