

Group 9: Environmental Action

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Agenda

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Overview
and Partner

03

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The Data

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Overview and Partner

- Looking at relationship between knowledge, education, and actions
- Our partner is Northeastern economics professor Dr. Venkatesan
- Partner goals:
 - Correct misperceptions about recycling
 - Understand pro-environmental action that could be triggered





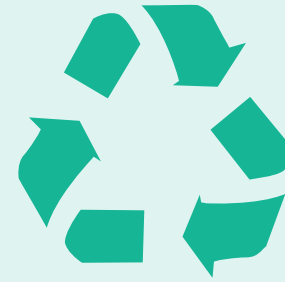
The Data

19-question survey, 277 responses

Given to people around Northeastern's campus

Also using a public data set about plastics produced
vs recycled

Task Analysis



What are the trigger points that make people act on their knowledge of recycling?

What information impacts people's perception of recycling?

How do the results of Dr. Venkatesan's study compare to public data sets?

What changes are people making to reduce their damage to the environment?

Examining the results of the survey, how many people say they routinely recycle?

How much are people willing to pay to eliminate the impact of their single-use cups?

The background of the slide is a light teal color with a white, torn-paper-like shape in the center. Teal leaf patterns are visible in the corners and along the edges of the white shape.

Visualization Design

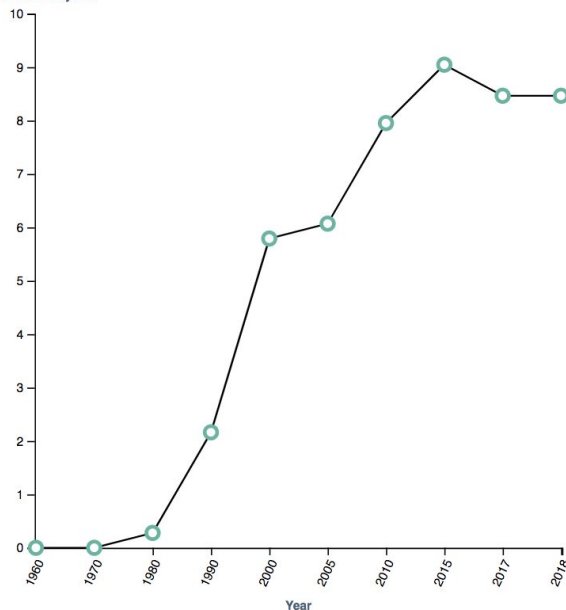
Public Dataset and Northeastern University
Survey Results

Public Dataset Results

Data on Plastics in Municipal Solid Waste (MSW) by Weight (in thousands of U.S. tons)

In 2018, only around 8.5% of plastics produced were recycled. A majority of these plastics ended up in landfills.

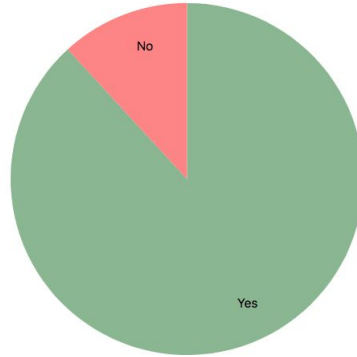
% of Waste Recycled



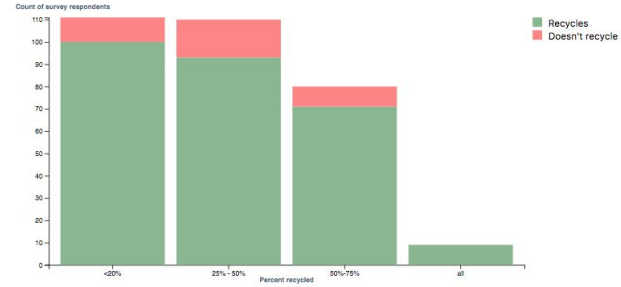
Year	WasteGenerated	Recycled	PercentRecycled
1960	390		
1970	2900		
1980	6830	20	0.29
1990	17130	370	2.16
2000	25550	1480	5.79
2005	29380	1780	6.06
2010	31400	2500	7.96
2015	34480	3120	9.05
2017	35410	3000	8.47
2018	35680	3020	8.46

Northeastern University Survey Results

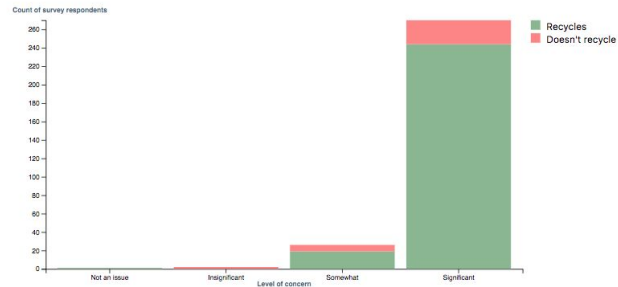
Do you participate in routine recycling of your trash?



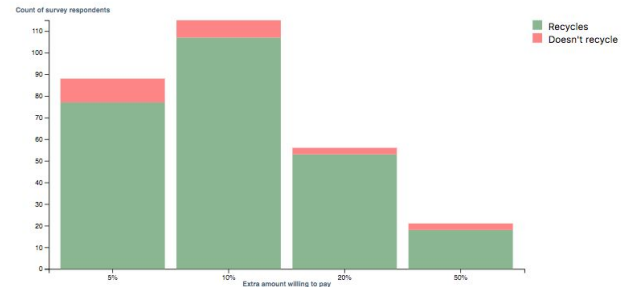
What percent of materials put in recycling bins do you think is actually recycled?



To what extent do you believe the present speed of climate change is an issue?



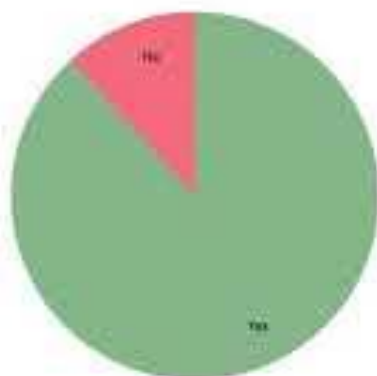
How much extra would you be willing to pay to eliminate the impact of your single-use cup?



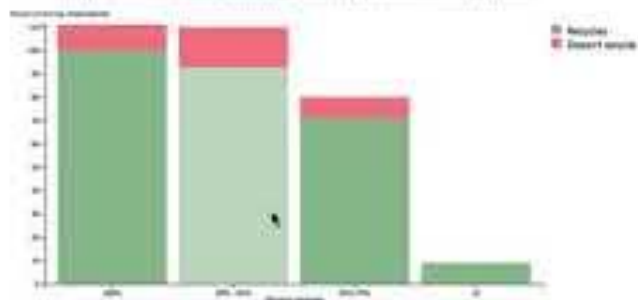
* Note that the time between years is not consistent and is based on the data that is publicly available.

Northeastern University Survey Results

Do you participate in routine recycling of your trash?



What percent of materials put in recycling bins do you think is actually recycled?



Recycle: 93; Do Not Recycle: 7

To what extent do you believe the present speed of climate change is an issue?

How much extra would you be willing to pay to eliminate the impact of your single-use cup?

Summary

Survey

Investigated survey responses about environmental knowledge and behavior

Public Data

Also analyzed public data about percentage of plastics that are recycled

Visualization

Combined these data to compare recycling perceptions with actual data, and to relate knowledge, awareness and action

Thank you!

Any questions?

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