

# EDUCATIONAL CAMPAIGN OF GMO LABELING

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## INTRODUCTION

- Many people have a negative stigma on GMOs
  - Don't have enough information on GMOs and their effects (Butkowski OK et al. 2017)
- GMOs used to maintain the produce viable in the exportation process
- Many companies don't label for GMOs due to the produce being unhealthy (Howell et al. 2018)
  - This practice denies consumers information on product
- Our purpose is to stop the negative stigma and inform consumers
  - Through a QR code and educational campaigns

## OUR CHALLENGE:

**REMOVING GMO STIGMA  
BY UNDERSTANDING THE  
RELATIONSHIPS BETWEEN AGE,  
SOCIAL MEDIA AND EDUCATIONAL  
CAMPAIGNS**

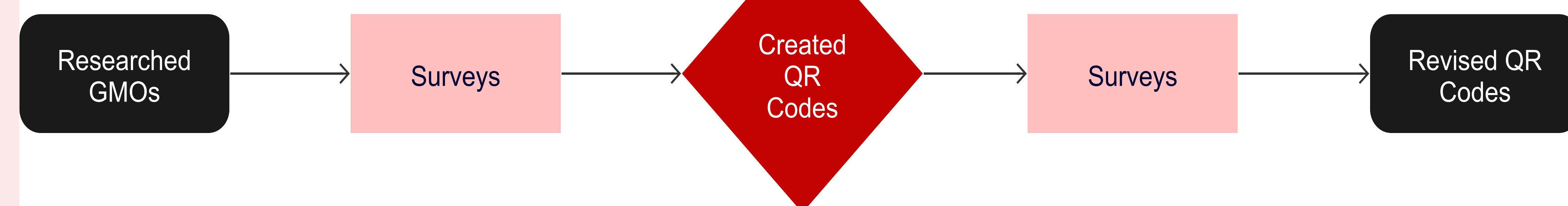
## RESULTS

**Figure 1-** The most social media used by the 15-20 age group was Snapchat. The 20-25 age group was Snapchat and Reddit. The 25-35 age group was Instagram. The 45+ group was Facebook.

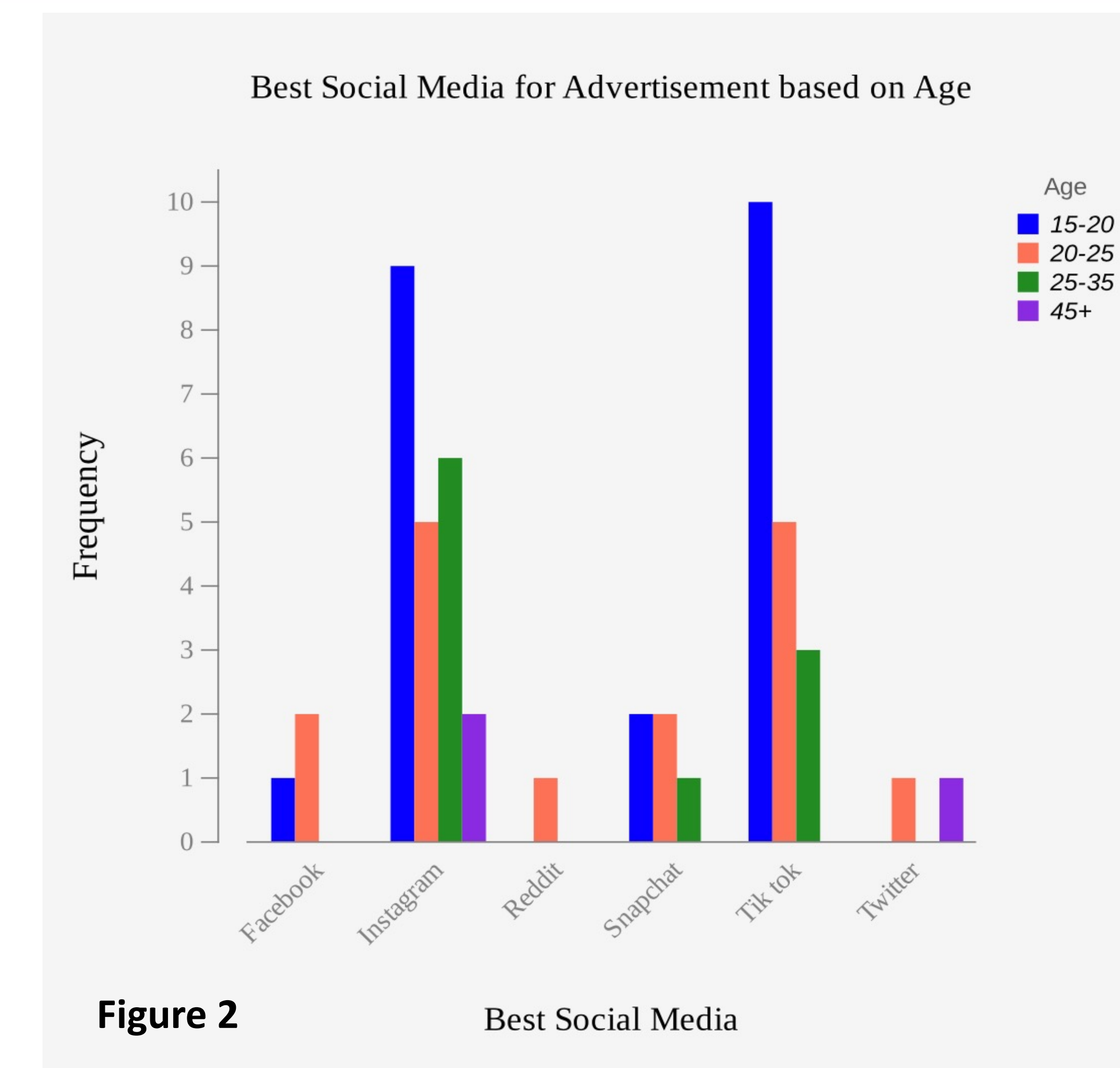
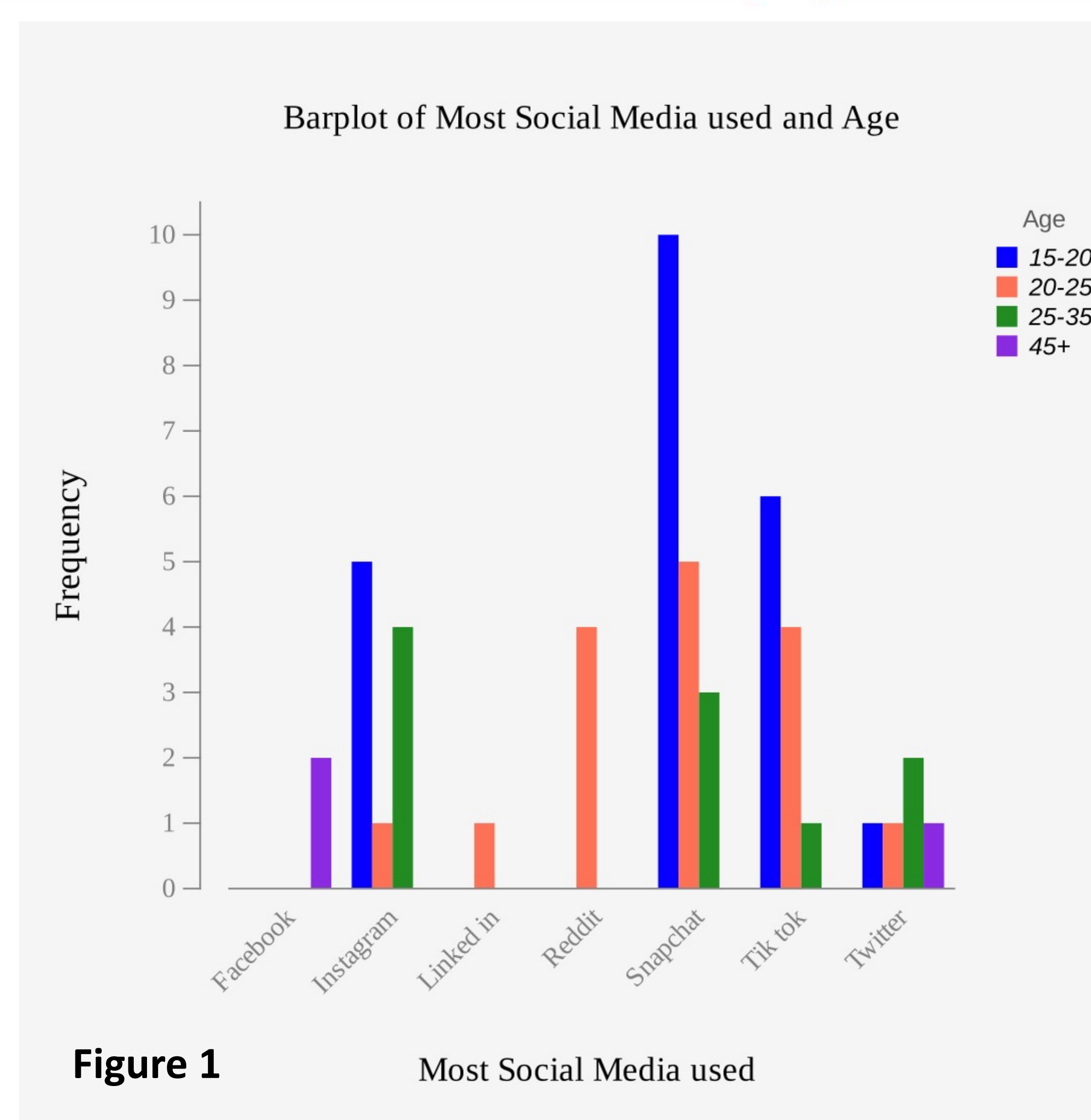
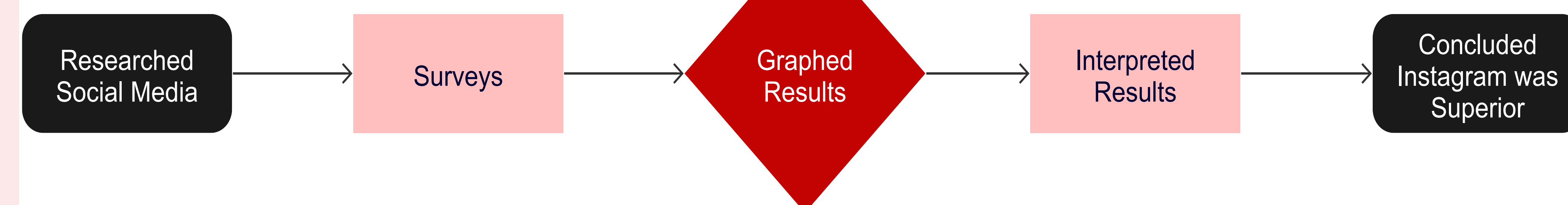
**Figure 2-** The best social chosen by the 15-20 and 20-25 age group was Instagram and Tik tok. The 25-35 and 45+ age group was Instagram. Both graphs illustrate the social media platform that were used to determine which would be the most effective between all age demographics

## METHODS

### Part 1



### Part 2



## LITERATURE CITED

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POTATO QR



RICE QR

## ACKNOWLEDGMENTS

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## CONCLUSION

Based on the data we collected, we concluded that Instagram was the best to reach the younger generation, while older adults recommended that we advertise our campaign on Facebook. Our findings were surprising because people recommended using a different social media platform for an educational campaign than their most used. Further research has confirmed that Instagram has the highest engagement rate among the various social media platforms (Reed H. 2021). In terms of age, it has also been statistically confirmed that 95% of Facebook users were above the age of 18 years old (Reed H. 2021).