

Moroccan Human Ecological Behavior: Grounded Theory Approach

Authors : Dalal Tarfaoui, Salah Zkim

Abstract : Today, environmental sustainability is everyone's concern as it contributes in many aspects to a country's development. Morocco is also aware of the increasing threats to its natural resources. Accordingly, many projects and research have been discussed pointing mainly to water security, pollution, desertification, and land degradation, but few studies bothered to dig into the human demeanor to disclose its ecological behavior. Human behavior is accountable for environment deterioration in the first place, but we keep fighting the symptoms instead of limiting the root causes. In the conceptual framework highlighted in the present article, semi-structured interviews have been conducted using a grounded theory approach. Initially this study will serve as a pilot study and a cornerstone to approve a bigger project now in progress. Beyond the existing general ecological measures (GEM), this study has chosen the grounded theory approach to bring out firsthand insights, and probe to which extent an ecological dimension exists in Morocco as a developing country. The discourse of the ecological behavior within the Moroccan context is seen in more realist, social, and community philosophy. The study has revealed an appreciative ecological behavior that is unfortunately repressed by variables beyond people's control, which would prevent the people's environmental good intentions to be translated into real ecological actions.

Keywords : ecological behavior, ecological dimension, variables beyond people's control, Morocco

Conference Title : ICAPBS 2015 : International Conference on Applied Psychology and Behavioral Sciences

Conference Location : Montreal, Canada

Conference Dates : May 11-12, 2015