

Y. SAVUT, Y. AFACAN, T. TEZCAN. **Sustainability awareness of Turkish older adults.** *Gerontechnology* 2012;11(2):197; doi:10.4017/gt.2012.11.02.243.00 **Purpose** The aim of this study is to understand the level of awareness of sustainability for Turkish older adults (over 65 years) in Turkey. Sustainability in the built environment is difficult to define due to its multifaceted character. The concept of sustainability has been a key concept for the last 30 years. It has become an overarching principle in many national and international studies following the publication of the United Nations Brundtland Report¹ and the 1992 Rio 'Earth Summit', which put human beings at the centre of concern for sustainable development with an entitlement to healthy and productive life in harmony with nature². In the beginning of human existence, communities lived sustainably. They were consuming naturally grown products, using natural materials, living in vernacular shelters. After the industrial revolution (i.e. after the mid-19th century), things changed quickly. It became easier to go to far-away countries by using engines and returning with products unavailable locally. On the other hand, people who are now 65 years-old or over, lived through WWII or were born soon after. Some lived through the Great Depression. Resources in those years were limited. People recycled, used, and re-used, goods not unlike former self-sufficient communities. However over time, mass-produced goods became cheap and consumers were encouraged to throw away broken but repairable products so that the manufacturers could continue to sell. Resources seemed limitless but researchers started to realize the opposite was true. Communities were damaging the environment irrevocably in multiple ways. Now at last, using local materials, energy-saving solutions, reducing, reusing, and recycling have become important once again to preserve the resources of our earth. **Method** Within the scope of research, face-to-face questionnaires will be conducted with Turkish older adults (65 years and older). The sample size, constituted by the help of proportionate stratified random sampling method, will be designed in order to include enough subjects to allow parametric statistical analysis for each category of the independent variables: Socio-economic status (SES) groups and gender categories. The SES model (A, B, C1, C2 and DE) of Uğur Çağlı³ structured in 2005 will be used in three SES group as AB, C and DE. The survey will consist of 180 subjects and carried out in Ankara. The sample will have quotas for SES groups and gender categories: 30 interviews each, with male and female older adults, repeated for each of the 3 SES groups (AB, C and DE), making a total of 180 interviews. **Results & Discussion** The correlations between SES groups and gender categories will be analyzed based on perception-attitude-behaviour relationship. A consumer behaviour model will be suggested regarding the different awareness levels. It will conclude with a number of guidelines and future research issues to increase the older people's awareness and positive attitude towards sustainable and user-responsive systems.

References

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