

# A Literature Review of Adolescents Climate Action: Using Social Engagement to Communicate Climate Change Information in Social Media

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**Abstract.** Digital media in general and social media in particular have become popular sources of information among adolescents. Social media is now one of the main sources of information about climate change for adolescents. Every user has the opportunity to become a consumer and active producer of information about climate change. To learn about the development and variation of previous research findings, this article proposes a systematic literature review. A methodical search query has been applied to Scopus to search for academic articles. Then the recalled article is assessed for suitability through a controlled literature selection procedure. The findings clearly show that social media has the potential to increase the social involvement of young people in climate action because of the interactive characteristics inherent in social media.

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## **1 Introduction**

Climate change has been felt all over the world through sea level rise, rising flooding and drought disasters, and food crises. The situation has actually given rise to a lot of solutions to adapt to and mitigate climate change. However, the success of such solutions will depend heavily on the participation of the public and government policies that are willing to support, invest in, and implement them. Likewise, policy on carbon emissions will fail unless there is a strong commitment by the government to implement policies and change public behaviour to reduce driving private motor vehicles (using public transport) as well as household electricity consumption. It is a simple solution that potentially has quite a significant impact when many societies are aware of and involved in the movement.

Addressing climate change requires the active involvement of people who care about the problem. Adolescents are a group that needs to be considered to be actively involved in efforts to adapt to and mitigate climate change [1]. Because it is undeniable that the impact of climate change is projected to arrive when the youth generation reaches adulthood. Therefore, building awareness of climate change among youth is a strategic step to take. In addition, it is considered easier to raise awareness of climate change among adolescents than among adults. Adult views of climate change have been polarised by political ideology and worldviews.

Understanding youth's concern about climate change can be a key strategy for building citizens who support climate change action, as youth tend to be less affected by ideological polarisation than adults. Social media is a space for teenagers to grow, learn, and develop. All information that is happening around the world can be immediately known by teenagers through social media, including the issue of climate change. So it is important to capture the information experience of youth on social media related to climate change.

## **2 Research Methods**

From the formulation obtained, 36 document results were obtained. The recalled article was then assessed for suitability through a controlled literature selection procedure. From the screening process, 17 documents were relevant; subsequently, the eligibility results included 8 documents.

### **3 Result and Discussion**

Social media is the right tool for campaigning on climate change due to several reasons. Firstly, social media platforms have a wide reach and allow for the rapid dissemination of information to a large audience. This enables climate change campaigns to reach a diverse range of individuals, including those who may not be actively seeking information on the topic. Secondly, social media platforms provide an interactive and participatory environment, allowing users to engage with climate change content through comments, likes, shares, and retweets. This engagement can foster a sense of community and encourage individuals to become active participants in the climate change conversation. Furthermore, social media platforms allow for the use of visual content, such as images and videos, which have been shown to be powerful in capturing attention and conveying messages effectively. Visual content can evoke emotions and make climate change more relatable and tangible to users. Additionally, social media platforms enable the use of targeted advertising and audience segmentation, allowing climate change campaigns to reach specific demographics and tailor their messages accordingly. This can help in reaching individuals who may be less aware or concerned about climate change and engaging them in the conversation. Overall, social media provides a dynamic and accessible platform for climate change campaigns to raise awareness, engage with the public, and mobilize individuals towards action. Its wide reach, interactive nature, use of visual content, and targeted advertising capabilities make it an effective tool for campaigning on climate change [3-4].

Social media platforms, such as Twitter, can play a significant role in shaping young people's concerns about climate change. According to previous study, Twitter serves as a space for critical analysis of information and social movements, including climate change. Adolescents use this platform to express their values and ideology, engaging in discussions and activism related to environmental issues. This suggests that social media can amplify young people's concerns about climate change and provide a platform for them to voice their opinions and take action [5-6].

The way teenagers interact on social media in order to discuss issues about climate change is depicted through the findings of previous research. Explained that teenagers participate in climate change action

through social media by engaging in conversations, sharing information, and participating in online campaigns. They use platforms such as Twitter, Instagram, and Facebook to discuss environmental and sustainability issues, raise awareness, and advocate for change. One way they participate is by joining online communities and groups dedicated to climate change and environmental activism. These communities provide a space for young people to connect with like-minded individuals, share resources, and collaborate on initiatives. Additionally, young people use social media to share information and raise awareness about climate change. They post articles, videos, and infographics to educate their peers and the wider public about the impacts of climate change and the need for action. Furthermore, social media platforms are used to organize and promote online campaigns and events related to climate change. Young people create hashtags, share petitions, and encourage others to take action, amplifying their message and reaching a larger audience. Overall, social media provides young people with a platform to engage in climate change action by connecting with others, sharing information, and mobilizing for change [7-8].

Pictures of youth involvement in climate change activism explained by D'Uggento *et al.* Young people are well-informed about the negative impacts of climate change and view the environment as a whole system that can affect their future. They are concerned about the worsening situation and believe that immediate action is necessary to combat climate change. They are motivated by their awareness of the negative consequences of climate change and the belief that their actions can have a positive impact. Young people engage in environmentally friendly behaviors and lifestyles, such as recycling, using organic products, reducing waste and reducing plastic consumption. They believe that global green movements, such as Fridays for Future (FFF) and climate activism in general, can effectively combat climate change by raising awareness and pressing policy makers to take action. The study found that young people's participation in climate activism is driven by their concern about the negative impacts of climate change and the belief that their actions can make a difference. They are motivated to protest and demand a greener future for the global community. Overall, the study highlights the importance of young people's engagement in climate change activism and their willingness to take action to address environmental issues. It emphasizes the role of informed and motivated

young citizens in driving collective and synergistic actions for a more sustainable future [9].

According to a study by Mayes and Center, increasing youth sensitivity to climate change can be achieved through various strategies: (A) Education and Awareness: Providing comprehensive and accurate information about climate change, its causes, impacts, and potential solutions can increase youth sensitivity. This can be done through formal education in schools, workshops, and awareness campaigns. (B) Experiential Learning: Engaging youth in hands-on experiences related to climate change, such as field trips to environmentally impacted areas or participation in climate action projects, can enhance their sensitivity and understanding of the issue. (C) Encouraging Critical Thinking: Promoting critical thinking skills among youth can help them analyze and evaluate information about climate change. This can enable them to develop a deeper understanding and sensitivity towards the issue. (D) Empowering Youth Voices: Providing platforms for youth to express their concerns, ideas, and solutions regarding climate change can increase their sensitivity and motivation to take action. This can be done through youth-led organizations, forums, and participation in decision-making processes. (E) Connecting Climate Change to Personal Lives: Helping youth understand the relevance of climate change to their daily lives and future prospects can increase their sensitivity. This can be achieved by highlighting the impacts of climate change on their communities, health, and well-being. (F) Fostering Emotional Connection: Creating opportunities for youth to emotionally connect with the natural world and the impacts of climate change can enhance their sensitivity. This can be done through nature-based activities, storytelling, and personal narratives. (G) Role Models and Mentors: Providing youth with positive role models and mentors who are actively engaged in climate action can inspire and increase their sensitivity. These role models can serve as examples of how individuals can make a difference. (H) Collaboration and Networking: Encouraging youth to collaborate with peers, organizations, and communities working on climate change can enhance their sensitivity. This can provide them with a sense of belonging and support in their efforts. It is important to note that these strategies should be tailored to the specific needs and contexts of the youth population being targeted [10].

## 4 Conclusion

Social media proves to be a powerful tool for campaigning on climate change due to its wide reach, rapid information dissemination, interactive nature, use of visual content, and targeted advertising capabilities. It significantly influences young people's concerns about climate change, providing them with a platform to voice their opinions, engage in discussions, and take action. Young individuals are well-informed, motivated, and actively participate in climate change activism through various social media platforms. Strategies to increase youth sensitivity to climate change include education, experiential learning, critical thinking promotion, empowering youth voices, connecting climate change to personal lives, fostering emotional connection, providing role models and mentors, and promoting collaboration and networking. This literature review underscores the importance of leveraging social media to mobilize adolescents towards climate action and amplify the impact of their engagement in addressing the global climate crisis.

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