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ABSTRACT

This booklet is an evaluation instrument which utilizes semantic differential data to assess environmental attitudes. Twelve concepts are included: regulated access to beaches, urban planning, dune vegetation, wetlands, future cities, reclaiming wetlands for building development, city parks, commercial development of beaches, existing cities, planned management of wetlands, planned use of coastal zone, and unprotected beaches. Each of the concepts is rated on a seven point scale, the middle point being neutral. The scales consist of two words such as strong and weak, with seven spaces between them. The participant is asked to mark an "x" according to how he feels the concept at the top of the page relates to the scale. The ten scales used to rate the concepts are: complex - simple, unimportant - important, strong - weak, dirty - clean hard - soft, active - passive, beautiful - ugly, pleasant - unpleasant, bad - good, and Stable - changeable. (Author/TR)

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AMS-G1/B-MOD-1M: ENVIRONMENTAL ATTITUDES
SEMANTIC DIFFERENTIAL

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DIRECTIONS

The purpose of this study is to measure what certain things mean to you by having you judge them against a series of descriptive scales. On each page of the booklet you will find a different concept to be judged and below it a set of scales. You should rate each of the scales in order.

Here is how you should use these scales:

If you feel that the concept at the top of the page is very closely related to one end of the scale, you should place your check-mark as follows:

fair X : ___ : ___ : ___ : ___ : ___ : ___ unfair

fair ___ : ___ : ___ : OR : ___ : ___ : X unfair

If you feel that the concept is quite closely related to one or the other end of the scale (but not extremely), you should place your check-mark as follows:

strong ___ : X : ___ : ___ : ___ : ___ : ___ weak

strong ___ : ___ : ___ : OR : ___ : X : ___ weak

If the concept seems only slightly related to one side as opposed to the other side (but is not really neutral), then you should check as follows:

active ___ : ___ : X : ___ : ___ : ___ : ___ passive

active ___ : ___ : ___ : OR : X : ___ : ___ passive

If you consider the concept to be neutral on the scale, both sides of the scale equally associated with the concept, or if the scale is completely irrelevant, unrelated to the concept, then you should place your check-mark in the middle space:

safe ___ : ___ : ___ : X : ___ : ___ : ___ dangerous

IMPORTANT: (1) Place your check-mark in the middle of the spaces, not on the boundaries:

This Not This

___ : ___ : ___ : X : ___ : X : ___

(2) Be sure you check every scale for every concept-- do not omit any.

(3) Never put more than one check-mark on a single scale.

Work at fairly high speed through this test. Do not worry or puzzle over individual items. It is your first impressions, the immediate "feelings" about the items, that we want. On the other hand, please do not be careless, because we want your true impressions.

REGULATED ACCESS TO BEACHES

Strong _____ Weak

Important _____ Unimportant

Unpleasant _____ Pleasant

Bad _____ Good

Passive _____ Active

Soft _____ Hard

Dirty _____ Clean

Simple _____ Complex

Stable _____ Changeable

Ugly _____ Beautiful

URBAN PLANNING

Weak _____:_____:_____:_____:_____:_____:_____ Strong

Beautiful _____:_____:_____:_____:_____:_____:_____ Ugly

Unimportant _____:_____:_____:_____:_____:_____:_____ Important

Clean _____:_____:_____:_____:_____:_____:_____ Dirty

Bad _____:_____:_____:_____:_____:_____:_____ Good

Changeable _____:_____:_____:_____:_____:_____:_____ Stable

Soft _____:_____:_____:_____:_____:_____:_____ Hard

Complex _____:_____:_____:_____:_____:_____:_____ Simple

Unpleasant _____:_____:_____:_____:_____:_____:_____ Pleasant

Active _____:_____:_____:_____:_____:_____:_____ Passive

DUNE VEGETATION

Hard _____:_____:_____:_____:_____:_____:_____ Soft

Passive _____:_____:_____:_____:_____:_____:_____ Active

Clean _____:_____:_____:_____:_____:_____:_____ Dirty

Bad _____:_____:_____:_____:_____:_____:_____ Good

Strong _____:_____:_____:_____:_____:_____:_____ Weak

Simple _____:_____:_____:_____:_____:_____:_____ Complex

Soft _____:_____:_____:_____:_____:_____:_____ Hard

Unimportant _____:_____:_____:_____:_____:_____:_____ Important

Stable _____:_____:_____:_____:_____:_____:_____ Changeable

Beautiful _____:_____:_____:_____:_____:_____:_____ Ugly

WETLANDS

Changeable _____:_____:_____:_____:_____:_____:_____ Stable

Active _____:_____:_____:_____:_____:_____:_____ Passive

Complex _____:_____:_____:_____:_____:_____:_____ Simple

Weak _____:_____:_____:_____:_____:_____:_____ Strong

Unimportant _____:_____:_____:_____:_____:_____:_____ Important

Beautiful _____:_____:_____:_____:_____:_____:_____ Ugly

Dirty _____:_____:_____:_____:_____:_____:_____ Clean

Unpleasant _____:_____:_____:_____:_____:_____:_____ Pleasant

Good _____:_____:_____:_____:_____:_____:_____ Bad

Soft _____:_____:_____:_____:_____:_____:_____ Hard

FUTURE CITIES

Complex _____:_____:_____:_____:_____:_____ Simple

Unimportant _____:_____:_____:_____:_____:_____ Important

Strong _____:_____:_____:_____:_____:_____ Weak

Dirty _____:_____:_____:_____:_____:_____ Clean

Hard _____:_____:_____:_____:_____:_____ Soft

Active _____:_____:_____:_____:_____:_____ Passive

Beautiful _____:_____:_____:_____:_____:_____ Ugly

Pleasant _____:_____:_____:_____:_____:_____ Unpleasant

Bad _____:_____:_____:_____:_____:_____ Good

Stable _____:_____:_____:_____:_____:_____ Changeable

RECLAIMING WETLANDS FOR BUILDING DEVELOPMENT

- Changeable _____ : _____ : _____ : _____ : _____ : _____ : _____ Stable
- Weak _____ : _____ : _____ : _____ : _____ : _____ : _____ Strong
- Important _____ : _____ : _____ : _____ : _____ : _____ : _____ Unimportant
- Hard _____ : _____ : _____ : _____ : _____ : _____ : _____ Soft
- Passive _____ : _____ : _____ : _____ : _____ : _____ : _____ Active
- Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
- Complex _____ : _____ : _____ : _____ : _____ : _____ : _____ Simple
- Beautiful _____ : _____ : _____ : _____ : _____ : _____ : _____ Ugly
- Dirty _____ : _____ : _____ : _____ : _____ : _____ : _____ Clean
- Pleasant _____ : _____ : _____ : _____ : _____ : _____ : _____ Unpleasant

CITY PARKS

Bad _____ Good

Dirty _____ Clean

Stable _____ Changeable

Weak _____ Strong

Active _____ Passive

Unpleasant _____ Pleasant

Soft _____ Hard

Simple _____ Complex

Unimportant _____ Important

Ugly _____ Beautiful

COMMERCIAL DEVELOPMENT OF BEACHES

Complex _____:_____:_____:_____:_____:_____:_____ Simple

Weak _____:_____:_____:_____:_____:_____:_____ Strong

Bad _____:_____:_____:_____:_____:_____:_____ Good

Pleasant _____:_____:_____:_____:_____:_____:_____ Unpleasant

Passive _____:_____:_____:_____:_____:_____:_____ Active

Hard _____:_____:_____:_____:_____:_____:_____ Soft

Beautiful _____:_____:_____:_____:_____:_____:_____ Ugly

Clean _____:_____:_____:_____:_____:_____:_____ Dirty

Changeable _____:_____:_____:_____:_____:_____:_____ Stable

Unimportant _____:_____:_____:_____:_____:_____:_____ Important

EXISTING CITIES

Dirty _____ Clean

Soft _____ Hard

Strong _____ Weak

Active _____ Passive

Complex _____ Simple

Changeable _____ Stable

Unpleasant _____ Pleasant

Beautiful _____ Ugly

Good _____ Bad

Important _____ Unimportant

PLANNED MANAGEMENT OF WETLANDS

Simple	_____ : _____ : _____ : _____ : _____ : _____ : _____	Complex
Active	_____ : _____ : _____ : _____ : _____ : _____ : _____	Passive
Important	_____ : _____ : _____ : _____ : _____ : _____ : _____	Unimportant
Stable	_____ : _____ : _____ : _____ : _____ : _____ : _____	Changeable
Dirty	_____ : _____ : _____ : _____ : _____ : _____ : _____	Clean
Good	_____ : _____ : _____ : _____ : _____ : _____ : _____	Bad
Weak	_____ : _____ : _____ : _____ : _____ : _____ : _____	Strong
Unpleasant	_____ : _____ : _____ : _____ : _____ : _____ : _____	Pleasant
Hard	_____ : _____ : _____ : _____ : _____ : _____ : _____	Soft
Beautiful	_____ : _____ : _____ : _____ : _____ : _____ : _____	Ugly

PLANNED USE OF COASTAL ZONE

Unpleasant	_____ : _____ : _____ : _____ : _____ : _____ : _____	Pleasant
Clean	_____ : _____ : _____ : _____ : _____ : _____ : _____	Dirty
Important	_____ : _____ : _____ : _____ : _____ : _____ : _____	Unimportant
Hard	_____ : _____ : _____ : _____ : _____ : _____ : _____	Soft
Strong	_____ : _____ : _____ : _____ : _____ : _____ : _____	Weak
Good	_____ : _____ : _____ : _____ : _____ : _____ : _____	Bad
Simple	_____ : _____ : _____ : _____ : _____ : _____ : _____	Complex
Changeable	_____ : _____ : _____ : _____ : _____ : _____ : _____	Stable
Active	_____ : _____ : _____ : _____ : _____ : _____ : _____	Passive
Clean	_____ : _____ : _____ : _____ : _____ : _____ : _____	Dirty

UNPROTECTED BEACHES

Complex _____:_____:_____:_____:_____:_____ Simple

Soft _____:_____:_____:_____:_____:_____ Hard

Clean _____:_____:_____:_____:_____:_____ Dirty

Unimportant _____:_____:_____:_____:_____:_____ Important

Stable _____:_____:_____:_____:_____:_____ Changeable

Passive _____:_____:_____:_____:_____:_____ Active

Pleasant _____:_____:_____:_____:_____:_____ Unpleasant

Good _____:_____:_____:_____:_____:_____ Bad

Beautiful _____:_____:_____:_____:_____:_____ Ugly

Strong _____:_____:_____:_____:_____:_____ Weak