



LUND  
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# Module 1: Understanding sustainability communication

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Lesson 1.1: Sustainability communication content

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# Sustainability Communication Content

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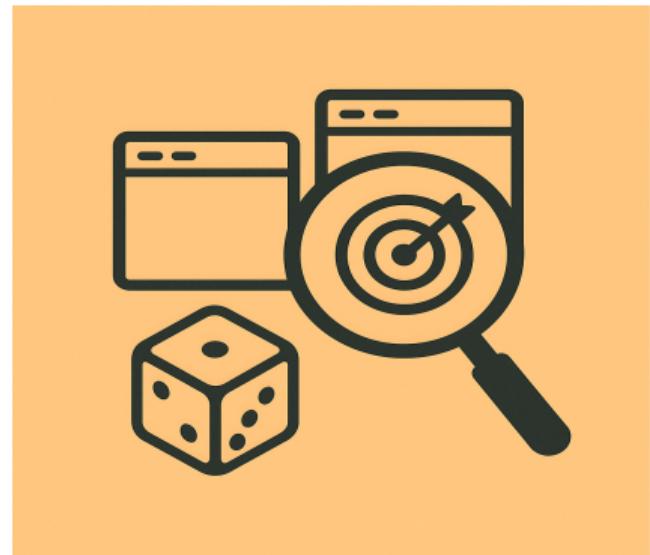
- Define sustainability content
- Formal content signals responsibility
- Functional content aids compliance
- Communication shapes perceived credibility
- Dual analysis reveals impact



# Online Content Sampling

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- Sampling choice drives reliability
- Random sampling tough online
- Purposive targets relevant cases
- Strategic balances focus generalizability
- Design choices limit bias



# Expectations about Sustainability Communication

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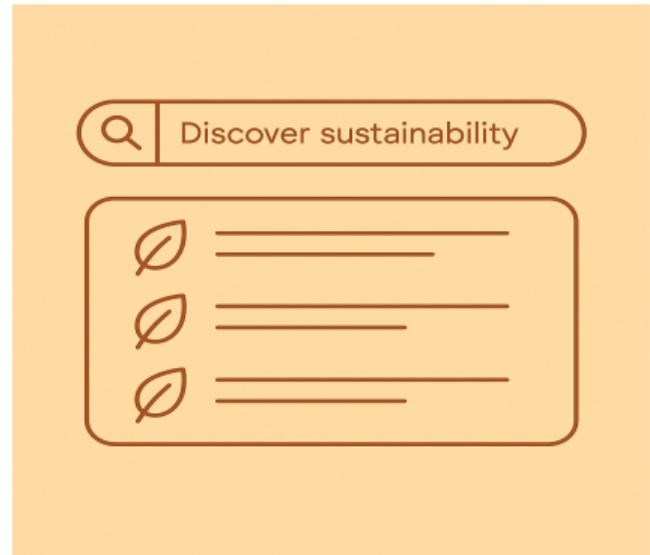
- Choose qualitative, quantitative, mixed
- Descriptive finds patterns; explanatory causes
- Linguistic analysis compares tone
- Start with focused hypotheses
- Clarity improves rigor



# Find Online Sustainability Communication

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- Select aligned organizations
- Study single or multiple
- Target official website sources
- Extract sustainability page URLs
- Build dataset from key pages



# Convert Multimodal Web Pages to PDF

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- Print webpages to PDF
- Preserve images and layout
- Enable multimodal analysis
- Method friendly for novices
- Misses video interactivity



# Setting Up an Initial Content Database

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- Store content accessibly
- Local storage lacks sharing
- Cloud tools support collaboration
- GitHub adds version traceability
- Structured archives aid analysis



# Organize Communication Content in Folders

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- Separate folders enable comparisons
- Normalize filenames and paths
- Structure simplifies automation
- PDFs often need OCR
- Organization boosts transparency

