

The Role of Environmental Education in Predicting Adoption of Wind Erosion Control Practices

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Logit and ordered probit analyses were used to identify factors associated with reduced tillage adoption, continuous spring cropping, and the number of changes made in response to wind erosion. Contrary to previous results for water erosion control, simple perception of a wind erosion problem or membership in a particular socioeconomic category did not significantly explain adoption of wind erosion control practices, but participating in a targeted educational program did. This educational program: *(a)* highlighted the threats of wind erosion to human health and to soil productivity, and *(b)* described specific potentially profitable farming practices for solving the wind erosion problem.

Key words: environmental education, logit, probit, soil conservation, technology adoption, wind erosion