



Wednesday, December 9th
2:30pm

Sofia Brufman: *Climate Change in the Digital Era*

Climate Change is the most crucial challenge for humanity and it demands urgent action to reduce its implications. At the same time, Social Media platforms such as Facebook, Instagram, Twitter, among others have given the opportunity for the general public to get informed and engaged with this issue.

Both "Before the Flood" a documentary movie, starring actor and activist Leonardo DiCaprio and "The Social Network" a biographical movie about Mark Zuckemberg are presented as the foundations of this thesis.

This thesis aims at showing the dramatic and highly visible effects on every corner of our planet. Along with this, it also deals with the unprecedented global power of digital platforms to make humans aware of the need to face the disaster and start to change behaviour to save the planet.