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**"The Disparate Roots of Voluntary Modesty"**

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[doi:10.3197/096327199129341879](https://doi.org/10.3197/096327199129341879).

The effective solution of environmental problems calls for changes in levels of consumption. Sociologists have described moderation in households of high socio-economic status in affluent countries, and also a type of modesty which cannot be a response to the experience of abundance. However, its essence is not the way of life of a traditional community. Sustainable living based on self-restraint could be considered to be a symptom of the summit of cultural evolution to date. Nevertheless, historical experience warns us against making too much of contemporary cases of moderation.

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