

عنوان مقاله:

Effect of Message Framing on Individuals' Attitudes and Perceptions regarding Air Pollution in Tehran

محل انتشار:

پانزدهمین کنفرانس بین المللی مهندسی حمل و نقل و ترافیک (سال: 1394)

تعداد صفحات اصل مقاله: 19

نویسندگان:

Koorosh Behrang - School of Civil Engineering, Sharif University of Technology, Azadi Street, Tehran, Iran

Hussein M. Mir - School of Civil Engineering, Sharif University of Technology, Azadi Street, Tehran, Iran

Mohammad T. Isaaei - Associate Professor, Graduate School of Management and Economics, Sharif University of Technology, Azadi Street, Tehran, Iran

Pegah Nejat - Department of Psychology and Educational Sciences, Shahid Beheshti University, Evin Avenue, Tehran, Iran

خلاصه مقاله:

One of the environmental issues in Tehran is air pollution problem. Part of this problem can be blamed on Tehran citizens. Using communicating methods to inform individuals about their influence on this issue can be effective. In this study, concept of framing was proposed to examine attitudes and perception of Tehran citizens towards air pollution mitigation. Two types of frame, namely, outcome and attribute in four categories of gain-local, loss-local, gain-distant and loss-distant were prepared and participants' response to them was analyzed. Results indicate discussion about air pollution using gain frame can be more effective in comparison to loss and can increase change of attitudes towards air pollution mitigation. Outcome framing in term of gain had a significant effect on belief about the impact of air pollution on human health than the loss group. Despite the recognition of consequences of air pollution on human health and the environment by individuals and acceptance of their negative role, respondents show little interest in their behavior change to the matter of air pollution. Willingness to inform others was positively correlated with perception of current air quality in Tehran, and opinions about the impact of air pollution on human health and the environment. Furthermore psychological distance was influential on prediction of future air quality in Tehran.

کلمات کلیدی:

air pollution, framing, local-distant issue, individual's perception

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/558349>

