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**Factors influencing water conservation and the reliability of human interdependence paradigm scale in Pakistan: A quantitative analysis**

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A study was conducted to examine the relationship of variables from the norm activation model and water conservation behaviors as well as to assess the reliability of the human interdependence paradigm in a Pakistani context. Since water scarcity has become a major environmental threat to the existence of humankind in the 21st century, there is a dire need to look at ways to promote water conservation behaviors and to perpetuate a conservation culture within societal levels. In this study, participants from various walks of life will be asked to fill out a questionnaire that will consist of items incorporating items from the norm activation model such as personal norms, awareness of consequences and ascription of responsibility as well as items of the human interdependence paradigm scale. The results utilized to gain a broader perspective about the Pakistani culture in terms of conservation behaviors and adherence to various environmental worldviews on a subliminal level.

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