

## Contemporary Consumer & Business Ethics Dr Neil Connon

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## Handout 9 - Measuring Environmentalism

- 1. Outline how the Theory of Reasoned Action model might be used to measure an environmental issue providing an example.
- 2. How useful is such a model in the measurement of environmental behaviour?
- 3. Why is it important to measure environmental behaviour?
- 4. How else might it be measured?