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Annotated Bibliography

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Climate change has been ranked one of the most ubiquitous issues in the world. The weather conditions prevailing in an area over a long period is the climate of that region. Decades ago, a change in the climate pattern was identified globally. The scientists of NASA and others around the world declared the presence of greenhouse gases in the atmosphere as a reason for the drastic change in the climate. This climate change has resulted in the devastation of natural habitats and the decline of various sectors. Nowadays people are very concerned about this issue and there are many ongoing awareness programs and organizations that work around the world for the climate change issue. Along with that, there are many pages and groups in social media which deal with environmental issues, they share posts on an everyday basis to make us aware of how to save the planet. My research question is, how does sharing posts, flyers, advertisements, and posters build a vital awareness of climate issues among the people, and does it motivate an ordinary person to take a step to reduce the effect of climate change. The articles I mentioned below are relevant to my research and they provide ideas about can social media use as a tool to make people aware of social issues. The first two sources are about the causes and consequences of climate change, the other three sources are about how social media can influence people to think about climate change and environmental issues.

My sources relate to each other one way or another way. As I mentioned above the first two sources give background information about climate change, it talks about how the industrial era led to the changes in the weather pattern and how it affected the ecosystem. Human activities are the major reason for climate change, climate change has resulted in the devastation of natural habitats and the decline of various sectors. Climate change not only affects the life of living organisms but can also affect the important sectors of society. According to research lead by U.S research Global program severe climate changes brought a devastative change in the agriculture, fisheries, and poultry sector. These sectors depend on climate and weather for their production. Sudden changes in the climate have changed the nature of the soil, amount of rain, and increase in the sea level and temperature, which led to the decline of these industries and the life of the people who depend on these sectors for their live hood are in crisis. Because of the climate change countries like Syria and other deserted countries are experiencing a once-in-a-century drought which drives people into poverty. The sources also mention the steps taken by the US government for the excessive changes in the weather pattern.

The last four sources talk about the role played by social media to make people think about climate change. Starting in the early 2000s social media has had a strong presence in modern society. Nowadays almost everyone has access to a profile on one social media website or another and they are using it to make changes where they see that it needs to be made. Using hashtags in a post is one of the popular methods used to ensure that our messages reach a border extensive. Environmental brands have begun campaigning to bring awareness to topics: #FridaysForFuture is one of them. In August 2018 a 15-year-old girl Greta and other environmental activists protested in front of the Swedish parliament for three weeks, they were attempting to bring issues to light against the Swedish government’s absence of activity against climate change and the protest went viral through Twitter and Instagram. This movement shows that through social media people can make a positive difference in the world. Social media is an absolute good tool, which can use for environmental activism, people can share awareness posts through social media.

* National Geographic Society. “Climate Change.” *National Geographic Society*, 27 Mar. 2019, https://www.nationalgeographic.org/encyclopedia/climate-change/. Accessed date: October 6, 2021

The weather condition prevailing in an area over a long period is the climate of that region. Decades ago, a change in the climate pattern was identified globally. Throughout the earth’s history, the climate has consistently changed. While occurring normally, this is a slow process that took hundreds of years but the human-impacted environmental change that is going on now is occurring at a lot quicker rate. The scientists of NASA and others around the world declared the presence of greenhouse gases in the atmosphere as a reason for the drastic change in the climate. This change in the climate has resulted in the devastation of natural habitats and the decline of various sectors. Climate change might make weather patterns to be less predictable. These unexpected weather patterns can make it hard to keep up with and develop crops in the regions that rely on farming because expected temperature and rainfall levels can no longer be relied on. This drastic climate change also resulted in more frequent and intense typhoons, floods, downpours, and winter storms.

This article gives information on climate change and what are the causes of these changes. The information’s in the article is provided by the most trustful and one of the largest non-profit scientific and educational organizations in the world (National Geographic). They give UpToDate information’s about every social issue. One of the top social issues faced around the world is the unexpected climate change and the consequences it brings. This article provides details about how climate change brings tremendous changes in different sectors of the society, for example how the unexpected the change in weather pattern affect people who depend on farming and the changes happened in the polar region and sea level. Reading this article helped me to understand more about climate change and how it going to affect us in the future and the changes it already brought up in the world.

* Office of Energy Efficiency and Renewable Energy. Administration Announces New Initiative to Increase Solar Access for All Americans.” *Energy.gov*, <https://www.energy.gov/eere/solar/articles/fact-sheet-administration-announces-new-initiative-increase-solar-access-all>. Accessed date: October 5, 2021

Climate change is a social issue that all nations are trying to find a solution to. America, the world leader has taken initiatives to cope up with the changing climate. This article focuses on the action plan proposed by President Obama in June 2013 to protect the United States from the impact of climate change. This action plan had three main objectives: 1. Cut carbon pollution in America – According to President Obama’s action plan, carbon pollution in the United States can be reduced by cutting the emission of carbon from powerplant and by promoting renewable energy. The fuel economy standards were increased, the estimates show that “the greenhouse gas emission will be reduced by approximately 270 million metric tons and save 530 million barrels of oil” (president action plan 8). 2. Prepare the U.S. for the impact of Climate change- Initiative include. “Building stronger and safer infrastructure and communities, conserving land and water and promoting Insurance leadership for climate safety” (President’s action plan). 3. Lead international efforts to combat Global climate change and prepare for its impact- The U.S. formed partners with countries to develop new transformational low carbon technologies and to reduce the emission of greenhouse gages. Also, the negotiation of global free trade in environmental goods and services reduced tariffs for clean energy technologies. (President action plan).

Changing governments are bringing new ideas to protect the United States from the impact of climate change. This source is related to the initiatives brought by the administration of Obama, I want to include the steps taken by different governments for the last 10 years, which helps to compare what are the steps implemented by the different governments to reduce the effect of climate change?

* Whiting, Tabitha. “Can Social Media Save Our Planet from Climate Change?” *Medium*, The Startup, 25 June 2019, [https://medium.com/swlh/can-social-media-save-our-planet-from-climate-change-b3b1e81f64f7.](https://medium.com/swlh/can-social-media-save-our-planet-from-climate-change-b3b1e81f64f7.%20%20) Accessed date: October 6, 2021.

Starting in the early 2000s social media has had a strong presence in modern society. Nowadays almost everyone has access to a profile on one social media website or another and they are using it to make changes where they see that it needs to be made. Nowadays social media is not only used to share our pictures or videos, but it is also widely used to make awareness about many social issues, there are many pages and groups in social media where people share their thoughts and ideas about a particular topic which remove boundaries of time and distance, bringing together similar minded people. For instance, Earth League International, World Conservation Congress, Stand Earth, COP26 and UN climate change are some of the pages we can find on Instagram which deals with environmental issues, they share awareness pictures, posts, and articles about the issue. David Attenborough’s Blue Planet 2 is a great illustration of how social media can be utilized to reinforce and spread current facts of climate change. Blue Planet 2 focused on our oceans, which speaks about the huge issue of ocean plastic waste. Blue Planet 2 was broadcast on television in late 2017, but the conversation about the series continues social media to this day especially on Twitter. Ultimately it seems that social media can be an incredibly effective tool for communicating about climate change. That’s especially true if we’re focusing on community building and bringing like-minded people together.

This source is relevant to my research topic and question. The articles provide details about how social media is widely used to make people aware of climate change. The source mentions popular hashtags shared on social media; it also gives details about the post they shared. Reading this article helped me to gather more relevant information on my research topics and about the different groups and pages in social media that dealt with climate change issues.

* Chetwynd, Josh. “When Social Media Meets Climate Change.” *Medium*, The Public Interest Network, 19 Apr. 2019, https://medium.com/the-public-interest-network/when-social-media-meets-climate-change-5aec5326e21f. Accessed date: October 6, 2021

When it comes to environmental issues companies recognize the value of social media. According to Grist.com, “In the four weeks leading up to the 2018 midterm elections, the five oil majors spent 2 million dollars on targeted ads on Facebook and Instagram aimed at eroding support environmental initiatives.” Popularity gives power on social media sometimes in 2016 when Leonardo DiCaprio mentioned climate change in his Oscar acceptance speech, it led a spike in global warming discussion on Twitter and as DiCaprio continued to speak on the subject, he retained a role as a major influencer on that platform. Social media plays a major role when organizing things, when kids in 112 different countries planned to coordinate a school walkout to bring attention to climate change, social media was essential, students used social media to reach out to other people.

This article is relevant to my research and the discourse community I am researching. The discourse community I am looking forward to is social media especially Twitter and Instagram and how can these media be used as a tool to bring awareness about climate issues. The article gives a piece of detailed information about how social media can be helpful when something wants to reach all over the world and social media is the best tool for communication. “Schools in Australia weren’t allowed to endorse the strikes, so social media was the best way for us to reach out to people,” a 14-year-old Sydney climate activist named Ambrose Hayes told”. These are the examples that show how social media become helpful when one can’t reach someone in person or if something should be heard by the entire world. This article can help to add more relevant information to my research and convince my points to readers.

* Limited, Jamaica Observer. “Use Social Media to Combat Climate Change Awareness.” *Jamaica Observer*, https://www.jamaicaobserver.com/opinion/use-social-media-to-combat-climate-change-awareness\_147648?profile=1096. Accessed date October 6, 2021.

Social media is a powerful tool for communication. There are lots of campaigns and movements started in social media which created a big change in society. Social media is also used in coordinating rescue and relief operations after climate change-related disasters and to organize movements and campaigns about climate change. Online protests like #MeToo and #BreakFreeFromPlastc, powered by social media, have grown from powerful online campaigns to real-world policy change. A group called LAD bible created a social media campaign to engage the youth audience, to shift their thinking around climate change, and turn apathy into action. This group used Facebook live to depict the amount of carbon emission released in real-time instigating discussion within the community. This Facebook live resulted in 45 million reach and 8 million engagements, which clearly shows that social media can be used as a tool for awareness about social issues.

This source highlight how social media is used to raise awareness about social issues. Especially it talks about a group that works for the environmental issues and how their initiatives paved a way for people to take steps for climate change. The article also mentioned hashtags such as #MeToo and #BreakFreeFromPlastic, which people shared worldwide to make some changes.

* Faramarzi, Sachdev and Palmer. “#ClimateChange Social Media Movement.” *#MoveMe*, 22 Apr. 2000, https://moveme.berkeley.edu/project/climate-change/#social-media-presence. Accessed date: October 4, 2021

Since the beginning of the industrial age, there have been concerns about the increase in the average global temperature, which is primarily caused by human action. This unexpected change in the weather pattern affected millions of lives, causing devastating natural disasters including wildfires, droughts, floods, mass migration, which will lead to regions of the world becoming uninhabitable. Nowadays social media are used as one of the effective mediums of communication. Climate activists have used nearly every popular social media platform to advocate for their cause. Twitter and Facebook are the most popular social media used for this kind of awareness and protests. Apart from the environmental-related groups and pages, nowadays influencers from different sectors also share awareness posts and videos about climate change. “The concept of global warming was created by and for the Chinese in order to make U.S manufacturing competitive”, this is a tweet shared by Donald Trump on Twitter, it was retweeted nearly a thousand times and got hundreds of comments by both supporters and critics. This is one of the top five tweet regarding climate change because of its popularity. In 2017 NatGeo shared an image on Instagram of a starving polar bear that highlighted the effect of climate change on wildlife. Due to the absence of ice and snow, this polar bear is in an extremely emaciated state and will likely not live much longer. This post has been liked roughly 1.7 million times on Instagram.

This source helped me a lot in my research, it gives a lot of information on the discourse community I choose for my research. Social media is a vital tool in the campaign to bring awareness and action about climate change. It provides a space for everyone to discuss their concerns about the environment and is effective in starting grassroots movements within the main climate change category such as #FridaysForFuture. This article talks about how the influencers support protests and awareness against climate change. Their tweets and posts will get thousands of likes and people tend to retweet and share their posts.

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