# The effect of communication globalization on citizen's tendencies towards environment protection: Case study of Tehran citizens

**S.Y. Mousavi[1]•**

**1. Associate professor in Urban planning, Alzahra University**

## Abstract

The increase in environmental pollutions and the daily increasing destruction of the ecology have caused worries in the societies and drawn their attentions towards the reasons, outcomes as well as the methods of reducing them. Various factors are involved in reducing the aforesaid threatening conditions. The present study emphasizes on the role of the media and globalization of the communications and deals with the inclinations towards guarding and protecting the environment amongst the citizens residing Tehran. The present study makes use of a survey method. A total of 277 residents from Tehran were selected in urban districts one, five and fourteen. To analyze the obtained data, use was made of correlation analysis and multivariate regression test. The study findings of the correlation analysis part are reflective of the existence of a positive and significant relationship between the globalization of the communications and tendencies towards the environment conservation. As for the tendencies towards the environment protection, the study findings are suggestive of the idea that the study participants have been assessed in three levels, namely cognitive, affective and behavioral (in two dimensions of intervention and participation), and that the increase in the enjoyment of the global communications brings about an increase in individuals' tendencies for environment conservation. These bioenvironmental analyses enable the instigation of more attention in the general public. However, the general public's sensitivity might be provoked by means of the media and communications. It seems that the media analyses of the environment shoulders the essential role for the favorable bioenvironmental governance. Therefore, the most rational thing to do about the protection of the resources and environment is giving value to the media and communications.

**Keywords:** Environment conservation, Communications' Globalization, Environment destruction, Communicational awareness

• y.mousavi91@alzahra.ac.ir

## Introduction

Since the mid twentieth century, there have been enormous and unprecedented changes in the world's environment. The effects of human actions on the environment and the consequences of the inflicted damages have drawn the attention of educational centers, research institutes, global media and government policies and planning. This trend has continued with even more attention in recent years. There is no natural ecosystem or habitat that has been untouched throughout the earth. Environmental changes caused by human action, began a long time ago, but they have never been as much focus of attention as recent decades and there have never been as much pessimism in global concerns about this issue as today. With respect to the increase of awareness and education, it was expected that mankind would increasingly turn into a major power that could keep and recover valuable environmental criteria, but quite contrary, it appears that mankind is turning more to a powerful source in causing chaos and abolishing its existential roots. Environmental studies show that economic growth has caused massive destruction of environmental sources and an increase in destructive effects on the environment, as a result of massive excavations from the environment and this trend continues to grow in big environmental spaces including big cities. Among the sings of environmental destruction are formation of industrial, food, services and chemical wastes. The manner of burying and destroying wastes and the methods of industrial waste management are one of the main social issues in city environment. Any improper behavior towards the environment, will lead to hazardous consequences and create environmental problems.

According to formal and informal reports in recent years, the number of people who have fallen victim to environmental problems caused by pollution, namely respiratory, sight, haring and skin problems have increased in cities. Some medical experts believe that other side effects and illnesses such as headache, fatigue, high blood pressure, hypertension, irritation, low immune function, digestion problems and vulnerability towards illnesses are results of environmental issues in cities. Following a revolution in global communication and the advancement of communication facilities, the globalization of communication has had direct and indirect influence on the increase of awareness. Furthermore, encouraging responsibility towards the environment has become the key issue in research and policy makings. It appears that globalization of communication is a powerful phenomenon which has increased knowledge and understanding of issues surrounding human habitat environment, specifically in cities. The following research intends to evaluate the relationship between human and environment in the city and also the extent and quality of access to global communication and its influence on people's tendency towards environmental issues in the city of Tehran.

## Importance of the research

The outbreak of environmental crisis has raised the question of whether the environment is able to cope with current human actions. Every day there is increasing awareness that we cannot continue using global resources like the past and symptoms of environmental crisis are more evident that before. Although there is need for data and statistics about the environment, but above the scientific data about the extent of damage to the earth, we need a collaborative agreement on how to behave towards our planet. In such situation, mankind needs to answer the following question: when people are intending to achieve the highest benefit, how can they prevent excessive destruction of the environment? In fact the challenge is not how to live on earth but to convince people how to live (Mohaghegh Damad, et al 2007:3) In this respect we can point to a warning declaration by scientists in 1992 in which more than a thousand scientists from 72 countries including 105 Nobel prize winners declared a need for new approach and perspective to attend to the planet's issues (Castells, 1999:624).

Environmental beliefs, as a system of beliefs and tendencies about the relationship between human and

environment, determine protective behaviors and they are the main framework which can be referred to when interacting with the environment. Therefore it can be said that the manner of our thinking is the first thing that enters the environment, and it determines our behavior by assessing different elements of our habitat. Thus, our behavior towards the environment to a large extent depends on our understanding of the relationship between us and the environment, and the amount of value we give to the environment shows how we see and our role and actions on earth and what we do in order to keep and share the resources with others (Mohaghegh Damad, et al, 2007:2).

Environmental concerns are diverse and issues such as changes in people's manner of life, the prevailing culture in current era, reaching a compatible level with the environment and providing opportunities to address environmental issues need more attention. With respect to the importance of environmental issues and the important role of human actions in maintain or destructing the environment, it is important to study the human behavior (Salehi, 2008:6). In this research much emphasis has been paid on human behavior and tendencies rather than natural and technological aspects of the environment. Settling environmental problems does not lie in technological changes but rather in human perspective and behavior towards the environment.

**Research objective**

The research objective is to explain the issue of access to global communication resources and their effects on people's tendencies towards protecting the environment. In other words the aim of this research is to evaluate whether using global communication resources can bring change to people's tendencies and their behavior towards the environment.

**Study Background:**

In an article named "are the bioenvironmental behavior, self-efficient tendencies and adults' knowledge different from one another", Jana L. and Meiheld,

A. J. (2005) made efforts to test the relationships between the adults' behaviors and bioenvironmental tendencies. Their theory was concentrated on the idea that the adults exhibiting bioenvironmental tendencies would possibly show the required bioenvironmental behaviors. The regression analysis of their study indicated that the bioenvironmental tendencies significantly predict the bioenvironmental behaviors and that the bioenvironmental knowledge elaborates the bioenvironmental behaviors and tendencies. These results hold true more about the men.

In a study that was carried out in Zurich University under the title of "the bioenvironmental tendencies and ecological behaviors", G. Kaiser, Florian et al (1999) showed that the bioenvironmental tendencies should be considered as strong predictors of the bioenvironmental behaviors. They believed that the prior studies have failed in this regard because they have disregarded three essential constraints: 1) the shortage of the concepts related to tendencies; 2) the shortfalls in measuring the relationship between attitudes and behaviors in public level; and, 3) negligence of such a constraint as the people's uncontrolled behavior. In the end, they concluded that the bioenvironmental knowledge accounts for 40% of the changes in the bioenvironmental tendencies and this is per se predicting 75% of the total variance of the bioenvironmental behavior.

Ostman R. E. and Parker (1987) began their study named "the effect of education, age and media on the bioenvironmental behavior" with these expressions that "despite the fact that television is the primary source of bioenvironmental information, some studies have indicated that the individuals reading newspaper and the ones participating in bioenvironmental activities have higher bioenvironmental knowledge. This issue can show that the other media have been effective in the elevation of the individuals' bioenvironmental knowledge and/or the idea that the environment conservation proponents prefer to supply their bioenvironmental information from the other information sources. Regarding the effect of media on awareness, the majority of these studies have in-

vestigated the prospective effects of these programs. It is posited in some studied that providing information can corroborate the bioenvironmental awareness of the individuals and every individual can use this information for forming or creating any new form of information. It is believed that there are other factors, as well, forming or creating the required bioenvironmental awareness and insights such as the prior information about an issue, relationships with living animals and so forth. Although media can strengthen an individual's existent information, living in developing urban environments, limitation of access to resources, an individual's confrontation with the absence of open spaces or the increase in air pollution, as well, can be effective in inciting people for positive bioenvironmental activities.

The study by Soumyanda Dianda (2006) was undertaken in Kolkata under the title of "globalization and environment: can such an assumption as the existence of pollution alone elaborate the effects of globalization on the environment?" The study was focused on the negative and positive effects of globalization on the environment. He applied the technique of panel data about Co2 emission to evaluate the effects of globalization on the pollution level, pollution intensity and the relative changes of pollution for developing or developed countries. The author believes that international business influences the environment and that this effect depends on the countries' essential properties.

World trade and free market have mutual effects on the environment. On one end of the spectrum, they increase the possibility of communication between the various countries and this causes the entry of superior technologies and knowledge into the poor countries and the technological innovations of knowledge can bring about reductions in the destruction of the environment.

On the other hand, efforts are made through increasing the communications and exports and imports by the developed countries to transfer the contaminating industries into the poorer regions and the owners of these industries are more willing to migrate to the regions in which the bioenvironmental regulations are less strict due to the low level of the income. The developing countries, as well, accept these industries and the migrators accompanying them in the course of competitive investment and become the future polluters of the world and the possessors of the contaminating industries; thus, the developed countries gain the environment quality advantages as the outcomes of free trade while the developing countries lose them.

The author finally concludes that globalization assists the developed countries to decrease pollutions but at the cost of polluting the developing countries.

The study by Sang Bum Shin in 2004 under the title of "economy globalization and environment in china" makes a comparison between Shenyang and Dalian cities in China to investigate the positive effects of economic globalization on the environment in the aforesaid cities. The study compares Shenyang and Dalian in terms of environmental quality. Dalian experiences better environmental situation due to its open economy and international and business communications. The author believes that Dalian has developed environment conservation organizations earlier than Shenyang and it has borrowed precise bioenvironmental arrangements and regulations from foreign companies for preventing the environment destruction.

Due to its economic conditions' openness (economic relationships with foreign companies), this city can enforce various kinds of bioenvironmental policies. Moreover, due to its economic and business relationships with advanced countries and multinational companies, this city has the chance to enjoy and get familiar and matched with the new political institutions. As a result of the economic and political changes, direct foreign investment is a strategy for fighting the probable bioenvironmental damages.

Such mechanisms as enhancing the standards of the green barriers, multilateral bioenvironmental requirements, business and international agreements and bioenvironmental treaties are amongst the other advantages of the existence of open economy and

trade relations in Dalian.

Sang Bum believes that the foreign companies lead the local players' perceptions towards the improvement of environment conservation and economic development. On the other hand, free and international trade would be followed by income increase that can per se result in the improvement of the environment situation in Dalian.

In the end, Sang Bum comes up with the idea that the effects of economic globalization on environment are positive and asserts that economy globalization policy would end in useful outcomes for the developing countries and that the foreign communications and businesses and the networks of nongovernmental environmental organizations can be effective mechanisms for corroborating the efforts for protecting the environment in the developing countries; additionally, the domestic actors' awareness of the free trade's risks and benefits can lead to the adoption of better strategies.

## Theoretical Analysis of Research
## Global Communication

Information resources that people get exposed to, and through which their awareness increases, or in other words information resources that people have access to, and take advantage of, have an important role in increasing individual awareness. In this respect communication media especially the new electronic media are one of the main sources of creating, promoting and increasing individual awareness. "In case it is true that the general media has trivial influence in directing people's tendencies and behaviors or enhancing them, then it should be acknowledged that by scheduled planning in various fields they can influence on people's tendencies towards various issues" (Giddens, 2007:139). Giddens views the development of electronic media as a source of creating novel values which differentiate the current era mankind from the older generations. Today's advanced electronic media keeps our vast world connected. Today's world has become one united world with the

parallel experimental frame, nevertheless new forms of dispersion and fragmentation are seen (Giddens, 1991:25). In fact communication development has created a ground in which different phenomenon get global dimension. Using communication technologies provides a chance for different phenomenon to present themselves in various global fields and even impose themselves to the world. (Soori, 2001:6)

Communication and environment

As the elementary sources of information, mass communication tools and the media are a starting point for discourses about overall awareness and concerns about the environment (Hansen,2006:4).

There is no doubt that the media and communication have an important role in increasing awareness about the environment. It is not far from the truth to say a part of advancement and promotion of general awareness in all fields is indebted to the media and communication services.

Inciting, promoting and encouraging public opinion in accepting or rejecting a policy or plan, has been the most important weapon in the hands of the politicians in recent decades. Following the expansion of communication media, various social, political, cultural and economic groups and even environmental activists have taken advantage of the communication tools to follow their goals. "By transferring information and its achievements, the media acts as a bridge by filling the gap between the society and science." (Kapoor, 2011:5).

Public opinion is an important source in protecting the environment. The power of public opinion is reflected in pro-environment committees, movements and institutions who seek to implement law, or offer suggestions for protecting humans and creatures. The success of environmental movements to a large extent is because more than any other group they were able to adapt themselves with the communication situation and were able to supply and mobilize their members in the paradigm of the new technology (Dabiri, Vahed Navan, 2011:8).

There is no doubt that the most obvious influencing power in education and enlightening people to pro-

tect the environment is the media. Since the mass media has the attention of the public and people spend part of the day reading, watching or listening to their reports, therefore the most convenient, fast, accessible and influencing tool in spreading the culture of environment protection, and educating and raising awareness of the public is the mass media (Dabiri, Vahed Navan, 2011:8)

**Theory of globalization of environment**

The concept of "global environment" was established in 80s and 90s. With the emergence of environmental issues such as the extinction of animals and plants, global warming, the Ozone hole, the idea of global dimension came to light, although it may not always be caused globally. Alongside this issue are the concepts of "global economy", "global communication", and "global village". Although the global environment creates a global network of social-economic relationships among people from far distances, it refers to a mutual relationship between people and places far from each other. Some environmental issues like the new global economy free market are not limited to state borders (Berry, 2001:37).

One of the important aspects of globalization is that local issues get connected to global issues. Human rights link all individuals to mankind arguing that every individual is a member of humanity. Another issue related to our planet which is as important as human rights, is protecting the environment, which correlates life style to the physical conditions of the earth (Waters, 2000:153).

The issue of globalization has a straight strong relationship with keeping the environment clean and healthy. In case cultural, political and economic aspects of globalization are facing various unanswered questions, the same situation is not true regarding issues of protecting the environment, the nature and natural resources and they are quite clear forward. They must be globalized and viewed globally. Habermas states that "the environment erosion and the untrustworthiness of new technologies has created dangers that are not limited national borders. 'Chernobyl', 'the Ozone Hole' and 'Acid Rains'

are some of ecological developments and accidents which are so widespread and serious; they cannot be addressed under national framework. Therefore they are beyond the capacity of solo countries. There are no problems if the economy, culture and politics are not globalized, because a lack of globalization does not harm their societies and individuals, and their situation will not become worse that what already is. But when the issue of environment is much more serious, sensitive and essential, why isn't it the focus of attention? Why doesn't mankind pay attention to the environment which is so friendly? (Islam Zadeh, 2003: 128 &129).

Globalization is not the only source of inciting environment-related science but the development of communication has had an important role in it. Changes in global environment have reinforced awareness about damages caused by human-centered rationalism. As a result of modifications in the environment (changes in the weather and loss of habitat variety) which leave mankind with the only option of leaving the earth, human comprehension of the environment's condition has been reinforced. Furthermore, many people are turning to environmental thinking from an ecological viewpoint (Schult, 2007:234).

Traces of Giddens's attention towards the environment can be found in his analysis about globalization.in his view environmental issues are a result of industrialization which causes environmental transformation which no one can escape from its outcomes. Giddens the new world and which embraces local and world locations, the issue of environment is the most tangible world experience. Environmental policies are not just the result of existing environmental threats that are felt more than any other time, rather they are increasing demand for moralizing abstract systems of social organizing. Thus Giddens sees the increasing attention towards environmental issues and the emergence of environmental policies as advancements that are clearly moral in terms of posing moral questions about the new social system (Berry, 2001, 123).

## Research Hypothesis

There seems to be a relationship between how much people use communication globally and the increase of awareness towards protecting the environment.

There seems to be a relationship between how much people use communication globally and their tendency towards protecting the environment.

There seems to be a relationship between environment awareness and environment protection tendency.

There seems to be a relationship between people's level of education and the level of using global communication sources.

There seems to be a relationship between people's gender and the level of using global communication sources.

There seems to be a relationship between people's profession and the level of using global communication sources.

## Research method

This research is done through survey method. Also based on the theoretical framework, variables and indexes were determined and data was collected by questionnaire. Since the analysis unit, based on the nature of the question were individual citizens, the statistical population of the research are the citizens of the city of Tehran.

According by an estimate by De Vaus from the sample size taken from the characteristic of the whole population and also the sampling error size, 277 samples were decided to be selected for the research (De Vaus, 2002:78). Multi-level cluster sampling method is proper for the sample size.

In this research a questionnaire prepared by the researcher has been used. The questionnaire consists of two main sections: the first section includes items that evaluate the scale of access and usage of global communication and the second section evaluates tendencies towards protecting the environment. The questionnaire included closed questions based on Likert scale.

In order to evaluate the reliability of the research, Cronbach's Alpha using SPSS Statistics was used. The Cronbach's Alpha of the questionnaire was 80.

## Theoretical definition of concepts

In his book called "theories of the information society" Frank Webster describes globalization of communication as follow: "the construction of a symbolic environment that reaches right around the globe and is organized, in very large part, by media transnational corporations" (Webster, 2004:41).

Global communication like electronic communication is through media and mostly in the form of internet and other information media. In the new atmosphere governing the globalization of communication, the situation allows new communication tools like the internet to operate. Among the outstanding characteristics of the new atmosphere are timelessness, simultaneousness, lack of space, free space and stretching of time and space (Bagheri Tadi, 2006:8)

## Tendency

Tendency refers to how people express their feeling about something and it could be considered as a perspective, or readiness to express desirable or undesirable answers towards things, people or concepts (Armichel, 1994:192).

Tendency embraces opinions, feelings and desired behavior towards an issue. Things that determine the desired behavior are: people's tendency towards doing that behavior, social norms, customized expected consequences of that behavior and previous experience (Shekar kan,1993:22). Tendency includes three dimensions of affection, recognition and behavior.

## Environment

Environment as it is used in today's definition is almost a new term in many languages and was introduced in 19th century. This term began to be used from 1960s. Environment means the surroundings where people live, meaning the earth and its nearby. Rene Mahu describes environment as follow: "Environment embraces almost everything, both human and nature and the relationship between them. It af-

fects all human activities and is itself affected by it. In general, environment is defined as a set of outside conditions which affect a living creature like human throughout his life, or is affected by him". There is also another definition from a UN declaration on human and environment in 1972 in Stockholm which declares to governments: "human is created and is the creature of the environment. This means that the environment made by human also needs attention, and it should be considered as part of nature. In other words environment can be describes as follow: what embraces life and is in mutual interaction with it" (Dabiri, 1997:40).

**Protection of environment**

All practices for keeping and protecting the environment, natural resources, and preventing their destruction and also methods of controlling destructive elements and observations for keeping that situation are called protection of the environment (Wikipedia)

**Research Findings**

**A1-Characteristics of sample population**

44 percent of those who participated in the research were women, 56 percent were men. Their average age was 38.31. 28.3 percent had up to a bachelor's degree (highest proportion), 2 percent were illiterate. 30 percent of participants had high ranking professions, 50 percent had average level jobs, and 20 percent had professions that are socially considered as low rank. The average income of the sample participant was 11,840,000 Rials, equivalent to almost 2960 dollars.

**A2. Descriptive analysis of Dependent Variable**

A.2.1. Tendency towards protecting the environment An overall 29.8 percent of participants had very low environmental tendencies. The biggest tendency level was the perceptive tendency of 46.5 percent. The lowest level of perception was the affection perception of 21.49 percent. The average perceptive tendency was 31.3 percent. A study of data in this area shows that sources that raise awareness fortify peo-

ple's perception through different channels, one of which is global communication.

**A.2.2 Awareness**

The findings show that the highest level of awareness was 50.4 percent and the least level of awareness was 1.6 percent. According to the results of the research hit cab be claimed that there has been an increase in people's awareness towards the environment through different channels.

B. Descriptive Analysis of Dependent Variable
B.1. Degree of Global Communication usage
Results show that around 65.3 percent of participants had access to internet and used its websites. Around 75 percent used information sources including radio, television, magazines and national and international scientific articles.

Furthermore, 51.7 percent of participants had satellite and watch it. 47.7 percent said they had foreign trip experiences.

**C. Hypothesis Testing**

Evaluating the relationship between background variables and the degree of access to global communication

Test results for evaluating the relationship between background variables and the degree of access to global communication are as follow: The result of Phi Test with the value of 849.0 and the significance level of 0.106 show that there is not a significant relationship between gender and access to global communication (sixth hypothesis). The result of Pearson Test evaluation the relationship between the amount of income and access to global communication shows that with R= 0.043 and Significance Level of 0.494, there is not a meaningful relationship between the level of income and people's access to global communication (Seventh hypothesis).

Results of the one-way ANOVA test for evaluating the relationship between job variety and benefiting from global communication show that with F=2.276 and the Significance Level of 0.106, there is not a meaningful relationship between job variety and access to global communication (Sixth Hypothesis).

Furthermore, the results of one-way ANOVA test evaluating the relationship between level of education and access to global communication show that with F=3.207 and Sig=0.003, there is a meaningful relationship between education level and access to global communication. Scheffe Test also shows that there is a meaningful difference between people with elementary school degree compared to people with Bachelor's degree and higher, people with Middle school degree compared to people with Bachelor's degree, people with Diploma compared to people with Bachelor's degree or higher degrees; and the level of access and benefit from global communication (fourth hypothesis).

Relationship between the degree of using communication globally and tendency towards protecting the environment (2nd hypothesis)

The Pearson Test results evaluating the relationship between globalization of communication and tendencies towards environment protection (the three tendency dimensions namely empathetic, cognitive and behavioral tendencies) show that with R=0.144 and significance level of 0.021 shows that there is a relationship between these two variables. Also results from Pearson Test with R=0.143 and Sig=0.021 shows a positive and meaningful yet weak relationship between the two variables of global communication and empathetic tendency. The hypothesis that there could be a relationship between globalization of communication and behavioral tendency (either cooperative of intervening) was rejected. The hypothesis that there could be a relationship between globalization of communication and cognitive tendency was also rejected.

| Dependent Variable | Correlation Coefficient | Level of Significance | Relation or Lack of Relation |
|---|---|---|---|
| Tendency | 0.15 | 0.021 | There is direct and positive relation and correlation |
| Cognitive Tendency | 0.093 | 0.125 | There is no relation and correlation |
| Empathetic Tendency | 0.113 | 059.0 | There is no relation and correlation |
| Behavioral Tendency | 0.081 | 182.0 | There is no relation and correlation |

Table 1. Pearson Correlation Coefficient, dependent variable, independent variable and their components.

Evaluating the relationship between the degree of using communication in global dimensions and environmental awareness (first hypothesis).

Pearson Correlation Coefficient showed r=0.517 indicating that there is a positive, strong and meaningful relationship between environment awareness and tendency for environment protection. Also the Pearson Correlation Coefficient of r=0.631 shows a strong, positive and meaningful relationship between the two variable of environment awareness and cognitive tendency. The Pearson Correlation Coefficient of r=0.456 indicates a strong, positive and meaningful relationship between the two variable of environment awareness and behavioral tendency. The Pearson Correlation Coefficient of r=0.290 indicates a strong, positive and meaningful relationship between the two variable of environment awareness and empathetic tendency. The Pearson Correlation Coefficient of r=0.485 indicates a strong, positive and meaningful relationship between the two variable of environment awareness and cooperative behavior. The Pearson Correlation Coefficient of r=0.283 indicates a strong, positive and meaningful relationship between the two variable of environment awareness and intervening behavior. Therefore, the results obtained from the Pearson Test shows that the more people's awareness towards the environment increases, the more their tendency (with it various dimensions) to protect the environment intensifies.

| Dependent Variable | Coefficient | Level of Significance | Relation or Lack of Relation |
|---|---|---|---|
| Tendency | 51.7 | .000 | There is direct and positive relation and correlation |
| Cognitive Tendency | .631 | .000 | There is direct and positive relation and correlation |
| Empathetic Tendency | .290 | .000 | There is direct and positive relation and correlation |
| Behavioral Tendency | .456 | .000 | There is direct and positive relation and correlation |
| Cooperative behavior Tendency | .485 | .000 | There is direct and positive relation and correlation |
| Intervening Behavior Tendency | .283 | .000 | There is direct and positive relation and correlation |

Table 2. Correlation Coefficient, environment awareness, tendency to protect the environment.

Regression Analysis

In this method, based on the information from independent variables, the size of dependent variable is estimated. The Unstandardized regression coefficients (b) points to the joint effect of independent variables, meaning that they indicate the degree of independent variable's effect on dependent variable, when all other dependent variables are present (Duas, 1997:212). Standardized coefficients (B) are used to estimate the relative effect of independent variables, individually (Duas, 1997:212). The general explanation of dependent variable by independent variable is done through multiple correlation coefficients ($R2$).

| Tolerance | variance inflation factor | Durbin Watson | Sig. | T Coefficient | Standardized Coefficients | Unstandardized Coefficients | | Variables |
|---|---|---|---|---|---|---|---|---|
| | | | | | BETA | Standard Deviation | B | |
| …… | …… | 1.779 | 0.00 | 24.880 | …… | 2.309 | 57.449 | Fixed Variable |
| 0.866 | 1.155 | | 0.00 | 5.691 | 0.315 | 0.104 | 0.591 | Global Communication |
| 0.808 | 1.237 | | 0.00 | 3.820 | 0.239 | 0.532 | 22.31 | awareness |
| Sig. | F | | Standard Error of Estimate | | $R^2$ Adjusted | $R^2$ | Multiple Correlation coefficient | Correlation Results |
| 0.000 | 28.443 | | 15.108 | | 0.349 | 0.362 | 0.601 | |

Table 3. Analyzing Regression Output

The table shows that the global communication variable is meaningful at the level of 99.9 percent with Sig=000. The awareness variable is meaningful at the level 99 percent with Sig=000.
The regression equation can be written as follow:
Tendency Y=57.449+(global communication)0.591 +(awareness)22.31

Assessing the role and share of each variable in explaining the dependent variable should be assigned to Beta rates; because these rates are standardized and they allow the possibility of comparison and explanation of the relative share of each variable. Based on the calculated beta for the globalization of communication, for every unit of change in globalization of communication, the deviation scale of dependent variable will change by 0.315. Also, for every unit of change in deviation scale of awareness, the deviation scale of dependent variable will change by 0.239.

**Discussion and Conclusion**
As it has been mentioned this research intends to investigate the effect of communication globalization on environment protection. Tendencies and beliefs about the relationship between human and environment determine people's protective behaviors or act

as sources of the frameworks that are referred to when interacting with the environment. In this regards it can be said that our way of thinking is the first thing that enter the environment, and by forming our way of evaluating different elements of nature, they determine our behavior towards it. Therefore, our behavior towards the environment to a large extend depends on our understanding of the relation between us and the environment. The extent of our familiarity with environmental issues and how much value we put on environment determine how we observe our role and function on earth and the environment and what actions we take in order to share natural sources with others.

Regarding tendencies towards environment protection, the research evaluated people's tendencies at three levels of cognitive, empathetic and behavioral (considering intervening and cooperative dimensions). Increased benefits from global communication lead to increased awareness towards the environment.

The results of Pearson Test show that there is a positive and meaningful relationship between access to global communication and tendencies to protect the environment with Pearson Value of 0.15 and Significance Level of 0.021 which indicates that as access to global communication rises, people's tendency towards protecting the environment surges too. Park's theory (1998) also emphasizes the impact of rise of awareness and education on people's trend to protect the environment. Park believes that when the general public acquires more information about the environment, there will be a better perspective for positive development against negative tendencies. The most important consequence of updating the information and growing environmental education is the change in people's behavior.

The hypothesis testing shows that globalization of communication has positive and meaningful relationship with tendency and awareness towards environment. Following discussions on factors affecting environment protection Lolan Eve (1994) says "the globalization of communication is a powerful phe-nomenon which promotes advancement of science and awareness. Science and awareness lead to the process of environment theories in an atmosphere of logic and reasoning, which eventually enrich environmental perspectives. If the issue of globalization is seen as a threat for some governments, in case of environment however, it is seen as an opportunity for improving environmental cooperation and considerations.

As Giddens states: "sources of information that people are exposed to, and by which people's awareness is raised, or in other words sources of information that people have access to and take benefit from, have important role in raising people's awareness. Here, the communication media including the new digital media are one of the important sources of creating, promoting and enhancing people's awareness. If we accept that the mass media have a role in directing people's tendencies and behaviors, then we must be aware that by proper planning and scheduling they can succeed in influencing people's tendencies in numerous fields."

As it has been mentioned, communication and media are important tools in enhancing the level of awareness, recognition and environmental tendencies. The first environmental discussions were primarily reflected by the media. Environmental analysts have set and defined series of rules and are constantly evaluating and analyzing the complexities and changes in world's condition. They try that through discussions and exchanges of view and by the help of the media reach their long-term goals in stabilizing the environment. The challenges facing the environment are not something they can easily overlook, whether they are challenges that impede the development trend or those where the environment itself becomes a victim of irregular industrial developments. Such environmental analyses raise public's attention and get them involved in environmental issues. The public opinion gets incited by media and communication in various forms. It appears that the media's analysis of the environmental situation has an important role in proper governing of environmental issues, and thus

it is reasonable to pay more attention to communication tools and the media in order to better protect the environment and natural resources.

## References

- Berry, J, 2001. Environment and sociology theories (H. Pouyan & N.Tavakoli. Trans). The Environment Organization publication. Tehran.
- Castells, M, 1999. The information age: Economy, society and culture. Oxford: Blackwell.
- Dabiri,F, 1997. Collection of environmental regulations, publication of the environmental organization.
- Dabiri, F. & Vahed Navan, A, 2011. Media and development of media rights. 6th year. Num.13.
- De Vaus, D.A, 2002. Surveys in social research (H. Naebi. Trans). Ney Publication. Tehran.
- Giddens, A, 2007. Sociology (H. Chavoshian. Trans). Ney Publication. Tehran.
- Giddens, A, 1991. MODERNITY AND SELF-IDENTITY: SELF AND SOCIETY IN THE LATE MODERN AGE Cambridge, Polity Press.
- G.Kaiser, Florian . Wolfing , Sybille . Urs Fuhrer ,1999. Environmental Attitude And Ecological Behaviour – Eth Zurich , Zurich , Switzerland, Universital Bern , Switzerland : Otto- Von – overike . Universitat. Germany.
- Hansen, Anders, 1991.The media and the social construction of the environment. Media culture and society.sage.London,11,443-458.
- Hayden –Mary, 2010.The International Baccalaureate Diploma and Student attitudes: An exploratory study-Attitudes and attitude change. Journal of Research in International Education. Bath,UK university.
- Islam-Zadeh, V, 2003. An introduction to environmental sociology. The Green Organization of The Islamic Labor Party. Tehran.
- Jana L.Meiheld,A J.Malkus , 2005. Adolescent Environmental Behavior Csn knowledge, Attitudes, Self, Efficacy Make a Difference? –Environment & Behavior .volum37 .number4 .Washington
- Kapoor, Nimishi, 2011. Rol of mass media in promotion of environmental awareness along with skill development among the people of shiringverpur , Allahabad district ,India ,proceedings from International conference on chemical, biological and environment science.
- Lolan, E, 1994. The world and environment crisis (M.F. Asghari. Trans). Mashhad Ferdowsi University Publication. Num.166.
- Mohaghegh Damad & et al , 2007. The essence of ethical views towards the environment with emphasis on Islamic views. Ethics in science and technology. Nom 1.
- Soori. J, 2001. Economy and main players of globalization. Hamshahri Newspaper. April 16. Tehran.
- Shekar Kan, H, 1993. University booklet. Shahid Chamran University of Ahvaz.
- Schult, Y, 2007. Globalization (M. Karbasian. Trans). Culture and science press. Tehran.
- Ostman R.E&Parker/J.L/1987-Impact of educatin. age/newspaper and behaviors. Environmental education 9-3-90.
- Park,Jung Sam, 1998. The Impact of Social ,Political, And Economic Forces on Environmental Protection Efforts -Degree of Doctor Of Public Administration School of Public Affairs and Administration Western – Michigan University.
- Salehi, Sadegh, 2008. A Study Of Factors Underpinning Environmental Attitudes And Behaviors. University Of Leeds.
- Sang bum shin, 2004. Economic globalization and the environment in china: comparative case study of shan Jang and Dalian-the Journal of environment & development –vol13-no3.
- Soumyanda Dianda, 2006.Globalalization and Environment: can pollution have Hypothesis alone explain the impact of Globalization on Environment?
- Waters. M, 2000. Globalization (E. Mardani & S. Moridi. Trans). Industrial Management Organization Press.
- Webster, F, 2004. Theories of information society (E. Ghadimi. Trans). Ghasideh Sara Publication. 2nd ed. Tehran.