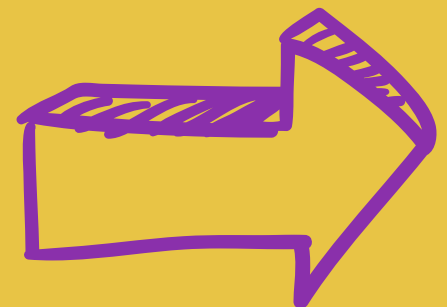
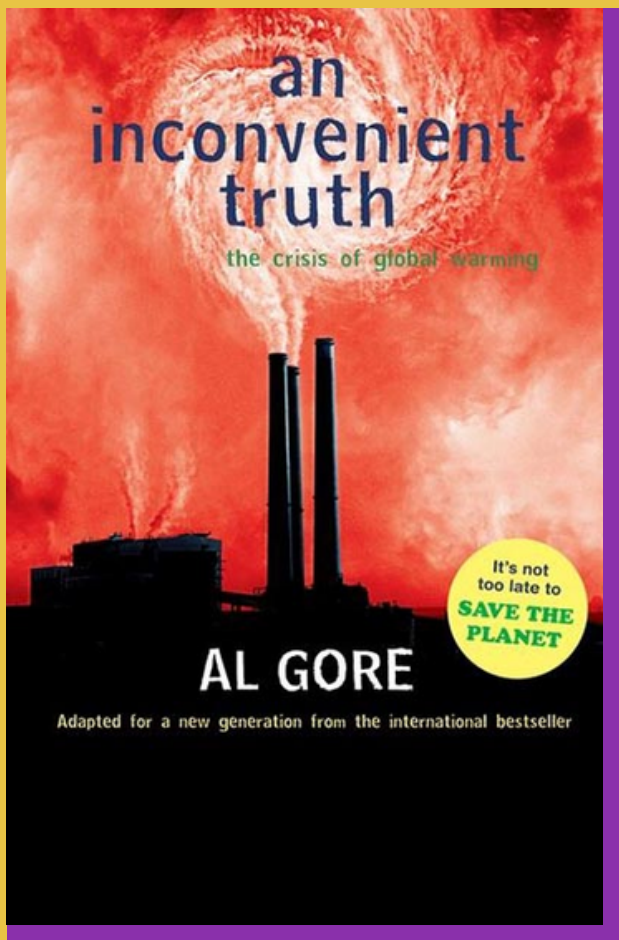


# CLIMATE ACTIVISM & DIGITAL MEDIA & PRESERVATION OF CULTURES

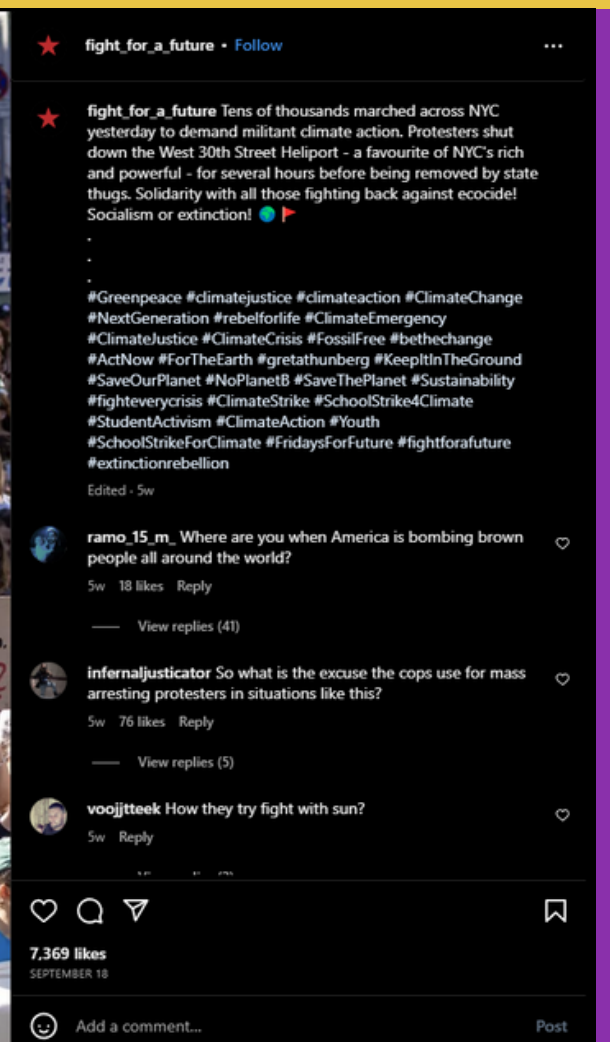
**EXPLORE THE IMPACT OF MEDIA ON  
CLIMATE CONVERSATIONS!** 📣🌍





In 2006, "An Inconvenient Truth", by Al Gore transformed climate awareness. Greta Thunberg's school strikes ignited global #FridaysForFuture protests around the world.

Media isn't just TV shows and memes—it influences, for example, elections, integration of immigrants, and consumer choices. Media has great potential in driving climate conversations.





The impact of media on climate discussions is undeniable, and I've seen the role it plays in shaping climate conversations and driving activism. That's why I've chosen to do my thesis in partnership with MuseoX—a new Finnish museum located in Tampere, focused on preserving communication, media, gaming, postal activities, and digital culture.

MUSEOX



But here's the twist 🌀:

While MuseoX focuses on digital preservation and cultural heritage, my passion lies in climate activism, especially engaging with youth. I've joined initiatives like the Climate Activist Speaker Fund, delving into the tactics and impact of climate activism on digital media. Exploring where these worlds intersect is an exciting exploration.



My thesis faces a challenge: how can diverse themes be converged in a coherent narrative and research question?

I've explored three possible angles 🔍:

**1 Preservation and Cultural Heritage:**

How can MuseoX safeguard the history of environmental movements' use of digital media to drive climate awareness? What's the true value in preserving these digital footprints?

**2 Activism Tactics:**

What digital strategies effectively raise awareness and drive change in climate activism? Can these tactics be preserved, and what is their enduring value?

**3 Accessibility:**

How can MuseoX make its climate change archives, exhibitions, and initiatives more accessible to a wider audience, ensuring everyone's part of the conversation?

