



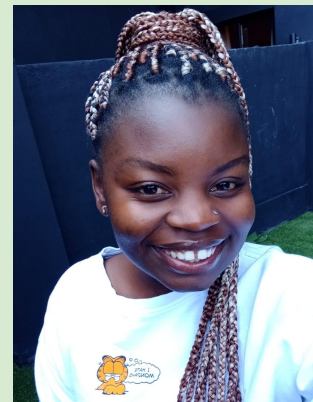
**HORIZON
NEWS**

Decoding digital dialogue



Horizon News

Data Analytics Team



Head of Department: Sonkhe Shongwe

Project Manager: Ntebatse Rachidi

Senior Data Scientists: Eugene Sibanda, Millicent Tsweleng

Integration Engineers: Albinah Hlongo, Terrence Rikhotso



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#DecodingDigitalDialogue



COP28
UAE



HORIZON
NEWS

Connecting ClimateClassifiers to COP 28

Vision



**Horizon News in the realm
of climate reporting**

Mission



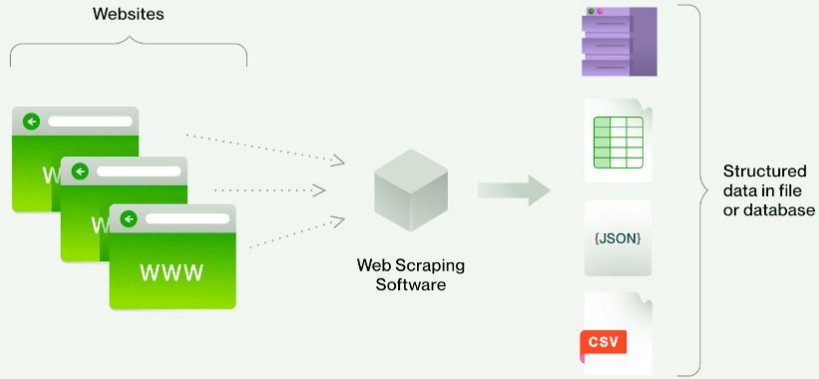
**Unravel climate change sentiments
via Twitter analytics**

Our A to Z



In-house application, called DDD

DDD Application Features



Sentiment Classifier

Climate change tweet classification

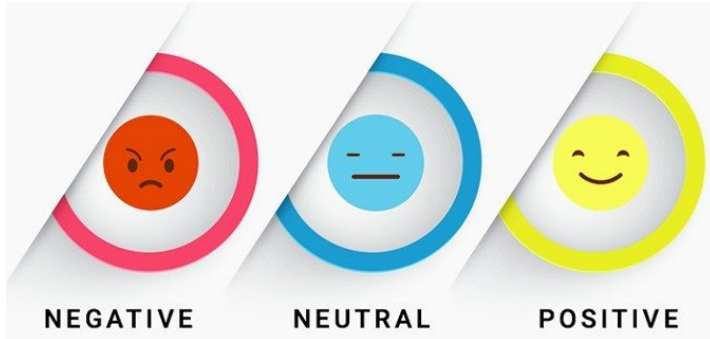
Prediction with ML Models

Enter Text

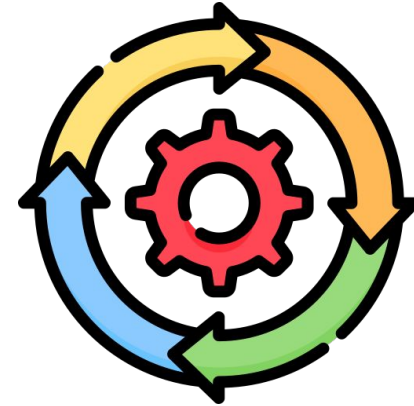
Type Here

Classify

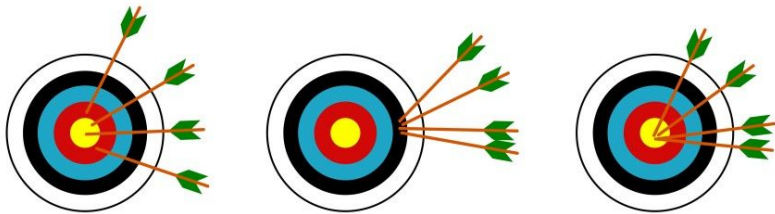
DDD Application Features



➤ **Sentiment analysis**



➤ **Real-time processing**



➤ **Accuracy and precision**



➤ **Adaptability**

Behind the Scenes

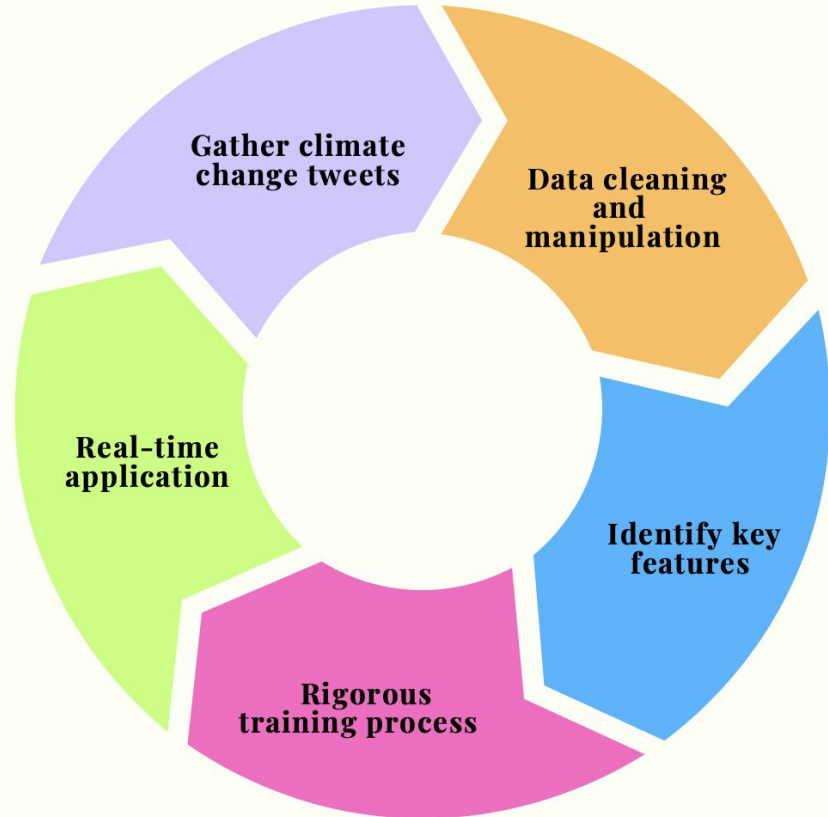
**1. DATA
COLLECTION**

**2. PRE-
PROCESSING**

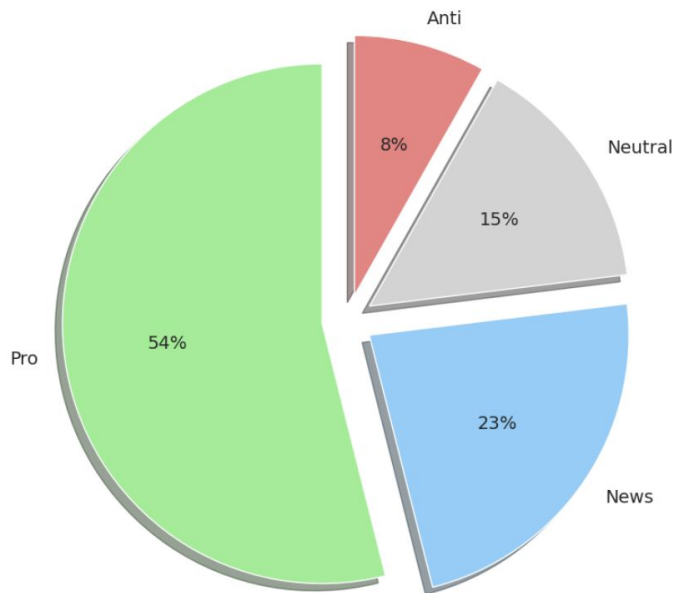
**3. FEATURE
EXTRACTION**

4. TRAINING

5. PREDICTION



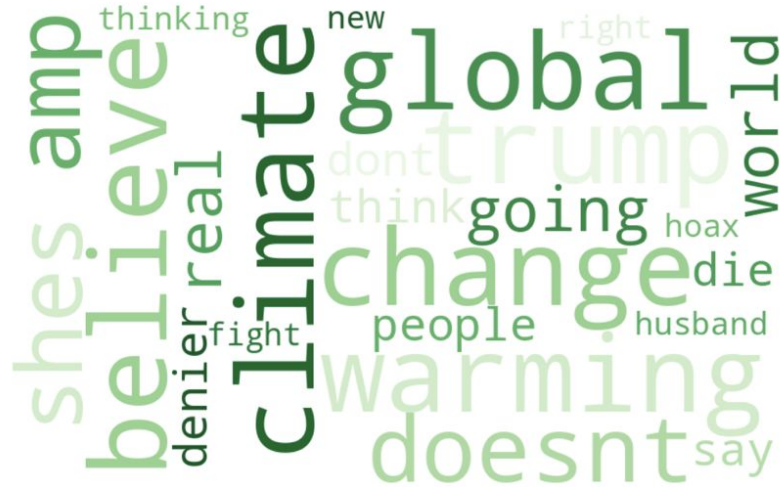
Uncover hidden patterns



sentiment		tweet
0	1	RT @NatGeoChannel: Watch #BeforeTheFlood right here, as @LeoDiCaprio travels the world to tackle climate change https://t.co/LkDehj3tNn https://t.co/LkDehj3tNn
1	2	'Shell knew': oil giant's 1991 film warned of climate change danger https://t.co/1OClaRaEfz
2	0	RT @swissmiss: A database of women's rights, POC, LGBT+, immigrant, Muslim-American and climate change advocacy groups: https://t.co/tgclvSAcA
3	-1	@Gizmodo the fact that 'climate change' is being used to tax global pop and all tax goes offshore to be used by elites makes me very...

What's trending ?

Pro climate change

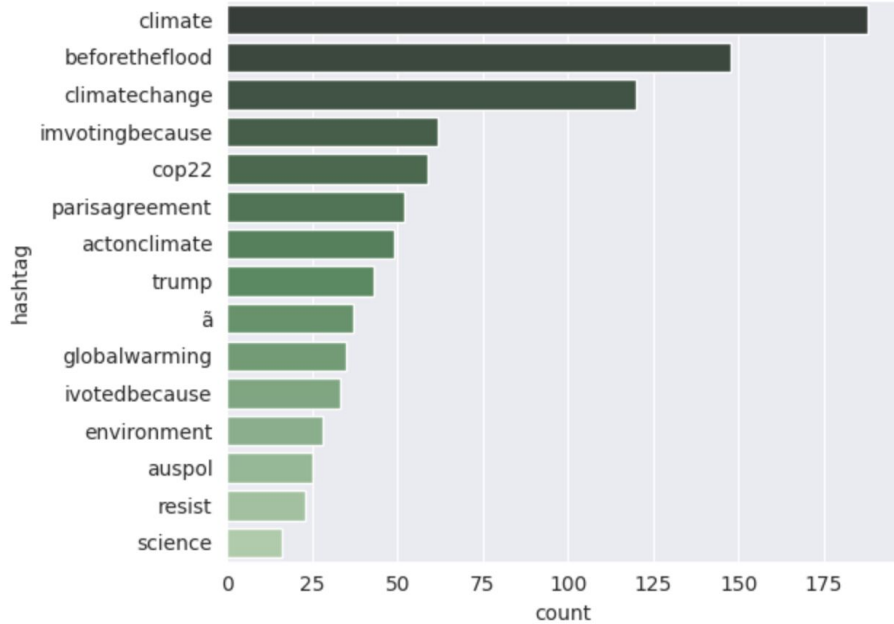


News

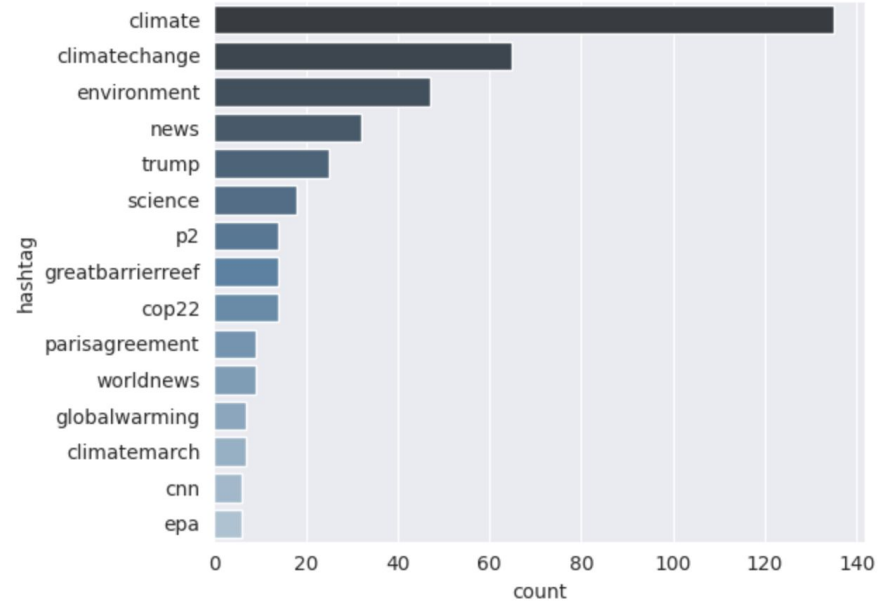


#Hashtags

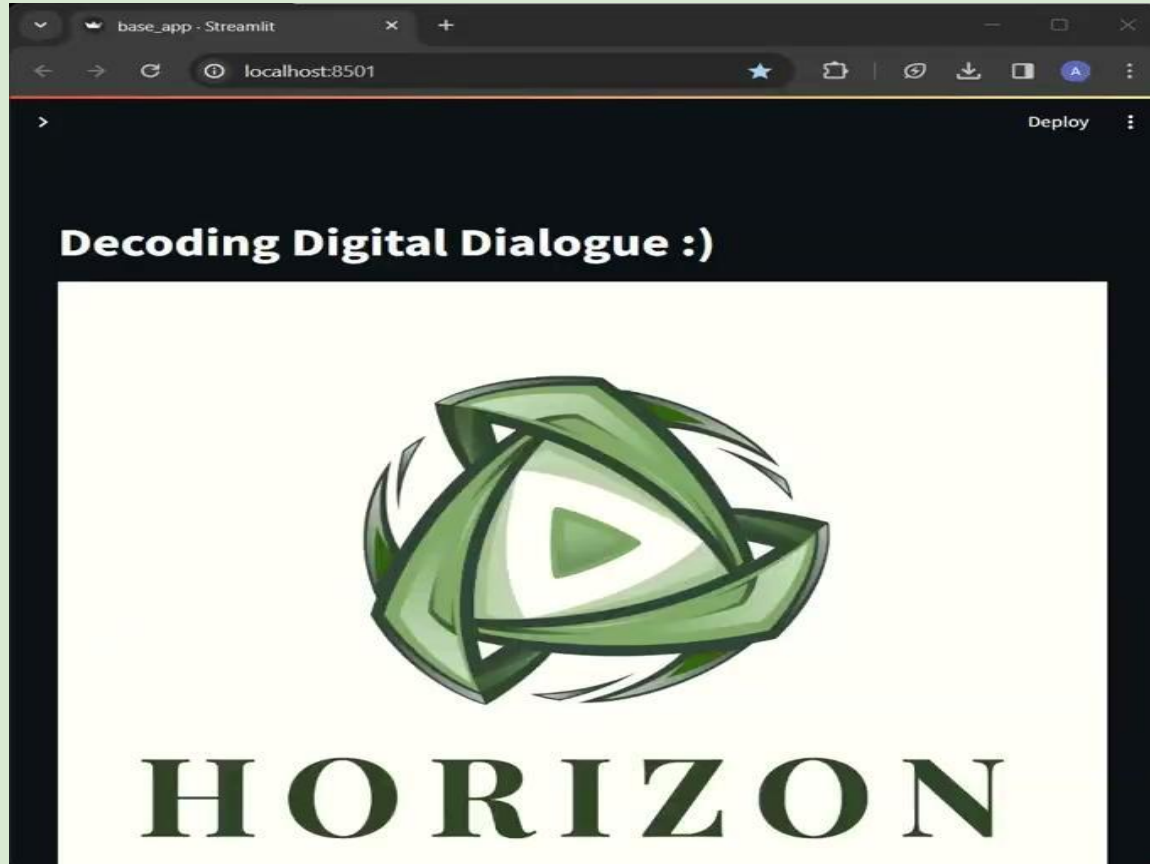
Trending PRO climate change hashtags



Trending News climate change hashtags



Decoding digital dialogue



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DDD = Climate Action



- **A guide on climate action decision-making**



- **News coverage in real-time by reflecting public sentiment**



- **Responsive opinions and attitudes of the audience**

Get Started Today!

Together, let us shape a sustainable future as climate change is an ongoing dialogue



SUSTAINABILITY & CLIMATE ACTION PLAN