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CLIMATE CHANGE EXPLORATORY ANALYSIS



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AGENDA

Business problem
The Survey
Exploratory Analysis
Model
Tips
Main Challenges

BUSINESS PROBLEM:

Explore: Which are the factors that make people believe climate change exists or not?

Action: Create awareness those factors that influence the public opinion

TARGET ANALYSIS (SPAIN):

- Government
- Citizens



THE SURVEY - ESS (EUROPEAN SOCIAL SURVEY)

Respondents

44.387

Questions

534

Topics

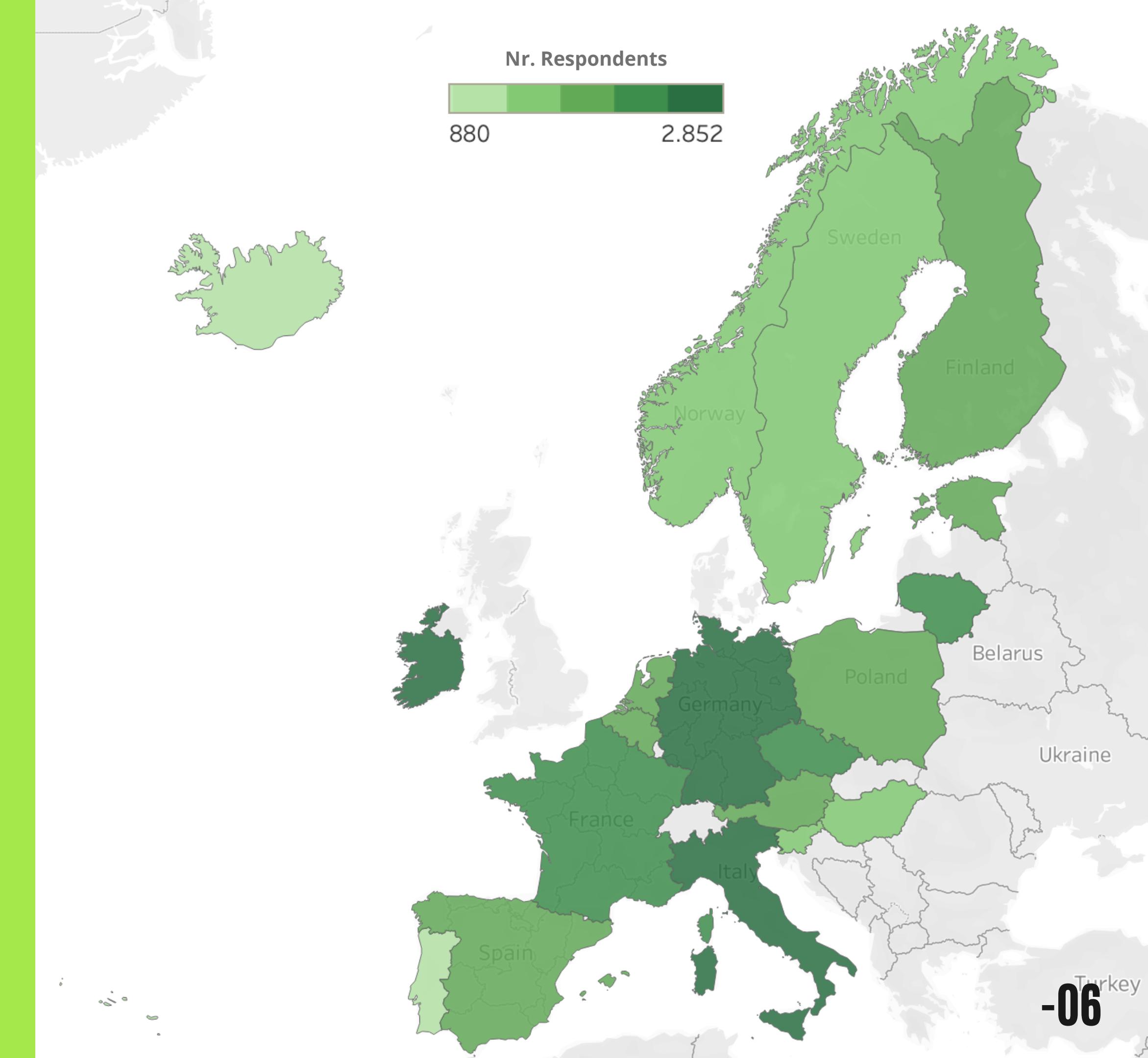
- Media and social trust
- Politics
- Subjective well-being, social exclusion, religion and ethnic identity
- Climate change
- Welfare attitudes
- Socio-demographics
- Human values

MAPPING EU ESS:

Avg respondent EU
(per country): 1866

SPAIN FOCUS:

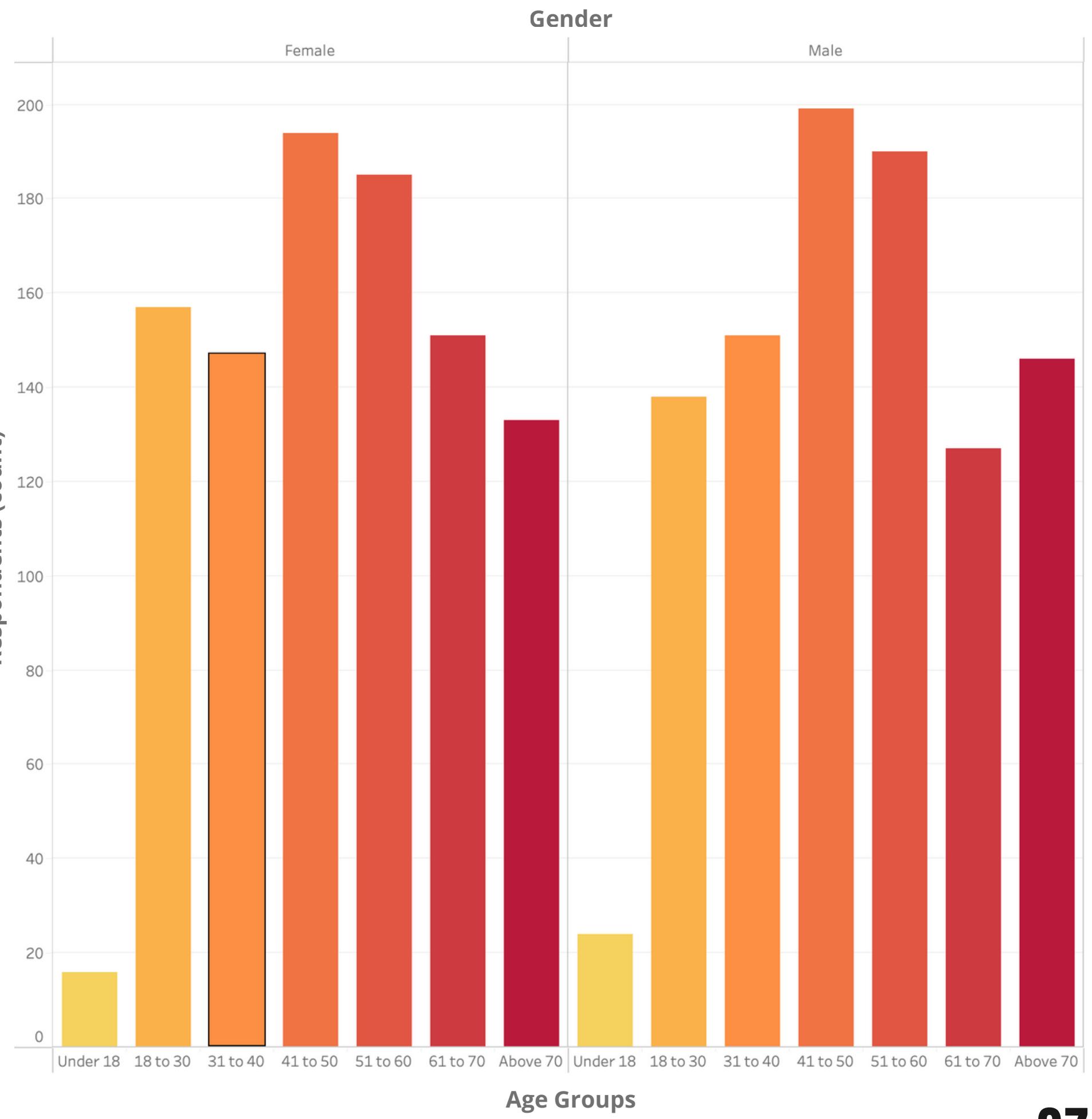
Tot respondent: 1958



EXPLORATORY ANALYSIS

- AGE
- GENDER
- WORK STATUS

Work Status	Nr. Respondents	Avg. Age
Paid work	947.0	45.0
Retired	335.0	73.5
Housework, looking after children	239.0	58.9
Education	179.0	21.4
Unemployed, looking for job	151.0	41.6
Permanently sick or disabled	43.0	61.8
Unemployed, not looking for job	43.0	45.0
Other	9.0	59.6



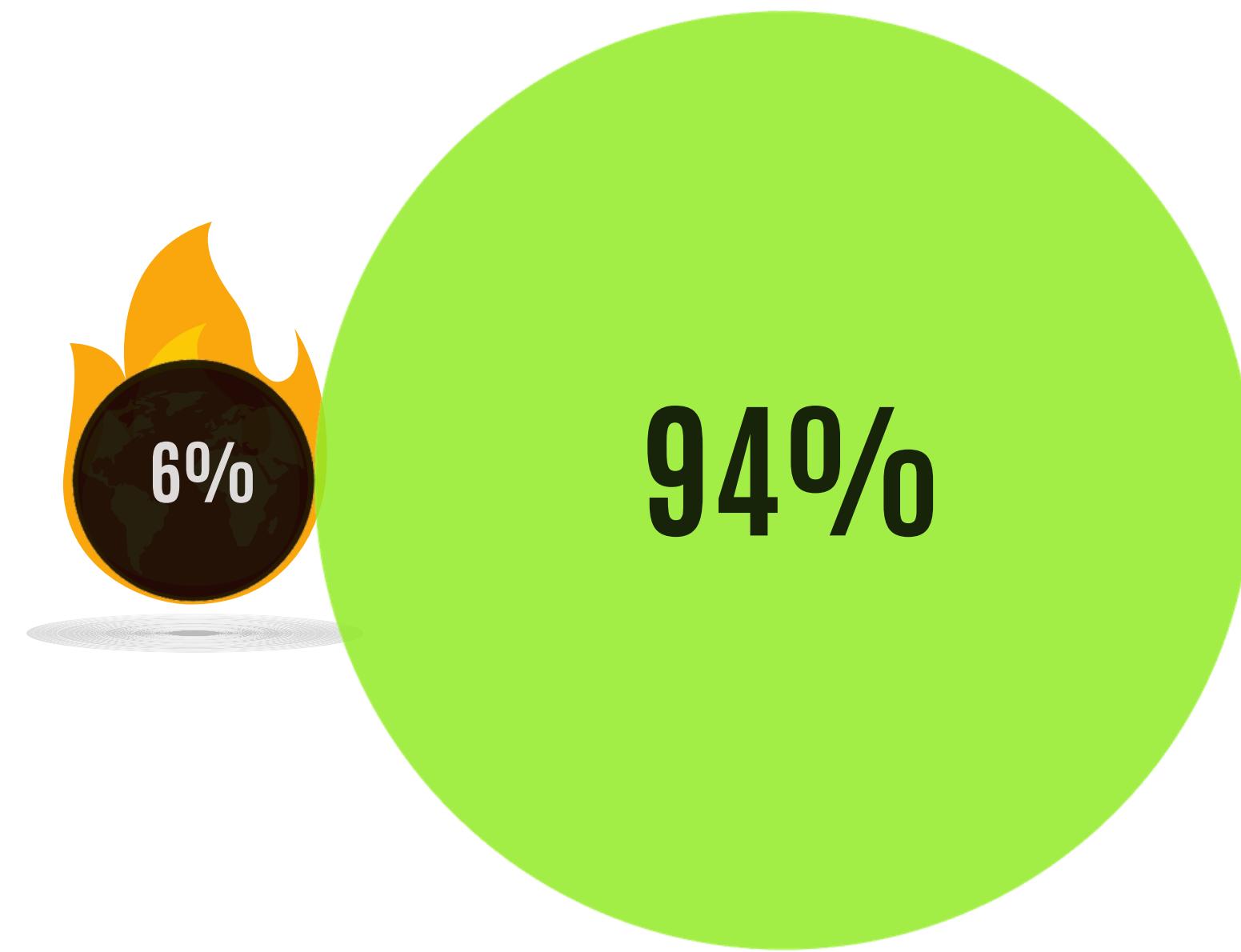


CLIMATE CHANGE - EDUCATION:

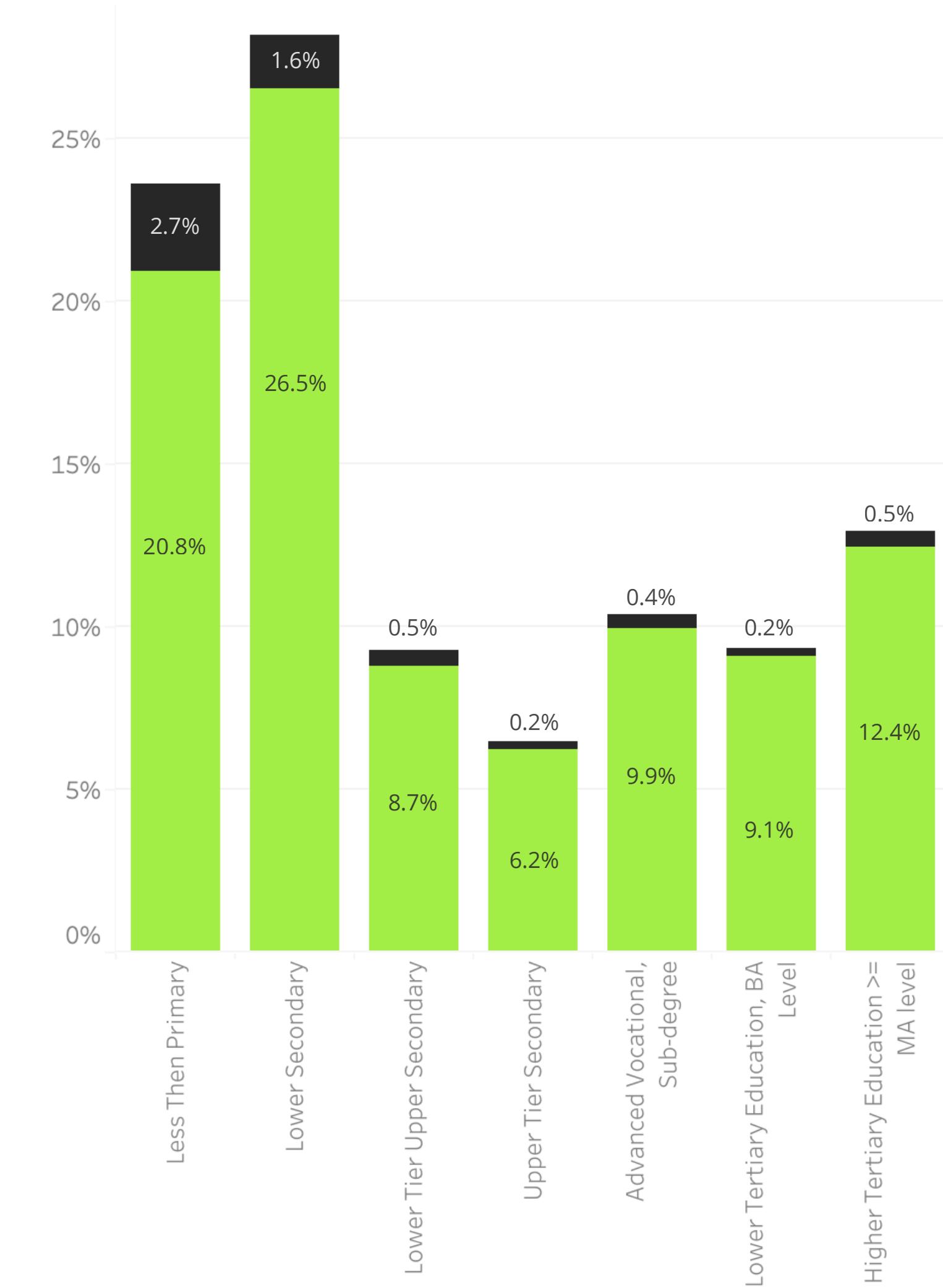
Do you believe in climate change?

NO

YES



-08



POLITICS INSIGHTS:

- Generally: center ideology
- Non-believers: center ideology more recurrent
- Generally center: not interested in politics
- Non-believers center: even less interested in politics

61 %

71 %

66 %

71 %

"Non-believers are not interested in politics, no matter their ideology"

HUMAN VALUES:

Believers tend to give more importance to:

- Understand different people
- Care for nature and environment
- Try new and different things in life
- Have leisure time
- Make own decisions and be free

+ 14,07 %

+ 9,52 %

+ 9,07 %

+ 6,23 %

+ 6,09 %



THE MODEL:

Classification Score = .71

(Performance of classification model)

Precision Score = .74

(Ratio of correctly predicted positive observations to the total predicted positive observations)

Recall = .81

(Ratio of correctly predicted climate change believer observations to the all observations in actual class)

F1 Score = .78

(Weighted average of Precision and Recall)

TIPS:

Empathy fostered by parents and schools

Education is key: keep improving yourself!

Open the dialogue with your citizens, involve them get them interested!



MAIN CHALLENGES:

- Dataset
- Distribution of cases

GENERALISE:

6% Non-Believers = 2.820.000

Chances of meeting (then discussing probably) with one of them? = 6 people on 100

Annoyed after that conversation = 100%

QUESTIONS?

Share your feedback Ironhackers!

