

Study and Analysis of Social Factors on Empowerment of Behaviors Related to Environment Conservation in the Rural Areas, Case Study: Ardebil County

Vakil Heidari Sarban

Associate Professor, Department of Geography and Rural Planning, University of Mohaghegh Ardabili, Ardabil, Iran

** Corresponding author, e-mail: v_heidari@uma.ac.ir*

Introduction

Environmental concern is increasing around the world. Environmental concerns, appears as auras to change the behavior, so that the study of environmental concern for the environmental behavior of people is very important. Some researchers have environmental concerns as an assessment or attitude of the facts, behavior or conduct oneself treat others with implications for the environment. Currently, environmental concerns are as one of the aspects of environmental attitudes. This specifically refers to those who are concerned about environmental issues. Success in the subject requires environmental protection programs, recognition of the different aspects of human behavior and the factors affecting it.

The scientific findings show that environmental difficulties such as pollution of water resources, pollution of air, eradication of biodiversity and etc has encountered the life of world people with serious challenges. This challenge is resulted from human activities in different points of earth. Our country is not safe from these challenges, difficulties and being worried. The world peace association inference that in contemporary era the difficulties of environmental in Iran are more dangerous than from external enemies and internal political conflicts. At this reason that, the index of environmental performance 2014 that conducted by Columbia University and 22 environmental factor such as water resources, pollution of air, biodiversity and climate changes has surveyed. The results of this research show that the Iran country from among 178 country studied is in 83 places. In the meantime, the Ardebil County is an ancient city in Iranian Azerbaijan. This county has beautiful natural landscapes, species of incomparable plants, good nature with high mountains and mineral waters and ... that all indicator the importance of this region is point of view environmental. Ardebil County is not respite from hazardous and threats of global environmental. On the other hand, overgrazing, soil erosion, deforestation, destroy of plants and animal species, changes of land use of farm land, fall of aquifer, landslide and has harmed to nature of rural areas, intensely. In addition, consumerism, tourism development, destroy and pollution of soil in reason of using of poison and fertilizer pesticide, pollution of water resources and etc is make evident the importance and necessary survey of action and environmental behaviors in Ardabil county, necessary of actions to attainment to decreasing of difficulties and informational necessary for policy-making, designs and planning for decreasing rural environmental problems of Ardabil County.

Material & Methods

The purpose of the present study was to Study and analysis of social factors on empowerment of behaviors related to environment conservation in villagers in the Ardabil County. The research method was analytical - explanative survey type. It can be said that studied population in this study consists of all youth living in rural areas of Ardabil County in 2017 (N=85053), among which 383 persons were selected as statistical sample using Cochran formula. Sample size was determined based on the Cochran's formula and the required data were collected through questionnaires. Content validity of the questionnaire was confirmed by professors and experts and its reliability was determined based on Cronbach's alpha (0.82-0.89).

Discussion of Results & Conclusions

Accordance of findings of this research the enforcement of social capital is necessary for attaining to improvement of behaviors related to environment conservation. At these relations, it is obvious that social capital resulted to actions and positive behaviors. Regarding on promotion of cognitive capacities and social responsibility must tell the most important of eradication of environmental is education in the society, promoting of public culture, sense of responsibility against environment and legislation.

In order to analyze the data, factor analysis model was used and the results of this model showed the most important factors improvement of rural women social exclusion in studied region includes four components

(reinforcement of social capital and territorial belonging, promotion of cognitive capacities and social responsibility, reinforcement of social morality and extension of life style related to environment conservation and promotion of social welfare indices and empowerment of satisfaction) that explained variance and the cumulative variance by the five factors 65.14.

Keywords: Environment, Social Behavior, Social Networks, Sustainable Rural Development, Ardabil County.

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