

A Study on Nature Documentaries Involving Environmental Conservation: Raising Awareness of The Environment Among College Students In Chennai, India—With A Special Reference To The Netflix Series 'Our Planet.'

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Abstract: Netflix released 'Our Planet, a popular environmental documentary. Sir David Attenborough narrates the English version, but 10 other languages had simultaneous releases with their narrators. This documentary stands out by comprehensively depicting current environmental challenges. The series examines eight rare ecosystems' biodiversity and features. Human impact on the environment distinguishes it from other traditional documentaries and it discusses how climate change affects all life. Our survival depends on nature. But the world is in more peril than ever. This documentary raised awareness of the world's rarest animals and most valuable habitats. This study examines how informed and influential college students in Chennai, Tamil Nadu, are about environmental issues including global warming. This study measures the impact of six factors that indicate people's views on environmental degradation. Dimensions produced via Schwartz norm activation were hope, connectivity to nature, shifting responsibility, etc., The documentary's impact on participants' opinions was assessed using a pre-test and post-test control group design. Due to the limited availability of video-on-demand providers with documentaries, participants were assigned based on OTT subscription availability. The findings suggest that the mere transmission of information without the use of storytelling and visual elements carries the danger of failing to capture attention and, thus, convey the intended message. While documentaries employing storytelling, imagery, and narrative techniques may not bridge the attitudinal and behavioral divide between a sustainable and unsustainable society, they can contribute toward a solution. Practitioners should create combinations of strategies that influence attitudes and behaviors to communicate the scientific consensus to the general community effectively.

Key Words: Environmentalism, Nature Documentary, Awareness, Change in attitude, Norm Activation Model

1. INTRODUCTION

The term Global Warming refers to a Gradual increase in the Earth's temperature, generally due to the Greenhouse effect caused by increased levels of Carbon dioxide, chloro-fluoro-carbon (CFC), and other pollutants (Horak, 2006). The escalation of excessive combustion of fossil fuels and unregulated land utilization has led to a surge

in the emission of greenhouse gases into the Earth's atmosphere. The primary characteristics of global climate change encompass elevated average world temperature (referred to as global warming), thawing of ice and glaciers, diminished snow coverage, and heightened ocean temperatures and acidity (Arendt & Matthes, 2014). The main factors for the increase in global warming are Industrial Development to fulfill human needs such as food products, enormous vehicle movement, increase in fuel consumption, goods and services, etc. The Scientific Forum and researchers addressed these traumatic outcomes and climate change issues as a major threat to the environment. As a result, during the late 70's the World Meteorological Organization (WMO) in the year 1979 conducted a World Climate Conference to discuss about Global climate issues, primarily Global warming in addition to climate research and forecasting. This conference led to the establishment of World Climate Research Programs and also it helped to create the Inter-Governmental Panel on Climate Change (IPCC) (IPCC, 2002; Thomas et al. 2004). The next conference was held in the year 1990 in which the Kyoto Protocol called the United Nation's Framework Convention on Climate Change (UNFCCC) was accepted by the membership countries of the UNO to maintain the Global average temperature rise this century as close as possible to 1.5 degrees Celsius above pre-industrial levels. Every year the membership countries of the UNO organize a summit to discuss climate change and global warming issues and the precautionary measures are analyzed. Till now 28 sessions (up to December 2023) have been conducted (IPCC 2018 & 2023; Mauree et al. 2019).

1.1 Nature Documentaries and Audience Behaviour

Documentary films are a popular and significant vehicle to influence people's behavior and in transferring ground-level knowledge and information about a particular topic (Janpol & Dilts, 2016). The primary medium through which a series of images, sounds, sources, and information about the natural environment are transformed into pedagogic discourse is nature documentaries (Pashalidis, 2014). The main aim of these documentary films is to provide a piece of detailed information about the particular topic which is taken into concern. High-level capacity of knowledge about climate change issues and environmental activism can be provided to the people only through documentary films. Unlike commercial films, documentary films are been created only for the selected audience and hence it is more effective when compared to other mediums of communication (Hynes et al. 2020).

Nature films have the ability to raise knowledge about unknown animal species. Viewers of these documentaries are likely to engage with the material presented at levels similar to those reached by other campaigns focused on environmental protection. Documentary films can create a huge impact on the audience by influencing an individual, making the individual think about the issue and changing the behavior of a mass group or community by the individual (Fernández-Bellon and Kane, 2019). Many times documentaries have paved the way to reveal the truth of the issue, addressing the actual problem happening in the surroundings and providing solution to the problem. In the past two decades, documentary filmmakers have played a crucial role in raising awareness about climate change, environmental degradation, and species extinction (Hynes et al. 2020). Through compelling storytelling and striking visuals, these documentaries highlight the urgent need to address these global challenges. "Project Tiger" a Docu-film about the need to save the endangered tiger species in India was a successful campaign as it provided awareness about safeguarding Bengal tigers through social media with the help of celebrities and youngsters (Nath - Indian Express, 2024).

1.2 Change in Pro-Environmental Behaviour

Aiming towards the development and betterment of living, human race has caused a huge destruction to the environment and other species. After gaining a keen awareness and knowledge about the environmental issues through these documentaries, people are taking steps to prevent and stop the destruction done to the environment that was done by Human (Barbas et al. 2009). Due to the continuous efforts through Documentaries, Government schemes, and other forms of communication, people have recently started opting for alternative materials that are less harmful to the environment compared to traditional ones. Electrical vehicles are been chosen over fuel vehicles to control the emission of Carbon Dioxide in the environment. Usage of decomposable bags as an alternative to plastic bags to control soil pollution. There was a noticeable surge in internet searches for conservation charities during and after each episode of The Blue Planet documentary (Hofman and Hughes, 2017).

The Sustainable Development Goals feature six objectives focused on preventing climate change and addressing environmental issues. Many countries are working to implement various schemes to achieve these goals. In recent times, the government has conducted a thorough analysis of the pros and cons of each environmental project before proceeding with implementation. This detailed evaluation ensures that all potential impacts on the environment are considered and addressed, leading to more information and responsible decision-making. According to a recent survey in developed and developing nations like European countries, the USA, and India, there has been a rise in online searches for "plastic recycling" due to increased interest in sustainable packaging (GlobalWebIndex, 2019).

Environmental activists have raised awareness about endangered species that are on the verge of extinction. As a result, governments worldwide have launched various schemes aimed at protecting and safeguarding these vulnerable species (Lin, 2013). These efforts include conservation programs, habitat restoration initiatives, and legislative measures to ensure their survival for future generations. In the year 2022 to prevent the extinction of Cheetahs, the government of India had translocated 12 Cheetahs from South Africa to expand the cheetah meta-population and to reintroduce cheetahs (PIB, 2023).

1.3 Documentaries on Over-the-top

In this Digital era, it has become easy for the youngsters to access the documentaries. The creators of the Docu – Films are also benefited as the Over the top (OTT) platforms such as Netflix, Amazon, etc. have started to produce these Documentaries (Duvall, 2017). Unlike the old television era, many new documentaries are been streamed by the Over the top (OTT) platforms. As a result, the audience of the documentary films have been massively increased and also the recognition for the creators of these documentary films has been given. (Duvall, 2017; Nichols, 2010) Thus, it boots the creators to produce environmental documentaries that creates awareness to the viewers about the environmental issues (Duvall, 2017). Documentaries such as “Blue Planet” created and produced by BBC and “Our Planet” – A Netflix original documentary series created a huge impact on youngsters about environmental issues. These documentaries have also given behaviour change in the youngsters with the intension to make them think and act on the environmental issues.

These Documentaries not only talk about sufferings of other species due to the destructions done by the human race, the Documentaries such as “Elephant Whispers” also creates a positive impact by empathising the relationship between humans and animals. The major viewers of the Documentaries that are streamed on over-the-top (OTT) platforms are Youngsters. Netflix estimates the Our planet series was watched by 25 million people within the first month of its release and had been viewed in more than 100 million households within a calendar

year. (Johnston, 2022) In recent times the documentaries not only act as an awareness creating tools but also as a source to provide solution to the environmental problems (Zelko, 2013). In India, in recent times, Young environmental activist groups have increased largely. The groups actively participate in protests against Government schemes that are harmful to the environment and also against the corporate companies that misuse the environmental resources such as Sterlite Protest, Farmer Protest etc. Also, these young environmental activists' groups are influencing different community groups.

1.4 Cinematic visuals as an attraction

Traditional television-based nature documentaries were mostly focussed on information which did not give importance to narrative dialogues and visual elements, but recently the Over the top (OTT) platforms-based documentaries are more focussed on eye-appealing visuals and creative narrations that attracts many audiences particularly youngsters which has achieved more impact compared to the traditional television-based nature documentaries (Nichols, 2016). Aerial shots, underwater shots, and high-quality colour grading previously exclusive to theatrical films are now being incorporated into documentaries on Over-the-Top (OTT) platforms. This enhancement has significantly boosted the success of these documentaries by captivating audiences with compelling content (Marcus & Kara, 2015). The film-based elements such as Cinematic editing and Rhythmic music that are used in the documentaries are crafted to engage the audience without inducing boredom, keeping them fully active throughout the viewing experience (Cox, 2013, Nosal et al. 2016).

Without compromising on the information and knowledge sharing, a properly scripted narrative element along with apt and suitable artist to give an effective voice-over that would make the entire documentary even more interesting to the audience (Swimelar, 2012). Also, the episodic format of these documentaries aims to provide information in a concise and engaging manner, avoiding audience exhaustion. By presenting content in short, crisp episodes, the documentaries efficiently share valuable information while maintaining the audience's interest and attention throughout the series, because audience perspective among the video demanding platforms is the longer the video, the shorter its watch-time. Since the Over-the-Top (OTT) platform streaming documentaries are available in multilingual regional languages they reach out to a broader audience base that was often overlooked by traditional documentaries. These films embrace diverse languages and regional contexts, thereby resonating more deeply with viewers from various cultural backgrounds (Mohammed and Dominic, 2021). This inclusive approach not only enhances accessibility but also enriches the storytelling experience by capturing the perspectives specific to different regions and languages. As a result, these documentaries attract a more diverse and engaged audience than their traditional counterparts.

2. THEORETICAL FRAMEWORK

2.1 Norm Active Theory (NAT, 1977)

Shalom H. Schwartz developed the norm activation theory within psychology to better understand altruistic behavior, which contains elements of the social constructivist position, while focusing primarily on the individual. He refers to altruism or pro-environmental behavior as “intentions or purposes to benefit another as an expression of internal values, without regard for the network of social and material reinforcements” (Schwartz, 1977, p. 222). Such behavior could be helping or sharing, often labeled as pro-social behavior. Essentially it is behavior that benefits others (Schwartz, 1977).

This theory is based on extensive research that examines the factors that influence the activation of norms, particularly personal norms. According to Schwartz (1973), personal norms are individuals' expectations for themselves. These personal expectations as a sense of moral duty, where one's values and standards are prompted by recognizing the needs of others (Schwartz, 1977). However, it is important to note that these norms are derived from socially shared expectations. This implies that individual expectations are influenced by the expectations that are commonly held in social interactions (Schwartz, 1973).

Personal norms are ethical responsibilities that are triggered by certain factors. Firstly, it is crucial to develop an understanding of how one's actions affect others. Secondly, assigning responsibility for these effects is essential to stimulate personal standards that drive action (Schwartz, 1977, p. 229). The theory is based on three fundamental propositions, that indicate: 1) The moral obligation of individuals influences altruistic behavior 2) Norms evoke moral obligation. 3) This moral obligation may be neutralized. This neutralization may entail rejecting responsibility and consequences and failing norms to influence behaviour (Schwartz, 1973)

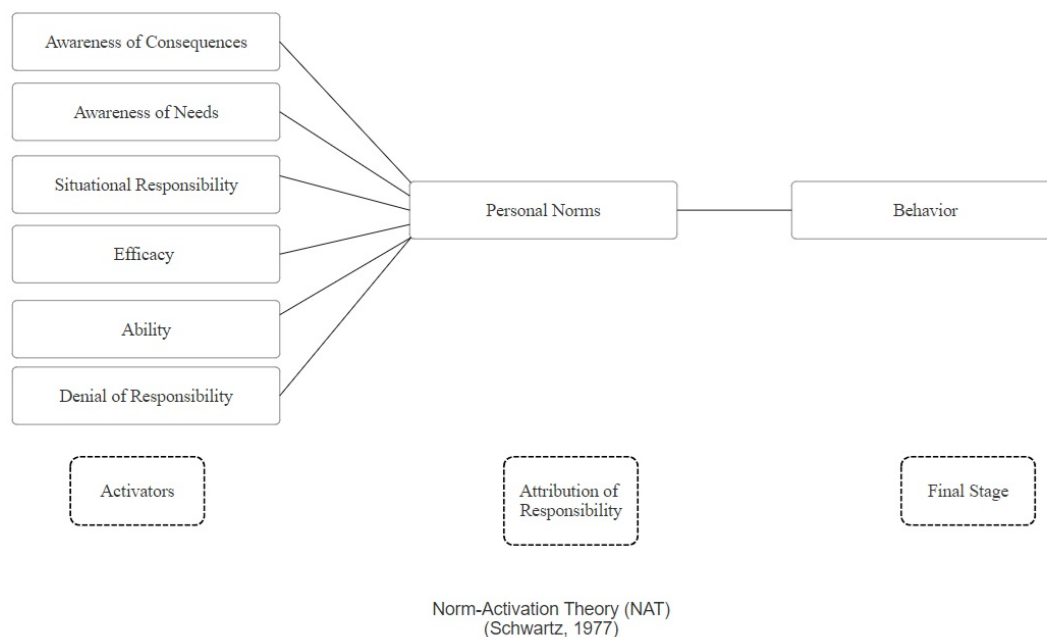


Fig 2.1 Theoretical Framework (Norm-Activation theory, 1977)

When referring to self-efficacy, which considers the belief of personal efficacy to be the foundation of human agency (Bandura, 1998). Self-efficacy refers to one's own belief in regulating and managing thoughts, motivations, and behavior to produce the desired changes (Bandura, 1998). When using the term outcome efficacy, which referring to the belief in your own actions to reduce a certain problem. Because environmental problems depend on the cooperation of many people, outcome efficacy is highly dependent on the expectation that others will engage in pro-environmental actions too (Schwartz & Howard, 1981).

2.2 Cinematic Visual Activators Model (CVA)

The analytical framework of the paper is built on the elements which mentioned in the Norm activation theory. As illustrated in the figure below, the norm activation theory will function as a foundation. As emphasized by

Schwartz, the Activators and its impact are key to activate personal norms which enables pro-environmental behavior (1977).

Therefore, the goal is first to analyze whether anchoring and objectifying climate change and its impact to the Mother Earth conveyed through, eye appealing visuals in the environmental documentaries might have an effect on the 'awareness of consequences' process of young people. Secondly, the aim is to learn whether young people ascribe responsibility for these consequences.

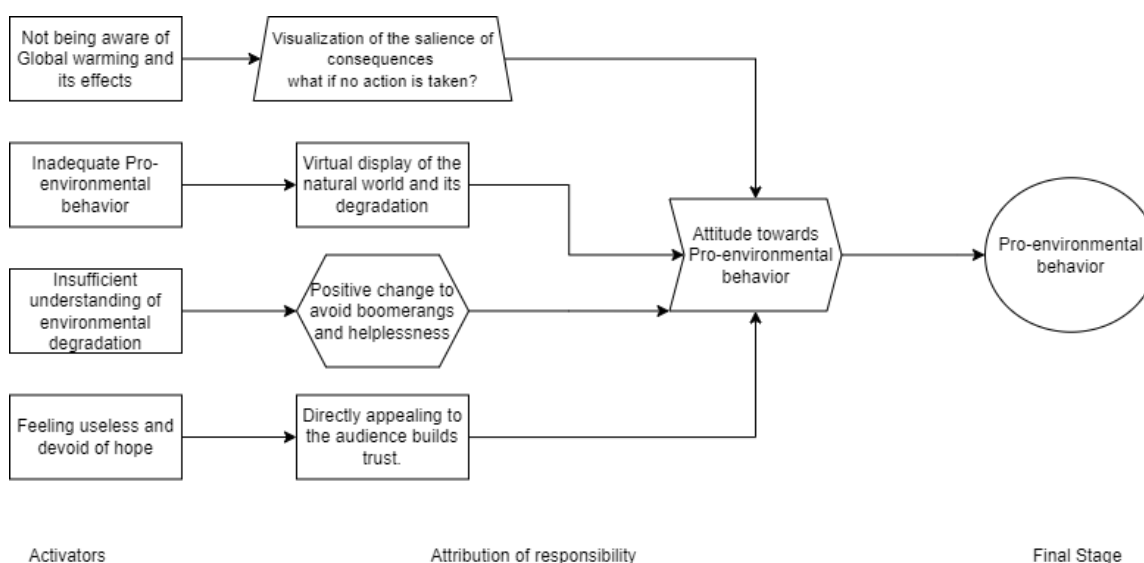


Fig 2.2 Conceptual Framework (using Norm-Activation theory, 1977)

This study and the model created for the indepth analysis and understanding about the audience pro-social mindset motivated new era documentary films created and awareness or indicated the young minds about the environmental consequences faced by the Mother Earth. This study quantifies the impact of the documentary "Our Planet" on six parameters that reflect individuals' perspectives on the degradation of the natural environment. The dimensions were created using the Schwartz norm activation model. The dimensions represent hope, awareness of the consequences caused by animal agriculture, motivation to act against deforestation and pollution, Rise against environmental destruction, shifting of responsibility to product marine ecosystem depletion, and helplessness.

With this the hypothesis were framed as the individuals subjected to the procedure or in the focus group will exhibit markedly elevated levels of hope, knowledge about the repercussions of animal agriculture, affinity towards nature, and motivation. Additionally, they will demonstrate a notable decrease in the tendency to transfer blame and feel powerless, as compared to the individuals in the control group. Relating to this ascription process, the aim is also to analyze whether the different social representation mechanisms and helpless feelings potentially activate different mindset of the young audience of the belonging society.

The primary aim of this study is to ascertain the level of influence and awareness generated among college students in Tamil Nadu, India, regarding their response to environmental challenges such as global warming. When assessing the educational influence of such videos on students' comprehension of animal husbandry, their

relationship with the natural world, and their drive, it is clear that these variables significantly reduce the inclination to avoid accountability and experience a sense of powerlessness. Ultimately, the goal of this analytical framework is to provide an increased understanding of whether environmental or nature documentaries streaming in the Over the top platforms might motivate altruistic or pro-environmental behavior among young people.

3. METHODOLOGY

To test the hypotheses, Visual content analysis and experimental group analysis were conducted with the help of the literature as well as the content and narrative of the object under investigation. A pre-test and post-test control group design was chosen to evaluate the documentary's influence on a participant's attitudes. While the experimental group was exposed to first season of Sir David Attenborough narrated nature documentary which streaming in the Netflix OTT platform "Life on Our Planet", the control group watched the documentary "Mystery in Yellowstone", with the expectation that it would not affect their attitude toward the destruction of the natural environment. Due to the restricted availability of video-on-demand services offering the documentaries, it was not possible to conduct a randomized trial, which would have involved a random allocation of participants into groups. Participants were assigned according to their availability of the video-on-demand platforms Amazon Prime (Mystery in Yellowstone) and Netflix (A Life on Our Planet). Between 06 of May 2024 and 12 of July 2024, 120 (110) datasets were collected. Each (Experimental and control) group allotted with 60(55) students with different mindset and interest towards the lifestyle, qualification, hobbies and other independent variables. Subjects were recruited with the help of simple random sampling method among the different disciplinary students from SRM Institute of Science and Technology, Kattankulathur, Chennai, Tamil Nadu.

3.1 Content Analysis

3.1.1 Fictional Narration

Like the animal based fiction and animation films such as Finding Nemo, Lion King, Madagascar, etc., this Documentary film also resembles the animal world story narration. The narrative method of this documentary film is adopted from three act structure narrative method which is mostly used in fiction movies. This model was proposed by Sye Field in his screenplay writing book, published in the year 1979. The Three act structure model divides the story into three parts often called as Act 1 – setup or introduction part, Act 2 – confrontation or mid part/ conflict part, Act 3 – resolution, which is the climax portion. For example, in the frozen world episode of the documentary, the set up part talks about the Artic frozen region, which is the locality of the film, and then the character introduction is given for the Polar bear which is the predator and the Seal that is said to be the prey. Coming to the conflict and the resolution part, a rivalry occurs between the polar bear and the seal, where the predator tries to hunt the prey and the prey tries to safeguard its life. Finally after all the quarrels at the end, the seal succeed by saving itself from the predator.

3.1.2 Cinematic Elements

Similar to the fictional movies, the curiosity factors, expectations in the audience mind set, twist in the plots, dramatic tension and unanticipated revealing are seen as the main features in the docu drama, which makes this entire documentary unique from the usual traditional documentary. Unlike the usual documentary, where the predators are seen to succeed, in this docu drama, the prey is made to succeed, however, initially the prey is been

portrayed very beautifully and has been made to connect intensely to the audience, and hence when the quarrel starts, the audience are made to sit on the corner of their seats, with nail biting tension, wanting the prey to escape from its predator.

Music is the key instrument that creates a cinematic feel for the documentary. The coordination of the musical elevation along with the visuals has created a vital impact amongst the audience. The mixing of the lively sounds of the animals along with the background score has played a major role in connecting the audience with the documentary. The editing transition, slow motion, time-lapse and pacing of the scenes uplift the documentary to a movie standard which makes it even more engaging for the audience. Enriched colors, graphics, and visual effects gives a breath-taking theatrical experience through the over-the-top platforms. The entire documentary has been filmed through bird-eye-view shots, drone shots, movement tracking shots, micro shots, etc., which has enhanced the documentary and taken it to the next level. Each episode ends with the curiosity factors of the usual web series which provokes the interest of the audience to watch the next episodes. This documentary not only creates awareness about the consequences of human errors but also gives us confidence to build a healthy environment for all the life on our planet.

3.2 Subject or Group Selection Process

Around 200 Students from various disciplinary from SRM Institute of Science and Technology, Kattankulathur were chosen using Simple Random Sampling method. Through direct interview process the students were asked some questions like, their stand to Save the Environment, Steps taken by the individual to stop pollution in the every-day life. Also, few questions were asked to know their knowledge in Movie-making process. From the above interview amongst 200 students 120 of them were selected for the study. During the entire process the students were not aware of the intension of the study but were informed that this was an elective paper regarding film-making. To maintain the credibility of the study the actual aim of the study was not disclosed to the students.

In the selected 120 students, 35 of them had Netflix subscription, 27 had Amazon Prime subscription, 18 students had both the Over-the-Top platform subscription and rest of the 40 had no subscription to neither of the two Over-the-Top platforms. So, 25 students were given funds to access any of these two Over-the-Top platforms on random basis. The remaining 15 students got access to the Over-the-Top platforms from their friends or from the students who had both the Over-the-Top platforms subscriptions.

3.2.1 Group B – Amazon Prime: (Control Group)

From a total of 120 students, 60 were found to have Amazon prime subscription in which 27 students already had only Amazon Prime subscription. Students who had both the Over-the-Top platform subscriptions were allowed to access only one of the subscriptions. Thus, amongst the 18 students who had both the Over-the-Top platform subscriptions, 12 of them opted to choose Amazon Prime subscription. In the remaining 21 students, 15 students subscribed Amazon Prime using the fund provided and 6 accessed the Over-the-Top platform with the help of their friends. This group was maintained as the Control Group. In this group, 5 samples were rejected because 3 of them whom appeared for the Pre-test did not show up for the Post-test and the remaining 2 students did not show up for both the tests.

3.2.2 Group A – Netflix: (Experimental Group)

From a total of 120 students, 60 were found to have Netflix subscription in which 35 students already had only Netflix subscription. Students who had both the Over-the-Top platform subscriptions were allowed to access only one of the subscriptions. Thus, amongst the 18 students who had both the Over-the-Top platform subscriptions, 6 of them opted to choose Netflix subscription. In the remaining 19 students, 10 students subscribed Netflix using the fund provided and 9 accessed the Over-the-Top platform with the help of their friends. This group was maintained as the Experimental Group. Since, Group B had only 55 samples, Group A was forced to reduce the sample size to 55 depending upon the time of submission. Thus, the credibility of the samples is maintained.

4. FINDINGS AND DISCUSSION

4.1 Pre-Test

The total duration of the Pre-test was 20 days. Since, the students were informed that this study was an elective paper, depending upon the availability of students as they were chosen from multiple disciplinaries, 8 sessions were conducted in which each of the group had 4 sessions. Each session had 15 students. These 4 sessions were based on 4 different concepts such as, to tests their intension/interest to Save Soil, save water, save energy and save animals from danger. Throughout the sessions the students were not revealed about the actual aim of the study. Each of the session took place for 2 – 3 hours. Since this was informed to be an elective paper, the students were informed this to be a practical project in which the students were taken to Kattankulathur, Konathi village, Post Graduate research institute in Animal Science (Kattupakkam) and Potheri lake. The students were instructed to observe the places and were asked to take photoshoot or reels of some particular spots in the chosen area according to their own interest.

Every session was led by 2 research scholars and an Assistant Professor. At the end of every session, the students were asked to provide the summary of the session which was collected as video or audio recordings. The Pre-test was conduct using CVA model - Pro environmental behavior scaling. After every session, the Pro-environmental behavior of the students was rated using the above scaling method. On a scale of 10, the strongest Pro-environmental behavior was rated as 1 and the least Pro-environmental behavior was rated as 10. From the above scaling measures, the environmental concern of each student was analyzed. According to the rating scale provided by the students, their intensions about saving and protecting the environment was tested. The entire scale rating was made upon 2 major concerns as, the realization in the depletion of the elegant nature and the individual's intension to save the environment.

According to the analyzation from the Pre-test conducted, on an average majority of the respondents were concerned about the polluted environment and also realized about the necessary actions to be taken to safeguard the environment only on the 7th scale which is almost nearer to the least Pro environmental behavior, until that they saw that particular environment as a normal place of the surrounding. This shows that 90 percentage of the respondents had less attention and were least concerned about the need to save the environment. 40 percentage of the respondents had no thought that those selected regions were polluted. These were the initial impression about the environmental related issues from the respondents.

4.2 Post-test

The post-test was conducted on the selected students in the same way as the pre-test was done. The time duration

between the pre-test and post-test was one week. In this mean time, the students were instructed to watch full season of the selected web series in the respective Over-the-Top platforms. All students were monitored by the research scholars and the Assistant Professor to check whether they have completely watched the web series. Once the documentary series was completed by the students, they were all taken to the same places where the pre-test was conducted and were again asked to take photoshoot or reels of some particular spots in the chosen area according to their own interest without revealing the aim of the study. The entire session took place for 2 – 3 hours. At the end of every session, the students were asked to provide the summary of the session which was collected as video or audio recordings.

Surprisingly, it was seen that amongst the students from Group A, majority of them had developed Pro-environmental behavior. Those who had responses at a least scale in the pre-test were drastically changed after watching the documentary series and had uplifted the scale to 2 or 3 rating. Group B also had a moderate increase in their rate scale, but Group A students had a higher impact in their Pro environmental behavior when compared to Group B after watching the documentary series.

To understand the drastic change in the students from Group A after the post-test, an additional session was conducted in the form of personal interviews. At the end of the session, as a cumulative response from the students, it was reported that they were mostly influenced by the five elements that they saw in the documentary series. The five elements are multilingual access, Cinematic shots or colourful visuals, editing techniques, rhythmic music and Diplomatic narration.

4.3 Theoretical Connections

4.3.1 Visualization of the salience consequences, What if no action is taken?

Every episode talks about different themes like forest, frozen region, coastal area, etc. along with the living organisms, their habitat and ecosystem. The consequences such as global warming, hazardous greenhouse gas emission, melting of glaciers, and other factors that are faced by these regions are intensely portrayed using visual effects, computer graphics and effective narrations. At the end of every episode, the series creates an impact amongst the audience by explaining the consequences that will be faced by the human race if no action is taken to safeguard the environment.

4.3.2 Virtual display of the natural world and its degradation

Narrative visuals about the forthcoming consequences that would create a massive disaster to the environment are portrayed using virtual illustrations. In the rainforest episode, illegal planting and cultivation of palm oil trees by destroying a vast swathes of rich, green rainforest is represented. Palm oil plantation are expanding more rapidly than almost any other agricultural commodities. Every year fifteen hector acres of forest area has been converted into palm oil cultivation region. Thus, the resident species like elephant, orangutans, rhinos and tigers have lost their habitat.

4.3.3 Positive change and building trust to audience

In the last episode of the first season, the Chernobly nuclear plant was that was constructed by destroying a massive forest area, exploded due to an uncontrollable chain reaction. Due to this a large amount of radioactive materials

got deposited in that region, hence the government announced that this particular region as uninhabitable for the next twenty thousand years and declared it a ghosted area but nature with its full glory refurbished itself within three decades and made it a eligible resident for the wild species. This particular episode provides a trust on the nature that if it is left undisturbed, it can rebuild and regain its own prosperity.

5. CONCLUSION

Thus, to conclude, young audiences are very much aware and are knowledgeable about the environmental crises. Although they are aware of environmental issues, young people often struggle to find effective solutions. Once they acquire the necessary knowledge to protect the environment, they will become its saviours, ensuring a healthier environment for the future generations (Van Dijck, 2006). The internet and social media have revolutionized how youngsters access information, placing a wealth of knowledge at their fingertips. Youngsters in our Indian society often view environmental studies as just another academic subject rather than a vital life lesson (Liu, 2018). As a result, they struggle to implement preventive measures to safeguard the environment due to a lack of practical familiarity with these methods. This lack of understanding stems from their adaptation to living in a polluted environment, which prevents them from recognizing the severity of the situation (E.J. Helledal, 2020). Therefore, communicating with them in their own way has acted as a catalyst to help them understand the environmental situation and has encouraged them to development their Pro-environmental behaviour.

Through this study, it is seen that more than 65 percentage of the respondents in group A have accessed the “Life on Our Planet” documentary in their mother tongue rather than the Global language. In comparison to Group B respondents, this is seen as the major reason for the Pro-environmental behaviour to be induced in the Group A respondents. Nearly, 57 percentage of the respondents have informed that the colourful visuals of the documentary series made them feel even more connected to the situation depicted. Since the respondents were initially informed that this study was an elective course on filmmaking, they chose to watch the documentary series out of personal interest to gain knowledge about filmmaking technique and not about environmental problems. Therefore, the colourful visuals and cinematic shots have helped the respondents stay engaged with the documentary series, indirectly fostering pro-environmental behaviour in them.

Psychological studies have shown that music has the ability to stimulate brain activity and enhance productivity, allowing individuals to complete tasks in less time than expected (M.Trimble and D. Hesdorffer, 2017). Unlike traditional documentaries, music and Cinematic transitions in the modern documentaries are helping in learning information. This has been agreed by 40 percentage of the respondents, who have informed that they were able to understand the situation easily and gain knowledge through the cinematic visuals and rhythmic music.

Overall, compared to traditional television documentaries, modern documentaries streamed on Over-the-top platforms are significantly more engaging. They resonate with the preferences of youngsters, delivering content in a manner that appeals directly to them. As a result, they effectively reach their targeted audience with greater ease and impact. The use of multilingual language appeared in traditional television documentaries at a later stage. In contrast, modern documentaries on Over-the-top platforms have incorporated multilingual content from the outset, making them more accessible and appealing to a diverse set of youngsters. These documentaries, presented in an episodic format similar to entertainment series, and hence captivate young audiences and engage them in gaining knowledge. This study demonstrates that nature-based documentaries streamed on over-the-top platforms significantly enhance environmental awareness compared to traditional documentaries.

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