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Dr. Martinez

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I am working with my CODES group and Heartlands Conservancy on trying to get more 18-24 year olds to volunteer in conservation activities. My goal is to create a recruitment video. After doing a lot of analyzing and data collecting, some things that I've done to work towards my project, is to analyze YouTube videos, come up with interview questions to ask while recording volunteers, and find a place to interview volunteers. I chose these specific things like videos, interviewing, and going in person to sites because they are a part of how I'll figure out the answer to my group's research question and will help me advertise Heartlands Conservancy programs. First, I analyzed YouTube videos that were centered around getting young adults involved in water conservation. These videos helped me figure out ways I could potentially create my content based video. The output of my videos that I want are that the video would be beneficial to Heartlands, influencing to young adults, and engaging for the public. The interview questions that I came up with also center around how my video will turn out. The questions are based on what influenced them to come out and volunteer for the community to make it a better place and how they can influence others around their age to come out and do similar things they've done. I've chosen to do interviews because the questions will help me deepen my understanding on why there are so many stakeholders on engaging young adults about water conservation. And since I know that technology plays a big part in society right now and how most people get their information, creating this fun but informational video will help others be informed, engaged, and entertained.