

# #CatchingFire

## Gen Z knowledge, perceptions, and social media sharing behavior regarding FL sugarcane burns

Henery et al.

### Introduction

- KS vs FL burning: Culture of fire as protective measure vs. corporate, financial interest.
- Gen Z are new, understudied, issue-oriented voters committed to fighting injustices.

### Phase One

- Gen Z FL residents read article about sugarcane burning, asked about sharing on social media.
- Eager to share for **health, socioeconomic, and environmental justice**.
- **86%** were previously unaware of the effects of sugarcane burning.

### Phase Two

Gen Z is unaware of these injustices because they **encounter news on social media** rather than seeking it out.

### Preliminary findings:

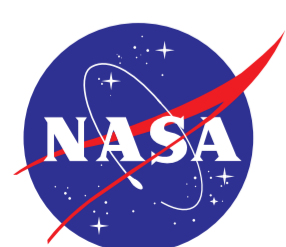
- **Very little information** about sugarcane burning available on the social media platforms most used by Gen Z.
- Most available information has **very low engagement**, so it doesn't spread.
- This suggests a need for **high engagement social media content** about the effects of Florida sugarcane burning.

# Gen Z is unaware of the negative effects of FL sugarcane burning because it doesn't hit their news feed. But if they see it, they will share it.

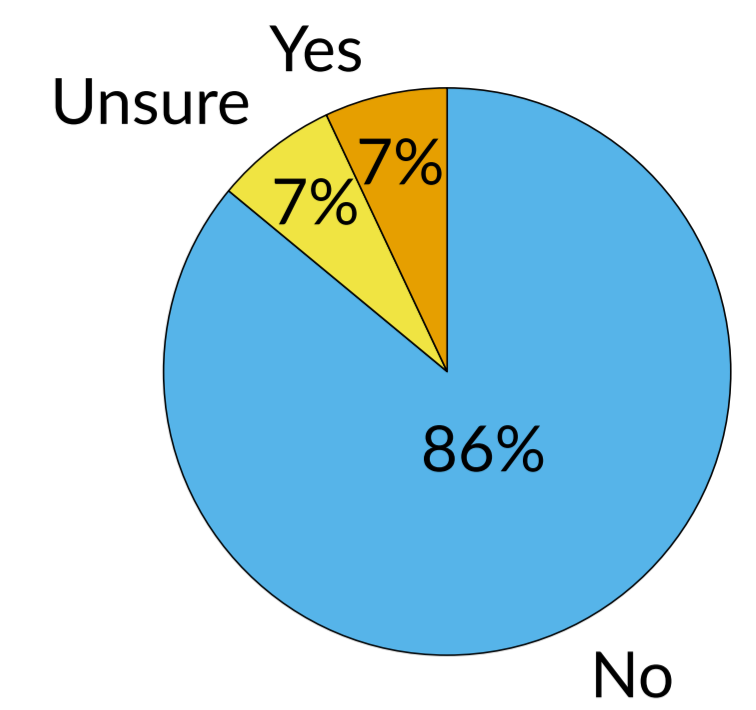
“Wow I didn't know this was happening on the other side of Florida”  
—Participant 43



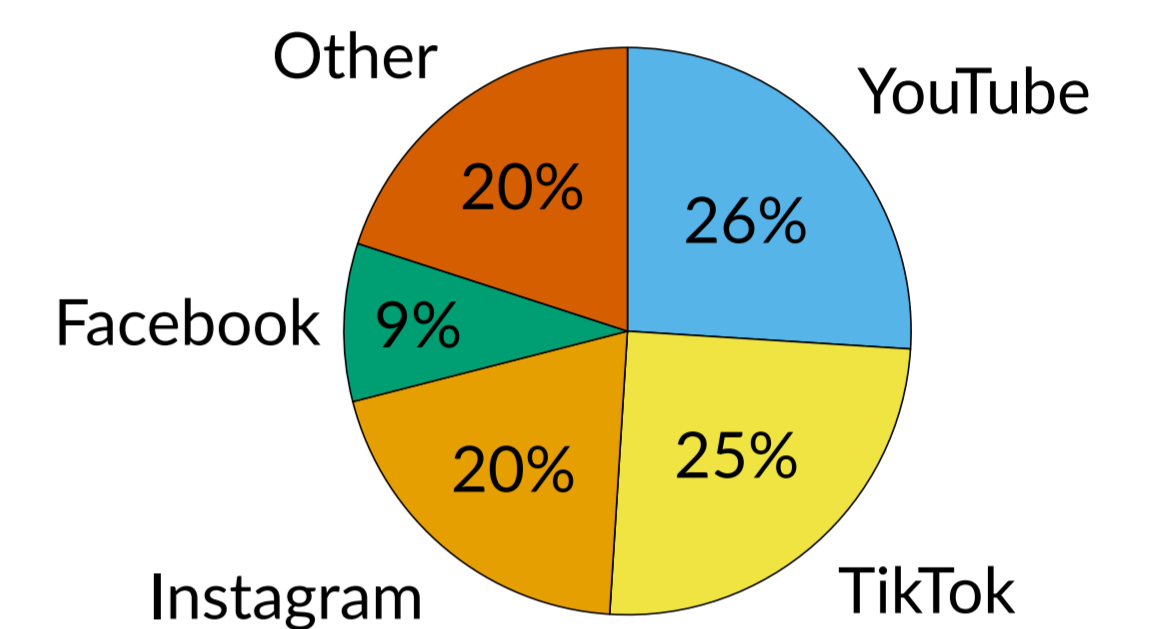
Take a picture to download the extended abstract.



Previously aware of the effects of sugarcane burning?

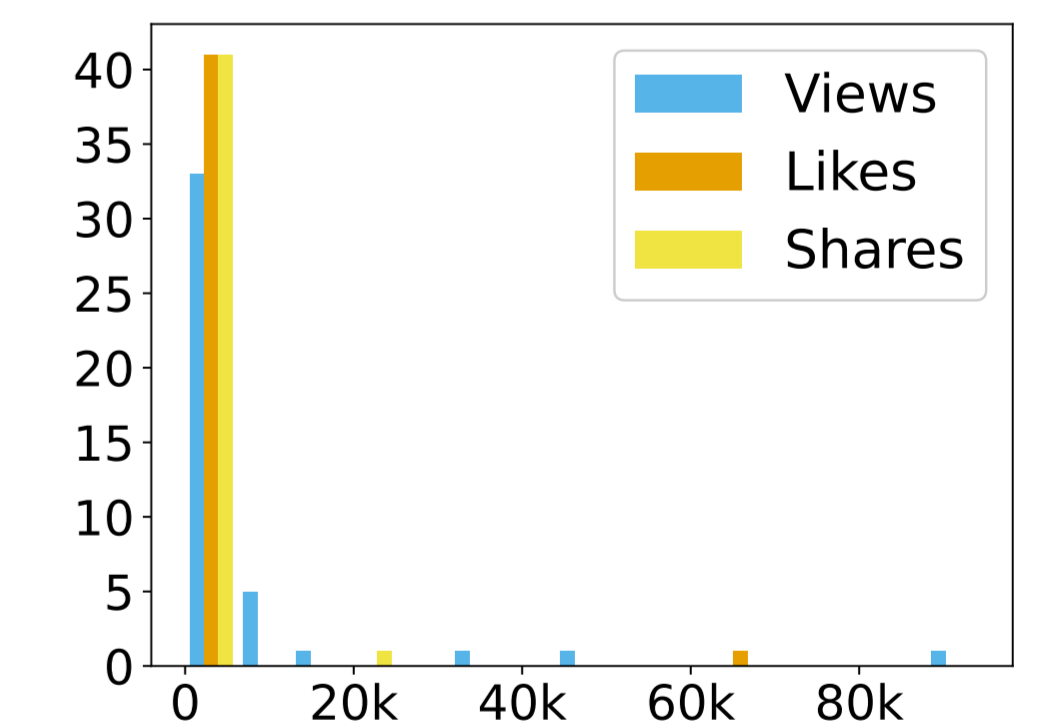


What social media platform does Gen Z use the most?



Preliminary TikTok findings:

- Only **42 videos** about Florida sugarcane burning since Jan 1, 2018.
- One outlier, posted Oct 3, 2023, is off the chart with **800.4k views**.



Take a picture to watch the outlier.

YouTube data collection and analysis are ongoing.