

Urban Youth Perspectives On Media Literacy And Environmental Awareness

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Abstract—Human life today cannot be separated from the development of technology which continues to grow rapidly. The existence of technology will affect the community and the environment around it and technology can also help many things, especially in the field of literacy. Technology can also affect people's lifestyles, both from rural communities and urban communities. With easy access to technology, teenagers can use technology for their needs. This event was the background for this research. The purpose of this study is to determine the relationship between media literacy and environmental attitudes in urban adolescents. This research method uses literature study and analyzes using relevant literature sources. The result of this study is that media literacy includes more than just the ability to obtain and understand information; it also involves utilizing information to incite beneficial transformations in behavior and attitudes towards the environment.

Keywords—Media literacy; adolescents; Environmental Awareness; Information Technology

I. INTRODUCTION

Urban adolescents' interactions with environmental issues are influenced by various elements, such as their perceptions formed through mass and digital media. Studies show that adolescents often perceive themselves as lacking the ability to personally address environmental issues but are emotionally affected by an insufficient focus on the environment at local and global levels (Keith et al., 2022). Furthermore, scientific investigations have underscored the importance of understanding young individuals' attitudes towards environmental conservation, revealing that demographic characteristics typically have minimal influence on pro-environmental attitudes (Thompson et al., 2022). Moreover, engaging youth in media initiatives and educational schemes can elevate their voices and equip them to engage in activities aimed at conserving the environment, ultimately benefiting both youth and ecosystems.

Adolescents show varying levels of awareness and engagement in technology in media literacy, which can be influenced by factors such as accessibility, parental involvement, and digital health literacy. Studies have uncovered differences in digital media and device ownership among adolescents in different regions, with females generally showing lower levels of ownership (Wang et al., 2023). Research underscores the importance of understanding the different profiles of adolescents' technology use, proposing that adolescents engaged in family settings typically show improved health outcomes and well-being indicators (Moreno et al., 2022).

Additionally, adolescents show a mix of increased self-efficacy and a requirement to improve critical health literacy when navigating online health information, signaling a motivation to improve digital health literacy skills to competently assess health-related content encountered on the internet (Taba et al., 2022). Moreover, adolescents are increasingly exposed to surveillance culture on social media platforms, where they perceive themselves to be under constant observation and engage in surveillance activities due to the pervasive presence of surveillance mechanisms in the digital realm (Oguafor & Nevzat, 2023). Lastly, the beneficial influence of utilizing digital media for social interaction in encouraging civic engagement in academic settings through socio-political and educational purposes highlights the potential of digital media in promoting civic participation among adolescents (Contreras et al., 2023).

Media literacy plays an important role in influencing environmental awareness among young urban individuals. According to Östman's research findings, the frequency of news media utilization was directly related to the level of pro-environmental behavior observed in Swedish adolescents, suggesting a clear link between media exposure and environmental awareness (Keith et al., 2022). In addition, Bogar and colleagues underscored the importance of integrating ecological perspectives into programs focused on environmental health literacy for youth, emphasizing the need to address local environmental issues to increase awareness and knowledge among urban adolescents (Harris et al., 2023).

Efforts aimed at enhancing natural connections among urban youth should take into account demographic shifts that underscore the importance of addressing the diminishing natural bonds among urban dwellers, especially youth, attributed to urbanization and limited availability of green areas (Keith et al., 2021). Exploring these demographic trends is crucial in developing comprehensive approaches that cater to the diverse needs and inclinations of urban youth, thereby optimizing the promotion of innate affiliations for improved well-being and environmental conservation (Neidig et al., 2023). Through the promotion of media literacy and addressing local environmental issues, educators and policymakers have the potential to increase environmental awareness and engagement among urban youth. The purpose of this study is to reveal, examine, and understand the perspectives and engagement of urban youth with media, and its impact on their awareness and behavior regarding environmental issues.

II. RESEARCH METODE

This research is a library study (library research). This type of research is descriptive in which the researcher tries to describe the research topic and conducts an analysis using relevant literature sources. This methodology plays a fundamental role in investigating different encounters, viewpoints, and attitudes (Young et al., 2023). The data source in this research is relevant literature sourced from journals. The author collected data by searching for data related to the research topic through the internet and articles from relevant journals. The author analyzed the data using the content analysis method.

III. ANALYSIS AND DISCUSSION

1. The impact of media literacy education on environmental awareness.

Media literacy education plays an important role in raising environmental awareness among students. By incorporating a media literacy approach centered on analyzing gadgets in the context of cultural, political ecology, materiality, and biospheric perspectives (López, 2023), who can develop a deeper understanding of how their personal devices affect the environment. In addition, the utilization of media such as educational video games has the potential to reduce emotional disengagement associated with environmental issues such as plastic pollution, ultimately encouraging increased sensitivity and the drive for pro-environmental action (Bekoum Essokolo & Robinot, 2022).

Social media platforms, especially in higher education institutions, serve as powerful instruments to disseminate knowledge on environmental sustainability to students and faculty, promoting positive attitudes towards sustainable practices (Hamid et al., 2017). Moreover, utilizing children's literature as an educational instrument can significantly increase environmental knowledge and awareness, especially emphasizing on local ecosystems such as rivers, thus instilling a sense of environmental stewardship early on (Aurélio et al., 2021).

IV. MEDIA LITERACY LEVELS OF URBAN YOUTH

The media literacy level of urban youth is crucial in the modern era, especially in combating misinformation and enhancing critical thinking skills. Studies show that the concentration of urban youth, especially their proportion in the overall adult population, has an important impact on extremist activities. (Sánchez-Reina & González-Lara, 2022). Scientific investigations underscore the importance of news literacy in promoting civic engagement and equipping young individuals with tools to protect themselves from harmful online material, illustrating the positive relationship between news literacy and the capacity to distinguish fake news and discriminatory rhetoric (Korotayev et al., 2023). In addition, the relationship between social media usage patterns and media literacy proficiency among young individuals suggests that expanded consumption habits increase media literacy, whereas increased production activities may result in decreased levels of media literacy. (Samy-Tayie et al., 2023). These results highlight the need for customized media literacy campaigns aimed at empowering urban youth with the necessary competencies to effectively navigate the complicated media landscape.

V. ENVIRONMENTAL AWARENESS OF URBAN YOUTH

The environmental awareness of urban youth is an important factor that influences their attitudes, actions, and involvement in sustainability. Scientific investigations underscore the importance of environmental instruction in advancing rural progress, curbing urbanization, and fostering a sense of environmentally friendly leadership (Sprague et al., 2023). This scientific research underscores the importance of children's perceptions of environmental well-being, illustrating how methodologies such as Photovoice can enable urban children from underprivileged backgrounds to effectively express their perspectives on environmental well-being (Gallay et al., 2021). In addition, it is crucial to understand young individuals' relationship with the urban environment, as it shapes their readiness to take part in environmental activities and conservation efforts, with age and gender taking a significant role in shaping this relationship (Keith et al., 2021). By addressing these aspects thoroughly, customized environmental education initiatives can effectively increase urban youth awareness and participation in environmental issues for a more sustainable future.

VI. THE RELATIONSHIP BETWEEN MEDIA LITERACY AND ENVIRONMENTAL AWARENESS

Media literacy plays an important role in influencing individuals' understanding of ecological issues, thus contributing to shaping environmental awareness. The concept of ecomedia literacy, as described by Lopez (López, 2023), underscores the importance of a comprehensive examination of tools across multiple investigative domains, which in turn facilitates deeper insights into environmental impacts.

Investigations by Bekoum Essokolo and Robinot (Rice & Miller, 2023) propose that engaging forms of media, such as educational video games, have the potential to minimize psychological disparities associated with environmental issues such as plastic pollution, potentially increasing sensitivity and motivation towards pro-environmental actions. Critical analysis and understanding of environmental content in media can significantly contribute to raising awareness levels and advocating sustainable practices among individuals.

VII. CASE STUDY

Urban youth perspectives on media literacy and environmental awareness play an important role in understanding their engagement in environmental issues. Recent studies have shown that youth from disadvantaged urban areas can adeptly convey their perceptions of environmental well-being through approaches such as Photovoice (Sprague et al., 2023). An investigation conducted among Australian students underscored the importance of nature in the lives of adolescents, highlighting the emotions of joy, compassion and serenity associated with nature, which can influence their environmental behavior (Keith et al., 2022).

Engaging urban youth in nature-based citizen science initiatives can enrich the significance and emotional connection with their ecological environment, nurturing stronger bonds with nature (Harris et al., 2023). In addition, a research study on media literacy interventions proposed that encouraging critical analysis of media content and promoting dialogue with parents can result in positive outcomes on adolescent behaviors, such as increased intake of fruits and vegetables (Austin et al., 2024). Synthesizing these findings may offer valuable insights for formulating effective tactics to improve media literacy and environmental awareness among urban youth.

VIII. CONCLUSION

This study emphasizes the importance of media literacy in shaping environmental awareness among urban youth. By improving media literacy through formal education and community support, there is an expectation that pro-environmental awareness and behavior in youth can be enhanced. This suggests that media literacy encompasses more than just the ability to acquire and understand information and can involve utilizing information to incite beneficial transformations in environmental behaviors and attitudes.

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