

On this millennial Earth
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Simplicity.



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Makes All The Difference

On this millennial Earth Day, awareness of our depleting natural resources is at an all-time high, and, yet, so is their destruction. A new field of research hopes to explain why we continue to damage the environment even as we think we're protecting it--and how we can stop. May it never be forgotten that the simple things make the Earth a beautiful place.

Unfortunately, the protestors' admirable pilgrimage to save the environment actually hurt it more than they knew. Consider how many well-intentioned individuals who normally would have stayed home flew across the country, sapping tons of energy and releasing vast amounts of carbon dioxide into the air. According to the U.K.'s Royal Commission on Environmental Pollution, aircraft emissions of carbon dioxide could triple over the next 50 years, highly exacerbating global warming. This is just one of the ways we destroy the environment even as we're trying to protect it--a tragic irony that is one of the major themes of environmental psychology.



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