

Chapter 19: Technological Advances and Economics in the Global Age: 19-3b The Emergence of Environmental Concerns  
Book Title: The Earth and Its Peoples: A Global History 7th Edition Update, AP® Edition  
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## 19-3b The Emergence of Environmental Concerns

The Cold War and the massive investments made in postwar economic recovery focused public and governmental attention on technological innovations and enormous projects such as hydroelectric dams and nuclear power stations. Only a few experts warned that untested technologies and industrial expansion were degrading the environment. The superpowers were particularly negligent of the environmental impact of pesticide and herbicide use, automobile exhaust, industrial waste disposal, and radiation.

The wave of student unrest that swept across many parts of the world from 1968 into the 1970s created a new awareness of environmental issues and a new constituency for environmental action. As youth activism grew, governments in the West began to pass new environmental regulations. Among them was the Clean Air Act of 1970. Earth Day, a benchmark of the new awareness, was also first celebrated in 1970, the year in which the United States also established its Environmental Protection Agency.

When oil prices skyrocketed, the problem of finite natural resources became more broadly recognized. Making gasoline engines and home heating systems more fuel efficient and lowering highway speed limits to conserve fuel became matters of national debate in the United States, while poorer countries struggled to find the money to import oil. A widely read 1972 study called *The Limits of Growth* forecast a need to cut back on consumption of natural resources in the twenty-first century. Ecological and environmental problems now vied for public attention with superpower rivalry and Third World nation building.

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