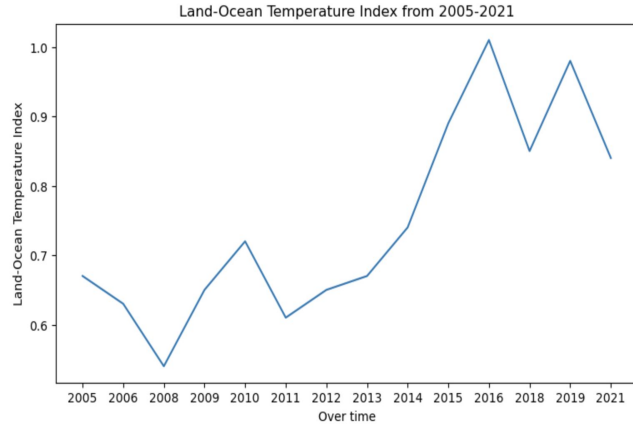
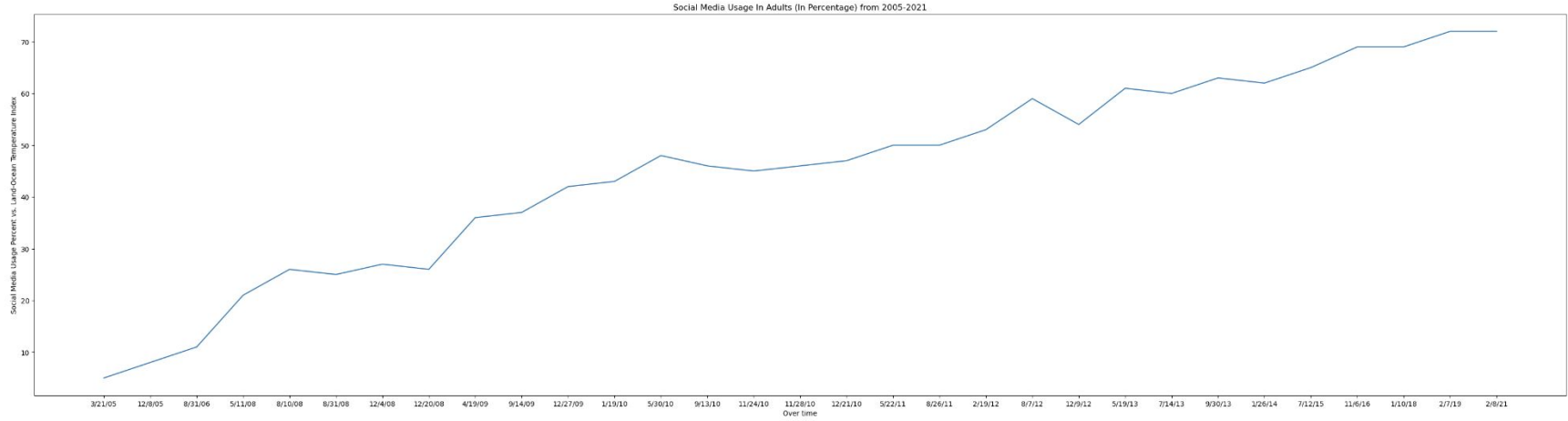


# DATA

PROJ06: Patterns of Identity

Therese Mendoza



**GRAPH A**

Adults' social media usage  
from 2005-2021 (in  
percentage)

**GRAPH B**

Land-Ocean  
Temperature  
Index from  
2005-2021

**GRAPH C**

Growth in global  
population and  
textile  
production by  
fibre type (2005-  
~2020 in red  
box)

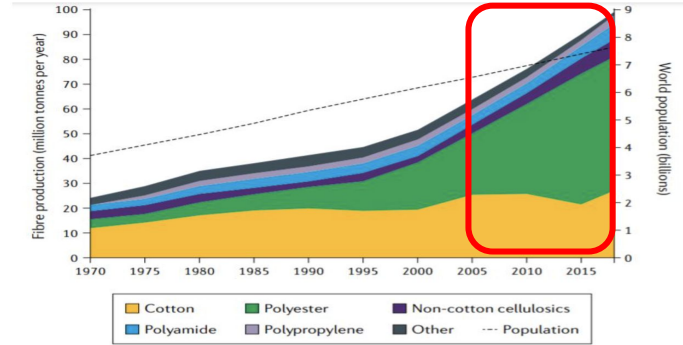


Fig. 1 | Growth in global population and textile production by fibre type. Fibre types include cotton, polyester, non-cotton cellulose, polyamide and polypropylene, with silk and wool represented together as 'other'. Growth in world population is also depicted. By the 2010s, textile-production growth overtook world-population growth, largely driven by the rise of cheap manufacturing and fast fashion.

## HYPOTHESIS

- *Due to the popularity of using social media and fast fashion advertising primarily taking place on social media, social media emphasizes consumerist culture which may cause a negative impact on the unethical business practices of fast fashion.*

## NOTES

- *Polyester is not biodegradable, pollutes the earth, and creates lots of waste.*
- *The land-ocean temperature index (LOTI) is an indicator of climate change.*
- *(Personal logistical note: I couldn't get DataHub to work the way I wanted it to, so I just included 3 separate graphs. I would've created a line graph with three different lines to show correlation if I could.)*

## DISCUSSION

- *There is a general positive correlation between all three graphs.*
- *As polyester production increases, so does social media usage and the LOTI.*
- *Not as drastic of an increase from 2011 to 2016 in Graph A and Graph C as there is in Graph B.*

## CONCLUSION

- *Observing from the general positive correlation between social media usage in adults, a large increase in polyester production in fashion, and an increasing land-ocean temperature index, the data provided supports the hypothesis that social media contributes to the negative effects of fast fashion on the environment.*
- *Definitely other external factors contributing to the LOTI's fast increase from 2011 to 2016.*

## Sources

- <https://climate.nasa.gov/vital-signs/global-temperature/>
- <https://www.pewresearch.org/internet/fact-sheet/social-media/#social-media-use-over-time>
- [https://earth.org/data visualization/impacts-of-fast-fashion-on-the-environment/](https://earth.org/data-visualization/impacts-of-fast-fashion-on-the-environment/)