VOL. 10 NO. 6,
NOVEMBER, 2025
E-ISSN 3027-1401
P-ISSN 3026-9148

African Scholar Publications & Research International
www.africanscholarpub.com

Journal of Arts and Sociological Research (JASR)

Influence of Photojournalism on Environmental Advocacy Campaigns in South West Nigeria

***Maria Kisugu Obun-Andy, PhD; **Yinka Awofe Adegbite; & ***Abigail Omolara Olorunyomi**

*Department of Mass Communication, Federal Polytechnic, Ilaro, Ogun State.
**Department of Mass Communication, D. S. Adegbenro ICT Polytechnic, Itori-Ewekoro, Ogun State. ***Department of Mass Communication, Yaba College of Technology, Yaba, Lagos State Nigeria
Corresponding Author: maria76kisugu@gmail.com
DOI: https://doi.org/10.70382/ajasr.v10i6.066

Abstract

Environmental photojournalism is becoming a powerful medium for mobilization of environmental awareness and action. This study examines the extent to which environmental photojournalism contributes to affecting advocacy outcomes and grassroots action among respondents from six selected universities in South-West Nigeria. The study, using regression analysis on survey data obtained from 61 respondents, investigates how exposure, community engagement, campaign effectiveness, and reach influence the environmental advocacy and grassroots participation. Findings show that exposure to photojournalism campaigns ($\beta = 0.535$, $p < 0.001$) and community engagement ($\beta = 0.440$, $p < 0.001$) are strong predictors of environmental advocacy outcomes. Further, campaign effectiveness ($\beta = 0.545$, $p < 0.001$) and reach ($\beta = 0.354$, $p < 0.001$) were found to greatly influence grassroots environmental action. These results indicate that on the sentimental front, the win-win scenario for photojournalism campaign with maximum dissemination in the public domain for meaningful community participation favours pro-environmental behaviours. Thus, the combination of strong visual storytelling with effective outreach and active engagement is critical for any further action in environmental advocacy. Recommendations include strengthening the campaign content and media outreach, promoting community participation, using social networks, and building local photojournalists' capacity for sustainable environmental action.

Keywords: Advocacy, Community Engagement, Environmental Photojournalism, Grassroots Action, Campaign Effectiveness

Introduction

Photojournalism, the practice of telling stories through visuals, is an indispensable medium for environmental activism. This engages and excites the public in seeing pollution and other forms of environmental degradation and taking concerted action (Romainoor & Ismail, 2024). South West Nigeria is replete with environmental concerns of deforestation, pollution, erosion, and climate change, making for the case that photojournalism is employing these shrinking venues to document and highlight environmental degradation. These forms of visual narratives engage a wide scope of audiences, raising socio-political awareness, and setting in motion community mobilization toward sustainable environmental practices (Adewale et al., 2025). Multiple studies (Anabaraonye, 2024; Adewale et al., 2025) support photography as a tool influencing environmental consciousness and behavior modification within the various communities and stakeholders in Nigeria.

The incorporation of environmental photography into advocacy campaigns stimulates grassroots participation especially empowering local marginal groups, particularly youth and women, to document their lived environmental reality. The empowerment is further extended by digital and social media, which help in creating wider public consciousness through disseminating environmental messages (Titus et al., 2024). For example, the effective strategic narrative use of the images of environmental degradation in towns such as Kafanchan has helped shape public perception, plant discussions about policy, and mobilize for environmental action (Titus et al., 2024).

The evidence from research (Adewale et al., 2025; Hassan & Deshun, 2024; Barrable & Booth, 2020; Kawas et al., 2019; Frontiers Environmental Science, 2024; African Multidisciplinary Journal of Development, 2024) singularly provides credence to the fact that Nigerian undergraduates acquire nature or digital photography not merely to heighten environmental consciousness but also to advance mental health by virtue of functioning as an avenue for therapy and fostering mindfulness.

There are many benefits to photographic engagement, and their combined effects extend beyond mere advocacy. There is a simultaneous call to the inclusion of photographic engagement in environmental education curricula charged with nurturing environmental stewardship into younger generations. The result of digital photography introduced in Osun State has, for example, been positively correlating with pro-environmental behavior alongside decreased stress levels among university students; thus putting a mental health-Eco lobby nexus (Adewale et al., 2025).

Moreover, the budding entrepreneurial potential that emerges from environmental photography adds to the building blocks of sustainable development by amalgamating environmental consciousness and economic opportunity in Nigeria (Anabaraonye, 2024). This cross-pollination of art, education,

advocacy, and entrepreneurship underscores the transformative role of photojournalism in buttressing environmental advocacy campaigns in Southwest Nigeria. This indicates that photojournalism achieves mobilizing public ecological consciousness while catalysing socio-economic forwardness, which in turn effects long-lasting transformation in environmental governance and community resilience.

Statement of the Problem

Photojournalism is now becoming recognized as a potent tool in environmental advocacy. Some of the eloquent forms of visual narratives really give a picture of ecological degradation and thus would trigger the public to engage more in such narratives. In South West Nigeria, highly environmental challenges are faced in areas such as deforestation, pollution, erosion, and climate change effects, where photojournalism is more commonly used in the context of documenting environmental issues as well as promoting sustainable environmental behavior.

In spite of this growing trend of usage, empirical understanding of how photojournalism has impacted effective outcomes in environmental advocacy in this region remains limited. One of the strong arguments in some studies (Adewale et al., 2025; Anabaraonye, 2024; Titus, Romainoor, and Ismail, 2024; Elena de'light Foundation, 2024; Mayowa Adebo and Climagraphy Team, 2021; EFCC Journal, 2023; Media Advocacy in Climate Action, 2021; Urban Rural Environmental Defenders, 2024; Exeposé, 2020; Social Media Advocacy in Nigeria, 2023) suggests photography can amplify public awareness towards prompting engaging pro-environmental behavior. However, thinned evidence exists on its very effects on community attitudes, policy formulation, and sustained behavioral changes.

There is a huge gap in determining or showing how much photojournalism campaigns could possibly bring about changes in policy or trigger grassroots community action in the region. Conditions of measurement, or adequate metrics, are often lacking to render insight into how successful images are in promoting an awareness of a particular environmental problem into concrete environmental policy, enforcement mechanisms, or community mobilization (Anabaraonye, 2024). Pathways of dissemination for visual content, interpretation by the audience, and feedback between photojournalists, advocacy groups, policymakers, and local communities are still sorely lacking Therefore, this knowledge gap hampers the ability of advocacy organizations to form and execute photojournalism strategies which can thus mobilize social and political action for environmental conservation in South West Nigeria.

These intertwined problems reveal terrible gaps in both empirical knowledge and methodological approaches about photojournalism's role in environmental advocacy in South West Nigeria. Whereas some interventions have recently been set up to empower and in some instances educate youth and marginalized populations toward contributing to environmental photojournalism (Elena de'light Foundation, 2024; Urban Rural Environmental Defenders, 2024; Media Advocacy in Climate Action, 2021), there is nevertheless insufficient hard quantitative research to delineate what those campaigns do to engender measurable policy, community, and behavioral outcomes.

This study, thus, aims to fill this identified research gap by systematically analyzing the impact of photojournalism on environmental advocacy outcomes in South West Nigeria and developing frameworks for the evaluation of the outreach and impact of photojournalism in the instigation of environmental policy engagement and grassroots action.

Research Questions

1. To what extent does photojournalism influence environmental advocacy outcomes in the areas of public awareness, attitudes, and pro-environmental behaviours in South West Nigeria?
2. How effective and far-reaching are photojournalism campaigns in driving environmental policy engagement and grassroots community action in South West Nigeria?

Research Objectives

1. To assess the influence of photojournalism on environmental advocacy outcomes such as public awareness, attitudes, and behavioural change in South West Nigeria.
2. To evaluate the effectiveness and reach of environmental photojournalism campaigns in stimulating policy engagement and grassroots action within South West Nigeria.

Research Hypotheses

Ho_1: Photojournalism has no significant influence on environmental advocacy outcomes (public awareness, attitudes, and pro-environmental behaviours) in South West Nigeria.

Ho_2: There is no significant relationship between photojournalism campaign effectiveness and the extent of environmental policy engagement in South West Nigeria.

Methods and Materials

This study is designed as a quantitative survey geared to the selected the lecturers in the Mass Communication Departments in the selected universities across South West Nigeria.

Population of Study, Sampling Technique and Sample Size

The study population are all the 82 lecturers of mass communication in the selected universities in South West Nigeria. This is because all of them are deemed knowledgeable in photojournalism. Purposive sampling was employed. Table 1 shows the selected universities, rationalization of study population and sample size and responses (in parenthesis)

Table 1: Population of the Study, Sample Size and Response

State	Selected Tertiary Institution	Justification	Population of the study (Average of Mass Comm Lecturers in the past few years)	Sample Size (based on Taro Yamani) Response in Parenthesis
Ekiti	Ekiti State University (EKSU), Ado-Ekiti	The Mass Communication department at EKSU has grown to become one of the leading departments in any Nigerian state university; thereby making EKSU a leading state university.	12	10 (9)

Lagos	University of Lagos (UNILAG), Akoka	UNILAG is a leading federal university with a reputable Mass Communication faculty.	25	21 (19)
Ogun	Olabisi Onabanjo University (OOU), Ago-Iwoye	The Mass Communication department at OOU is well established, thereby supporting the existence of the vibrant media and photography clubs.	13	11 (10)
Ondo	Adekunle Ajasin University (AAU), Akungba-Akoko	In addition to its Mass Communication program, AAU operates with active student media clubs actively involved in photojournalism.	10	8 (7)
Osun	Osun State University (UNIOSUN), Osogbo	UNIOSUN has a strong Mass Communication faculty with student media organizations.	12	10 (9)
Oyo	Lead City University, Ibadan	Lead City University offers accredited Mass Communication with active student media clubs..	10	8 (7)
		TOTAL	**82**	**68 (61)**

Source: Compilation by the Researcher (2025)

Model Specification

The model specifications for this study, formulated by the researcher from existing literature are:

For Hypothesis One/Objective One:

$EAO = \alpha + \beta_1 (EPC) + \beta_2 (CEP) + \mu$.....Equation (i)

Where:

EAO = Environmental Advocacy Outcomes

EPC = Exposure to Photojournalism Campaigns

CEP = Community Engagements with Photojournalism

α = Constant

β_1 β_2 = Coefficients

μ= Error Term

For Hypothesis Two/Objective Two:

$GAS = \alpha + \beta_1 (EOC) + \beta_2(ROC) + \mu$.....Equation (ii)

Where:

GAS = Grassroot Actions Stimulated by Environmental Photojournalism

EOC = Effectiveness of Campaigns

ROC = Reach of Campaigns

Findings

Responses from 61 respondents indicate positive perceptions of environmental photojournalism from various angles, with attitude change toward environmental conservation rated highest at a mean of 4.0 (Table 2).

Table 2: Descriptive Statistics on Environmental Advocacy Outcomes

	N	Mean	Std. Dev
I observe that photojournalism has a positive influence on the student and public attitudes towards environmental conservation.	61	4.0000	.94868
Photojournalism has particularly enhanced public awareness on environmental matters in South West Nigeria	61	3.8525	1.04620
Photojournalism has stimulated real policy debates on environmental protection.	61	3.8197	1.00843
Environmental photojournalism is being effectively used for teaching in Mass Communication programmes.	61	3.8033	.92772
Through photojournalism, communities are stimulated into the practice of pro-environmental behaviours.	61	3.7705	1.03913

Source: The Researcher (2025)

Photojournalism also raises public awareness (mean 3.85) and provokes policy debate (mean 3.82). It is considered good for educational use and for encouraging pro-environmental behavior with means around 3.8. Photojournalism is thus considered as an engine for environmental advocacy.

The respondents agree moderately that media coverage is given to environmental photojournalism campaigns and that such campaigns are frequently carried out in South-West Nigeria, with mean scores slightly above 3.1 (Table 3).

Respondents also agree moderately that the campaigns are visible in print, digital, and broadcast media (Table 3).

Table 3: Descriptive Statistics on Exposure to Photojournalism Campaigns

	N	Mean	Std. Dev
Environmental photojournalism campaigns are given due coverage by various local and national media.	61	3.2295	1.16037
Media campaigns in environmental photojournalism are often run in South-West Nigeria.	61	3.1639	1.08290
Environmental photojournalism appears to me to be present quite a lot in print, digital, and broadcasting.	61	3.1475	1.04620

	N	Mean	Std. Dev
Recent years have witnessed an upsurge in the frequency of environment photojournalism campaigns in South West Nigeria.	61	3.1475	1.01384
The environmental photojournalism items are available and apparent to a huge audience in communities.	61	2.9836	1.20405
Valid N (listwise)	61		

Source: The Researcher (2025)

The somewhat lower means (near 3.0) suggest a lesser level of visibility among large community audiences-the implication being that while there is some degree of exposure, there is also the opportunity for greater exposure-intensive campaigns and visual culture. Exposure to such campaigns is moderate and can therefore be enhanced.

Table 4: Descriptive Statistics on Level of Community Engagement with Photojournalism

	N	Mean	Std. Dev
Environmental photojournalism grants the privilege to the communities to narrate their own voice by presenting through photographs their own experiences in environmental issues.	61	3.3607	1.03332
The people of the Southwest region of Nigeria are involved in the environment by partaking in environmental photojournalism initiatives.	61	3.3443	1.03094
Social media is an important platform for communities to reach out and disseminate environmental photojournalism.	61	3.3443	1.16741
They collaborate with photojournalists to gather local documents concerning the environment around them.	61	3.2951	1.10067
Environmental photojournalism is predominantly practiced by young people and, surprisingly, women within their communities.	61	3.2787	1.12740
Valid N (listwise)	61		

Source: The Researcher (2025)

Respondents moderately agree (Table 4) that communities express their environmental experiences through photojournalism (mean ~3.36) and participate in related initiatives (mean ~3.34). Social media is perceived as a key platform (mean ~3.34), and collaborations with

photojournalists occur at a similar level. Young people and women are noted as main participants (mean ~3.28).

The result of the correlations (Table 5) indicates that outcomes related to environmental advocacy have higher positive correlations with both Exposure to Photojournalism Campaigns ($r = 0.57$, $p < 0.01$) and Level of Community Engagement with Photojournalism ($r = 0.48$, $p < 0.01$); meaning, as levels of exposure increase to photojournalism campaigns and community engagement increase, environmental advocacy outcomes tend to get better.

Table 5: Correlations

		ENVIRONMENTAL ADVOCACY OUTCOMES	EXPOSURE TO PHOTOJOURNALISM CAMPAIGNS	LEVEL OF COMMUNITY ENGAGEMENT WITH PHOTOJOURNALISM
ENVIRONMENTAL ADVOCACY OUTCOMES	Pearson Correlation	1	*	*
	Sig. (2-tailed)			
EXPOSURE TO PHOTOJOURNALISM CAMPAIGNS	Pearson Correlation	.570**	1	.
	Sig. (2-tailed)	.000		.
LEVEL OF COMMUNITY ENGAGEMENT WITH PHOTOJOURNALISM	Pearson Correlation	.482**	.078	1
	Sig. (2-tailed)	.000	.548	

**. Correlation is significant at the 0.01 level (2-tailed).

However, the correlation between Exposure to Photojournalism Campaigns and Level of Community Engagement was found to be very weak and not significant ($r = 0.08$, $p = 0.55$), meaning that these two factors would act relatively independent in this context. Both exposure and contact are important as well as positive concerning advocacy outcomes but do not influence each other that much.

From the summary of the model, it can be inferred that the two predictors, Level of Community Engagement with Photojournalism and Exposure to Photojournalism Campaigns, jointly account for about 51.7% of the variance in Environmental Advocacy Outcomes ($R^2 = 0.517$) (Table 6).

Table 6: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	.719[a]	.517	.501	.58937	1.931

a. Predictors: (Constant), Level Of Community Engagement With Photojournalism, Exposure To Photojournalism Campaigns

b. Dependent Variable: Environmental Advocacy Outcomes

Meanwhile, an adjusted R^2 of 0.501 denotes a fair amount of variance in the data explained by this model as per the number of predictors used. Given the multiple correlation coefficient R = 0.719, a strong overall relationship between the predictors and the outcome variable is suggested. The Durbin-Watson value of 1.931 is close to 2, thus indicating non-significant autocorrelation in the residuals, which supports the assumption of independence in regression analysis. The model shows that in regard to explaining environmental advocacy outcomes, both community engagement and exposure to photojournalism campaigns are important and significant contributors.

Regression analysis showed that both an increase in exposure to photojournalism campaigns and an increase in the level of community engagement with photojournalism constituted significant positive predictors of environmental advocacy outcomes. On the positive side, a one-unit increase in exposure causes a 0.463-unit increase in advocacy outcomes, holding engagement constant, and this was highly significant ($t = 5.848$, $p < 0.001$).

Table 7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.072	.364		2.946	.005		
	EXPOSURE TO PHOTOJOURNALISM CAMPAIGNS	.463	.079	.535	5.848	.000	.994	1.006
	LEVEL OF COMMUNITY ENGAGEMENT WITH PHOTOJOURNALISM	.399	.083	.440	4.811	.000	.994	1.006

a. Dependent Variable: ENVIRONMENTAL ADVOCACY OUTCOMES

A one-unit increase in community engagement with photojournalism brings about an increase of 0.399 units in the advocacy outcomes which is also statistically significant ($t = 4.811$, $p < 0.001$). The standardized coefficients (Beta) show that exposure ($\beta = 0.535$) has a somewhat larger effect on outcomes of advocacy than engagement ($\beta = 0.440$). Collinearity statistics

indicate the absence of a multicollnearity problem, since tolerance values neared for 1 and VIF values were nearly 1, implying they are different enough to provide reliable estimates. Measures of exposure and engagement will contribute significantly and independently to setting environmental advocacy outcomes.

Findings

Environmental photojournalism is considered to evoke grassroots action since respondents have an average score between 3.7 and 3.8 (Table 8). This is considered to increase the voluntary presence in workshops about the environment in the community and also mobilizes people to report violations regarding environmental laws in their areas.

Table 8: Descriptive Statistics on Grassroots Action Stimulated by Environmental Photojournalism

	N	Mean	Std. Dev
Photojournalism increases the reporting of volunteerism to community environmental sensitization workshops.	61	3.7869	.89656
Photojournalism encourages an active citizenry to report environmental violations to the authorities.	61	3.7869	.93300
Photojournalism inspires local communities to engage in environmental clean-up programs in their areas.	61	3.7541	.88799
Photojournalism gathers people to tree-planting or reforestation events.	61	3.7541	.96013
Photojournalism makes it possible for people to self-assemble local groups for environment action.	61	3.7213	.91526
Valid N (listwise)	61		

Source: The Researcher (2025)

Photojournalism also inspires local communities to participate in clean-up and tree-planting activities and could be considered to encourage the establishment of local social groups for action geared towards the environment.

The attitudes of respondents regarding whether environmentally friendly campaigns could possibly prompt immediate action have been exemplified in the descriptive statistics shown in Table 9. The mean scores ranged between approximately 3.03 and 3.20 on a 5-point scale,

suggesting that the respondents moderately agreed to the effectiveness of such campaigns in stimulating quick decision-making, inspiring a sense of urgency, personal responsibility, and specific, immediate actions to be taken for the environment.

Table 9: Descriptive Statistics Effectiveness of the Campaigns

	N	Mean	Std. Dev
The messaging is carefully crafted to override procrastination and induce quick decision-making.	61	3.1967	1.24926
Campaigns convey a clear sense of urgency to the audience regarding environmental problems.	61	3.1475	1.18090
Campaigns further cultivate a sense of personal responsibility that spurs quick involvement.	61	3.1311	.95700
Campaigns serve to spur immediate vigilance and action toward environmental protection and sustainability.	61	3.0820	1.03755
Campaigns outline clear and actionable steps that audiences can take in a timely fashion.	61	3.0328	.99945
Valid N (listwise)	61		

Source: The Researcher (2025)

The highest mean (3.20) pertains to messaging aimed at countering procrastination, while the lowest (3.03) concerns the clarity of actionable steps. Standard deviations varied between 0.96 and 1.25, indicating some variation in answers most especially when it involves messaging impact on decision-making and the perception of urgency. These results suggest that campaigns are perceived to be somewhat effective in motivational promptness for action toward saving the environment, leaving room for improvement in clarity and urgency of the message. Moderate agreement was reached among respondents concerning the capacity of environmental photojournalism campaigns to reach diverse audiences in South-West Nigeria-mainly on the diverse target groups as seen in the mean score of 3.51 and the visibility of the campaigns on social media, which scored a mean of 3.62 (Table 10).

Table 10: Descriptive Statistics on Reach of the Campaigns

	N	Mean	Std. Dev

Environmental photojournalism campaigns have the widest circulation in South-West Nigeria	61	3.3279	1.12133
The target groups are quite diverse for this region.	61	3.5082	.88737
Environmental photojournalism materials are disseminated widely via different media channels.	61	3.2951	.98901
The campaigns are visible on social media.	61	3.6230	.98597
Campaign messages reach every nook and corner of rural and urban communities.	61	3.1803	1.24510
Valid N (listwise)	61		

Source: The Researcher (2025)

There is also moderate agreement that campaign materials are widely disseminated through various media channels (mean = 3.30) and that campaigns have wide circulation (mean = 3.33). However, slightly lower in scoring, reaching all rural and urban areas rated a mean of 3.18, indicating some limitations in full geographic coverage. The campaigns are seen as having a fairly wide but not complete reach.

The correlation (Table 11) shows that Grassroots Action stimulated by Environmental Photojournalism have strong positive relationships with Effectiveness of the Campaigns (r-value = 0.64, $p < 0.01$) and Reach of the Campaigns (r-value = 0.50, $p < 0.01$); Effectiveness of the Campaigns and Reach of the Campaigns have a weaker but still significant positive correlation (r-value = 0.26, $p < 0.05$).

Table 11: Correlations

		GRASSROOTS ACTION STIMULATED BY ENVIRONMENTAL PHOTOJOURNALISM	EFFECTIVENESS OF THE CAMPAIGNS	REACH OF THE CAMPAIGNS
GRASSROOTS ACTION STIMULATED BY ENVIRONMENTAL PHOTOJOURNALISM	Pearson Correlation	1	*	
	Sig. (2-tailed)			
EFFECTIVENESS OF THE CAMPAIGNS	Pearson Correlation	.637**	1	
	Sig. (2-tailed)	.000		
REACH OF THE CAMPAIGNS	Pearson Correlation	.496**	.260*	1
	Sig. (2-tailed)	.000	.043	
	N			

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: The Researcher (2025)

Hence, one can say that higher grassroots action is associated with greater campaign effectiveness and wider campaign reach, while effectiveness and reach also relate to one another moderately. A lot of interrelationship exists among these factors, whereby grassroots action has the strongest interconnectedness to both effectiveness and reach.

The summary of the model (Table 12) reveals that the Reach of the Campaigns and Effectiveness of the Campaigns account for almost 52.3% of the variance in Grassroots Action Stimulated by Environmental Photojournalism ($R^2 = 0.523$). An adjusted R^2 of 0.507 speaks well for the model after considering the predictors used in the analysis.

Table 12: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.723[a]	.523	.507	.51347	2.045

a. Predictors: (Constant), REACH OF THE CAMPAIGNS, EFFECTIVENESS OF THE CAMPAIGNS

b. Dependent Variable: E GRASSROOTS ACTION STIMULATED BY ENVIRONMENTAL PHOTOJOURNALISM

Source: The Researcher (2025)

The multiple correlation coefficient ($R = 0.723$) indicates that this predictor bears a strong relationship with grassroots action. Moreover, close to two, the Durbin-Watson value of 2.045 indicates that the errors are not significantly auto-correlated and thus supports the independence assumption of regression analysis.

Effectiveness of the Campaigns as well as Reach of the Campaigns appear to be significant predictors for Grassroots Action Stimulated by Environmental Photojournalism (Table 13). An additional point in campaign effectiveness gives rise to a 0.422 uplift in grassroots action ($\beta = 0.545$, $t = 5.806$, $p < 0.001$), which is an excellent effect. Similarly, one-unit increase in campaign reach gives rise to a 0.293 increase in grassroots action ($\beta = 0.354$, $t = 3.774$, $p < 0.001$), which presents a weaker or moderate effect.

Table 13: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.450	.307		4.726	.000		
	EFFECTIVENESS OF THE CAMPAIGNS	.422	.073	.545	5.806	.000	.933	1.072
	REACH OF THE CAMPAIGNS	.293	.078	.354	3.774	.000	.933	1.072

a. Dependent Variable: GRASSROOTS ACTION STIMULATED BY ENVIRONMENTAL PHOTOJOURNALISM

Collinearity statistics (Tolerance = 0.933 and VIF = 1.072) state there is no worry for multicollinearity, which shows the predictors received independent contribution to the model.

Therefore, effectiveness and reach are meaningfully and independently enhancing grassroots environment actions.

Discussion of Findings

Environmental photojournalism campaigns (β = 0.535) and photojournalism in communities meaningfully predict environmental advocacy outcomes. This means that exposure or active engagement in projects on photojournalism funds the effectiveness of advocacy. Exposure has slightly more effect, probably because of the power of captivating imagery distilled into relatable stories that resonate emotionally through innumerable complexities with a vast audience regardless of education level (White & Miller, 2025). Community engagement complements this because it creates common experiences and participatory communication through social media and local collaborations converting passive audiences into committed advocates (Bhattacharya & Chattopadhyay, 2025).

Such findings resonate with the trends of contemporary environmental communication scholarship highlighting the supposed need to integrate broad reach and meaningful engagement, which contrasts the obsolete one-way communication models lacking interactivity and sustained impact (Loose, 2025; Lambert & Loiselle, 2008).

Environmental campaigning effectiveness (β = 0.545) and campaign reach (β = 0.354) are predictors of grassroots environmental action. Effectiveness is believed to have a stronger influence as well-crafted and emotionally stimulating campaigns enlist concrete community behaviors such as clean-up, violation reporting, and tree planting.

Campaign reach, therefore, diffuses the message and establishes social learning through the diffusion of innovation theory (Rogers, 2023). But message quality, while important, should not be approached in isolation. This dual requirement resonates with recent research suggesting that for grassroots activism to be successful, it needs powerful visual storytelling for wide dissemination through different media and social platforms (Young, 2021; Vital Impacts, 2025).

All together, these findings corroborate a range of recent empirical studies and professional reflections claiming that environmental photojournalism and social media themselves can offer powerful tools for the public to engage in pro-environmental behavior change (Palley, 2025; Spiegel, 2020; Wang et al., 2023; Boamah et al., 2025).

In the same breath, they challenge older communication models considered linear, in that they have not built-in mechanisms for participation or really put value on narrative quality, thus confirming the paradigm shift towards interactivity and emotional engagement in environmental advocacy (Lambert & Loiselle, 2008; Loose & Girardi, 2021).

At its core, this research demonstrates that the maximum effect of environmental photojournalism in advocacy and grassroots action is when the effort comes from powerful and well-crafted campaigns directed to the broadest, most engaged communities-the very reason why the medium is saying what it comments about the evolving role of visual-networked world.

Conclusion

This study shows that, environmental photojournalism is a big factor influencing outcomes in environmental advocacy and grassroots action. Compelling visual campaigns together with active engagement from the community are key elements making advocacy efforts successful but effectiveness and outreach of such campaigns are equally important in motivating and mobilizing the grassroots for a sustained effort. The exciting images that touch hearts heavily used and disseminated widely-traditionally and digitally-would surely awake the masses, cultivate a sense of community ownership, and motivate pro-environmental activities.

This study reinforces the recent trend toward more participatory and visual communication strategies at the expense of traditional and somewhat outdated communication models of mere one-way messaging. Thus, it concludes on reinforcing the interventions by environmental photojournalism as an opportunity for mass communication and empowerment of communities towards sustainable environmental actions in an ever-growing digital and interconnected space.

Recommendations

The recommendations that are based on the findings from this study are as follows:

- Organizations should make investments in producing high-quality, visual-rich environmental photojournalism, combined with relatable and emotionally engaging stories to maximize impacts and motivations for audiences.
- Campaigns should therefore have multi-channelled dissemination, for which a very good combination of both traditional and new media, which includes social networks and community-based outlets, should be brought to attention and well used in an attempt to gain the rural and disadvantageous areas.
- In line with this, photojournalism initiatives will involve participatory approaches in that community members are an active part of content generation, experience sharing, advocacy, and ultimately creating ownership and sustained commitment.
- Social media should be used strategically with their proven strengths of spreading messages and increasing community interaction.
- Apart from these, there will also be training and mentorship sessions on what makes effective visual storytelling and engagement with communities, equipping local actors to tell compelling environmental stories.
- Adaptation of strategies in improving environmental advocacy will continuously be informed by regular assessments on effectiveness and reach of campaigns.

References

Adewale, A., et al. (2025). Impact of digital photography engagement on pro-environmental behaviour and stress level among undergraduates in Nigeria. *African Multidisciplinary Journal of Development, 13*(2), 114-130. https://amjd.kiu.ac.ug/assets/articles/1748881129_health-through-lens-impact-of-digital-photography-engagement-on-pro-environmental-behaviour

Anabaraonye, B. (2024). Green entrepreneurial opportunities in environmental photography for sustainable development in Nigeria. *Covenant Journal of Entrepreneurship, 8*(2). https://journals.covenantuniversity.edu.ng/index.php/cjoe/article/view/4092

Barrable, A., & Booth, R. (2020). The role of nature photography in fostering youth environmental concern. Journal of Environmental Psychology, 72, 101469. (Access through academic databases such as university libraries for full text.)

Bhattacharya, S., & Chattopadhyay, S. (2025). Use of social media for environmental advocacy: A study of recent movements in India. *International Journal of Research and Innovation in Social Science*. https://dx.doi.org/10.47772/IJRISS.2025.90400470

Boamah, N. A., et al. (2025). The power of photographic imagery: Enhancing stakeholder engagement in water conservation initiatives. *Journal of Applied Communications*, 109(1). https://newprairiepress.org/jac/vol109/iss1/5

Elena de'light Foundation. (2024). Foundation trains photojournalists on sustainable environment advocacy. *Tribune Online*. https://tribuneonlineng.com/foundation-trains-photojournalists-on-sustainable-environment-advocacy/

Lambert, S. D., & Loiselle, C. G. (2008). Combining theory and method: Focus groups and the theory of planned behavior in environmental research. *Qualitative Health Research*, 18(1), 64–74. https://doi.org/10.1177/1049732307309358

Loose, E. B. (2025). Environmental journalism from Brazil: Trajectory and challenges for research. *Frontiers in Communication* 10(2), 205-217 https://www.frontiersin. org/articles /10.3389/fcomm.2025.1511262/full

Palley, T. (2025). Terra Flamma: Wildfires at night - visual advocacy through environmental photojournalism. *Wallpics*, August 5, 2025. https://www.wallpics.com/blogs/news/23-visionary-photojournalists-making-an-impact-in-2025

Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.

Titus, T., Romainoor, N. H., & Ismail, M. U. (2024). Leveraging narrative images through environmental degradation messages for environmental awareness in Kafanchan City, Nigeria. *Malaysian Journal of Sustainable Environment, 11*(1), 177-208. https://ir.uitm.edu.my/98943/1/98943.pdf

White, P., & Miller, K. (2025). The power of photographic imagery - Enhancing engagement in water conservation initiatives. *Journal of Applied Communications*, 109 (1). https://newprairiepress.org/jac/vol109/iss1/5

Young, K. (2021). The role of photography and social media in facilitating grassroots environmental movements. *Environmental Communication*, 15(2), 1-15. https://doi.org/10.1080/17524032.2021.1871254