

Public Opinion on Climate Change

PRESENTER:
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My project / Why does this matter?

For my research project, I am studying how and why much of the world population, as well as American lawmakers, downplay the severity of the climate crisis, even as widespread activism takes place, and I am investigating why the crisis is approached with denial and apathy.

This is important as we need to solve the problem of how we should get the public and lawmakers to care if we want meaningful change to be implemented in addressing the climate crisis.

METHODS:

Studied by the Springer Nature group (an academic journalism group) ideological trajectories of Swedish Facebook groups were examined over a period of nine years (2015-2024).

The methodology used was Language-Agnostic Sentence Embeddings (L.A.S.E.R.), mapping out group members' positions in a multidimensional ideological space based on the language they use discussing climate change.

Springer traces ideological changes using language models and trajectory analysis.

The ideological space is 2D, and is indicative of different Facebook groups' ideological positions on the climate crisis.

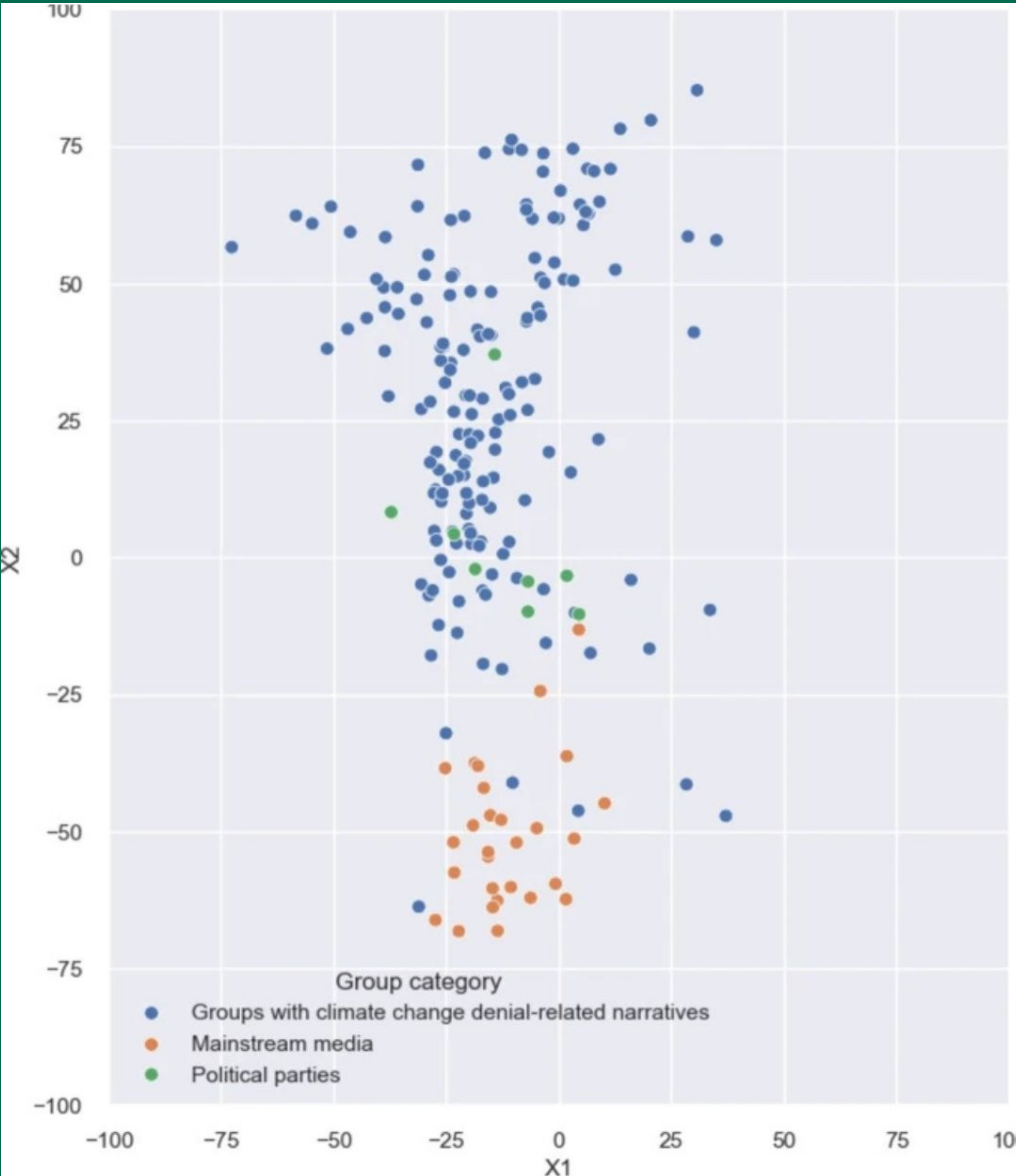
RESULTS:

Springer found that groups spreading climate denial have a "shared ideological space."

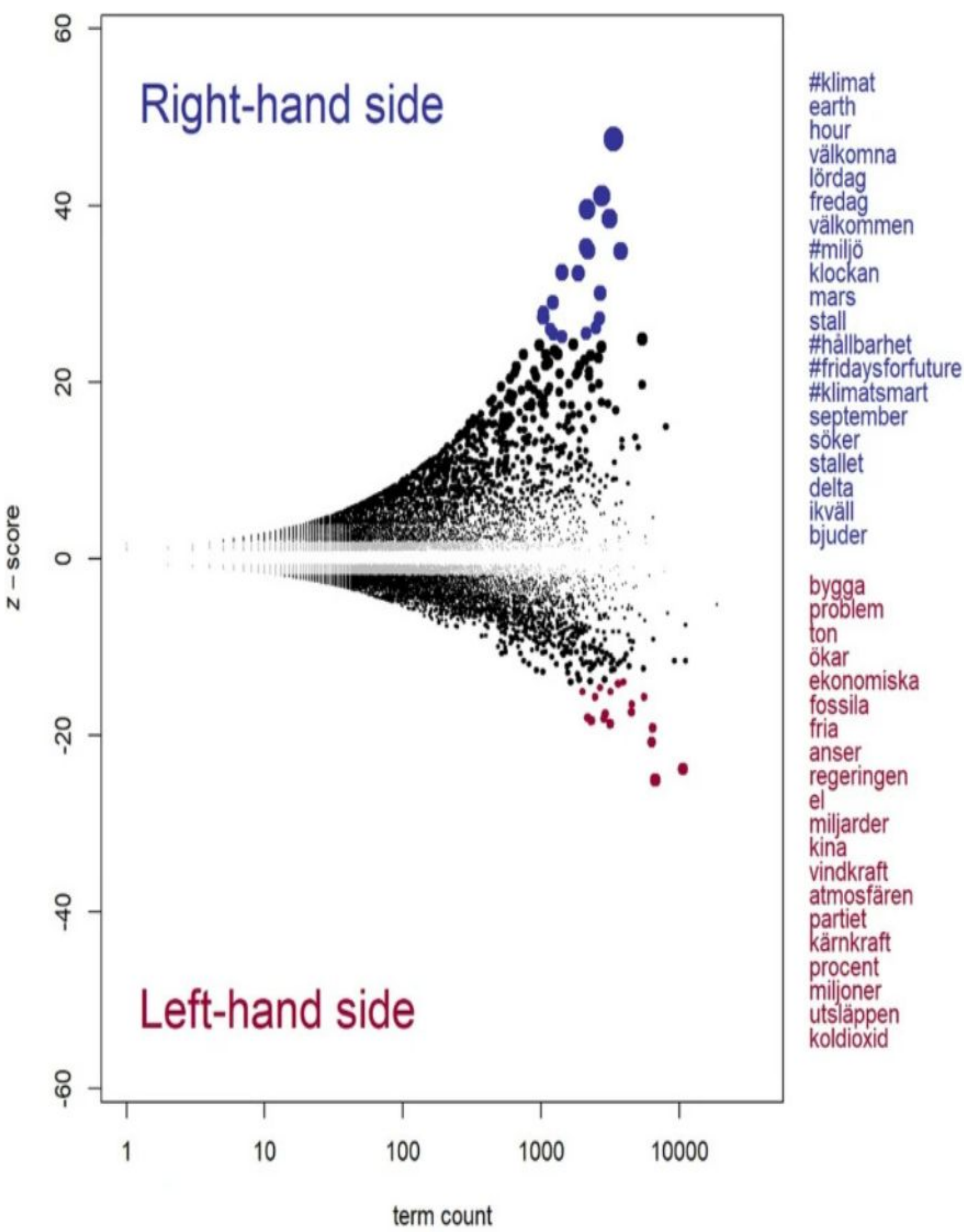
Springer turned the absolute number of climate change denial-related messages for each group into a ratio shown as the number of denial-related messages divided by the total number of messages published by a specific Facebook group.



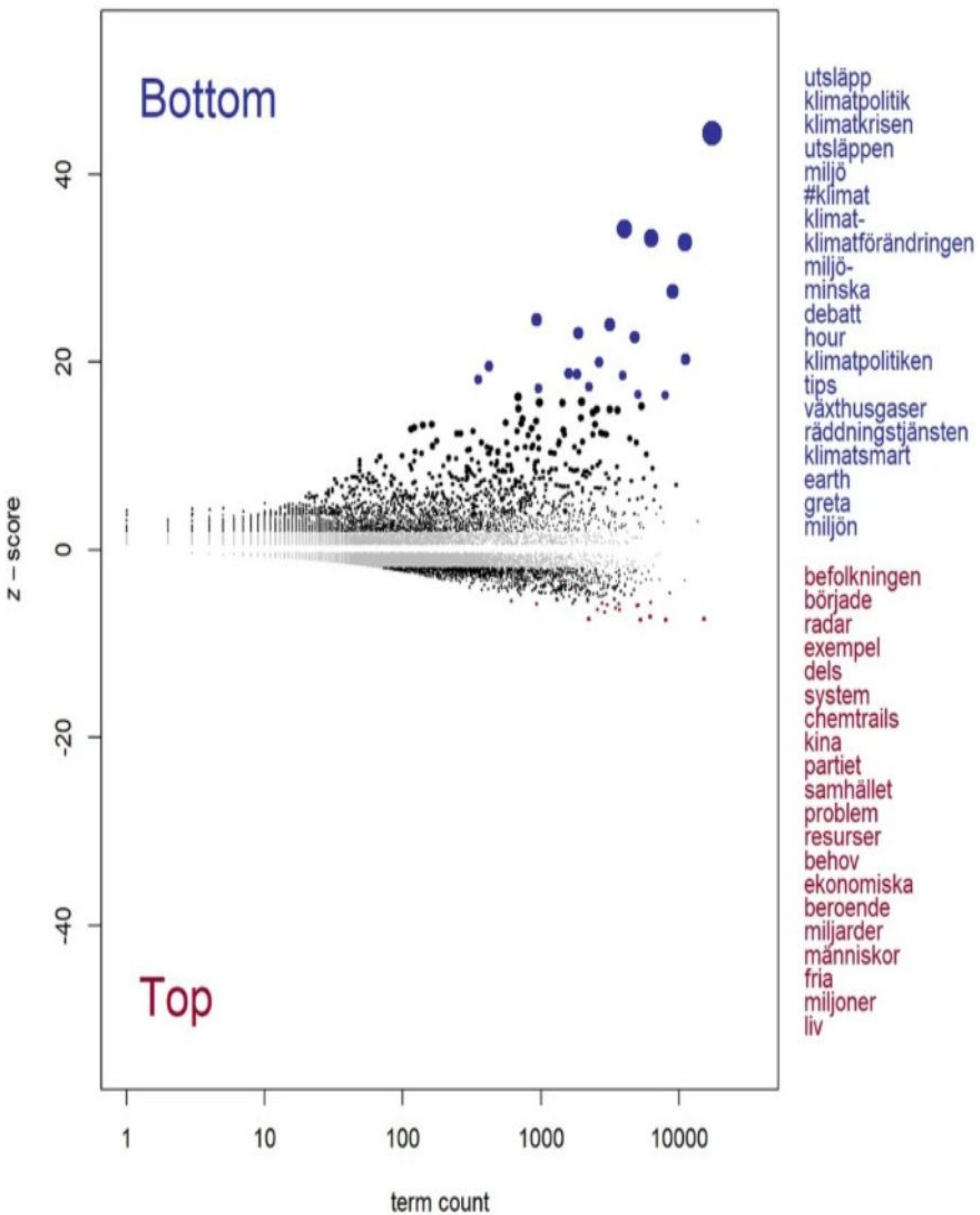
Extent of devotion aside, public opinion on the severity of climate change has remained largely the same in the past decade.



POLITICAL IDEOLOGIES AND DIVISION OF BELIEFS:



(a)



(b)

Reference (Additional Sources within):

Yantseva, Victoria.
"Climate Change Denial and Ideology in Swedish Online Media: Measuring Ideology Change Using a Computational Approach." Journal of Computational Social Science, vol. 8, no. 1, Dec. 2024, p. 14. Springer Link, <https://doi.org/10.1007/s42001-024-00543-x>.

