

Project Summary

In this project, the main reason we chose to fight against air pollution wasn't necessarily to fight air pollution, but the mindset that is the fundamental basis to any problem that doesn't directly affect certain people. In hindsight, air pollution worked well because it is a problem we can't necessarily see to often, but it is deadly all the same.

This problem came to our mind when we saw the theme "Changing your community, one step at a time." We began to think about ways we could support this thought, and we began to ask the reasons why people aren't doing it. We concluded that the reason that people don't do the little things is that they believe that their little effort doesn't matter. After we decided on that, the choice was made to focus deeper on air pollution, as just the mindset would be too vague and needed an example.

The research that went into this was not a lot for what we expected. The few websites we used were credible and had the information we needed. We just wanted to prove that air pollution is deadly, and that the actions we are taking now is not enough to stop it. For this reason, we didn't need to reach out to a lot of experts in the fields of pollution and air clarity, and could maintain a tight operation.