

## DOCTORAL THESIS

### An Exploratory Study on Factors Affecting Hong Kong Children's Behaviour and Attitudes towards Environmental Conservation

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*Date of Award:*  
2022

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## ABSTRACT

It is crucial to provide environmental education to the next generation in order to sustain environmental protection in the long run. Although significant research effort has been dedicated to suggesting immediate actions to protect the environment, few studies have examined the promotion of environmental protection among children, let alone the unique roles of parents and teachers in this education. The current study aims to address this gap in the research by establishing the connection between the environmental concerns of influential parties and behaviour and attitudes towards environmental conservation among local children. It recommends a promotional campaign for the development of environmental education. The study is directed by six objectives: reviewing local children's behaviour and attitudes towards environmental conservation, identifying the measurement scale for environmental behaviour and attitudes, revealing the elements facilitating positive views of environmental issues among the children, and recommending implementable campaign campaigns environmental education policy. Following the data analysis, the results reflect the positive influence of parents and teachers on 14 environmental aspects, where the strongest influence is on minimising disturbance to animals. Additionally, both parents and teachers have their strengths in teaching environmental conduct to children, while the distribution of responsibility would enhance the efficiency of parenting and teaching. This research makes three contributions. First, along with the literature review, the identification of important environmental factors in the local context can be reused in future studies. Second, the study provides a detailed investigation of the importance of parenting and teaching for different environmental aspects in the environmental education of young children. Finally, it makes specific recommendations for parenting and teaching regarding environmental issues to enhance the diffusion of the environmental protection message among children in the early stage.

*Keywords: sustainability, environmental education, environmental conservation, environmental behaviour, children awareness, environmental protection*