

Climate change



# Behavioral analysis

Climate change impact



# Climate Change

- Fact
- Awareness
- Ignorance



# AIM

- Influencing factors climate change has on Humans
- How Humans react to multiple factors of climate change.





# WHY TWITTER?

- Over 500 million tweets/day
- 83% of World leaders on twitter
- 29% of Social media Market share



# Approach

- Target Climate change stop words
- Stream tweets over the period of several weeks



# Data cleansing

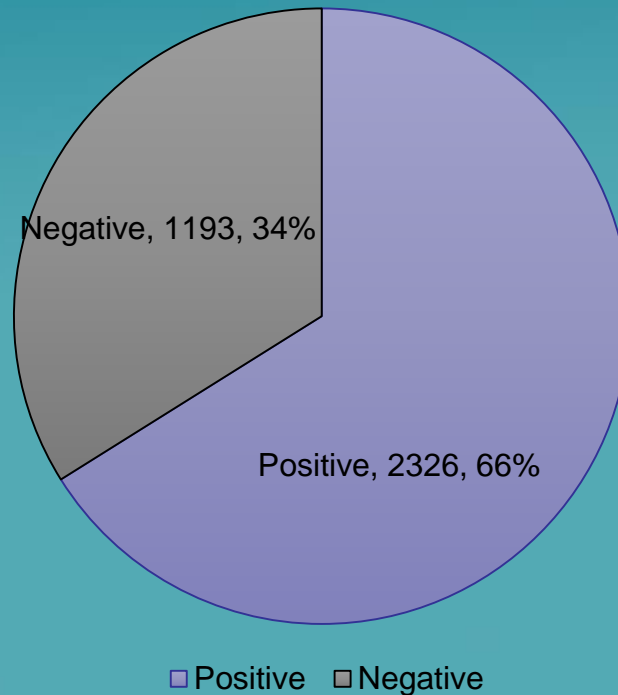
- Over 25000 tweets collected through live streaming of twitter data
- Removing RT, #, URLs, user tags and emoticons
- Removing repeating tweets

Raw Tweets	Cleansing
Study offers a dire warning on climate change <a href="https://t.co/Aao9oD6gCy">https://t.co/Aao9oD6gCy</a>	Study offers a dire warning on climate change
@greggutfeld hope russia doesnt give us real climate change over this @TuckerCarlson	hope russia doesnt give us real climate change over this
#Video - Why #Climate Demands Change - Prof. Michael Taylor - #GK Foundation Lecture 2015 - #Environment @UWIMona <a href="https://t.co/PrINtkqMpC">https://t.co/PrINtkqMpC</a>	Why Demands Change Prof Michael Taylor Foundation Lecture 2015
#DonaldTrump - Poll: Voters Don't Support Donald Trump's Climate Change Agenda	Poll Voters Don t Support Donald Trump s Climate Change Agenda



# Findings Contd..

Classification distribution



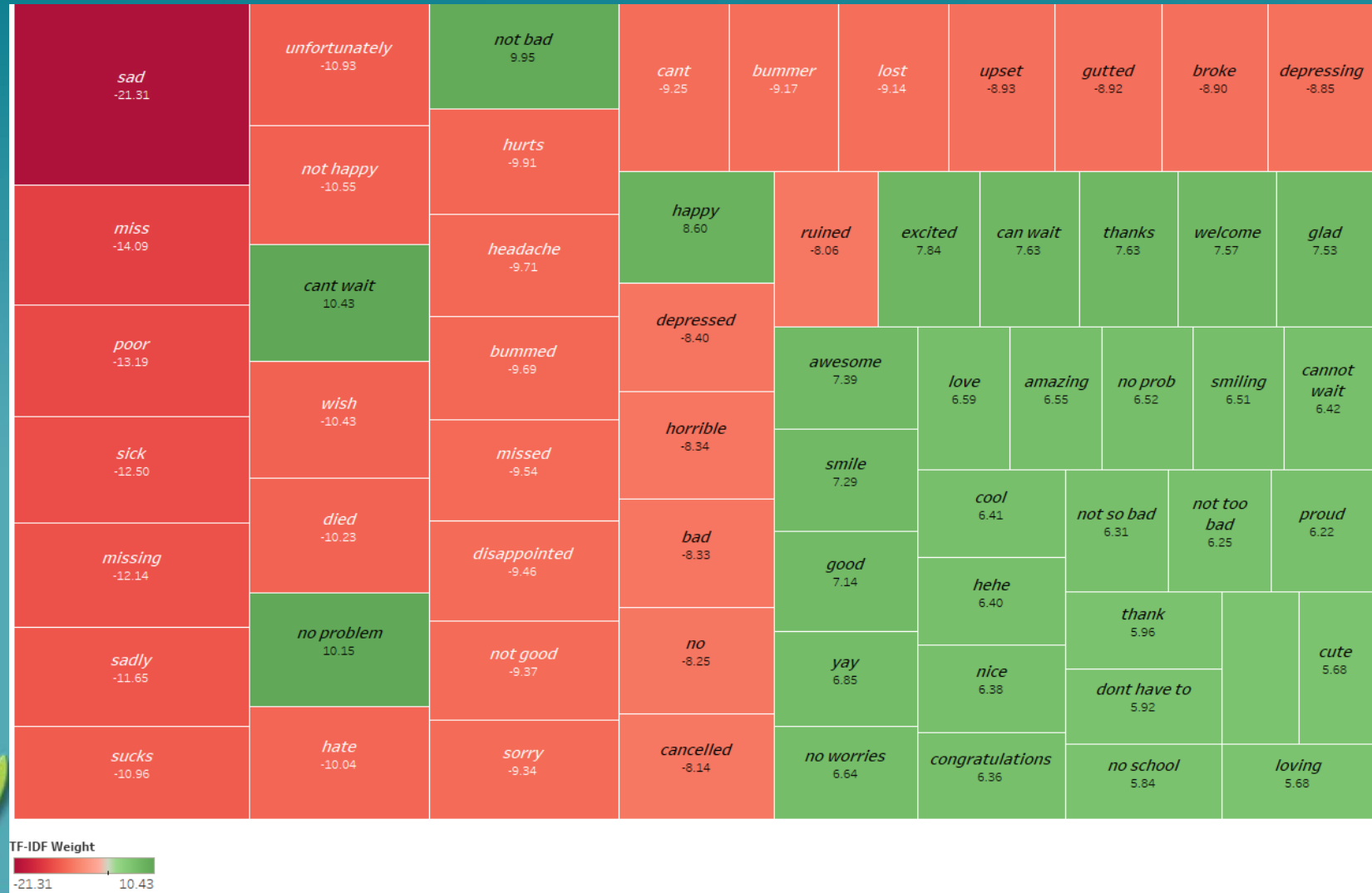


# Sentiment Analysis

- Sentiments of 1.6 million prelabeled sentences.
- Over 3 million tokens extracted and featurized with the TF\_IDF statistic.
- Sentiment classification using Logistic regression.



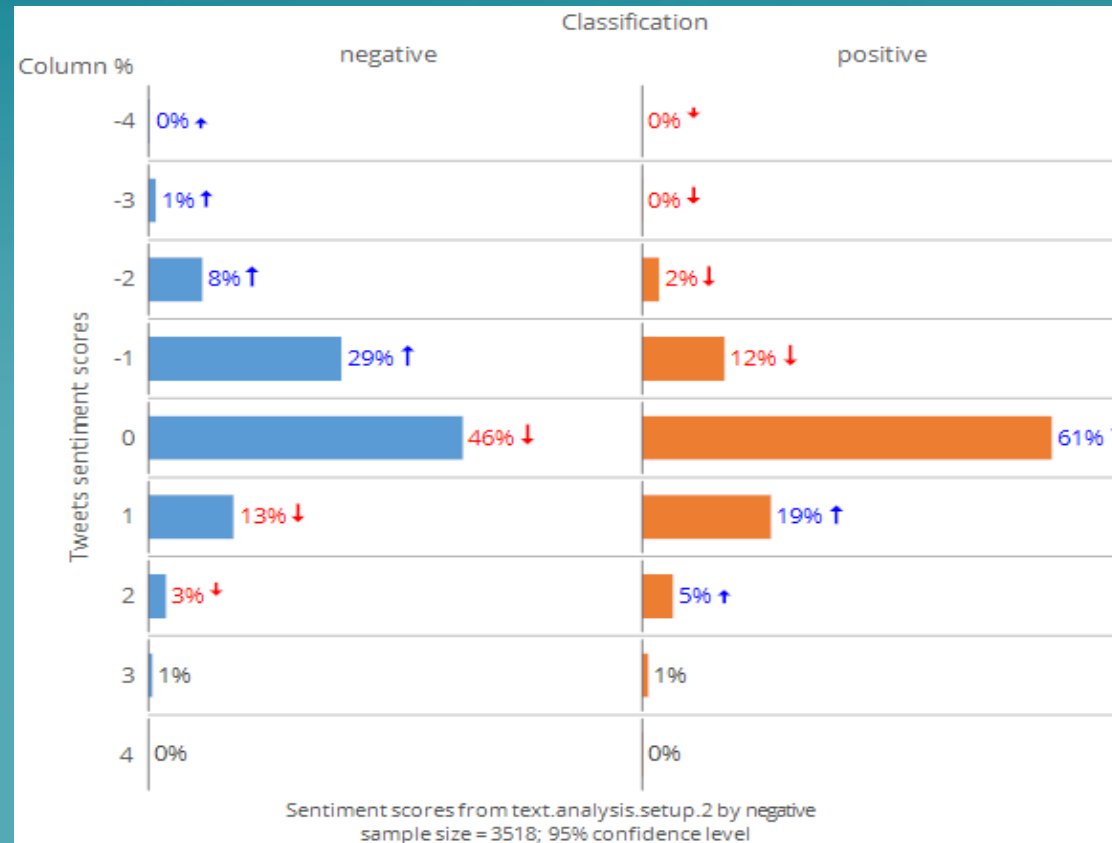
# Sentiment Analysis



# Sentiment Analysis Contd...



# Sentiment Analysis Contd...



# Findings

Tweets	Positive	Negative
hi enemy of the future Thank you for denying climate change and helping to ruin the environment for the future generations	0.88	0.12
Cute upcycled polar bear craft for kids perfect for learning about climate change eyfs	0.93	0.07
Please support our initiative to reach to all who are concerned about Climate Change	0.92	0.08
The Paris Agreement is essential to our future on earth Let s combat climate change together	0.92	0.08
Kudos to for convening a sound and frank exchange on challenges and opportunities keeping the commitment on climate change CRDI	0.89	0.11
To is an investment in the future not a sacrifice Let s get on with it	0.81	0.19
This is a sad news update but we have only ourselves to blame for all the climate change effects we see and fee	0.07	0.93
I get so pissed off hearing politicians say climate change isn t real amp that we aren t the ones causing it	0.06	0.94
I cannot comprehend how people can say climate change is a hoax My island homes are sinking little by little every yr can t u see	0.19	0.81
Climate change is hurting children in many ways including asthma allergies and food insecurity	0.21	0.79



# Conclusion





# Thank You

