Greening A Digital Media Course

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Can you see the clouds?

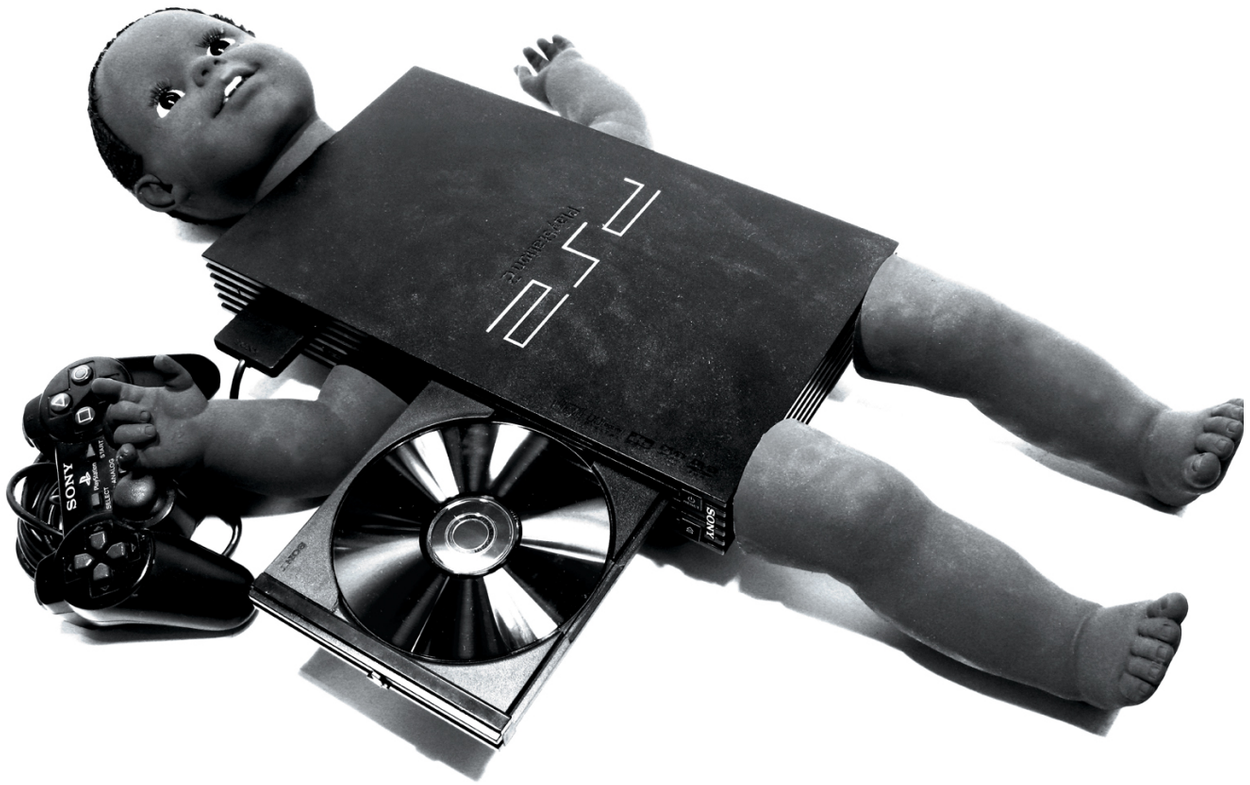
Media's Ecological

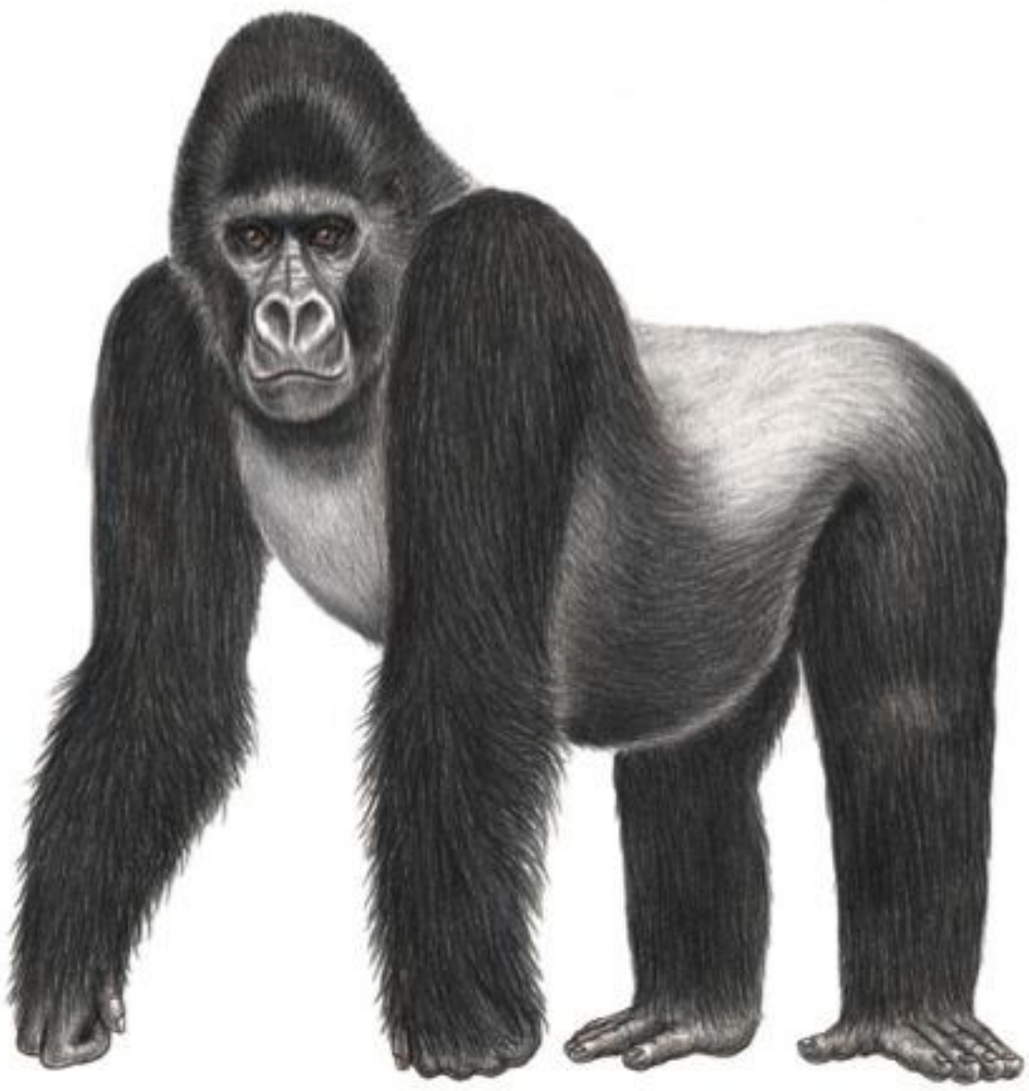
Footprint

Media gadgets in the US (2013):

- 78% of teens have a cell phone
- 37% of all teens have smartphones (up from just 23% in 2011)
- 23% of teens have a tablet computer
- 95% of teens use the internet
- 93% of teens have a computer or access.

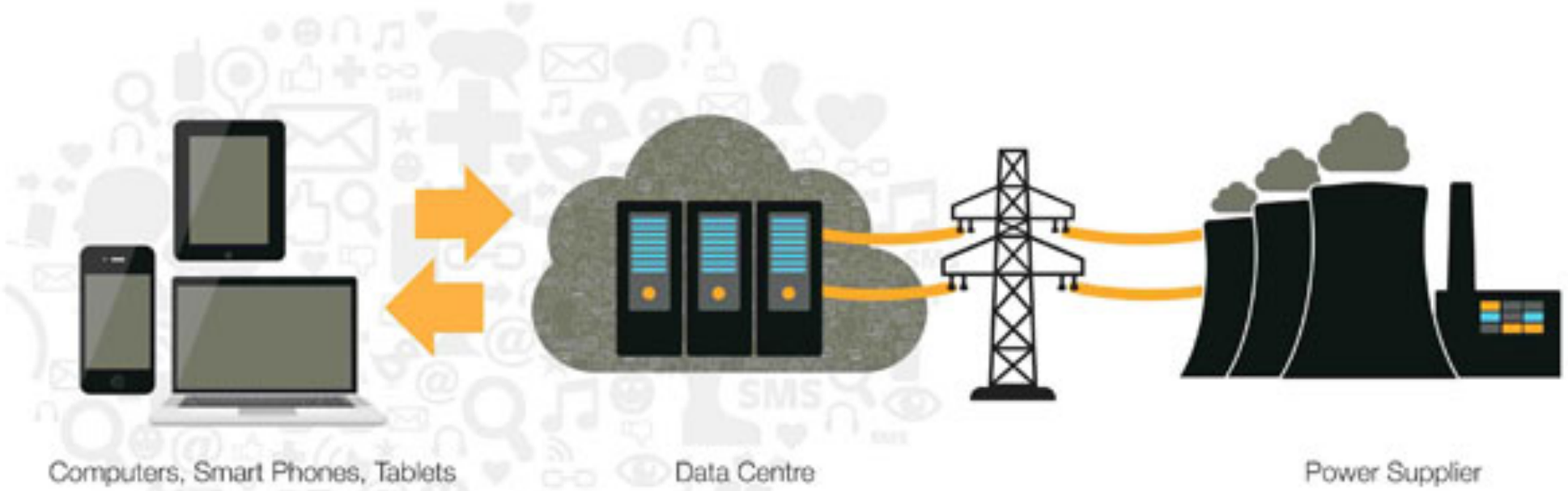
Pew Research Center (2013)





Mining for rare earth minerals contributes to civil war and loss of biodiversity

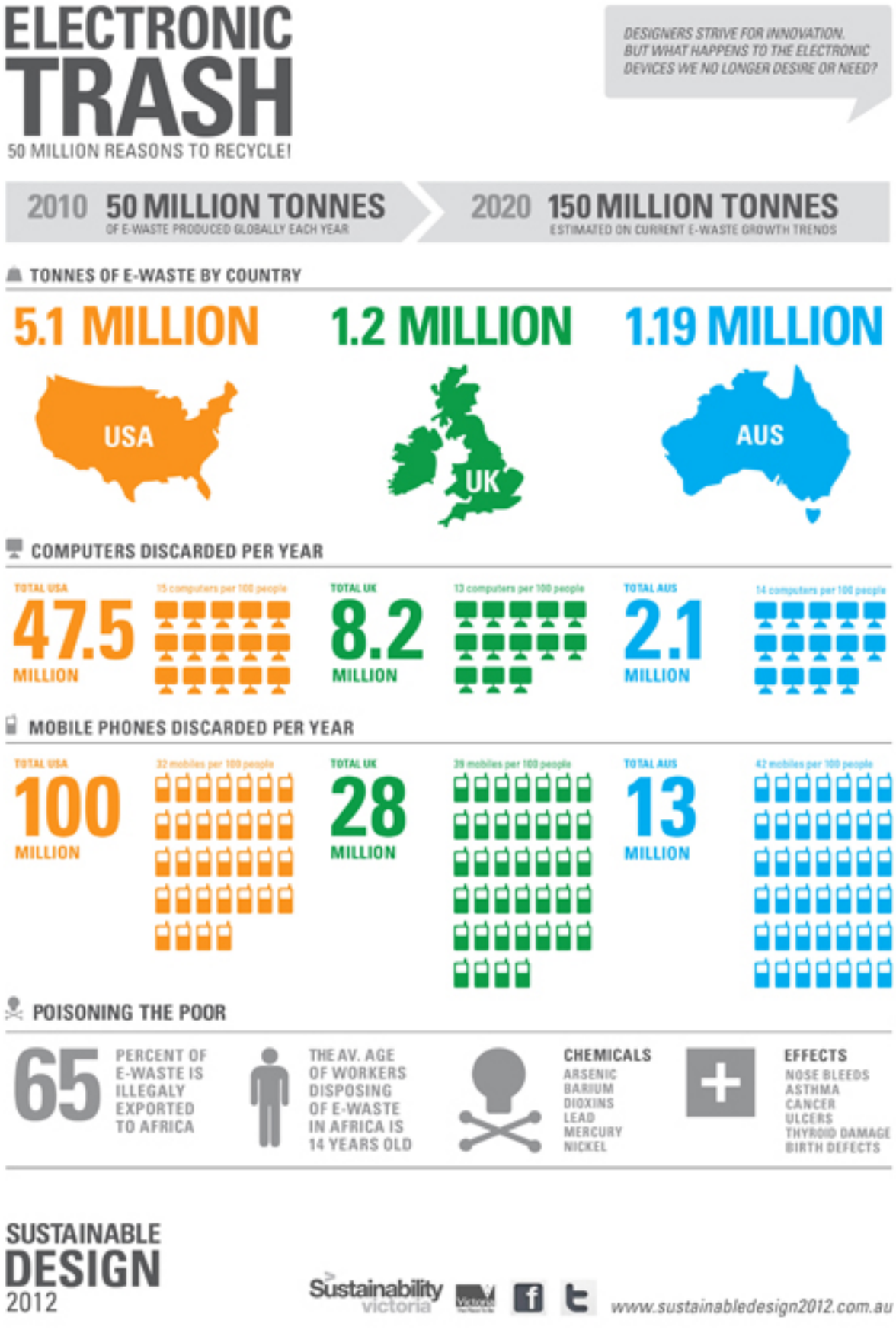
Coltan, Cassiterite, Wolframite, Gold



Internet C02 emissions equal to aviation industry, will double in ten years

Cloud computing mainly powered by coal

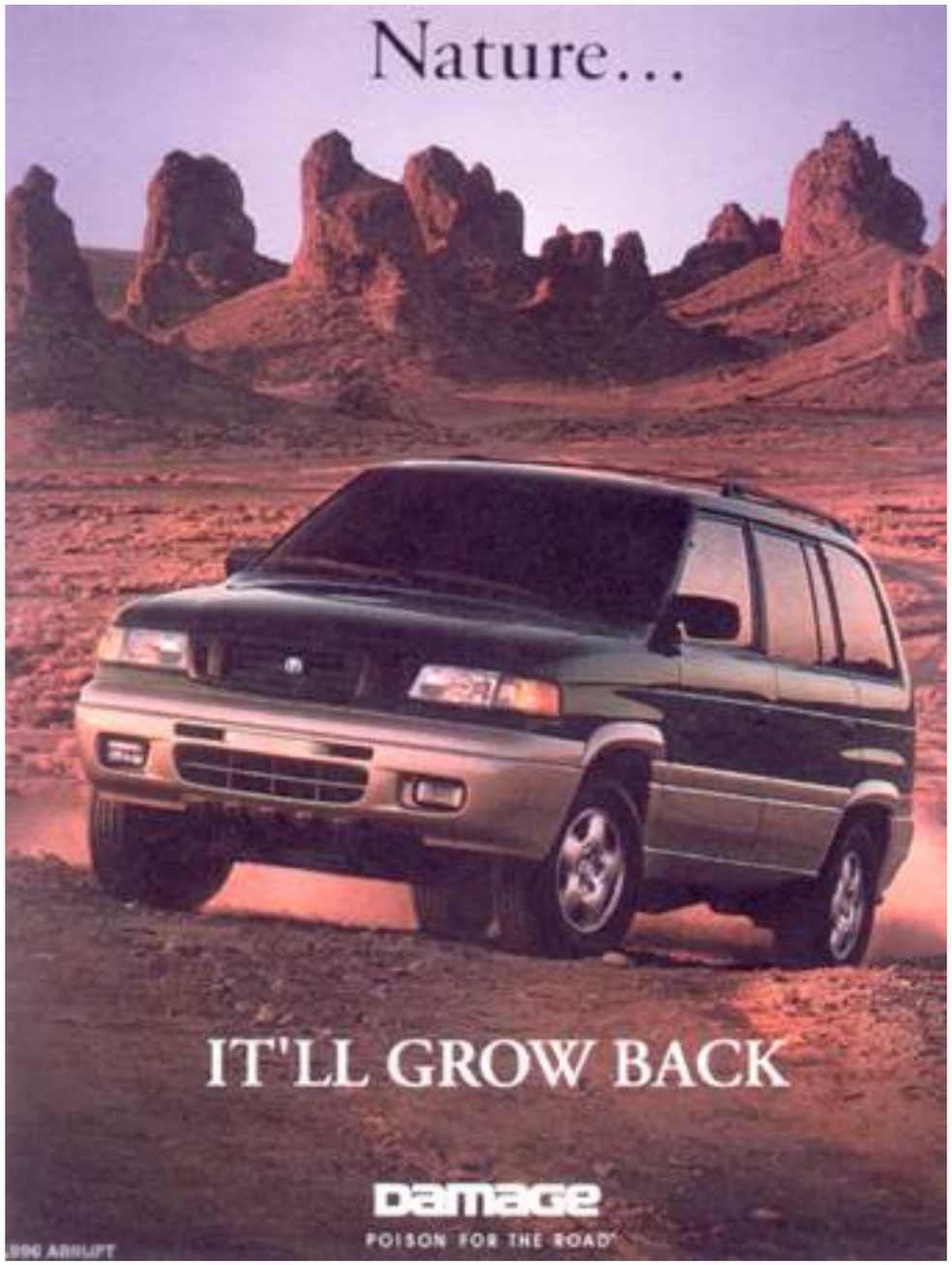
Cubitt, Hassan, & Volkmer (2011)



E-waste

Planned obsolescence

Media’s Ecological “Mindprint”



Media are Environmental Education

Drought refugees
NATURAL DISASTER
Environmental crisis
CO2
Rainforest destruction
on verge of extinction
AIR UNFIT TO BREATH
METHANE
Oil spill threaten
ICE-CAP MELTDOWN
Amphibian die-off
Carbon

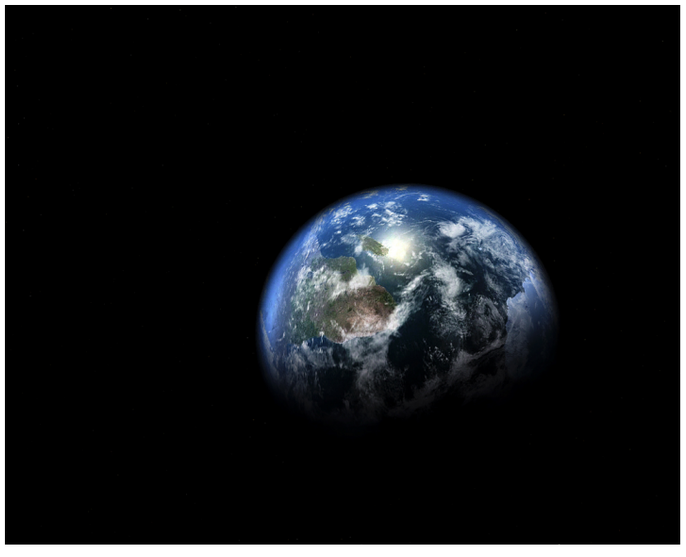
STARBUCKS COFFEE
T-Mobile
citibank
WALMART
McDonald's
Roche
MONSANTO
Mobil
NESCAFÉ

In 2001 63% of people got their information about the environment from television.
Coyle (2005)

In 2005 $971 in ad dollars were spent per capita in the United States
Brulle, Robert J. and Young, Lindsay E. (2007)

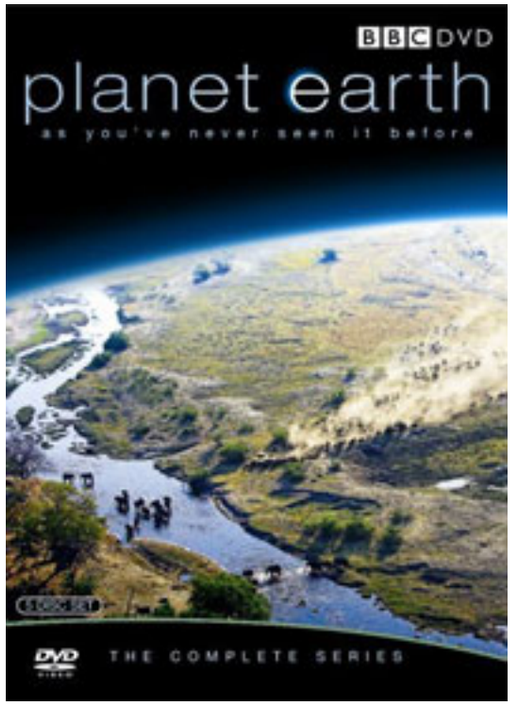
Ads promote pseudo-satisfier, dissatisfaction-manufacturing and convenience-constructing discourses.
Stibbe (2009)

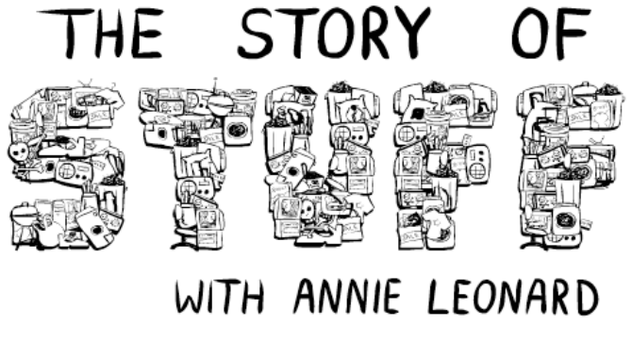
Space, time and place



Regenerative mindprint:

Empathy
Connection
Coordination
Storytelling
Education





Media Literacy and Sustainability

Media Literacy: Defined variously as learning to access, evaluate and produce media in a variety of formats.

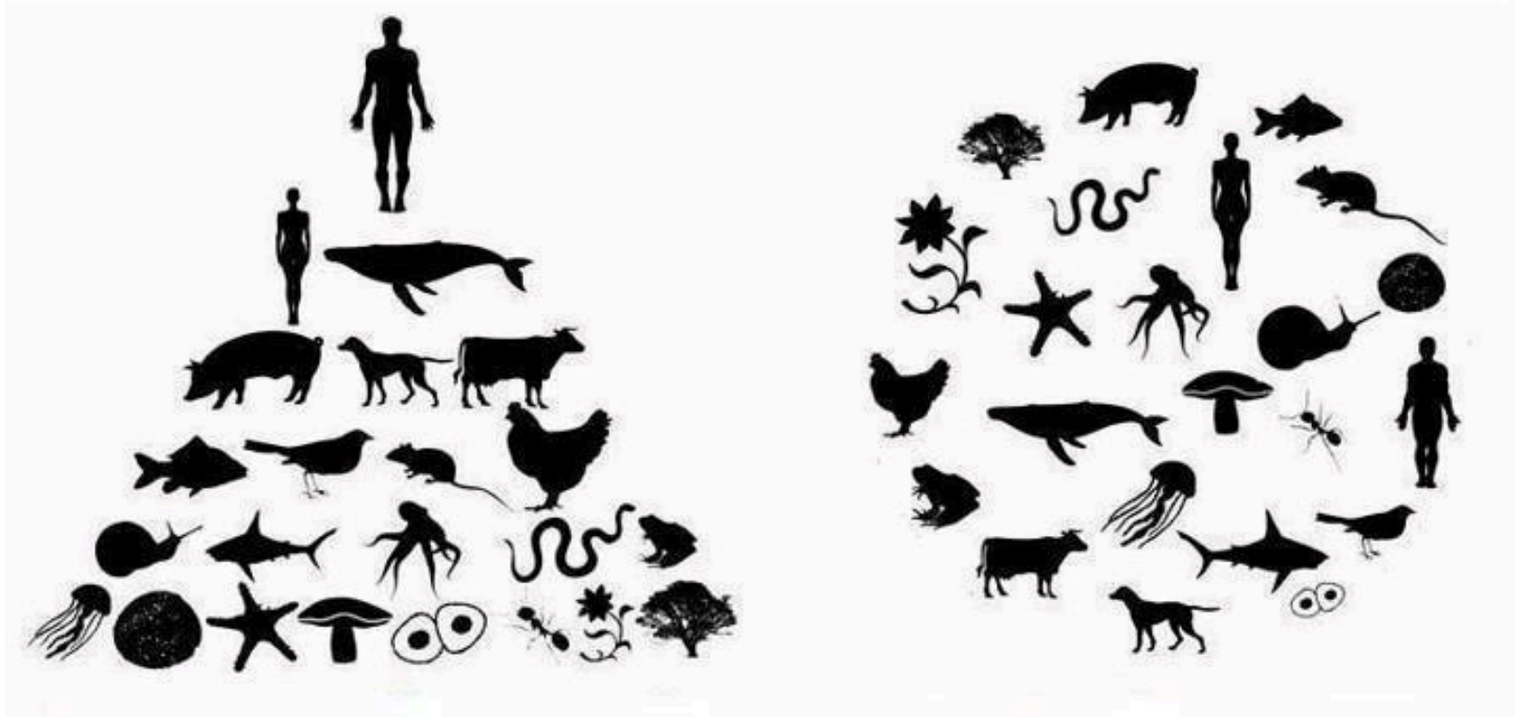
Media literacy does not address sustainability

"Our Climate Crisis Is an Education Crisis"

http://www.rethinkingschools.org/ProdDetails.asp?ID=RTSVOL25N3

Ecomedia Literacy

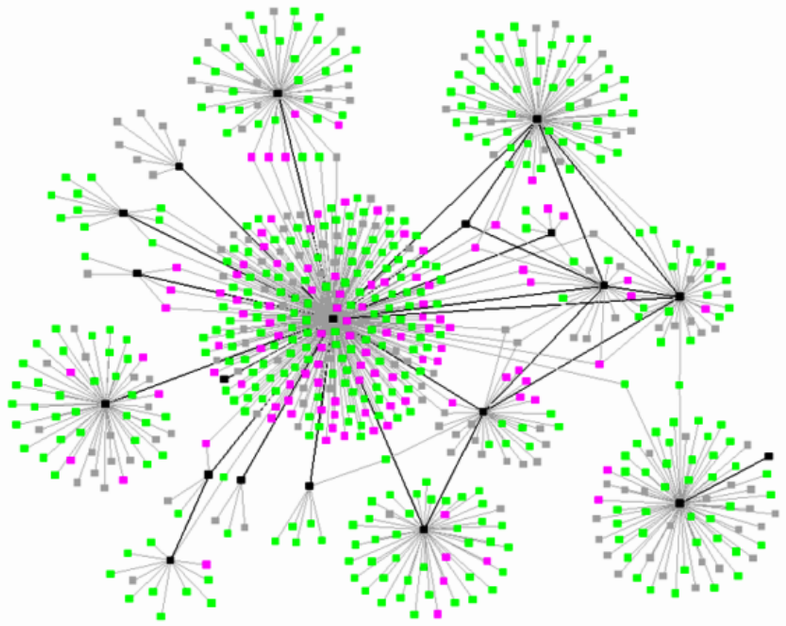
Humans are culture/organism/environment combined



Green cultural citizenship:

Embodying sustainable behaviors and cultural practices that shape and promote ecological values within the interconnected realms of society, economy and environment.

vs.



Media ecosystems

"Blogging and the media ecosystem"
Naughton (2006)

http://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/discussion/blogging.pdf

"Facebook ecosystem"

"iPhone ecosystem"

"The Media Ecosystem is the ecologically embedded sum of all our technologically mediated interactions on planet Earth."

The Media Ecosystem, Antonio Lopez

Information Ecology

"A system of people, practices, values, and technologies in a particular local environment."

Nardi and O'Day (2000, p. 49)

Ecomedia Literacy:

Understanding how everyday media practice impacts our ability to live sustainably within earth's ecological parameters for the present and future.

Ecomedia Literacy goals:

1. To develop an awareness of how media are physiologically interconnected with living systems.

Ecomedia Literacy goals:

2. To recognize media's phenomenological influence on the perception of time, space, place and cognition.

Ecomedia Literacy goals:

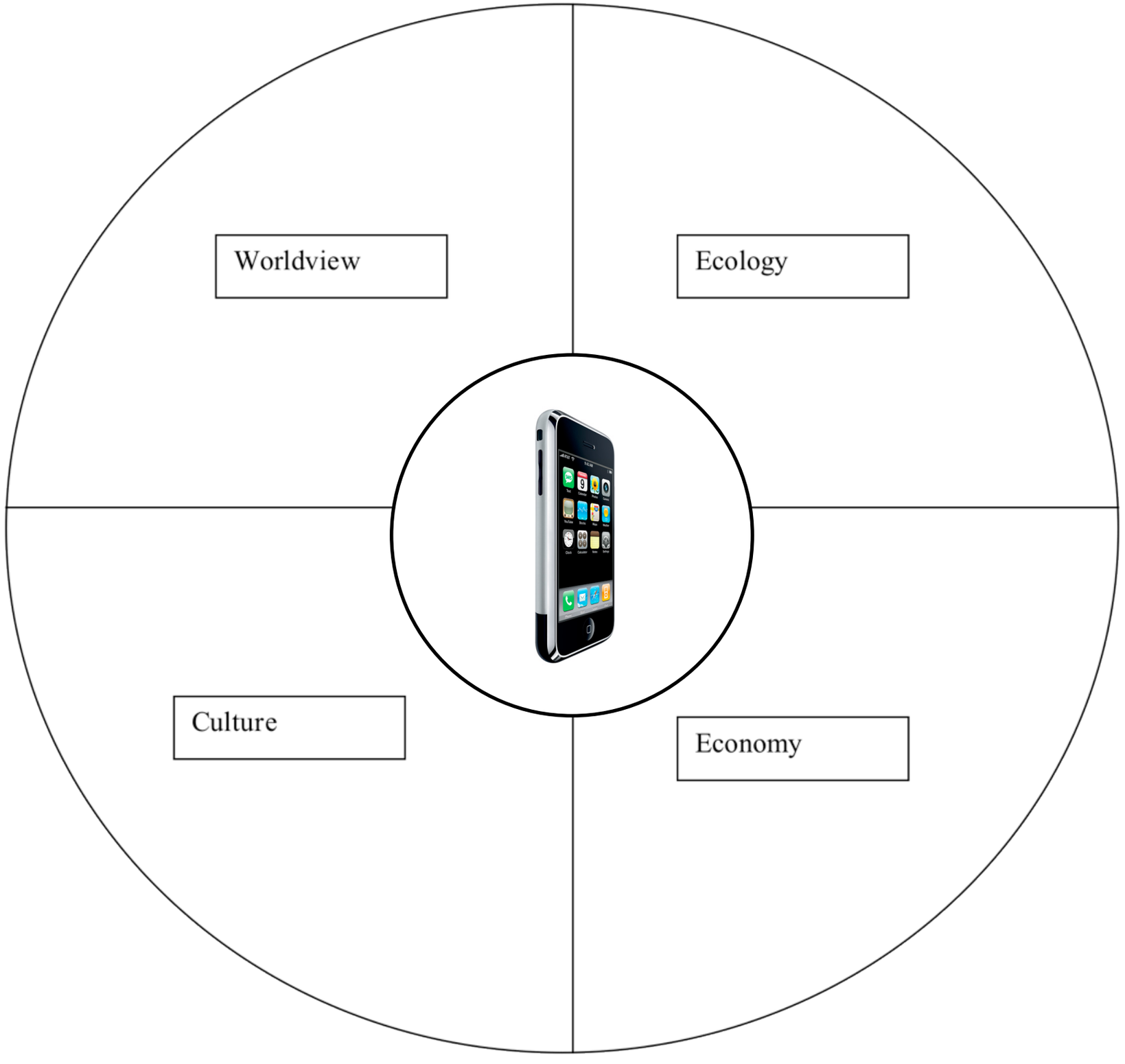
3. To understand media's interdependence with the global economy, and how the current model of globalization impacts livings systems and social justice.

Ecomedia Literacy goals:

4. To analyze how media form symbolic associations and discourses that promote environmental ideologies.

Ecomedia Literacy goals:

5. To be conscious of how media impacts our ability to engage in sustainable cultural practices and to encourage new uses of media that promote sustainability



Ecomedia Wheel and boundary object

Boundary Object

A boundary object is something that has a common identity, but its use and perceived value changes depending on its context.

Ecomedia literacy's four lenses:

Worldview
(phenomenology)

Media's impact on our perception of time, space and place

Environment
(earth system)

The material conditions of media, including extraction, production, e-waste, energy and emissions

Culture
(hermeneutics, cultural studies)

Text and discourse analysis of media texts; mapping cultural behaviors and attitudes

Political Economy
(world system, critical theory)

Ideological structure of the global economics system, paying attention to the reasons why designers design what they do

Ecomedia Literacy Skills:

- Research gadget production (information literacy)
- Deconstruct gadget marketing (media content analysis)
- Mindfully engage a media by demonstrating attentiveness to what experiences media environments afford (media mindfulness)
- Holistically inventory media (systems literacy)

Curriculum design goal:

- Learning occurs when meaningful connections are made between semantic concepts and personal significance. (Wesch)
- Semantic concepts are specifically related to the connection between media and sustainability. Personal significance means relating these concepts to one's personal media practices in daily life.

Enduring question:

What constitutes a healthy media ecosystem?

More info/contact:

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