

Effects of Social Media and Overconsumption on Climate Change

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Introduction

This presentation focuses on how social media influencers contribute to a global uptick in consumerism, and how that impacts climate change.

We will also review how climate change impacts us, and how it will continue to get worse without action.

Research

Influencers & Consumerism

Influencers convince their audience to buy things.

- In 2022, influencers alone sold \$3.6 billion worth of goods (The Guardian, 22 Feb. 2023)

More people have become 'consumers,' people who consistently buy non-essential goods.

- People in the UK are buying twice as many clothes as they were 10 years ago (The London Evening Standard , 8 Oct. 2018)



Research

The Fast-fashion Industry

Fast-fashion brands are unsustainable because:

- The fast fashion industry is worth over \$100 billion, and values cheap, quick, and poorly made products (ForeignAffairs.co.nz, 22 Nov. 2024)
- Mass produced synthetic and natural fabrics contribute majorly to greenhouse gas emissions
- Cheaper products are poor quality, meaning they get thrown out more often

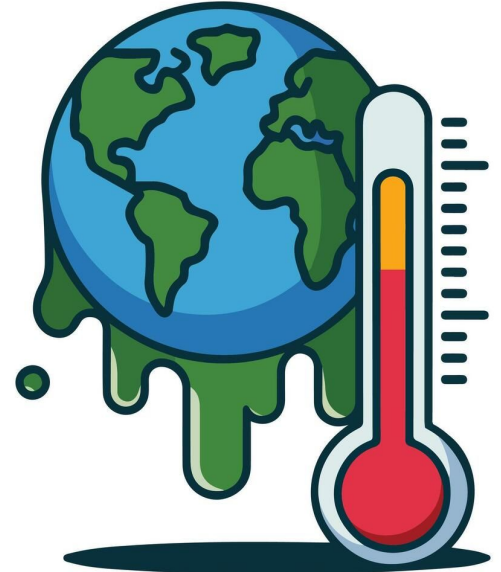


Why does it Matter?

Effects of Climate Change

Climate change does many things:

- Ice caps are melting, resulting in higher sea levels and increased coastal flooding
- Tropical storms and tropical cyclones require warm water to form, and warmer oceans mean more storms
- Most marine life cannot survive in higher temperatures, and the creatures in our oceans are dying out (UXL Encyclopedia of Weather and Natural Disasters, 2016)



Conclusion

What can **you** do about this?

It is **not** your responsibility to stop climate change.

Some steps you might take to slow it down, or be more sustainable include:

- Thinking mindfully about why you want to purchase something
- Staying away from influencers who are always promoting a product
- Shopping and donating to thrift stores instead of buying new and throwing good items away

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