Social Media Campaigns and Environmental Awareness Among Ethiopian Youth: An Analytical Framework

Mulu Gebru[1,2]**, Yared Aberra**[3,4]**, Tadesse Negussie**[2,4]**, Zewdie Asfaw**[3,5]

[1] Department of Research, Addis Ababa University

[2] Ethiopian Institute of Agricultural Research (EIAR)

[3] Addis Ababa Science and Technology University (AASTU)

[4] Haramaya University

[5] Department of Advanced Studies, Haramaya University

Author notes

Mulu Gebru is affiliated with Department of Research, Addis Ababa University and focuses on African Studies research in Africa.

Yared Aberra is affiliated with Addis Ababa Science and Technology University (AASTU) and focuses on African Studies research in Africa.

Tadesse Negussie is affiliated with Haramaya University and focuses on African Studies research in Africa.

Zewdie Asfaw is affiliated with Department of Advanced Studies, Haramaya University and focuses on African Studies research in Africa.

Abstract

Social media platforms have become integral in shaping public perceptions and behaviors across various demographics. In Ethiopia, where environmental challenges are increasingly prominent, social media campaigns play a crucial role in promoting awareness about environmental issues among young people. A mixed-methods approach was employed, involving both quantitative analysis of campaign metrics and qualitative interviews with young participants to gain deeper insights into perceptions and actions related to environmental issues. The findings indicate that a significant proportion (58%) of the youth surveyed reported increased interest in environmental causes after engaging with social media campaigns. Themes emerging from these campaigns included education about sustainable practices, calls for policy changes, and community-based initiatives. While the studies reveal promising engagement levels, there is room to improve campaign strategies focusing on more interactive content and sustained efforts to translate awareness into tangible actions. To enhance effectiveness, policymakers should integrate multi-platform campaigns that include educational resources, encourage user-generated content, and collaborate with environmental organizations for broader impact.

Keywords: *Ethiopia, Geographic Information Systems (GIS), Participatory Action Research, Social Movement Theory, Youth Activism, Digital Divide, Agenda-Setting Theory*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ REQUEST FULL PAPER

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa

Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge