

Name: .....

Grade: .....

School: .....

Date: .....

- WithOnePlanet**
- > Module 1:  
Carbon
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# Investigate

Lesson 6  
Student worksheet  
Carbon's call to action

# Years 5 to 6



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Open education  
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# Carbon's call to action

## Lesson 6: Student worksheet

### Introduction

In 2009, the Victorian Government ran a series of 'Black balloons' television commercials about greenhouse gases as part of an education campaign called 'You have the Power. Save Energy'. The NSW Government also ran a very similar campaign entitled 'Save Power'.

In these commercials, black balloons represented the volume of greenhouse gas (ghg) produced when people used energy in their homes. Each black balloon represented 50 grams of carbon dioxide. In the commercials, black balloons poured out of various household appliances including an air-conditioning unit, a television and a clothes-dryer. Therefore, the more balloons produced by a particular household activity, the greater the number of black balloons produced.

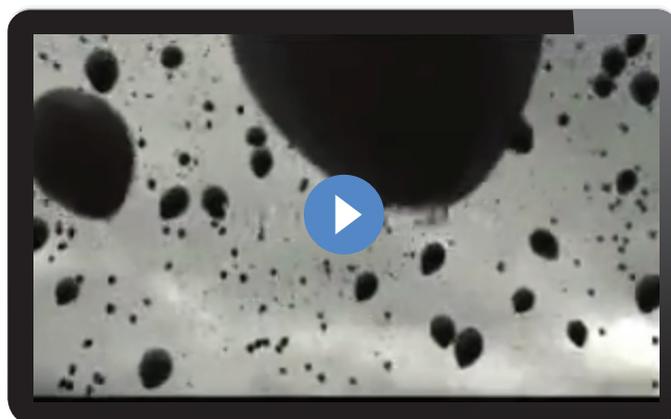
The campaign encouraged the people to increase their awareness of how much energy different household activities used and challenged them to try to reduce their high-energy appliance use as one way of reducing greenhouse gas production and therefore minimising the effects of climate change.

### Activity 1: The Black balloons advertising campaign

Here are the links to some of the commercials for both the Victorian and NSW campaigns:



Save Energy (VIC) – <http://youtu.be/gcMNZueIyNI>



Source:

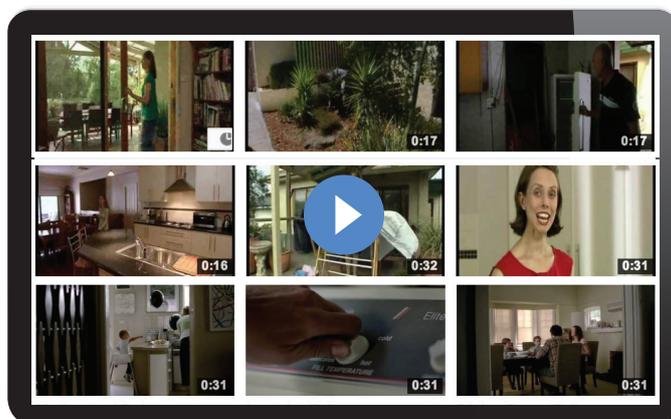
LVOT, *Black Balloons - Greenhouse Gas* viewed 20 October 2014, <<https://www.youtube.com/watch?v=gcMNZueIyNI&feature=youtu.be>>.



Save Power (NSW) – <http://youtu.be/YhcZQmt6Spo>



Also see 11 more videos from the same advertising campaign – <http://www.youtube.com/user/SaveEnergyVic/videos>



### Sources:

NSW Government Save Power campaign launch advertisement *SustainableEnergyNow* viewed 20 October 2014 <<https://www.youtube.com/watch?v=YhcZQmt6Spo&feature=youtu.be>>.  
Save energy Victoria *video series* viewed 20 October 2014 <[www.youtube.com/user/SaveEnergyVic/video](http://www.youtube.com/user/SaveEnergyVic/video)>.

## Activity 2: Conduct a school survey

Do people understand what the 'Black balloons' commercials are asking them to do? Do these sorts of campaigns really work to increase people's awareness of their actions and change their behaviours?

One way to determine this is to conduct a survey of people who have watched the commercials. Below you will find some suggestions for how to go about this. However, you and your classmates may choose to complete this survey in a different way.

### Step 1: Organise for one or more of the commercials (from Activity 1 above) to be shown to the school community

You will need to consider which people from your school community you wish to survey – students, teachers or parents. Once you have decided on this, you will need to work out how these people will get access to the commercials. Perhaps you could play the commercial as part of an assembly, or ask teachers to play the commercials in class. You will also need to decide on which of the commercials (and how many) you wish to use.

### Step 2: Create the survey

Write a list of the questions you want answered. Examples of questions you could ask are:

- > Why are they using the black balloons?
- > What do a lot of black balloons mean?
- > What does the commercial want you to do?
- > Did the commercial teach you anything you didn't already know?
- > Do you think the commercial will make you think about your energy use in the future?

You will also need to keep in mind things like:

- > What format you wish to use for the survey. E.g. online, paper, etc. An online format can be useful, as it will collect all of the data for you. However, the success of an electronic survey depends on whether the people completing it have access to the internet or not.
- > How long the survey will take to complete.
- > How you are going to keep people's responses to the survey confidential (as it's best not to keep a record of the names of people or tell others how people have answered the questions).
- > How you are going to collect all of the data once the survey has been completed.

### Step 3: Conduct the survey

You will need to decide how long after the people in your school have viewed the commercial that you wish to survey them – will you do so straight after they have watched the commercial, a few days later or more?

Once you have decided this, you will need to consider how and when you will get members of the school community to complete it. For example, you could ask teachers if they can get all students to complete the survey at the same time. Or, you could tell people that they have a particular time period (e.g. one week) in which to complete the survey.

### Step 4: Collect the survey data

Once the survey has been completed, you will need to collect all the data and organise it into some sort of form that allows you to analyse the responses to the survey questions. Online surveys often have the benefit of doing this step for you. If you are completing this step manually, you could consider putting the data into tables on an Excel spreadsheet and creating graphs from this. Graphs have the advantage of being a lot easier to analyse visually for particular trends and patterns.

## Step 5: Analyse the survey data

This is a good point to go back to your original reasons for conducting the survey. What information did you want to find out from the survey? At the beginning of this section, the following questions were posed:

*Do people understand what the 'Black balloons' commercials are asking them to do? Do these sorts of campaigns really work to increase people's awareness of their actions and change their behaviours?*

Hopefully you have designed a survey that allows you to answer these questions. Look at your data and see if you can come up with some answers.

Also, remember that it is OK for your survey to answer your questions in the negative. For example, perhaps your survey leads you to believe that the 'Black balloon' commercials did not really work to increase people's awareness of their actions. This is important information to find out, as it means that the commercial that you design will not make these same mistakes.

## Step 6: Draw conclusions from the survey data to be used for your own 'Black balloons' advertising campaign

Finally, it is good to take a step back from the survey and ask yourself, 'In summary, what information can I take from this survey that will help me to design my own really effective commercial?' You may like to jot this information down in dot points and keep it with you as you move into Part C of this activity.

Work space:

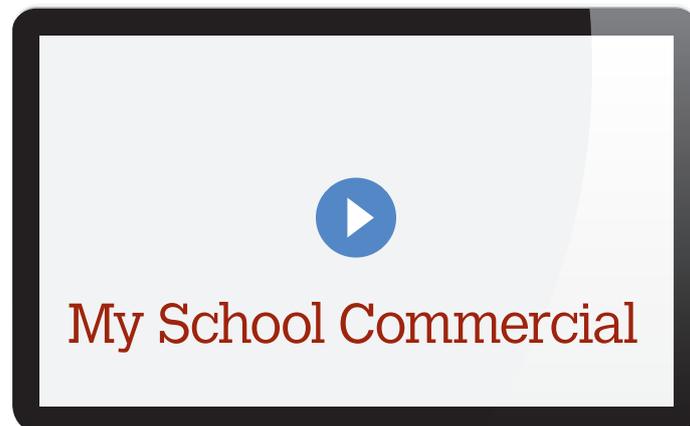
## Activity 3: Create your own commercial for your school

Using the information you gathered from your survey, you will need to make a plan for your commercial.

Some of the questions that you will need to answer in your plan are:

- > Who are your audience? That is, who do you want to show this commercial to? Is it only for the students in your school, or do you want to communicate with parents and teachers also?
- > What is the specific message you want to send people? Do you want them to understand something, or do something? What is the best way to achieve this? How do you want people to feel after watching your commercial? It is important to consider here that some people are very worried about climate change and it is important that your commercial is sensitive to their feelings.
- > What approach should the commercial take? For example, should it shock people, or motivate them, or make them feel guilty for their past behaviours?
- > How long should the commercial be?
- > What is the best time to show your commercial? How will you make sure that your audience watches it? How often will you show it? Over what time period will it run?
- > Are you going to use black balloons like in the original commercial, or will you use a different method to communicate your message?
- > Where will you get your props and equipment from? When and where are you going to film your commercial?

A good way to plan your video is to use a storyboard. A storyboard is a sketched out series of scenes that are going to take place in your commercial. It is a little like a comic strip, in that it tells a story through both images and words.



Below you will find a storyboard template for your commercial. Use it in your planning. If this structure doesn't suit your commercial, you can make your own storyboard template. If you need more sections than are provided below, add these at the end.

## My storyboard

Opening scene:		
		Closing scene: