1.1 Marking scheme

Question 1 [2 max]

Deep ecologist: [1 max]

- Believes in the bio-rights of all living beings—the inherent right of the Plains bison to exist undisturbed.
- Recognizes the intrinsic value of the Plains bison, regardless of human use.

Environmental manager: [1 max]

- Accepts that economic growth and resource use can continue if managed responsibly.
- Trusts that laws and regulations can protect natural resources such as the bison.
- Sees preservation of the Plains bison as bringing ecological or economic benefits.
- Supports compensating those negatively affected (e.g., land damage caused by bison).

Question 2

Ecocentric responses: [2 max]

- Emphasize minimizing disturbance of natural systems; would encourage reducing greenhouse gas emissions to avoid upsetting the greenhouse balance.
- Stress personal restraint in resource use (e.g., reducing carbon footprint by walking to work instead of driving).

Technocentric responses: [2 max]

- Emphasize that technology can solve environmental problems.
- Support investment in alternative technologies (e.g., solar, nuclear, carbon capture and storage).
- Highlight the role of markets and economic growth.
- Promote carbon trading and the economic benefits of adopting low-carbon technologies.

[Award 4 max] for describing responses (principles or specific actions).
Marks also given for answers that recognize overlap—e.g., building a low-energy home can be both ecocentric and technocentric.

Justifications: [3 max]

Ecocentric more effective because:

- Current unsustainable resource use cannot continue.
- Puts sustainable living at the core.
- Lifestyle changes by individuals can drive real change.
- Challenges consumerism and growth-driven models.
- Promotes environmental education.
- Often cheaper and with more immediate effects.

OR

Technocentric more effective because:

- People often resist reducing their standard of living.
- Technology can cut emissions and mitigate climate change without major lifestyle changes.
- Provides opportunities for LEDCs to develop sustainably.
- Existing technology already helps reduce carbon footprints.
- Increases efficiency through innovation.

[7 max] *Responses may argue either viewpoint.*

Question 3

- Significant events can shift public perception by highlighting risks (e.g., the Bhopal disaster showed the dangers of industrial activity).
- Influential books or films can raise awareness and change opinions (e.g., *Silent Spring*, *An Inconvenient Truth*).
- Initial optimism about new resources or technologies often changes as negative impacts become clear over time (e.g., cars were once seen as purely beneficial).
- Pressure groups raise awareness and influence opinion through campaigns, protests, and outreach (e.g., Greenpeace).
- Political mainstreaming occurs when the economic consequences of environmental issues become clear (e.g., the Stern Report highlighting costs of climate change).
- Education and curricula can promote new attitudes and awareness (e.g., Environmental Systems and Societies courses).
- Technological changes spread new ideas and values through digital platforms (e.g., internet, blogs, YouTube).
- International organisations raise the profile of environmental issues via global conferences and goal setting (e.g., UNEP, Agenda 21, Millennium Development Goals).

✅ *[6 max]*

Note: Award [3 max] if responses only describe historical events without explaining *why* attitudes change. The focus must be on the *reasons* behind changing attitudes.