

# Water! Social Change through New Media

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The general research **objective** of this work is to investigate the relationship between new media and public engagement with clean energy technologies. Information and Communication Technology (ICT) has an important and established role in making energy consumption more effective, see for example Smart Grid research and development efforts. Social engagement enabled through ICT has in the last few years proved to change the way the political and democratic world works. The intersection of social media and positive engagement towards clean technology is less explored. New media based solutions are one way of approaching this. New media can be defined as digital images, animations, digital music, computer games, digital poetry and literature, computer based installations, and robots. New media art is about communication of a message, being it a poetic, political, personal emotional, or global. Often new media solutions live in the intersection between traditional and social media and aim at integrating ICT in the solution rather than only using ICT.

Our work is contextualized in the cooperation between Experts in Team (EiT) and Liv Arnesen Foundation (LAF) which started in 2010. EiT is a multidisciplinary course at NTNU since 2001, which involves 2000 students and 70 teachers each year (all students in their first year of the master studies). LAF in general and its 2012 expedition focuses on the global challenge, water, and its dissemination to children and youth with the ambitious goal of involving 50 million children and young adults. The **methodology** is based on use of new media to *develop* expressions to achieve LAF's goals and empirical *evaluation* of the interaction of the audience (children and youth), the media, and LAF.

**Results** of the first iteration are documented as student reports available at <http://www.idi.ntnu.no/~letizia/eit2011-LAF/> and <http://www.geomatikk.ntnu.no/fag/eit-gis2011/prosjekter/>. In 2011, 60 students of two EiT classes produced ten products, several of them with a strong new media expression. Three of the products were displayed at Trondheim Science Museum during the Science Week in the autumn of 2011.

## Keywords:

Water, Social engagement, Global challenge education, New media, ICT.