Synopsis

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| **School year** | 2023 - 2024 |

**Research Title:** Gamifying Sustainability: Exploring the Efficacy of an App in Promoting Eco-Friendly Behaviors Across Age Groups and Cultural Backgrounds

# Year Group: 3A

**Youth Leadership Program 2023-24**

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| **School Name** | The Next Generation School – Ain Khalid Campus |
|  | **Member Name** |
| **Teacher** | Shomaila Ali |
| **Co- Teacher** | Yasmin Khan |
| **Students**  | All students |
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| **Synopsis (Abstract)** | Cultural backgrounds play a significant role in shaping responses to sustainability. Communities with deeply rooted sustainable practices may readily embrace eco-friendly behaviors, while others might require more education and integration into existing cultural values. Researching these demographics helps tailor sustainability initiatives to specific cultural contexts, ensuring greater acceptance and effectiveness.Understanding how sustainability varies across demographics and designing an engaging gamification app tailored to diverse groups is vital. It cultivates awareness, educates, and instills sustainable habits early, influencing future behaviors towards a more eco-conscious society. |
| **Research Objectives** | 1. **Understanding Sustainability Practices:** Analyze how different demographics (age, cultural backgrounds) engage in sustainable behaviors.
2. **Assessing Different Demographics Impact:** Evaluate the influence of gamification elements (challenges, rewards, social interaction) within nature apps on user engagement levels concerning sustainable practices.
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| **Targeted Global Issue** | * **SDG 12** aims to ensure sustainable consumption and production patterns. This includes promoting behaviors that reduce our environmental impact, like recycling and conserving resources.
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| **Impact of your project on school/community** | * **Raising Awareness:** This project can raise awareness among students, teachers, and parents about the importance of sustainable practices and how technology can be used to promote them.
* **Encouraging Action:** By showcasing the effectiveness of gamified nature apps, this project might inspire the school to explore using such apps in classrooms or after-school programs to encourage sustainable habits among students.
* **Project-Based Learning:** Our research can be a great example of project-based learning, where students learn by doing. This can be motivating and lead to deeper understanding.
* **Community Action:** could inspire community initiatives that utilize gamification to encourage sustainable practices, like local recycling challenges or community gardens with point systems.
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| **Big Questions** | * How do different demographics (age groups, cultural backgrounds) respond to sustainable behaviors?
* How can a gamification app effectively promote sustainable behaviors among different demographics, considering age groups and cultural backgrounds?
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| **Conclusion of project** | * To be filled later (You need to write the outcome of the project)
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| **Recommendations** | * To be filled later
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| **YouTube link** | * To be filled later (After completing your YLP vide

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**\*Paste your YLP Poster snapshot here**