

This thesis focus on the New Ecological Paradigm (NEP) and its measurement instrument New Ecological Paradigm scale. Thesis introduces the New Ecological Paradigm as opposite type of thinking to the Human Exemptionalism Paradigm and provides historical context of the creation of the revised version of the New Ecological Paradigm scale. We carried out a secondary analysis of the data from survey about the European climate change policy acceptance conducted by Ščasný et al in year 2015. Thesis then examined the extent to which people from the Czech Republic, the Great Britain and the Poland endorse the New Ecological Paradigm and found out that the Czechs have the higher environmental concern than people from the Great Britain and the Poland. Furthermore, this thesis use Cronbach`s and factor analysis to discover, that the New ecological paradigm scale is internally consistent yet multidimensional instrument in case of the three surveyed countries. Regression analysis discovered that not only gender and age are significant socio-demographic predictors for the NEP results as income, education, size of municipality and current occupation are also relevant across the three surveyed countries. Lastly, regression analysis verified that the direct correlation between the general environmental values measured by the NEP scale and environmental behavior is weak and therefore some other indicators are needed for predicting the environmentally significant behavior.