

ABSTRACT

“Activism via ICTs: Indigenous Messages in Today’s Global Environmental Movements”

Today’s networked native is a beacon of environmental consciousness, especially in ICT-dependent activism that crowdsources sustainability and challenges climate change deniers. For instance, the 2015 #MonsantoLaw movement helped Guatemalan Mayans, indigenous Chileans, and others repeal a law that would allow corporations to patent seeds; now, these success stories are helping organize farmers in India’s cotton belt. This research touches on global activist public relations; specifically, how once-silent indigenous populations now use memes, texts, and other channels to retell narratives of colonization and human interactions with the environment. As previously seen in Arab Spring and Occupy Wall Street, media ecology has the potential to transform small groups, once on the margins of formal networks, into powerful agents of behavior change. Global case studies examine the power of ICTs to engage and encourage deeper thinking and actions about our environment.