

*

// : // :

...



/ / / . :

* * *

(Leeuwis, 2003) ^()

.(Cecil, 2004)

(Maybery et al., 2005; Fitzsimons and Wescott, 2007)

(Wang and Wilson, 2007)

(Hayati and Karami, 2005)

(Meinzen-Dick et al., 2004)

()

(Mullner et al., 2001)

(Matta and Alavalapati, 2006)

.(Brown, 2005)

« ^() »

.(Chambers, 1997)

« ^() »



...

(Musselwhite and Herath, 2006)

()

(Alary et al., 2007)

.(Ajzen, 2006)

« »

.(Maybery et al. 2005)

.(Beedell and Rehman, 1999)

.(Winter et al., 2005)

(Maybery et al., 2005)

.(Tran, 2006; Bizer et al., 2003)

(Sparks and Shepherd, 1992)

: (Bizer et al., 2003)

:()

•

...



.() •

.() •

()

.(Kessler, 2007)

(Musselwhite and Herath, 2006)

(Luzar and Diagne, 1999; Defrancesco et al., 2003;

.Beedell and Rehman, 2000)

(Kessler, 2007)

(Bartlett and Bartlett, 2007)

()

()



...

.(Chambers, 2004)

()

(Johnson et al., 2003)

(Larson and Lach, 2007)

(Luzar and Diagne, 1999)

(Zubair and Garforth, 2006)

.(Mironga, 2005)

(Wang and Wilson, 2007)

(Swedeen, 2006)

(Wards et al., 2007)

.(Fitzsimons and Wescott, 2007)

()

()

...



.(Norton et al., 2003)

.(Leeuwis, 2003)

(Carrete et al., 2007)

(Awasthi et al., 2003)

.(Maybery et al., 2005)

.(Larson and Lach, 2007)

(Visser, 2006)

()

()

:

•



...

()

•

()

•

()

•

•

(Visser, 2006)

()

()

(Wendorf and Firestone, 2004)

;() /

•

;()

•

()

()

()

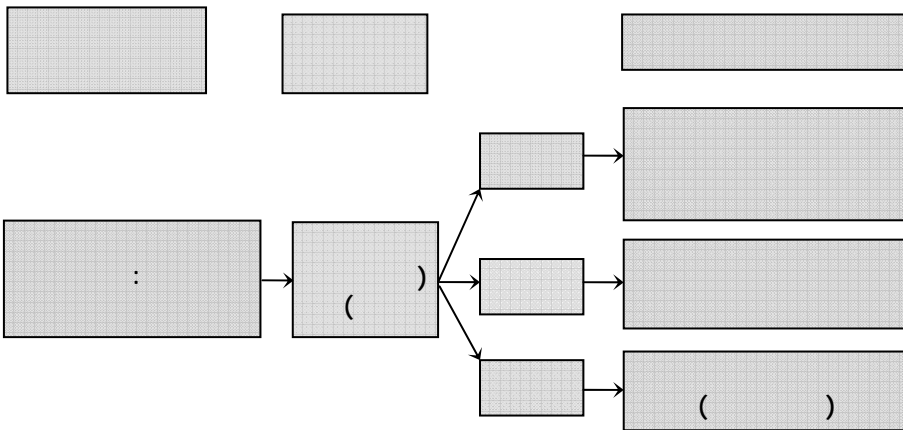
...



()

.()

()

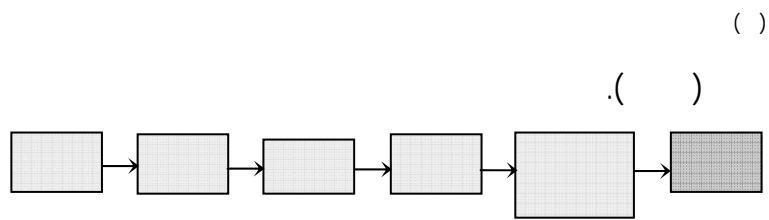


Davey, 2008 :



...

(Preston and Feinstein, 2004)



()

()

()

(Sekhar, 2003)

(Nkembi, 1998)

...



.

(Winter et al., 2005)

.(Fischer and Wal, 2007)

:

- () •
- () •
-
-
-

(Lichtenberg and Zimmerman, 1999)

.(Awasthi et al., 2003)

.(The attitude-behavior relationship, 2006)

()



...

« » .(Beedell and Rehman, 2000)

« »

()

:(Wood and Griffiths, 2004)

:

:

Sparks and Shepherd, 1992; Bartlett and Bartlett, 2007; Zubair and Garforth,)

.(2006

()

(Bartlett and Bartlett, .

()

.2007; Ajzen, 1991)

.(Perkins et al., 1992)

.(Bartlett and Bartlett, 2007)

.(Winter et al., 2005)

(Ajzen, 1991)

(Winter et al., 2005)

...



(Holland et al., 2002)

(Wood and Griffiths, 2004)

(Kirner et al., 2006)

(Arjunan et al., 2006)

(Fitzsimons and Wescott, 2007)

(Dolisca et al., 2007; Matta and Alavalapati, 2006)

) (Fitzsimons and Wescott, 2007)

(

» (Hayati et al., 2009)

«



...

.() ()

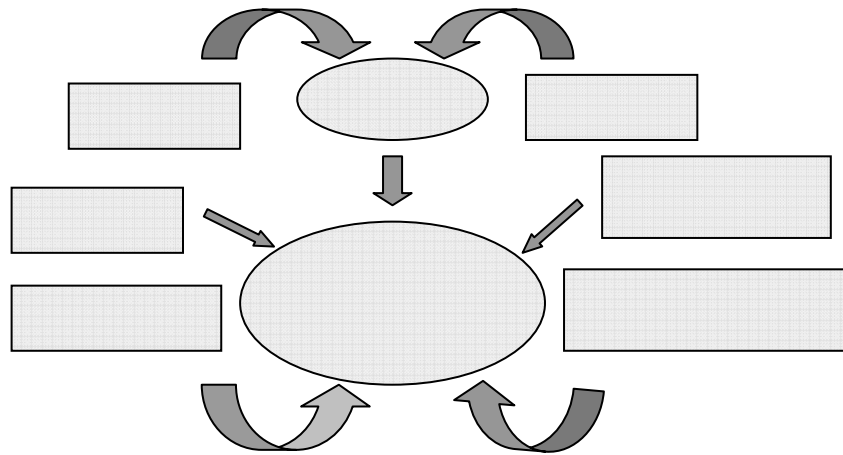
» ()

«

() .()

()

()



Hayati et al., 2009 :



...

-
-
1. network
 2. solely science-based
 3. farmer-first approach
 4. upside-down
 5. knowledge transfer
 6. cognitive
 7. affective
 8. behavioral
 9. unending process of change
 10. attitude-driven
 11. Rapid Rural Appraisal (RRA)
 12. consultative mode
 13. conservation attitude
 14. Festinger's cognitive dissonance
 15. consonant
 16. diversified approach
 17. dichotomous approach
 18. social adjustive attitudes
 19. value-expressive attitudes
 20. ego-defensive attitudes
 21. evaluative
 22. expressive
 23. experiential/instrumental
 24. symbolic
 25. unidimensional approach
 26. multidimensional approach
 27. social identity
 28. Biner
 29. attentiveness
 30. opinionation
 31. ideological affiliation
 32. moderator variable approach
 33. behavioral intentions
 34. intention
 35. subjective norm

- « ... » (...).
- « (...) ... » (...)
- « (...) ... » (...).
- « ... » (...)
- « ... (...)
- : ... (...)
- : ... (...)
- Ajzen, I. (1991), "The theory of planned behavior". *Organizational Behavior and Human Decision Processes*, No. 50, pp. 179-211.
- Ajzen, I. (2006), "Behavioral interventions based on the theory of planned behavior". Available on: <http://www.people.umass.edu/Ajzen/pdf/tpb.intervention.pdf>
- Alary, V., Nefzaoui, A., and Ben Jemaa, M. (2007), "Promoting the adoption of natural resource management technology in arid and semi-arid areas: modelling the impact of spineless cactus in alley cropping in Central Tunisia". *Agricultural Systems*, Vol. 94, No. 2, pp. 573-585.
- Arjunan, M., Holmes, C., Puyravaud, J. P., and Davidar, P. (2006), "Do developmental initiatives influence local attitudes toward conservation? a case study from the Kalakad–Mundanthurai Tiger Reserve, India". *Journal of Environmental Management*. Vol. 79, No. 2, pp. 188-197.
- "The attitude-behavior relationship". (2006). Available on: <http://www.psych.umn.edu/course/spring06/borgidne/psy5202/images/attitudebehavior%20relationship.pdf>



...

-
-
- Awasthi, A., Uniyal, S. K., Rawat, G. S., and Rajvanshi, A. (2003), "Forest resource availability and its use by the migratory villages of Uttarkashi, Garhwal Himalaya (India)". *Forest Ecology and Management*. Vol. 174, No. 1-3, pp. 13-24.
- Bartlett, M. E. and Bartlett, J. E. (2007), "Using the theory of planned behavior to predict research productivity". *College Teaching and Learning Conference*. Honolulu: North Carolina State University.
- Bizer, G., Barden, J., and Petty, R. E. (2003), "Attitudes". In Nadel, L. (ed.) *Encyclopedia of Cognitive Sciences*. Hoboken (NJ, USA): Wiley.
- Beedell, J. D. C., and Rehman, T. (1999), "Explaining farmers' conservation behaviour: why do farmers behave the way they do?". *Journal of Environmental Management*. Vol. 57, NO. 3, pp. 165-176.
- Beedell, J. D. C., and Rehman, T. (2000), "Using social-psychology models to understand farmers' conservation behavior". *Journal of Rural Studies*. Vol. 16, No. 1, pp. 117-127.
- Brown, M. E. (2005), "Assessing natural resource management challenges in Senegal using data from participatory rural appraisals and remote sensing". *World Development*. Vol. 34, No. 4, pp. 751-767.
- Carrete, M., Grande, J. M., Tella, J. L., Sanchez-Zapata, J. A., Donazar, J. A., Diaz-Delgado, R., and Romo, A. (2007), "Habitat, human pressure, and social behavior: Partialling out factors affecting large-scale territory extinction in an endangered vulture". *Biological Conservation*. Vol. 136, NO. 1, pp. 143-154.
- Cecil, K. (2004), "Integrating ecology and relating natural systems to agriculture: an increased priority for extension agricultural programming". *Journal of Extension*. Vol. 42, No. 5.
- Chambers, R. (1997), *Whose Reality Counts? Putting the Last First*. London: Intermediate Technology.
- Chambers, R. (2004), "Notes for participants in PRA-PLA familiarization workshops in 2004". Participation Resource Centre at IDS. Available on: <http://www.ids.ac.uk/ids/particip/research/pranotes04.pdf>

-
- Defrancesco, D., Gatto, P., Runge, F., and Trestini, T. (2003), "Factors affecting farmers, participation in agri-environmental measures: evidence from a case study". Available on: <http://www.springerlink.com/index/dnt4b45n33075bhot.pdf>
- Davey, G. (2008), *Complete Psychology*. London: Hodder Education Publications.
- Dolisca, F., McDaniel, J. M., and Teeter, L. D. (2007), "Farmers' perceptions towards forests: a case study from Haiti". *Forest Policy and Economics*. Vol. 9, No. 6, pp.: 704-712.
- Fischer, A. and Wal, R. V. D. (2007), "Invasive plant suppresses charismatic seabird –the construction of attitudes towards biodiversity management options". *Biological Conservation*. Vol. 135, NO. 2, pp. 256-267.
- Fitzsimons, J. A. and Wescott, G. (2007), "Perceptions and attitudes of land managers in multi-tenure reserve networks and the implications for conservation". *Journal of Environmental Management*. Vol. 84, No.1, pp. 38-48.
- Hayati, D., Abadi, B., Movahedi, R., and Heidari, M. (2009). "An empirical model of factors affecting farmers' participation in natural resources conservational programs in Iran". *Food, Agriculture and Environment*. Vol. 7, NO. 1, pp. 201-207.
- Hayati, D. and Karami, E. (2005), "Agricultural extension and poverty in Iran: past, present, future, and a pro-poor approach". *Journal of Extension Systems*. Vol. 22, NO. 2, pp. 53-68.
- Holland, R. W., Werplandken, B., and Knippenberg, A. V. (2002), 'On the nature of attitude-behavior relations: the strong guide, the weak follow". *European Journal of Social Psychology*. Vol. 32, No. 6, pp. 869-876.
- Johnson, N. L., Lilja, N., and Ashby, J. A. (2003), "Measuring the impact of user participation in agricultural and natural resource management research". *Agricultural Systems*. 78, pp. 287-306.



...

-
-
- Kessler, C. A. (2007), "Motivating farmers for soil and water conservation: a promising strategy from the Bolivian mountain valleys". *Land Use Policy*. Vol 24, No. 1, pp. 118-128.
- Kirner, L., Vogel, S., and Schneeberger, W. (2006), "Intended and actual behavior of organic farmers in Austria after a five year commitment period". *Renewable Agriculture and Food Systems*. Vol. 21, No. 2, pp. 95-105.
- Larson, K. L. and Lach, D. (2007), "Participants and non-participants of place-based groups: an assessment of attitudes and implications for public participation in water resource management". *Journal of Environmental Management*. Vol. 88, No. 4, pp. 817-830.
- Leeuwis, C. (2003), *Communication for Rural Innovation: Rethinking Agriculture Extension*. Wageningen: Wageningen Agricultural University.
- Lichtenberg, E. and Zimmerman, R. (1999), "Information and farmers: attitudes about pesticides, water quality, and related environmental effects". *Agriculture, Ecosystems and Environment*. Vol. 73, No. 3, pp. 227-236.
- Luzar, E. J. and Diagne, A. (1999), "Participation in the next generation of agriculture conservation programs: the role of environmental attitudes". *Journal of Socio-Economics*. Vol. 28, No. 3, pp. 335-349.
- Matta, J. R. and Alavalapati, J. R. R. (2006), "Perceptions of collective action and its success in community-based natural resource management: an empirical analysis". *Forest Policy and Economics*. Vol. 9, No. 3, pp. 274-284.
- Maybery, D., Crase, L., and Gullifer, C. (2005), "Categorising farming values as economic, conservation and lifestyle". *Journal of Economic Psychology*. Vol. 26, No. 1, pp. 59-72.
- Meinzen-Dick, R., DiGregorio, M., and McCarthy, N. (2004), "Methods for studying collective action in rural development". *Agricultural Systems*. Vol. 82, No. 3, pp. 197-214.

-
- Mironga, J. M. (2005), "Effect of farming practices on wetlands of Kisii district, Kenya". *Applied Ecology and Environmental Research*. Vol. 3, No. 2, pp. 81-91.
- Mullner, S. A., Hubert, W. A., and Wesche, T. A. (2001), "Evolving paradigms for landscape-scale renewable resource management in the United States". *Environmental Science and Policy*. Vol 4, No. 1, pp. 39-49.
- Musselwhite, G. and Herath, G. (2006), "Chaos theory and assessment of forest stakeholder attitudes towards Australian forest policy". *Forest Policy and Economics*. Available on: <http://www.elsevier.com/locate/forpol>
- Nkembi, L. N. (1998), "Participatory forest conservation and sustainable livelihoods: Banyang-Mbo wildlife sanctuary". Available on: <http://www.fao.org/DOCREP/ARTICLE/WFC/XII/0630-C1.HTM>.
- Norton, M. I., Monin, B., Cooper, J., and Hogg, M. A. (2003), "Vicarious dissonance: attitude change from the inconsistency of others". *Journal of Personality and Social Psychology*. Vol. 85, No. 1, pp. 47-62.
- Perkins, H. M., Crown, E. M., Rigakis, K. B., and Eggertson, B. S. (1992), "Attitudes and behavioral intentions of agricultural workers toward disposable protective coveralls". *Clothing and Textiles Research Journal*. Vol. 11, No. 1, pp. 67-73.
- Preston, J. and Feinstein, L. (2004), "Adult education and attitude change". Available on: <http://www.learningbenefits.net/Publications/ResReps/ResRep11.pdf>.
- Sparks, P. and Shepherd, R. (1992), "Self-identity and the theory of planned behavior: assessing the role of identification with 'Green Consumerism'". *Social Psychology Quarterly*. Vol. 55, No. 4, pp. 388-399.
- Swedeen, P. (2006), "Post-normal science in practice: a Q study of the potential for sustainable forestry in Washington State, USA". *Ecological Economics*. Vol. 57, NO. 2, pp. 190-208.



-
- Sekhar, N. U. (2003), "Local people's attitudes towards conservation and wildlife tourism around Sariska Tiger Reserve, India". *Journal of Environmental Management*. Vol. 69, No. 4, pp. 339-347.
- Tran, T. V. (2006), "Measurement and attitude scaling". Available on: <http://www.bus.ucf.edu/ttran/mar3613/slides/05mar3613.ppt>.
- Visser, R. M. (2006), "Communicating about HIV/AIDS– how attitude functions impact on teachers' willingness to talk about condoms and sexuality". *Annual Conference of the International Communication Association on Networking Communication Research*. Dresden, Germany, June 19-23.
- Wang, S. and Wilson, B. (2007), "Pluralism in the economics of sustainable forest management". *Forest Policy and Economics*. Vol. 9, No. 7, pp. 743-750.
- Wards, F. A., Michelsen, A. M., and De Mouche, L. (2007), "Barriers to water conservation in the Rio Grande basin". *Journal of the American Water Resources Association*. Vol. 43, No. 1, pp. 237-253.
- Wendorf, C. A. and Firestone, I. J. (2004), *Functional Morals: Attitude Functions and Moral Reasoning*. Poster Presented at the 76th Annual Meeting of Midwestern Psychological Association, April. Chicago, IL.
- Winter, S. J., Esler, K. J., and Kidd, M. (2005), "An index to measure the conservation attitudes of landowners towards Overberg Coastal Renosterveld, a critically endangered vegetation type in the Cape Floral Kingdom, South Africa". *Biological Conservation*. 126, pp. 383-394.
- Wood, R. T. A. and Griffiths, M. D. (2004), "Adolescent lottery and scratchcard players: do their attitudes influence their gambling behavior". *Journal of Adolescence*. Vol. 27, No. 4, pp. 467-475.
- Zubair, M. and Garforth, C. (2006), "Farm level tree planting in Pakistan: the role of farmers' perceptions and attitudes". *Agroforestry Systems*. Vol. 66, No. 3, pp. 217-229.

