



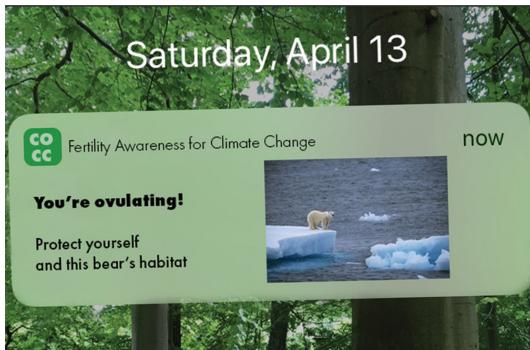
## Condom

Use this condom to protect yourself... and everyone else in the world



## Fertility App

Track your cycle and get daily reminders about the damage you can do if you're not careful!



## The Patch

You can disguise this trendy patch as an activism sticker to wear when you're protesting environmental policy



## Pregnancy Test

Test to see if you're going to double your carbon footprint or not



## "Plan B" Pill

Because there's no Planet B



## Sterilization Ring

Wear as wedding band to show commitment to Earth

# Contraception Opposing Climate Change

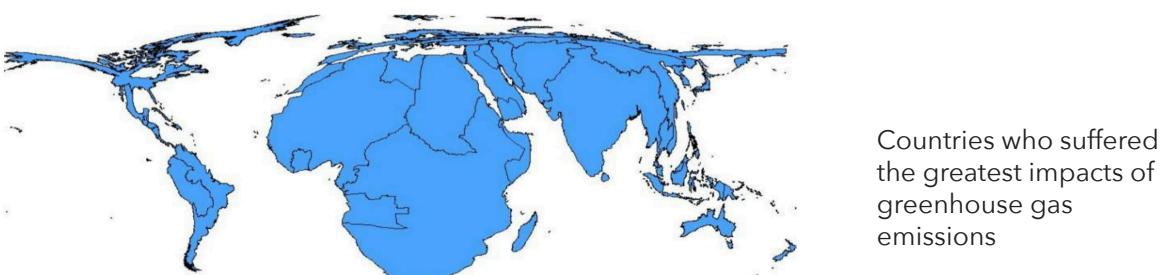
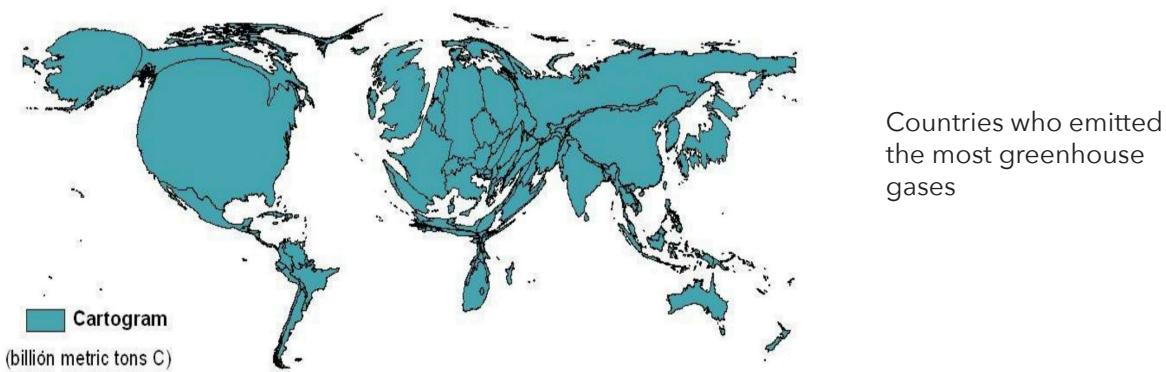
Liana Smale

1 May 2019  
Discursive Design  
Prof. Bruce Tharp

# Discourse and Message

My Contraception Opposing Climate Change (COCC) artifact is both a sex ed video that explains branded products, as well as those products themselves. With COCC, I ask: what if the discourse around contraception and pregnancy was centered around environmental issues? Within the next few decades, we are expected to reach 9 billion people. Earth doesn't have enough resources to support that many people, and global inequality will increase drastically. Population growth is a more prevalent issue in less developed countries (LDCs) than it is in high income countries (HICs). However, HICs contribute by far the most to climate change, while vulnerable LDCs disproportionately face the consequences. Therefore, it seems wrong for me as a westerner to tell people in LDCs to stop having babies. In addition, each individual in HICs contribute more to climate change than individuals in LDCs because we use more (non-local) resources and create more emissions. However, my intended message is not that I believe everyone should immediately stop having babies; there would clearly be ethical and economic consequences. Instead, when people watch the video or see the products in a store, my intended reaction sequence is: being confused, finding it funny, understanding the truth behind the dark satire, and finally thinking more critically about how each of our actions as individuals contributes to this global issue. The general-specific relationship is that I'm using a discussion around family planning to talk about climate change.

Total CUMULATIVE Greenhouse Gas Emissions in the Year 2002, by Country



This map shows estimated mortality (per million people) attributable to climate change by the year 2000. Map is a density-equalizing cartogram in which the sizes of the 14 WHO regions are proportional to the increased mortality.

# Domain

This project mostly exists in the domain of social engagement, like the majority of discursive design projects. It's possible that it could be considered practical application if the branded products are actually put in stores and bought, especially for a few of the most different products, like the fertility app and the sterilization ring. However, the project is mainly engaging with society through the video, which is intended to spark reflection.

# Mindset

My mindset going into this project is between declarative and suggestive. Although the video is very explicitly telling people what to do, the general-specific relationship of using family planning to talk about climate change is implied through the lens of satire. If I was being solely declarative by explicitly reading my "Discourse and Message" section of this report, there would not be any room for reflection. Climate change is a very depressing issue, and if the information is portrayed in a declarative way, the audience can feel overwhelmed and helpless to the point of ignoring it altogether. I believe that satire and humor draw people in and make them think for themselves in a more suggestive way as they wander through the jokes and find their interpretation of the message.

# Aim

My aim is to provoke and inform. The humor in the video is very bluntly telling people not to have babies, which could provoke a variety of responses, from laughing to being offended. As I explained, provoking people with blunt satire draws them into an otherwise purely depressing issue. Amidst the humor, I am also informing. In the abstinence section of the video, the actor explains that he chooses abstinence because he feels guilty that the U.S. contributes a lot to climate change, which affects the world's poorest countries the most. A variety of terms are incorporated throughout the video, such as "carbon footprint" and "carbon offsets." The terms are given meaning in context, so people who didn't know exactly what they meant can learn.

# Hybridity Map

This is mainly a discursive project because the intent from the beginning has been to spark reflection. It has a touch of responsible design because the discourse is about a large social issue, and the extremely long-term goal is to serve the under-served.

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Contraception Opposing Climate Change



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Commercial	None
Responsible	Low
Experimental	None
Discursive	High

# Dissonance



## Clarity

It is very clear because the video is bluntly telling people what the problem is and what to do as part of the satire. The tone and satire are clear enough that most viewers will probably not have trouble understanding the message.



## Familiarity

I aimed for a familiar/unfamiliar feeling; most of the products exist, but they're branded in a different way for a different cause. Most of my audience will recognize a condom or pregnancy test (even if they don't use them, they're recognizable), but they probably buy condoms for the purpose of preventing STDs or pregnancy for the sake of their own lives, not to stop climate change.



## Reality

This is a realistic artifact and scenario because the products do exist, just with different branding, and I am presenting realistic facts about climate change.



## Veracity

This scenario has a dissonant veracity because the products do not exist, but they are being portrayed as though they do. However, the script and discourse are truthful. While we may initially think it is silly to center a discussion on family planning around climate change, the dark satire will hopefully make the viewer realize that this will probably be a more common conversation in the future. Therefore, the veracity would increase in a very plausible near future with universal urgency about climate change.



## Desirability

The products play with dissonance in terms of desirability. The actors in the video show that in theory, we should want these products to "save the world." The audience will probably not actually want to be thinking about climate change when they are trying to have a baby or have sex for fun. However, there was a person who commented on the YouTube video asking for the name of the app! The lack of desirability also questions individual priorities and values.

# **Dissemination Plan**

My dissemination plan is to put the video on YouTube and to try to get picked up by blogs, either design or environmental. I could also show the video as part of a presentation about communication and activism to an environmental group. My audience is very broad in terms of people on the internet (they are likely to be young adults to be watching YouTube videos), but I can have more control over specific internet or in-person forums. It would be interesting to see how the interactions differ between the different meeting groups. In a video-watching scenario, the involvement would mostly be a discussion; in a shopdropping scenario, there would be more direct involvement between audience and artifact. The frequency would probably be relatively low, but the reflection is meant to continue beyond the viewing of the video. The duration would probably be short (hopefully 3 minutes and 14 seconds long), but people do not always watch YouTube videos all the way through. This video presents aspects of all 3 audience relationships, although the audience is primarily only aware that someone is capable of using the principle artifacts by watching the video or by seeing the product advertisements. The actors in the video are "others who have actually used the artifacts," but my audience will probably understand that they are actors (except for the person who commented on the video). There is a fun element of the audience using the artifacts because they probably do use fertility apps, condoms, and pregnancy tests. Next time they do, maybe they'll think about the video.

# **Research/Inspiration**

Lemos, Maria. University of Michigan Environ321: Climate Change and Adaptation course: Winter 2019.

Coyle, Stacy. University of Michigan Environ377: Literature and the Environment course: Winter 2019.

Drawdown website: <https://www.drawdown.org/>

Bedsider website: <https://www.bedsider.org/methods>

# **Project Description**

The description under my YouTube video is:

Use our products to humanely decrease the global population! We're a new environmental startup looking to spread awareness about climate change and overpopulation. Within the next few decades, we are expected to reach 9 billion people. Earth doesn't have enough resources to support that many people, and global inequality will increase drastically. Take control of your impact today!

# **Project Unpacking**

The artifact is both the video and the products within it, and the scenario is the context in which people see them. I aim to provoke and remind my audience in a familiar to unfamiliar scenario; the general-specific relationship of my discourse is that I'm using a discussion around family planning to talk about climate change. The video presents an alternative present that highly values individual responsibility in the face of an unfathomably large and complex challenge to change our relationship to the environment. I will experiment with different levels of designer control over scenarios of sharing the video on YouTube, sharing it in an online environmental blog/forum, sharing it in a physical (environmental) group setting, or possibly trying to shopdrop the products.



# contraception opposing climate change

*buy today to save the world!*



## Condom

Use this condom to protect yourself...  
and everyone else in the world

## The Patch

You can disguise this trendy patch  
as an activism sticker to wear when  
you're protesting environmental policy



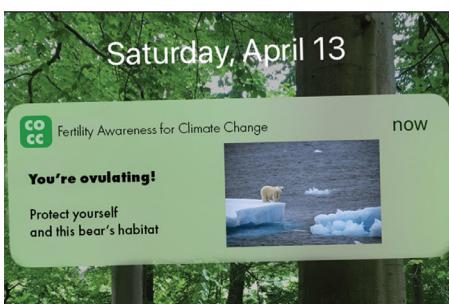
## Pregnancy Test

Test to see if you're going to double  
your carbon footprint or not



## "Plan B" Pill

Because there's no Planet B



## Sterilization Ring

Wear as a wedding band to  
show your commitment to Earth



This is an ad for the products that  
incorporates lines from the video.



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This is the ad that shows up at the end of the YouTube video, which is telling the viewer to buy the products.



### Global warming

Global warming is a long-term rise in the average temperature of the Earth's climate system, an aspect of climate change shown by temperature measurements and by multiple effects of the warming.

[Wikipedia](#)

## Contraception Opposing Climate Change – Buy Now!

This is the YouTube video. YouTube put the Wikipedia definition of global warming under the video; I'm assuming it's because I used "#globalwarming" as one of my tags when uploading the video.



## Global warming

Global warming is a long-term rise in the average temperature of the Earth's climate system, an aspect of climate change shown by temperature measurements and by multiple effects of the warming.

[Wikipedia](#)

# Contraception Opposing Climate Change – Buy Now!

32 views

1 like 4

0 dislike

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...



## Contraception Opposing Climate Change

Published on Apr 17, 2019

SUBSCRIBED 2



Use our products to humanely decrease the global population! We're a new environmental startup looking to spread awareness about climate change and overpopulation. Within the next few decades, we are expected to reach 9 billion people. Earth doesn't have enough resources to support that many people, and global inequality will increase drastically. Take control of your impact today!

Category

[People & Blogs](#)

[SHOW LESS](#)

1 Comment

[SORT BY](#)



Add a public comment...



Taylor Mizen 2 days ago

What's the name of the app please? Awesome video ladies ❤



[REPLY](#)

This photo shows the first comment on my video from a stranger who thinks the company is real and wants to know the name of the fertility app! Above, you can read the description of the video.

The screenshot shows a YouTube channel page. At the top, there's a navigation bar with icons for Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, and a search bar. To the right of the search bar are video recommendations for 'contraception opposing climate change'. Below the navigation bar, the channel's logo is displayed, followed by the channel name 'Contraception Opposing Climate Change' and a 'SUBSCRIBE 2' button. A banner at the bottom of the page features a woman speaking in front of a chalkboard with the text 'The Patch' and 'Of course, there are many ways you can protect yourself.' The video thumbnail shows a woman standing in front of a chalkboard with various environmental slogans like 'stop mass extinction', 'cont opo climate', 'stop extreme weather events', 'melting', 'contraception opposing climate change', and 'does not have enough food'.

If you watch the video and click on the account, this is the channel page you will see.