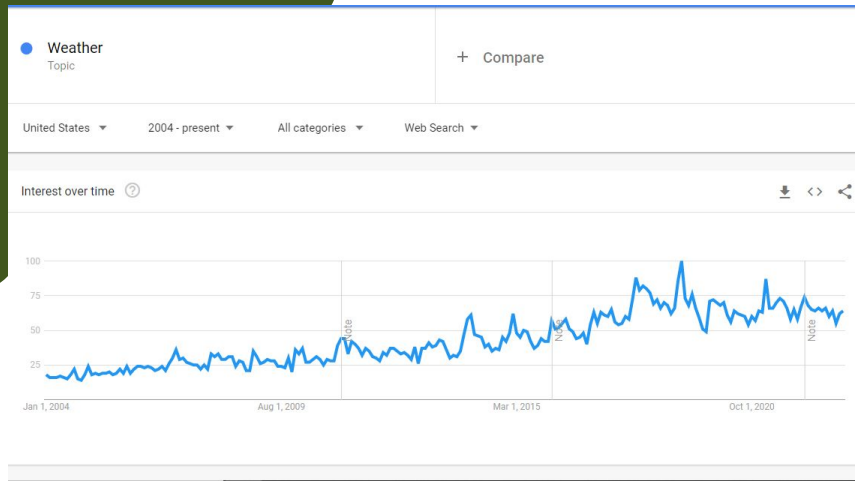
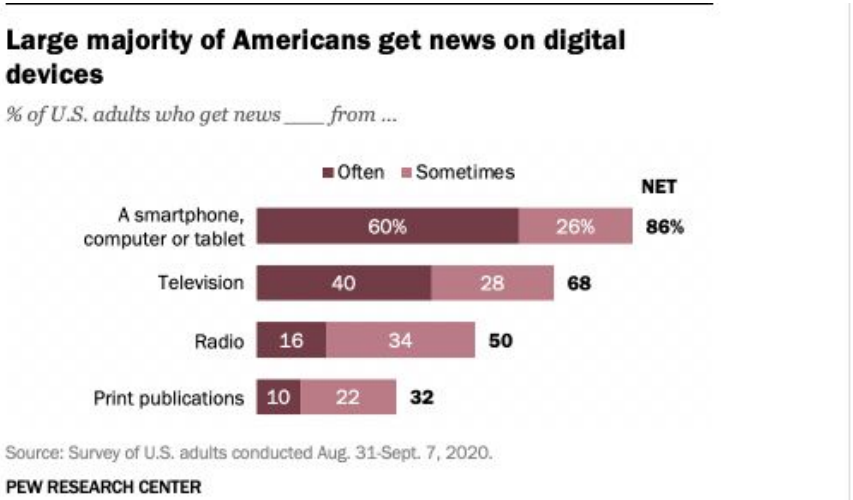
NGRREC:
Communicating about Climate Change

The Widespread Use of the Internet as a Source of News and Information

- Radio, TV, and newspapers were used pre-internet
- Rapid growth of the internet the past 20 years
- More use of internet for information



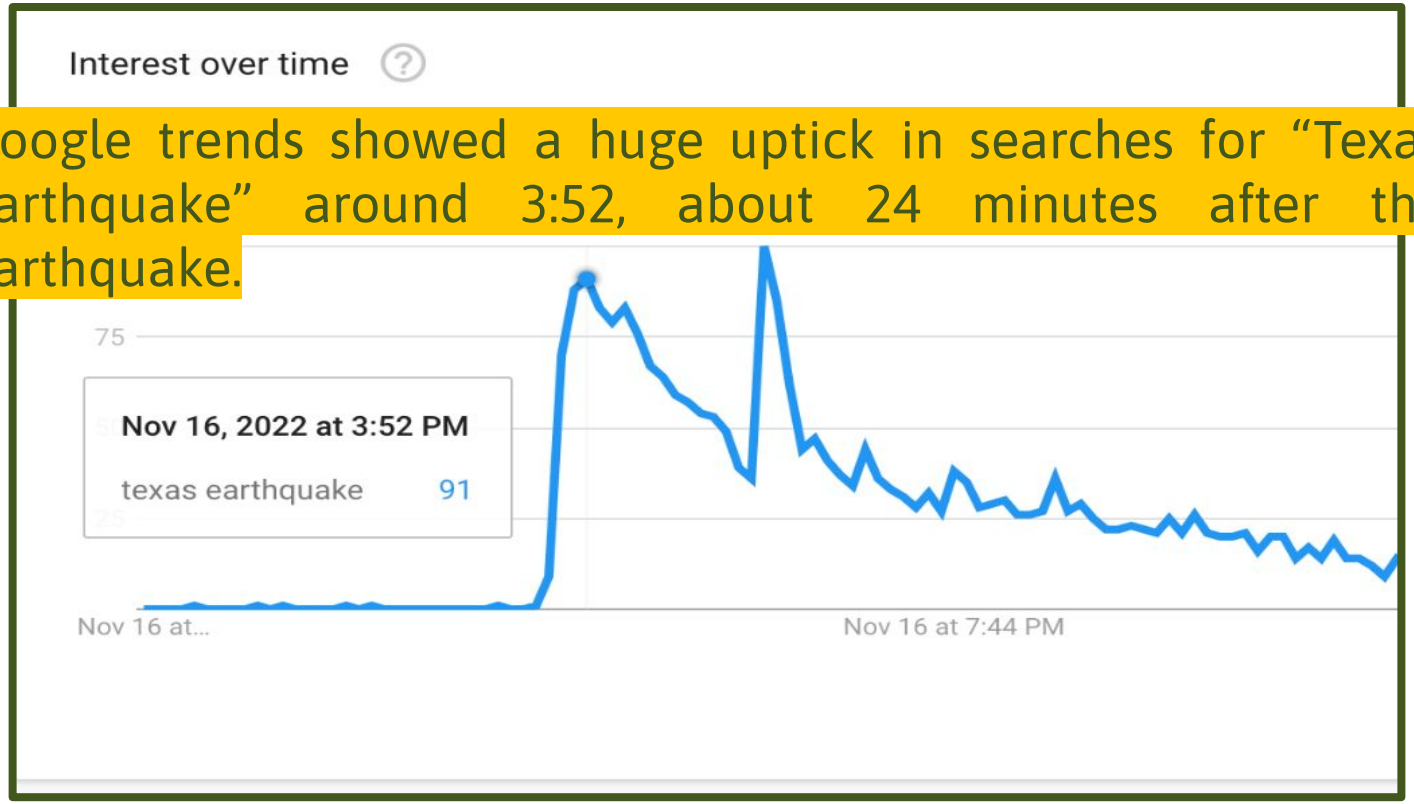


- 5 billion people on the internet now, compared to 745 million in 2004
- Pew research survey of 9220 adults show that 86% of adults get their news from the internet

Sean
The Effect of Social Media on Natural Disasters

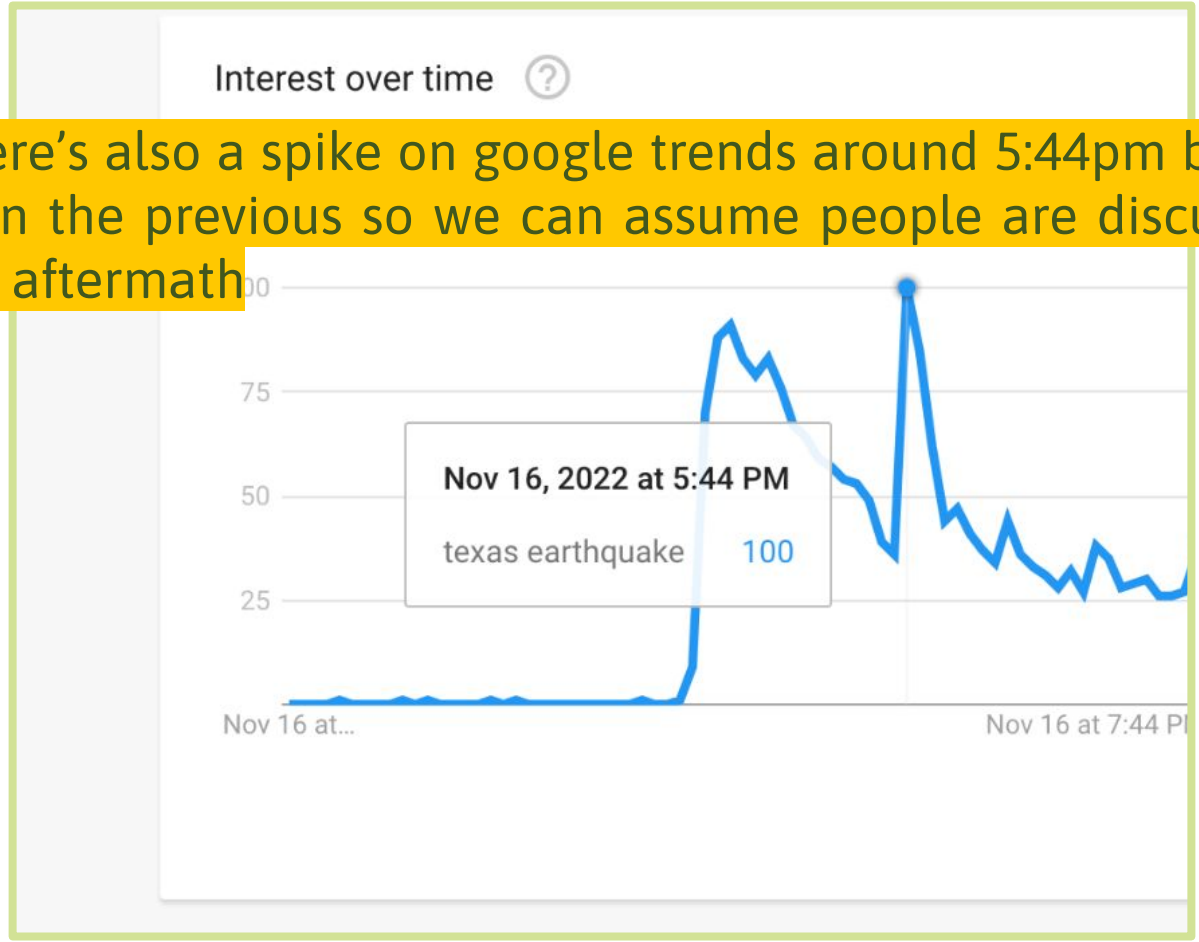
An earthquake in Texas 11/16 was a good example of the effects of social media on natural disasters. The Earthquake was one of the biggest that Texas had ever seen. The magnitude of this Earthquake was 5.4 stretching from West Texas to Austin Texas.
The largest being 6.0 magnitude in 1931.

Google trends showed a huge uptick in searches for “Texas Earthquake” around 3:52, about 24 minutes after the earthquake.

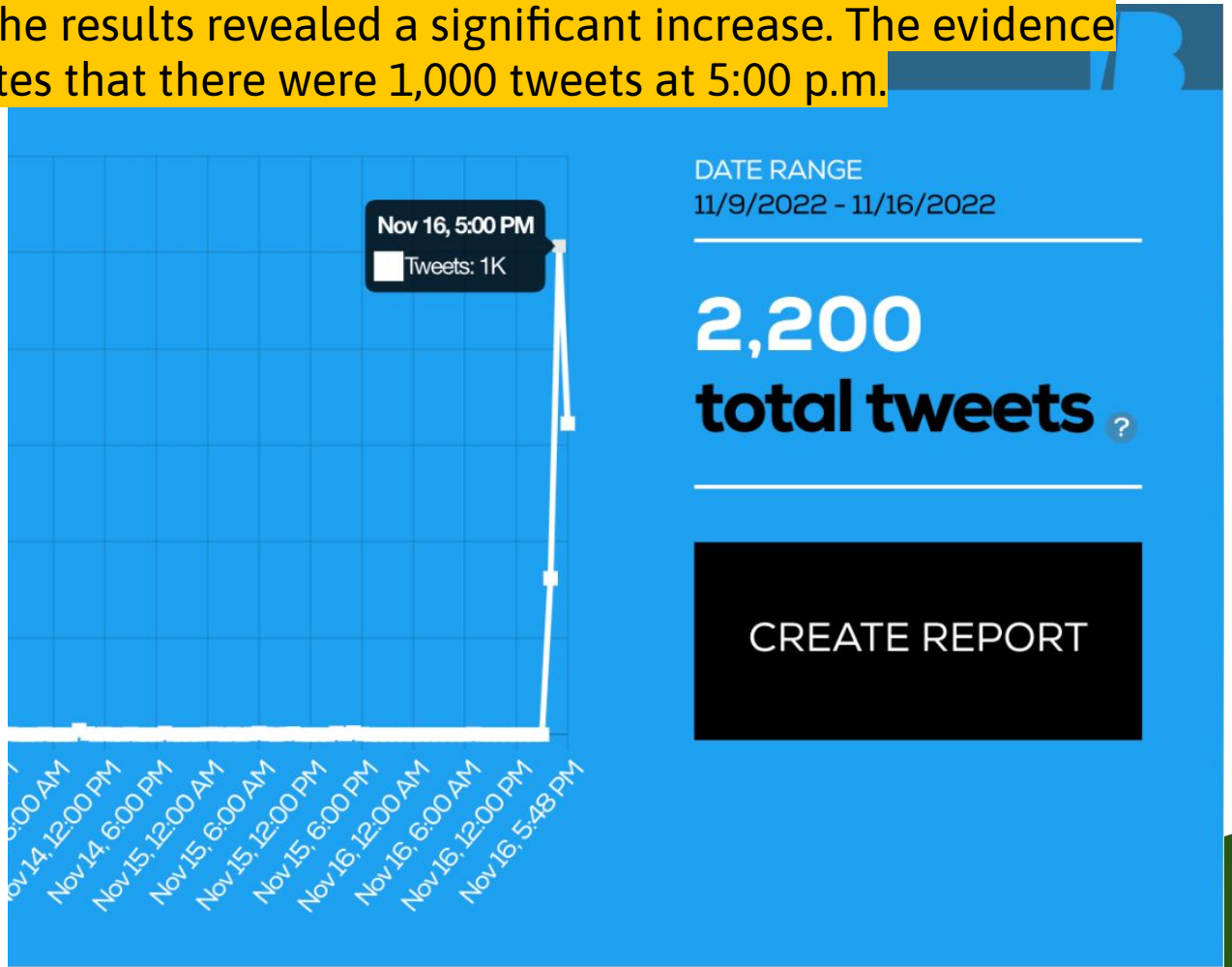


Google Trend Results

There’s also a spike on google trends around 5:44pm bigger than the previous so we can assume people are discussing the aftermath



When "Texas Earthquake" was inserted into Tweet Binder to find the number of tweets, the results revealed a significant increase. The evidence demonstrates that there were 1,000 tweets at 5:00 p.m.



An example post on Twitter from a news channel about the earthquake supports my past assumption posted around 4:22pm, nearly an hour after the earthquake with 265 retweets and 1,105 likes.

Danahe Villasenor

Influencers/non influencers engagement and activity using twitter hashtags

Username/ # of followers

United Nations	16,089,781
UN Development	1,848,583
Un Environment Programme	1,257,331
International Human Rights Foundation	873,700

#Climate Action

#Global Warming

Times Now	10,311,164		
World Economic Foundation	4,286,194		
Business Standard	2,226,832		
Money Control	1,350,837		

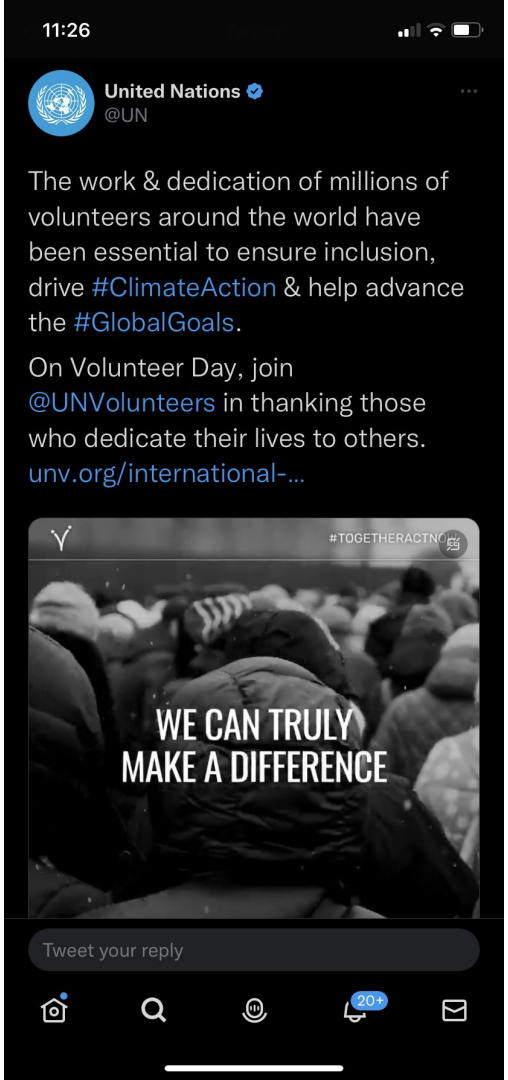
#GLOBALWARMING

TIMES NOW
@TimesNow
Official

Blistering Heatwave Throws Life Out Of Gear: Times Now Explains Reasons And Implications Of Early Extreme Summer

#TNDIGITALVIDEOS

#HeatWave #Summer #GlobalWarming



#CLIMATEACTION

#Climate Hysteria

Username	# of followers
A.J Cahoun	125
BigCam	416
Black Wolf	267
Bol’d	549

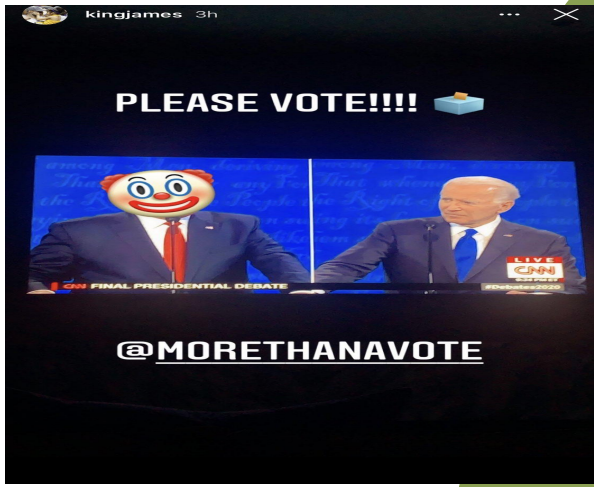
#Climate Hoax

Username	# of followers
Ultra Magic Mike	58,390
“El Viejo” Malvaje	29,700
The Silenced Majority	18,336
Terminal Angler	15,370

#CLIMATEHYSTERIA

Celebrities Influence Politics

- **The 2020 election was going on during a worldwide pandemic. Most teenagers who just entered the voting pool turned to social media.**
- **This brought Celebrities to the forefront of everything. Basketball star LeBron James stood out the most during this election. LeBron posted a photo of Donald Trump coving the former president's face with a clown emoji.**



- **An 18 years old internationally recognized climate activist, Greta Thunberg emerged as the voice of the youths who will be facing the climate crisis as the consequence of the failure of political parties to mitigate climate change. For her inspiring demand to initiate urgent climate action from political leaders, she has been a youth icon and nominated for Nobel peace Prize in 2019 and also listed as Times Person of the year the same year.**

Misinformation

By: Adam

Adam

When it comes to misinformation an important part of the problem is how information is being conveyed. Different sources provide different perspectives of the issues at hand.

- **Fox News - Focuses on the economic perspective with how barges are being halted by low water levels.**

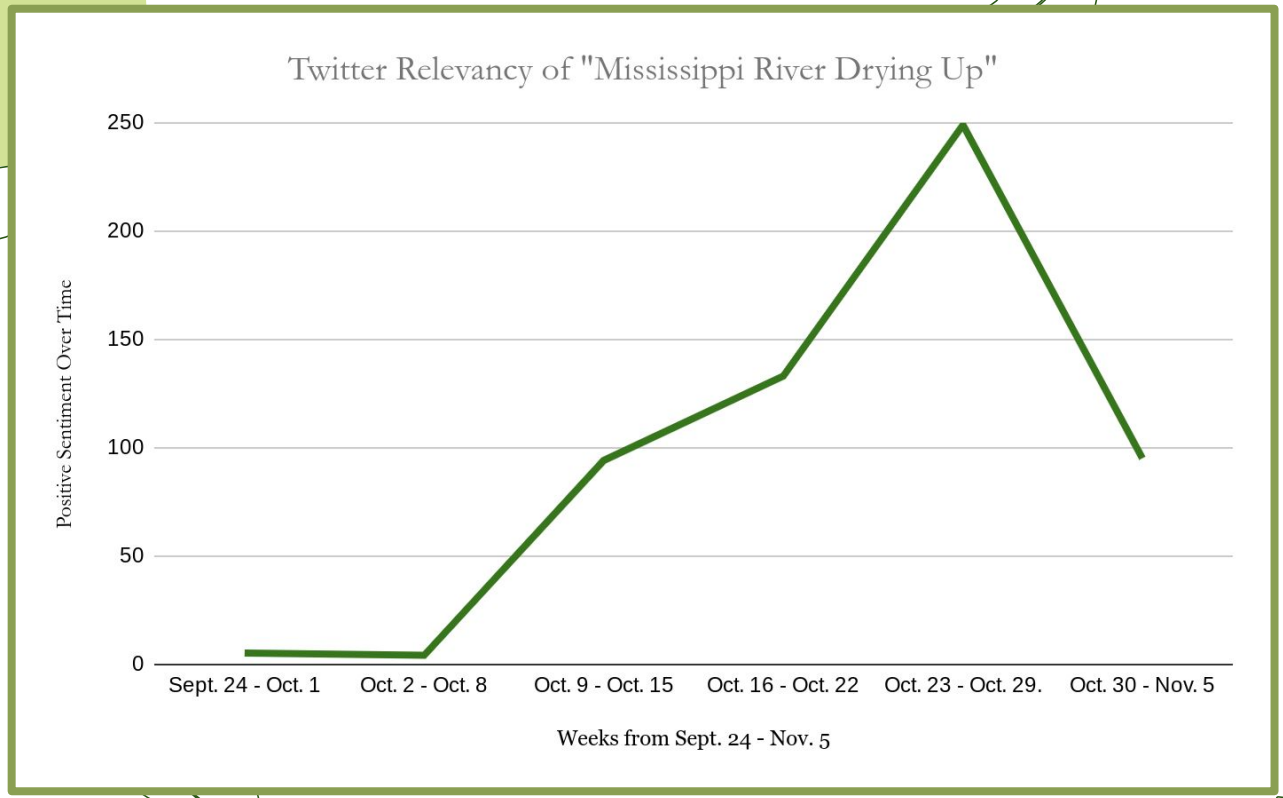
- **CNN - Focuses on how the low water level is allowing sea water (salt water) to flow upstream. Which could jeopardize our drinking water supply.**

Social Media: Awareness on Climate Issues

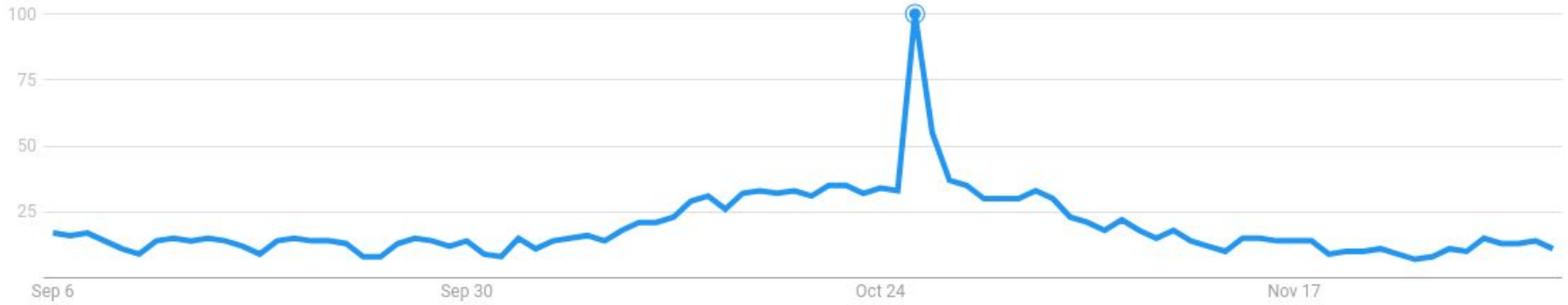
Nick

Mississippi on Twitter

A sentiment analysis of the Twitter API found that positive sentiment on the term “Mississippi Record Low” found that knowledge of the phenomenon started in the last week of September, with local news outlets reporting on the issue, hit the peak awareness around the week of October 26th, and plateaued till the first week of November, when tweets on the matter with positive sentiment decreased drastically


Twitter Relevancy of "Mississippi River Drying Up"
Positive Sentiment Over Time
250
200
150
100
50
0
Sept. 24 - Oct. 1
Oct. 2 - Oct. 8
Oct. 9 - Oct. 15
Oct. 16 - Oct. 22
Oct. 23 - Oct. 29.
Oct. 30 - Nov. 5
Weeks from Sept. 24 - Nov. 5

Mississippi River Relevance Over Time



Main peak on Oct. 26th... why?

News-to-Twitter Pipeline

First Week of October

Mostly local news stations from Tennessee and areas around the Mississippi

After October 26th

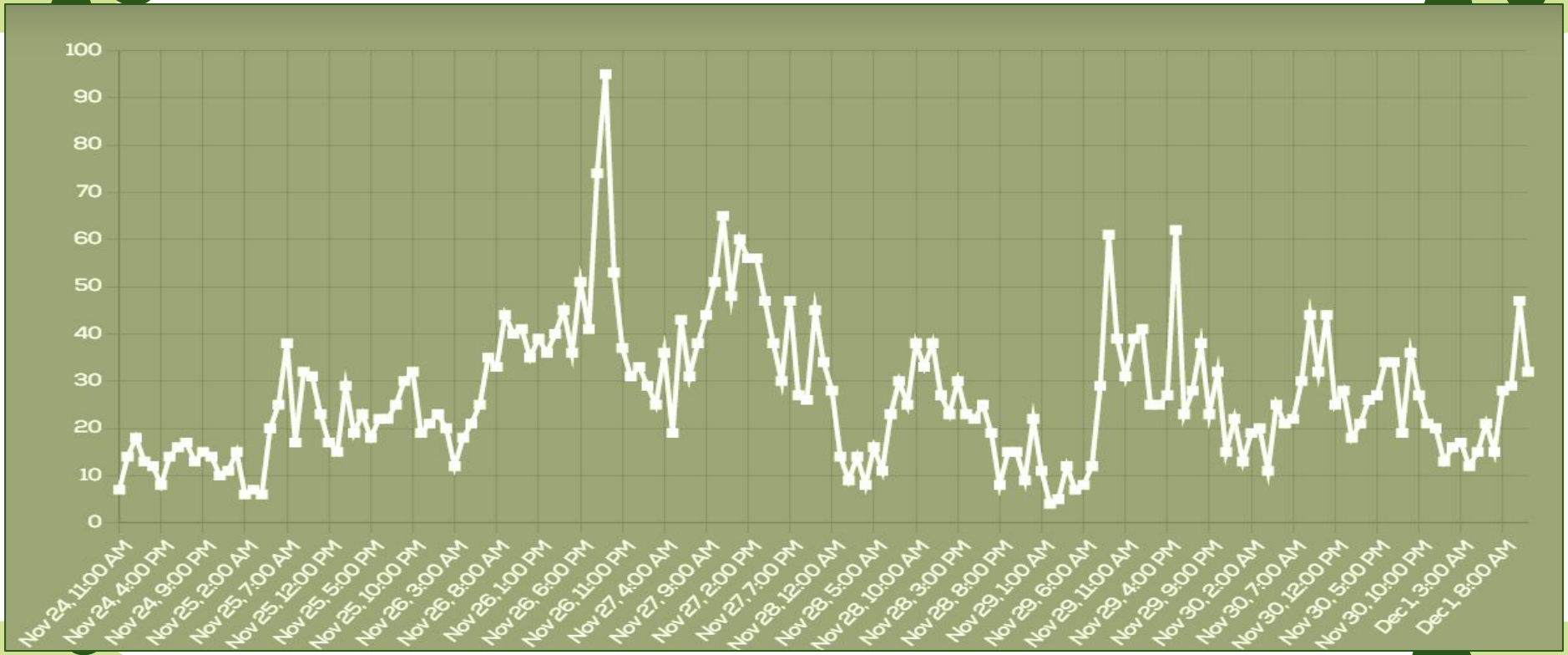
Large news outlets picked up on the event, and most tweets posting about it came after Oct. 26th when The Washington Post published the article "What it looks like as drought strangles the mighty Mississippi"

What does this mean for internet activism?

How Does News Travel?

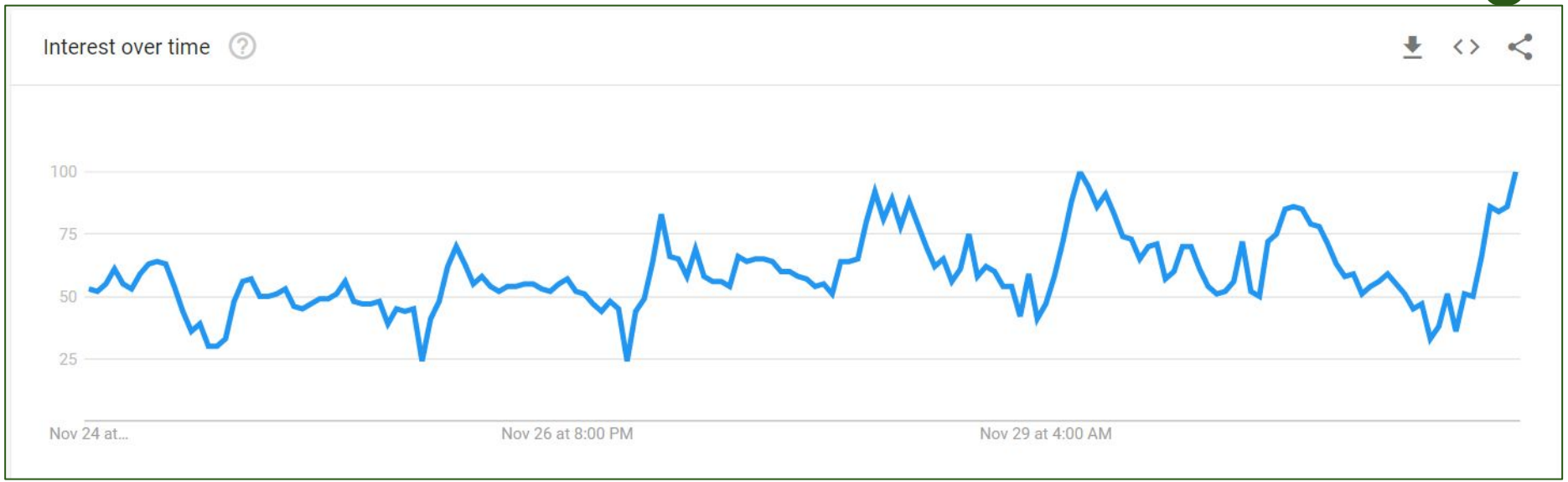
The Relation Between Twitter, Google, and Internet News

Kaz Isibue



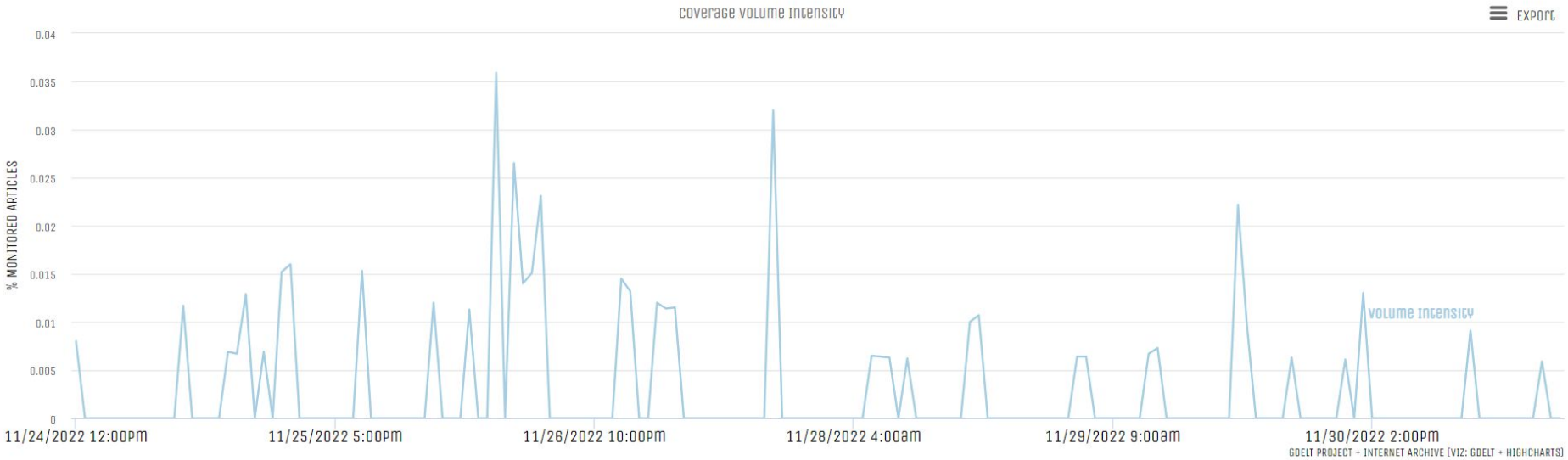
11/24/2022-12/1/2022 4553 Total Tweets

Google Trends Summary



GDELT Summary

Volume Timeline



Climate Change Exposed Unusual and Unsettling Finds in 2022

businessinsider.com
4 days ago (11/26/2022 1:15pm)
English United States

Thank You!

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon** and infographics & images by **Freepik**