

Freiburg Forum on Environmental Governance 2010

„The Role of New Media in Environmental Governance“

MEG | M.Sc. Environmental Governance

Albert-Ludwig-University Freiburg

New Media and Environmental Governance – an unsystematic approximation



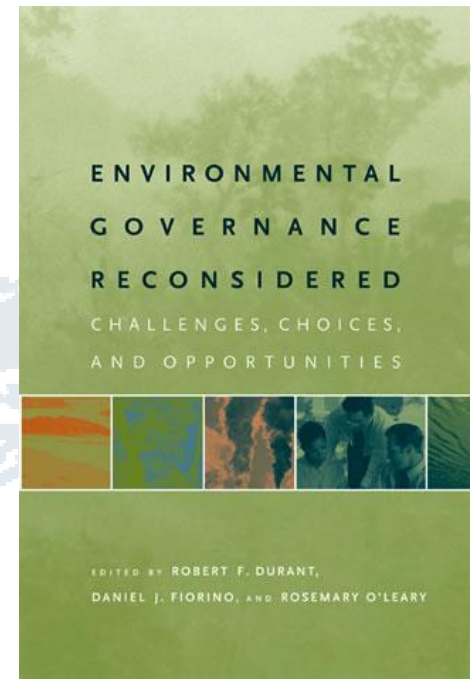
Prof. Dr. Michael Pregernig

Questions addressed



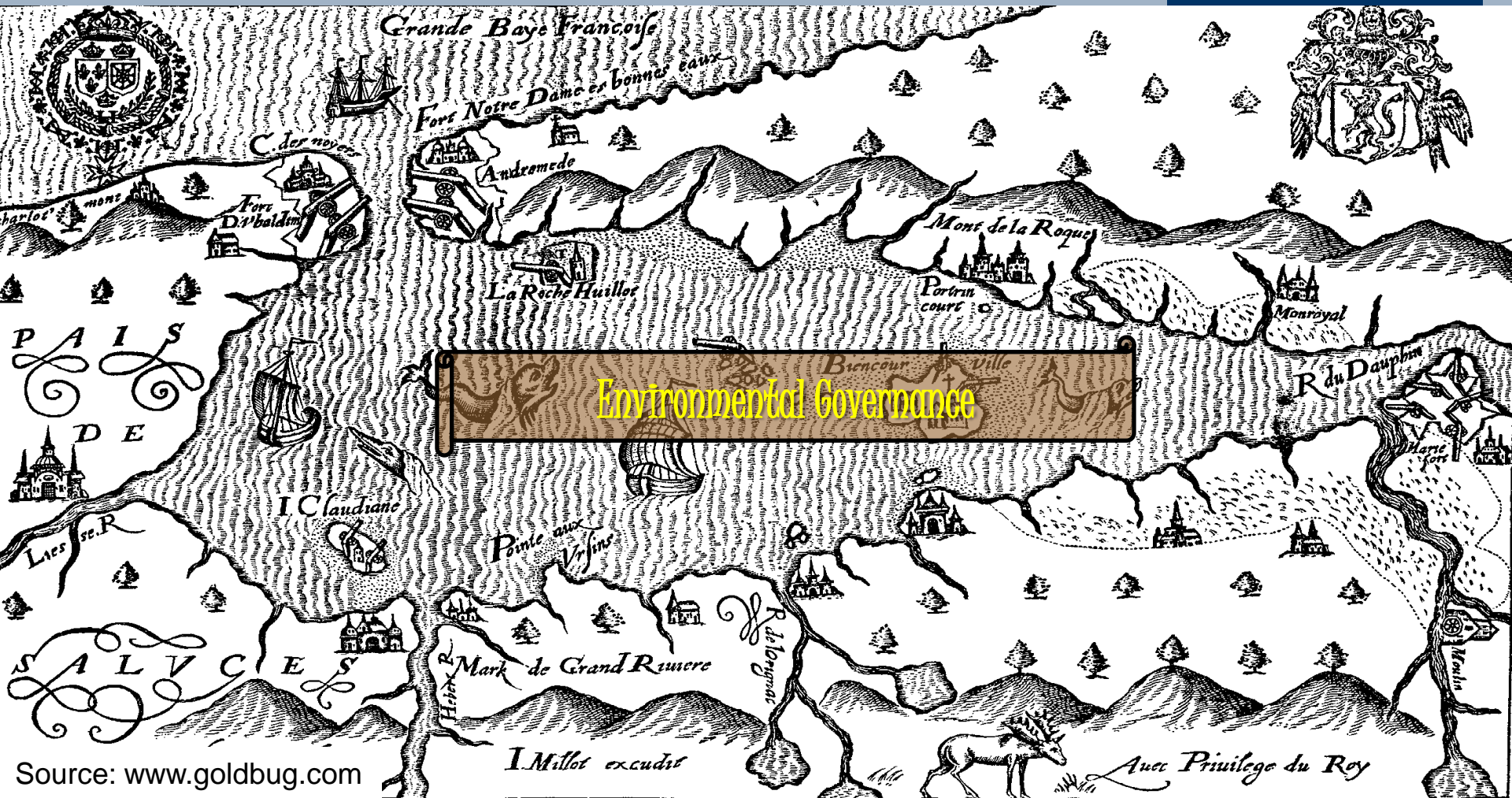
- First, what do chats, widgets and blogs have to do with environmental governance?

- Second, what on earth *is* environmental governance?



A fuzzy map of „environmental governance“

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A fuzzy map of „environmental governance“

globalization
liberalization
environmentalism
ecological
modernization

complexity
“wicked problems”
iterativity &
experimentation

knowledge challenges
provisional “facts”
“clashing certainties”

Environmental Governance

plurality of values,
interests, world views
societal controversies
reconciliation of
social perspectives

new role of the state
interrelations between
market economy, government,
and civil society

new modes of steering
regulation
coordination
negotiation

New Media

RealTimeStatistics.org:
(April 15, 2010)

The internet by numbers

Internet users in the world

1,737,794,744

E-mail messages sent today

269,477,123,238

Blog posts today

573,468

Google searches today

2,876,518,156

DECEMBER 25, 2009 / JANUARY 1, 2010

www.time.com

TIME

PERSON OF THE YEAR



You.

Yes, you.
You control the Information Age.
Welcome to your world.

Mar.08



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Remove [redacted] as a friend?

I can't promise to make all
happy.....

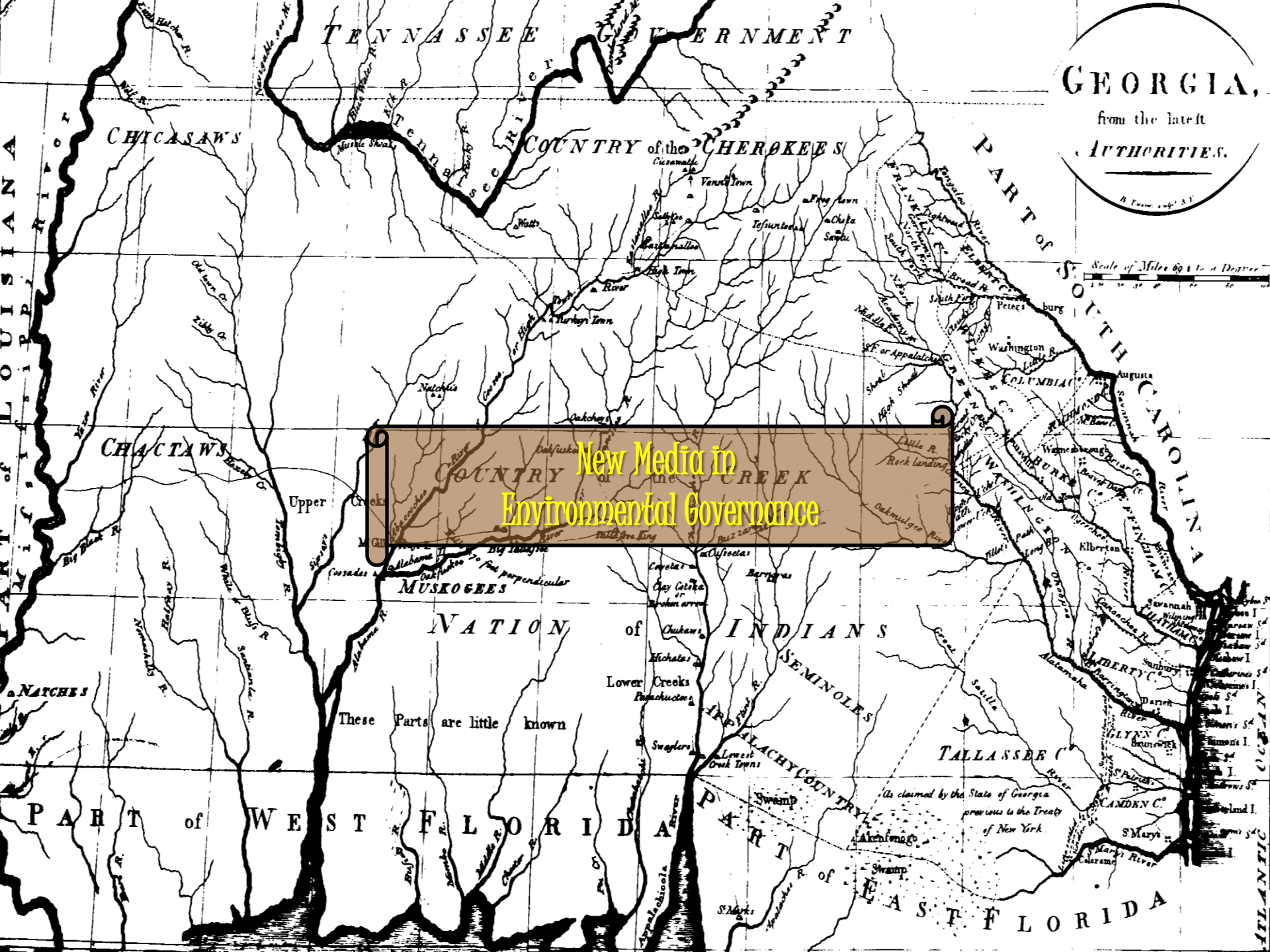
But I can meet with people with
my open heart .
Try to make happy some of them
who are surrounding to me

Are you sure you want to remove [redacted] as your
friend?

Remove Friend

Cancel

POWER TO
SOCIAL ME



GEORGIA,
from the latest
AUTHORITIES.

A. T. W. 1847

Scale of Miles 60 4 1 to a Degree

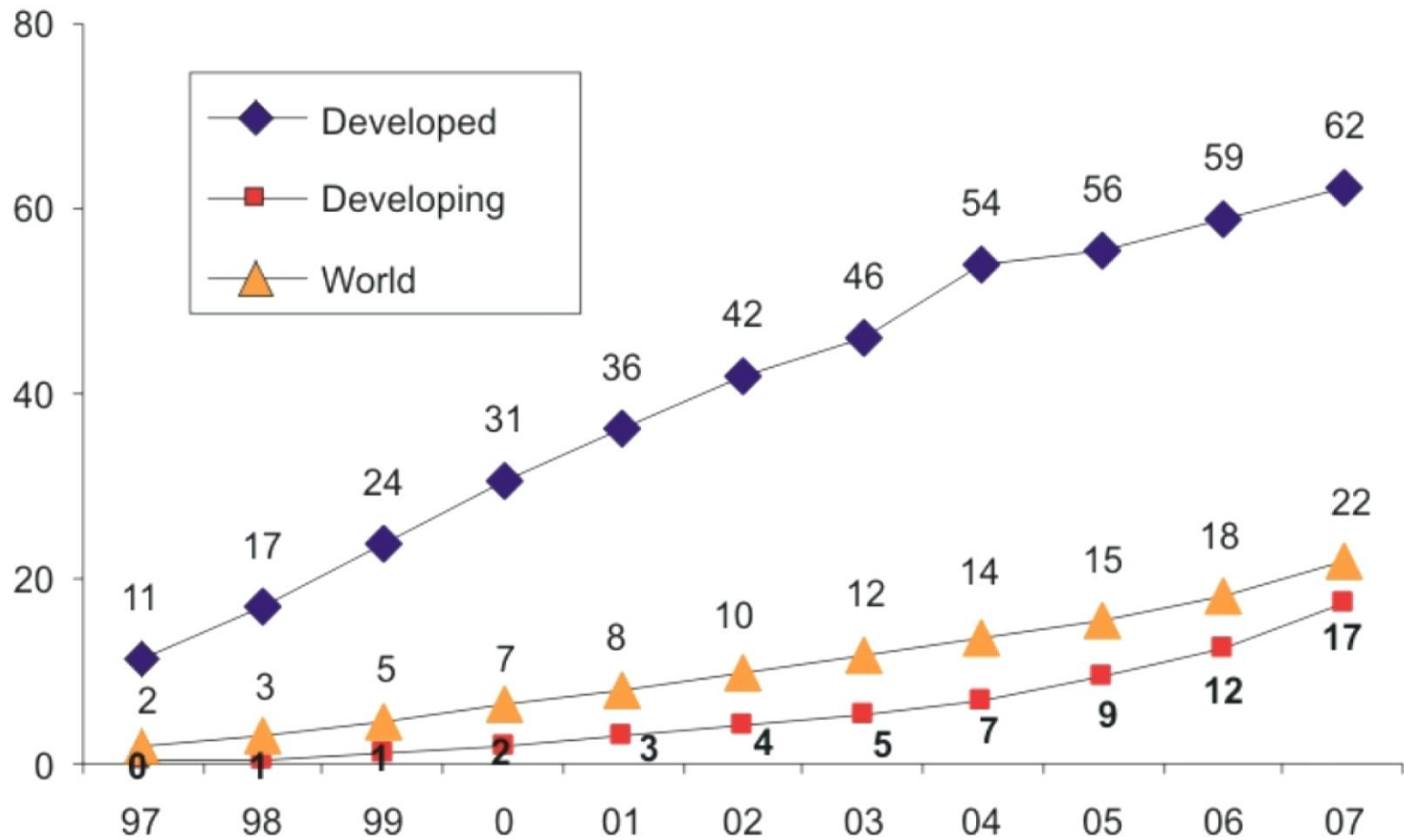
New Media in
Environmental Governance

These Parts are little known

As claimed by the State of Georgia
previous to the Treaty
of New York


dematerialization

Internet users per 100 inhabitants, 1997-2007



age
sty
of environmental data

empowerment of eNGOs



Thank you!