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DETERMINATION OF EFFICIENCY OF USING DIFFERENT WAYS OF VISUALIZATION OF ECOLOGICAL INFORMATION

ВИЗНАЧЕННЯ ЕФЕКТИВНОСТІ ВИКОРИСТАННЯ РІЗНИХ СПОСОБІВ ВІЗУАЛІЗАЦІЇ ЕКОЛОГІЧНОЇ ІНФОРМАЦІЇ

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Анотація. У роботі наведено результати соціологічного дослідження, що мали на меті дізнатися ставлення громадян до різних шляхів поширення екологічної інформації, вивчити дієвість механізмів інтерпретації статистичних даних та візуалізації екологічних проблем, визначити зацікавленість місцевих жителів у проведенні заходів екологічного спрямування.

Ключові слова: соціологічне опитування, респондент, екологічна реклама, візуалізація інформації, екологічні заходи, фото та відеопродукція.

Abstract. The paper presents the results of a sociological study aimed at finding out the attitude of citizens to different ways of disseminating environmental information, at studying the effectiveness of mechanisms for interpreting statistical data and visualizing ecological problems, and at determining the interest of local residents in carrying out environmental activities. Key words: sociological survey, respondent, ecological advertising, information visualization, ecological activities, photo and video production.

Introduction.

Along with commercial advertising, social ecological advertising is increasingly appearing in the media. It does not have the goal of obtaining profit, but is focused solely on popularizing ecological information, forming an ecological outlook, and solving certain ecological problems. A distinctive feature of ecological social advertising in comparison with commercial is that social advertising is not motivated by a return of investment, but is a program of corporate social responsibility.

Research on the effectiveness of various ways of visualizing ecological information is currently relevant, because ecological social advertising is aimed at the average person and it should be accessible and understandable for all segments of the population. In addition, usually any ecological information contains a call for changes in the life of every citizen. Such changes require some effort (whether it be separate sorting of garbage or planting trees) and do not provide material reward. Therefore, social advertising should be not only understandable but also effective. It should give a comprehension of a specific ecological problem, its importance; motivate the population to environmentally conscious behavior.

Presentation of the main material.

To determine the effectiveness of the means of disseminating ecological information, a sociological survey was conducted. It was conducted among the participants of the event "Chervone EcoFest", which took place in 2019 in the urbandtype settlement Chervone, Zhytomyr region. A total of 105 people were interviewed. During the survey, respondents were asked to fill out a questionnaire. The obtained results were further processed and analyzed.

The questionnaire consisted of three parts. The first part contained only three questions regarding the gender, age and level of education of the respondents and was intended to determine the category of the population most willing to participate in such studies. Among the respondents, the largest share was made up of persons aged 18-25 (57%). With each subsequent age category, the number of people who agreed to take the survey decreased. Analysis of the gender structure of respondents showed that women were more willing to join the survey, which is traditional for this type of research. Almost all survey participants either have higher education or are currently obtaining it.

The second part of the questionnaire consisted of 10 questions directly related to the means of disseminating ecological information and was intended to determine the attitude of respondents to ecological advertising in general, to identify which type of dissemination of ecological information is the most effective, and to analyze the willingness of the respondents to participate in ecological activities.

Analyzing the frequency of ecological information occurrence in the daily life of the respondents, we can conclude that almost everyone is faced with it. Most of the respondents said that they come across environmental information several times a week (Fig. 1). Frequency is influenced to some extent by how often a person uses the media: radio, television, the Internet, etc. and the sphere of interests of each person.

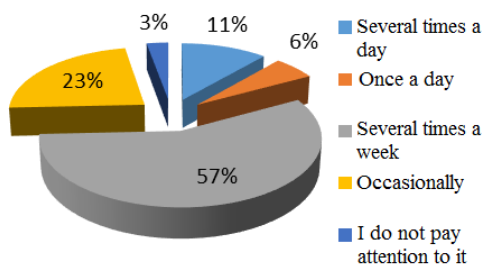


Fig. 1. Frequency of viewing ecological information by respondents

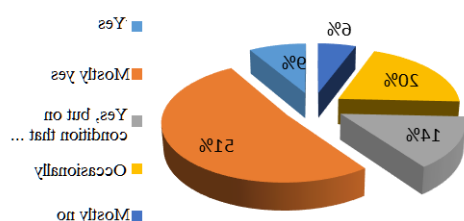


Fig. 2. Answers to the question "Do you always read ecological information to the end?"

Most respondents read ecological information to the end (Fig. 2), provided that the information is really interesting and creative, and contains some new facts, not yet known to the respondents.

To the question "Do we need social advertising?" almost all the respondents answered that it is necessary. Only a few survey participants said they had not thought about it. It can be concluded that social ecological advertising, which does not aim to promote a particular type of product, but only calls for an environmentally conscious life, is positively perceived by the population.

Among the sources of ecological information, the most popular were the Internet (68 respondents), social networks (54 respondents) and television (48 people), which is not surprising, since these are the ways of conveying information to the public that are currently the most popular and in demand. Social advertising in public transport (22 people) and billboards and posters in the city (35 people) are somewhat less popular. Usually the average person does not pay attention to these media, but trying to pass the time, they look through them. In fact, handouts (3 people) and radio (1 person) are almost not used as sources of ecological information. None of the respondents mentioned periodicals, which is due to the decrease in their popularity in general.

According to the way of visualization of ecological information, the majority of the respondents identified using photos highlighting the problem as the most effective option (it was noted by 75 respondents), slightly less votes were gained

by the option of describing the problem situation with a solution to it (48 respondents).

The third part of the sociological survey consisted of only two questions: "Please give an example of a successful and unsuccessful, in your opinion, environmental advertisement" and aimed to identify advertising products that were imprinted in the memory of the people who viewed them.

An example of successful visualization was provided by 72 respondents (69%), which indicates that, in general, ecological advertising does not leave people indifferent. The majority of survey participants mention a good example of advertisement on billboards or on the Internet, consisting of a photographic image fully demonstrating the problem and the call for change. Among the issues covered by social ecological advertising, the most attention is drawn to the problems of household waste and littering of the ocean with plastic, destruction of wild animals and abuse of pets, deforestation and burning of forests.

Conclusions.

Summing up, we can point out that, in general, the attitude of the local population towards ecological advertising is positive. Most respondents constantly come across it on the Internet, social networks, watching TV news. The most eye-catching social ecological advertisement is made in the form of photo and video production, since it clearly demonstrates a certain environmental problem and is not overloaded with information. In the future, when making ecological informative products, one should take into account which types of visualization are more effective and focus on them.

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