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Media Ecology Recycled

Media technologies-from print to cloud computing-are intimately linked to the environment. Their components are manufactured from natural resources; the chemicals, metals, and gasses used to make them affect the health of workers and ecosystems; their energy consumption is accelerating, with attendant rates of carbon emissions; and highly toxic discarded electronics are the fastest growing part of municipal waste streams. And yet media studies rarely addresses the ecological context of the technologies upon which the field is predicated. This keynote speech calls on media scholars to face up to the seriousness ecological crisis and redirect the discipline toward greener practices.