Consumerism, Nature, and the Human Spirit

Advertising and marketing have shaped the behavior and psychological profile of the American consumer. Consumerism is at the crux of a number of important issues affecting the nation and the world -- creation and maintenance of the false self, spiritual emptiness, detachment from nature, and sustainability. Current levels of consumption are ecologically destructive and unsustainable. Understanding the psychological and spiritual effects of consumerism may be important to reverse the trend of increasing consumption. Opportunities for ecosophical development are key to promoting the behavioral changes necessary to reestablish our connection with nature and address the problems of consumerism and sustainability.

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