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DOI: <https://doi.org/10.64907/xkmf.v04i03.jsghmm.13>

Mobile Media for Environmental Advocacy: Qualitative Analysis of Youth-Led Multimedia Campaigns

Eckon Mondol^{*1}; Saif Hasan Sajib¹; Arifur Rahman Niloy¹; Kazi Abdul Mannan²

This study examines the role of mobile media in shaping youth-led environmental advocacy through a qualitative analysis of multimedia campaigns. Drawing on an interdisciplinary framework that integrates participatory culture, eco-criticism, and media ecology, the research explores how young activists use mobile platforms to construct environmental narratives, mobilise audiences, and foster engagement. Using secondary qualitative data, including campaign content, published interviews, and scholarly analyses, the study identifies key communicative strategies such as multimodal storytelling, personalisation, and networked dissemination. The findings reveal that youth-led campaigns effectively translate complex environmental issues into accessible and emotionally engaging narratives, enhancing public awareness and participation. At the same time, these campaigns operate within algorithmically driven platforms that shape visibility and influence message circulation. The study also highlights tensions between affective engagement and informational depth, as well as challenges related to performative activism and digital inequality. Overall, the research demonstrates that mobile media serves as both an enabling and constraining force in environmental advocacy, offering new opportunities for youth participation while raising critical questions about sustainability, representation, and impact.

Keywords: Mobile Media, Environmental Advocacy, Youth Activism, Participatory Culture, Multimedia Storytelling, Digital Activism, Sustainability

¹Department of Graphic Design & Multimedia

²Department of Business Administration

Shanto-Mariam University of Creative Technology. Dhaka, Bangladesh

*Corresponding author: Eckon Mondol, Email: eckonmondol0@gmail.com

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1. Introduction

The rapid evolution of mobile media technologies has significantly transformed how individuals communicate, participate, and mobilise around social and environmental issues. Over the past decade, the proliferation of smartphones, social networking platforms, and multimedia applications has enabled new forms of digital engagement that transcend geographical and cultural boundaries. Within this dynamic landscape, environmental advocacy has increasingly been shaped by mobile media practices, particularly those led by young people who are both highly connected and deeply invested in the future of the planet.

Youth-led environmental movements have gained unprecedented visibility and influence in recent years, driven by growing concerns over climate change, biodiversity loss, pollution, and ecological degradation. These movements are characterised by their ability to leverage mobile media to create, disseminate, and amplify messages that resonate with global audiences. Through platforms such as Instagram, TikTok, YouTube, and Twitter (now X), young activists produce and circulate multimedia content that combines visual storytelling, data visualisation, and personal narratives. This content not only raises awareness but also fosters engagement, solidarity, and collective action (Loader et al., 2014).

Mobile media offers distinct affordances that make it particularly effective for environmental advocacy. Its portability allows users to document environmental

issues in real time, capturing images and videos of pollution, deforestation, or climate-related events as they unfold. Its connectivity enables rapid dissemination of information across networks, facilitating the formation of online communities and the coordination of collective action. Furthermore, the multimodal nature of mobile media, integrating text, image, audio, and video, enhances the expressive capacity of advocacy campaigns, making complex environmental issues more accessible and emotionally compelling (Manovich, 2001).

At the same time, the use of mobile media in environmental advocacy raises important questions about meaning-making, representation, and impact. Environmental issues are often complex, abstract, and temporally distant, making them difficult to communicate effectively. Mobile media campaigns must therefore navigate the challenge of translating scientific knowledge into narratives that are both understandable and engaging. This process involves not only the selection and framing of information but also the use of aesthetic and affective strategies to evoke emotional responses and motivate action (Buell, 2005).

Moreover, mobile media is embedded within broader socio-technical systems that shape the production and circulation of content. Platform algorithms, data infrastructures, and corporate interests influence what content is visible, how it is distributed, and how audiences engage with it. These dynamics raise critical questions about power, control, and representation in digital environments, particularly in relation to environmental advocacy (Couldry & Mejias, 2019).

Another key dimension of mobile-mediated environmental advocacy is the role of youth as active agents of change. Young people are not merely passive recipients of environmental information; they are active producers and disseminators of knowledge, using mobile media to articulate their concerns, share their experiences, and mobilise others. This participatory dimension reflects broader shifts in media culture, where audiences are increasingly involved in the creation and circulation of content (Jenkins, 2006).

However, the effectiveness of mobile media in driving environmental change remains a subject of debate. Critics have pointed to the phenomenon of “slacktivism,” where online engagement may not translate into meaningful offline action. Others highlight issues of digital inequality, which can limit access to mobile technologies and exclude certain groups from participating in digital activism (Castells, 2012). These challenges underscore the need for a critical and nuanced understanding of mobile-mediated advocacy.

This study seeks to explore these issues through a qualitative analysis of youth-led multimedia campaigns for environmental advocacy. By examining interpretive interviews, campaign materials, and scholarly literature, the research aims to understand how young activists use mobile media to construct environmental narratives, engage audiences, and influence public discourse. The study also considers the broader socio-cultural and technological contexts in which these campaigns operate, including issues of power, inequality, and sustainability.

The significance of this research lies in its contribution to interdisciplinary scholarship on media, youth culture, and environmental advocacy. By focusing on youth-led campaigns, the study highlights the agency and creativity of young people in addressing environmental challenges. At the same time, it provides critical insights into the opportunities and limitations of mobile media as a tool for social change, offering valuable perspectives for researchers, practitioners, and policymakers.

2. Literature Review

The emergence of mobile media has profoundly reshaped the landscape of digital activism, enabling new forms of participation, organisation, and communication. Mobile technologies, particularly smartphones, have become central tools for activists, providing constant connectivity and access to digital networks. This has facilitated the development of decentralised and networked forms of activism, where individuals can contribute to collective action without the need for centralised leadership structures (Castells, 2012).

Castells (2012) argues that contemporary social movements are characterised by “networked power,” where communication flows through digital networks that enable rapid mobilisation and coordination. Mobile media plays a crucial role in this process by allowing activists to share information in real time, organise events, and respond quickly to changing circumstances. This immediacy and flexibility are particularly important in the context of environmental advocacy, where

timely information and rapid response can be critical.

Jenkins (2006) introduces the concept of participatory culture, which is highly relevant to mobile-mediated activism. Participatory culture is characterised by low barriers to entry, strong support for creating and sharing content, and a sense of social connection among participants. In this context, individuals are not just consumers of media but active contributors who shape the flow of information. Mobile media facilitates this participatory dynamic by providing tools for content creation and distribution that are accessible to a wide range of users.

However, the rise of mobile media activism also raises concerns about the quality and impact of engagement. Critics argue that digital activism can sometimes result in superficial forms of participation, such as liking or sharing content without deeper involvement. This phenomenon, often referred to as “slacktivism,” raises questions about the effectiveness of mobile media in achieving tangible social and environmental change (Morozov, 2011).

2.1 Youth and Environmental Activism

Youth have become central actors in contemporary environmental movements, leveraging digital technologies to amplify their voices and mobilise action. Research indicates that young people are particularly adept at using social media and mobile technologies to engage with political and social issues, including environmental advocacy (Loader et al., 2014).

Youth-led environmental campaigns are often characterised by their emphasis on inclusivity, creativity, and innovation. These campaigns frequently utilise multimedia content, such as videos, memes, and infographics, to communicate messages in engaging and accessible ways. The use of mobile media allows young activists to reach global audiences, creating transnational networks of solidarity and collaboration (Castells, 2012).

Moreover, youth activism is often driven by a sense of urgency and moral responsibility, as young people are likely to experience the long-term impacts of environmental degradation. This generational perspective shapes the narratives and strategies used in environmental campaigns, emphasising themes of justice, responsibility, and future-oriented thinking (Bennett & Segerberg, 2013).

2.2 Multimedia Storytelling and Environmental Communication

Multimedia storytelling is a key component of mobile-mediated environmental advocacy, enabling the integration of visual, textual, and auditory elements to create compelling narratives. Manovich (2001) highlights the importance of new media forms in shaping how information is presented and understood, emphasising the role of interactivity and multimodality.

In the context of environmental communication, storytelling plays a crucial role in making complex issues more relatable and engaging. Buell (2005) argues that cultural narratives are central to shaping environmental awareness, as they influence

how individuals perceive and respond to ecological challenges. Multimedia storytelling allows activists to combine scientific data with personal experiences, creating narratives that resonate on both cognitive and emotional levels.

Additionally, visual media is particularly effective in communicating environmental issues, as it can evoke emotional responses and enhance understanding. Images and videos of environmental degradation, for example, can create a sense of urgency and empathy, motivating individuals to take action.

2.3 Platform Politics and Digital Inequality

While mobile media offers significant opportunities for environmental advocacy, it is also shaped by broader socio-technical systems that influence the production and circulation of content. Platform algorithms, data infrastructures, and corporate interests play a critical role in determining what content is visible and how it is distributed (Couldry & Mejias, 2019).

Algorithmic biases can affect the reach and visibility of environmental campaigns, potentially limiting their impact. Additionally, the commodification of data and attention in digital platforms raises concerns about the exploitation of user-generated content and the commercialisation of activism.

Digital inequality is another important issue, as access to mobile technologies and digital literacy varies across different economic contexts. This can create disparities in participation, excluding certain groups from

engaging in mobile-mediated advocacy (Castells, 2012).

2.4 Challenges and Critiques of Mobile Advocacy

Despite its potential, mobile-mediated environmental advocacy faces several challenges. In addition to slacktivism and digital inequality, there are concerns about misinformation, echo chambers, and the fragmentation of public discourse. These issues can undermine the effectiveness of environmental campaigns and complicate efforts to build consensus and collective action.

Furthermore, the reliance on digital platforms raises questions about sustainability, as the infrastructure supporting mobile media has its own environmental impact. This paradox highlights the need for a critical approach to mobile media advocacy, one that considers both its benefits and its limitations.

3. Theoretical Framework

This study adopts an interdisciplinary theoretical framework that integrates participatory culture, eco-criticism, and media ecology to examine how youth-led multimedia campaigns use mobile media for environmental advocacy. These perspectives collectively enable a comprehensive understanding of how meaning is constructed, how communication is mediated, and how environmental narratives are produced and circulated in digitally networked environments. Rather than viewing mobile media as neutral tools, this framework conceptualises them as dynamic

socio-technical systems that shape both the form and content of environmental advocacy.

3.1 Participatory Culture and Connective Action

The concept of participatory culture, as articulated by Jenkins (2006), is central to understanding youth-led mobile media practices. Participatory culture refers to a media environment in which individuals actively create, share, and remix content, rather than passively consuming it. It is characterised by low barriers to artistic expression, strong support for collaboration, and informal mentorship networks that facilitate knowledge exchange.

In the context of environmental advocacy, participatory culture enables young people to engage as both content creators and activists. Mobile media platforms provide accessible tools for producing multimedia content, including videos, images, and interactive posts. These platforms also facilitate the rapid dissemination of content across networks, allowing campaigns to reach global audiences. As a result, environmental advocacy becomes a collaborative and decentralised process, where individuals contribute to collective narratives and actions.

Building on participatory culture, Bennett and Segerberg (2013) introduce the concept of connective action, which emphasises personalised forms of engagement in digitally networked movements. Unlike traditional collective action, which relies on formal organisations and shared ideologies, connective action is driven by individual expression and loosely connected networks.

In youth-led environmental campaigns, mobile media allows individuals to share personal experiences and perspectives, creating a sense of connection and solidarity without requiring centralised coordination.

This theoretical lens is particularly useful for analysing how youth activists construct environmental narratives. By combining personal storytelling with broader environmental themes, they create messages that are both relatable and impactful. Participatory culture and connective action thus provide a framework for understanding the social dynamics and communicative practices of mobile-mediated advocacy.

3.2 Eco-Criticism and Environmental Narratives

Eco-criticism offers a critical framework for analysing how environmental issues are represented and interpreted in cultural texts, including digital media. Buell (2005) defines eco-criticism as the study of the relationship between human culture and the natural environment, emphasising the role of narrative in shaping environmental awareness.

In youth-led multimedia campaigns, eco-critical perspectives help to examine how environmental narratives are constructed through mobile media. These narratives often combine scientific information with personal experiences, creating a hybrid form of communication that appeals to both cognitive and emotional dimensions. For example, a campaign addressing climate change may include data visualisations alongside personal testimonies, highlighting both the scale of the issue and its human impact.

Heise (2016) further emphasises the importance of cultural narratives in shaping perceptions of environmental risk and responsibility. Digital storytelling allows youth activists to frame environmental issues in ways that resonate with their audiences, using visual and interactive elements to enhance engagement. This process involves selective representation, where certain aspects of environmental issues are highlighted while others are downplayed.

Eco-criticism also draws attention to the ethical dimensions of environmental representation. In the context of mobile media, this includes considerations of authenticity, accuracy, and responsibility. Youth activists must navigate the challenge of representing complex environmental issues in ways that are both compelling and credible. By applying eco-critical perspectives, this study examines how multimedia campaigns balance these competing demands and how they contribute to broader environmental discourse.

3.3 Media Ecology and Platform Dynamics

Media ecology provides a third theoretical lens, focusing on the ways in which media technologies shape human perception, communication, and social organisation. According to Postman (2000), media ecology examines how media function as environments that influence how people think, feel, and act. This perspective is particularly relevant for understanding the role of mobile media in environmental advocacy.

Mobile media platforms are not neutral spaces; they are structured by algorithms, data infrastructures, and corporate interests that influence the production and circulation of content. Couldry and Mejias (2019) argue that contemporary digital platforms operate within a system of “data colonialism,” where user data is extracted and commodified. This has significant implications for environmental advocacy, as it affects what content is visible, how it is distributed, and how audiences engage with it.

From a media ecological perspective, youth-led campaigns must navigate these platform dynamics to achieve visibility and impact. For example, algorithmic biases may prioritise certain types of content, such as visually appealing or emotionally charged posts, over more complex or nuanced messages. This can influence the strategies used by activists, encouraging the use of specific formats or styles to maximise engagement.

Media ecology also highlights the role of mobile media in shaping perceptions of environmental issues. The immediacy and interactivity of mobile technologies can create a sense of urgency and proximity, making distant or abstract issues more tangible. At the same time, the fragmentation of digital media can lead to selective exposure and echo chambers, where individuals are primarily exposed to content that aligns with their existing beliefs.

3.4 Integrative Framework

By integrating participatory culture, eco-criticism, and media ecology, this study develops a comprehensive framework for

analysing youth-led mobile media campaigns. Participatory culture and connective action explain the social dynamics of content creation and sharing, eco-criticism provides tools for analysing environmental narratives, and media ecology situates these practices within broader technological systems.

This integrative approach allows for a nuanced understanding of how meaning is constructed in mobile-mediated environmental advocacy. It recognises that meaning is not fixed but emerges through interactions between creators, technologies, and audiences. It also highlights the importance of considering both the opportunities and constraints of mobile media in shaping environmental discourse.

4. Methodology

This study employs a qualitative interpretive research design to explore how youth-led multimedia campaigns use mobile media for environmental advocacy. Qualitative research is particularly well-suited to this study because it focuses on understanding meanings, experiences, and social processes rather than measuring variables (Denzin & Lincoln, 2018). The interpretive paradigm underlying this research assumes that reality is socially constructed and that meanings are produced through interactions between individuals, media, and cultural contexts.

The study adopts an interpretive approach to examine how environmental narratives are created, communicated, and interpreted within mobile media environments. This approach allows for an in-depth analysis of

the symbolic and discursive dimensions of youth-led campaigns, capturing the complexity and diversity of digital activism.

4.1 Use of Secondary Data

The research is based on secondary qualitative data, which includes a range of publicly available materials related to youth-led environmental campaigns. These materials include:

- Multimedia campaign content (videos, images, social media posts)
- Published interviews with youth activists
- Campaign websites and digital archives
- Academic articles and critical analyses

The use of secondary data offers several advantages. It allows for the analysis of a wide range of campaigns across different contexts, providing a broader perspective on mobile-mediated advocacy. It also enables the examination of existing discourses and narratives, which are central to the study's interpretive focus (Johnston, 2017).

However, secondary data also presents challenges, such as limited control over data quality and context. To address these issues, the study employs careful source selection and contextual analysis, ensuring that the data is credible, relevant, and appropriately interpreted.

4.2 Sampling Strategy

A purposive sampling strategy is used to select relevant data sources. The sampling criteria include:

- Campaigns led or significantly driven by youth
- Use of mobile media platforms for advocacy
- Focus on environmental or sustainability issues
- Availability of multimedia content and interpretive materials

This approach ensures that the data is aligned with the research objectives and provides rich insights into the use of mobile media for environmental advocacy. While the sample is not statistically representative, it is theoretically significant, allowing for the exploration of key themes and patterns.

4.3 Data Analysis

The data analysis follows a thematic interpretive approach, combining thematic analysis with elements of discourse analysis. The process involves several stages:

Initial Coding: The first stage involves open coding of the data to identify recurring themes and patterns. Codes are assigned to segments of data related to key concepts such as storytelling, engagement, identity, and advocacy strategies.

Thematic Development: The second stage involves grouping codes into broader themes that capture the underlying patterns in the data. These themes are then analysed in relation to the theoretical framework, providing a deeper understanding of how meaning is constructed.

Discourse Analysis: The third stage involves analysing the language, imagery, and narratives used in the campaigns. This includes examining how environmental

issues are framed, how audiences are addressed, and how identities are constructed. Discourse analysis provides insights into the cultural and ideological dimensions of mobile-mediated advocacy.

4.4 Trustworthiness and Rigour

To ensure the quality and credibility of the research, the study follows the criteria of trustworthiness proposed by Lincoln and Guba (1985):

- **Credibility:** Achieved through triangulation of multiple data sources
- **Transferability:** Supported by detailed descriptions of the research context
- **Dependability:** Ensured through a systematic and transparent research process
- **Confirmability:** Maintained by grounding interpretations in data and theory

These measures enhance the rigour of the study and ensure that the findings are reliable and meaningful.

4.5 Ethical Considerations

The study relies on publicly available data, minimising ethical risks. However, ethical considerations remain important, particularly in relation to representation and interpretation. The research ensures that all sources are properly cited and that the original context of the data is respected.

Additionally, the study adopts a reflexive approach, acknowledging the researcher's role in shaping interpretations. This is particularly important in interpretive research, where subjectivity is an inherent

aspect of analysis (Mannan & Farhana, 2026).

4.6 Limitations

The use of secondary data limits the ability to engage directly with participants, which may restrict the depth of insights. Additionally, the interpretive nature of the analysis means that findings are context-dependent and may not be generalizable.

Future research could address these limitations by incorporating primary data collection, such as interviews or ethnographic studies, to complement the findings.

5. Findings and Analysis

The qualitative interpretive analysis of youth-led multimedia campaigns reveals a complex ecosystem of communicative practices shaped by mobile media affordances, participatory cultures, and environmental urgency. Five key thematic dimensions emerged from the data: multimodal storytelling and affective engagement, personalisation and connective action, networked visibility and algorithmic constraints, identity formation and collective belonging, and global-local articulation of environmental issues.

5.1 Multimodal Storytelling and Affective Engagement

One of the most significant findings is the centrality of multimodal storytelling in youth-led environmental campaigns. Mobile media enables the integration of text, image, video, sound, and interactive features into cohesive narratives that communicate

environmental issues in accessible and compelling ways. Campaigns frequently employ short-form videos, infographics, and visually striking imagery to translate complex scientific data into emotionally resonant content.

This aligns with Manovich's (2001) conceptualisation of new media as inherently multimodal and database-driven, where diverse media elements are combined to produce meaning. Youth activists leverage these affordances to construct narratives that are not only informative but also affective, aiming to evoke emotions such as urgency, empathy, and hope. For example, visual representations of environmental degradation-such as polluted rivers or deforested landscapes-are often juxtaposed with personal testimonies, creating a powerful emotional impact.

Eco-critical perspectives suggest that emotional engagement is crucial for fostering environmental awareness and action (Buell, 2005). The campaigns analysed in this study demonstrate how effective storytelling can bridge the gap between abstract environmental issues and lived experiences. By humanising environmental problems, youth activists make them more relatable and immediate, encouraging audiences to engage more deeply.

However, the reliance on affect also raises questions about the balance between emotional appeal and informational accuracy. Some campaigns prioritise visually appealing content that may oversimplify complex issues, highlighting the tension between engagement and depth. Nevertheless, the use of multimodal storytelling remains a key

strategy for communicating environmental advocacy in mobile media contexts.

5.2 Personalisation and Connective Action

A second major theme is the role of personalisation in shaping environmental advocacy. Youth-led campaigns often emphasise individual experiences and perspectives, framing environmental issues through personal narratives. This approach reflects the logic of connective action, where participation is driven by individualised expression rather than collective identity (Bennett & Segerberg, 2013).

Mobile media platforms facilitate this personalisation by allowing users to create and share content that reflects their own experiences, values, and identities. Campaigns frequently feature user-generated content, such as personal stories, selfies at protests, or videos documenting environmental issues in local contexts. These contributions create a sense of authenticity and relatability, which can enhance audience engagement.

Jenkins (2006) argues that participatory culture enables individuals to become active contributors to media production, blurring the boundaries between producers and consumers. In the context of environmental advocacy, this participatory dynamic allows youth activists to co-create narratives and amplify each other's voices. The result is a decentralised and networked form of activism that is both flexible and scalable.

At the same time, personalisation can lead to fragmentation, as individual narratives may not always align with broader collective

goals. This raises questions about the coherence and sustainability of connective action. While personalisation enhances engagement, it may also dilute the collective focus of environmental campaigns, making it more difficult to achieve coordinated action.

5.3 Networked Visibility and Algorithmic Constraints

The analysis also highlights the importance of networked visibility in mobile-mediated advocacy. Youth-led campaigns rely heavily on social media platforms to disseminate content and reach audiences. Visibility is a key factor in the success of these campaigns, as it determines the extent to which messages are seen, shared, and engaged with.

However, visibility is not solely determined by user activity; it is also shaped by platform algorithms and data infrastructures. Couldry and Mejias (2019) argue that digital platforms operate within a system of data extraction and commodification, where user engagement is monetised, and content is prioritised based on algorithmic criteria. This has significant implications for environmental advocacy, as it influences which messages gain traction and which are marginalised.

Youth activists often adapt their strategies to align with platform dynamics, using hashtags, trending formats, and visually appealing content to increase visibility. For example, short-form videos and visually engaging posts are more likely to be promoted by algorithms, encouraging activists to adopt these formats. While this can enhance reach, it may also constrain the

types of messages that can be effectively communicated.

Furthermore, algorithmic biases can create inequalities in visibility, favouring certain voices and perspectives over others. This raises concerns about representation and inclusivity in mobile-mediated advocacy. While mobile media has the potential to democratize communication, it is also shaped by structural inequalities that influence participation and visibility.

5.4 Identity Formation and Collective Belonging

Another key finding is the role of mobile media in facilitating identity formation and collective belonging among youth activists. Environmental campaigns often serve as spaces for the construction of individual and collective identities, where participants express their values, beliefs, and aspirations.

Through the use of hashtags, symbols, and shared narratives, youth activists create a sense of community and solidarity. This aligns with Castells' (2012) concept of networked social movements, where identity is constructed through communication and interaction within digital networks. Mobile media enables continuous engagement, allowing participants to maintain connections and reinforce their commitment to environmental causes.

The formation of collective identity is particularly important for sustaining activism, as it fosters a sense of belonging and shared purpose. Youth-led campaigns often emphasise themes of intergenerational responsibility, justice, and hope, creating

narratives that resonate with participants and reinforce their commitment.

However, identity formation in digital spaces is also influenced by performative dynamics. The visibility of social media can encourage individuals to present themselves in ways that align with perceived norms or expectations, potentially leading to performative activism. This raises questions about authenticity and the relationship between online expression and offline action.

5.5 Global-Local Articulation of Environmental Issues

The final theme is the global-local articulation of environmental issues in youth-led campaigns. Mobile media enables the connection of local experiences with global narratives, creating a multi-scalar approach to environmental advocacy. Youth activists often frame local environmental issues within broader global contexts, highlighting the interconnectedness of ecological challenges.

For example, a campaign addressing local pollution may link its message to global climate change, emphasising shared responsibility and collective action. This approach reflects the networked nature of contemporary environmental movements, where local actions are connected to global discourses (Castells, 2012).

At the same time, the emphasis on local experiences adds specificity and authenticity to campaigns, making them more relatable and impactful. By combining global and local perspectives, youth activists create narratives that are both comprehensive and grounded in lived experience.

However, this global-local dynamic also presents challenges, as it requires balancing different scales of analysis and addressing diverse audiences. Despite these challenges, the ability to connect local and global issues remains a key strength of mobile-mediated environmental advocacy.

6. Discussion

The findings of this study suggest that mobile media has fundamentally transformed environmental advocacy, reshaping how messages are created, disseminated, and interpreted. Youth-led multimedia campaigns exemplify a shift from traditional forms of activism to more decentralised, participatory, and networked practices. This transformation reflects broader changes in media culture, where digital technologies enable new forms of engagement and collaboration (Jenkins, 2006).

Mobile media allows environmental advocacy to become more immediate and responsive, enabling activists to document and share information in real time. This immediacy enhances the visibility of environmental issues and facilitates rapid mobilisation. At the same time, it also introduces new challenges, such as the need to balance speed with accuracy and depth.

From a theoretical perspective, the integration of participatory culture, eco-criticism, and media ecology provides a comprehensive framework for understanding these dynamics. Participatory culture highlights the role of users as active contributors, eco-criticism emphasises the importance of narrative and representation,

and media ecology situates these practices within broader technological systems.

6.1 Affective Engagement and the Politics of Emotion

The prominence of affective storytelling in youth-led campaigns underscores the importance of emotion in environmental advocacy. Emotional engagement can play a crucial role in motivating action, as it helps to bridge the gap between abstract issues and personal experiences (Buell, 2005). By evoking emotions such as empathy, fear, and hope, multimedia campaigns can create a sense of urgency and encourage audiences to engage with environmental issues.

However, the use of emotion also raises ethical considerations. Emotional appeals can be powerful but may also be manipulative or reductive, oversimplifying complex issues. Additionally, the emphasis on visually striking and emotionally charged content may reinforce certain narratives while marginalising others.

This highlights the need for a balanced approach to environmental communication, one that combines affective engagement with critical reflection and accurate information. Youth-led campaigns demonstrate the potential of multimedia storytelling to achieve this balance, but they also reveal the challenges involved.

6.2 Platform Power and the Limits of Visibility

The role of platform dynamics in shaping mobile-mediated advocacy is a critical issue. While mobile media provides opportunities for increased visibility and reach, it is also

constrained by algorithmic systems that prioritise certain types of content. This creates a tension between the democratizing potential of mobile media and the structural inequalities embedded in digital platforms (Couldry & Mejias, 2019).

Youth activists must navigate these constraints, adapting their strategies to maximise visibility while maintaining the integrity of their messages. This often involves compromises, such as simplifying content or adopting popular formats. While these strategies can enhance reach, they may also limit the depth and complexity of environmental narratives.

Moreover, the dependence on commercial platforms raises questions about sustainability and autonomy. Environmental advocacy that relies on corporate-owned platforms may be subject to external influences and constraints, highlighting the need for alternative models of digital activism.

6.3 Identity, Participation, and the Risk of Performative Activism

The findings also highlight the complex relationship between identity, participation, and activism in digital environments. Mobile media enables individuals to express their identities and engage with environmental issues in meaningful ways. However, it also introduces the risk of performative activism, where engagement is driven by visibility and social validation rather than genuine commitment.

Morozov (2011) critiques this phenomenon as a limitation of digital activism, arguing that online engagement may not translate into

real-world action. While this critique is valid, it is important to recognise that mobile-mediated advocacy can also complement offline activism, creating hybrid forms of engagement.

Youth-led campaigns often combine online and offline activities, using mobile media to organise protests, share information, and build communities. This suggests that mobile media should not be viewed as a replacement for traditional activism but as a complementary tool that enhances its reach and impact.

6.4 Toward Sustainable and Inclusive Mobile Advocacy

The study underscores the potential of mobile media to contribute to sustainable futures by empowering youth and fostering environmental awareness. However, realising this potential requires addressing the challenges identified in the analysis, including digital inequality, platform constraints, and the environmental impact of digital technologies.

Future research should explore innovative approaches to mobile-mediated advocacy, such as the use of decentralised platforms, community-based initiatives, and sustainable technologies. Additionally, there is a need for interdisciplinary collaboration between researchers, activists, and policymakers to develop strategies that enhance the effectiveness and sustainability of digital activism.

In conclusion, youth-led multimedia campaigns demonstrate the transformative potential of mobile media for environmental advocacy. By combining creativity,

participation, and technological innovation, these campaigns offer new ways of engaging with environmental issues and mobilising action. At the same time, they highlight the complexities and challenges of digital activism, emphasising the need for critical and reflexive approaches.

7. Conclusion

This study has explored how mobile media functions as a critical platform for youth-led environmental advocacy, highlighting its transformative impact on contemporary communication, participation, and activism. By employing a qualitative interpretive approach grounded in secondary data, the research demonstrates that mobile media enables young activists to construct dynamic and engaging environmental narratives through multimedia storytelling, personalisation, and networked dissemination. These practices not only enhance the accessibility of complex environmental issues but also foster emotional engagement and participatory involvement among diverse audiences.

A key contribution of this study is its identification of the dual role of mobile media as both an empowering and constraining force. On one hand, mobile technologies facilitate decentralised and participatory forms of activism, allowing youth to articulate their perspectives, build communities, and mobilise action across geographical boundaries. On the other hand, these practices are shaped by platform dynamics, including algorithmic biases and data-driven infrastructures, which influence visibility, representation, and engagement.

This highlights the importance of critically examining the socio-technical environments in which digital activism operates.

The study also underscores the significance of affective storytelling in environmental advocacy. By combining visual, textual, and auditory elements, youth-led campaigns create narratives that resonate emotionally with audiences, bridging the gap between abstract environmental issues and lived experiences. However, this emphasis on affect raises important ethical considerations, particularly regarding the balance between emotional appeal and informational accuracy.

Furthermore, the research highlights the complexities of identity formation and participation in mobile-mediated activism. While digital platforms enable inclusive and diverse forms of engagement, they also introduce the risk of performative activism, where visibility and social validation may overshadow substantive action. Addressing these challenges requires a nuanced understanding of the relationship between online and offline activism, as well as the development of strategies that promote meaningful and sustained engagement.

In conclusion, mobile media holds significant potential for advancing environmental advocacy by empowering youth and fostering innovative forms of communication and participation. However, realising this potential requires ongoing critical engagement with the limitations and challenges of digital platforms. Future research should explore emerging practices and technologies that can enhance the sustainability, inclusivity, and effectiveness of mobile-mediated activism, contributing to

more equitable and impactful environmental movements.

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