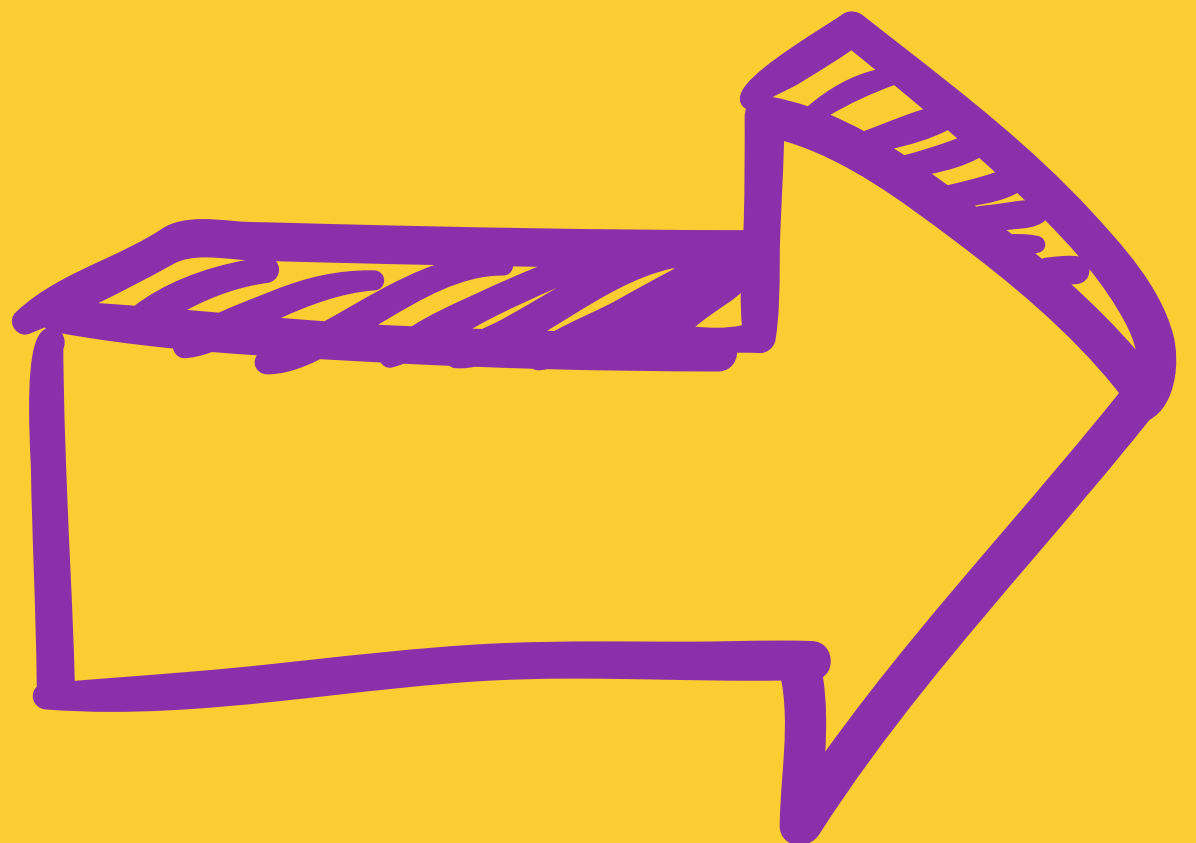


WELCOME TO MY THESIS JOURNEY

**EXPLORING CLIMATE ACTIVISM TACTICS, A DIVE
INTO SCIENTIFIC LITERATURE & RESEARCH
QUESTIONS**



REFRESHER:

I am a student in the Sustainable Digital Life programme in Tampere University. As part of my thesis, I should partner with a local organisation to collaborate on a topic, data collection and results.

I've chosen to do my thesis in partnership with MuseoX—a new Finnish museum in Tampere focused on preserving communication, media, gaming, postal activities, and digital culture.

I decided to work on my thesis in the field of climate activism because I am a climate activist myself.

MUSEOX

My thesis started with the exploration of climate digital activism through three angles:

- the preservation of environmental movements
- the accessibility of climate conversations, and
- the effectiveness of digital activism tactics.

For now, I've focused on the third angle: how digital tactics can drive narrative change in the global climate movement, and the repercussions of the preservation of them in a Museum for the local level.



LITERATURE INSIGHTS

Özkula (2021) discussed digital activism's historical narratives, detailing four key themes: technological advancements, communication options, online-offline dynamics, and activist engagement features.

Shaw (2013) highlighted social media's impact on bottom-up approaches, and highlighting misinformation risks.

Fagerholm et al. (2023) showcased a three-step design activism model used by Extinction Rebellion on Instagram.

Hestres et al. (2017) explored digital platforms' influence on advocacy, shedding light on their role in shaping climate-related narratives.



REDEFINING THE RESEARCH QUESTION

The literature so far seems to have gaps on tactics and narrative change, and the impact of their preservation through museums:

- How effective were climate digital activism tactics (by global climate activists) in driving narrative change (*where? to do what?*), and how can these tactics be preserved and incorporated into MuseoX's exhibitions?
 - Angle: Global
- How does preserving climate digital activism tactics in MuseoX contribute to creating value in the accessibility of climate conversations in Finland (*for whom?*)?
 - Angle: Local



CHALLENGES

The questions being addressed remain broad and somewhat ambiguous.

Furthermore, working full-time, managing a challenging project at Youth4Nature, where I work , and preparing to travel to the UN Climate Conference in a few days, have added a strain on my ability to conduct the next steps of my project thesis research.

