

## عنوان مقاله:

(Environmental Responsibility in Rural Areas (Case Study: Rural Areas of Mazandaran Province

## محل انتشار:

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## نویسندگان:

Mazandaran University - - -

Golestan University - - -

University of Mazandaran - - -

## خلاصه مقاله:

**Purpose-** Social responsibility for environmental protection at all levels and strata of society is an issue that is explicitly emphasized in paragraph ۱۴ of the General Environmental Policy of the Islamic Republic of Iran and the villagers as the main users of environmental resources are expected to take environmental responsibility without exception. The purpose of this study was to investigate and identify level of responsibility of environmental behaviors of villagers and determine social factors affecting it. **Design/methodology/approach-** In this research, the framework of social psychology was used and the research method was survey and cross-sectional. The unit of analysis is the rural individuals. The statistical population of the study is all residents of rural areas of Mazandaran province in ۱۳۹۸/۲۰۱۹. The sampling method of multi-stage cluster sampling was used. The number of study villages surveyed was ۳۰ villages and the sample size was ۵۳۶ people. The data required for the research were collected through a researcher-made questionnaire. **Finding-** The results showed that the level of responsible environmental behavior of villagers is at a moderate level. In addition, the results of multivariate analyzes indicate that there is a significant relationship between social psychological factors (religious beliefs, environmental values and environmental knowledge) and responsible behaviors towards the environment. In the final evaluation, it can be said that the modified model of social psychological factors seems a suitable model for studying factors affecting environmental behaviors in rural communities and can be useful as a model for conducting similar research in other rural areas of the country.

## کلمات کلیدی:

Social Psychology Factors, Environmentally Responsible Behavior, villagers, Mazandaran Province

## لینک ثابت مقاله در پایگاه سیویلیکا:

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