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Encouraging Pro-Environmental Behaviour via Environmental Knowledge among Students

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Abstract: *Human life on earth can only be supported by a sustainable environment. It determines and governs not only existence, growth but also the development of whole mankind. The environment mankind resides in comprises the natural living and nonliving element i.e., the water, air, soil, and all biotic species both flora and fauna. Man, as well as the whole nature, is created by God. Mankind is completely dependent and always remains dependent on the flora, fauna as well as other natural resources for all requirements such as food, clothes, shelter, and medicine. With the intent of time, excessive exploitation of natural resources by mankind troubled the ecological system to that degree that it has endangered the existence of mankind. In this study, the effect of social and psychogenic parameters on pro-environmental behaviour among today's adolescents is studied and analyzed. To make them understand their responsibilities toward the sustainability of the environment, this is the high time to them realize that environmental communication and pro-environmental behaviour should be inculcated among the mass population, particularly among adolescents. Pro-Environmental behaviour is any set of actions of any individual or a group of people intended towards the indemnification of environmental issues or problems. So it is high time, the present workforce must be trained or re-trained in such a manner that they can realize, analyze and adapt to the recent green economy. Education on environmental policies and providing funds for training programs are critical in educating citizens to prosper in a sustainable society. The main aim of the study is to know the influence of Environmental Knowledge and Environmental Ethics on Pro-Environmental Behaviour among students.*

Keywords: *Environmental communication, Pro-environmental behaviour, students*

I. INTRODUCTION

Human life on earth can only support a sustainable environment. It determines and governs not only existence, growth but also the development of whole mankind. The environment mankind resides in comprises the natural living and nonliving element i.e., the water, air, soil, and all biotic species both flora and fauna. Man, as well as the whole nature, is created by God. Mankind is completely dependent and always remains dependent on the flora, fauna as well as other natural resources for their all requirements such as food, clothes, shelter, and medicine. With the intend of time, excessive exploitation of natural resources by mankind troubled the ecological system to that degree that it has endangered the existence of mankind.

The environmental conditions never remain constant for any living organism, it varies with time and place. Environmental sustainability is threatened by environmental problems among which the major is global warming, Acid rain, air pollution, water shortages, environmental noise, ozone layer depletion and loss of biodiversity. Almost all of these problems are human behavior originated [1] [2] and can be maintained by altering the relevant human behavior so as its environmental impacts could be reduced.

What is Environmental Communication? Environmental communications are the pragmatic and constitutive vehicle for our perception regarding the environment as well as our relationships to nature. It is the symbolic medium that we use in constructing environmental problems and negotiating society's different responses to them. (R. Cox 'Environmental communication and the public sphere', 2010)

Why Environmental communication is important? Environmental communication is pragmatic. It transforms us by alerts and thus persuades, mobilizes and helps to find remedy and thus solve environmental problems. Environmental communication is of great significance because the need to reduce our impact on our environment is greater than ever and there is only one way to spread that message.

We and our surroundings constitute the environment which includes all physical, chemical and biological factors influencing the living and nonliving beings. The environment varies with space and time so the organisms need to adjust themselves as per the changes in the environment. Figure.1describes the components of the environment in detail with ecological factors influence the environment and also explains the interaction between man and the environment with an emphasis on the impact of advancement in technology on the environment.



Fig. 1. Components of Environment

Source: Social Science Our Environment (2009), NCERT

The Development of the manmade structure is essential for the advancement of the human race. The human impact on the natural environment hence has come to be one of the most serious issues those human needs to address. Human development requires provisions like shelter, education, health care facilities, etc. To get these provisions human being had to encroach upon the natural environment and thus over a course of time leaves a heavy strain on the environment to sustain life [3].

II. OBJECTIVES AND METHOD OF THE STUDY

To understand the effect of Environmental Knowledge and Environmental Ethics on Pro-Environmental Behaviour among students. To study the pro-Environmental Behaviour of students. To sensitize adolescents on the requirement of developing a positive attitude towards a better interaction with the natural world. In this study, a descriptive method was used to know the Influence of environmental communication and the importance of pro-environmental behavior in students based on a literature survey and previous studies.

III. RESULTS AND DISCUSSIONS

The various terms to describe behaviors that protect the environment, such as; environmentally responsible behavior, environmentally concerns behavior, Eco-friendly behavior, pro-environmental behavior [4]. Pro-environmental behavior brings in more comfort than destruction to the environment [5]. Based on Kaiser [6], pro-environmental behavior these six indicators are well-known:-

- 1) Energy conservation
- 2) Mobility and transportation
- 3) Waste avoidance
- 4) Recycling
- 5) Consumerism
- 6) Vicarious behaviours toward conservation

The students will be affected by environmental problems starting from current actions, so they must propose with environmental knowledge and skills to evolve a sustainable solution. Pro-environmental behaviour is a solution related to environmental problems [7]. The terms have been described by Larson as actions that include behaviour related to pro-environmental behaviour, namely:- Ecological behaviour by Kaiser (1998), Environmentally responsible behaviours by De young (2000) Environmentally significant behaviours by Stern (2000), Responsible environmental behaviours by Cottrel (2003), Pro-Environmental behaviours by Bamberg (2007), Conservation behaviour by Huddart-Kennedy, 2009

A. Factor Effect of Pro-Environmental Behaviour

Fig.2. describe the obsolete models of pro-environmental behaviour were based on a linear progression i.e., a single degree equation of environmental understandings. This ultimately led to the environmental awareness of changing attitudes at large. It is assumed that this process led to pro-environmental behaviour. These innovative ideas are models that educate people about environmental issues which automatically results in more pro-environmental behavior. These are termed as (information) 'de.cit' models of public perception of [8].



Fig. 2. Obsolete models of pro-environmental behaviour

The Factors that affect youths, it may be positive or negative in pro-environmental behaviour, among others; [9]. Demographic factors (gender and years of education), External factors (institutional, social, economic and cultural) and Internal factors (motivation, environmental understandings, alertness, values, attitudes, emotions, the centre of control, liabilities, and concerns).

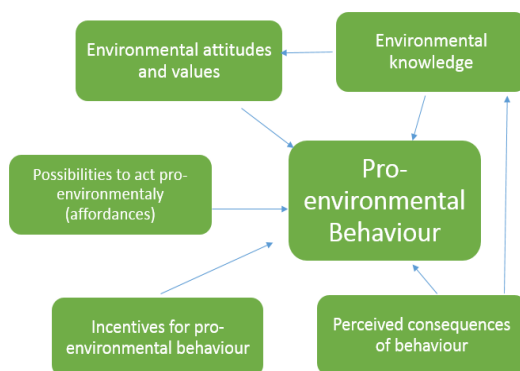


Figure.3. Based on the 'Model of ecological behaviour' by Fietkau and Kessel, 1981. (Kollumuss & Agyeman, 2002)

B. Environmental Knowledge and Awareness

Environmental knowledge is an integral process, which deals with man's relationship with his natural as well as anthropogenic environments, including the correlation of population growth, pollution, resource allocation and depletion, conservation, technology, urban and rural planning to the total human environment. In 1983 Ministry of Environment, Forest and Climate Change has started a scheme which is The 'Environmental Education, Awareness and Training (EEAT)' to protect environment by developing peoples capabilities and skills and enhance the relationship between human beings and environment by giving environmental education and awareness among all sections of the society and ensure the people's participation towards preservation and conservation of environment. National Environment Awareness Campaign (NEAC) was launched by Environmental ministry in 1986 to make people of India aware of the different environmental issues. Ministry also provided financially to NGOs, colleges, university other organizations for performing activities like padayatra, rallies, public meetings, exhibitions, seminars, workshops and training courses. A wide range of the group is been covered in a campaign like students, teachers, common public, journalists and professionals

C. Significance Of The Study

Environmentalists and educational exports can structure the syllabus of environmental learning which can improve the touching and attitude in the youth students thus pro-environmental friendly behaviour will be developed among future citizens. Teachers can play a central role in transmitting understanding and creating awareness about the environment and facilities to handle local and global environmental issues.

If eco-friendly behaviour is developed among students or youths, it will also help the people aware of natural environmental degradation and they can sketch their pro-environmental behavior. All types of pollution will be reduced and the quality of the environment will be improved and our planet Earth will be saved. Environmental education helps to turn out citizens who are environmentally knowledgeable and skilled. It leads them towards maintaining an energetic balance between the value of life and excellence for environmental growth and development.

IV. CONCLUSIONS

Pro-environmental behaviour is a human being attempt to decrease the harmful impact due to the destruction of nature by getting better and preserving the environment. Pro-Environmental behaviour is any set of actions of any individual or a group of people intended towards the indemnification of environmental issues or problems. So it is high time, the present workforce must be trained or re-trained in such a manner that they can realize, analyze and adapt to the recent green economy. Pro-environmental activities become very important, especially among youth. That is because youth are the future assets of the nation that will be the guidelines makers about the environment. Youth is a good delegate for the change of actions especially pro-environmental behaviour. An educated youth can be one of the most commanding weapons in the world's encounter against dilapidation of the environment. Youth should understand the fact that if we degrade our environment, we are harming ourselves. This is the duty of youth to educate others about the adverse effect of the environment.



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