

THE UNIVERSITY OF QUEENSLAND

Public Education Assignment

SCIE3001

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Biodiversity is the variety of all forms of life on earth including different plants, animals, micro-organisms and the ecosystems they live in. It is also defined as the genetic, ecosystem, or species variation in an area. Biodiversity increases the ecosystem productivity in which every species has an important role to play.

Spiders play an important role in biodiversity. They help control insect pests and provide an important food source for bigger animals like native birds. Currently, the population of spiders in urban areas is declining significantly (Elizabeth, Shawn & Dieter, 2014). Therefore, we designed a brochure and a fridge magnet to increase the awareness of spider's role in biodiversity.

In addition to the decline in biodiversity, the use of pesticides is also a problem. Most pesticides are not specific to the pest they target. Hence they also kill other harmless or useful insects and this affects the biodiversity. Moreover some pesticides do not break down easily and can remain poisonous for longer period making them dangerous to the environment. Hence this brochure provides some information on the harmfulness of pesticides and provides solution to the problem.

Our group chose to make brochures so that we can include a lot of information on the role of spiders in biodiversity and the harmfulness of pesticides. According to (Pavol and Sue, 2008) increasing environmental knowledge is likely to result in more positive-environmental attitudes which can lead to behavioural change.

According to (Lisa, 2008) a brochure is more effective when it provides specific and easy actions the audience can undertake. Therefore we included specific and manageable actions that our audience can take.

The audience our group chose are people with high income living in Brisbane city. According to (Jurin and Richard, 2008), such group of people fall into the category of true-blue greens who are 11% of the population. These people tend to be affluent and well respected by members of the society. They are also likely to be educated and innovative in their communities. Such group of people tend to also live healthy lifestyle. Two third of these group are women and the behaviour of true-blue greens tends to be consistent with their concerns to the environment. This makes them the most suitable audience in communicating our ideas.

Our audience are well educated and their concern to the environment makes it easy to get our ideas across. This will most likely result in change of behaviour. Since they are well respected by members of the society, they are likely to be heard when sharing their change of behaviour. This will probably cause change of behaviour in other groups.

Since most of our audience are women, they are likely to teach their children what they have gained from the brochure. Hence our target audience can be used to teach children and the groups who do not normally raise any concerns about the environment.

In order to reach our audience, those brochures will be displayed in markets in which organic products are mainly sold. As mentioned above our audience tend to focus more on healthy

lifestyle and are likely to eat organic foods. Hence those brochures will be displayed on those markets as well as, shops which mainly sell organic products.

Reference List

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