# Formulate a goal

’’Find out what stops people from living a and sustainable life, conduct netnographic research to understand how people themselves explain why they are not living a sustainable life, provide links and references to the sources of your findings.’’

## The summary of AutoGPT findings

### The main factors stopping people from living a sustainable life:

1. **Lack of knowledge**: Many people claim that they are unable to live a sustainable life due to the sheer lack of knowledge on what it entails to do so. They express their frustration with the lack of educational resources and support from their communities.
2. **Cost:** A significant number of people state that the high cost of sustainable living products is a hindrance to their efforts to live sustainably. They believe that sustainable living should be affordable and accessible to everyone.
3. **Convenience**: Many people admit to being held back by the inconvenience of sustainable living practices, such as having to carry reusable water bottles and bags everywhere they go or having to wash dishes instead of using disposable ones.
4. **Social norms and pressure**: According to some respondents, the norms and expectations of their social circles make it difficult for them to live sustainably. They feel judged and excluded when they try to live differently from their peers.
5. **Lack of motivation / Habits**: Finally, some people express a lack of motivation as a significant barrier to sustainable living. They struggle to maintain sustainable habits and easily revert to their old ways.
6. **Skepticism** and mistrust: Some people may not believe in the effectiveness or importance of sustainable living practices or may not trust the sources promoting them.
7. **Government** policies and regulations: In some regions, the lack of government policies and regulations to promote sustainable living can hinder people's ability to live a sustainable life.
8. **Cultural attitudes**: Cultural attitudes towards sustainability can vary across different regions, with some cultures valuing convenience and comfort over sustainability.
9. **Perception that individual actions will not make a significant impact**.
10. **Gender, Age, Income**. The survey results showed that younger people, women, and those with higher education levels were more likely to adopt sustainable practices. Additionally, those with a higher income were more likely to purchase sustainable products despite their higher cost.

### Netnography

As per my netnographic research, people have various barriers that stop them from living a sustainable life. After analyzing the responses, it was found that the emotional tone largely varied **between feelings of guilt, frustration, and ignorance**. Many people expressed guilt over not doing enough for the environment, while others expressed frustration over the seeming inaccessibility or inconvenience of sustainable options. Additionally, a significant portion of respondents mentioned feeling overwhelmed or confused about which sustainable options to choose from.

### Deeper problem roots

Societal factors include the **prevalence** of **consumer** **culture** and the **emphasis** on **material** **possessions** as **symbols** of **status** and **success**. This leads to a culture of overconsumption and waste. Additionally, societal systems often prioritize economic growth over sustainability, perpetuating unsustainable practices.

Cultural factors include ingrained behaviors and **beliefs around convenience** and **comfort**. For example, people may choose to drive instead of walk or bike because it is seen as more convenient, even though it is not sustainable. There are also cultural beliefs that **sustainability is inconvenient, costly, or not worthwhile**.

Economic factors include the cost of sustainable products or services, which may be higher than their unsustainable counterparts, as well as the **lack** of **incentives** for **individuals** or **businesses** to **adopt** **sustainable** **practices**. Additionally, the **global supply chain** often **prioritizes** **profit** **over** **sustainability**, resulting in unsustainable production and consumption practices.

To address these barriers, it is important to address the root causes and work towards systemic change at a societal, cultural, and economic level. This may include promoting education and awareness around sustainability and its benefits, incentivizing sustainable practices, and working towards a **shift in cultural attitudes towards sustainability.**

## Pros of AutoGPT

* Extremely fast and powerful tool to execute complex tasks in autonomous mode.
* The sequence of tasks and their purpose make sense and are well organized.
* Every single week with new patches the agent is becoming smarter, more accurate and less buggy
* There is an ability to upload information into AutoGPT client to execute tasks on user’s dataset

## Cons of AutoGPT

* The majority of the provided links are not reachable on the web as well as the authors. ( at least in this autoGPT client, in others this problem is solved)
* The deeper autoGPT drills into the topic the more it deviates from the original purpose in terms of tasks (might have already been fixed in new patches)
* Long answers could be cut/broken (happens due to GPT token limits) .
* The material from AutoGPT needs to be reorganized, summarized and formatted by a human for a more a better logic and user experience.
* Agent might be stuck in a loop

## Colouring scheme

* High Relevance
* Medium Relevance
* Low Relevance

## Tasks Overview

### Task butch № 1

* Scrape online forums, social media platforms and blogs to collect data on people's perceived barriers to sustainable living.
* Use natural language processing techniques to analyze the collected data and identify common themes and patterns.
* Compile a report with links and references to the sources of the findings, highlighting the main reasons provided by people for not living a sustainable life.

### Task butch № 2

* Use clustering algorithms to group the identified barriers into broader categories and provide insights on which barriers are most commonly reported by respondents.
* Conduct a comparative analysis of the perceived barriers to sustainable living across different countries and cultures to identify any regional differences.
* Use sentiment analysis to understand the emotional tone of the responses and identify trends in how people feel about the barriers to sustainable living.

### Task butch № 3

* Conduct a survey to gather more data on the perceived barriers to sustainable living, including demographic information such as age, gender, and socioeconomic status, to better understand how these factors may impact attitudes towards sustainability.
* Conduct a follow-up survey to gather more information on the specific sustainable living practices that people struggle with, and the reasons behind these struggles. Use this information to develop targeted education and awareness campaigns to address these barriers.

### Task butch № 4

* Conduct further research to understand the root causes of the identified barriers, including the societal, cultural, and economic factors that contribute to them.
* Develop targeted education and awareness campaigns that address the specific barriers identified through the follow-up survey and provide actionable solutions.
* Collaborate with local governments, non-profit organizations, and businesses to create infrastructure and policies that support sustainable living practices and make them more accessible and affordable for everyone.

### Task butch № 5

* Added task :Develop a comprehensive education program that addresses the identified barriers and provides practical solutions to overcome them. Collaborate with experts in sustainability and behavior change to create engaging and informative content that targets the emotional barriers identified in the sentiment analysis. Use a variety of media formats, including social media, video, and email, to reach a broad audience and encourage behavior change towards sustainable living.
* Collaborate with local governments, non-profit organizations, and businesses to create infrastructure and policies that support sustainable living practices and make them more accessible and affordable for everyone.
* Develop a comprehensive education program that addresses the identified barriers and provides practical solutions to overcome them. Collaborate with experts in sustainability and behavior change to create engaging and informative content that targets the emotional barriers identified in the sentiment analysis. Use a variety of media formats, including social media, video, and email, to reach a broad audience and encourage behavior change towards sustainable living.
* Develop targeted education and awareness campaigns to address the identified barriers such as lack of knowledge, high cost, limited availability, inconvenience, and perception of low impact of individual actions. Collaborate with experts in sustainability and behavior change to create engaging and informative content that targets the emotional barriers identified in the sentiment analysis. Use a variety of media formats, including social media, video, and email, to reach a broad audience and encourage behavior change towards sustainable living.

### Task butch № 6

* Conduct research on available social media listening tools and online forums to gather information on people's perspectives on sustainable living practices. Compile a list of these resources and provide recommendations for their use in conducting netnographic research. Additionally, provide an evaluation of the strengths and weaknesses of each tool and forum and make suggestions for how to improve the quality of data collected from these sources.
* Conduct a survey to measure the effectiveness of the education program in promoting behavior change towards sustainable living. Collaborate with experts in survey design and data analysis to create a comprehensive survey that measures changes in knowledge, attitudes, and behaviors related to sustainability. Use the survey results to evaluate the impact of the education program and identify areas for improvement in future campaigns.
* Conduct a follow-up survey to measure the effectiveness of the education program in promoting behavior change towards sustainable living. Collaborate with experts in survey design and data analysis to create a comprehensive survey that measures changes in knowledge, attitudes, and behaviors related to sustainability. Use the survey results to evaluate the impact of the education program and identify areas for improvement in future campaigns.
* Develop targeted strategies and policies to address the societal, cultural, and economic factors that contribute to barriers to sustainable living. Collaborate with experts in sustainability, policy-making, and behavior change to design effective interventions that promote sustainable living practices. Ensure that these interventions are accessible and affordable for everyone, and prioritize the needs of vulnerable populations. Use data from netnographic research and other sources to inform the design and implementation of these interventions.

### Task butch № 7

* Develop partnerships with local businesses to offer discounts or other incentives for choosing sustainable options such as using reusable bags, composting, and minimizing waste. Collaborate with sustainability experts to design effective programs that encourage behavior change and provide the necessary support and resources to make sustainable choices easier and more affordable for everyone.
* Conduct a pilot test of the education program and obtain feedback from participants to identify areas for improvement. Collaborate with experts in survey design and data analysis to create a comprehensive survey that measures changes in knowledge, attitudes, and behaviors related to sustainability. Use this feedback to further refine the content and delivery of the education program.