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Eco-voices

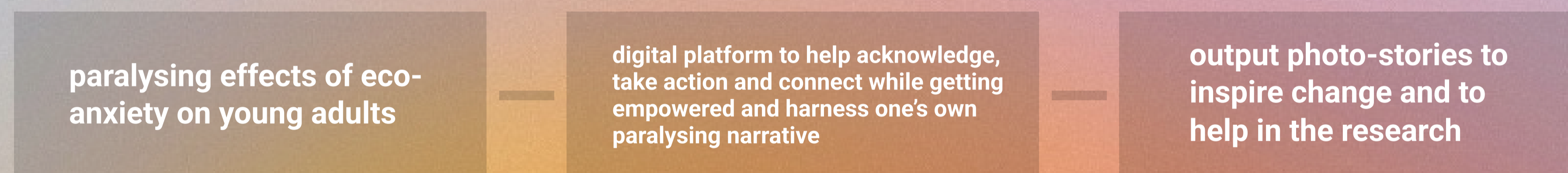## An investigation into new interactive paradigms to channel eco-anxiety into positive action.

ABSTRACT

- **Climate change and biodiversity loss negatively impact mental health**, particularly on **younger generations**, and the situation gets worse as climate change worsens.
- The issue is overlooked by media, academia, NGOs, governments and the general public. There is an **urgent need**
- **to increase awareness** around the topic.
- Research shows **great interventions opportunities**
- This thesis investigate a **huge gap in digital interventions** and offers a first prototype of a digital platform to **channel eco-anxiety into action** while providing valuable insights for research and awareness

INTRODUCTION AND BACKGROUND

1. Younger adults (18-35) are affected by paralysing effects of eco-anxiety.
2. Literature review and state of the art shows opportunities for intervention and positive channeling towards change-catalyst aptitude
3. There are no current digital platforms which implement the available research
4. There are recent attempts to create pro-campaigning behaviours, but more awareness and immediate support is needed.
5. This project researchs on opportunities to design a platform based on these findings
6. The final output is a formative document outlining the desirability, viability and feasibility of the service

DIAGRAM

| paralysing effects of eco-anxiety on young adults | — | digital platform to help acknowledge, take action and connect while getting empowered and harness one's own paralysing narrative | — | output photo-stories to inspire change and to help in the research |

STUDY METHODOLOGY

- A double-diamond design process takes in the define phase the findings from literature review and state of the art analysis;
- The define phase offer show opportunities to be tested;
- The ideation phase outlines a digital service that engineers a research method called 'photovoice' which provides empowerment for the users while helping harness their blocking narratives on eco-anxiety with other hypothesis of intervention;
- The prototype phase outlines the riskiest assumptions and develops a concept testing experiment to verify the assumptions in the ideate phase

TESTING & EVALUATION
- Concept proof: online workshop
- Analysis of the output of the workshop
- Analysis of the users' qualitative experience

RESEARCH RESULT

Evidence of the validity of the approach.
A formative output which outlines:

Desirability
"Would young adults experiencing eco-anxiety find beneficial to progress into a standalone digital service which provides empowerment by means of communication skills and narrative-changing tools while acknowledging their eco-anxiety?"

Feasibility
"How might we design a moderated workshop into a standalone service which takes into account photography learning, psychological re-elaboration, action-campaigning and community making?"

Viability
"Which actors would be interested in partnering for the project? Which business opportunities are there?"

CONCLUSION & FUTURE WORK:

A user scenario outlining all the users' journey of the proposed solution for further research and development into the next prototype phase. Opportunities ahead.