

Low Tox Method - Assignment 1

Response ID:48 Data

1. High quality information sharing

1. What's your name?

Andria Ronne

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.

[Low_Quality_Information_Share.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...)

Most of Leila's content is valuable, however I don't believe this instance was an effective share because it failed to inspire and provide high quality information.

In this post, Leila failed to inspire optimism and a feeling of empowerment. Firstly, she queues up an alarming piece of information with "Not to freak you out", which indicates that she herself may be freaking out and it has a contagious effect on the reader. Then, she presents the grave possibility that humanity will be "SOL" (sh*t out of luck) in less than 20 years. Cue the full-on panic attack! Leila also doesn't attempt a solution in this post, leaving the reader feeling hopeless. Rather, she takes the opportunity to promote the featured YouTube channel for its "high quality" and "cool extra perks". As a reader, I was a bit skeptical of the validity of her source and her reasons for promoting it.

Additionally, I would consider the information Leila chose to share to be low quality because it is neither a validated research article nor from a verifiable website (such as a .edu, .gov, .org or an obvious expert). It is a Youtube video from a channel called Sci Show. She claims that this is a "high quality" video, but the reader is left unconvinced.

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.

<https://advances.sciencemag.org/content/7/3/eaay1052>

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

Not too long ago, I heard a legend about a Native American chief who once made a heart-wrenching plea to a governor who was intent on buying up his tribe's lands. He supposedly implored the white people to love the land and regard it as precious, after all, "we are part of the earth and it is part of us".

As I read this article in ScienceAdvances journal, I was reminded of that legend. The research concludes that as human activities continue to drive the earth's temperature up, the process of photosynthesis will actually slow down while the process of plant respiration will speed up. This means that if current rates of global warming continue, by the year 2040 plants might only be half as efficient at pulling carbon out of the atmosphere as they are today.

That's a bit scary, right? Especially since we are relying on plants to help us remove CO2 from the atmosphere (see: Project

Drawdown, Land Sinks at <https://www.drawdown.org/sectors/land-sinks>). I see it as a stark reminder that humans and nature are deeply and inextricably linked. "We are part of the earth and it is part of us". Everything we do has an impact.

Luckily, there are plenty of ways we can start having a positive impact today and leave a healthy, thriving planet for future generations. It just takes some curiosity to seek out better options. I've listed a few easy ideas, below –pick out a couple that work for you!

1. Make a game out of seeing how many single use plastics you can avoid, including cups, paper or plastic bags, plastic wrap, paper towels, etc. You could throw your canvas tote and reusable produce bags into your car right now for your next trip to the grocery store! Single use items take a lot of energy to produce and energy is mostly created by burning fossil fuels (63% in the US) which emit greenhouse gases. Plus, more energy is used and emissions are released once they make it to the waste plant or landfill.
2. Try to get organic produce whenever possible. This is my favorite! Have you ever tried organic blackberries? So much more flavorful than conventional!! Blackberries also have one of the highest concentrations of antioxidants and you can feel great that your purchase supports organic farming practices which produce less emissions than conventional farming.
3. Try to get outside for a walk, away from all devices. Could you walk rather than drive to the store? This one's tough in winter, but if you can bundle up, walking feels so wonderful and reduces your energy consumption.
4. Download a browser plugin like CarbonCroc to plant trees when you shop on Amazon. They are sustained by merchant referral fees and partner with Pachama to plant trees. <https://carboncroc.com/>
5. If you're a rockstar and are looking for even more tips on cutting back emissions and living more sustainably, I recommend checking out the two resources below:
 - a. Giki Zero web platform to measure your carbon footprint and live more sustainably at <https://giki.earth/>
 - b. The Anatomy of Action challenge backed by the UN Environment Programme at <https://anatomyofaction.org/>

If you have any questions or want to chat more about this article, please send me a message or comment below!

All together, we can make a difference. :)

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

I think this is a better share because it inspires and provides high quality information.

Firstly, it pulls the reader in with a story and an emotional appeal. Then it presents a scary fact in a simple way and quickly moves on to solutions. I've presented a variety of easy solutions without judgement if the reader can't go after them all and I have created community by included myself in the "trying to do better" bucket. I've also simply explained the "why's" behind each of the solutions and how they relate to cutting emissions. Finally, I've opened up the conversation to further discussion and offered to answer any additional questions that come up.

Secondly, the information is substantiated by a peer-reviewed research article which is verifiable and trustworthy rather than an unfamiliar YouTube summary. The article was published very recently, in January 2021, in a reputable journal by AAAS called ScienceAdvances. All of the authors and each of their affiliations and credentials are transparently listed at the beginning of the article.