

The New Ecological Paradigm Conceptual Framework

In 1987, the Brundtland Report, *Our Common Future*, called for proactive measures of environmental and sustainability progress. Environmental and sustainability attitudes still lag behind the call for improvement. Promoters of sustainability seek to provide for the needs of the current global population while maintaining the ability to provide for future generations. The New Ecological Paradigm (NEP) is a conceptual framework analyzing environmental concerns and responsibility to the environment versus the Dominant Social Paradigm (DSP) worldview. In Western cultures, the prevailing view of the environment is the DSP. The DSP worldview is nature serves humanity. The NEP worldview promotes the concept humanity and nature are interdependent. Measurement of the NEP worldview is found by using the NEP scale. One of the main strands in the research literature is investigating a variety of professions. Originally developed in 1978 by Dunlap and Van Liere as the New Environment Paradigm. The NEP was revised it in 2000 to update language and remove gender-specific terms and called the new framework the New Ecological Paradigm. The NEP is a reliable and validated instrument. Additionally, Dunlap et al. added an unsure category for a 5-point Likert-type scale. In an extensive literature review of environmental attitudes, Hawcroft and Milfont (2010) stated, “until a gold standard environmental attitudes measure has been widely accepted, it is probably advisable for researchers to continue using the NEP Scale as a standardized measure of [environmental attitudes]” (p. 151).