



ONLINE ADVOCACIES FOR EDUCATION TOWARDS FOREST CONSERVATION IN FACEBOOK

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ABSTRACT – The Philippines is undergoing serious forest degradation, mostly in the form of land use conversion mainly due to the fast-growing impoverished population. With the steady decline of forests, the animals living there will also lose their homes and migrate to places that the general public live in, resulting to occurrence of different diseases like dengue, malaria, ebola, and others, and consequently death among humans. This paper aims to highlight the need for general awareness of people about forest through online forest advocacies in Facebook. Specifically, the paper focused on investigating three organizations with online advocacies on forest and wood conservation with high number of followers and likes. Of the hundreds in the Philippines, three organizations' platforms and programs were then analyzed. Additionally, the influence of the organizations on their supporters was assessed. The preliminary screening identified: Forest Foundation Philippines, the Haribon Foundation, and Environmental Science for Social Change (ESSC). Results showed that the Forest Foundation Philippines has three major grant categories and eight grant programs. The Haribon Foundation has three programs. While ESSC has six programs. The three organizations' online platforms have people that follow and like their pages. By doing this, they are expressing their want to support the page and that they want to see more content from it. Forest Foundation Philippines earning the highest number of likes, 60,815 followed by Haribon Foundation with 39,541, and ESSC with 5,612. The more information an advocacy page presents, the more followers or volunteers they have, can greatly show their positive impacts to the society. These online platforms help the masses gain quick knowledge as to how to take care of the forest resources even without going to the physical classrooms.

Keywords: advocacy, conservation, education, forest degradation, reforestation



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