

Climate Change Awareness among Young Mass Media Users; Jalalabad, Afghanistan

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ABSTRACT

Climate change is a grave challenge for the current century, affecting the lives of people across the globe, especially in developing countries. The study cites Climate Change Vulnerability Index (CCVI, 2011) to claim that Afghanistan is among the countries most threatened by climate change, due to its demographic, geographic, and climatic factors (Ali, 2011). The research is a quantitative analyze of awareness about climate change among mass media users. The research used a sampling frame of 15,310 individuals. Researchers randomly picked 385 of them from different Universities and colleges in Jalalabad City, Afghanistan. Researcher also looked at a lot of books and articles from around the world and locally, to get the data researchers needed. Researchers asked them to fill out a survey questionnaire. Most respondents (36.36%) agreed that media increases users' knowledge about climate change. Moreover, a large majority (44.68%) of respondents agreed that media coverage on climate change have good impact on public. (36.36%) of respondents were neutral on "Climate change is a severe concern for Afghan youth. Most respondent's answer they watch and follow TV to receive information about climate change. Media gives us a lot of ways to find out more about climate change and what we can do about it. We can follow TV, Radio, Internet, or Newspapers that talk about this issue and share useful tips and facts. Policy makers can use it to improve how we communicate and educate people about climate change. Policy makers can also use it to motivate people to change their habits and attitudes towards the environment.

Keywords: Climate change, Climate change in Afghanistan, Mass Media, Youth and climate change

INTRODUCTION

This study tries to assess the awareness of climate change among Mass media users in Afghanistan Nangarhar Province. Climate change is a grave challenge for the current century, affecting the lives of people across the globe, especially in developing countries. The study cites (CCVI, 2011) to claim that Afghanistan is among the countries most threatened by climate change, due to its demographic, geographic, and climatic factors. The study predicts that Afghanistan will suffer huge losses in terms of water, food and energy security as a result of climate change. The study also mentions the possible impacts of climate change on weather patterns, such as storms, droughts, and heat waves, and on agricultural productivity (Ali, 2011). The study also explores the role of Mass media in shaping the awareness and attitudes of people towards climate change. The study asserts that Mass media is a powerful tool for disseminating information and educating users about climate change (Ha Junsheng, 2019). Climate change is a global challenge that affects everyone, especially the most vulnerable groups. Media can play a role in raising awareness and fostering dialogue about the causes and consequences of climate change, as well as the actions needed to mitigate and adapt to it. (Tandoc et al., 2017). argue that debates and quality discussions about climate change on media can influence the users' level of awareness and engagement on this issue (Human, 2017).

Objectives

- I) To examine the role of media regarding to climate change awareness.
- II) To find out the best medium regarding climate change awareness in Afghanistan.

Research Question:

- I) what is the role of media in climate change awareness?
- II) Which medium is most usable for climate change awareness in Afghanistan?

MATERIALS AND METHODS

The study is a quantitative analyze of awareness about climate change among mass media users. The research used a sampling frame of 15,310 individuals. The researches wanted to know how much people know about climate change. The researches randomly picked 385 of them from different Universities and colleges in Jalalabad, Afghanistan. The researches asked them to fill out a survey questionnaire. The questionnaire was called CCKQ (Climate Change Knowledge Questionnaire) (Ramzan, 2019) The CCKQ data was analyzed

according to descriptive statistics to find it how aware they were of climate change. The researches also made a scale to see which medium they used the most. and another scale to see how much they knew and cared about climate change.

Statistical Analysis

The researchers used SPSS software to do some stats and tests on the CCKQ data. The researchers gave the answers from the respondents a score from one to five (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree).

Result and Findings

Finding in term of data analysis and their interpretation is presented in the forms of tables and textual description.

Table 1. Demographic Factors of Respondents

Demographic Factors		Frequencies	Percentage
Gender	Male	385	100
	Female	0	0
Age	18-21	170	44%
	22-24	215	56%
Qualification	Intermediate	81	21%
	Bachelor	289	75%
	Masters	15	4%
Educational Institute	College	103	27%
	University	282	73%

Male respondents were 100% (385 male respondents), Age range of the respondents was (18-24 years), 44% respondents were between the age of 18-21, 56% respondents were between the age of (22-24) (Table 1). Qualification range of respondents was (intermediate to Graduation), (21%) respondent's qualification was intermediate, (75%) respondent's qualification were Bachelors, (4%) respondent's qualification were Masters (Table 1), 27% respondents (were from colleges and 73% respondents were from universities, most of the respondents use media; this can be proofed from the (Table 1),

Table 2. Frequencies and percentage of respondents Responses on climate change Knowledge Questionnaire

Sr.#	Statements	SA	A	N	DA	SDA
1	Dose the media enhance the knowledge about climate change among users	72 18.70%	140 36.36%	78 20.26%	65 16.88%	30 7.79%
2	Dose the media play role in creating awareness regarding Climate change?	109 28.31%	119 30.91%	77 20.00%	65 16.88%	15 3.90%
3	Dose the Media coverage on climate have good impact On public?	88 22.86%	172 44.68%	96 24.94%	23 5.97%	6 1.56%
4	Media should cover more and more news on climate change?	130 33.77%	140 36.36%	70 18.18%	30 7.79%	15 3.90%
5	Dose climate change is a serve concern for Afghan youth?	50 12.99%	122 31.69%	140 36.36%	58 15.06%	15 3.90%
6	Do you like to know about climate change trough media?	79 20.52%	177 45.97%	78 20.26%	31 8.05%	20 5.19%
7	Do you think as an individual, it is our responsibility to contribute significantly to compete climate change Issue	193 50.79%	119 31.32%	50 13.16%	8 2.11%	10 2.63%

According to Table 2, most respondents (36.36%) agreed that media increases users' knowledge about climate change, while (20.26%) were neutral and (18.70%) strongly agreed with item 1. For item 2, (30.91%) of respondents agreed and (28.31%) strongly agreed that Mass media is the fastest source of environmental information, and (20.00%) were neutral (Table 2). Moreover, a large majority (44.68%) of respondents agreed that media coverage on climate change have good impact on public, (24.94%) were neutral, and (22.86%) strongly agreed with item 3. Most respondents (36.36%) agreed and (33.77%) strongly agreed that climate

change is caused by greenhouse gas emissions and fossil fuel burning (item 4). On the other hand, (36.36%) of respondents were neutral on "Climate change is a severe concern for Afghan youth", (31.69%) agreed, and (3.90%) disagreed with item 5. However, (45.97%) respondents were agreed that media is essential for youth to seek environmental information, (20.26%) respondents were neutral on that media is essential for youth to seek environmental information, (8.05%) respondents were disagreed with this statement (Table 2). Over the half of the respondents (50.79%) were strongly agreed that as an individual, it is their responsibility to contribute significantly to compete climate change issue (Table2).

Table 3. Frequencies and percentage of respondents Responses

Sr.#	Statements	TV	Radio	Newspaper	Internet
8	Which Mass medium you Use the most?	69 37%	62 33.43%	1 1%	54 29%

Most respondent's answer they watch and follow TV to receive information about climate change, while Radio users were (33.43), Internet users were (29%) and the newspaper users were (1%) (Table3).

DISCUSSION

This research examined the awareness of climate change among young Mass media users in Jalalabad. The results showed that most respondents wanted to learn more about the topic. This supports the findings of Piccolo & Alani (2018), who found that media users were keen to receive information and tips on how to protect the environment. The mass media helped a lot to raise awareness, improve attitudes, and explain the causes of climate change. This support the findings of (Ha Junsheng, 2019), who found the Mass media raise awareness and have good impact on people. Findings of this study imply that the mass media can share knowledge and shape environmental attitudes. This supports the findings of (Whitemash, 2011) who found the media can play a significant role in sharing knowledge that might influence attitudes towards environmentally. The respondents are likely to receive information about climate change through TV then others medium, this finding did not support the finding of (Schmidt, 2014), who found the Press is the most Loved medium among the users.

CONCLUSION

Media is not just for fun and games. It can also help us understand and deal with climate change better. Media gives us a lot of ways to find out more about climate change and what we can do about it. We can follow TV, Radio, Internet, or Newspapers that talk about this issue and share useful tips and facts. We can also join the conversation and spread the word to our friends and family. This research is not just for nerds. It can actually help us make a difference in the world. We can use it to improve how we communicate and educate people about climate change. We can also use it to motivate people to change their habits and attitudes towards the environment. And we can use it to influence the people who make the big decisions, like the government, the schools, the businesses, and so on.

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