

Low Tox Method - Assignment 1

Response ID:47 Data

1. High quality information sharing

1. What's your name?

Amy Westnedge

2. Low-quality information share: Look back and find a piece you've shared, or seen shared by someone else that wasn't an effective share. It may not have been effective because it lacked sources and adequate research references in the article, it was sensationalist and from a junky "health" website with a million pop-ups on it, you didn't share why you cared about the article nor did you offer any solutions. If you're going to get people buying into what you're sharing, you need to go deep and explain your thinking. This opens you up for critique but it's par for the course and I always say, you should use that as a fire in the belly to be well researched, well thought out and always offering solutions. Upload your file as a screengrab that shows the headline, publication and your accompanying text (even if there wasn't any because that's why it wasn't a good share if that makes sense. I don't need the full article as you'll be explaining why it wasn't a good share in the next question, so just the screengrab of the social media share.

[Screen_Shot_2021-02-09_at_9.10.31_pm.png](#)

3. What was not ideal about this share? (was it tone/research quality/lack of framing by the person who shared it/yourself/fear-eliciting without solutions...)

Video

The video is very poor quality, it is too quick and makes me feel nauseous watching it and the noise of the wind is very distracting. I feel very irritated after watching it.

Format of the post

The text is very poorly formatted, there are grammatical errors and it doesn't flow well when read.

Tone

The tone of the share is very negative, I can feel that the person writing the post feels frustrated, angry and annoyed. This interaction leaves me feeling dishearten instead of inspired to take action.

Audience

In my opinion, this post doesn't speak well to the Beach Patrol audience. Beach Patrol followers are generally people who regularly attend clean up events run by Beach Patrol. So when the writer says "Does no one care about this?" this may leave the reader think 'of course I care', thats why I attend Beach Patrol events and follow this page.

Data

Beach Patrol data is citizen scientist data. I think it is ok to share the data in a post like this, however it would beneficial to make link this to the place where the data is stored on the Beach Patrol Website also.

Solution

While there is solution offered, A plastic Tax, there are no details on what a plastic tax is, how it would work, examples of where a plastic tax works elsewhere, or evidence that a plastic tax would work. I think the audience would appreciate more details on the actual solution offered.

I also think given the audience of this page, the solution is not appropriate as presented. I think the write has 2 options: To share a more grassroots solution that is appropriate to the audience, so the audience can actually take action. For example "We come down here to clean the beach every Friday at 9am, if you are free and would like to be part of the solution, please come and join us, we'd love your help".

If the writer wishes to focus on a Plastic Tax, it would be great to see them spell out how an individual could support this idea. For example, the writer could set up a petition they will present to the Minister of Environment calling for a Plastic Tax or they

could suggest to individuals who support a plastic tax to write to their local MP and request a Plastic Tax to be considered and provide an example letter.

Many people find it difficult to write to their MP or have never done so before so I would suggest providing the following:

- Guidelines on writing to your local MP
- Format of the letter, including greetings and proper titles to be used and how to sign off your correspondence with you Full name, Contact Number and Residential Address.
- How to identify their local member of parliament
- Letter
- Sample letter
- How to personalise your letter
- Facts and Data with references for the audience to use in their letter/email.

4. Now share a link (not a screengrab this time, the actual link just pasted into the text box) to a high-quality article on the same subject or closely related, that you'd like to share on social media with friends, family or your community, in the text box.

Microplastic Pollution in Deep-Sea Sediments From the Great Australian Bight

<https://www.frontiersin.org/articles/10.3389/fmars.2020.576170/full#h6>

While this article is on micro plastics in the deep sea and not plastic litter on beaches I thought it was a great high quality share. I would not share it with my post below, however I may use it to share about Microplastics in another post, especially as at my beach we find a lot of nurdles in our storm water drain which ultimately wash into the ocean.

This article is current, dated 5/10/2020 and the research was conducted in Australia, the Great Australian Bight so great for the Beach Patrol Australia Audience.

The article conservatively estimates 14 million tonnes of microplastic reside on the ocean floor, highlighting the issues with plastic litter on our beaches and oceans.

The article has been Peer Reviewed as shown below:

The article outlines its scientific methods, is well referenced and the article contributors are appropriate and in the field, like the CSIRO, University of Tasmania and Monash University.

5. What is the accompanying text you'd share with it?

Well I am just home from my daily visit to Mount Martha Beach.

For the past 5 years I have been visiting this beach each day to survey the plastic litter that washes up on a 55 meter stretch of tide lines.

Today was particularly bad and I collected 6,169 pieces of plastic including the following items:

79 pieces of hard plastic
42,53 pieces of soft plastic
850 food wrappers
31 zip lock bags
32 straws
20 bottle tops
67 bottle labels
31 balloons.

During my daily visits over the past 5 years, sadly I have observed that the litter problem on this stretch of beach seems to be getting worse.

What have you noticed at your location? Is the plastic litter increasing or decreasing?

Did you know that Beach Patrol Australia also has a fantastic database of litter found at 31 beaches and 22 communities across Victoria.

Each group share the litter data at the following links, just click on the group you are interested in to check it out.

<https://www.beachpatrol.com.au/beach-groups>

<https://www.beachpatrol.com.au/los>

Sometimes when you spend all your spare time collecting litter its quite easy to feel overwhelmed.

But every time I take the simple action of picking up a piece of litter I am happy knowing I am part of the solution.

And if you are too small to make a difference, I would like to remind you of the Dalai Lama's quote "If you think you are too small to make a difference try sleeping with a mosquito". Each and every little bit does help.

We are always ready to welcome new members to the Beach Patrol crew, so if the idea of picking up litter with a community of like-minded people excited, please get in contact or head to the website (www.beachpatrol.com.au) to find your nearest group.

Over the next few weeks, I would like to investigate some solutions to deal with plastic litter and waste. Please share your ideas here and we will investigate each idea and report back. No idea is too small or too out there, so please get sharing and join in the conversation.

Media for my share - Instead of using the video of the shore line, I would use a video of me emptying my bags of litter on to a tarp. In the original video you only saw a handful of items, so didn't get the full impact of 6000 piece of litter collected. I think this method would be more impactful.

6. What are some of the reasons that made this a better share of the same topic?

Firstly I tried to improve the layout, so it wasn't just big paragraph of text so it is easier for the reader to read

I have listed the data so its more impactful

I have been conscious of my tone, I have tried to be real and acknowledge that often we can feel overwhelmed picking up litter but I have focused on the importance of individual actions and how we can all make a difference.

Instead of suggesting a 'Plastic tax' I decided to start a conversation and ask people their thoughts and then offered to

research their idea and report back. To me it's very important to engage with community and seek their ideas and feedback. Often things don't need to be re-invented and people from different parts of the country or counties and have seen different systems work which we could implement here (Lift and shift). It also important to be seen as willing to work with people and collaborate on ideas.

I decided not to share a link research on this occasion, there are research articles available however I thought on this occasion it was more appropriate to share the link to the Beach Patrol Website for the data. I think one link for the post was enough. I would be more likely to share links when we look at solutions people suggest.