

THE STAGES OF ENVIRONMENTALISM AND HOW THE MOVEMENT CAN BE
MAINTAINED THROUGH GENERATION Z

BY

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Abstract

The state of a social movement is characterized by the stages through which it progresses. The environmentalism movement began hundreds of years ago when humans first noticed how significantly their actions influenced the nature around them. The movement advanced with the arrival of the industrial era and modern society. According to Stewart et al. (2012), there are five main stages through which a social movement proceeds: genesis, social unrest, enthusiastic mobilization, maintenance, and termination. Today, environmentalism is in the maintenance stage, as determined by the current organizational structure of the movement. The objective of this study was to determine how environmental organizations such as the Natural Resources Defense Council can target the values of Generation Z. By doing so, the organization can recruit Gen Z supporters to keep the movement in the maintenance stage long-term, avoiding termination. The researcher distributed a survey to a group of students at a large private university on the east coast. Participants were asked to answer nine multiple-choice question and one open-ended question. These responses gave the researcher insight into the values of Gen Z and how the NRDC can focus on these to effectively recruit Gen Z supporters through social media tactics and organizational changes. These findings can be practically applied to other organizations and groups hoping to capture the attention and loyalty of Gen Z.

Keywords: Environmentalism, social movement, NRDC, Generation Z, sustainability, social media

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Chapter 1: Introduction

A social movement is a struggle on behalf of a cause. Whether sparked by an inciting incident or burgeoned more slowly over time, movements begin with a goal. Often, this goal is to institute change, positively or negatively.

What sets environmentalism apart from many movements is the massive scale at which it impacts life on earth. While some social change initiatives zero in on a singular affected people group or demographic, climate change is widespread. Every living being is at risk. In general, the environmental movement hopes to achieve the deceleration of human impact on the planet in several facets.

Though detrimental, climate change is just one component of human impact on the earth. The Intergovernmental Panel on Climate Change (IPCC) is a body of the United Nations established to scientifically study climate change and its predicted effects on the planet. The IPCC conducts studies and provides their findings to policymakers and the public in hopes of initiating changes in legislation. According to the IPCC's 2018 report on global climate change, there has already been a significant increase in the global mean surface temperature over the recent decades. There is an emphasis on human impact on the environment with comparisons being between pre-industrial times and the present (IPCC, 2018).

The changing environment has become a significant concern to the wellbeing of all life forms. With that, there is an increasing urgency among activists. In order to understand the effectiveness of the movement, and if there is a chance of slowing the effect of humans on the planet, there must be an understanding of the structure of the movement itself.

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Environmental conservation movement

Theorists have found that the lifespan of social movements tends to follow a particular structure. Stewart et al. (2012) presents five main stages that social movements are likely to follow: social unrest, enthusiastic mobilization, maintenance, and termination. Studying these stages gives insight into a movement's current state and progress. It is impossible for every social movement to follow the exact format and lifespan; they will sometimes stall in a certain phase. However, with the objective of a movement like environmentalism being continuous growth, an understanding of these phases can aid in predicting the longevity and efficacy of the movement.

In the 2020s, the environmental movement is in the beginnings of the maintenance stage. The crises addressed by the movement are long term problems with few immediate situations, so it is important for current prominent organizations to keep it in the maintenance movement. The Natural Resources Defense Council (NRDC), an environmental conservation organization, is a prominent group established during the enthusiastic mobilization stage in the early 1970s. The NRDC's influence has helped in carrying the movement to the maintenance stage. What is the NRDC doing currently to continue the movement? How can they gain the loyalty of the younger generation?

The research used existing, relevant literature to provide evidence that the movement is currently in the maintenance stage. The research outlines how the NRDC can gain the support of Generation Z and keep the movement from reaching the termination stage.

Justification

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The purpose of this study was to contribute to the ongoing conversation around humanity's impact on earth's natural environments. As technology and culture change with time, the ways people communicate evolves. Brands must find new ways to market their products and services to each new generation in order to remain relevant long-term. Though movements and non-profit organizations like the NRDC are not advertising a product, adjusting their marketing strategy is essential for spreading their message to a specific audience. The study focused on the values and habits of Generation Z relative to social movements like environmentalism. This research is meant to give insight into Generation Z and how organizations like the NRDC can apply marketing strategies to effectively reach this generation.

RQ: How can the National Resources Defense Council recruit Generation Z supporters in order to remain in the maintenance stage of the environmental movement?

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Chapter 2: Literature Review

Types of social movements

Borchers (2022) outlines four categories that social movements tend to fall under: reform, revolutionary, expressive, and countermovement. A social movement's category can be determined by looking at their goal as well as the steps they take to achieve it. The movement can then be further analyzed. It is important to note, though, that not all social movements fit in one single category. Many movements are constantly growing and evolving over time, and thus their motives and goals might adjust. The environmental movement contains characteristics of two of the following categories: reform and revolutionary. It is both a reform and revolutionary movement because it aims to change policies as well as social structures.

Reform

A reform movement begins with the goal of instituting legal change. These movements aim to make significant adjustments to laws, policies, or other legal systems. The feminist, voting rights, and civil rights movements are all examples of this. These movements were able to initiate changes by challenging the current systems and urging those in power to reform policies to meet the groups' demands.

Revolutionary

Revolutionary movements aim to change more than policies; they want to modify an entire social structure. An example of this is the anti-slavery movement throughout the 1800s. Slavery of the time was not just a law that needed amending. It was a combination of legal, political, economic, and social factors that had to evolve.

Expressive

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Unlike the previously described movements, expressive movements do not always involve demanding legal action. These movements are often advocating for acceptance or finding meaning in a community of some kind. The New Age and Hippie movements are examples. Supporters of these movements gain their inspiration from religious or ritualistic motivations.

Countermovement

A countermovement only happens in response to another kind of movement. They develop to halt or slow the progress of reform, revolutionary, or expressive movements. When a social movement becomes successful, the countermovement feels threatened and steps in. An example of an infamous countermovement is the white supremacy movement. They first emerged in America in response to the emancipation of slaves in the 1800s and evolved into a movement with the goal of disrupting racial justice.

Progression of a social movement

Though the current research primarily refers to the five stages established by Stewart et al. (2012), there is no singular established way of categorizing an organization's progression. Other theorists studying social movements have noticed similar patterns and have given different labels to the stages, though they follow the same path. Some theorists present various numbers of stages because the evolution of movements is often fluid.

Herbert Bloomer (1951) was one of the first researchers to come up with a structure for organizing the phases of movements (Della Porta & Diani, 2006). He identified four main cycles that organizations go through during their development: social ferment, popular excitement, formalization, and institutionalization. The social ferment stage describes an unfocused cause with activists but no clear method. Popular excitement is when objectives of the movement

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become more defined. In Bloomer's (1951) third stage, formalization, the movement takes on a clear objective and more structure. The final stage, institutionalization, refers to the movement becoming a more permanent and structured organization. These phases by Bloomer differ from Stewart et al. (2012) in more than just categorical titles. Primarily, they lack the possibility of decline. Stewart et al. includes a fifth stage, termination, in which the movement changes or disintegrates entirely. It is important to note that termination is not an inherently negative stage.

Bowers et al. (2010) presents another form of movement stages. The rhetoric of agitation and control is a model outlining a way in which a persuasive movement may develop to make demand change from an institution. The model begins with the agitators: individuals who bring momentum to the movement (Borchers, 2013). The agitators do not have decision-making power within an institution, but they do have the commitment to drive the movement forward. They are the ones seeking significant change while challenging the current establishments. The first step toward change by the agitators is petition. Activists begin to request changes and gain support for their objectives. If they do not reach success with a petition alone, the next step is promulgation. Now the movement aims to gain attention from the media and establish prominent leaders as spokespeople.

The third stage, solidification, is when the movement is most organized so far. Slogans and other symbols are established, and the dedicated members join the cause. By the fourth stage, polarization, the movement has determined which individuals inhibit the movement (Borchers, 2013). Who do they need to corner to make changes? These so-called flagged individuals are often opposers of the movement. The fifth stage is nonviolent resistance, in which movement members peacefully bring attention to the issue. This step usually looks like peaceful demonstrations, sit-ins, and discussion meetings. According to Bowers et al. (2010), this

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resistance leads to confrontation with the institution the activists are trying to reach. From here, the movement often splits into two fields: Gandhi (peaceful) or guerilla (violent).

Bowers et al. (2010) states that the other side of the model is control. This is the movement from the perspective of the institutions the activists are working against. Institutions facing opposition first avoid the situation and block efforts by the movement. This leads to the next stage of control: suppression. The institution aims to suppress the activists. The final two stages are adjustment and capitulation, where the institution either grants some or all demands of the movement.

Stages of environmentalism

Though there are several ways of categorizing the evolution of social movements, this research focuses on the five stages of social movements found in the work of Stewart et al. (2012). His writing outlines the typical lifespan of a social movement and provides a basis for studying such movements as environmentalism. However, when studying such social movements, it is critical to recognize that from fruition to decline, movements rarely progress exactly the same. There are likely to be variations in how long each movement stalls in each stage.

Genesis

According to Stewart et al. (2012), social movements often begin so quietly that they are overlooked at the start. Individuals become restless with a situation and begin looking for ways to involve themselves to make a change. These individuals begin to point out failures by leaders or institutions. There is little opposition in the beginning moments of a movement because few people have concern about the issue or even know of it.

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Early activists, referred to in literature as prophets, aim to bring attention to the problem they have recognized themselves. Individuals in this stage seek to capture the attention of institutions that can produce the change they are looking for. Stewart et al. (2012) states that it is with naivety that early activists believe that they can convince institutions to enact change simply by making them aware of the problem(s) at hand. Nevertheless, the genesis stage is characterized by the largely quiet, overlooked beginnings. There is no standard stretch of time for the genesis stage to occur. Its duration depends on several factors such as the social climate and the abilities of the protestors.

According to Grove (2003), it is a fallacy that the environmental crisis was born out of the 20th century. Even hundreds of years ago, societies understood how their actions influenced changes in their local environment. Fourteenth-century England saw the first uses of the word “conservancy” in response to the noticeable degradation of English river basins. Human impact on the planet on a larger scale became clear as early as the 1600s when settlers in the Caribbean and East Indies began negatively impacting the natural environment. Also in the 1600s, Hugo Grotius, a Dutch lawyer, published his article, *Freedom of the Seas* (1633). Originally written in Latin, Grotius’ article discusses the detriment of pollution and war. A correlation between colonization and a decline in natural resources became evident, and sustainability was encouraged (Grove, 2003). The disappearance of species on the islands of the East Indies and the Caribbean prompted the consideration of environmental impact on a larger scale. In 1650, steps were being taken to preserve the edible sea bird population. Legislation was already being introduced in the early 1700s to protect forests in the Caribbean. Deforestation, colonization, and unsustainable hunting practices were some of the largest factors in human environmental impact until the industrial revolution.

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The rapid innovations of the 19th and 20th centuries were a marvel of scientific advancements and established a modern civilization (Caradonna, 2014). This progress came with an increase in the use of inexpensive and accessible fossil fuels. The growing use of fossil fuels to power trains and automobiles as well as the increase in carbon emissions began the exponentially negative impact humans have on the planet. According to Caradonna (2014), the Industrial Revolution led to the Age of Pollution during which polluted cities, acidified oceans, increased atmospheric temperatures, and more, occurred as a result of human activities.

The period from the 17th century to the start of the Industrial Era defines the genesis stage of environmentalism. People were beginning to notice the impact of humans on the environment on a regional level as well as globally. Though many individuals were speaking up about the issues caused by colonization, deforestation, and fossil fuels, a movement did not yet exist.

Social unrest

Though many movements begin with rather quiet voices, there is typically a triggering event that initiates social unrest, the second stage. There is an increased number of people that join and voice their concerns. According to Stewart et al. (2012), this is when the prophets begin to gain regard in the mainstream media. The prophets who began the movement are joined by the agitators who elevate voices and garner attention. These new activists bring organization and momentum to the movement. In the social unrest stage, what often began with small demonstrations and local groups grows into larger-scale meetings and conventions.

It is also in the social unrest stage that a manifesto of sorts is made. As the movement gains traction, their initiatives and goals must become clear to the media and general public.

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Activists need to communicate their message to potential members as a way of persuasion to gain support. Educating the public on the topic at hand is a major part of this stage.

Social unrest began for environmentalism in the mid-19th century during the Industrial Era through the early 20th century. Though many people groups had been aware that their actions affected nature to an extent, the Industrial Era escalated human impact on the environment due to increased carbon emissions and growing metropolises. According to the Smithsonian Magazine, in 1800 there were just six cities in the world with populations over 500,000 (Morrison, 2016). By 1900, there were 43 cities with over 500,000.

In the 1850s, Londoners endured what was called the Great Stink (Cook & Werner, 2017). With thick smog covering the sky and toxic sewage in the rivers, what was the world's wealthiest city at the time was also one of the most polluted. Water-borne diseases and typhoid infected London residents (Cook & Werner, 2016). As the health of citizens declined, some of the earliest environmental committees were established. The Manchester Association for the Prevention of Smoke and the Committee for the Consumption of Smoke at Leeds were established in 1842 with the goal of slowing pollution in major English cities. United States cities like Chicago and Philadelphia followed suit with campaigns of their own in the late 1800s (Morris, 2016).

The growing popularization and accessibility of automobiles exacerbated air pollution, despite the early efforts to contain it. In the 1940s, Los Angeles residents noticed significant levels of intense smog. They feared the city was under Japanese attack. However, the low air quality was a direct result of the over 1,000,000 cars already operating in the city (Morrison, 2016).

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Coal was cheap, fossil fuels were gaining popularity, and industrialism continued to progress. Many cities could not sustain their growing populations while also slowing environmental impact. Early committees, legislation, and awareness efforts kickstarted the modern environmental movement. However, the prophets and agitators of the social unrest stage found it difficult to stop a train that was already rolling.

Enthusiastic mobilization

Frustration and dissatisfaction with the current state of things are what carry movements into enthusiastic mobilization, the third state, according to Stewart et al. (2012). Now functioning with a mission, members find each other and cultivate strategies for change. Modern media plays a major role in the communication between members and the spread of information. Activists can use social media to facilitate discussion with fellow activists as well as educate the public in hopes of gaining more support.

It is also at this stage that opposition begins to significantly arise. Movement members may face opposition from institutions and government and thus begin to take the activism to the public. Tactics tend to become more aggressive in this stage with the goal of seriously attracting the attention of institutions and the public. Marches, strikes, demonstrations, and protests are signs that the movement is in the stage of enthusiastic mobilization.

The late 1950s and early 1960s began a turning point for environmentalism. The movement quickly picked up as leaders (or prophets) began to gain recognition in mainstream media. Until the late 1950s, efforts to contain air and water pollution were more localized and did not amass much large-scale attention. Federal change started with big cities, partly for superficial reasons. No one wanted to live in an ugly city blanketed with smog and filled with streams of sewage.

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In this time, there grew an emphasis on “returning to nature” from a largely industrial and advancement-focused society. In 1962, Rachel Carson published her book *Silent Spring* with the intention of bridging further awareness to human impact on biodiversity, specifically the use of pesticides. She warned that now more than ever, each human is in contact with damaging chemicals brought on by humans themselves. In a magazine article written shortly before her death she wrote, “In these troubled times it is a wholesome and necessary thing for us to turn again to the Earth and in the contemplation of her beauties to know the sense of wonder and humility” (Weyler, 2018). Arne Dekke Eide Næss, a Norwegian philosopher, originated the concept of deep ecology. This is the belief that all living things have inherent value despite their level of benefit to humanity. He cited *Silent Spring* as inspiration for this philosophical concept (Weyler, 2018).

The National Resources Defense Council (NRDC) was founded in 1970 as one of the first modern structures to come from the movement. There were several notable actions taken in the decade following the establishment of the NRDC in a further effort to improve the environmental crisis. The Clean Air Act was passed in 1970, and the Clean Water Act was passed in 1971 (Hays, 1981). The winter of 1973-74 saw a disruption in oil exportation out of the Middle East. This sparked a program which emphasized the importance of alternative energy sources, most of which were more environmentally friendly than fossil fuels. Further developments on photovoltaic solar energy as well as restrictions on coal use were results of this temporary lack of fossil fuels.

Governments began to see pollution and human impact as an increasingly global and political issue. Though growing in importance and reach, the movement faced opposition at this stage. Many individuals continued to put emphasis on industrialism and development while

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maintaining a sustainable environment was seen as secondary (Hays, 1981). Even early environmentalists were viewed as being extreme and too progressive for the day. In the late 1960s and early 1970s, developmentalists who had personal interest in industrialism sought to intentionally halt environmentalist legislation in court. Despite the opposition from powerful forces, public opinion studies in these decades show that most Americans did have concern for the forests, wetlands, deserts, and natural resources that were already largely affected by human impact.

Maintenance

There comes a point when the movement must become hyper focused on solutions rather than just gaining visibility. According to Stewart et al. (2012), social movements enter the maintenance stage when they eventually return to the quieter times of the genesis stage. The agitators of the previous stages are replaced by the pragmatists at the forefront of the movement. Revolutionaries are replaced by entrepreneurs who take on maintenance tasks such as fundraising and recruiting. Pragmatists are movement members directly communicating with leaders of institutions. At this stage, support often declines in radical groups. To sustain, groups must now find a way to remain moderate and diplomatically handle the cause.

This maintenance stage is where organization and planning are more important than rioting. It is important to not just accept accomplishments of the enthusiastic mobilization stage as success. The movement must continue forward with similar vigor but different tactics. New challenges will still arise, and inevitably, many social movements will be unsuccessful.

Environmentalism has been in this stage since approximately the turn of the 21st century. The movement is in another turning point from which it can either terminate or sustain long-term. The goal of cause is to change many of the environment-damaging habits of humankind,

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most of which would be impossible to adjust overnight. The NRDC has been active for decades and has had to adjust tactics to reach the current audience. Moving forward, it would be beneficial for the organization to focus on gaining the attention and passion of Gen Z. This generation is defined by the Pew Research Center as being born between 1997 and approximately 2012. As this generation becomes more involved in societal changes, capturing the enthusiasm of Gen Z is vital for the maintenance of the environmental movement through the NRDC.

Termination

The movements that don't endure come to the termination stage. This end is often characterized by fewer confrontations between institutions and activists. According to Stewart et al. (2012), social movements typically die away when they step out of the public eye and are no longer as easily visible in mainstream media. There are several reasons why a social movement might disintegrate. Sometimes movement members back down when solutions aren't reached as they once hoped. Even agitators who were once active in the social unrest stage eventually tire of the thrill of defiance against institutions.

With the goal of environmentalism being maintenance and long-term change, it is hoped that it will not reach termination. That is, unless termination means a change in the movement corresponding to changes in society. If there is ever stability in humans' relationship with the planet and if environmental activists are ever satisfied with institutions, the movement may adjust goals.

National Resources Defense Council

According to www.nrdc.org, the mission statement of the NRDC says, "NRDC works to safeguard the earth--its people, its plants and animals, and the natural systems on which all life

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depends” (2021). NRDC is an environmental action organization founded in 1970. It was founded by a group of American law students and attorneys. Though NRDC has a wide scope of projects today, it began by championing the protection of the Hudson River from the construction of a power plant. With the goal of halting the establishment of the Consolidated Edison power plant on the Hudson River at Storm King Mountain, NRDC began under their original name of the Natural Resources Defense League.

Under the leadership of their first executive director, John H. Adams, they became known as the Natural Resources Defense Council and were joined by a group of Yale law students. As they were founded by lawyers, they were initially structured like a law firm. They channeled their activism by supporting the 1969 National Environmental Policy Act, the 1970 Clean Air Act, and the 1972 Clean Water Act. By the mid-1970s, NRDC had offices in major cities like New York, NY; Washington, DC; and Palo Alto, CA. NRDC put a focus on different causes and projects depending on the city.

In the 1990s, NRDC narrowed their focus on specific agendas when they split into six programs: Air and Energy, International and Nuclear, Land, Public Health, Urban, and Water and Coastal (NRDC, n.d.). Many of these initiatives already existed prior to the consolidation of the 1990s, but this distinction allowed for more structure within the organization. Through the 1990s and 2000s, NRDC established regional offices in addition to their locations in major US cities. In 1995, an Advocacy Center was established in Washington, DC, for the purpose of lobbying. Other regional offices were in Los Angeles, CA; Honolulu, HI; Chicago, IL; and Beijing, China (NRDC, n.d.).

Today, NRDC is headed by a board of trustees who oversee the staff and programs.

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They currently have six main programs: Climate and Clean Energy, Healthy People and Thriving Communities, International, Litigation, Nature, and Science Center (NRDC, n.d.). The organization is transparent about their objectives, agendas, and finances. According to the Wall Street Journal, “NRDC is, by many accounts, the most effective lobbying and litigating group on environmental issues” (NRDC, n.d.).

Like any organization hoping to remain relevant to the public, NRDC has had to adjust tactics to conform to changing generations and ways through which society consumes media. Since their start in the early 1970s, they have been able to gain support from multiple generations. The only way to continue as an influential organization in the movement is to gain the loyalty of Generation Z by connecting with their values.

Values, Beliefs, and Attitudes

Beliefs are the ideas an individual holds about what is true or false. According to Rokeach (1968), there are five types of beliefs:

- Type A: Primitive Beliefs, 100% Consensus
- Type B: Primitive Beliefs, Zero Consensus
- Type C: Authority Beliefs
- Type D: Derived Beliefs
- Type E: Inconsequential Beliefs

The first type of beliefs, Type A, are generally shared by all people. They are well-known and supported beliefs such as “I believe that the sun rises in the east and sets in the west” (Borchers, 2013). Type B: Primitive Beliefs are learned beliefs through experience. They are not universal beliefs. These can be beliefs about existence or thoughts about oneself. Type C beliefs are related to authority. It is the faith and trust that individuals put in people of power such as

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parents or political leaders. Type D beliefs are more ideological. Individuals take on the beliefs of leaders without having personal experience with them. These are often political stances. Type E beliefs hold less significance than the other beliefs. They are personal opinions and preferences such as favorite foods or colors (Borchers, 2013).

Martin Fishbein and Icek Ajzen (1975) define attitude as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to an object.” Attitudes are determined by beliefs and values. According to Borchers (2013), attitudes are a cluster of beliefs that are learned through one’s environment. People hold attitudes to make sense of the world around them and to be accepted by other individuals or groups.

Values are a component of beliefs. According to Rokeach (1968), there are two types of values: instrumental and terminal. Instrumental values refer to how an individual lives their life. These include characteristics like loving, forgiving, or kind. Terminal values refer to the goals an individual has for life. These can be goals of equality, security, happiness, etc. For the NRDC to capture the attention and dedication of Generation Z, they must find where the organization’s values align with Generation Z’s values.

Generation Z is unique from other generations especially with the integration of technology into everyday life. Social media has given young people instant access to more opinions and perspectives than ever before. Because of this, these individuals may not take on only the views of their parents or caregivers. Generation Z is growing up in a time of profound change and development in society. They are able to resonate with the dystopian novels and movies like *The Hunger Games* and *Divergent* because they, like the main characters, often feel left to navigate a chaotic future (White, 2017). This is a generation that quickly developed an entrepreneurial attitude with the goal of making a positive impact on the seemingly destructive

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world they were born into. Not only do they feel it necessary to make a positive change, but they believe they can accomplish that at a young age. Generation Z does not know a world in which there is no instant access to the internet. According to White (2017), this constant connectivity with the web has made them more independent than past generations. They are so accustomed to it that social media is their primary nature. The many emerging social media platforms are some of their primary modes of communication with peers as well as a source of information.

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Chapter 3: Methodology

Purpose

The purpose of this research is to determine patterns in how Generation Z is persuaded to join and to help sustain a movement. Surveying members of Generation Z can provide an understanding of their values and motivations. Information found in existing literature aided in the formation of survey questions and in the analysis of the data. The purpose of these questions was to determine the values of Generation Z and how they engage with social movements. The findings of this survey were analyzed and used to make recommendations for the progress of the conservation movement, specifically the NRDC. Because the environmental crisis cannot be immediately solved, the NRDC must find ways to remain in the maintenance stage. After the data was collected, the study evaluated the NRDC's current efforts to gain support from Generation Z as well as what they can do to improve loyalty to stay in maintenance.

Participants

The study gathered quantitative research based on the answers to questions related to the research question. The survey collected data from 398 individuals born between the years 1997 and 2012. Participants were all students at private Christian schools on the east coast of America. Participation in the study was completely voluntary. Permission from teachers and professors was granted prior to requesting participation from their students under the age of 18.

Data Collection

Data was collected and analyzed using Qualtrics. Participants was asked nine multiple choice questions and one open-ended question. The survey was sent to parents of the student participants and their permission was required before the student has access to the survey. A parent/guardian signature was required before the survey link was provided. The first question of

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the survey asked for the participant's age to further ensure that all participants are members of Generation Z (born between 1997 and 2012). The researcher used Qualtrics for data collection as well as quantitative analysis.

Quantitative research is gathered and recorded numerically. It is typically meant to measure frequency and patterns (Griffin, 2009). This data can be analyzed to make predictions. This survey included nine multiple choice questions as well as one open-ended question. The researcher chose to conduct a quantitative study to gain a broad and diverse participant pool. This allows for a more accurate representation of the demographic surveyed: Generation Z. An open-ended question was included at the end of the survey to give participants the opportunity to provide personal input in their own voices.

The following questions were included in the survey.

Q1: What is your age?

- ☐ 8 – 23 (Generation Z)
- ☐ 24 – 39 (Millennial)
- ☐ 40 – 55 (Generation X)
- ☐ 56 – 74 (Boomers)
- ☐ 75 – 92 (Silent)

Q2: How much time per week do you spend on social media?

- ☐ 0 hours
- ☐ 1-3 hours
- ☐ 4-6 hours
- ☐ 7-9 hours
- ☐ 10+ hours

Q3: Do you follow the progress of any social movements (via the news, social media, etc.)?

- ☐ Yes

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- No
- Occasionally

Q4: To what extent do you agree that social movements (i.e., environmentalism) can actually institute change?

- Strongly agree
- Agree
- Somewhat agree
- Disagree
- Strongly disagree

Q5: In your opinion, how significant is human impact on Earth's natural environments?

- Not significant
- Somewhat significant
- Very significant

Q6: To what extent do you feel personally responsible to aid in social change?

- Not at all
- Somewhat
- To a great extent

Q7: To what extent do social media platforms influence your involvement in a social movement?

- Not at all
- Somewhat
- To a great extent

Q8: Are you more likely to be involved in a social movement if your peers are passionate about it?

- Yes
- No

Q9: Are you more likely to be involved in a social movement if influencers you follow are passionate about it?

- Yes

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- No

Q10: If you were to be involved in a social movement (i.e., environmentalism), what would you most likely contribute?

Ethical Consideration

Because this study involves human participants, it has been approved by the Institutional Review Board (IRB). The survey was anonymous to ensure that no participant can be identified by their responses to the questions. There were no questions asking personal or identifying information. Participants were made aware that this is a study for student research. They did not know the premise of the research nor any details on the topic.

Data Analysis Plan

Qualtrics is a system for analysis geared for use by companies to better understand their market. Qualtrics is used for collecting and analyzing data. It includes features to allow for the interpretation of data to aid in making a prediction. The program was used to sort the responses and analyze them to determine trends in the data.

Chapter 4: Results

Introduction to the data

A 10-question survey was distributed to private school and university students on the east coast of the United States. Any participants under 18 years of age were required to have permission from a parent or guardian prior to completing the survey. For these participants needing permission, a form was sent to guardians with details about the survey (Appendix A). After submitting their digital signature, they were provided with the link to the survey and instructed to give the device to their student. Adult participants over the age of 18 were provided with a link directly to the survey. The survey included nine multiple choice questions and one open-ended question in which participants could type a response.

Participants

The survey was distributed for a period of approximately two weeks to accumulate enough responses for an adequate sample. The survey was initially sent to an East Coast private grade school at which each participant required permission from a parent or guardian before completing the survey. The survey was then distributed to students at an East Coast private university at which participants were at least 18 years old and most were still within Generation Z. There was a total of 404 participants. One participant did not complete question two. Several participants did not complete question 10 which was the only open-ended question.

Missing data

After the responses were gathered, the data was sorted for further analysis (Appendix B). The first question asked participants to disclose their age bracket to determine that all counted responses were from Generation Z. Those who answered ages outside of Generation Z were excluded from the final data, leaving the survey with 396 total respondents (Appendix C)

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Percentages are rounded to the nearest whole number in any discussion about the responses. See the appendix for raw data.

Summary of the data

Q1: What is your age? The purpose of this question was to sort out any participants that were not part of Generation Z. Any outliers' responses were deleted.

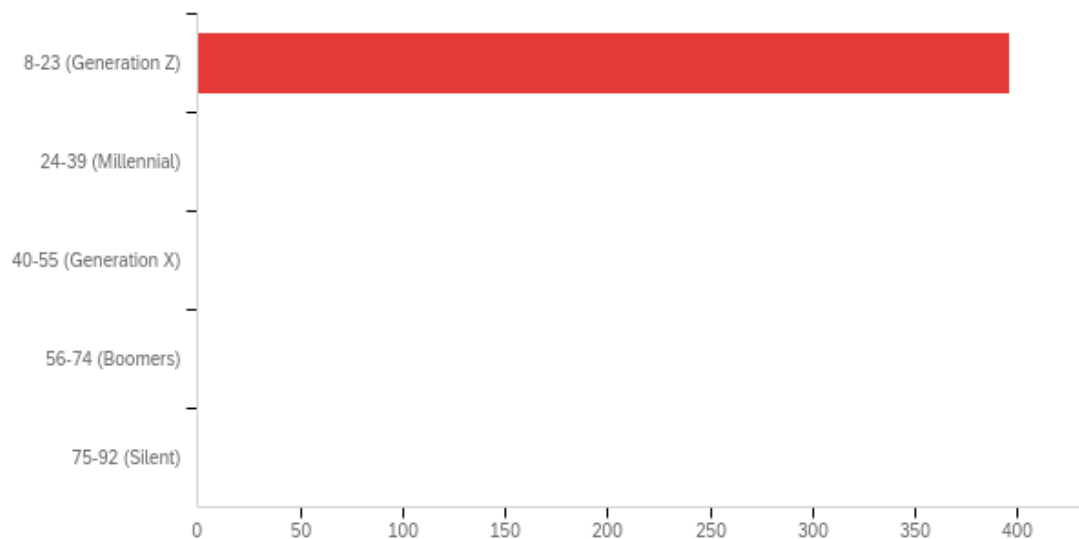


Table 1

Q2: How much time per week do you spend on social media? The highest number of participants (34%) said they spend 4-6 hours per week on social media. The least number of participants (4%) spend 0 hours per week on social media.

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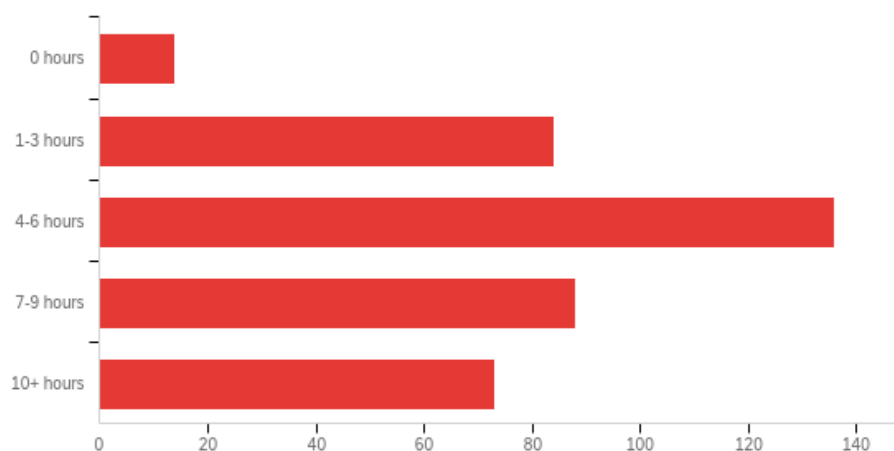
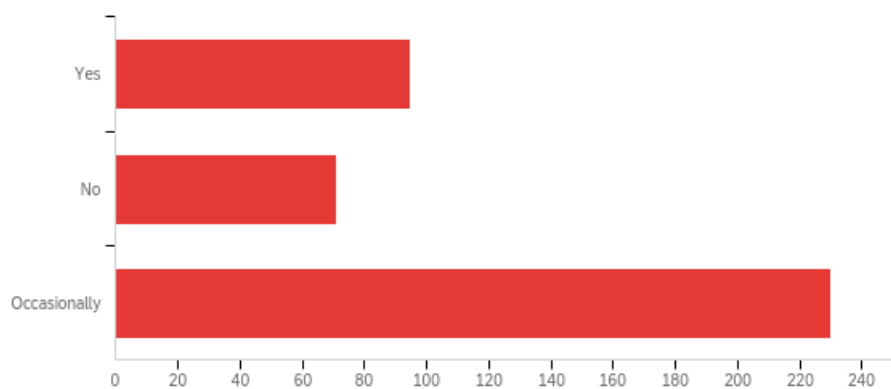


Table 2

Q3: Do you follow the progress of any social movements (via the news, social media, etc.)? The majority of participants (58%) say that they occasionally follow social movements. Less participants (24%) say they do follow social movements and even less (18%) say they do



not.

Table 3

Q4: To what extent do you agree that social movements (i.e., environmentalism) can actually institute change? The majority of participants (57%) somewhat agree. A significantly smaller amount (1%) of participants strongly disagree that social movements can institute change.

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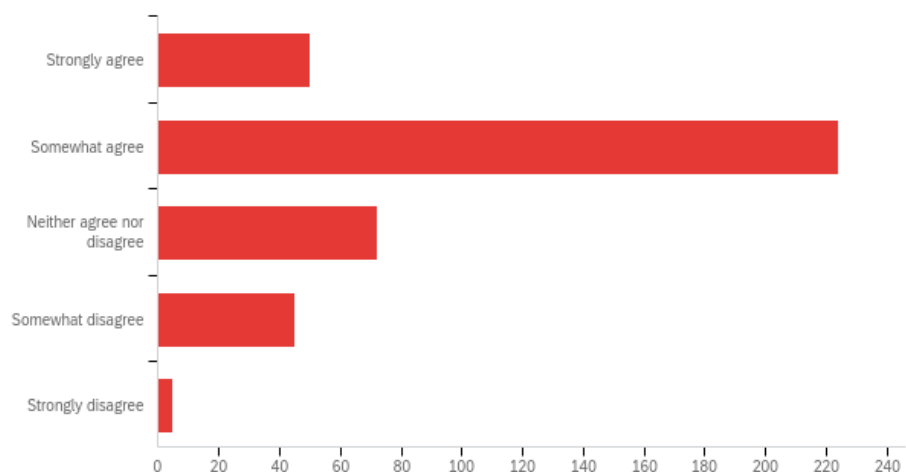


Table 4

Q5: In your opinion, how significant is human impact on Earth's natural environments? The majority of participants (55%) responded that human impact is very significant while 41% responded that it is somewhat significant. Just 4% of participants said that human impact is not significant.

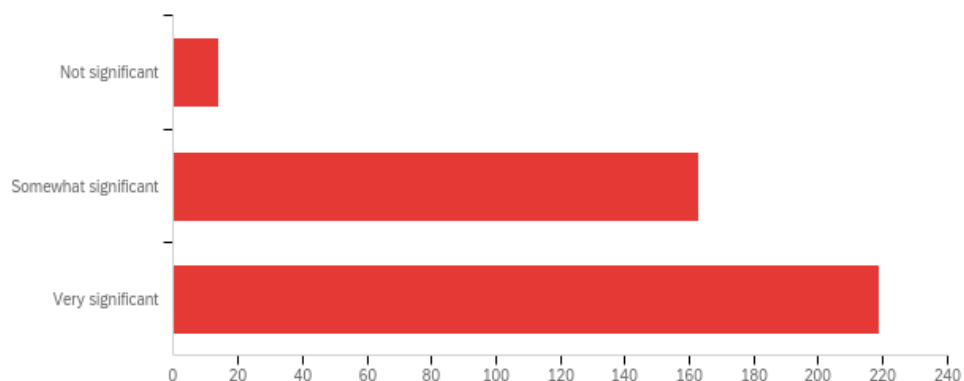


Table 5

Q6: To what extent do you feel personally responsible to aid in social change? The majority of participants (65%) responded that they feel somewhat responsible to aid in social change. The remainder of participants responded that they feel either not at all responsible (17%) or responsible to a great extent (19%).

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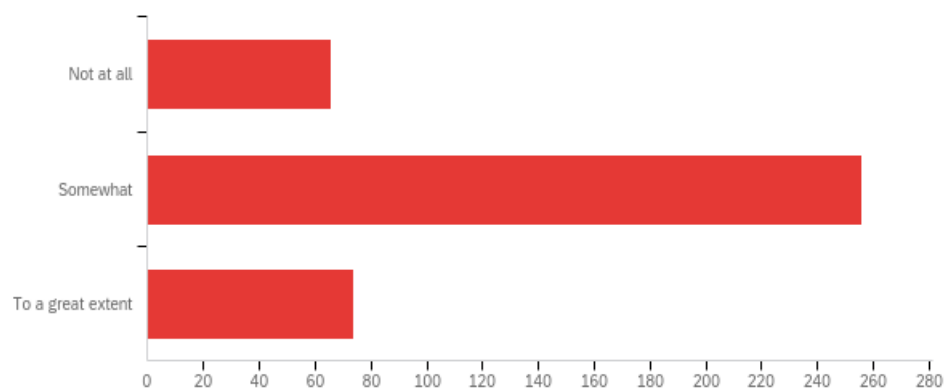


Table 6

Q7: To what extent do social media platforms influence your involvement in a social movement? Half of participants (50%) responded that social media platforms influence their involvement in a social movement. The remainder of participants responded that they feel not at all influenced (39%) or influenced to a great extent (11%).

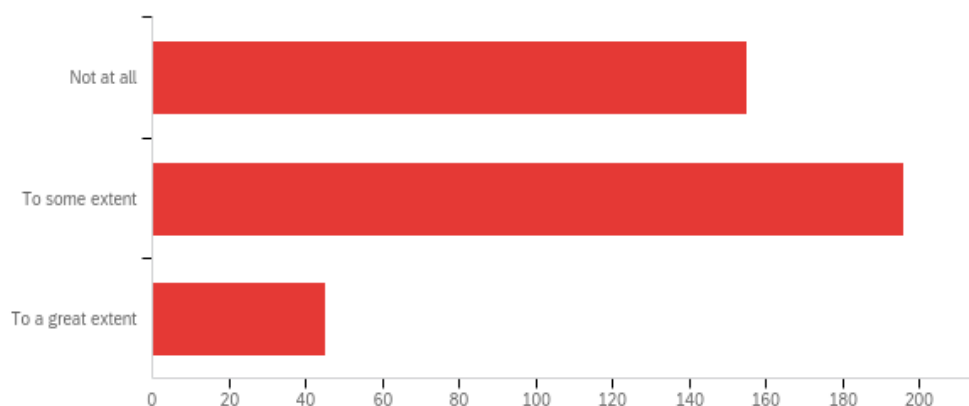


Table 7

Q8: Are you more likely to be involved in a social movement if your peers are passionate about it? The majority of participants (60%) responded “yes” while 40% responded “no.”

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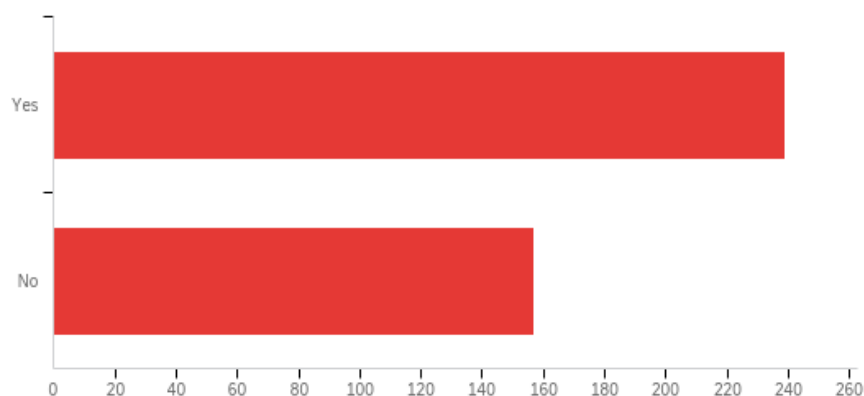


Table 8

Q9: Are you more likely to be involved in a social movement if influencers you follow are passionate about it? The majority of participants (65%) responded “yes” while 35% responded “no.”

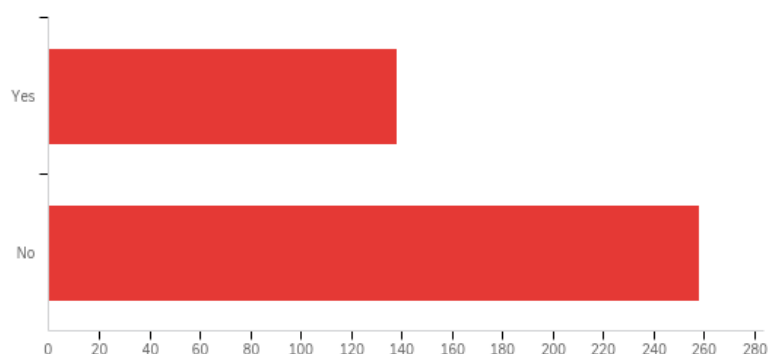


Table 9

Q10: If you were to be involved in a social movement (i.e., environmentalism), what would you most likely contribute? This was an open-ended question with a variety of responses ranging from specific activism strategies to having no interest in social movements. See Appendix C for all Gen Z responses.

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Chapter 5: Discussion

These findings of the research can be applied to the Natural Resources Defense Council and their tactics to effectively reach Generation Z. For this thesis, the researcher analyzed the five stages of social movements theory by Stewart et al (2012). The researcher conducted a review of the key components of environmentalism and applied this theory to the progression of the social movement.

The researcher studied existing literature to understand the past and present state of the environmental movement. This information, along with the results from the survey of Generation Z students, gives insight into the future of the movement.

Progression and future of the movement

According to Stewart et al (2012), social movements begin with the genesis stage. Before a movement gains momentum, it is characterized by individuals merely interested in making change. These individuals are not yet part of a larger collective, but they begin to notice a growing distaste for the way things currently exist. They might take note of what they would want to change if they could. Some may try to capture the attention of institutions without the help of others. For environmentalism, this began as early as the 14th century through the 17th century. The world's population was already rapidly increasing, and countries were developing. Colonization and industrialization combined a lack of understanding of human impact, and some began to notice changes in the environment (Grove, 2003). The genesis stage is the necessary inception of a social movement, though often there is no progress made yet. This is typically the most overlooked component of a social movement, as it is the least organized or recognized (Stewart et al, 2012).

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Social unrest is the next stage in which these initial individuals come together to express their concerns and message. It is in this stage that people realize they are not the only ones wanting a change. For environmentalism, this took place mostly in the 1800s during the peak of the Industrial Era. The earth was under increasing stress due to rapidly rising population and pollution. People were beginning to notice (Morris, 2016).

Momentum is gained in the enthusiastic mobilization stage, the third stage of the environmental movement. Now that the movement has a functional mission, members are able to come together in a more organized fashion. It is during this stage that people form official groups and organizations. There may be public demonstrations, depending on the aim of the movement. Now the movement members might begin to demand changes in legislation or policies as well. Activists in this stage might also face opposition from the government and institutions. Tactics become more thoroughly planned. This began in the 1950s and 60s for environmentalism. Media has played a significant role in the progression through this stage of the movement.

According to the researcher's findings in existing literature, the environmental movement is currently in the maintenance stage. Public awareness is the main justification for this statement. Many governments and institutions have acknowledged the existence and even importance of environmentalism. The goal of the movement has shifted from visibility to education and action. During this stage, recruitment of new members is still necessary. It is a time for diplomatic steps toward solutions rather than radical action simply to gain visibility (Steward et al, 2012). Movements in the maintenance stage must aim for longevity. That is especially essential for a movement like environmentalism. Because the movement encompasses many facets of environmental damage, there is no short-term solution. The most effective goal for the movement is to remain in the maintenance stage. Because the Natural Resources Defense

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Council (NRDC) is an organization representing the movement, they must contribute to efforts to remain in the maintenance stage. Targeting the values and the attention of the youngest generations (i.e., Generation Z) will maintain the movement and progress it toward long term solutions.

Survey results

The researcher surveyed approximately 400 Generation Z students at a private school and university on the east coast of the United States. The results of the survey give insight to the values and habits of Gen Z (Appendix C). According to the survey findings, most members of Gen Z are active on social media on a daily basis. Most spend at least 4 hours each week on various social media accounts. They use their social media to keep up with social movements they are invested in. Eighty-two percent of participants follow the progress of social movements to some extent. Most also agree that social movements are likely to influence change.

When it comes to environmentalism specifically, many of those surveyed find the importance in the movement. Most participants (96%) answered they believe humanity has a very significant or somewhat significant impact on the planet. This shows that much of Gen Z is aware of the matter. They have at least a base-level understanding of the issue, but what matters more is if they feel compelled to involve themselves in the movement.

According to the results of the survey, most of Gen Z feels at least somewhat personally responsible to contribute to social change. They find that social media does impact how they interact with a social movement. Approximately half of participants said that social media platforms influence their involvement at least to some extent. The study shows, though, that influencers are not as influential as their own friends when it comes to social change. Most survey participants responded that they are not more likely to engage in a social movement if an

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influencer they follow is passionate about it. Instead, most participants responded that they are more likely to engage in a social movement if their own peers are passionate about it. This shows that, when recruiting or spreading information about a movement, it is important to have members bring their own friends into the discussion and invite them to join the movement. For young people, the opinions of their friends appear to be more meaningful than that of influencers they do not know personally.

The final question of the survey was an open-ended question that asked how participants would involve themselves in a social movement if they were to do so. Some participants answered with what specific social movement(s) they would like to be more involved in. Many participants gave suggestions detailing how they would take action. Some such participant responses included:

“I would spread information to my peers after reviewing and researching the topic up to date.”

“Create awareness via social media and maybe donate in the form of buying products.”

“I would most likely contribute a quick few minutes to post about it or share one another person has done. Depending on the social movement I might donate money if I knew exactly where it was going.”

“Awareness of sustainable energy proficiency. Planting trees/ picking up trash/ cleaning highways/parks, etc.”

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“Honestly, I would just try to do what I could. Whether that was physically helping to make it better or trying to show people what is happening, if I was committed to a social movement, I would not care what job I had.”

“I would contribute my personal education on the importance of educating yourself instead of relying on political affiliation to dictate your beliefs.”

“I would contribute through my art, writing, research, and use my passion to educate and help others to the best of my ability.”

Some participants provided vague answers stating they would simply contribute “time,” “money,” or “effort.” A small number of participants noted that they would not contribute to a social movement making statements such as:

“I would probably contribute very little verbal support, if anything.”

“Probably nothing.”

“I’m not sure.”

“I wouldn’t be involved. I feel movements like this have gone too far.”

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“Nothing.”

There appeared to be a trend in responses from those participants who would likely contribute to or be involved in a social movement. Many of these participants mentioned that their involvement would include social media and their presence online. They said they would create posts, share posts that others have made, or learn information on social media. They seem to view social media platforms as a way of learning and educating on a particular topic. One particular participant said the opposite stating that “instead of raising awareness through social media,” they would use their “actions and display/make change.”

Tactics and strategies

The aim of this study was to determine how environmental organizations such as the NRDC can keep the environmental movement in the maintenance stage long term. The NRDC is currently active on social media. Their Instagram account, @nrdc_org, is followed by 323k users. They regularly post a variety of photos and videos containing environmental news, infographics, and other updates on the movement. The NRDC Twitter account has 343.5k followers. Here they share articles and other Tweets throughout the day with a total of over 100k Tweets since they joined in 2009. The NRDC also has a Facebook page with 885k followers, making Facebook their most followed social media platform. Their Facebook and Twitter do not receive as much engagement from followers as their Instagram account does, though, especially relative to the follower count of each platform. Considering these statistics, the NRDC should look at each platform individually, but they should especially focus on maintaining Instagram engagement through visually appealing Instagram posts that entice the audience to share with their peers.

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Something the NRDC Instagram account does well is post easily shareable content.

These are posts that followers might be interested in sharing with their own followers. Instagram allows users to share others' posts on their Story which is a photo or video that is only visible for 24 hours after it is posted. Informative and eye-catching posts allow followers to share a concise piece of news from the movement with their own followers and friends. The posts with the most engagement on the NRDC Instagram page are those which display positive news updates or a clear call to action. Figure 1 shows an Instagram post from October 3, 2021.



Figure 1

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This post displays an infographic detailing some of the most and least sustainable toilet paper brands. The post gathered over 7,000 likes, thousands more than their current average of approximately 900 likes per post. Information like this is useful for most of the audience. It presents the lineup of brands in an easily understandable, visually appealing way. Figure 2 shows an example of positive news updates from the NRDC Instagram page. With over 3,000 likes, this post also gained significantly more engagement than the majority of posts on the page.



Figure 2

The NRDC should use their social media accounts to target the values of Gen Z through specific goals and calls to action. According to the survey conducted by the researcher, there are many Gen Z students who are interested in being involved in a social movement they are passionate about but are not sure what particular actions to take. When asked what they would likely contribute to a social movement, many participants used vague phrases like “hard work,” “time and effort,” “volunteer work,” “skills and money,” “my time,” and “a voice.” They are a generation of financially minded realists. Several survey participants responded that they would

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donate money to a social movement if they were passionate about it. Giving clear information about where donated money goes and how it will be used could encourage more young people to donate directly to the causes supported by the NRDC.

With so many respondents saying that they would contribute their time to a social movement, organizations within the movement must focus this eagerness from young people to be involved. First, the NRDC must gain the loyalty of Gen Z by targeting their values as a generation. Being such a pragmatic generation, the most effective way of reaching them is through actionable steps with attainable goals. The NRDC website, nrdc.org, currently has a page dedicated to actions for people to take if they want to aid in the movement. This includes pages showing how to call Congress or the EPA to make demands on behalf of the movement. While these are important steps to take, it would be beneficial to create a NRDC program or club within schools and local communities for young people to be involved in. Because Gen Z is interested in what their peers are interested in, the NRDC should initiate community programs for young people to come together to take steps within their community and the organization to progress the movement.

Such a program could start with Gen Z leadership positions granted to worthy applicants. These student leaders would then oversee a group of students and peers in their own community. Each local group would complete a number of volunteer hours and projects specific to the needs of their region. They would also communicate with other groups to coordinate larger projects. This type of program run by the NRDC could give students valuable leadership and organizational experience while targeting their values to continue momentum in the movement.

The following action items can be employed by other organizations seeking to gain loyalty from a Gen Z audience:

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- An increase in positive social media posts.
- A clear call to action in social media posts.
- Sharable online content such as eye-catching infographics.
- A national high school leadership program.

Limitations

Though surveys are a convenient way to quickly gather data for numerical analysis, there are some limitations. Firstly, questions are set and do not allow for clarification. Some questions may be interpreted differently by different participants. Perhaps some participants might wish to expand on their answers where there is no opportunity to do so.

This study was limited by a lack of time, resources, and access to a diverse pool of participants. The researcher surveyed students from a private East Coast school and university. The school and university are religious institutions with a large population of religious students. Surveying from a pool of largely religious students is likely to have influenced the type of responses as opposed to surveying a pool of students more representative of the demographics and psychographics of Gen Z globally.

Recommendations for future study

For future analyses, the researcher would suggest A future study could include a survey of Gen Z students from schools and universities across the United States. Another survey could be conducted internationally. Ideally, a study like this would be done by organizations every few years to ensure information about the generation is updated. As Gen Z enters adulthood, focus should be shifted to Gen Alpha and then the younger generations that follow.

Conclusion

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In this thesis study, the researcher analyzed existing literature on the environmental movement and its progression from the beginning stages. The researcher studied the theories of social movement stages, specifically the theory by Stewart et al (2012). This theory was applied to the environmental movement to determine its current stage, maintenance. The researcher conducted a survey of approximately 400 students at a private East Coast school and university. This 10-question survey aided in determining the values and social media habits of Gen Z as well as how they would be involved in a social movement. Using the results of this survey, the researcher could suggest steps to be taken by the NRDC to engage Gen Z to keep the environmental movement in the maintenance stage. This research can be practically applied to the communication field using the information attained through surveying Gen Z students. The results of this study can serve as a point of reference for other organizations or groups hoping to capture the values and loyalty of Gen Z.

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Appendix***Appendix A*****Parental Consent**

Title of the Project: Environmentalism

Principal Investigator: Emma Jean Vanden Brink, Graduate Student, Liberty University

Invitation to be Part of a Research Study

Your student is invited to participate in a research study survey. Participants must be born between the years 1997 and 2012. Taking part in this research project is voluntary.

Please take time to read this entire form and ask questions before deciding whether to allow your student to take part in this research project.

What is the study about and why are we doing it?

The purpose of the study is to research how Generation Z will play a role in the environmental sustainability movement. I am a graduate Communications student writing a master's thesis about the history of the environmental movement and how Generation Z can be recruited to sustain the movement's progress.

What will participants be asked to do in this study?

If you agree to allow your student to be in this study, I will ask them to complete a ten-question survey. The records of this study will be kept completely anonymous and no personal information will be gathered.

How could participants or others benefit from this study?

Participants should not expect to receive a direct benefit from taking part in this study. Participation is voluntary.

Benefits to society include contribution to the progress of the environmental conservation movement and its goal of creating a safer future for the youngest generations.

What risks might participants experience from being in this study?

The risks involved in this study are minimal, which means they are equal to the risks your student would encounter in everyday life.

How will personal information be protected?

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Data collected as part of this study may be shared for use in future research studies or with other researchers. If data collected from the participants is shared, any information that could identify them, if applicable, will be removed before the data is shared.

Participants' responses will be anonymous. Data will be stored on a password-locked computer and may be used in future presentations.

Is study participation voluntary?

Participation in this study is voluntary. Your decision whether or not to allow your student to participate will not affect your or their current or future relations with Liberty University. If you decide to allow your student to participate, they are free to not answer any question or withdraw at any time prior to submitting the survey without affecting those relationships.

What should be done if a participant wishes to withdraw from the study?

If you choose to withdraw your student from the study/your student chooses to withdraw from the study, please have them exit the survey and close their internet browser. Your student's responses will not be recorded or included in the study.

Whom do you contact if you have questions or concerns about the study?

The researcher conducting this is Emma Jean Vanden Brink. You may ask any questions you have now. If you have questions later, **you are encouraged** to contact her at ejvandenbrink@liberty.edu. You may also contact the researcher's faculty sponsor, Dr. Mallory, at mmallory13@liberty.edu.

Whom do you contact if you have questions about rights as a research participant?

If you have any questions or concerns regarding this study and would like to talk to someone other than the researcher, **you are encouraged** to contact the Institutional Review Board, 1971 University Blvd., Green Hall Ste. 2845, Lynchburg, VA 24515 or email at irb@liberty.edu

Your Consent

By signing this document, you are agreeing to allow your student to be in this study. Make sure you understand what the study is about before you sign. You will be given a copy of this document for your records. The researcher will keep a copy with the study records. If you have any questions about the study after you sign this document, you can contact the study team using the information provided above.

I have read and understood the above information. I have asked questions and have received answers. I consent to allow my student to participate in the study.

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Appendix B

Q1 - What is your age?			
	Answer	%	Count
1	8-23 (Generation Z)	98.02%	396
2	24-39 (Millennial)	1.73%	7
3	40-55 (Generation X)	0.00%	0
4	56-74 (Boomers)	0.00%	0
5	75-92 (Silent)	0.25%	1
	Total	100%	404
Q2 - How much time per week do you spend on social media?			
	Answer	%	Count
1	0 hours	3.47%	14
2	1-3 hours	21.59%	87
3	4-6 hours	34.49%	139
4	7-9 hours	22.08%	89
5	10+ hours	18.36%	74
	Total	100%	403
Q3 - Do you follow the progress of any social movements (via the news, social media, etc.)			
	Answer	%	Count
1	Yes	24.26%	98
2	No	18.56%	75

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3	Occasionally	57.18%	231
	Total	100%	404
Q4 - To what extent do you agree that social movements (i.e., environmentalism) can actually institute change?			
	Answer	%	Count
1	Strongly agree	13.12%	53
2	Somewhat agree	55.69%	225
3	Neither agree nor disagree	18.56%	75
4	Somewhat disagree	11.14%	45
5	Strongly disagree	1.49%	6
	Total	100%	404
Q5 - In your opinion, how significant is human impact on Earth's natural environments?			
	Answer	%	Count
1	Not significant	3.71%	15
2	Somewhat significant	41.34%	167
3	Very significant	54.95%	222
	Total	100%	404
Q6 - To what extent do you feel personally responsible to aid in social change?			
	Answer	%	Count
1	Not at all	17.08%	69

STAGES OF ENVIRONMENTALISM

2	Somewhat	63.86%	258
3	To a great extent	19.06%	77
	Total	100%	404

Q7 - To what extent do social media platforms influence your involvement in a social movement?

	Answer	%	Count
1	Not at all	39.11%	158
2	To some extent	49.50%	200
3	To a great extent	11.39%	46
	Total	100%	404

Q8 - Are you more likely to be involved in a social movement if your peers are passionate about it?

	Answer	%	Count
1	Yes	60.15%	243
2	No	39.85%	161
	Total	100%	404

Q9 - Are you more likely to be involved in a social movement if influencers you follow are passionate about it?

	Answer	%	Count
1	Yes	34.90%	141
2	No	65.10%	263

STAGES OF ENVIRONMENTALISM

	Total	100%	404
Q 10 - If you were to be involved in a social movement (i.e., environmentalism), what would you most likely contribute?			
Skills and Money			
Environmentalism			
Pro-life movement			
Time, through volunteering (as opposed to money).			
Donating to save the trees or something			
Journalistic coverage to help highlight important causes and events would be something i would love to do.			
If I was involved in a social movement, it would have to be something really serious and that I have strong feelings about. I think I would contribute my time and efforts in the most effective way for the cause.			
If I were really passionate, I might contribute money. I am not really one to be involved in a social movement/speak out via social media.			
I would say anything about defending my faith or if there is a situation pertaining to someone's injustice that I agree with like the Gabby Petito situation.			
My own personal actions			
I would love to be support for others to get the job done.			

STAGES OF ENVIRONMENTALISM

I don't know			
Against Human Trafficking [sic]			
i dont [sic] know			
how realistic the situation is.			
I would most likely contribute a way to incorporate the values of the movement into the creative field. I.E, not shopping fast fashion for environmental causes			
lifestyle changes			
I would first try to do what I can even if its small just in my everyday life. For example if we are talking about environmentalism, picking up trash I see on the walk to class or eating in the dining hall instead of using the styrofoam and plastic togo supplies. Then I could start encouraging my peers to do the same and contacting brands to be more environmentally conscious.			
I would try to help movements to help survivors of sexual abuse.			
Spreading awareness			
Recycle, help clean trash off of beaches, roads, etc.			
Abortion is wrong!			
I dont know			
my time			

STAGES OF ENVIRONMENTALISM

If it was a cause I felt passionate about I would serve in some capacity. Would make myself available			
Not sure			
my time and effort			
no idea			
idk			
A change of actions that cause a problem.			
I would post and speak to others about the movements and educate those who don't know about the movement			
Environmentalism			
Honestly I'm not sure			
Save the trees			
I would probably try to support the movement financially, with activism, and by changing my own personal habits.			
i would contribute to events or campaigns but probably nothing else			
Business			
I don't know			
I would give my support			
Human Trafficking			
I'm not sure			
im not			
Advocacy and time			

STAGES OF ENVIRONMENTALISM

Facts			
Myself and others			
Pro Life			
Not sure			
Christianity and/or pro life			
I would aim to educate those around me on the effects and importance of the movement in attempts to gain followers and traction which would eventually lead to more substantial change.			
I would not be involved			
helping children and orphans			
environmentalism			
Honestly no idea.			
I would be a behind the scenes coordinator			
I would probably go to protest or like make sure the people I am voting for support the issue that I am supporting. I would also try to use my social media to spread information about the topic I am passionate about.			
Information			
The Fight against mandated vaccines and gun control			
I don't have much experience being involved in social movements, but if I were to be involved, I would likely share information with family and friends and provide service hours for local opportunities.			
pro life			
Ideas			

STAGES OF ENVIRONMENTALISM

Not really sure what I would contribute personally I don't really follow any social movements so I don't really have anything but If I had to contribute maybe just help others understand the topic at hand			
N/A			
Support for Asian and Pacific Islanders			
marine safety and water pollution			
My time to ICI program (Inner City Impact)			
I would contribute by helping run facilities and spread the word about the movement.			
Maybe an Instagram post or something, I'm not big into movements lol			
environmentalism, protecting trees, and equality			
Points to why the movement is necessary and can help the world			
my own research on the topic in order to actually create change that goes deeper than seeing the problem on instagram for a day, reposting it and then never adresssing it again. Creating ideas to actually support a movement is what I would do when I become passionate about the social movements within our day and age.			
Time and personal development			
depending on the movement, either money or my personal skills			
money			
volunteer work			
Pro life movement			
leadership, organization, PR			

STAGES OF ENVIRONMENTALISM

I'd probably just attend a protest or something but I would only get super involved if I was passionate about it.		
My family being passionate about it		
Donations to targeted non-profits.		
Food/ hunger		
Hard work		
I would spread information to my peers after reviewing and researching the topic up to date.		
Anti-bullying		
homelessness		
probably nothing lol		
Pro Life movement		
I would most likely post it on my story		
My Time		
the original principles of feminism		
I have no idea. Perhaps ideas and possibilities, leadership if needed or support roles.		
My passion for the topic by sharing it with friends and family.		
Awareness to sustainable energy proficiency. Planting trees/ picking up trash/ cleaning highways/ parks, etc		
participating in pro-life movements and helping teen moms get a strong foundation		
I have no idea		
I would be involved in pro-life, something involves animals especially saving horses from slaughter.		

STAGES OF ENVIRONMENTALISM

Poor People's Campaign			
Spreading awareness, volunteering to help in the social movement			
A movement to make things better.			
I would use my photography skills in order for people to visually see what is happening.			
environmentalism, the earth is already being destroyed, we don't need to destroy it any further			
reposting something on my stories			
I don't get involved			
education			
Black Lives Matter, many of my friends have been bullied, killed, and targeted for being black			
Time and money.			
social media skills			
Time (volunteer work)			
I would contribute my time and resources for that cause.			
Honestly, I would just try to do what I could. Whether that was physically helping to make it better or trying to show people what is happening, if I was committed to a social movement, I would not care what job I had.			
Pro-life			
Something that would help people			
I would probably contribute very little verbal support, if anything.			
doing whatever needs to be done, small or big things			

STAGES OF ENVIRONMENTALISM

I would contribute my personal education on the importance of educating yourself instead of relying on political affiliation to dictate your beliefs.			
Tunnel to Towers Foundation, Wounded Warrior Project,			
time and energy			
I would most likely contribute my time and energy			
Support and action where/when I could			
human rights			
I would go on peaceful protest walks or runs			
Truth and life giving information from the Bible			
I would contribute through my art, writing, research, and use my passion to educate and help others to the best of my ability			
absolutely nothing. its [sic] a load of bullshit.			
Valid, reasonable, feasible, practical, and no-nonsense advice for green power and more efficient personal transportation.			
money			
pro-life			
I would prefer to contribute my time to directly impact the issue.			
Making my generation of Gen Z more aware of what really is going on in the world and educating them on things like the 1 trillion and 3.5 trillion dollar bills that Congress is currently trying to pass.			
Snacks			

STAGES OF ENVIRONMENTALISM

Time (or resources or money)		
time		
(Pro-Life), (Human-trafficking Awareness), (Addiction Awareness)		
Environmentalism		
I'm not sure		
Time and Money in some cases		
time and research		
Money		
Effort		
Stoping [sic] abortion because that is a topic I already believe in.		
post on social media		
I would contribute my knowledge about the subject we are doing a movement about and my voice		
I would contribute by promoting on social media and would contribute by gaining more knowledge on the topic through research.		
What knowledge I have and statistics		
passing on info from posts to spread awareness		
Gospel coalition.		
Time and effort		
I would promote its ideals to my peers around me, and vote people into office that align with those movements.		

STAGES OF ENVIRONMENTALISM

I would most likely contribute a quick few minutes to post about it or share one another person has done. Depending on the social movement I might donate money if I knew exactly where it was going.			
Social media posts to influence others to be part of the movement as well			
I would most likely contribute my creative skills for posters, flyers, social media posts, etc.			
Blue lives matter, back the blue.			
I think that voicing the truth the reach people is a good thing and social media is a perfect outlet to voice opinions and facts			
my thoughts and work ethic			
abortion			
time			
politics			
I would maybe aid in a march I don't truly know			
time and money for any organizations			
End human trafficking movements			
March for Life			
Share the word.			
Time and money			
I don't know			
I would share posts about it and go to events.			
disability movements			
Bring awareness to the subject			

STAGES OF ENVIRONMENTALISM

To make car modifications legal and easier to obtain.			
Just spreading the word			
I would contribute by being present. If it means showing up for meetings or somewhere for a movement I would do it.			
I would volunteer where I am able, and donate when I believe my contribution is actually helping			
Ideas of how to effectively solve the issues.			
my voice			
Assistance at events			
idk			
Probably leadership and awareness			
no clue			
The most likely thing I could contribute would be volunteer time.			
I would talk about it with my friends and pay attention to updates on social media			
I am not a fan of social movements			
If I was very passionate about it, I would contribute as much time as I could and to help serve others.			
Raising awareness			
I wouldn't be involved. I feel movements like this have gone too far. Yes, we need to be good stewards of the earth, but God still gave us dominion over it.			
Offer my time and spread the word.			
spreading information/knowledge			

STAGES OF ENVIRONMENTALISM

I am not sure			
Nothing			
I would devote my time to bettering the movement and spreading awareness			
Nothing			
the earth			
Activism in person and online.			
I would contribute promotion of the social movement on social media and make people more aware about it.			
racial justice			
I don't know			
Reinstitution of Judeo-Christian values in American Culture.			
The fight against human trafficking			
Evangelism			
I would contribute to the research involved and using that research in defense of the social movement.			
Probably antiabortion			
Not sure			
money!!!			
I don't know any social movements			
Time			

STAGES OF ENVIRONMENTALISM

My time			
My planning and organizational skills.			
Spreading awareness/serving where needed			
I would probably do the small things I could with the materials and money that I have to make my social circles and environments better in the few ways I could.			
My time and ideas			
Helping clean up the environment [sic]			
spreading awareness, post, marches			
time			
Volunteer hours			
A voice			
anything that was needed			
Sign a petition			
I would most likely contribute with a social movement on diversity and culture			
No idea, probable time to work on some project.			
Pro-Life			
it depends			
[sic]			
Pro life, other christian [sic] movements, America, anything that matched my morals			
To be honest, I would probably would not contribute anything			
I would contribute by posting about it on social media and telling others about it.			

STAGES OF ENVIRONMENTALISM

My way of talking and and [sic] hope try to convince people to join based on the information that was given to me. Also, how it changed my life and others.			
Advocating to stop stigmas			
Structural organization			
A voice			
I don't think I'd be involved in any social movement.			
Most likely nothing.			
I believe that the world climate is becoming warmer at a rapid rate, so environmentalism is the movement I would be most likely to contribute to.			
I might use my platforms on social media to share my opinion, but also practice what I preach. That's why I make sure whenever I speak out about a topic as such, it's something I can actually act upon versus just speaking without practicing what I preach.			
I would probly [sic] just aid in physical efforts to help people or the subject matter.			
Just doing my part and speaking up for a 'movement' or stance in casual conversation			
mental health			
I would share my thoughts on the topic and why I care about it. I would probably share posts from accounts that also care about the issue.			
Awareness			
Small changes that I can personally make in my own daily life that may aid the cause			
Missions- of the gospel, or awareness of sex trafficking, prostitution, and orphanages			
I would contribute my viewpoints and be generous of my time for the cause at hand.			

STAGES OF ENVIRONMENTALISM

If I was truly passionate about it, I would speak to other people about it and get involved with organizations via internship, volunteer work, etc.			
global warming			
time?			
I would probably just share about it with the people around me.			
Spread awareness amongst peers			
My time, effort, and duties to make sure the movement sees change.			
Small things I can do personally that will effect the big picture such as recycling, re-using a water-bottle instead of plastic ones, protecting wildlife			
my time			
Something to do with animals			
If it was like a post like repost to save something I would repost			
If it dealt with helping the homeless.			
helping the unfortunate			
My hard working and my passion			
Climate Change			
Time			
Nothing			
no			
environmentalism			
Myself			
I would post things to make people more aware			

STAGES OF ENVIRONMENTALISM

my support, signs			
Mostly for spreading awareness among my groups, so a larger group of people know what's going on in the world. When more people have a general knowledge about things, there's more of a chance that something happens about it, rather than just one person			
awareness			
I could use my aviation career to put out fires or carry supplies from place to place to help			
Prayers, protests, volunteer work			
My support or water			
Leadership			
I would most likely contribute to the anti-vax movement.			
World hunger			
I am very much a leader so I could help get people involved			
N/A			
Plastic			
I would spread awareness about it as well as make decisions that support my cause.			
I'd go to like a trash clean up or something like that, because I believe the earth isn't as taken care of as well as I think it should be.			
I would most likely contribute through volunteering on sight and bring awareness in conversations among my peers.			
Not much			
NA			

STAGES OF ENVIRONMENTALISM

Try to recycle more, maybe plant some trees, drive less to consume less fossil fuels, etc.			
I would contribute my time and resources to anyone that needed my help			
Participating in moving towards something like sustainable energy such as purchasing an electric vehicle or solar panels.			
Time and money but definitely not for environmentalism			
I'd probably post stuff on my social medias like everyone else and go to protests.			
I would most likely just put something on my social media voicing my views respectfully.			
A different approach			
Time and effort to the movement.			
work.			
i would support the cause by posting, telling other about it, and wanting change.			
Signing a petition			
awareness			
my time			
I wouldn't know how to contribute, but I would look more into the movement and find ways I could (prayer)!			
I would do services to the community relating to the movement and try to bring more light and awareness for it.			
Support from a far.			
Free Speech Movement			
instead of raising awareness through social media, using my actions and displaying/making change			

STAGES OF ENVIRONMENTALISM

Education reform			
My time and energy.			
yes			
nothing			
Attendance at rallies and a vote for a candidate who supported my social movement			
I would contribute my time and effort into the field wholeheartedly and this would come only after feeling the cause was just and noble			
I would contribute my opinions based off what I think will happen in the future and what will impact lives in the years to come			
I would most likely contribute information and reason to look to the Gospel rather than arguments based on our feelings as humans.			
Money			
myself			
Some money to help support and/or attendance to an event like a walk or protest			
I would like to be involved in the pro life movement			
Money.			
I'd probably like a photo or two.			
repostings/writing posts about and advocating the movement			
recycling and not using so many one-use items such as plastic straws			
social media communication, word of mouth, campaign involvement, etc.			
Something Christian related			

STAGES OF ENVIRONMENTALISM

Sharing support and resources on my social media to spread the word.			
Purchasing more environmentally friendly products that I already need.			
fighting slavery and child trafficking			
Create awareness via social media and maybe donate in the form of buying products			
sharing the gospel			
Time			
Awareness			
Kanye 2024			

STAGES OF ENVIRONMENTALISM

Appendix C

Q1 - What is your age?			
	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	8-23 (Generation Z)	100.00%	396
2	24-39 (Millennial)	0.00%	0
3	40-55 (Generation X)	0.00%	0
4	56-74 (Boomers)	0.00%	0
5	75-92 (Silent)	0.00%	0
	Total	100%	396
Q2 - How much time per week do you spend on social media?			
	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	0 hours	3.54%	14
2	1-3 hours	21.27%	84
3	4-6 hours	34.43%	136
4	7-9 hours	22.28%	88
5	10+ hours	18.48%	73
	Total	100%	395
Q3 - Do you follow the progress of any social movements (via the news, social media, etc.)			
	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Yes	23.99%	95
2	No	17.93%	71

STAGES OF ENVIRONMENTALISM

3	Occasionally	58.08%	230
	Total	100%	396

Q4 - To what extent do you agree that social movements (ie. environmentalism) can actually institute change?

	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Strongly agree	12.63%	50
2	Somewhat agree	56.57%	224
3	Neither agree nor disagree	18.18%	72
4	Somewhat disagree	11.36%	45
5	Strongly disagree	1.26%	5
	Total	100%	396

Q5 - In your opinion, how significant is human impact on Earth's natural environments?

	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Not significant	3.54%	14
2	Somewhat significant	41.16%	163
3	Very significant	55.30%	219
	Total	100%	396

Q6 - To what extent do you feel personally responsible to aid in social change?

	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Not at all	16.67%	66

STAGES OF ENVIRONMENTALISM

2	Somewhat	64.65%	256
3	To a great extent	18.69%	74
	Total	100%	396

Q7 - To what extent do social media platforms influence your involvement in a social movement?

	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Not at all	39.14%	155
2	To some extent	49.49%	196
3	To a great extent	11.36%	45
	Total	100%	396

Q8 - Are you more likely to be involved in a social movement if your peers are passionate about it?

	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Yes	60.35%	239
2	No	39.65%	157
	Total	100%	396

Q9 - Are you more likely to be involved in a social movement if influencers you follow are passionate about it?

	<i>Answer</i>	<i>%</i>	<i>Count</i>
1	Yes	34.85%	138
2	No	65.15%	258

STAGES OF ENVIRONMENTALISM

	Total	100%	396
Q 10 - If you were to be involved in a social movement (ie. environmentalism), what would you most likely contribute?			
Skills and Money			
Environmentalism			
Pro-life movement			
Time, through volunteering (as opposed to money).			
Donating to save the trees or something			
Journalistic coverage to help highlight important causes and events would be something i would love to do.			
If I was involved in a social movement, it would have to be something really serious and that I have strong feelings about. I think I would contribute my time and efforts in the most effective way for the cause.			
If I were really passionate, I might contribute money. I am not really one to be involved in a social movement/speak out via social media.			
I would say anything about defending my faith or if there is a situation pertaining to someone's injustice that I agree with like the Gabby Petito situation.			
My own personal actions			
I don't know			
Against Human Trafficking [sic]			

STAGES OF ENVIRONMENTALISM

i dont [sic] know			
how realistic the situation is.			
I would most likely contribute a way to incorporate the values of the movement into the creative field. I.E, not shopping fast fashion for environmental causes			
lifestyle changes			
I would first try to do what I can even if its small just in my everyday [sic] life. For example if we are talking about environmentalism [sic], picking up trash I see on the walk to class or eating in the dining hall instead of using the styrofoam [sic] and plastic togo [sic] supplies. Then I could start encouraging my peers to do the same and contacting brands to be more environmentally consciuous [sic].			
I would try to help movements to help survivors of sexual abuse.			
Recycle, help clean trash off of beaches, roads, etc.			
Abortion is wrong!			
I dont [sic] know			
my time			
If it was a cause I felt passionate about I would serve in some capacity. Would make myself available			
Not sure			
my time and effort			

STAGES OF ENVIRONMENTALISM

no idea			
idk			
A change of actions that cause a problem.			
I would post and speak to others about the movements and educate those who don't know about the movement			
Environmentalism			
Honestly I'm not sure			
Save the trees			
I would probably try to support the movement financially, with activism, and by changing my own personal habits.			
i would contribute to events or campaigns but probably nothing else			
Business			
I don't know			
I would give my support			
Human Trafficking			
I'm not sure			
im [sic] not			
Advocacy and time			
Facts			
Myself and others [sic]			
Pro Life			
Not sure			

STAGES OF ENVIRONMENTALISM

Christianity and/or pro life			
I would aim to educate those around me on the effects and importance of the movement in attempts to gain followers and traction which would eventually lead to more substantial change.			
I would not be involved			
helping children and orphans			
environmentalism			
Honestly no idea.			
I would be a behind the scenes coordinator			
I would probably go to protest or like make sure the people I am voting for support the issue that I am supporting. I would also try to use my social media to spread information about the topic I am passionate about.			
Information			
The Fight against mandated vaccines and gun control			
I don't have much experience being involved in social movements, but if I were to be involved, I would likely share information with family and friends and provide service hours for local opportunities.			
pro life			
Ideas			
Not really sure what I would contribute personally I don't really follow any social movements so I don't really have anything but If I had to contribute maybe just help others understand the topic at hand			
N/A			
Support for Asian and Pacific Islanders			

STAGES OF ENVIRONMENTALISM

marine safety and water pollution		
My time to ICI program (Inner City Impact)		
I would contribute by helping run facilities and spread the word about the movement.		
Maybe an Instagram post or something, I'm not big into movements lol		
environmentalism, protecting trees, and equality		
Points to why the movement is necessary and can help the world		
my own research on the topic in order to actually create change that goes deeper than seeing the problem on instagram [sic] for a day, reposting it and then never adresssing [sic] it again. Creating ideas to actually support a movement is what I would do when I become passionate about the social movements within our day and age.		
Time and personal development		
depending on the movement, either money or my personal skills		
money		
volunteer work		
Pro life movement		
leadership, organization, PR		
I'd probably just attend a protest or something but I would only get super involved if I was passionate about it.		
My family being passionate about it		
Donations to targeted non-profits.		
Food/ hunger		

STAGES OF ENVIRONMENTALISM

Hard work			
I would spread information to my peers after reviewing and researching the topic up to date.			
Anti-bullying			
homelessness			
probably nothing lol			
Pro Life movement			
I would most likely post it on my story			
My Time			
the original principles of feminism			
I have no idea. Perhaps ideas and possibilities, leadership if needed or support roles.			
My passion for the topic by sharing it with friends and family.			
Awareness to sustainable energy proficiency. Planting trees/ picking up trash/ cleaning highways/ parks, etc			
participating in pro-life movements and helping teen moms get a strong foundation			
I have no idea			
I would be involved in pro-life, something involves animals especially saving horses from slaughter.			
Poor People's Campaign			
Spreading awareness, volunteering to help in the social movement			
A movement to make things better.			
I would use my photography skills in order for people to visually see what is happening.			

STAGES OF ENVIRONMENTALISM

environmentalism, the earth is already being destroyed, we don't need to destroy it any further			
reposting something on my stories			
I don't get involved			
education			
Black Lives Matter, many of my friends have been bullied, killed, and targeted for being black			
Time and money.			
social media skills			
Time (volunteer work)			
I would contribute my time and resources for that cause.			
Honestly, I would just try to do what I could. Whether that was physically helping to make it better or trying to show people what is happening, if I was committed to a social movement, I would not care what job I had.			
Pro-life			
Something that would help people			
I would probably contribute very little verbal support, if anything.			
doing whatever needs to be done, small or big things			
I would contribute my personal education on the importance of educating yourself instead of relying on political affiliation to dictate your beliefs.			
Tunnel to Towers Foundation, Wounded Warrior Project,			
time and energy			

STAGES OF ENVIRONMENTALISM

I would most likely contribute my time and energy		
Support and action where/when I could		
human rights		
I would go on peaceful protest walks or runs		
Truth and life giving information from the Bible		
I would contribute through my art, writing, research, and use my passion to educate and help others to the best of my ability		
absolutely nothing. its [sic] a load of bullshit.		
Valid, reasonable, feasible, practical, and no-nonsense advice for green power and more efficient personal transportation.		
money		
pro-life		
I would prefer to contribute my time to directly impact the issue.		
Making my generation of Gen Z more aware of what really is going on in the world and educating them on things like the 1 trillion and 3.5 trillion dollar bills that Congress is currently trying to pass.		
Time (or resources or money)		
time		
(Pro-Life), (Human-trafficking Awareness), (Addiction Awareness)		
Environmentalism		
I'm not sure		

STAGES OF ENVIRONMENTALISM

Time and Money in some cases			
time and research			
Money			
Effort			
Stopping abortion because that is a topic I already believe in.			
post on social media			
I would contribute my knowledge about the subject we are doing a movement about and my voice			
I would contribute by promoting on social media and would contribute by gaining more knowledge on the topic through research.			
What knowledge I have and statistics			
passing on info from posts to spread awareness			
Gospel coalition.			
Time and effort			
I would promote its ideals to my peers around me, and vote people into office that align with those movements.			
I would most likely contribute a quick few minutes to post about it or share one another person has done. Depending on the social movement I might donate money if I knew exactly where it was going.			
Social media posts to influence others to be part of the movement as well			
I would most likely contribute my creative skills for posters, flyers, social media posts, etc.			
Blue lives matter, back the blue.			

STAGES OF ENVIRONMENTALISM

I think that voicing the truth the reach people is a good thing and social media is a perfect outlet to voice opinions and facts		
my thoughts and work ethic		
abortion		
time		
politics		
I would maybe aid in a march I don't truly know		
time and money for any organizations		
End human trafficking movements		
March for Life		
Share the word.		
Time and money		
I don't know		
I would share posts about it and go to events.		
disability movements		
Bring awareness to the subject		
To make car modifications legal and easier to obtain.		
Just spreading the word		
I would contribute by being present. If it means showing up for meetings or somewhere for a movement I would do it.		
I would volunteer where I am able, and donate when I believe my contribution is actually helping		

STAGES OF ENVIRONMENTALISM

Ideas of how to effectively solve the issues.			
my voice			
Assistance at events			
idk			
Probably leadership and awareness			
no clue			
The most likely thing I could contribute would be volunteer time.			
I would talk about it with my friends and pay attention to updates on social media			
I am not a fan of social movements			
If I was very passionate about it, I would contribute as much time as I could and to help serve others.			
Raising awareness			
I wouldn't be involved. I feel movements like this have gone too far. Yes, we need to be good stewards of the earth, but God still gave us dominion over it.			
Offer my time and spread the word.			
spreading information/knowledge			
I am not sure			
Nothing			
I would devote my time to bettering the movement and spreading awareness			
Nothing			
the earth			
Activism in person and online.			

STAGES OF ENVIRONMENTALISM

I would contribute promotion of the social movement on social media and make people more aware about it.			
racial justice			
I don't know			
Reinstitution of Judeo-Christian values in American Culture.			
The fight against human trafficking			
Evangelism			
I would contribute to the research involved and using that research in defense of the social movement.			
Probably antiabortion			
Not sure			
money!!!			
I don't know any social movements			
Time			
My time			
My planning and organizational skills.			
Spreading awareness/serving where needed			
I would probably do the small things I could with the materials and money that I have to make my social circles and environments better in the few ways I could.			
My time and ideas			
Helping clean up the environment [sic]			
spreading awareness, post, marches			

STAGES OF ENVIRONMENTALISM

time			
Volunteer hours			
A voice			
anything that was needed			
Sign a petition			
I would most likely contribute with a social movement on diversity and culture			
No idea, probable time to work on some project.			
Pro-Life			
it depends			
[sic]			
Pro life, other christian [sic] movements, America, anything that matched my morals			
To be honest, I would probably would not contribute anything			
I would contribute by posting about it on social media and telling others about it.			
Advocating to stop stigmas			
Structural organization			
A voice			
I don't think I'd be involved in any social movement.			
Most likely nothing.			
I believe that the world climate is becoming warmer at a rapid rate, so environmentalism is the movement I would be most likely to contribute to.			

STAGES OF ENVIRONMENTALISM

I might use my platforms on social media to share my opinion, but also practice what I preach. That's why I make sure whenever I speak out about a topic as such, it's something I can actually act upon versus just speaking without practicing what I preach.			
I would probly [sic] just aid in physical efforts to help people or the subject matter.			
mental health			
I would share my thoughts on the topic and why I care about it. I would probably share posts from accounts that also care about the issue.			
Awareness			
Small changes that I can personally make in my own daily life that may aid the cause			
Missions- of the gospel, or awareness of sex trafficking, prostitution, and orphanages			
I would contribute my viewpoints and be generous of my time for the cause at hand.			
If I was truly passionate about it, I would speak to other people about it and get involved with organizations via internship, volunteer work, etc.			
global warming			
time?			
I would probably just share about it with the people around me.			
Spread awareness amongst peers			
My time, effort, and duties to make sure the movement sees change.			
Small things I can do personally that will effect [sic] the big picture such as recycling, re-using a water-bottle instead of plastic ones, protecting wildlife			
my time			
Something to do with animals			

STAGES OF ENVIRONMENTALISM

If it was like a post like repost to save something I would repost			
If it dealt with helping the homeless.			
helping the unfortunate			
My hard working and my passion			
Climate Change			
Time			
Nothing			
no			
environmentalism			
Myself			
I would post things to make people more aware			
my support, signs			
Mostly for spreading awareness among my groups, so a larger group of people know what's going on in the world. When more people have a general knowledge about things, there's more of a chance that something happens about it, rather than [sic] just one person			
awareness			
I could use my aviation career to put out fires or carry supplies from place to place to help			
Prayers, protests, volunteer work			
My support or water			
Leadership			
I would most likely contribute to the anti-vax movement.			
World hunger			

STAGES OF ENVIRONMENTALISM

I am very much a leader so I could help get people involved			
N/A			
Plastic			
I would spread awareness about it as well as make decisions that support my cause.			
I'd go to like a trash clean up or something like that, because I believe the earth isn't as taken care of as well as I think it should be.			
I would most likely contribute through volunteering on sight and bring awareness in conversations among my peers.			
Not much			
NA			
Try to recycle more, maybe plant some trees, drive less to consume less fossil fuels, etc.			
I would contribute my time and resources to anyone that needed my help			
Participating in moving towards something like sustainable energy such as purchasing an electric vehicle or solar panels.			
Time and money but definitely not for environmentalism			
I'd probably post stuff on my social medias like everyone else and go to protests.			
I would most likely just put something on my social media voicing my views respectfully.			
A different approach			
Time and effort to the movement.			
work.			
i would support the cause by posting, telling other about it, and wanting change.			
Signing a petition			

STAGES OF ENVIRONMENTALISM

awareness			
my time			
I wouldn't know how to contribute, but I would look more into the movement and find ways I could (prayer)!			
I would do services to the community relating to the movement and try to bring more light and awareness for it.			
Support from a far.			
Free Speech Movement			
instead of raising awareness through social media, using my actions and displaying/making change			
Education reform			
My time and energy.			
yes			
nothing			
Attendance at rallies and a vote for a candidate who supported my social movement			
I would contribute my time and effort into the field wholeheartedly and this would come only after feeling the cause was just and noble			
I would contribute my opinions based off what I think will happen in the future and what will impact lives in the years to come			
I would most likely contribute information and reason to look to the Gospel rather than arguments based on our feelings as humans.			
Money			

STAGES OF ENVIRONMENTALISM

myself			
Some money to help support and/or attendance to an event like a walk or protest			
I would like to be involved in the pro life movement			
Money.			
I'd probably like a photo or two.			
repostings/writing posts about and advocating the movement			
recycling and not using so many one-use items such as plastic straws			
social media communication, word of mouth, campaign involvement, etc.			
Something Christian related			
Sharing support and resources on my social media to spread the word.			
Purchasing more environmentally friendly products that I already need.			
fighting slavery and child trafficking			
Create awareness via social media and maybe donate in the form of buying products			
sharing the gospel			
Time			
Awareness			
Kanye 2024			