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Environmental Identity and Moral Motives in the Russian Youth

Introduction. Environmental Identity (EID) is a self-concept demonstrating the extent to which people perceive themselves as part of nature, incorporated in it and defined by it (Clayton, 2003). It is one of the multiple people's identities. Previous research has shown that EID contributes to individual's environmental attitudes and behavior and mental well-being widely. We hypothesized that EID may be positively connected with moral motives as well. The current study is aimed at investigating whether EID and moral motives are interrelated or not.

Methods. Our sample consisted of 274 undergraduate students (17-21, 218 females). We used the EID scale and Moral Motives Model scale including six subscales, according to the motives identified (Helping, Not-harming, Self-restraint, Social order, Social Justice, and Self-reliance).

Results. It was found that EID score, as well as Not-harming and Self-reliance scores were higher in a female group. Furthermore, it was revealed that EID positively correlated with almost all motives but in a male group except Social justice and Self-restraint, and in a female group – except Social order.

Discussion. We can conclude that EID is a personal feature really expanding a person's recognition of one's own interdependence with a larger collective. Supported by RFBR, Project 19-013-00216.