



STATES OF MEDIA+ENVIRONMENT

Calculating and Mitigating Our Streaming Carbon Footprint (Chinese Translation)

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计算并减少我们流播的碳足迹

(收于《流媒体的环境影响》)

(“Calculating and Mitigating Our Streaming Carbon Footprint” in “Streaming Media’s Environmental Impact”)

“Calculating and Mitigating Our Streaming Carbon Footprint” by Laura U. Marks is one of a group of five articles that arose from a Society for Cinema and Media Studies panel designed to draw attention to an unpopular but inescapable issue: the adverse environmental effects of streaming media. The cluster of essays, authored by Joseph Clarke, Jason Livingston, Denise Oleksijczuk, and Lucas Hilderbrand, along with Laura U. Marks, was published in 2020 as the group article [“Streaming Media’s Environmental Impact”](#) in the *States of Media+Environment* special issue of this journal.

In her original introduction to the cluster, Marks indicates that some sources estimate the carbon footprint of streaming media to be 1 percent of global greenhouse gas emissions. It seems that percentage is growing. Yet, as Marks also notes, “the notion abides that digital media are immaterial.” In her essay, Laura U. Marks discusses the research challenges involved in calculating the carbon footprint of streaming media and suggests actions consumers and media makers can take to mitigate this environmental threat.

We are pleased now to present [the Chinese translation of Marks’s essay](#).

—the Editors



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SUPPLEMENTARY MATERIALS

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