Investigating the Methods of the Enhancement of Environmental Culture

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ABSTRACT

Environment is habitat and supplier of main requirements of human. Culture is the main factor and engine of sustainable development and conservation of environment. Low knowledge and ignorance in public culture is the main factor of environmental destruction. Recent study is the consequence of field survey and descriptive activities with aim of investigating the methods of environmental culture improvement. Sampling was randomly done using questionnaires including 2 questions among three branches 1. instruction (students), 2. Organizations (Graduates, Managers and employees) and 3. Medium (Other people and groups). Data were analyzed using Excel software in computer. Results showed that totally the mean of three investigated branches of educational, organization and medium for scientific recreation (84%), instruction by environmental lessons (58.6%), television (48.6%), book (48%) and internet (41.3%) were the most suitable methods in increasing the environmental knowledge of culture.

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INTRODUCTION

Environment is defined as the area which life process with interactions is happened. Environment is created from nature, human community and structures which are built by human. Environment is the life area and provide main requirements of human and is the phenomenon that its importance daily increases, but human uses the natural resources irregularity and without scheduling during his emperor on earth. This causes that dangerous pollution in soil, water and air and biotic potential destroying. Culture is the main factor and engine of sustainable development and conservation of environment. Sum of the standard behaviors in culture all of us is that the people consider the environment as a vital habitat, social and cultural region [2].

Culture is the determiner factor of personal behavior in a community and environmental behaviour of people initiate from this important factor [7]. Sizer investigations showed that there are 4 levels of variations in a person. At first the knowledge of human must be changed (instruction). The variation of knowledge cause that change in theory and then behavior. In next step variations of personal behavior lead to change group behaviour. Koroz reported that with adding biology science to human knowledge and increasing human experience the environmental theory develops. Suitable instruction is effective in improving the environmental culture of human [5]. Low knowledge and ignorance in public culture is the main factor of environmental destruction [10]. Increasing knowledge is the effective method to protect environment. No groups of people are needless to instruction of environmental programs. Low contribution of people in environmental protection is lack of interest. Increasing public interest is the first step to attract public contribution in determining problems. People had low knowledge about the issue, so they must be persuade to recognize the problems and reality of environment. The environmental culture in a community is that the people consider the environment as a vital and valuable phenomenon and nobody should disturb the air, water and earth. In environmental culture all of us must be similar in utilization of facilities [4]. According to the mentioned issues, instruction is the main basis of theory variation and theory variation cause to change behavior and sum of behavior is called culture. In this research the methods of the enhancement of environmental culture is assessed.

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MATERIALS AND METHODS

Four methods including library studies, internet searches, personal companionship and field study was used in this study. The planned questionnaires had two questions. First was concerning the ways to access environmental knowledge and second were the suitable methods and suggestions to improve environmental knowledge. Oral companionship was prepared for the illiterate people. Different groups of people was classified and investigated in three instruction system.

1. Instruction system of country includes students and graders. 2. Organized systems include graduates, managers and employees and 3. Medium system includes other people and groups. According to the research limitations and expand of statistical community 150 people was randomly selected as sample group and questionnaires was completed by them. Then the results of the questionnaires were completed and analyzed using Excell software. Finally, suitable methods were recommended to improve the environmental culture among different groups of communities.

Results:

Results of the questionnaires of students and graders showed that television (83%) and environmental lessons (60%) were the most suitable methods in increasing the environmental knowledge, moreover radio and instruction (0%) had lowest effects on increasing the environmental knowledge (Figure 1).

Fig. 1: Result of students, idea for the ways learn awareness to environment.

Most of the students and graders reported that scientific recreation (81%) and environmental lessons (62%) were suitable in increasing the environmental knowledge and radio (2%) and instruction during service (3%) were unsuitable (Figure 2).

Fig. 2: result of students, idea for the appropriate ways to increase awareness to environment.
Results of the questionnaires of graduates, managers and employees showed that scientific recreation (81\%) and environmental lessons (62\%) were the most suitable methods in increasing the environmental knowledge and radio (2\%) and instruction during service (3\%) as well as poster (7\%) had lowest importance in increasing the environmental knowledge (Figure 3).

![Figure 3: result of employer idea for the ways learn awareness to environment.](image)

Graduates, managers and employees reported that scientific recreation (91\%), internet (81\%) and television (63\%) were the suitable methods and radio (2\%) was unsuitable alternative in increasing the environmental knowledge (Figure 4).

![Figure 4: result of employer idea for the appropriate ways to increase awareness to environment.](image)

Other groups of community showed that scientific recreation (63\%) and television (84\%) were effective in increasing the environmental knowledge and instruction during service (0\%) had no effect (Figure 5).

![Figure 5: result of other people in relation to the](image)
increases awareness to environment.

Other public groups of community showed that scientific recreation (81%) and environmental lessons (62%) were the most suitable methods in increasing the environmental knowledge and instruction during service (2%), poster (3%) and radio (3%) was unsuitable in increasing the environmental knowledge (Figure 6).

Fig. 6: result of other people idea for the appropriate ways to increase awareness to environment

14.6% of 75 million of Iran population are illiterate. All people answered that two alternatives of television (100%) and scientific recreation (100%) were effective in increasing the environmental knowledge and then recommended theses two alternatives as suitable methods in increasing the environmental knowledge.

Discussion and conclusions:

Culture means civility and doctrine [6]. Personal knowledge and theory has changed by instruction and finally this cause to change behaviour [3]. Increasing Knowledge is important and effective step in environmental conservation. In instruction programs we can not considered any groups or classes needless from instruction. Therefore, sampling was done from different groups of community. In our investigation, different groups of community were classified in three sections. Results of the Hamidian [8] research about the environmental culture of students of Tehran University showed that most of the students had not suitable level in environmental instruction. Results of this study showed that with increasing educational level of students the environmental culture and knowledge increased.

In a research entitled effective cultural factors in conserving Tehran environment which was carried out by Adhami and Akbarzadeh at regions 5 and 18 of Tehran it was demonstrated that instruction is effective on protection of environment and environmental behaviors. Environmental behaviors of individuals are initiated from culture. Culture is determination factor of personal behaviors in a community which is in agreement with recent results. Moreover, in a study which was done by Bahdehbar et al. [3] the position of environmental knowledge in instruction system was investigated. Environmental lessons and instruction during service in schools were recommended as methods to improve environmental knowledge of teachers and students. Mean of three investigated branches of educational, organization and medium for scientific recreation (84%), instruction by environmental lessons (58.6%), television (48.6%), book (48%) and internet (41.3%) were the most suitable methods in increasing the environmental knowledge to improve environmental culture.

Recommendations:
- Allocate several hours of television programs to environment.
- Planning of mandatory environmental units in universities and schools.
- Especial facilities for visiting natural and artificial regions by organizations and related offices (Municipality, Environmental protection, forest, rangeland and …)
- Publishing books about environment by organization and other related units (Environmental protection and Natural resources and …)
- Allocate articles in newspaper concerning environment.
- Production of environmental film and serials.
- Promoting recreation culture and instruction benefits.
- Using environmental issues, advertisements and incantation in internet.
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