GREEN BUBBLES: A FOUR-STAGE PARADIGM FOR DETECTION AND PROPAGATION

Gian Luca Vriz¹, Luigi Grossi²

¹University of Edinburgh, Business School ²University of Parma, Department of Engineering for Industrial Systems and Technologies

September 25, 2025

REPOSITORY OVERVIEW

The repository includes the following folders and files:

- > **Economic variables**: contains the dataset on economic and financial indicators¹ covering the period from January 2005 to February 2024;
- > **Google Trends**: contains the dataset on search volume indices² covering the period from January 2005 to February 2024;
- > Google Trends OD (Original Data): contains the raw data as downloaded directly from the Google Trends platform (including all search term details);
- > Code.html: an HTML report generated with R Markdown, summarizing all results and providing an accessible overview of the findings;
- > Code.Rmd: an R Markdown file with the full reproducibility code. After installing the required packages, all chunks can be run to replicate the results presented in the article;
- > renv folder, renv.lock, .Rprofile, and RStudio project file: these files ensure reproducibility of the computational environment. The renv folder and lockfile record the exact package versions used, while the .Rprofile and project file configure the R environment so that results can be reliably replicated across different systems.

All data were processed using R version 4.4.1 with the necessary packages installed on a Windows laptop equipped with 16 GB of RAM. To ensure full reproducibility, please use the same R version. On average, the complete code requires about 15 minutes to run. Please install the appropriate version of **R**, followed by **Rtools**, and then **RStudio**. After that:

- 1. Open the RStudio project file.
- 2. Install the renv package.
- 3. Run renv::status() to check for any inconsistencies with the current environment.
- 4. If needed, run renv::restore() to align with the project environment.

Once everything is set up, open the Code.rmd file and execute all code chunks.

¹Available at daily or monthly frequency.

²Available at monthly frequency, without individual search term details.