CALIFORNIA SCIENCE & ENGINEERING FAIR
2018 PROJECT SUMMARY

Name(s)
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Project Number
38513

Project Title
From Data to Environmental Action

Abstract

Objectives/Goals
The objective of this project is to determine the best way to educate people about environmental issues so that they will want to participate in environmental activism.

Methods/Materials
Beach Cleanup Data from Save our Shores, posters, surveys. I analyzed the raw beach cleanup data in Microsoft Access by writing my own sql code to organize it by year.I then made posters using this data with different implied messages (positive, negative, and none). I wrote a survey asking people to sign up for a beach cleanup and compared the number that said yes for each type of poster.

Results
I found that showing people positive data had a higher percentage of volunteers then showing negative data. The difference between control and the positive was too small to be statistically significant.

Conclusions/Discussion
I found that showing people local, positive data had the best effect on motivating people to participate in environmental activism.

Summary Statement
I found that showing local, positive information is the best way to motivate people into participating in environmental activism.

Help Received
Mat Miller at Save our shores gave me the raw beach cleanup data. I wrote the code and designed the posters and surveys myself