

PREVENTING THE LOSS OF BIODIVERSITY IN THE AMAZON

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ABSTRACT

The Amazon Rainforest is currently suffering from a major loss in biodiversity. The species that inhabit the Amazon are dying off due to anthropogenic forces that drive climate change and deforestation. Species in the Amazon, such as indigenous birds, are being forced to relocate and find other habitats. However, due to deforestation and climate change, these birds cannot find an alternate habitat that fits their needs. In order to mitigate the biodiversity crisis in the Amazon, we have decided to create an infographic to spread awareness. Education is the most important step to change. Through education, we can influence people to make a difference.

INTRODUCTION

The Amazon Rainforest, the largest rainforest on Earth, is home to more than 3 million species. It is a hotspot for biodiversity, as one in ten known species on the planet is found there. However, within the last 40 years, the Amazon has lost more than 17% of its ecosystem. Due to deforestation, illegal logging, climate change, and more, the species that reside in the Amazon Rainforest have been threatened with endangerment and extinction. As the Amazon continues to be burned and cut down, animals are forced to relocate. More than 8% of the Amazon has been wiped out due to deforestation alone. When deforestation occurs, many plants and animals are forced to relocate and find an alternate habitat.

METHOD

- Researched and summarized over 20 primary scientific articles on biodiversity and the Amazon Rainforest
- Contacted experts on the Amazon Rainforest and how to create an effective infographic
- Created an infographic in order to communicate ecological theory to a general audience
- Conducted a survey in order to analyze how we can effectively educate our audience



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RESULTS

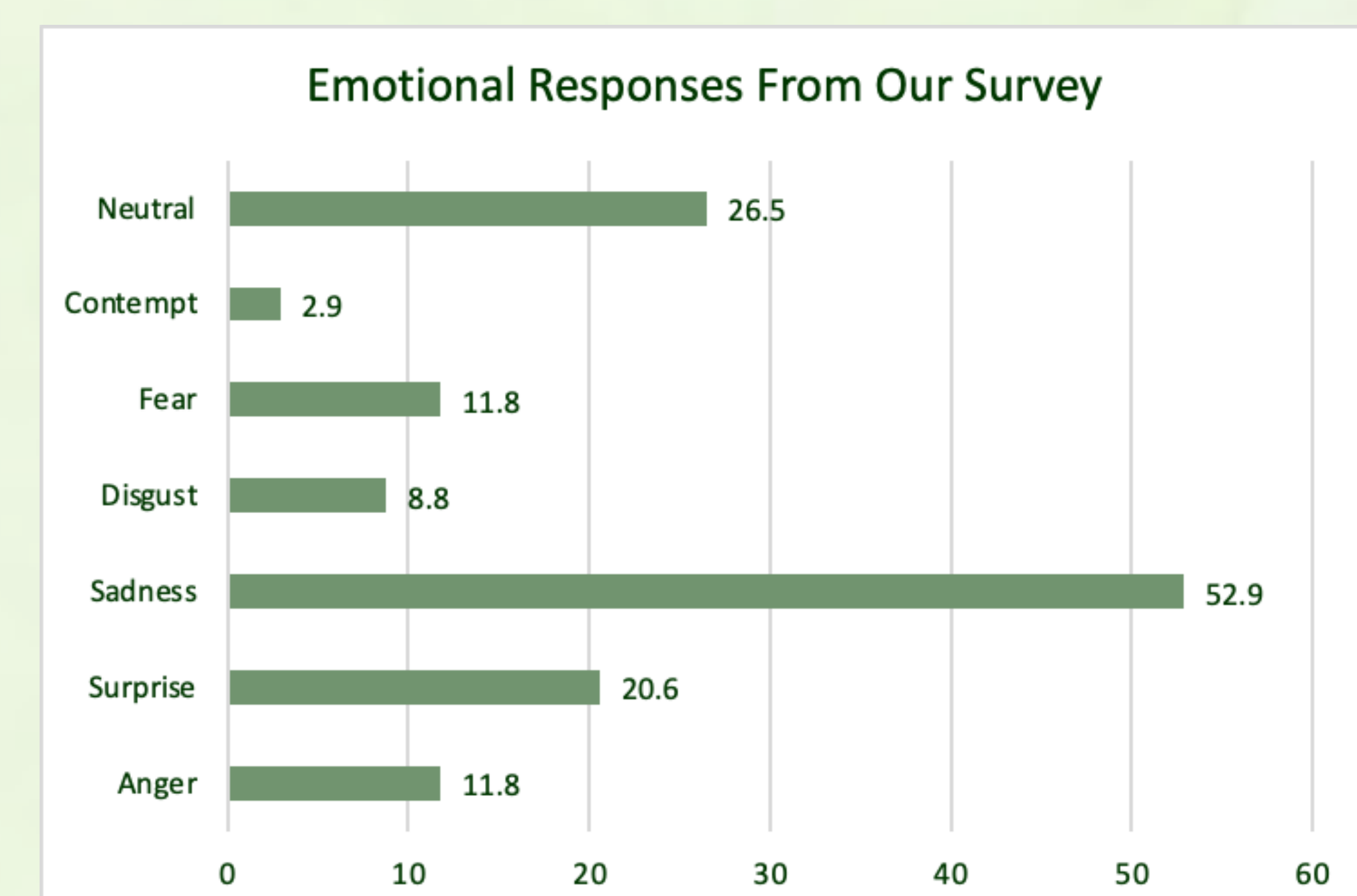


Figure 1: Emotional responses collected from our survey. 52.9% of people had a reaction of sadness, showing that a majority of people have sympathy towards the loss of biodiversity.

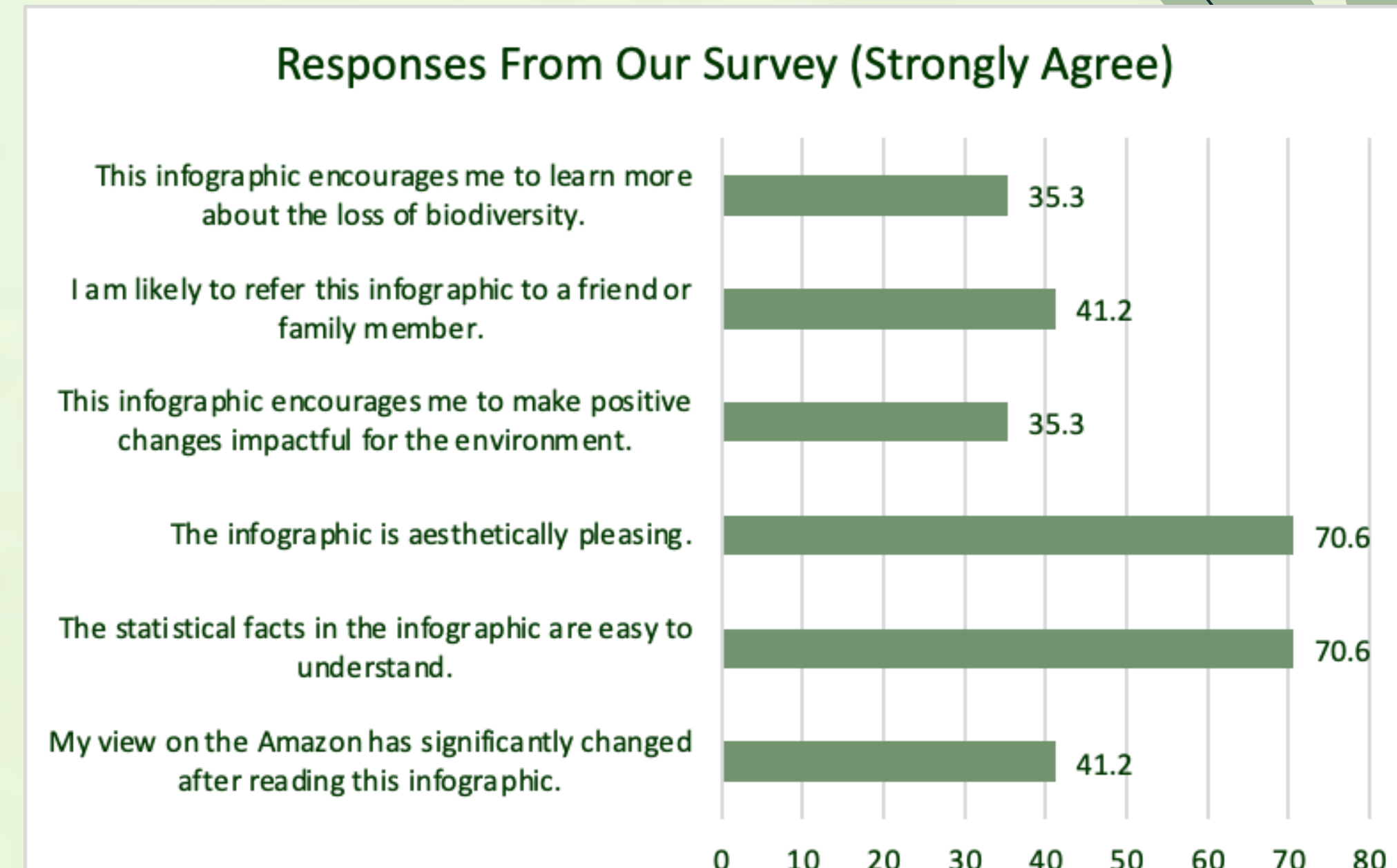


Figure 2: The percentage of survey participants that chose "Strongly Agree" for each of the statements. Over 70% of the people found that the infographic is understandable and effective and over 35% of the people are willing to make positive changes for the environment.

CONCLUSION

- The Amazon rainforest is suffering from the loss of biodiversity and our society and government needs to be aware of this situation in order to make a change.
- Goals: (1) Spread awareness about the loss of biodiversity in the Amazon. (2) Encourage people and government officials to help protect the environment/species.
- How: create an easy-to-read infographic explaining the situation and how people can make a difference. Distribute this infographic to as many people as possible.

REFERENCES

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