



The Status of Environmental moral norms The case of farmers in Shiraz County

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In several past decades, relationship between human and nature has been considering as a major issue, because it seems that natural resources have consumed and degraded faster than the time which they need to be recovered. Until now, many technological solutions, like precision agriculture, presented to solve environmental challenges. But nowadays, ethical dimension has been considering besides other dimensions of protection of environment, and that shows the important of attention to software dimension beside hardware dimensions in protection of environment. This research implemented for investigation of environmental moral norms between farmers in Shiraz County. Survey and questionnaire has been used to collect information from 272 farmers as sample. Questionnaire validity was confirmed by agricultural extension and education professors, and questionnaire reliability was confirmed by pilot study and Cronbach's alpha. In this research, four types of environmental moral norms such as profit-centered orientation, saving, taking responsibility and forethought were investigated between farmers community. Results showed many farmers in spite of incidental acceptance of taking responsibility for consumers health, other organisms and biosphere, are following only their profits by excessive use of fertilizers and chemical pesticides and burning residuals. In other hand, many farmers in spite of incidental acceptance of next generation rights to use natural resources have a little forethought and made unsustainable behaviors that can decrease next generation ability to use these resources. At the end, some suggestions recommended for farmers' practical commitment to environmental moral norms.

Key words: environment, moral norms, responsibility, future, saving, profit-oriented, Shiraz County.