

عنوان مقاله:

Towards Participation in Pro-Environmental Activities: Application of Dual-Pathway Model of Collective Action

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خلاصه مقاله:

Participation in collective actions refers to an individual's behavioral, mental, and emotional engagement in group-situations that motivates him or her to achieve group goals, including environmental protection. The present study aimed at analyzing the intention of members of environmental NGOs to participate in collective pro-environmental activities. To do this, the psychological Dual-pathway Model of Collective Action (DMCA) was used. The research method was descriptive-correlational and was done using survey technique. The statistical population included members of the pro-environmental NGOs in Tehran Province, Iran (N= ۶۸۰). Out of the population, ۲۴۸ cases were selected as a sample using stratified random sampling method with proportional assignment. The research instrument was a researcher-made questionnaire and its validity was verified using a panel of case experts and AVE index. Besides, the reliability was confirmed using Cronbach's alpha coefficients, principal component analysis, and composite reliability indices. According to the DMCA, the effects of Perceived Behavioral Control variables about Collective Pro-Environmental Activities (PBCCPEA), Attitude towards Participation in Collective Pro-Environmental Activities (APCPEA), Subjective Norms about Participation in Collective Pro-Environmental Activities (SNPCPEA), Social Identity about Participation in Collective Pro-Environmental Activities (SIPCPEA) were tested on Intention towards Participation in Collective Pro-Environmental Activities (IPCPEA). The results show that this model is able to explain ۶۶% of the variance of IPCPEA changes. The results of this study indicate the need for special attention from the perspective of collective action to make significant changes in the creation of IPCPEA.

کلمات کلیدی:

.Environmental psychology, Intentions, NGOs, Social identity

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