

Preparing for the 2020 Election

81% Believe the 2020 election is one of the **most important in my lifetime**

Source: More in Common (2020)

79% of youth say the COVID-19 pandemic has helped them realize that politics impact their everyday lives

Source: CIRCLE Tisch College Youth Survey 2020

71% Worry about the risk of **widespread violence** across America after the results of the 2020 election are announced

Source: More in Common (2020)

Who Are “Young Voters?”

Young People Are Diverse



49 MILLION
ELIGIBLE VOTERS
AGES 18-29



15 MILLION HAVE
TURNED 18 SINCE
2016 ELECTION



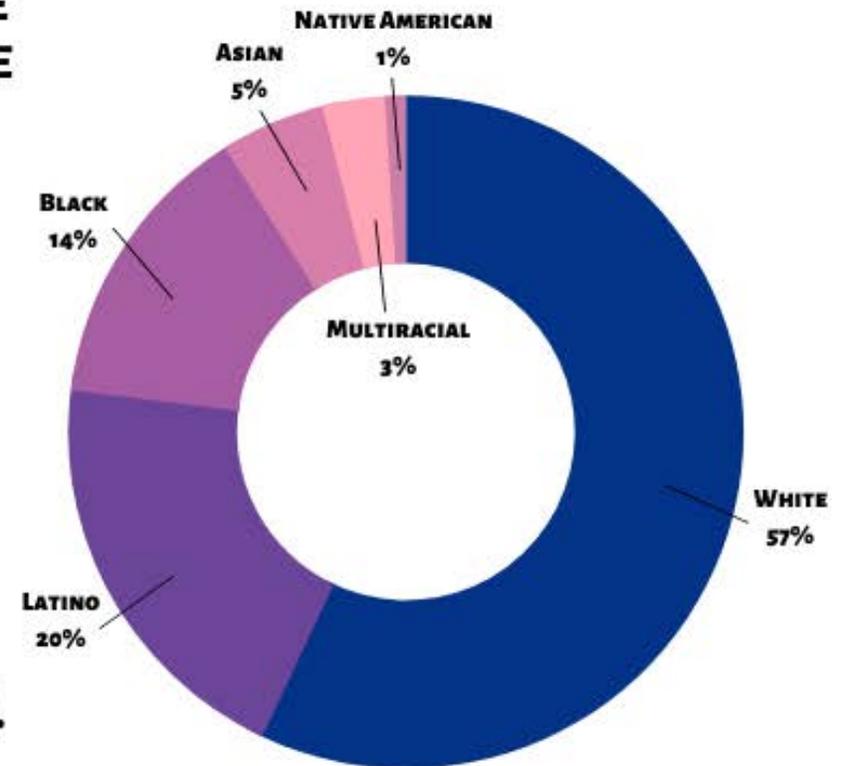
39% NO COLLEGE EXPERIENCE
25% COLLEGE GRADUATES



15% MARRIED
14% HAVE CHILDREN



5% BORN OUTSIDE U.S.
21% HAVE 1+ PARENTS BORN OUTSIDE U.S.



Millions of Youth Are Engaged, Looking to Create Change

Youth Ready to Seize their Power

- 83% believe young people have the power to change the country
- **79% say the COVID-19 pandemic has helped them realize that politics impacts their everyday lives**

Youth Take to the Streets

- **27% of young people say they have attended a march or demonstration in 2020** → Big increase from 2016 (5%) and 2018 (16%)
- Young women of color more likely to protest than other youth

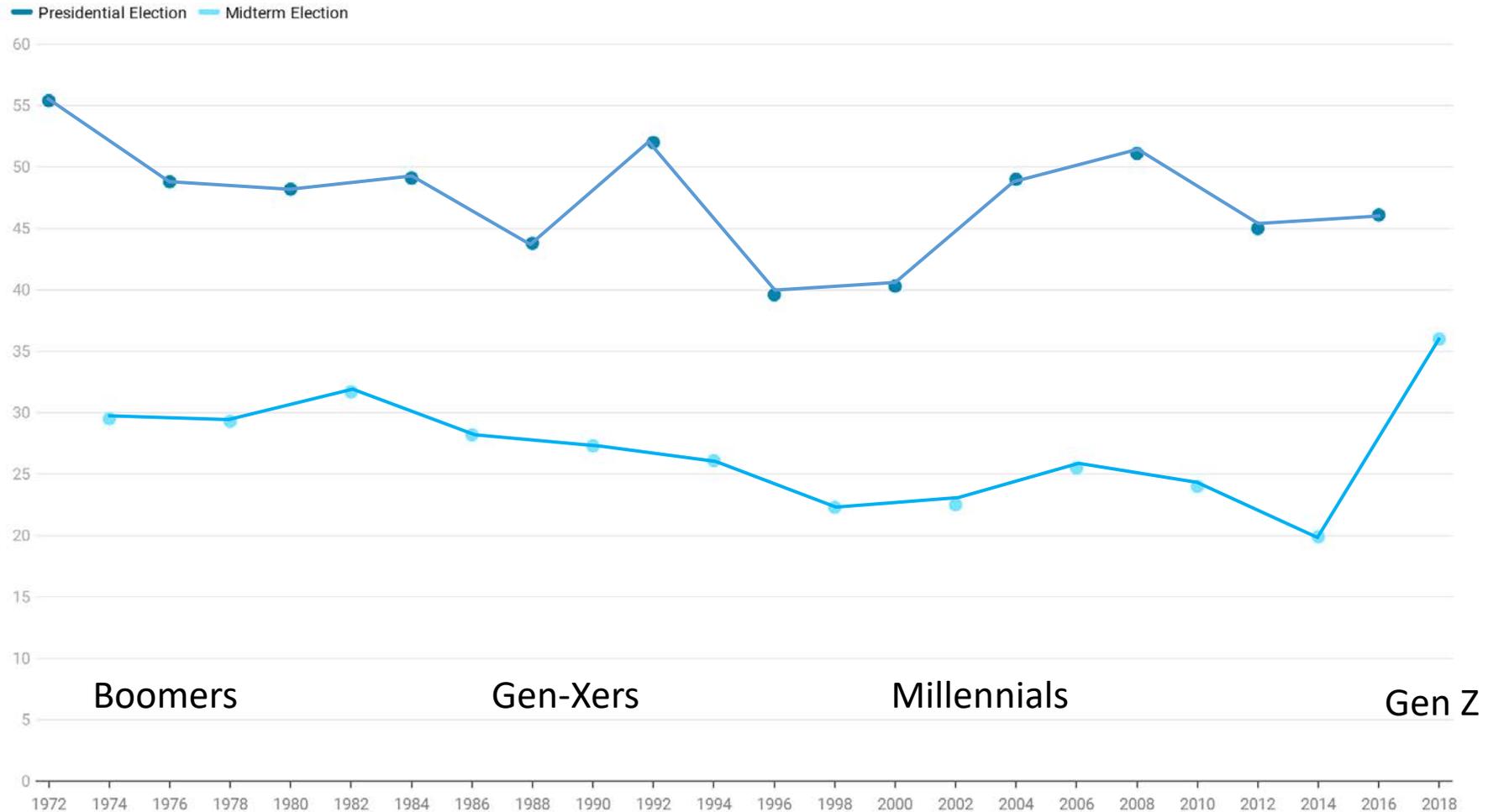
High Intent to Vote

- 75% were already paying some or a lot of attention to the 2020 election in June
- 63% of respondents indicated they will “definitely be voting,” (vs. to 47% in the 2016 survey; Harvard IOP, September 2020)

In Fact, Gen-Zs and Millennials Broke Youth Voting Record in 2018

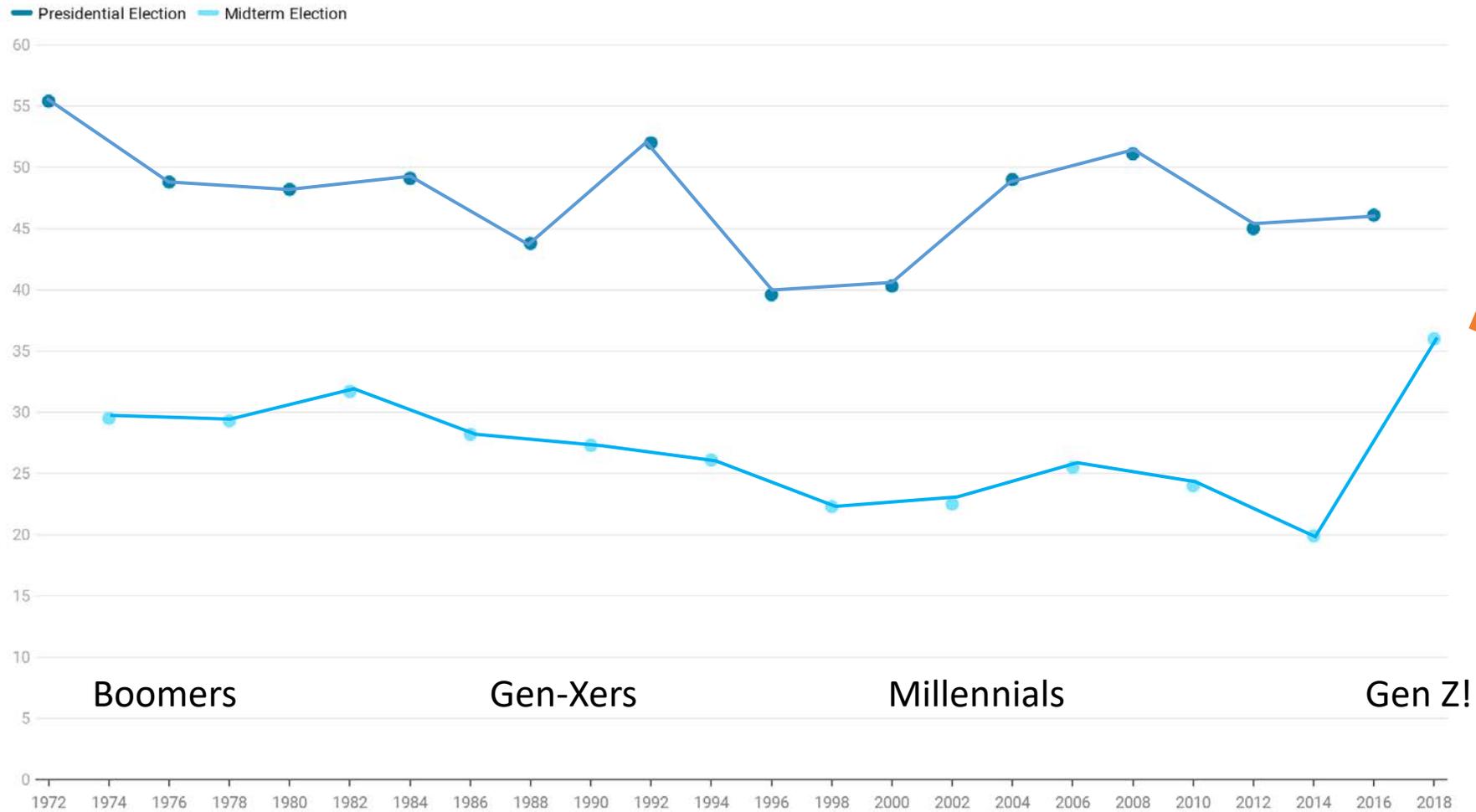
Historical Youth Voter Turnout: 1972-2018

The estimated percentage of eligible young citizens, ages 18-29, who voted in each national election.



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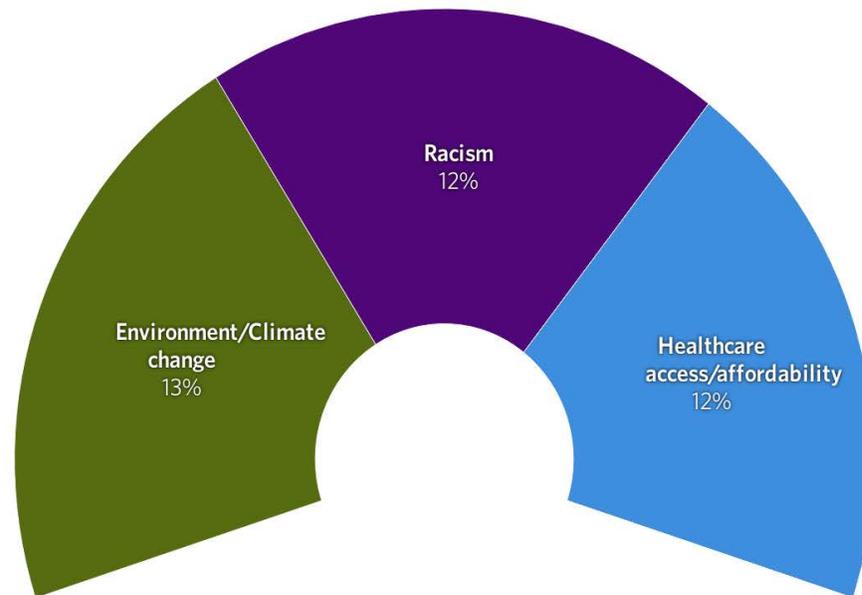


What is “the” Youth Issue?

Racism a Top Issue for Youth of Color; Environment and Healthcare Also Top Priorities

The percentage of young people, ages 18-29, who identified each as the top issue in determining their vote in the 2020 election. Click each group below to cycle through top issues by race/ethnicity.

All Youth Asian Youth Black Youth Latino Youth White Youth



Only top three issues included; not to scale and will not add up to 100%

CIRCLE Tufts University Tisch College · CIRCLE

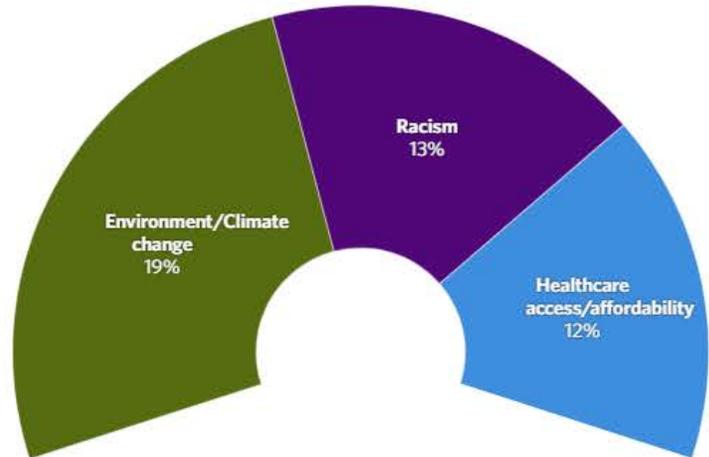
Source: CIRCLE/Tisch College 2020 Pre-Election Youth Poll

- There is no one “youth issue!”
- Climate/environmental protection ranks in top 3 across most groups
- Issues are often “intersectional”
 - Racism as an overarching issue
- Big issues → Local manifestation
 - E.g., climate change and conservation of a local watershed; “racism” and treatment of black students at high school

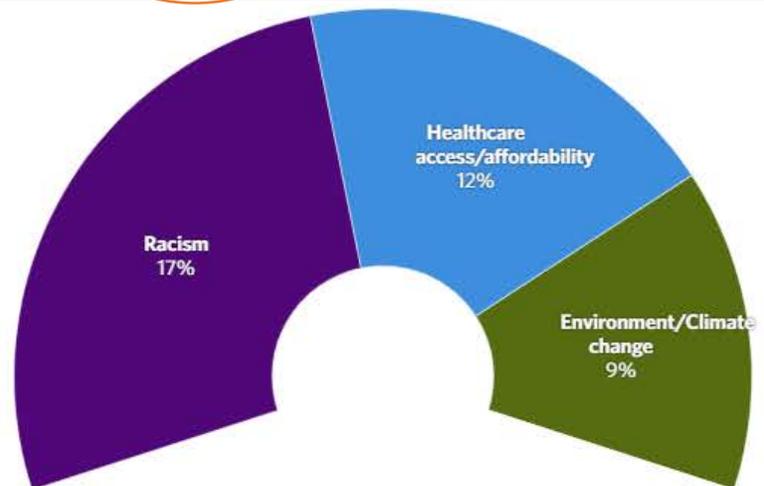
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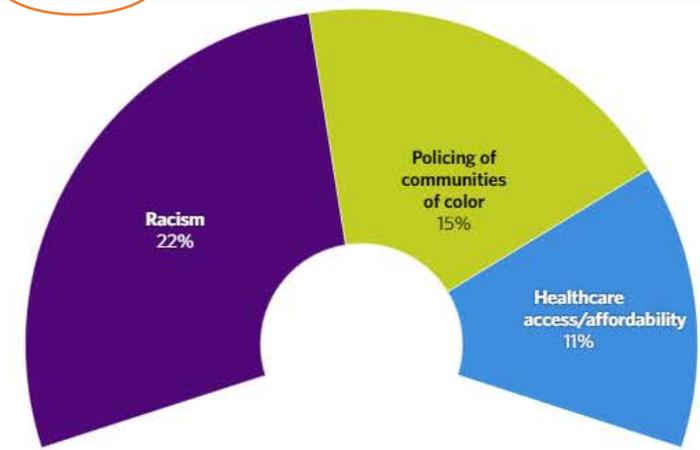


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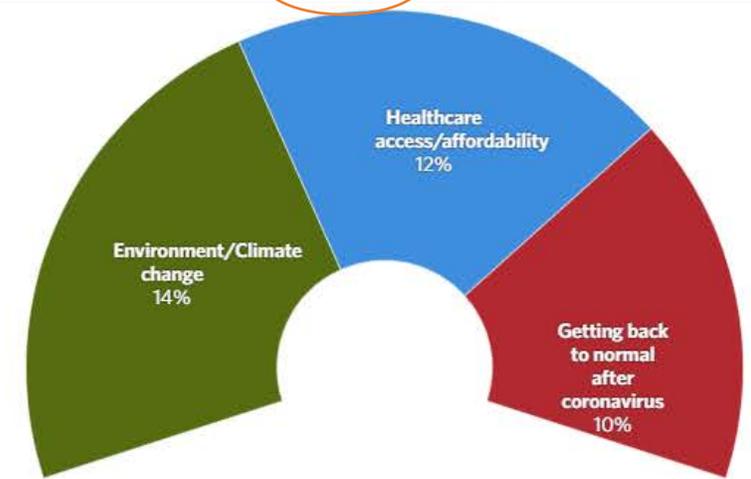
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“My generation is very involved on all fronts. Not just political but social — also environmental causes. We want to bring about change by being the change and advocating for the change.”¹⁶

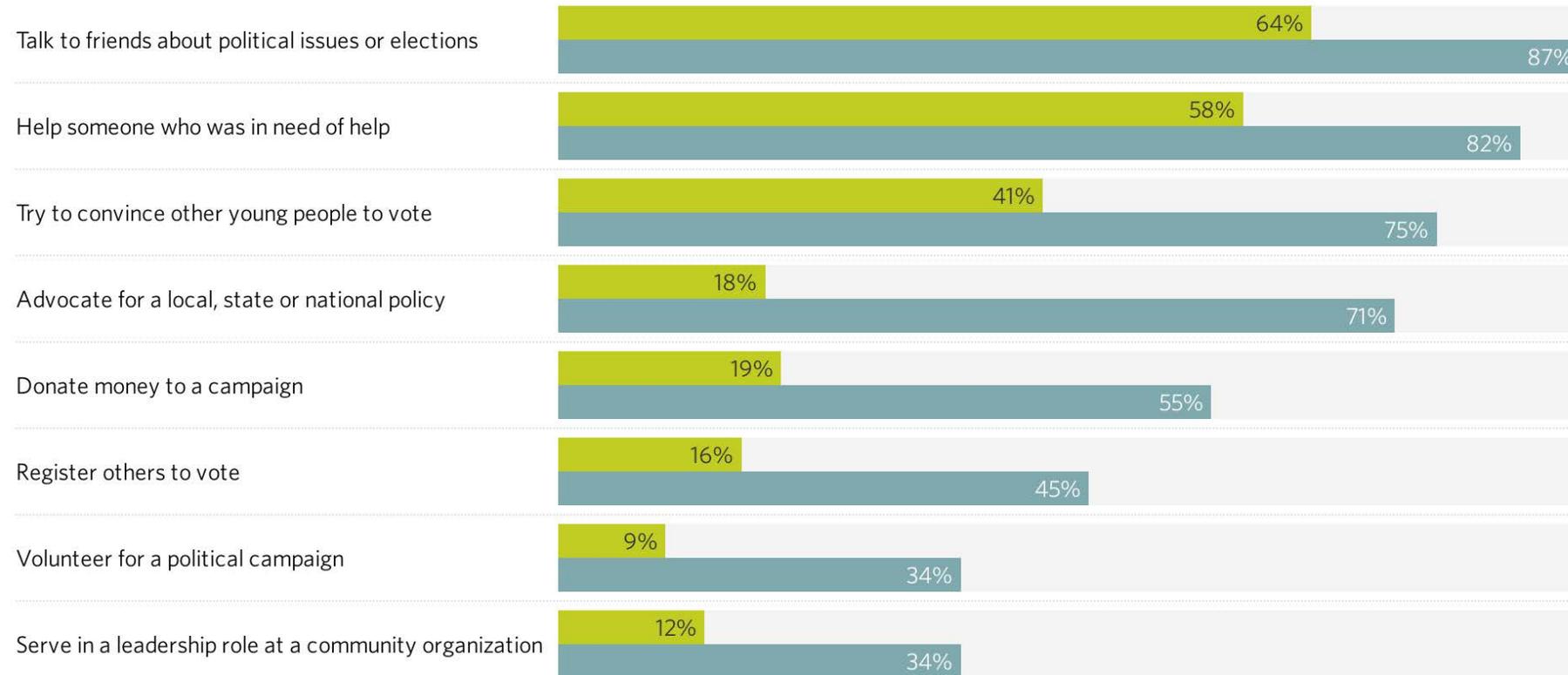
Maya, 21
Charlotte, NC (Conservative)

“There are issues that are impacting us more than previous generations. Gun violence in schools has become more prevalent. Climate change is more imminent. It will probably directly impact us and our children. These issues are more at the forefront of our minds.”¹⁷

Richa, 18
Jacksonville, FL (Liberal)

Young Marchers are Electorally Engaged

■ Never Marched or Protested (72%) ■ Have Marched or Protested (28%)



CIRCLE/Tisch College 2020 Pre-Election Youth Survey

But Clear Information and Accessible Opportunities Needed

Lack of Information about Online Voter Registration

- Only half of youth could correctly identify whether online voter registration is available in their state

Lack of Information about Mail-In Voting

- Only 25% have voted by mail before, and 27% don't know where to get info about casting a mail-in ballot

Many (about 10 million) feel they “don't know enough to vote.”

- 19% say they “don't know enough to vote.”
- Same for college and non-college youth
- Higher if respondent did not vote in 2018

Media and Youth

Over **60%** of GenZ's say they feel more represented when they create media and content about politics or social issues.

Source: CIRCLE Tisch College Youth Survey 2020

61% of 18-21 year olds get information about voting and elections from their parents. **58%** get it from friends.

Source: CIRCLE Tisch College Youth Survey 2020

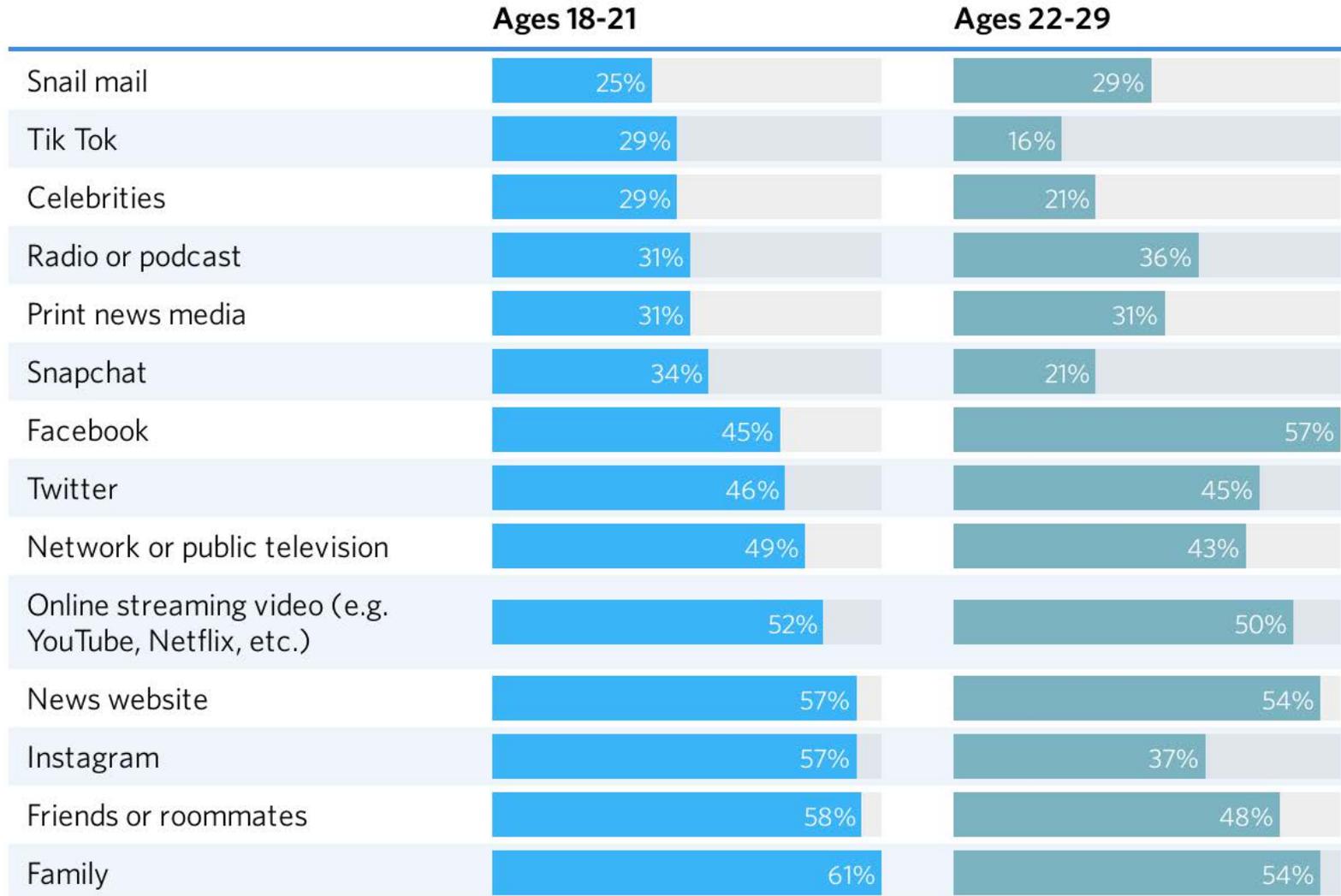
Top media source for election information among 22-29 year olds – **Facebook** (57%) and top source for 18-21 year olds – **news websites** and **Instagram** (57%)

Source: CIRCLE Tisch College Youth Survey 2020

37% say they are scared to voice their opinions about social and political issues online because they don't think they are "qualified enough."

Source: CIRCLE Tisch College Youth Survey 2020

Election Information Source: "First-Time Voters"



- Tik Tok, Snapchat, and Instagram are more popular among youngest voters

Why do you think is different about these media platforms?

- *Radio, snail mail and print papers are not very common*

- A Stanford Research (n =3446, Stanford History Education Group, 2016)
 - **2/3** of students couldn't tell the difference between news stories and ads (set off by the words "Sponsored Content") on Slate's homepage.
 - **96%** did not consider a connection between a climate change website and the fossil fuel industry would compromise the website's credibility
 - Students performed 6 tasks in the experiment and 90% scored zero.
 - Black and Latinx student performed less well than White and Asian students

- Young people's passion for social change must be supported by various skills, foundational knowledge of civic and political systems.
- Preparing young people for informed civic participation is arguably harder now than it was decades ago:
 - A larger "public" than this form of government was designed for
 - More diversity, deepening inequality
 - Political polarization with residential segregation
 - Skills that must evolve with time
- We also miss assets:
 - Local engagement, diverse expertise
 - Youth voice and knowledge often overlooked/under-credited

- Experts are here to share:
 - What news and media literacy and discourse are and how they support civic learning
 - What you, as environmental educators, should know and can apply in your settings to teach these skills
 - What educators can do to support inclusive media literacy education and inclusive community and planet
- And answer your questions!



I AM not the Media

Media Literacy | Media Creation | Advocacy



ABOUT

- Incorporated in May 2011
- Has served over 18,000 teens in 9 years
- Offers Outreach Workshops In-Person/Virtual
- Hosts Community Projects and Events
- Focuses on Youth and Community Engagement

PROGRAMMING

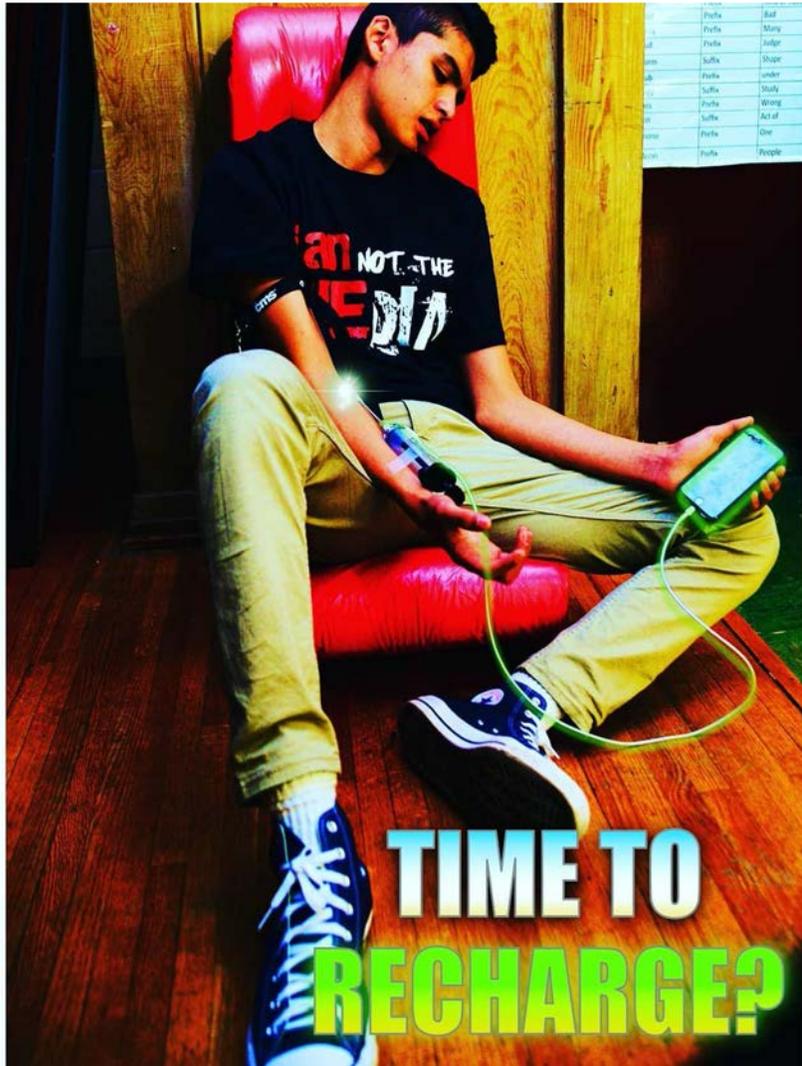
- The Cyber Series/The Cyber Citizen Series
- Teen Media Literacy Conference
- Outreach Programs

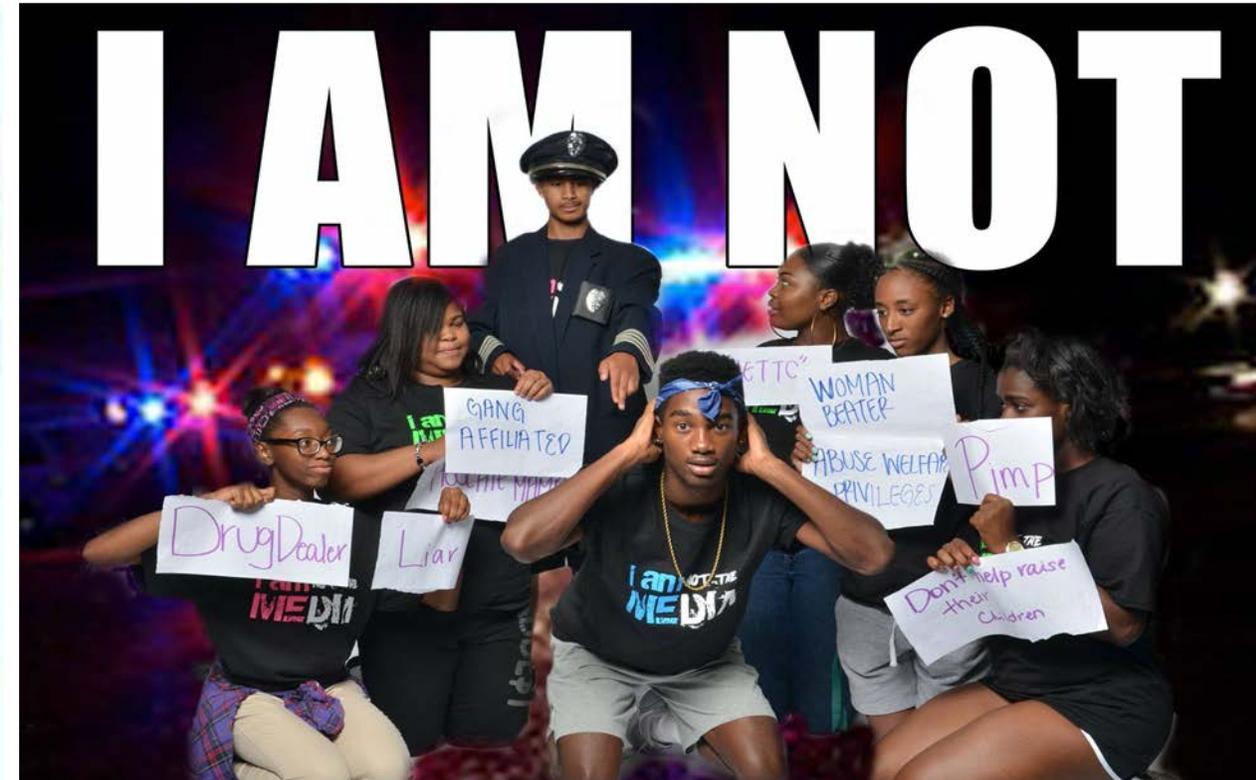
ABOUT THE PROGRAM

A 7 Session Workshop Series
That Teaches
9th Grade Students:

- Social Media Safety
- Digital Citizenship
- Critical Media Literacy
- Digital Footprint
- Social Media & Mental Health







BOOK ONLINE: www.iamnotthedia.org



PROFILE CHECK: YOUR SOCIAL MEDIA BRAND

- An interactive workshop experience that educates teens and college students on the influence of their online reputation. The 1 hour session teaches skills centered around online reputation management and digital citizenship.
- Price: \$200



KEEPIN' IT SAFE! SOCIAL MEDIA SAFETY

- Teens will learn about the dangers of posting certain content online. Teens will learn about privacy settings and the consequences of sharing and posting inappropriate content.
- 1 Hour Session
- Price: \$200



WHAT'S YOUR SOCIAL MEDIA DIET?

- A workshop experience that educates teens and college students on the influence of internet and social media usage on their mental health. The 1 hour session spreads awareness on Internet Addictions, Social Media Anxiety and Social Media Depression.
- Price: \$200



MY MIRROR: GIRLS & BODY IMAGE

- An empowering session for girls that allows them to redefine beauty for themselves. Participants learn about photoshop techniques, the illusion of beauty, engage in scenario based discussions and create a special project in the end. 90 minute session
- Price: \$200



A CYBER STORY: TEENS & CYBERBULLYING

- Teens will learn in this engaging workshop the influence of cyberbullying. Teens will learn conflict resolution skills and what to do if they experience or witness cyberbullying.
- 1 Hour Session
- Price: \$200



FACE THE FACTS! TEENS & MISINFORMATION

- Teens will learn how to become digital citizens in the online environment and the impact of posting in the social media world. Teens will learn how to determine fake news and learn how to report inaccurate information online.
- 1 Hour Session
- Price: \$200