

# Human Dominance Belief Scale: Measurement of the Belief in Humans' Ability to Dominate Nature

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## **Abstract:**

The belief in human dominance over nature, leading humans to see themselves as separate from and superior to nature, with an inherent right and ability to dominate it, is considered a key driver of unsustainable lifestyles. Existing measures of this belief largely focus on humans' perceived right to dominate nature, neglecting their perceived ability to do so. To address this gap, we developed the Human Dominance Belief Scale (HDBS), which captures beliefs about humans' ability to dominate the natural world. In a study with 200 participants, we demonstrated the validity and reliability of the HDBS and its correlation with other measures of human-nature relationship. Contrarily to dominance orientation theories, we found that believing in humans' ability to dominate nature is associated with pro-environmental attitudes and behaviors. The HDBS offers a valuable tool for studying the human-nature relationship and its implications for sustainability.

*Keywords: human–nature relationship, dominance orientation, environmental attitudes.*

*Track: Consumer behavior*