



(Research on Lifestyles, Values and Environment)  
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

## **FORTHCOMING SEMINAR**

**Wednesday 11 November, 2009, 1200-1300**

45b AZ 04  
University of Surrey

**Judith de Groot**  
**Bournemouth University**

### **Values in environmental research**

In environmental literature it is argued that three different value orientations may be relevant for understanding environmental beliefs, intentions and behaviours: egoistic, altruistic and biospheric value orientations. Until now, the distinction between altruistic and biospheric value orientations has hardly been supported empirically. In this presentation, studies are reported aimed to examine whether egoistic, altruistic and biospheric value orientations can indeed be distinguished empirically by using an adapted value instrument. Also, it is examined whether these value orientations are differently and uniquely related to general and specific beliefs and behavioural intentions. Results provide support for the reliability and validity of the value instrument. All studies replicated the distinction in three value orientations, with sufficient internal consistency. Furthermore, when altruistic and biospheric goals conflict, they seem to provide a distinct basis to explain pro-environmental behaviours. In this presentation, I will further show examples of how we can use value orientations in applied research in the area of promoting pro-environmental behaviours.

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