

**Oklahoma State University**  
**Sociology 5460**  
**Advanced Topics in Environmental Sociology:**  
**Environmental Attitudes, Beliefs and Values**

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**Course Description**

This course is intended to provide an in-depth introduction to the vast literature on environmental attitudes, beliefs, values or EABV (and “cognitions” more generally) that has developed over the past four decades—with primary attention to recent work. Social and behavioral scientists (and others) have conducted hundreds upon hundreds of surveys of populations (from small samples of students to national and even international samples) designed to gain information on their environmental cognitions, consciousness and so forth, and the basic goal of the course will be to help you get a good sense of this literature. (We will also deal with the link between EABV and actual behaviors to some degree, but cannot do so in detail as that would require another course.) We will focus on the key conceptual and methodological issues that have emerged, paying particular attention to conceptual and methodological shortcomings that have hampered work in the area as well as recent developments that have attempted to solve some of these problems. And, of course, we will attempt to obtain a good sense of the current state of knowledge on key issues examined in this literature.

**Course Objectives**

1. Provide you with a good sense of the large, multidisciplinary body of literature on environmental attitudes, beliefs, values and other cognitions
2. Help you make sense of public opinion polls on environmental issues
3. Familiarize you with the key conceptual and methodological issues that will help you to make sense of the vast amount of relevant literature on EABV
4. Familiarize you with the latest measurement techniques employed in the field

5. Provide you with the tools you need to critically evaluate existing and future studies studies of EABV
6. Provide you with the tools you need to design your own survey dealing with Environmental issues

**Required Materials:** Early in the course we will use a text, Deborah Lynn Guber's The Grassroots of a Green Revolution: Polling Americans on the Environment, but the bulk of the course will involve reading articles and chapter placed on electronic reserve in the library.

**Course Requirements:** The course will be run as a seminar, and its success will depend on the quality of student participation.

**A. Participation:** Throughout the course students will be assigned responsibility for leading discussions on the individual readings (the frequency will depend on the number of students in the course) and this will involve preparing and distributing a short (1-2 page) outline/critique of the reading and then giving a brief overview and evaluation of the reading (about 10-15 minutes) that will serve as the basis for class discussion about it.

The outlines/critiques will be distributed to all members of the seminar and the resulting collection will be invaluable to you for your own future reading, research and writing in the area. It is therefore vital that the outlines/critiques be of high quality (the instructor will pass out a sample early in the course).

It is also important to learn how to analyze readings critically, acknowledging their strengths and weaknesses and how they fit with other relevant literature, and to present your evaluation orally in a professional manner (as you would at a professional meeting). You will be expected to devote serious effort to preparing your outline/critique as well as your oral presentation on readings assigned to you.

Of course, all members of the seminar are expected to come prepared to offer their insights on the readings, including those not assigned to them, as the resulting discussion allows us all to learn from one another.

To encourage the achievement of these objectives 30% of your course grade will be based on the quality of your outlines/critiques, and 20% on the quantity and quality of your overall contribution to discussion in the seminar.

**B. Term Paper/Proposal:** The other 50% of your grade will be based on a term paper or acceptable alternative which would most likely be a proposal for a study (perhaps your thesis or dissertation research) of environmental attitudes, beliefs, values, etc.

I am flexible about the nature of the paper/proposal, except that it needs to be of high quality. A paper can take the form of a critique and/or synthesis of a major strand of work on EABV, and might focus on a specific theoretical tradition or measurement

approach. The ideal would be to come up with something that is significant enough that it could evolve into a journal article, and I would be happy to assist you in bringing it to fruition. A reasonable length would be 20 typed, double-spaced pages, but I am flexible.

A proposal would need to draw carefully upon relevant literature for theoretical background and hypotheses, lay out a concrete research plan, carefully specify measures to be used, and so forth—so that it demonstrates what you have learned from the course as well as meets the criteria of a sound and valuable research proposal.

By week 10 at the latest you will be asked to provide a short (1-2 page) description of your intended paper/proposal so I can give you feedback and possibly guide you to key literature. By week 14 you will need to provide a more detailed description of your paper/proposal, including a list of the key literature you are drawing upon so that I can again offer you feedback.

The final paper/proposal will be worth the other 50% of your grade.

### **Course Schedule** **(Required and suggested readings—latter marked with asterisks)**

#### **Week 1: Jan . 12 - Overview of Course Topics and Objectives**

#### **Week 2: Jan. 19 - Understanding Public Opinion toward Environmental Issues in the U.S.: Conceptual Issues and Long-term Trends**

Guber, The Grassroots of a Green Revolution, Chaps. 1, 2 and 3

Dunlap, Riley E. 1995. "Public Opinion and Environmental Policy." Pp. 63-114 in J. P. Lester (ed.), Environmental Politics and Policy, 2nd ed. Durham, NC: Duke University Press.

Dunlap, Riley E. 2002. "An Enduring Concern: Light Stays Green for Environmental Protection." Public Perspective 13 (September/October): 10-14.

\*Dunlap, Riley E. and Rik Scarce. 1991. "The Polls -- Poll Trends: Environmental Problems and Protection." Public Opinion Quarterly 55:713-734.

#### **Week 3: Jan. 26 - The Current Status of Public Opinion on the Environment in the U.S.**

Guber, The Grassroots, Chaps.6 and 7

Brechin, Steven R. and Daniel A Freeman. 2004. "Public Support for Both the Environment and an Anti-environmental President: Possible Explanations for the George W. Bush Anomaly." The Forum, 2, Article 6.

Bosso, Christopher J. and Deborah L. Guber. 2006. Maintaining presence: Environmental advocacy and the permanent campaign. Pp. 78-99 in N. J. Vig & M. E. Kraft (Eds.), Environmental Policy: New Directions for the Twenty-first Century, 6<sup>th</sup> ed., Washington, D.C.: CQ Press.

Dunlap, Riley E. 2005. "Half of Americans Say Bush Doing a Poor Job on the Environment." The Gallup Organization website, April 22.

Public Opinion Strategies and Hart Research, 2005. "Report of Key Findings and Analysis from Research Conducted on Behalf of the Nicholas Institute for Environmental Policy Solutions, Duke University."

**Week 4: Feb. 2 - The Social Bases of Environmental Concern – Examining the Socio-Demographic Predictors of Concern for Environmental Quality and Changes over Time**

Guber, Grassroots, Chap. 4

Van Liere, Kent D. and Riley E. Dunlap. 1980. "The Social Bases of Environmental Concern: A Review of Hypotheses, Explanations and Empirical Evidence." Public Opinion Quarterly 44:181-199.

Jones, Robert Emmet and Riley E. Dunlap. 1992. "The Social Bases of Environmental Concern: Have They Changed Over Time?" Rural Sociology 57:28-47.

Greenbaum, Allan. 1995. "Taking Stock of Two Decades of Research on the Social Bases of Environmental Concern." Pp. 125-152 in M. D. Mehta and E. Ouellet (eds.), Environmental Sociology: Theory and Practice. Concord, Canada: Captus Press.

Diamantopoulos, Adamantios, et al. 2003. "Can Socio-demographics Still Play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation." Journal of Business Research 56: 565-480.

\*Morrison, Denton E. and Riley E. Dunlap. 1986. "Environmentalism and Elitism: A Conceptual and Empirical Analysis." Environmental Management 10:581-589.

### **Week 5: Feb. 9 - The Conceptualization of “Environmental Concern”**

- Heberlein, Thomas A. 1981. “Environmental Attitudes.” Zeitschrift für Umweltpolitik 2:241-270.
- deHaven-Smith, Lance. 1988. “Environmental Belief Systems: Public Opinion on Land Use Regulation in Florida.” Environment & Behavior 20:276-299.
- Fransson, Niklas and Tommy Garling. 1999. “Environmental Concern: Conceptual Definitions, Measurement Methods, and Research Findings.” Journal of Environmental Psychology 19:369-382.
- Dunlap, Riley E. and Robert Emmet Jones. 2002. “Environmental Concern: Conceptual and Measurement Issues.” Pp. 482-524 in R.E. Dunlap and W. Michelson (eds.), Handbook of Environmental Sociology. Westport, CT: Greenwood Press.
- Dunlap, Riley E. and Robert Emmet Jones. 2003. “Environmental Attitudes and Values.” Pp. 364-369 in R. Fernandez-Ballesteros (ed.), Encyclopedia of Psychological Assessment, Vol. I. London: Sage.
- \*Gray, David B. 1985. Ecological Beliefs and Behaviors: Assessment and Change. Westport, CT: Greenwood Press, Chap. 2.
- \*Hackett, Paul. 1995. Conservation and the Consumer: Understanding Environmental Concern. London and New York: Routledge.

### **Week 6: Feb. 16 - Important Early Measures of Environmental Concern**

- Maloney, Michael P. and Michael P. Ward. 1973. “Ecology: Let’s Hear from the People: An Objective Scale for the Measurement of Ecological Attitudes and Knowledge.” American Psychologist 28:583-586.
- Maloney, Michael P., Michael P. Ward, and G. Nicholas Braught. 1975. “Psychology in Action: A Revised Scale for the Measurement of Ecological Attitudes and Knowledge.” American Psychologist 30:787-790.
- Lounsbury, John W. and Louis G. Tornatzky. 1977. “A Scale for Assessing Attitudes toward Environmental Quality.” Journal of Social Psychology 101:299-305.
- Weigel, Russell H. and Joan Weigel. 1978. “Environmental Concern: The Development of a Measure.” Environment and Behavior 10:3-15.
- Van Liere, Kent D. and Riley E. Dunlap. 1981. “Environmental Concern: Does It Make a Difference How It’s Measured?” Environment and Behavior 13:651-676.

\*Tognacci, Louis N., Russell H. Weigel, Marvin F. Wideen, and David T. A. Vernon. 1972. "Environmental Quality: How Universal is Public Concern?" Environment and Behavior 4:73-86.

**Week 7: Feb. 23 - (Class cancelled due to Jared Diamond's visit)**

**Week 8: March 2 - More Recent Efforts to Measure & Explain Environmental Concern**

Bohlen, Greg, Bodo B. Schlegelmilch and Adamantios Diamantopoulous. 1993. "Measuring Environmental Concern: A Multi-construct Perspective." Journal of Marketing Management 9:415-430.

Dietz, Thomas, Paul C. Stern and Gregory A. Guagnano. 1998. "Social Structural and Social Psychological Bases of Environmental Concern." Environment and Behavior 30:450-471.

Klineberg, Stephen L., Matthew McKeever and Bert Rothenbach. 1998. "Demographic Predictors of Environmental Concern: It Does Make a Difference How It's Measured." Social Science Quarterly 79:734-753.

Uyeki, Eugene S. and Lani J. Holland. 2000. "Diffusion of Pro-Environment Attitudes?" American Behavioral Scientist 43:646-662.

\*Kaiser, Florian G., Sybille Wolfing and Urs Fhurer. 1999. "Environmental Attitude and Ecological Behaviour." Journal of Environmental Psychology 19:1-19.

\*Stone, George, James H. Barnes and Cameron Montgomery. 1995. "ECOSCALE: A Scale for the Measurement of Environmentally Responsible Consumers." Psychology & Marketing 12:595-612.

**Week 9: March 9 - The "Belief Systems" Perspective and Conceptualizations of Environmental Concern**

Pierce, John C. and Nicholas P. Lovrich. 1980. "Belief Systems Concerning the Environment: The General Public, Attentive Publics, and State Legislators." Political Behavior. 2:259-287.

Guber, The Grassroots of a Green Revolution, Chap. 5

Carman, Christopher Jan. 1998. "Dimensions of Environmental Policy Support in the United States." Social Science Quarterly 79:717-733.

Xiao, Chenyang, and Riley E. Dunlap. 2007. "Validating a Comprehensive Model of Environmental Concern Cross-nationally: A USA-Canadian Comparison." Social Science Quarterly 88:471-493

\*Guber, D.L. 1996. "Environmental Concern and the Dimensionality Problem: A New Approach to and Old Predicament." Social Science Quarterly 77:644-662.

\*deHaven-Smith, Lance. 1988. "Environmental Belief Systems: Public Opinion on Land Use Regulation in Florida." Environment & Behavior 20:276-299.

## **Spring Break**

### **Week 10: March 23 - From Moral Norms to Altruistic/Biospheric Values: Development of the Value-Belief-Norm Theory of Environmental Concern**

Stern, Paul C., Thomas Dietz and J. Stanley Black. 1985-86. "Support for Environmental Protection: The Role of Moral Norms." Population and Environment 8:204-222.

Stern, Paul C., Thomas Dietz and Linda Kalof. 1993. "Value Orientations, Gender, and Environmental Concern." Environment and Behavior 25:322-348.

Stern, Paul C., Thomas Dietz, Linda Kalof and Gregory A. Guagnano. 1995. "Values, Beliefs, and Proenvironmental Action: Attitude Formation toward Emergent Attitude Objects." Journal of Applied Social Psychology 25:1611-1636.

Stern, Paul C., Thomas Dietz, Troy Abel, Gregory A. Guagnano and Linda Kalof. 1998. "A Value-Belief-Norm theory of Support for Social Movements: The Case of Environmentalism." Human Ecology Review 6:81-97.

\*Stern, Paul C. and Thomas Dietz. 1994. "The Value Basis of Environmental Concern." Journal of Social Issues 50:65-84.

\*Stern, Paul C. and Thomas Dietz. 1998. "A Brief Inventory of Values." Educational and Psychological Measurement 58:984-1001.

\*Stern, Paul C. 2000. "Toward a Coherent Theory of Environmentally Significant Behavior." Journal of Social Issues 56:407-442.

\*Dietz, Thomas, Linda Kalof and Paul C. Stern. 2002. "Gender, Values, and Environmentalism." Social Science Quarterly 83:353-364.

\*Kalof, Linda, Thomas Dietz, Gregory Guagnano and Paul C. Stern. 2002. "Race, Gender and Environmentalism: The Atypical Values and Beliefs of White Men." Race, Gender & Class 9:1-19.

### **Week 11: March 30 - More on the Value Basis of Environmental Concern**

Schultz, P. Wesley and Lynnette Zelezny. 1999. "Values as Predictors of Environmental Attitudes: Evidence for Consistency Across 14 Countries." Journal of Environmental Psychology 19:255-265.

Schultz, P. Wesley. 2000. "Empathizing with Nature: The Effects of Perspective Taking on Concern for Environmental Issues." Journal of Social Issues 56:391-406.

Schultz, P. Wesley. 2001. "The Structure of Environmental Concern: Concern for Self, Other People, and the Biosphere." Journal of Environmental Psychology 21:327-339.

Schultz, P. Wesley, et al. 2005. "Values and their Relationship to Environmental Concern and Conservation Behavior." Journal of Cross-Cultural Psychology 36:457-475.

\*Schultz, P. Wesley, et al. 2004. "Implicit Connections with Nature." Journal of Environmental Psychology 24:31-42.

\*Schultz, P. Wesley. 2002. "Inclusion with Nature: Understanding Human-Nature Interactions." Pp. 61-78 in P. Schmuck and P. W. Schultz (eds.), The Psychology of Sustainable Development. New York: Kluwer.

\*Dietz, Thomas, Amy Fitzgerald and Rachel Shwom. 2005. "Environmental Values." Annual Review of Environment and Resources 30:335-372.

### **Week 12: April 6 - The New Environmental/Ecological Paradigm I: Measurement Issues**

Dunlap, Riley E. and Kent D. Van Liere. 1978. "The 'New Environmental Paradigm': A Proposed Measuring Instrument and Preliminary Results." Journal of Environmental Education 9 (4):10-19.

Noe, Francis P. and Rob Snow. 1990. "The New Environmental Paradigm and Further Scale Analysis." Journal of Environmental Education 21 (2):20-26.

Dunlap, Riley E., Kent D. Van Liere, Angela G. Mertig and Robert Emmet Jones. 2000. "Measuring Endorsement of the New Ecological Paradigm: A Revised NEP Scale." Journal of Social Issues 56:4425-442.

Lalonde, Roxanne and Edgar L. Jackson. 2002. "The New Environmental Paradigm Scale: Has It Outlived Its Usefulness?" Journal of Environmental Education 33 (4):28-36.

Cordano, Mark, Stephanie A. Welcomer and Robert F. Scherer. 2003. "An Analysis of the Predictive Validity of the New Ecological Paradigm Scale." Journal of Environmental Education 34 (43):22-28.

\*Albrecht, Don, Gordon Bultena, Eric Hoiberg and Peter Nowak. 1982. "The New Environmental Paradigm Scale: Measuring Environmental Concern." 13:39-43.

\*Geller, Jack M. and Paul Lasley. 1985. "The New Environmental Paradigm Scale: A Reexamination." Journal of Environmental Education 17 (1):9-12.

\*Grenstand, Gunnar. 1999. "The New Ecological Paradigm Scale: Examination and Scale Analysis." Environmental Politics 8:194-205.

### **Week 13: April 13 - The NEP II: Theoretical Context and Relationship with Experiences**

Stern, Paul C., Thomas Dietz and Gregory A. Guagnano. 1995. "The New Ecological Paradigm in Social-Psychological Context." Environment and Behavior 27:723-743.

Steg, Linda, Lieke Dreijerink, Wokje Abrahamse. 2005. "Factors Influencing the Acceptability of Energy Policies: A Test of VBN Theory." Journal of Environmental Psychology 25:415-425.

Arcury, Thomas A. and Eric H. Christianson. 1990. "Environmental Worldview in Response to Environmental Problems." Environment and Behavior 22:387-407.

Marshall, Brent K., J. Steven Picou and Christine A. Bevc. 2005. "Ecological Disaster as Contextual Transformation: Environmental Values in a Renewable Resource Community." Environment and Behavior 37:706-728.

\*Widegren, Orjan. 1998. "The New Environmental Paradigm and Personal Norms." Environment and Behavior 30:75-100.

\*Rideout, Bruce E. 2005. "The Effect of a Brief Environmental Problems Module on Endorsement of the New Ecological Paradigm in College Students." Journal of Environmental Education 37 (1):3-11.

\*Schultz, P. Wesley and Lynnette C. Zelezny. 1998. "Values and Proenvironmental Behavior: A Five-Country Survey." Journal of Cross-Cultural Psychology 29:540-558.

**Week 14: April 20 - Alternative Measures of Ecological Worldviews, Identities, etc.**

Chandler, Edward W. and Ralph Mason Dreger. 1993. "Anthropocentrism" Construct Validity and Measurement." Journal of Social Behavior and Personality 8:169-188.

Thompson, Suzanne E. Gagnon and Michelle A. Barton. 1994. "Ecocentric and Anthropocentric Attitudes toward the Environment." Journal of Environmental Psychology 14:149-157.

Clayton, Susan. 2003. "Environmental Identity: A Conceptual and an Operational Definition." Pp. 45-65 in S. Clayton and S. Opatow (eds.), Identity and the Natural Environment: The Psychological Significance of Nature. Cambridge: MIT Press.

Mayer, F. Stephan and Cynthia McPherson Frantz. 2004. "The Connectedness to Nature Scale: A Measure of Individuals' Feeling in Community with Nature." Journal of Environmental Psychology 24:503-515.

\*Dreger, Ralph Mason and Edward W. Chandler. 1993. "Confirmation of the Construct Validity and Factor Structure of the Measure of Anthropocentrism." Journal of Social Behavior and Personality 8:189-202.

\*Stets, Jan E. and Chris F. Biga. 2003. "Bringing Identity Theory into Environmental Sociology." Sociological Theory 21:398-423.

\*deGroot, W. T. and R. J. G. van den Born. 2003. "Visions of Nature and Landscape Type Preferences: An Exploration in The Netherlands." Landscape and Urban Planning 63:127-138.

**Week 15: April 27 - International Environmental Attitudes**

Dunlap, Riley E., George H. Gallup, Jr. and Alec M. Gallup. 1993. "Of Global Concern: Results of the Health of the Planet Survey." Environment 35 (November): 7-15, 33-39.

Brechin, Steven R. and Willett Kempton. 1994. "Global Environmentalism: A Challenge to the Posmaterialism Thesis?" Social Science Quarterly 75: 245-269.

Dunlap, Riley E. and Angela G. Mertig. 1995. "Global Concern for the Environment: Is Affluence a Prerequisite?" Journal of Social Issues 51:121-137.

Inglehart, Ronald. 1995. "Public Support for Environmental Protection: Objective Problems and Subjective Values in 43 Societies." PS: Political Science & Politics 28:57-72.

- \*Brechin, S. R. 1999. "Objective Problems, Subjective Values, and Global Environmentalism: Evaluating the Postmaterialist Argument and Challenging a New Explanation." Social Science Quarterly 80:793-809.
- \*Dunlap, R. E. and A. G. Mertig, 1997. "Global Environmental Concern: An Anomaly for Postmaterialism," Social Science Quarterly 78:24-29.
- \*Dunlap, R. E. and R. York. 2006. "The Globalization of Citizen Concern for the Environment and the Challenge to the Theory of Post-Materialist Values." Paper presented at the ISA World Congress of Sociology, Durban, South Africa, July.

**Week 16 – May 4 (Finals Week) - Student Presentations**