

## SURVEY REPORT

An online qualitative survey was created using the Google Form, which contained closed and open-ended questions. It was piloted and then opened for online data collection for a period of two weeks. Accordingly, the sample size of the survey was fourteen individuals. People belonging to the age group of 18-45 years i.e. had been included to take part in this survey. The questionnaire collected information regarding the perception and level of awareness of people about the global crisis and their preferences about various media platforms to receive information regarding environmental communication. The questionnaire had 12 questions about deterioration of the environment. Mass extinction, Societal Collapse, Global financial crisis, and online media platforms.

### Results

- **According to your understanding, is the environment deteriorating? If yes, then what are the recent changes you have observed?**

It was observed that people believe environmental deterioration is something that cannot be unseen. The change which has been observed by most of the respondents in the environment is climate change, they all said that the temperature has increased and most of them have developed symptoms of seasonal asthma.

**Statement 1:** My recent observation is that in my village we have never needed fans during summer but in the past year or so it has become so hot that people have started buying stand fans.

**Statement 2:** I have developed seasonal asthma due to levels of air pollution in Delhi. And, since my childhood I always loved fireflies and I used to catch them but they are going extinct with the time.

**Statement 3:** Many plant and animal species are becoming endangered and the ones which were endangered are becoming extinct, which is due to an inhabitable environment. Melting of glaciers in the south, due to the rise in global temperature is an area of concern. Scarcity of various natural resources, which is due to a drastic rise in population as well as dependency on limited natural resources for all means of living (fuel for travel, plants/animals for food, etc.)

**Statement 4:** Yes. The recent changes or occurrences include the increasing level of air pollution in urban areas, rapidly melting of glaciers, deforestation and the sudden increase in the occurrence of forest fire.

**Statement 5:** Yes, everything from glaciers melting to unusual long rain or drought or higher than AVG temperature may look harmless but are effects of global environment crisis.

**Statement 6:** Yes, our resources are depleting at an exponential rate because of a degrading environment. This is generally because of exploitation by human society and our population rising very steadily.

**Statement 7:** Temperature changes, longer summer, erratic rains

- **Reading the following statements by the leading scientists warning us about the 6th Mass Extinction, what is your opinion?**

**Statement 1:** It is human overpopulation and over consumption that drives wildlife and its habitat on a brink. We are the cause of leading wildlife into endangered or extinction.

**Statement 2:** Scientists have been warning us from past 2 to 3 decades and there is a growth but it is very slow than it needs to be. Ofcourse the term extinction is scary in itself but nothing would if everybody's gonna be worried and would do nothing.

**Statement 3:** This concerns me to a high extent and actions need to be taken immediately to avoid this "biological annihilation". This planet was meant to be for all, but now since humans are consuming all the available resources, nothing is left for those who can't speak. Other than this, hunting and poaching of any species for selfish gains should be banned. Why are animals treated different than human? Do they not have rights like us? Why can we kill and eat them or use them for decorative purposes? Instead, we being the smarter species, should take responsibility of them, to make their lives simpler and give them better living conditions.

**Statement 4:** Actually that's a very serious problem. Many species which we used to noticed in our childhood are not seen anymore . Humans are not aware about that , very few people thought about that but they're not sure what to do to aware the society. Lack of awareness is a big problem.

**Statement 5:** Though the loss to biodiversity is increasing at a gradual pace, but with exponentially increasing rate of consumption, over population and migration no one can predict or foresay that, in the future the loss to biodiversity or rate of extinction wouldn't be significant enough to cause a biological annihilation. Just like the rapid depletion of oils and minerals, humans will have to search for other alternatives.

**Statement 6:** We must act and make some permanent changes if we want our future generations to live peacefully. Even Small steps today can create a big impact tomorrow.

- **According to research published in the journal Scientific Reports - models out the future based on current rates of deforestation and other resource use. It has stated that if humanity continues down its current path, civilization as we know it is heading towards irreversible collapse in a matter of decades. What would be your reaction if humans are actually leading towards a dead end and soon going to face a societal collapse?**

**Statement 1:** I think we are already closed to societal collapse with only our talk and no action. My reaction would probably be rage and sadness.

**Statement 2:** I have read about the various societies being collapsed because they did not adopt the sustainable ways to live. I think in today's world the world need to shift to a world of sustainability.

**Statement 3:** This statement fills me with fear to the very core. It is a moral responsibility of every human, to understand this and start acting to preserve the environment and make life better for their future generations.

**Statement 4:** Not surprised at all, since we are the people responsible for the collapse, We can just try to "woke" people and aware them about this situation but let's be honest that doesn't seem to work at all.

**Statement 5:** Yes, it true that we are on the wrong path and need to be taken some serious action to save the civilization.

**Statement 6:** Start contributing in my small ways in whichever way i can to preserve the nature.

**Statement 7:** Yes...i would like to know about this more and do whatever i can do to educated people so that they also join us for our future generation.

**Statement 8:** To start creating awareness about the grave danger we as a race are in. To start questioning big corporations for their role in this onslaught on out nature.they need to be held accountable.

**Statement 9:** Would like to distance myself from the activities that will lead to such end. Would like to aware more people about the seriousness of the issue. Gradually, I will move to renewable energy sources and will encourage others to do the same.

● **What would be your reaction if there is another global financial crisis within the next 10 years, which will be even worse than the previous ones?**

**Statement 1:** I would think of how we as a human lack the ability to change for the better

**Statement 2:** I do not think that people would be able to survive this crisis after the covid 19 and that would be the time where our societies would collapse.

**Statement 3:** The recent financial crisis brought down almost all the national economies as well as many companies perished and many people got unemployed.

**Statement 4:** The world is just starting to recover from this. Now even if a similar kind of situation arises in the next 10 years, I don't think there will be many companies which will be able to survive, and an even higher number of unemployment might be caused. A country like Australia went in recession after 30 years, so if this happens again, I believe many countries will be following in their footsteps.

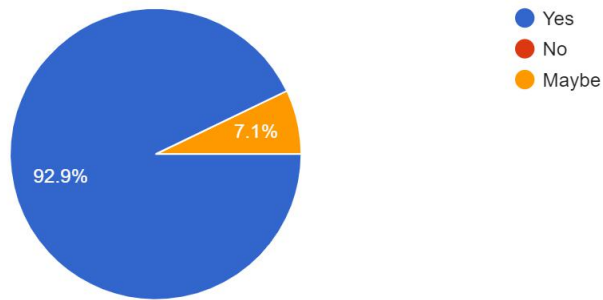
**Statement 5:** There will be nothing to do and everyone will be unemployed and this goes long many lives will come to an end.

**Statement 6:** It will impact the way I consume products and invest, currently. I will start saving more money and will reduce my consumption, so as to financially prepare

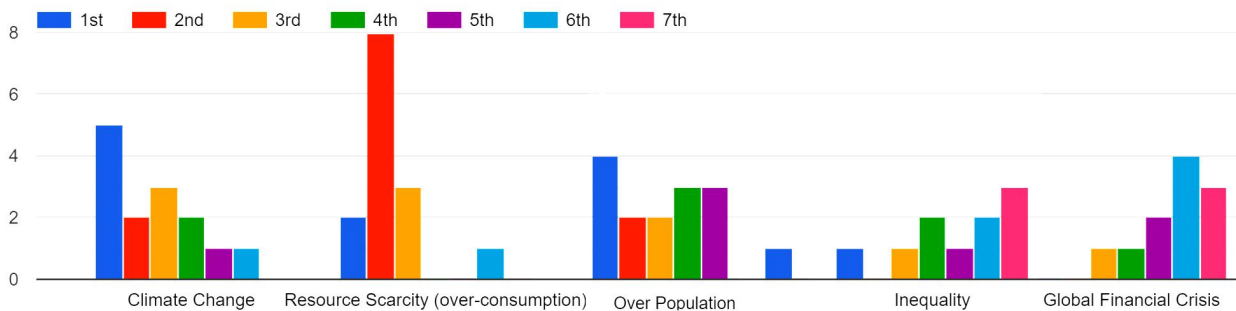
myself for the crisis. Apart from that, I would like to analyze the severity of the crisis, so as to find business opportunities which could help during the crisis.

- **Would you be interested in gaining more information about the critical questions and predicaments being faced by humanity and also explore resolution alternatives?**

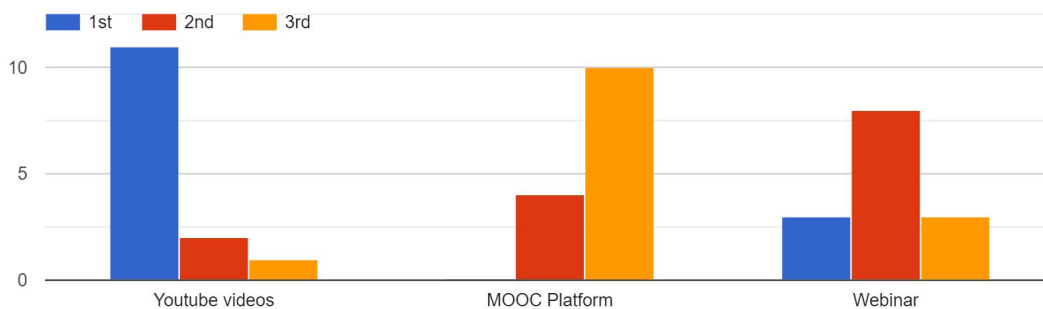
14 responses



- **Rank the following topics/issues based on your interest and their urgency to the environment and humans?**

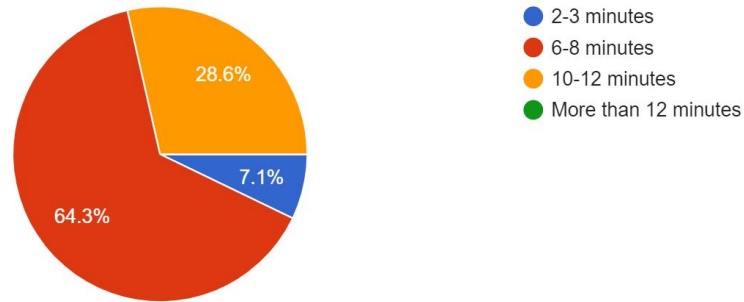


- **Rank the following platforms based on your flexibility to engage with online media platforms?**



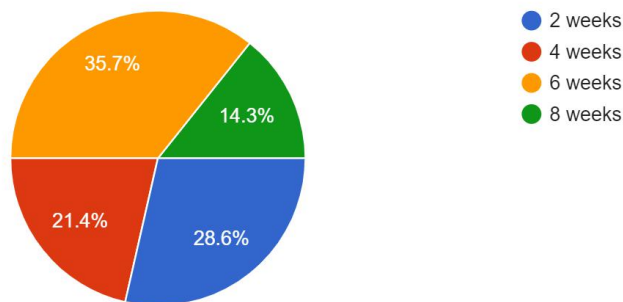
- According to your perception, what should be the ideal duration of an edutainment video to develop a basic understanding of the topic?

14 responses



- According to your perception, what is the ideal duration of an online course?

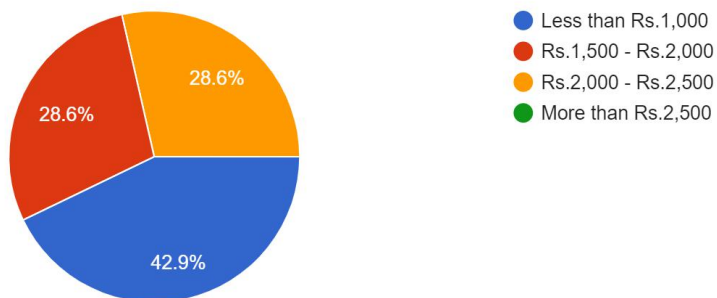
14 responses



- What is the amount of money you

would be willing to invest in an online course of your interest?

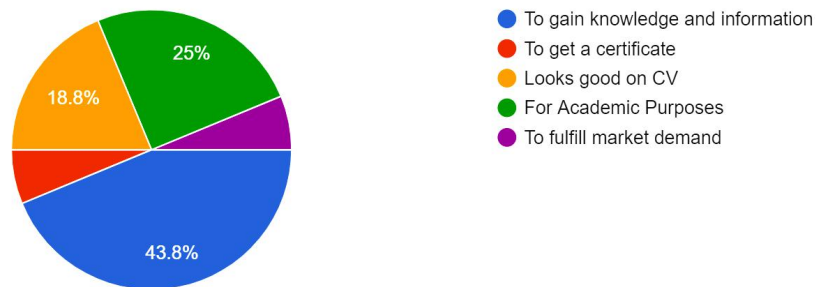
14 responses



- In your perception, among the following, what is the major purpose to enroll in an online course?

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## ● Findings

The following are the major findings that were concluded based on the survey:

1. Most people covered in the research have basic knowledge and awareness about the deterioration of environment, mass extinction and societal collapse.
2. Through this study, it was discovered that the majority of the people believe claimed that they personally have observed changes in the environmental quality and its effects on their health.
3. Climate Change, Resource Scarcity and Overpopulation observed among the most important issues that people are most interested in gaining information about.
4. Also, people find YouTube videos most engaging followed by webinar and online courses.
5. Half of the respondents claimed that the real purpose to enroll in an online course is to gain knowledge and information.
6. Majority of the people answered that the ideal duration of a an edutainment video to develop a basic understanding of the topic should be about 6 - 8 minutes, and the ideal duration of a webinar should be between 1 to 2 hour.
7. The ideal duration of an online course should be about 4 to 6 weeks in perception of the people. Also, half of the people responded that the amount of money they would be willing to invest in an online course of their interest is less than Rs. 1000/-.

## Conclusion:

The estimation results in this study provided very compelling findings. First, people perceived environmental deprivation and expressed their concern about mass extinction and societal collapse. A; so, people showed their interest and enthusiasm to gain more information about the same. According to the perception of the surveyed people, climate change, resource scarcity, and overpopulation are among the issues that would want to watch videos about and would like to enroll in courses related to the same.