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**ECONOMICS**

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## THE CONCEPTUAL MODEL FOR ENVIRONMENTAL CONSCIOUSNESS MEASUREMENT (ACCORDING TO THE EMPIRICAL SOCIOLOGICAL DATA)

**ABSTRACT.** The article provides the approbation results of the model for environmental consciousness measurement as a social category. The practical implementation of the given model results in the compilation of indexes representing the correspondent component of the environmental consciousness: cognitive, affective and active. Conclusions are reached regarding the interrelation of the system of values, prevailing in society, and environmental consciousness. The results are based on the empirical sociological data collected in Lviv region (Ukraine).

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Q56

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### Introduction

Modern Ukrainian society can be characterized by the transformation of the values system and regulations. One of its indicators is environmental consciousness. It is one of those indicators which testify to the changes that occur in society. Unsurprisingly, environmental consciousness is increasingly becoming the object of Ukrainian scholarly discussion. Due to this there arises the necessity for the systematic approach to sociological measurement of environmental consciousness, the development of new indicators, their approbation and standardization in the representative studies which form the scholarly basis for recommendations designed to practically solve the problem, as well as serve the important basis for the development of sociological theory. The topic of our research is not entirely new among the American or European scholars, however in Ukraine the lack of systematic approach to the research of environmental consciousness can be felt.

The overall aim of this research is to provide the approbation results of the conceptual model for environmental consciousness measurement by the example of one of Ukrainian regions, namely Lviv region. The main objectives are: to present the model for environmental consciousness measurement and its main structural components; to analyze the suggested indexes as well as to determine the interrelation between the system of values of the given society and environmental consciousness of its inhabitants.

### 1. Literature Review

The international experience of environmental consciousness research was taken into account in the course of our model development. Among the leading scholars who researched

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the given topic are E. Giddens and U. Beck (who developed the concept of the risk society, risk reflection) (Giddens, 2002; Beck, 2000), J. Hannigan (who provided the analysis of the critical model of environmentalism) (Hannigan, 2006). As for the ecological values, they were researched by R. Inglehart, M. Rokeach, Sch. Schwartz (Inglehart and others, 2011; Inglehart, 1999; Rokeach, 1973; Schwartz, 2006). The issue of environmental consciousness was researched by D. Fryxell and M. Maloney (Fryxell *et al.*, 1996; Maloney *et al.*, 1973). Environmental concern as the object of research is reflected in the works by R. Dunlap and R. Jones, 2002) and others. Ukrainian researchers are mainly interested in the issue of ecological culture, these are such scholars as B. Krysachenko (Krysachenko, 1996), and ecological values, as for instance, A. Ruchka (Ruchka, 2011), ecological situations, as L. Amadzhadin (Amadzhadin, 2011). The ecological issue is the most actively researched by the Ukrainian sociologist O. Stehniy (Stehniy, 2012). The issue of environmental consciousness is developed in the works of the Russian sociologists, for instance, its typology was researched by B. Doktorov, V. Safronov and M. Lauristin (Doktorov, Safronov, 1990; Lauristin, 1987), the environmental concern and ecological knowledge was researched by O. Yanytskyi (Yanytskyi, 1994; Yanytskyi, 1997). The research of the factors causing the passiveness of environmental consciousness of the Russian people found their reflection in the works by V. Yadov (Yadov, 1997).

The majority or contemporary researchers lay the stress on the three component structure of the consciousness, the basics of this idea were laid as far back as the works of American anthropologist K. Kluckhohn (Kluckhohn, 1962). Thus ecological consciousness is determined through aggregate of three basic components: cognitive (knowledge), affective (treatment), active (action). Regardless of the value of all works, where different aspects of ecological problems, the results of which allow forming the idea about conceptualisation of ecological consciousness have been highlighted, it is necessary to pay attention on the absence in modern sociological literature of complex attitude to studying of ecological consciousness. Insufficiently elaborated is being a problem of indices of ecological consciousness, there is a lack of studies, the results of which could give the integral evaluation of ecological consciousness of population of Ukraine

In our research we understand environmental consciousness as a complex of certain knowledge (in particular the one which lies within the plane man ↔ society ↔ nature), emotions and evaluations, which reflect the specific way in which the nature is treated, creating the appropriate emotional background, testifying to a certain level of environmental concern and instructions on the actions taking place in a certain field of values which determines each of the aforementioned components and manifests itself in these components (see *Figure 1*).

Let us discuss the main elements of the suggested conceptual model of environmental consciousness. The basic of cognitive component is knowledge and it includes totality of ideas and concepts of individual about the environment, interrelation of the human and nature and the results of these relations. For the practical realization of the tasks within cognitive constituent, the respondents were being offered to define which from the listed has an influence on the ecological situation, which allows studying the knowledge of the population concerning ecological situation of living.

We proposed three following characteristics: waste sorting, saving energy, limitation of use of motor vehicles. Indexes that have been chosen concern to everyday sphere, which is close to each social subject, regardless of age, sex, and the type of settlement or other set of characteristics. Besides, the aspects that are being offered influence all constituents of natural environment: biosphere, atmosphere, hydrosphere, etc.

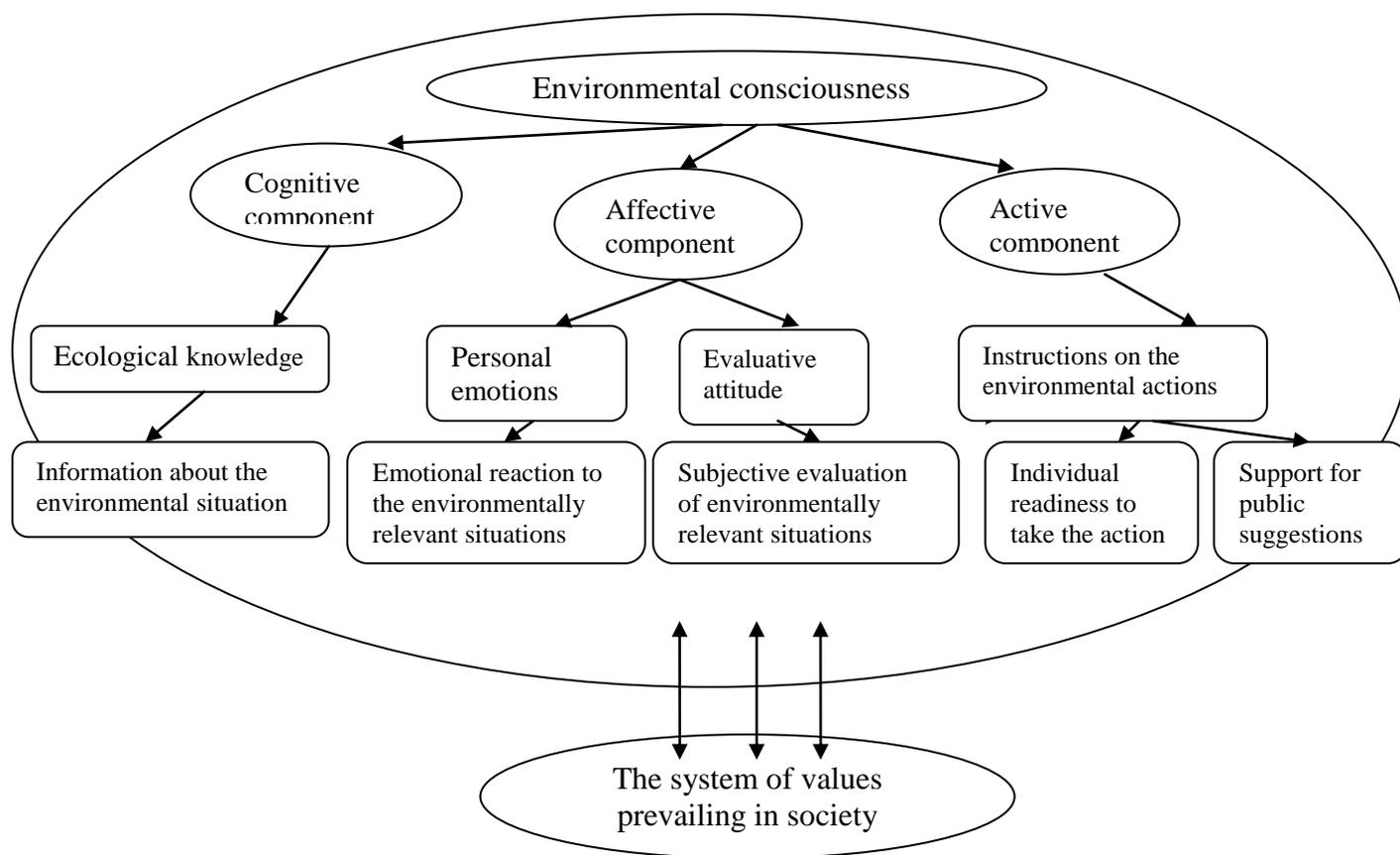


Figure 1. The conceptual model for environmental consciousness measurement

Affective component is being formed by personal subjective evaluation of individual and by emotion which arise in the sphere of the system of relations “human – environment”.

We are disposed to distinguish exactly such components, repelling that emotions are more stable than temper (according to sociological instinctivism), which allow the possibility of their empirical measurement. Amongst different techniques, which help to measure emotional background, we have also chosen scaling; in particular respondent was being offered to evaluate different situations and to describe emotions which are being aroused using 6 grade scale. The situation that have been offered was the same both for describing emotions and evaluation of the degree of personal acceptability, which let to talk about the component in general.

Active component shows readiness for action, which has the greatest significance for the society. Exactly ecological behaviour is that index, the results of which are the most noticeable, carrying the benefit or damage, especially when it comes to interaction between human and surroundings. This component is being produced by ecological sets as the readiness to certain behaviour, readiness to support or not certain actions in a system “human-environment”. Besides, those sets can reflect the support or lack of support of social ecological offers.

For integration of separate variables, which are being the indexes of components of ecological consciousness, into unitary index we will take advantage of possibility of indexes construction. Thus for each separate component will be created the only index: cognitive, affective and active.

In last decades scientific circles actively appeal to increasing role of valuable field, which influence social vital activity, especially formation and reproduction of ecological consciousness. Sociologists assert that the values are the core of consciousness. Trying to

study each of the components of ecological consciousness, we can find the display or the basic for values, as properly they are the result of previous and the basic of further assessments, meaningful filling of ideas, theories, traditions, fundamental principle of certain tempers. In such way, the values form the consciousness, now then, to study them, we should exactly in the context of the system of values, where this consciousness is being formed.

Thus, we may consider cognitive, affective and active components to be the structural elements of environmental consciousness, each of them being highly influenced by the values field within which an individual is. It means that environmental consciousness contains certain knowledge, relevant to the correlation in the system “man – environment”, the assessment of its values as well as certain settings to actions within this system

## 2. Research methodology

The analysis of the suggested model for environmental consciousness measurement will be conducted by the implementation of the results obtained during the sociological survey “Social realities in present-day Ukraine: the Lviv region”, conducted by the Department of History and Theory of Sociology, Lviv Ivan Franko National University. The sample of the research consists of 800 responses from the people surveyed, representing general population of Lviv region mainly aged 18 and older. The totality of the sample was stipulated in proportion to the adult population of Lviv region (according to the Central Statistical Office as of the year 2010), according to the age parameters, gender, the type of the population centre of permanent residence. The sample was compiled according to the principle of a purposeful multistage selection combined with the quota and proportional sampling. On the first stage, the proportion between the rural and urban population of the region, is determined. Particularly among urban sample the volume in the city Lviv (236 persons) and in other towns (252 persons) has been distinguished, also the volume of rural population has been marked out (312 persons). On the second stage, basing on administrative – territorial division, Lviv region has been divided into typological regions. During this stage, in a random way, separate rural and urban settlements of the region have been selected. On the third stage, the residents of typological regions have been randomly selected according to proportional – quota sample. In the research two socio-demographic characteristics, such as age and gender, were viewed as quotas. The personal standardized interview (face-to-face) was the method employed for the collection of data. The fieldwork deadline was set on December, 2012. All the ethical norms, principles of anonymity and confidentiality were properly adhered in the course of the survey. The rule, that bans self-willed substitution of inaccessible objects during the stage of the realization of the sample, was kept. Before making the decision about inaccessibility of the certain respondent, domestic economy, which has gotten into the sample, has been visited not less than 3 times. One of the visits has been realized in the evening time, another – in the day off. Planned and the practicable attainability – 65%.

## 3. The main results

Firstly, let us present the content of each component of environmental consciousness, their one-dimensional distributions. We took into account mainly consistent and significant indicators which allow to form one of the components and a single index.

Environmental knowledge underlies the cognitive component. The indicators of this component are presented in *Tables 1* and *2*. Generally, the residents of Lviv region declare high awareness of environmental knowledge which requires certain projects practice as well as subjective knowledge of certain environmental categories. They consider themselves the

most knowledgeable in the sphere of vehicle usage restrictions and the indicator of wasteless production.

Table 1. Do You know, why we should...?, %

	Yes	Rather yes	Difficult to define yes or no	Rather no	No
Sort out the rubbish	56,3	28,1	6,5	6,7	2,6
Save electricity	58,9	23,1	12,3	3,2	2,4
Limit the use of motor vehicles	56,5	21,9	11,9	6,5	3,3

Table 2. Do You know what is...?, %

	Yes	Rather yes	Difficult to define yes or no	Rather no	No
Waste-free manufacturing	51,8	23,5	15,8	5,0	3,8
Electricity saving	55,4	21,8	15,1	4,1	3,6
Ecologically safe transport	58	21,3	14,3	3,9	2,4

Since the affective component is formed by individual's personal, subjective estimations and those emotions which arise within the field "man – environment" correlation, this component should be researched through the identification of the existing emotional load intensity as well as through the individual's evaluative treatment of environmental situations. It means that this component contains two aspects: internal (emotions) and external (estimations), and the presence of both testifies to the existence of the affective component. The most significant indicators of this component are presented in the following two tables (see *Tables 3*).

Table 3. Please, describe your personal emotions revealed in the following situations and try to estimate to which extent they are acceptable for you personally...?,%

*1. Users consciously refuse to use their PCs; instead they prefer using laptops which consume three times less energy*

Emotions		Evaluation	
Highly positive	24,2	Highly positive	24,2
Positive(rather)	37	Positive(rather)	37
Difficult to answer	27,1	Difficult to answer	27,1
Negative (rather)	8,8	Negative (rather)	8,8
Higly negative	2,9	Higly negative	2,9

*2. Users consciously restrict the exploitation of vehicles in order to reduce their negative environmental impact*

Emotions		Evaluation	
Higly positive	44,3	Higly positive	44,3
(Rather) positive	29,1	(Rather) positive	29,1
Difficult to answer	18,2	Difficult to answer	18,2
(Rather) negative	5,6	(Rather) negative	5,6
Highly negative	2,9	Highly negative	2,9

It is worth stressing upon the importance of the active component which expresses the willingness to perform the action which, after all, is the most significant for the society as it is

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mainly the environmental behavior which is the indicator, whose consequences, beneficial or harmful, are the most evident, especially while speaking about the interaction of a man with the environment. In our research this component is viewed as environmental settings, such as the capability for a certain behavior and readiness to support or neglect certain actions in the system “man – environment”. This means that the constituents are the individual environmental practices and settings for the support of public suggestions. The research of the active component can be carried out by identifying the level of conformity with different social environmental suggestions and the identification of different environmental actions frequency. The interest of the active component’s indicators testifies to the fact that the residents of Lviv region are not engaged in any environmental activity on the behavioral level (see *Tables 5, 6*).

Table 5. How often You...?,%

	Constantly	In most cases	Time to time, by reason of certain circumstances	Seldom	Never
<i>For the city:</i> arrange the territory by the house / parklands on Your own initiative	15,8	25,3	30	12	17
<i>For village:</i> arrange the territory outside Your own yard					
Limit the use of motor vehicles due to ecological considerations	10,8	22	29,4	15,3	22,4

Table 6. To what extent do you agree with the following initiatives...?, % (Please, state Your level of agreement with...)

	Strongly agree	Inclined to agree	Neither agree nor disagree	Inclined to disagree	Strongly disagree
To pay higher prices for products and services / higher taxes in order to have the money on environmental preservation	7,7	21	36,8	18,5	16
To take part in mass meetings or protests in order to protect the natural environment	9,6	28,5	34,5	15,2	12,2

The next step was the compilation of indexes which allowed to combine the aforementioned indicators. The indexes were compiled due to the following statistical reasons. Firstly, all the suggested variables were measured employing the same five-point scale (1 – extreme positive point, 5 – extreme negative point). Secondly, all the indicators within each of the components correlate positively (with the coefficient ranging between 0.5-0.9). Thirdly, there exists a link between all the variables allowing to measure the environmental consciousness. Thus, using features SPSS program, the empirical implementation of the suggested model for environmental consciousness measurement results in the compilation of three indexes: cognitive (CI), affective (Af.I) and active (Act.I) (see *Table 7*).

Table 7. Quantitative indices of indexes of environmental consciousness

Index	The number of indicators	The highest figure	The lowest figure	The level of measurement <sup>1</sup>
CI	6	30	8,07	high
Af. I	4	20	8,21	medium
Act.I	4	20	11,62	medium

Further, by employing cluster analysis (K-Means Cluster) we distinguished three groups of respondents according to the received indexes which represent primary, middle and high levels of environmental consciousness. To the first cluster (N=128) belong the respondents with middle level of environmental consciousness (those who received average indexes), the second cluster (N=371) includes the respondents with high level of environmental consciousness (those with low additive indexes) and the third cluster (N=133) is represented by the individuals with primary level of environmental consciousness (those with the high additive indexes).

Let us describe the socio-demographic profiles of the respondents of each of the suggested levels of environmental consciousness. On the basis of the statistical analysis of the coefficients correlation we can state the following: there is no correlation between the gender-age affiliation and the level of environmental consciousness which means that men and women, the representatives of younger, middle and older age groups do not differ in terms of the level of environmental consciousness, these factors do not affect the phenomenon under research either (there is no statistical difference, Sig.>0,05).

The factors which help differentiate the groups of the respondents are: the level of education and the type of their residence; the correlation coefficients between pairs of different variables exceed 0,2<sup>2</sup>. Thus, it is statistically appropriate to analyze the percentage of the respondents' answers concerning these socio-demographic characteristics (see *Table 8*).

Table 8. The division of people according to different levels of their environmental consciousness development according to the education level and settlement type, %.

The level of ecological consciousness	EDUCATION			THE TYPE OF SETTLEMENT		
	<i>Elementary/incomplete secondary</i>	<i>Secondary/Professional education</i>	<i>Incomplete high/High</i>	<i>Oblast centre</i>	<i>Other cities/towns</i>	<i>Rural settlements</i>
<i>High level bearers</i>	5,4	45,9	48,6	32,1	36,9	31
<i>Average level bearers</i>	7,6	47	45,5	27,8	29,3	42,9
<i>Primary level bearers</i>	14,1	57,8	28,1	14,1	28,9	57

According to the survey results the majority of the respondents with the high level of environmental consciousness have incomplete or complete higher education, and only a small percentage has primary/secondary education. The majority of representatives of the low and

<sup>1</sup> As the positives responses are situated at the beginning of the measuring scale, then the lesser would be the value of the index, the higher level of forming it will affirm.

<sup>2</sup> Correlation is significant at the 0,01 level.

middle levels of environmental consciousness have secondary or vocational education. We may assert that education is one of the factors which influence the level of environmental consciousness development. Thus, its highest level of development can be traced among people with at least secondary education. Due to this, special attention should be paid to the development of its environmental constituent.

If we analyze the factor of “a settlement type” we may draw the following conclusions: among those who demonstrate the high level of environmental consciousness the majority is constituted by people residing in cities, however, the division shows that a lot of such people reside not only in Lviv, but also in villages in Lviv region. Concerning those with the low and middle levels, these are mainly the residents of villages, their percentage is high and practically constitutes half of the surveyed people. Thus, we may conclude that highly environmentally aware people mainly reside in cities and those with the low and middle levels – first of all in villages. The results obtained testify to the phenomenon of environmental consciousness concentration which provokes consciousness solidarity. According to this phenomenon the residents of cities, people with higher education oriented towards the postmaterialistic values, are more environmentally concerned (Yanytskyi, 1997). Unlike in villages which lack any environmental information, people residing in cities have more opportunities to obtain some information about the environmental component of the social being and environment itself which in the course of its development influences the individual and the level of his environmental consciousness development respectively.

The conceptualisation of the notion “environmental consciousness” allows us to conclude that it is the system of components within a certain field of values which influences the level of consciousness in its development. In the last decade the debate concerning which values, materialistic or postmaterialistic, are inherent in Ukrainian people revived. Such a debate unfolded due to the spreading of the value shift theory suggested by R. Inglehart (Inglehart, 1999). Despite the fact that the researcher’s conception was subjected to criticism, in scholarly publications the field of values is regarded as having the twofold structure: the opposition of materialistic and postmaterialistic systems of values. At the same time it is worth mentioning the Ukrainian researcher A. Ruchka, whose opinion we share, who argues that the modern Ukrainian system of values can be described as “mixed” (Ruchka, 2011). It means that for an average Ukrainian different values are peculiar, on the one hand they may possess materialistic features and on the other – postmaterialistic. Such conclusions testify to the transformations taking place in the Ukrainian society.

Within the conducted research we attempted to figure out which values are shared by the residents of Lviv region and in what way they correlate with different levels of environmental consciousness. For this purpose we offered the respondents a number of statements and according to their answers they were divided into two groups: the bearers of materialistic and postmaterialistic values and then we compared the groups in terms of the primary, middle and high level of environmental consciousness. We consciously distinguished the third group of bearers representing the mixed type of values. The main results are shown in *Table 9*.

After applying cluster analysis to the obtained results, the respondents were subdivided into three groups. The first group combines the representatives of the mixed type (N=325); the second – bearers of the materialistic values who consider the preservation of traditional values of primary importance for the Ukrainian society (N=55); the third one combines the representatives of postmaterialistic values, who are open to changes, advocate the rights equality and stress the increasing role of an individual in society (N=252). The results obtained testify to the fact that the residents of Lviv region side by side with the materialistic values possess postmaterialistic ones, they tend to assert the tradition, but at the same time yearn for the innovations in their personal and social life.

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Table 9. For each of the listed statements choose the one which, to your mind, is the most significant for the modern Ukrainian society...?,%

	The first is the most significant	The second is the most significant	It is important to combine the first and the second	An average value
1) Ukrainians should follow the historically formed on their territory cultural traditions and norms <i>or</i> 2) Ukrainians should be open to the influence of European cultural and political values	28,5	22,2	49,3	2,2
1) It is necessary to return to the traditional family values <i>or</i> 2) Each person has to start the family according to his\her own values	28,4	37,6	34	2,1
1) Male and female rights and obligations should be clearly distributed according to tradition <i>or</i> 2) Men and women should have equal rights and the possibility for professional development	15,7	57,2	27,2	1,7

The next step was the contrast of the aforementioned clusters with the levels of environmental consciousness. Nature is regarded as value mainly by people with postmaterialistic values, since materialistic values provoke consumers' attitude to nature. The working hypothesis of the research implied that highly environmentally aware people bear postmaterialistic values and, accordingly, people with the lowest level of environmental consciousness favour the materialistic values. This hypothesis was verified. Having analyzed all the responses we came to the following conclusions (see *Table 10*).

Table 10. One-dimensional distribution of representatives of different levels of environmental consciousness and accordance to the certain system of values, %

	Bearers of <i>mixed system of values</i>	Bearers of <i>materialistic values</i>	Bearers of <i>postmaterialistic values</i>
<i>High level</i> bearers	49,3	4,7	46
<i>Medium level</i> bearers	54,6	4,6	40,7
<i>Primary level</i> bearers	60,2	1,9	37,9

The level of environmental consciousness does not depend upon the concrete set of values peculiar to its bearer. Conducted statistical analysis shows that both materialistic and postmaterialistic values are peculiar to the people surveyed. It means that the majority of the

respondents with different levels belong to the first cluster, which combines those who favour both materialistic and postmaterialistic values. However, it should be mentioned that mainly among highly environmentally aware respondents there are many people who share postmaterialistic values. The very system of values with postmaterialistic views prevailing to a certain extent facilitates the development of the high level of environmental consciousness.

## Conclusions

In the article, the conceptual scheme of the study of ecological consciousness has been presented. Such kind of scheme has its number of assets. First of all, offered scheme allows to study ecological consciousness as the total unity, on the one hand gives a possibility to study its separate components, also, due to proposed scheme, appears the possibility of detection of motive, leading component

On the other hand, the offered scheme of ecological consciousness permits the research not only on individual, but on group levels, to determine significant peculiarities in qualitative indices of ecological consciousness between different social groups. Thirdly, the scheme can be adapted to study of other significant phenomena of modernity, especially such as political or law consciousness.

The model also stresses the role of the value system, the significance of which can hardly be overestimated in modern society. The suggested approach allows to speak about the environmental consciousness development not only on the theoretical level, but amplified with practical studies which testify to the versatility of the research of the given problem. From all the aforementioned we may conclude that modeling extends the possibilities for researching concrete, socially significant phenomena and requires more profound studies on the part of scholars. In accordance with the results of sociological research we can make conclusions that for the residents of Lviv region, fragmentarity of ecological consciousness, structural components of which are being in harmonious unity, is typical. That means, it is possible to possess a solid knowledge of ecological sphere, to be well informed about consequences of consumer's activity, at the same time, in not to use those knowledge in own vital activity, not to show pro-ecological activity. However, what some separate indicators of cognitive and active components showed. Such situation can affirm the deformations in ecological consciousness, which can be seen in different forms and qualitatively differ by its displays in different social groups.

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