



AWARENESS OF THE CURRENT STATE OF DEFORESTATION AMONG YOUNGSTERS

Calvin A/L Santhanasamy	TP061721	Low Pei Yee	TP061089	Khalil Albashir	TP074118
Lee Jia Hui	TP061931	Khew Mun Yew	TP055732	Sek Kar Chung	TP061842
Lay Ee Kuan	TP075331	Mohamed Azrieli Bin Ali	TP061666		



ABSTRACT

This study assesses youngsters awareness of deforestation and its environmental impacts. Utilizing quantitative methodology via Google Forms, it investigates youngster knowledge and concerns about deforestation. Findings indicate that the majority of youth are aware of deforestation causes and effects and express strong interest in implementing solutions. The research underscores the significance of youth engagement in addressing deforestation and emphasizes the importance of proactive measures for conservation and sustainability.

INTRODUCTION

Deforestation is a critical global challenge with significant environmental implications (FAO, 2021; WWF, 2020). Understanding its impacts and raising awareness among young people aged 15-24 is crucial. Deforestation disrupts ecosystems, worsens climate change, and threatens biodiversity. This study aims to assess youngsters' and young people's knowledge of deforestation and its effects. By exploring their understanding and proposing awareness strategies, we seek to empower the younger generation to contribute to forest preservation. Involving youth in conservation efforts can preserve forests, sustain reforestation, and curb deforestation and resource degradation, safeguarding biodiversity and ecological balance.(Sanginga, 2011)

SIGNIFICANCE OF THE STUDY

- To identify the level of awareness among youngsters on the deforestation issue.
- To Understand the effects of Deforestation
- To identify the cause of Deforestation
- To identify the appropriate or effective solution to mitigate Deforestation?

METHODOLOGY

This study employs a quantitative approach to assess the awareness of the current state of deforestation among youngsters aged 15-24. Utilizing Google Forms, a structured questionnaire is designed to gather data on respondents' knowledge, attitudes, and behaviors regarding deforestation. A sample of 50 respondents from the general public is targeted for participation. The questionnaire undergoes pre-testing to ensure clarity and relevance. The survey is distributed online via various platforms to reach the targeted age group. Ethical considerations are adhered to throughout the data collection process, ensuring informed consent and confidentiality. Quantitative data analysis techniques are employed to identify trends and patterns in respondents' awareness levels. The findings from this research aim to contribute valuable insights into the current understanding of deforestation among young individuals.

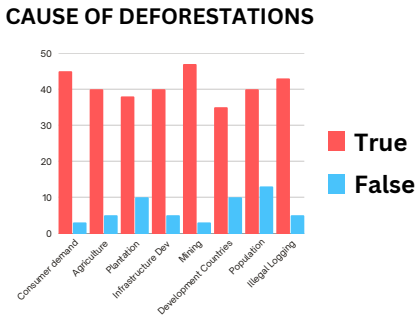
RECOMMENDATION

With increased awareness among youngsters, the next step is to take actionable measures. Implementing the following recommendations could further enhance awareness among this demographic:

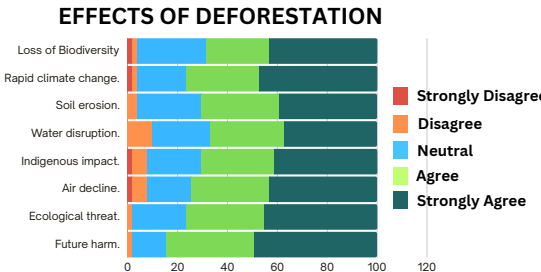
- 1. Facilitate Action:** Organize tree-planting events with local groups. Support youth-led projects financially and logistically. Connect young people with volunteering opportunities in affected areas. (Journal of Sustainability Education ,N.D)
- 2. Amplify Impact:** Run social media campaigns led by youth. Involve young people in policymaking. Promote citizen science for data collection. (Home, N,D.).
- 3. Promote Responsible Choices:** Hold workshops on responsible consumerism. Launch challenges for sustainable habits. Highlight sustainable businesses for informed choices.(Jia, T, et.al. ,2023)

FINDINGS

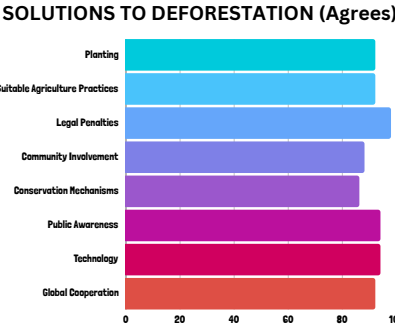
The survey uncovered a consensus on the key drivers of deforestation, with almost 90% of respondents expressing strong concern about the listed causes. Alarmingly, nearly nine out of ten respondents actively agreed that the identified factors present a serious threat to our forests.



The study shows that youngsters mostly understand the effects, with the majority agreeing or strongly agreeing with the suggested impacts. This indicates a significant level of awareness among young people regarding environmental challenges. Specifically, over 40% on average chose "strongly agree," while over 28% on average chose "agree" for each effect, highlighting a widespread acknowledgment of the severity of these issues.



The study underscores a significant demand for implementing key measures to address deforestation. Emphasizing the collective addressing of these factors is crucial for effective prevention. The data reveals that over 90% of respondents, on average, acknowledge the significance of these measures, as depicted in the second chart. This indicates a consensus among younger individuals regarding the suggested solutions and underscores a high approval rate for their necessity.



CONCLUSION

In conclusion, this study emphasizes the importance of educating young people about deforestation. The findings reveal a high level of awareness among participants regarding the causes and risks associated with deforestation, with over 90% expressing concern. Moreover, the majority (86%) stressed the need for collective action to prevent deforestation. However, the study's small sample size limits the generalizability of the findings. Despite this limitation, the results highlight the urgency of informed strategies to raise awareness among youth and mitigate deforestation's effects.

REFERENCES

- Students' Participation in Tree Planting Activity: Promoting the 21st Century Environmental Education « Journal of Sustainability Education. (n.d.). https://www.susted.com/wordpress/content/students-participation-in-tree-planting-activity-promoting-the-21st-century-environmental-education_2020_12/
- World Wildlife Fund. (2020). Deforestation and forest degradation. WWF. <https://www.worldwildlife.org/threats/deforestation-and-forest-degradation>
- Sanginga, Dr. N. (2011, November 24). Youths are critical to global efforts to combat deforestation and natural resource degradation, says Sanginga - Nigeria. ReliefWeb. <https://reliefweb.int/report/nigeria/youths-are-critical-global-efforts-combat-deforestation-and-natural-resource>
- Jia, T., Iqbal, S., Ayub, A., Fatima, T., & Rasool, Z. (2023, March 31). Promoting Responsible Sustainable Consumer Behavior through Sustainability Marketing: The Boundary Effects of Corporate Social Responsibility and Brand Image. Sustainability. <https://doi.org/10.3390/su15076092>
- Home. (n.d.). OECD iLibrary. <https://www.oecd-ilibrary.org/sites/9789264283923-10-en/index.html?itemId=/content/component/9789264283923-10-en>