

New Water Resources Paradigm scale: Evaluating beliefs about water resources

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Research Questions

- Do beliefs towards water differ from beliefs towards the environment in general?
- Do beliefs change upon consideration of different geographic scales or location of survey administration?

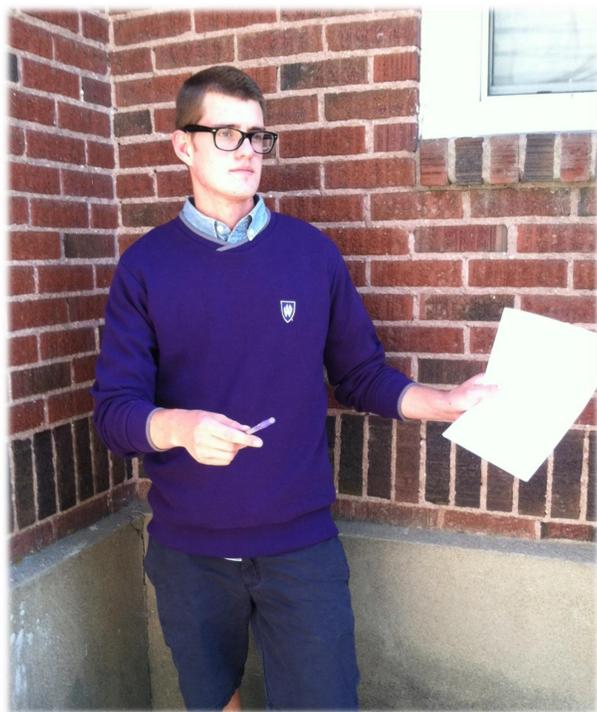


Figure 1. In-person survey administration in a specific, "built" environment.

Methodology

- Convert the New Ecological Paradigm (NEP) scale (Dunlap, Liere, Mertig, & Jones, 2000), which is a valid and popular scale used to identify general environmental worldviews, into the New Water Resources Paradigm (NWRP) scale.
- Administer the NRWP scale (15 questions) to various resident populations throughout Utah via telephone, internet, and in-person methods.
- Use random, opportunistic sampling to attain survey responses in various environmental settings (e.g. "green", "blue", and "brown" as well as "urban" and "rural")

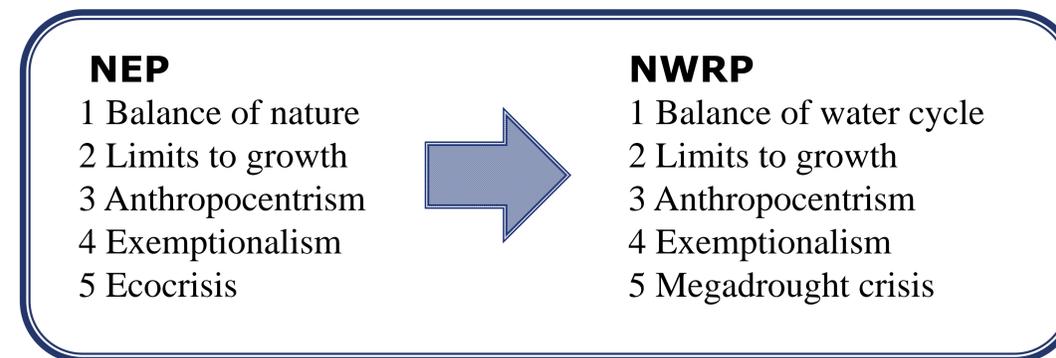


Figure 2. Conversion of dimensions from original NEP scale to novel NWRP scale.

Implications

- Understanding the views of the public towards water is the first step in changing human behavior
- Legislation to change water management depends on voter's beliefs



Future Research

- Evaluate the relationship between belief systems and media coverage of water related topics.
- Further explore the relationship between beliefs and behaviors by including water-use questions in future surveys

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