

[SMID abstract proposal, 2024 – open call]

Media practices and sustainable communication

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We already know quite a lot about media and sustainability (Sharma & Dash, 2022; Weder, Krainer & Karmasin, 2021). For example, the average collected waste electrical and electronic equipment in Denmark is 12.6 kg per capita (Eurostat, 2019). Moreover, one hour of watching online video streaming consumes the same as driving an electric car more than 30 km or boiling a kettle of water once a day for three months. Furthermore, Internet activity such as watching online video or internet surfing is considered as an invisible pollutant (Batmunkh, 2022). However, important questions as how our media practices impact the environment and how this knowledge should be shared in our society, is less analysed.

Therefore, we have launched an explorative collaborative project at University of Southern Denmark (2023). In the project, we gather relevant researchers from Media Studies, Life Cycle Engineering combined with involvement from citizens of different backgrounds to develop new ways of explaining our media habits' impacts on the environment and new ways of communicating these challenges. We have completed two seminars and are well away in a process of an anthology on the subject with contributions from media and communication scholars, journalists, life cycle analyses experts and citizen science practitioners from SDU and RUC (forthcoming, University Press of Southern Denmark).

In September 2023, Morten Ploug Henriksen initiated the PhD project "The role of the media in the climate transition". The project uses an interdisciplinary approach combining media research and research in life cycle analysis. Based on the research question: "How can media be used to influence citizens towards more climate-friendly behavior?", the project investigates the direct and indirect effects that can occur when a municipality implements various interventions (Pohl, Hilty & Finkbeiner, 2019). The interventions in focus are mobility habits around selected public schools. The project works closely together with Odense Kommune/City of Odense. The project includes analysing media content, evaluating communication strategies, and identifying barriers and/or success factors. Through this case-based approach, the project seeks to generate theoretical knowledge, but also to create concrete recommendations and interventions that can be implemented in Odense Kommune/City of Odense.

References

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