

Evaluating the Impact and Analyzing Key Messages of "Ethadar Lel Akhdar" Campaigns on Egyptian Youth's Awareness

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Abstract:

The Egyptian government adopted green marketing and utilized eco-friendly campaigns over the past couple of years to raise environmental awareness among Egyptian youth and guarantee the sustainability of natural resources. Consequently, the emerging type of marketing has influenced the thoughts and behaviors of Egyptian youth and drew attention to the importance of examining the impact of such campaigns on shaping youth awareness. In the light of the most recent presidential campaign led by the Egyptian Ministry of Environment, "Ethadar Lel Akhdar," this study conducts a 3-year content analysis on the videos of the campaign to identify its key messages, main themes, persuasive strategies, presentation techniques, and tone. To examine the extent of the reach of the campaign to its target audience, the demographics of the youth groups who are affected most by the campaign, its impact on them, the variety of their awareness levels as well as the behavioral influence in correlation with the campaign's

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information provision, the study used a quantitative survey applied to Egyptian youth respondents aged between 16 to 40 years old. The analysis of the campaign content revealed that it aimed to promote environmentally friendly actions through adopting emotionally and logically persuasive strategies as well as the action-taking-urgency tone. The survey findings have shown that most respondents watched the campaign. However, their degree of response varied between passive knowledge of the existing problems that dominated respondents' entries and the beginning of taking environmental conservation actions. In contrast, less than half of the respondents started taking active actions to change their behaviours in a way that saves the environment. The study concluded that the campaign managed to achieve its objectives, as deduced from the content analysis, in light of the gained knowledge and initial action-taking reported by survey respondents.

Keywords:

Ethadar Lel Akhdar campaign, Effectiveness, Shaping, Egyptian youth, Awareness, Content analysis, Key messages

الملخص:

تبنت الحكومة المصرية التسويق الأخضر واستخدمت الحملات الصديقة للبيئة على مدار الأعوام الماضية لرفع الوعي البيئي بين الشباب المصري وضمان استدامة الموارد الطبيعية. وبالتالي، فقد أثر نوع التسويق المستجد على أفكار وسلوكيات الشباب المصري ولفت الانتباه إلى أهمية دراسة تأثير هذه الحملات على تشكيل وعي الشباب.

في ضوء الحملة الرئاسية "اتحضر للأخضر"، والتي قادتها وزارة البيئة المصرية، تضمنت هذه الدراسة إجراء تحليل لمضمون مقاطع الفيديو الخاصة بالحملة على مدار ٣ سنوات لتحديد رسائلها الأساسية، وموضوعاتها الرئيسية، واستراتيجيات الإقناع التي اعتمدت عليها، وتقنيات العرض، واللغة المستخدمة. وللتعرف على مدى وصول الحملة إلى جمهورها المستهدف، الفئات الديمغرافية الأكثر تأثراً بالحملة، وتأثيرها عليهم، وتنوع مستويات وعيهم، فضلاً عن التأثير السلوكي للحملة، استخدمت الدراسة الأسلوب الكمي من خلال استمارة الاستبانة على عينة عمدية من الشباب المصريين الذين تتراوح أعمارهم بين ١٦ و ٤٠ عامًا.

وكشف تحليل مضمون الحملة عن أنها تهدف إلى تعزيز الإجراءات الصديقة للبيئة من خلال تبني استراتيجيات مقنعة عاطفياً ومنطقياً بالإضافة إلى اعتماد لغة تحث على اتخاذ الإجراءات العاجلة. وأظهرت نتائج الاستبيان أن معظم مفردات عينة الدراسة شاهدوا الحملة. ومع ذلك، تفاوتت درجة استجابتهم بين المعرفة السلبية بالمشاكل البيئية الحالية التي شكلت معظم الإجابات والبدء في اتخاذ إجراءات لحماية البيئة. في المقابل، بدأ أقل من نصف عينة الدراسة في اتخاذ إجراءات نشطة لتغيير سلوكياتهم بطريقة تحافظ على البيئة. وخلصت الدراسة إلى أن الحملة نجحت في تحقيق أهدافها، وهو الأمر الذي اتضح من خلال مقارنة تحليل المضمون بنتائج استمارة الاستبانة وما تبين في ضوء المعرفة المكتسبة لدى عينة الدراسة من الشباب.

الكلمات المفتاحية: حملة اتحضر للأخضر، الفاعلية، التشكيل، الشباب المصري، توعية، تحليل مضمون، رسائل أساسية

Introduction:

Media campaigns are strategic activities promoting a product, service, or brand. To achieve the most effective results, campaigns are carefully planned using activities. Media campaigns take advantage of different channels, platforms, and media to maximize impact (Fekr Media Consulting, n.d.)

Mass media campaigns can directly or indirectly lead to health behavior change in populations, but existing evidence varies depending on the targeted behavior (Wakefield, Loken, & Hornik, 2010).

For example, a substantial body of evidence assesses their role in reducing tobacco use (Bala, Strzeszynski, Topor - Madry, & Group, 2017) and promoting physical activity (Abioye, Hajifathalian, & Danaei, 2013). However, it is unclear whether mass media effectively reduce alcohol consumption and related harm. There is some evidence that mass media campaigns can, under certain conditions, reduce drunk driving (Elder, et al., 2004). Still, little evidence shows that they have reduced alcohol-related road accidents or related injuries and deaths (Yadav & Kobayashi, 2015) and (Young, et al., 2018).

Media campaigns occur in a rapidly evolving media environment, requiring specialized audience targeting of advertisements to engage youth across multiple media channels. As a result, the extent to which current media campaigns successfully influence children may differ from past generations of health campaigns. Therefore, continued research on the effectiveness of education campaigns is critical to ensure they positively impact public health. For example, the Real Cost is a national public education campaign to prevent and reduce smoking among teenagers (Duke, et al., 2019).

"Ethadar Lel Akhdar" is an Egyptian campaign within the framework of the national strategy for sustainable development "Egypt 2030", which aims to change behaviors, spread environmental

awareness, and encourage citizens - especially youth - to participate in preserving the environment and natural resources to ensure their sustainability to protect the rights of future generations. The campaign also aims to raise awareness of the global conservation and management of nature reserves to ensure that ecosystems are balanced and maximize opportunities for economic and social development (Egypt Projects Map, 2022).

Research Objectives:

1. To identify the key messages and themes conveyed in the campaign's videos
2. To find out the persuasive strategies adopted by the campaign
3. To identify the presentation techniques and tone used by the campaign
4. To determine the campaign's effectiveness, "Ethadar Lel Akhdar" on youth.
5. To identify which gender is most affected by the "Ethadar Lel Akhdar" campaign.
6. To explore the effect of the "Ethadar Lel Akhdar" campaign on different age groups.
7. To find out the level of awareness of youth about the "Ethadar Lel Akhdar" campaign.
8. To identify a relationship between youth awareness and the "Ethadar Lel Akhdar" campaign.
9. To examine the youth's behaviors affected mainly by the "Ethadar Lel Akhdar" campaign.
10. To identify the role of the "Ethadar Lel Akhdar" campaign in intensifying the knowledge gap among young people about the climate.

11. Conduct a comparison between the survey findings and the content analysis results to assess to what extent the campaign has achieved its objectives

Research Importance:

This research topic receives much attention as youth sensitizes them to participate in climate change. However, this impact is still being determined, and there is a need to know the effects of media campaigns on young people, to find out whether "Ethadar Lel Akhdar" have an impact and to assess these effects in light of the campaign's key elements and objectives.

Research Problem:

The research problem lies in examining the "Ethadar Lel Akhdar" campaign, which may positively or negatively shape Egyptian youth's awareness in comparison to the key messages and objectives of the campaign.

Literature Review:

The effect of a national mass media campaign, "Danish RESPEKT," to encourage medication-seeking for alcohol use disorders was explored by (Finn, Mejldal, Baskaran, & Nielsen, 2022) study. Results showed that the campaign impact positively attituded and had an impact on increasing knowledge and changing attitudes. Also, the effectiveness of Anti-Alcohol consumption campaigns was examined in the (Young, et al., 2018) study. Findings showed that the audience could recall the campaign, which impacted their knowledge, attitudes, and beliefs about alcohol consumption.

Digital media campaigns such as National Project Campaigns about Egyptian Economic Reforms and their impact on Egyptians' attitudes were analyzed in the (Ibrahim, 2021) study. It was found that these campaigns were able to "arouse the feelings of belonging to the country, identify the most important national projects that affect

economic growth, obtain various information about national projects within society.”

The impact of media campaigns on youth smoking was explored in (Duke, et al., 2019) study to find out the relationship between youth exposure to the U.S. Food and Drug Administration’s national tobacco public education campaign. Results revealed that continued national tobacco public education campaigns like The Real Cost could have changed population-level smoking initiation among youths, saving future generations from tobacco-related harms. In addition, (Durkin, Brennan, & Wakefield, 2012) study examined the campaigns that aim at encouraging people to quit smoking. Findings pointed out the success of those media campaigns that increased the youth leaving intentions and at least made them try to reduce adult smoking prevalence. Also, (Sly, Hopkins, Trapido, & Ray, 2001) study aimed at analyzing the short-term effects of television advertisements from the Florida “truth” campaign on levels of smoking. It was found that the impact was shallow, and the media campaign could not increase awareness of quitting smoking.

Exploring the correlation between audience viewing of the media campaigns and their political participation In the Egyptian 2018 Presidential campaigns was explored in the (Halim, 2018) study. Results revealed a relationship between young people's exposure to means of communication such as the Internet, radio, television, newspapers, posters, banners, and meetings and their political participation in the Egyptian presidential elections.

Preventing interpersonal violence and abuse campaigns in the ‘Alcohol and Cancer’ mass media campaign, which was developed by the Western Australian Drug and Alcohol Office, in partnership with Cancer Council Western Australia, were studied by (Stanley, et al., 2017). Findings showed that participants claimed that the campaign messages should target the entire population, not only the youth. Consequently, its messages should target all youth exposed to

interpersonal violence and lesbian, gay, bisexual, and transgender young people.

Raising women's understanding of the correlation between alcohol and cancer campaigns was examined in (Dixon, et al., 2015) study. Findings pointed out the positive impact of these campaigns on women's awareness of alcohol and cancer topics. Also, how the Egyptian Center for Women's Rights (ECWR) campaigned for anti-sexual harassment was analyzed in (Rizzo, Price, & Meyer, 2012) study. Results revealed that the ECWR leadership led the organization toward progressively promising results in an unsympathetic context. This case illuminates how civic organizations that emphasize women's issues in the Middle East can pass through high-risk environments, whether due to neopatriarchal culture, authoritarian governance, or both.

Media campaigns on illicit drug use among young people were explored in (Ferri, Allara, Bo, Gasparrini, & Faggiano, 2013) study, where it was found that the trial results did not find an impact on the users who watched the campaigns.

Anti-Bullying campaigns targeting youth were analyzed by (McWilliam, King, Drennan, & Cunningham, 2016) study. Two Australian anti-bullying campaigns used a repeated-measures approach on 849 people aged between 16 and 24 were examined. Results showed that the target goal of these campaigns was verified, and there was a positive impact on the audience; however, Facebook campaigns revealed a higher impact than traditional ones.

Mental health issues campaign evaluation was assessed in (Livingston, Tugwell, Korf-Uzan, Cianfrone, & Coniglio, 2013) study. The research aimed to determine if the One Voice campaign was able to increase youth awareness and change their attitudes toward mental health topics. As a result, one-fourth of respondents

could recall the campaign, and the percentage of respondents who knew about the One Voice campaign dramatically rose.

The effectiveness of national HIV and AIDS communication campaigns was investigated in

(Peltzer, et al., 2012) study. Findings pointed out that campaigns increased people's knowledge, condom use at the last sex, having tested for HIV in the past 12 months, and less stigmatizing attitudes toward PLWHA.

According to (Wright, McGorry, Harris, Jorm, & Pennell, 2006) study, the research goal was to find out the outcome of applying a health promotion model to evaluate and develop an awareness campaign to improve mental health literacy and early help, young people. The results showed that the impact was present but on the following variables, which were "awareness of mental health campaigns, self-identified depression, help for depression sought in the previous year, correct estimate of the prevalence of mental health problems, increased awareness of suicide risk, and a reduction in perceived barriers to help-seeking."

Even youth gambling avoidance via qualitative methods was studied by (Messerlian & Derevensky, 2006) study which found that youth negatively react to the type of message that states clearly that they should not gamble, sometimes prompting disobedient or stubborn behavior.

Key messages of the campaigns were analyzed in numerous studies where (Benedict & Hussein, 2019) study analyzed the water awareness campaign messaging of the Water Efficiency and Public Information for Action (WEPIA) campaign in Jordan, based on government documents and interviews. It argued that the Ministry of Water and Irrigation (MWI) aimed to shape citizens' water habits and perspectives to align with government concerns over state security, creating responsible water citizens. The MWI achieved this through

two strategies: promoting national responsibility for the water network and disseminating diverse water awareness materials to shape water habits that support state security. Whereas, the (Kuppuswamy, 2018) study explored the role of media in educating the public about environmental issues through environmental campaigns in traditional and social media. It aims to examine the content of these campaigns and their impact on raising environmental awareness among different cross-cultural sections of people, based on the Theory of Planned Behaviour. The study conducted content analysis and surveys to determine the effectiveness of selected campaigns on radio, print, television, and social media. The findings revealed the positive benefits of the campaigns and identified various factors that influence the promotion of environmental awareness, drawing on communication theories and discussions.

The (Pramana, Utari, & Naini, 2021) study aimed to analyze the fantasy themes conveyed in the climate crisis campaign messages created by Greenpeace Indonesia through images and narratives posted on their Instagram account @greenpeaceid. Qualitative content analysis was used as the research method, focusing on images with the hashtag #ClimateCrisis posted from January to June 2020. The findings revealed three dominant fantasy themes which are highlighting the severe threat of climate crisis, emphasizing the urgent need to transition to renewable energy resources, and advocating for environmentally-friendly regulations. The visual messages utilized various dramatization patterns, including showcasing natural disasters as evidence of climate crisis, raising concerns about the negative impact of coal power plant expansions, and addressing the implications of the Omnibus Law on the climate crisis in Indonesia.

Also, in the (Ademosu, 2020) study, the objective was to analyze two environmental campaigns, one with a Nigerian context and the other with a global outlook, using framing theory. The study aimed to evaluate the discourse tools employed in designing the communication

content of these campaigns. The results showed that both campaigns utilized discourse tools such as the rank scale act, cohesion, and cohesive devices to ensure that the messages were meaningful and coherent and to establish connections between the concepts discussed.

Research Questions:

1. What are the key messages and themes conveyed in the campaign's videos?
2. Which persuasive strategies were adopted by the campaign?
3. What are the presentation techniques and tone that were used by the campaign?
4. What is the impact of the "Ethadar Lel Akhdar" campaign on youth?
5. Is the effect of the campaign on youth positive or negative?
6. What is the role of the campaign "Ethadar Lel Akhdar" for youth?
7. Do the survey results agree with the objectives of the campaign revealed through the content analysis?

Research Hypothesis:

1. The "Ethadar Lel Akhdar" campaign positively affected the awareness of Egyptian youth.
2. The "Ethadar Lel Akhdar" campaign positively affected youth behavior change.
3. The objectives of the "Ethadar Lel Akhdar" campaign were successfully achieved

Research Methodology:

This research will utilize a mixed approach; The research will employ the qualitative content analysis tool to identify the theme and key messages of the campaign. Additionally, it will use the

quantitative survey tool to examine the impact of the "Ethadar Lel Akhdar" campaign on youth awareness and behaviors.

Research Sample:

The content analysis was conducted on a sample of 10 “Ethadar Lel Akdar” campaign videos that have been posted on the Facebook page of the campaign since its inauguration in November 2019. The sample was extracted through simple random sampling to include 1 video from each annual quarter of the 3-year time frame that took place between 2020 and 2022. However, in the first 2 quarters of the second year, 2021, the campaign’s Facebook page did not run any videos. Accordingly, the sample includes 10 videos instead of 12.

The survey was conducted on a sample of 127 respondents of Egyptian youth whose ages ranged between 16 and 40 years old. The sample was extracted through purposive sampling of individuals who were exposed to the campaign’s videos/

Theoretical Framework:

This research will apply the cultivation theory to determine if the campaign could cultivate its goals in youth behaviors.

According to (Hadi, 2007), the cultivation theory was introduced in the 1960s by the Hungarian-born American Professor George Gerbner to examine the influence of television on viewers. He introduced cultivation theory as part of the cultural indicators project. Cultivation theory aims to understand and explain the dynamics of television as a distinctive feature and strength of today's dominant cultures and in which demographic characteristics such as gender, age, race, education, income, and political beliefs are used to examine responses to watching television.

This research depends on the fact that the media can plant information, behavior, and habits within the youth and change their thinking. The cultivation theory aims to understand and explain the power of social media in planting information and spreading cultures, so the idea was applied.

Results:

The content analysis was conducted on 10 videos posted on the official page of the presidential campaign on Facebook “Ethadar Lel Akhdar”. The analysis took place by the following coding categories: Key messages, themes, persuasive strategies, presentation techniques, and tone.

Firstly, a video posted in March 2020 on the campaign’s Facebook page titled “Fruits and Vegetables” presented a main message of encouraging viewers to conserve water by reducing the amount of water used to wash fruits and vegetables. The video highlighted the importance of water conservation and the negative impact of excessive water usage on the environment. The theme of individual responsibility and action was also emphasized, as the video

showed viewers how they can make a difference through their actions. The video used several persuasive strategies to convey its message. These included the following:

Informational appeal: The video provided information about the negative impact of excessive water usage on the environment and the benefits of water conservation.

Social proof: The video emphasized the importance of individual responsibility and action, showing viewers how they can make a difference through their actions.

Call to action: The video ended with a call to action, encouraging viewers to conserve water by reducing the amount of water used to wash fruits and vegetables.

In terms of presentation, the video was presented in a simple straightforward way, alongside a combination of live-action footage and graphics. Additionally, the video presented a sense of urgency through its tone.

Another video posted on the campaign's Facebook page in June 2020 titled "Electricity Consumption" had a key message of encouraging viewers to conserve electricity by reducing their energy consumption. The main themes of the video highlighted the negative impact of excessive electricity usage on the environment, including the depletion of important resources such as petroleum and coal, and the harmful emissions released into the air when these fuels are burned to generate electricity. This video has used similar persuasive strategies to the other one to convey its message. These included:

Informational appeal: The video provided information about the negative impact of excessive electricity usage on the environment and the benefits of conserving energy.

Social proof: The video emphasized the importance of individual responsibility and action to combat the potential consequences of excessive electricity consumption.

Call to action: The video ended with a call to action, encouraging viewers to conserve electricity by reducing their energy consumption.

As per the used presentation techniques and tone, the video has also used a combination of graphic footage and adopted straightforwardness in its message presentation. The tone highlighted the urgency of action-taking, as well.

In July 2020, the campaign's page posted a video titled "Organizing fishing to save marine life". The main message of the video revolved around the importance of regulating fishing practices to protect marine life from extinction. Through its theme, the video highlighted the negative impact of overfishing on fish and other marine species and stressed the need to prevent these harmful activities by regulating fishing practices and creating natural habitats for marine life.

In terms of the presentation techniques, The video was presented simply by using animated graphics.

As per the persuasive strategies, this video adopted the following:

Informational appeal: The video provided information about the negative impact of overfishing on marine life and the benefits of regulating fishing practices.

Emotional appeal: The video featured footage of beautiful marine species, and used emotional language to convey the importance of protecting them from extinction.

Call to action: The video ended with a call to action, encouraging viewers to take steps to protect marine life by regulating fishing practices and creating natural habitats for marine species.

Through this presentation, the target audience appeared to be a broad range of people of different ages, with a focus on those who are interested in marine conservation and protection. The video featured a diverse range of marine species and fishing practices and provides simple tips and guidelines on how to regulate fishing practices and protect marine life. The tone of the video correlated with that of other videos through the focus on portraying a sense of urgency. Additionally, this video adopted an emotional tone.

In October 2020, the campaign's Facebook page posted a video about the use of wooden windows. The video presented several key messages which recommended using wooden windows instead of sealed glass windows, highlighting the fact wooden windows allow for the flow of air and constant ventilation. However, sealed glass windows accumulate heat from sunlight. The theme of the video was the presentation of sustainability and eco-friendliness as well as indoor air quality and ventilation in light of energy efficiency.

The video has used some persuasive strategies, as follows:

Expert opinion: The video presents a fact-based argument and appeals to the viewer's rational side by explaining the benefits of wooden windows over sealed glass windows.

Emotional appeal: The video implies that using wooden windows is better for the environment and one's health, which could make the viewer feel good about making the switch.

Social proof: The video implies that using wooden windows is a common practice in sustainable living, which could encourage the viewer to follow suit.

In terms of the presentation techniques, the video used visually appealing graphic content to show wooden windows and sealed glass windows and help illustrate the differences between the two. Additionally, it used simple language where the message was conveyed using straightforward language that is easy to understand.

The video was short and to the point, which could help keep the viewer's attention. The tone of the video was informative and persuasive.

Overall, the campaign videos posted in the first year, 2020, effectively conveyed its messages of encouraging viewers to conserve electricity and reduce their energy consumption. The use of persuasive strategies such as informational appeal, social proof, emotional appeal, and call to action was prevailing. The simple and straightforward presentation and focus on a broad audience, particularly individuals and families, also made the videos engaging and accessible to a wide range of people. In addition, the tone of the campaign has mainly highlighted the sense of urgency alongside the emotional aspect, in some cases.

The “Ethadar Lel Akhdar” Facebook page did not post any new videos during the first half of 2021. Therefore, the analysis of the campaign’s video content started in the 2nd half of the year.

In June 2021, the campaign’s Facebook page posted a video titled “Marine Birds’ Protection Campaign”. The video presented a key message that revolved around the fact that littering harms marine birds more than people realize, urging viewers to avoid littering and dispose of waste properly to protect marine life, particularly birds. The video adopted the themes of environmental protection, marine life conservation, and awareness raising against pollution and littering.

The video has used the following persuasive strategies:

Fear appeal: The video implied that littering can have dire consequences on marine birds, which could scare the viewer into taking action.

Emotional Appeal: The video presented the extent of harm that marine birds are exposed to when they eat sea littering, whereby sympathy with the bird was awaited from the viewers.

Social proof: The video implied that littering is a common problem that affects many marine birds, which could encourage the viewer to take action.

The video used several presentation techniques that included the use of visuals to show images of marine birds, as well as littered areas, to help illustrate the message as well as the use of calm and soothing music, which could help create a positive emotional response in the viewer. The video's length was short and to the point, which could help keep the viewer's attention. The tone of the video was serious and urgent.

In December 2021, the campaign's Facebook page posted a video that carried the caption "Maintain your health and maintain a clean environment in which we live, reduce the use of plastic and replace it with environmentally friendly alternatives". The video's key messages were reducing plastic use can help preserve a clean environment, and that using eco-friendly alternatives to plastic can benefit both personal health and the environment. The video carried the themes of environmental protection, health and wellness, and sustainability.

In terms of persuasion, the video used the following strategies:

Appeal to self-interest: The video implied that reducing plastic use can benefit both personal health and the environment, which could encourage the viewer to take action.

Positive framing: The video encouraged viewers to be positive and take action, rather than focusing on the negative impact of plastic use.

Social proof: The video implied that reducing plastic use is a common and necessary action, which could encourage the viewer to take action.

As per the presentation techniques, the video showed visuals and images of eco-friendly alternatives to plastic, as well as people using

them, to help illustrate the message. The video uses upbeat and cheerful music, which could help create a positive emotional response in the viewer. The video was short and to the point, which could help keep the viewer's attention. Furthermore, the tone of the video was positive and encouraging.

Overall, the videos posted in 2021 had the key message, themes, persuasive strategies, presentation techniques, and tones all worked together to create a sense of urgency around the issue of littering and its impact on marine birds, and to encourage viewers to take action to reduce the plastic use and switch to eco-friendly alternatives. The video effectively used appeals to self-interest and positive framing to persuade the viewer to take action and make a positive impact on the environment and personal health. The video also used fear appeal, expert opinion, and social proof to persuade the viewer to take action and reduce littering to protect marine birds.

In January 2022, the campaign's Facebook page posted a video about the use of plastic bags which take hundreds of years to decompose, affecting trees and plants, and also affecting birds and animals. The video had key messages, which stated that plastic bags take hundreds of years to decompose and, eventually, harm the environment. Furthermore, using eco-friendly alternatives to plastic bags is important. The video adopted the theme of environmental protection and sustainability.

The persuasive strategies used in the video were, as follows:

Appeal to consequences: highlighting the negative effects of plastic bags on trees, plants, animals, and the environment to persuade the audience to switch to eco-friendly alternatives.

Call to action: Encourage the audience to replace plastic bags with eco-friendly alternatives.

The video's presentation techniques employed visuals by showing images of plastic bags, trees, animals, and eco-friendly

alternatives. The video also used text overlay to emphasize key messages and calls to action.

In terms of tone, the video used a concerned and informative tone. The tone of the video was serious and informative, as it sought to educate and raise awareness about the harmful effects of plastic bags and the importance of using eco-friendly alternatives.

In June 2022, the “Ethadar Lel Akhdar” Facebook page posted a video titled “Eco-Egypt’s list of hotels”. The key messages of the video included the importance of eco-friendly hotels and their positive impact on the environment. The video emphasized the significance of making small decisions that can help preserve the environment for a longer time. The video's themes included sustainability, eco-friendly practices, and the positive impact of hotels on the environment.

The video used different persuasive strategies, that were highlighted through the following:

Appeal to ethics: the video appeals to viewers' sense of responsibility to the environment

Call to action: The video promoted the credibility of eco-friendly hotels by showcasing their facilities and urged viewers to visit them

The video used various presentation techniques such as visuals, text overlays, and narration to convey its message. The visuals included footage of eco-friendly hotels and natural environments, while the text overlays highlighted key points and statistics. The tone of the video was positive and informative. The video encouraged viewers to make small changes in their decisions that can positively impact the environment.

The campaign's Facebook page posted a video in August 2022, titled "The Green List, Eco-friendly Products". In terms of the key messages, the video aimed to promote eco-friendly products and their importance in preserving the environment. Also, the video promoted Eco Egypt Experiences' first green list of locally sourced and eco-friendly products. The main message was to encourage people to choose eco-friendly products to preserve the environment.

The main themes of the video were the importance of preserving the environment, the impact of eco-friendly products on the environment, and the availability of locally sourced eco-friendly products

The video used some persuasive strategies, as follows:

The use of the term "friendly" to describe the products, creates a positive association with them.

The use of locally sourced products to promote supporting the local economy.

Emphasizing that the products are part of Eco Egypt Experiences' first green list, implying that they are thoroughly vetted for their eco-friendliness.

As per the presentation techniques, the video showed images of various eco-friendly products, highlighting their features. Additionally, the use of bright and natural colors throughout the video to convey a sense of eco-friendliness and nature. The video also showed images of natural landscapes and animals, emphasizing the importance of preserving the environment.

The tone of the video was positive and encouraging, promoting eco-friendly products as a solution to preserve the environment.

In October 2022, the campaign's Facebook page posted a video titled "Water Conservation". The video presented several key messages that conserving water is crucial in facing natural disasters caused by climate change, climate change directly increases human consumption of water due to heat and humidity, and reduced rainfall led to increased water consumption in irrigation and agriculture. The video adopted the themes of environmental conservation, climate change and its effects, and water scarcity and conservation.

In terms of persuasive strategies, the video used the following:

Appeal to consequences: The video argued that failing to conserve water will result in natural disasters caused by climate change.

Social proof: The video provided examples of people who are already practicing water conservation methods.

Authority: The video featured experts and organizations that support water conservation.

The video used some presentation techniques, where it featured visuals and graphics to illustrate the effects of climate change and water scarcity. Additionally, The video provided specific tips and

strategies for conserving water, such as fixing leaks and reducing shower time. The tone of the video is urgent and informative, emphasizing the importance of water conservation in facing the effects of climate change.

Overall, the videos posted in 2022 aimed to raise awareness about the use of plastic bags, eco-friendly hotels, and products and the positive impact they can have on the environment, as well as water conservation methods. The videos used various persuasive strategies and presentation techniques to convey their messages positively and informally.

In comparison to the literature review, what the content analysis of “Ethadar Lel Akhdar” campaign revealed aligns with the review in terms of the dependency on messages with the objective of changing and shaping the audience’s behaviors and attitudes toward the environment. However, the campaign of the current study did not employ any governmental or national responsibility strategies among its persuasive means, unlike the case in the reviewed literature. The current study confirms what the review proposed in terms of identification of the awareness factors through the campaign’s content analysis and assessing the reflection on behavioral schemes through the use of the survey where both tools complemented each other in assessing the campaign’s effectiveness. The current study also agrees with the review on the effectiveness of the use of visual elements in campaigns showcasing environmental threats to induce a sense of urgency among the audience.

In light of the cultivation theory, the analysis of the campaign’s video content within the study’s time frame has revealed that the campaign had the objective of cultivating eco-friendly behaviors and attitudes among its video viewers. This was highlighted through the identified key messages and persuasive strategies adopted by the campaign.

In comparison with the research questions, the key messages of the campaign videos varied between promoting the use of eco-friendly products, saving marine species as well as water and energy conservation. The main theme of the majority of videos was the adoption of eco-friendly behaviors and attitudes toward the environment. The campaign used a variety of persuasive strategies, each of which correlated with the aim of the video where it was employed. These strategies included the dependency on social and emotional appeals as well as the call to action, whereby the campaign intended to urge the audience to have a positive role and actions in saving the environment. The presentation techniques used were characterized by general simplicity and the prevailing use of visual elements and textual illustrations, which highlighted that the intended target audience does not have to belong to a specific niche social group to understand the message. This has also been confirmed through the prevailing dependency on the urgency tone in portraying the campaign's messages.

Secondly, the current study surveyed 127 respondents of Egyptian youth to evaluate the impact of the "Ethadar Lel Akhdar" campaign on their awareness of environmental issues, behaviors, and perceptions regarding Egypt's efforts in combatting environmental issues. Additionally, the survey questioned the respondents about the medium where they learned of the campaign to find the medium with the broadest reach of its advertisements.

According to the conducted survey, most of the study sample watched the advertisements of the "Ethadar Lel Akhdar" campaign, where 88.2% of respondents watched it while 11.8% did not view them. As per the impact of watching the campaign on making the audience aware of environmental problems, most of the sample reported that the campaign was the reason for their awareness of environmental issues, with 90.6% of respondents who picked this option. On the other hand, the rest of the sample reported the absence

of an impact on their awareness level by a percentage of 9.4%. This reveals that the vast majority of the Egyptian youth watched the campaign and became aware of the environmental issues.

In terms of the impact of the campaign on the behaviors of the survey respondents, the majority confirmed that the campaign's information brought about a change in their behaviors, as 46.5% of the respondents reported a difference in their behavior, 44.1% said that the campaign resulted in a potential change in their behaviors. However, 9.4% reported that none of their behaviors was altered because of watching the campaign. Additionally, on a scale from 1 to 10, respondents were asked to evaluate the effect level of the campaign on them. Most of the respondents picked evaluated the impact with a 10 with 28.3% of respondents, while the least chosen option was 1 with 0.8% of respondents.

The survey also attempted to evaluate the Egyptian youth's perception regarding Egypt's potential success in preserving the environment considering the "Ethadar Lel Akhdar" campaign. The responses showed that 64.6% of respondents were sure about the possibility of success achievement, 29.9% went for probable success, and only 5.5% reported that they did not believe in the case of Egypt's success in this field, whereby the results continued to portray a positive impact of the campaign on the Egyptian youth.

Regarding the medium where the respondents watched the campaign's ads, social media was ranked first, where it was found that 52.8% of the respondents watched the ads on social media. Television came in second place, with about 26.8% of respondents who watched the ads through television—then followed word of mouth as a medium for the campaign's message transmission, with 20.5% of respondents who knew about a campaign through hearing about it from someone.

The demographics of the respondents revealed that the most affected age group by the campaign under study was the youth, whose

ages range from 20 to 30 years old, representing 44.1% of the research sample. At the same time, the least defined age group among the respondents resembled the youth, whose ages range from 30 to 40 years. As for the prevailing gender in the research sample, there was a balance in the representation of both genders to an extent. However, females represented the majority, with 57.5% of respondents, while males represented 42.5% of the respondents.

To conclude, the survey results propose that most Egyptian youths watched the “Ethadar Lel Akhdar campaign” advertisements, which contributed to raising their awareness of environmental issues. As a result, most youths witnessed an impact on their behaviors and perceptions of ecological matters. Social media represented the top achieving medium in reaching Egyptian youth. Moreover, the majority of the youth run by the campaign were females, and their ages ranged between 20 to 30 years old.

The comparison between the survey findings and that of the content analysis confirms that the objectives of the campaign were achieved in light of what the content revealed, where the campaign has reached a wide range of Egyptian audiences, in correlation with what the presentation techniques of the campaign’s videos portrayed of simple straightforward messages that are mainly dependent to convey the campaign’s messages to no niche audience, but rather a mass audience. Additionally, it has been confirmed that the persuasive techniques, which included social appeal, emotional appeal, and call to action in most of the campaign’s videos, as well as the tone of urgency have succeeded in pushing the audience towards developing new behaviors and eco-friendly perceptions. However, the degree of response to the campaign’s message cannot be argued to be a complete responsiveness, translated in action taking since the respondents' reaction to the campaign’s messages varied between passive knowledge and active actions.

In comparison with the literature review, the current study findings agree on the behavioral impacts of campaigns and the correlation between exposure to awareness campaigns and adopting positive attitudes. Additionally, the current study findings agree with the literature review's proposed effectiveness of social media in initiating awareness campaigns. However, the comparison between the present study's findings and the literature review revealed that the most affected age group varies according to the nature of the campaign's message.

In the light of cultivation theory, the study results indicate that the exposure to the campaign's advertisements had a lasting effect on the Egyptian youth audience and shaped how they perceive environmental issues. This proves that the campaign played its cultivation role adequately by raising awareness of environmental issues among youth and promoting eco-friendly behaviors. This confirms the campaign's objectives of embedding and cultivating eco-friendly behaviors and attitudes among the audience.

Regarding the research questions, the survey results confirm that the impact of the "Ethadar Lel Akhdar" campaign was evident in the awareness and behaviors of the Egyptian youth. The campaign's positive effect on youth was that they reported increased awareness and adopting eco-friendly behaviors. This survey results highlighted the campaign's role in enlightening and raising awareness regarding environmental issues. Accordingly, the study's hypotheses were confirmed were the survey results indicated the presence of positive effects on both awareness and behaviors of Egyptian youth.

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