

Chapter 2

The Role of Digital Media for Green Awareness and Vital Impact on Sustainable Development Goals: A Study on Green Influencers

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ABSTRACT

In the 21st century, digital transformation and sustainable transformation have started an era that sheds light on the future. The development of digitalization has become an important tool in the realization of sustainable development goals. One of the first areas affected by digital transformation is the media sector. Unlike traditional media, digital media has become an information platform that gives an active role to all users and parties. It is thought that digital media is more effective for sustainability and environmental awareness. On the other hand, individuals and consumers also receive help from digital media for a sustainable lifestyle. This study

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aims to discover how effective digital media tools are in creating environmental awareness. In this study, green influencers with open and accessible accounts will be examined to determine how much they guide users towards a sustainable lifestyle.

INTRODUCTION

In this day and age, the digital media plays a crucial role in fostering green awareness and the digital ecosystems have paramount powers been known for providing accessible platforms for information and knowledge dissemination. Additionally, digital media and digital ecosystems are the one supporting the process of engaging with diverse audiences, hence driving collective actions for environmental sustainability. Likewise, social media, in particular, has become these days a powerful tool: on the one hand, it raises awareness about climate change and other pressing environmental issues and, on the other hand, it facilitates rapid information sharing and enables individuals to become more creative and innovative, hence determining them to be more inspired in adopting eco-friendly behaviours. Leading healthier lives and putting a keen accent on health and well-being can be successfully leveraged these days with the help and support of digital media, in the process of recognizing that the Sustainable Development Goals can only be accomplished with continuous efforts from concerned and dedicated citizens.

Nowadays, specialists believe that the role of digital media is highly complex (Abeliuk et al., 2020). In this matter, raising awareness, fostering engagement and action, promoting sustainable practices, and addressing challenges are just a few of the elements that characterize the complex and powerful role of the digital media today (Wu et al., 2024).

To begin with, raising awareness delves into the following pivotal aspects: information dissemination, visual storytelling, highlighting solutions, and challenging dominant narratives (Wang et al., 2023). When referring to information dissemination, digital platforms are the ones that enable the rapid and widespread access to information and knowledge about environmental issues, including a plethora of pivotal elements, such as findings, policy updates, and the constant impact of human activities on the planet (Wang & Pan, 2023). In addition, visual storytelling makes use of well-known platforms that allow for the use of compelling and powerful visuals like photos, videos, and info-graphics that convey the urgency of the environmental problems as well as the impact of the environmental problems on the citizens and not only on them (Wang & Zhou, 2023). In continuation, highlighting solutions implicates that digital platforms can showcase best practices, success stories, responsible behaviour, and innovative solutions for environmental change, which are intended essentially to inspire positive change and which have as goal to

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