

Home / Media / Press Releases

PRESS RELEASES

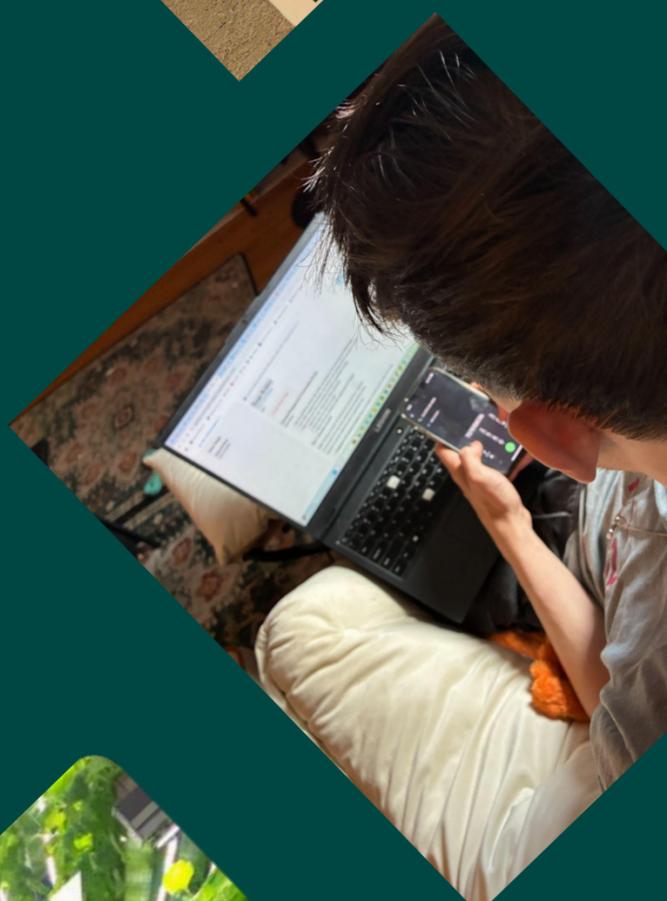
Crenshaw: It's Time for Conservatives to Own the Climate-Change Issue

March 3, 2020

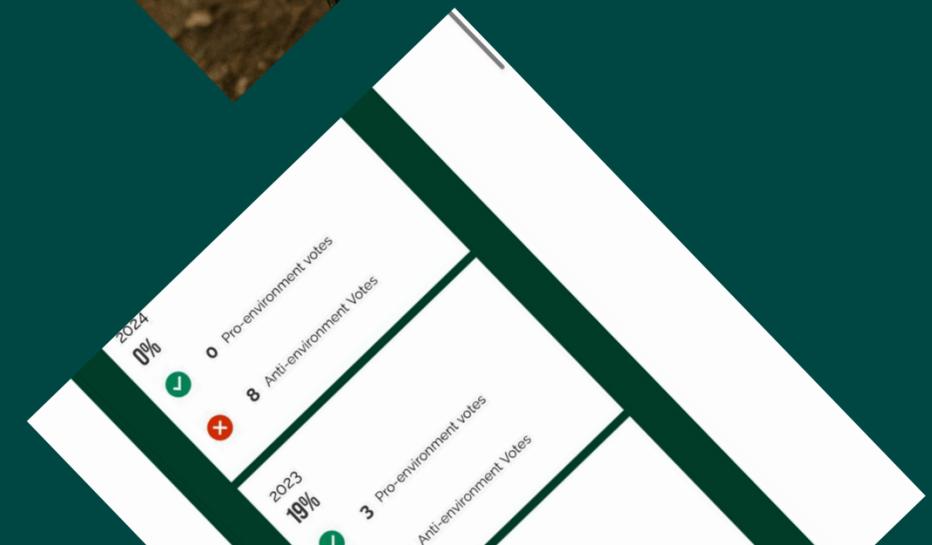
(Washington, DC) – Congressman Dan Crenshaw (TX-02) today penned an op-ed in National Review highlighting the need for serious solutions to address climate change. Crenshaw has introduced the **New Energy Frontier** legislation to promote research and



The Efficacy of Targeted Climate Action Campaigns on Young Voters to Increase Civic Participation and Voter Turnout in New Jersey



Presented by
Max Kurzweil



Research Question

QUESTION

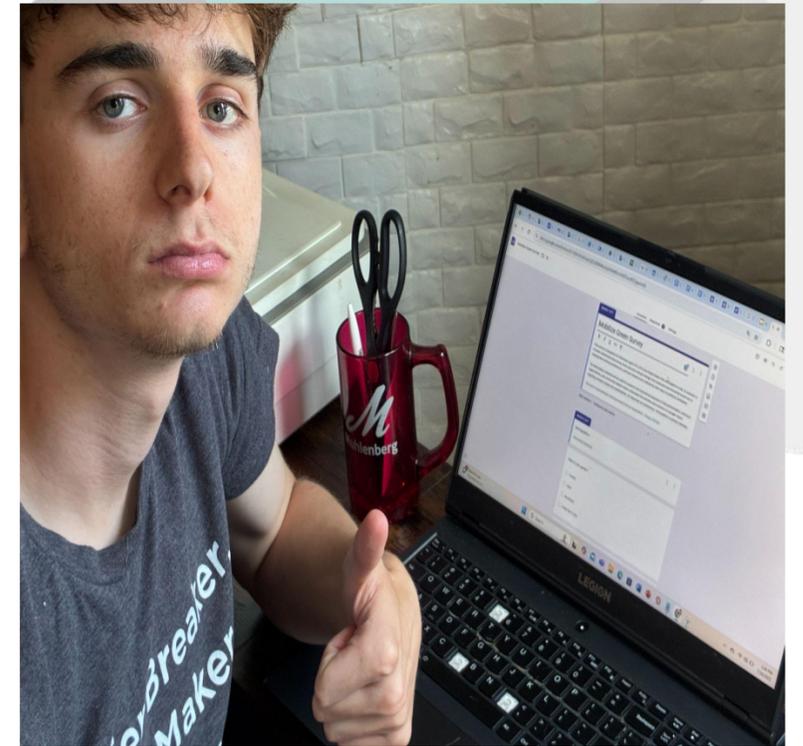
To what extent does digital repression affect the engagement and mobilization of youth voters aged 18-30 in regards to climate action messaging and which platforms, formats, and messaging strategies are most effective in overcoming such repression?

FOCUS OF THE STUDY

This study examines how social media content moderation affects youth climate campaigns and voter engagement in New Jersey. It explores which platforms, formats, content, and messages best overcome digital suppression of climate action content to mobilize 18–30 year-olds ahead of the 2025 Governor election in New Jersey.

TARGET POPULATION

- Eligible Voters
- Ages 18 - 30
- Resident of New Jersey



STAKEHOLDER	IMPACT
TurnUp Activism / Youth Civic Engagement Groups	Able to provide them with data driven of what type of campaign most appeal to young voters
Mobilize Green / Environmental Advocacy Groups	Demonstrated using green initiatives with young voters respond well with climate action.
Voters Aged 18 - 30	People were finally listening to them by me listening to their surveys and them caring about what they had to say.
Elected Officials / Campaign Managers	Research backed evidence to help get the youth vote

RESEARCH GAPS

IDENTIFIED GAP	HOW THIS PROJECT FILLS THE GAP
The Link between climate concern and voter behavior	Providing data that can be analyzed to determine what the correlation between voting and climate behavior
The Impact of Digital repression of Mobilizing The Youth Vote	Using several popular social media and only finding a few were effective and didn't repress information.
Platform Specific Testing	Nobody really did A/B Testing when it comes to climate action and voter action.

PERSONAL CONNECTION TO RESEARCH

During the 2024 election, I was really excited to vote and wanted all my friends and classmates to join in, but not everyone felt the same way. My conservation work in Costa Rica showed how much my peers genuinely care about climate and sustainability, so I thought, why not create targeted campaigns that actually listen to their concerns? I hoped this would make a difference in getting them engaged. I truly wanted to inspire some real change, and this was my way of making it happen.

Project Description

HOW PLAN CORRELATES TO IDENTIFIED ISSUES

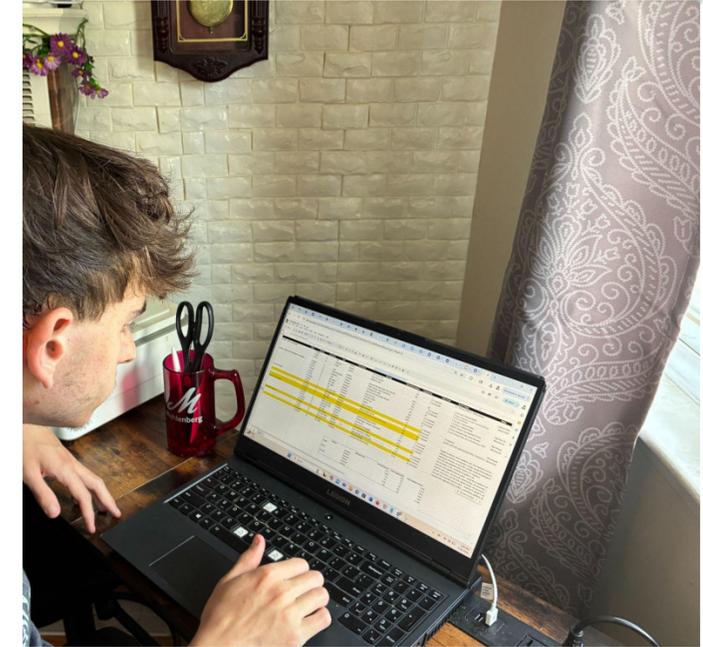
ISSUE	CORRELATION
Content Moderation and Algorithmic Repression	Created a survey midway through my project to get feedback to see what's being seen and not seen by users.
Which social media platforms best maximizes reach and limits repression	Started with all popular social media platforms and identified repressive or inconsistent moderation and focused on least repressive and most responsive as time went on.
Most effective messaging style and narrative technique	By doing A/B and focusing on targeting Ads based on survey feedback and adjusting the campaign each week to boost engagement.

HOW RESULTS WERE MEASURED

MEASUREMENT	JUSTIFICATION
Click Through Rates	Shows the percent of users that clicked on the campaign to get more information on voter registration
Engagement Rates	Numbers of likes shares and comments show how important an ad is to users
Civic Indicator engagement from the Survey	Allowed us too to understand awareness of understand climate policies measures and understand civic engagement indicators.
Correlation analysis	To Demonstrate climate concern and likelihood of voting

INTENDED AUDIENCE

- Political Strategists
- Political Campaign Managers
- Elected Officials
- Non Profit Organizations

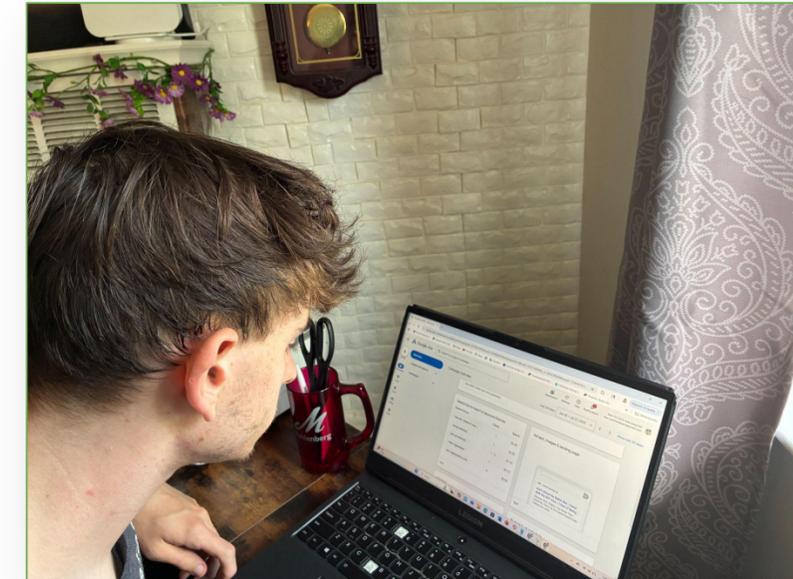


PROJECT PLAN

WEEK 1	WEEK 6
<ul style="list-style-type: none"> • SURVEY DEVELOPMENT / DEPLOYMENT • SURVEY ANALYSIS - CLIMATE ACTION 	<ul style="list-style-type: none"> • A/B TESTING: CORPORATE REGULATION • DATA COLLECTION / ANALYSIS
WEEKS 2 - 4	WEEK 7
<ul style="list-style-type: none"> • BASELINE A/B TESTING: VIDEO, TEXT, IMAGE, REEL • SURVEY ANALYSIS: SOCIAL MEDIA CENSORSHIP 	<ul style="list-style-type: none"> • A/B TESTING: LAND CONSERVATION • DATA COLLECTION / ANALYSIS
WEEK 5	WEEK 8
<ul style="list-style-type: none"> • A/B TESTING: SUSTAINABLE AGRICULTURE • DATA COLLECTION / ANALYSIS 	<ul style="list-style-type: none"> • FINALIZE REPORT AND PRESENTATION • COMPLETE PROJECT DELIVERABLES

Methodology / Process

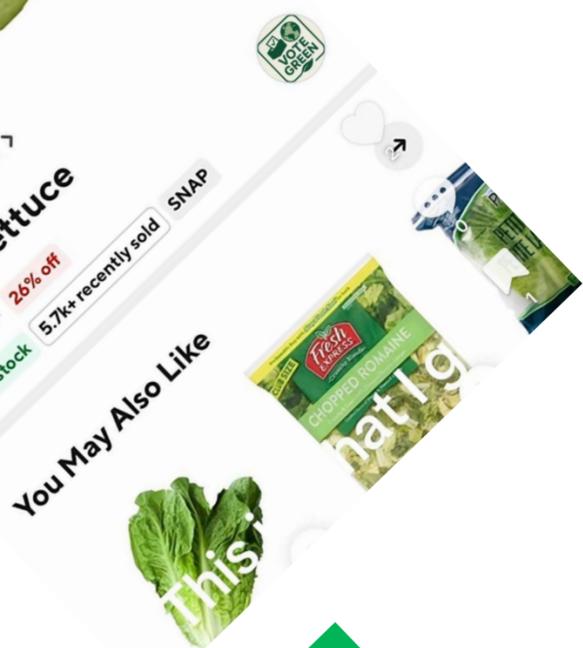
	DESCRIPTION	METHODOLOGY
STEP 1	SURVEY / DATA COLLECTION	Got 30 people aged 18-30 in New Jersey to complete a quantitative survey on prolific and used a coding system to analyze and graph results.
STEP 2	BASELINE A/B TESTING	Used genetic ad campaign with no trending hashtags or audios based on what nonprofits are currently to test engagement.
STEP 3	CLIMATE SPECIFIC A/B TESTING	Used targeted campaign strategies based on survey respondents and used trending hashtags and audios and sco and to test engagement.
STEP 4	STATISTICAL ANALYSIS OF A/B TESTS	Kept a Running tally on impressions, views, and engagements in a spreadsheet that cleaned the data and let me analyze trends.



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PROJECT TEAM	
NAME	TITLE
Zev Shapiro	Turn UP Activism CEO
Amos Jaimes	Internship Supervisor
Qiyi Lin	Internship Manager

Results



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OUTCOMES	
IDENTIFIED ISSUE	RESULTS OF STUDY
Content Moderation and Algorithmic Repression	Meta/Facebook, Snapchat, Instagram were the most oppressive. Tiktok, Google Ads, and Youtube were the least oppressive
Which social media platforms best maximizes reach and limits repression	Tiktok was the best on maximizing organic engagement Youtube was the best at getting impressions/views. Google Ads was the best at getting actual clicks.
Most effective messaging style and narrative technique	Trending hashtags and audios on Tik Tok, cinematic trailer style on YouTube, and charged/ accusatory language on Google Ads.

TARGET AUDIENCE

It helps them better understand how to get people to register to vote and get engaged by listening to target populations and focusing campaigns around things they care about and are passionate about; this study proves they will respond to that.

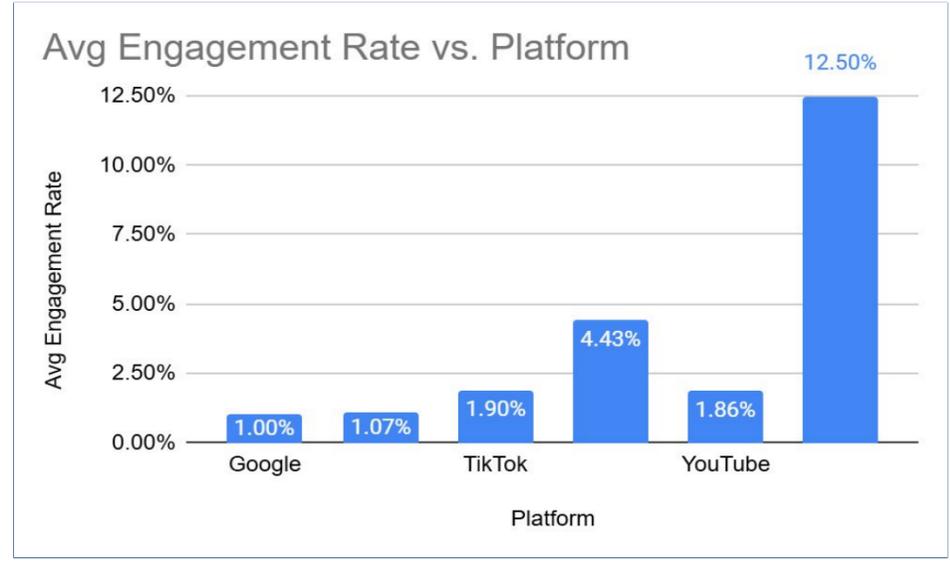
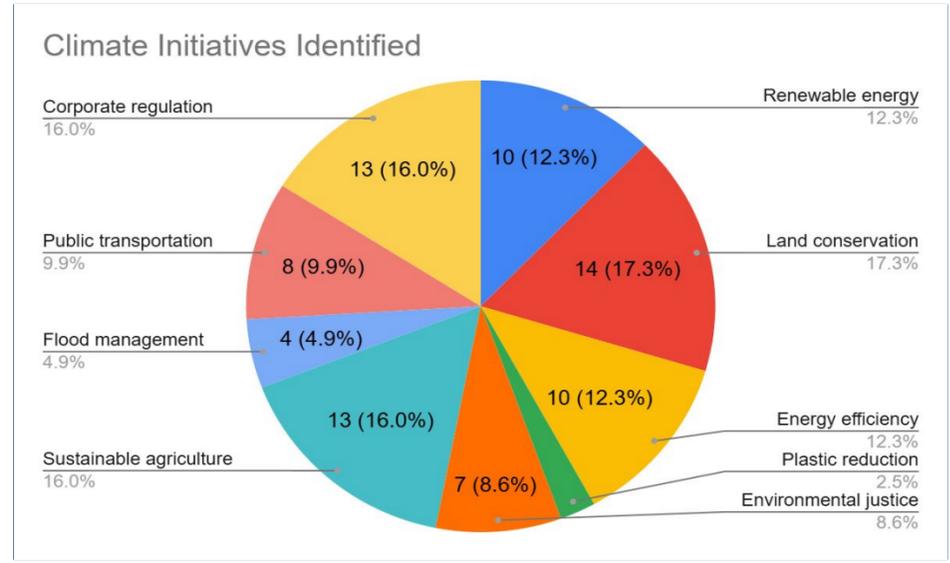
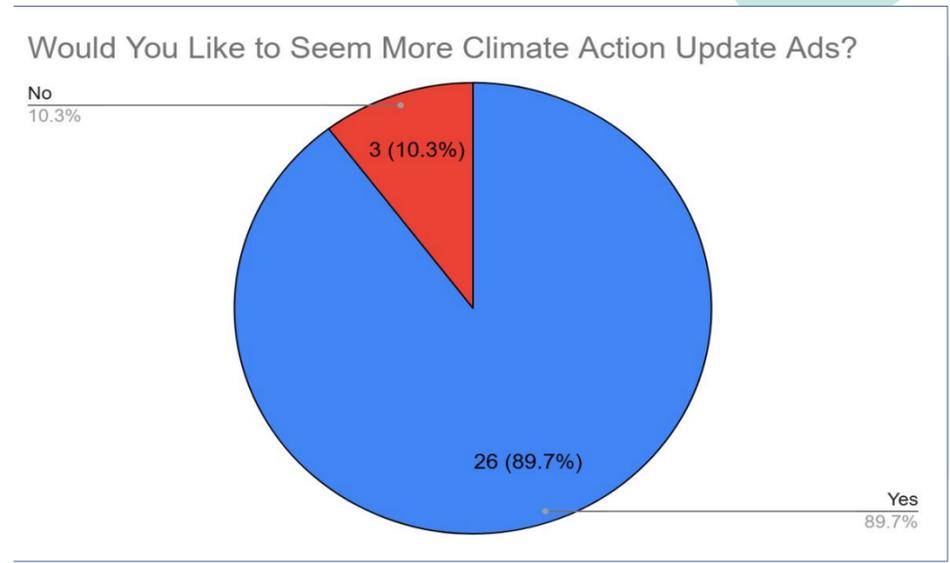
TARGET POPULATION

That to have a voice you need to vote for green initiative candidates that believe in saving the earth and climate change.

VERACITY OF ORIGINAL HYPOTHESES

This study hypothesized that content moderation and algorithmic limitations on social media platforms disproportionately reduce the reach of youth-focused climate and political campaigns; however, by prioritizing targeted ads on short-form content platforms (such as TikTok) that combine emotion-drive storytelling and trending tags, algorithmic limitations can be bypassed, resulting in higher engagement and reach among young voters. The results of this study confirm this hypothesis

CONSIDERATIONS FOR FUTURE RESEARCH	
IDENTIFIED AREA	SUGGESTED APPROACH / STUDY
Importance of 2030 SDGs for Young Voters	Doing a quantitative survey on most and least important and rotating A/B Campaign to see what performs best.
Research on platform moderation around non profits vs PACs	Research financial capabilities and really accessed if money and influence plays a part of what is seen.



Reflection

SKILLS LEARNED

HARD SKILLS

- 1 Survey Creation and Data Analysis
- 2 Research Design
- 3 Social Media Advertising/Marketing

SOFT SKILLS

- 1 Strategic Communication
- 2 Civic Leadership
- 3 Youth Advocacy and Engagement

PERSONAL TESTIMONIAL

This experience has really opened my eyes into how people interact with green initiatives and ads when they see them. Usually when I see an advertisement my first initial thought is to ignore or just zone it out. I wanted when making ads to get people interact with them by creating real life videos and facts to warn people this is what we are going to be living with if we don't start change now. The whole experience profound me into seeing how my work has really paid off by someone at my video or text ad they were amused and decided they wanted to make change by registering to vote or signing a petition for climate change.



IDENTIFIED AREAS OF OPPORTUNITY

OPPORTUNITY	SUGGESTION FOR IMPLEMENTATION
Number of Participants	Get a more representative sample population tso results are more generalized
Limited Budget	Spend money that equal to competitors with similar target audiences.
Limited Target Area	Expand to the entirety of the United States for more accurate results.

NEXT STEPS FOLLOWING PROGRAM / PROJECT

SUGGESTED STEP	HOW TO ACHIEVE IT
Use Organic Reach Advertising on My Personal Accounts	Spread the news on my personal accounts using what I learned about organic reach to get friends and family more civically engaged.
Attend and Arrange More In-Person Tabling Events	I only attended one tabling event back in June and felt that was a very effective way to get people interested, educated, and excited.
Establish Green Drives and Voter Education Drives	Set up monthly gree drives and voter drives in my area and on campus to make sure everyone feels heard and to show how and why their vote matters.