

國中生選購瓶裝水所展現親環境行為之研究

游書豪¹、蔡執仲^{2*}、鄭蕙玲³

¹ 國立高雄師範大學科學教育暨環境教育研究所研究生

² 國立高雄師範大學科學教育暨環境教育研究所助理教授

³ 嘉南藥理大學環境資源管理系副教授

摘要

本研究以問卷瞭解國中生選購瓶裝水所呈現出的社會心理因素。研究對象為 7 至 9 年級的學生共 710 人。結果顯示國中生具有正面傾向的親環境行為，而影響的面向以「消費態度」向度的影響最高，而「行動技能與策略知識」向度最低。另一方面，學生對環境友善的行為會隨著年級越高而呈現逐漸下降的趨勢，女學生表現對環境的友善程度較男學生為高。由研究結果建議教師在教學時，對日常生活常見的特定議題應增加更多的實際體驗和具體行動的課程，進而培養學生對環境友善的消費態度與行為。

關鍵字：親環境行為、瓶裝水

投稿日期：2016 年 03 月 18 日；接受日期：2016 年 07 月 09 日

* 通訊作者

The Study of Pro-environmental Behavior of Junior High School Students Buying Bottled Water

Shu-Hao Yu¹, Chih-Chung Tsai^{2*}, Hui-Ling Cheng³

*¹. Graduate student, Graduate Institute of Science Education and Environmental Education,
National Kaohsiung Normal University*

*². Assistant professor, Graduate Institute of Science Education and Environmental Education,
National Kaohsiung Normal University*

*³. Associate professor, Department of Environmental Resources Management,
Chia Nan University of Pharmacy and Science*

Abstract

This study conducts a questionnaire survey to probe into the pro-environmental behaviors of junior high school students buying bottled water and analyze the socio-psychological factors involved in their decision-making. The participants of the survey include 710 Taiwanese students from Grade 7-9. The results of factor analysis consist of seven subscales. Among which the students scored the highest on “Consumption Attitude” and lowest on “Action Skills and Knowledge of Action Strategies.” It can be observed that students’ pro-environmental behaviors are inversely proportional to the level of their Grade; in addition, female students have showed more pro-environmental behaviors than male students. The conclusions suggest that teachers should incorporate more practical experience or courses that require concrete actions on tackling commonly seen daily issues into the curriculum so as to cultivate students’ consumption attitude and behaviors.

Keywords: pro-environmental behavior, bottled water