

Science Film Festivals as A Tool for Promoting Climate Awareness And Behaviour Change: A Case Study In Vietnam

Science films have a significant impact on public awareness and behavior regarding climate change (Culloty, E., & Brereton, P., 2017). Studies indicated that depictions of scientists and real-world scenarios can profoundly influence public perception (Manzo, 2017) (Howell, 2011). To evaluate the impact of scientific films, a festival titled “The Decade of Ecosystem Restoration” was conducted with seven screenings for 338 participants. Each session lasted three hours, including six documentaries and supplementary activities like discussions, sustainability games, and tree-planting campaigns. Post interviews revealed that the documentaries’ stark portrayal of climate change’s impacts catalyzed a profound shift in viewer perspective. By juxtaposing these real-world scenarios with personal actions, participants expressed heightened awareness, reflected on their environmental impact, and a strengthened sense of responsibility. Interactive games further solidified these insights, providing actionable steps for ecological stewardship. Notably, 88.88% of attendees committed to adopting environmental practices, such as tree planting. The festival effectively impacted participants’ everyday behaviours by utilizing concepts like Social Learning Theory, framing effects, and halo effects. These psychological mechanisms (Bandura, 1977) - where viewers emulate behaviours seen on screen and are influenced by how information is presented - played a vital role in raising awareness and encouraging proactive environmental behaviours among the audience. Therefore, the science film festival and complementary activities can contribute to environmental advocacy.

Primary author: DUONG, Thi-Yen

Co-authors: PHAN, Thi-Ni-Ni; VU, Thi-Thi; Ms NGO, Trieu-Ngoc-Mai

Presenters: PHAN, Thi-Ni-Ni; VU, Thi-Thi; DUONG, Thi-Yen; Ms NGO, Trieu-Ngoc-Mai

Session Classification: Parallel Session

Track Classification: Science