

# ARE WE TALKING ABOUT IT?

Climate Change in the News

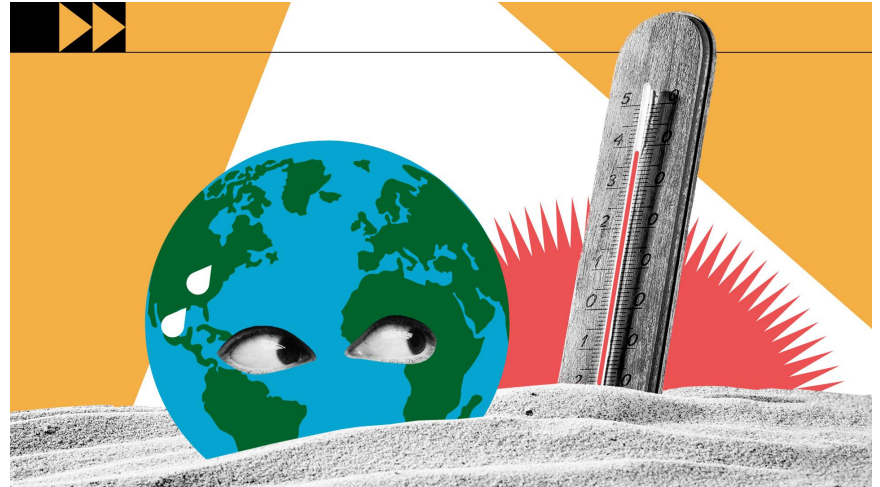
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Data Science 2022 / Enrico Anedda

# WHAT IS CLIMATE CHANGE?

“Climate change refers to long-term shifts in **temperatures and weather patterns**. These shifts may be natural, but since the 1800s, **human activities have been the main driver of climate change**, primarily due to burning fossil fuels, generating greenhouse gas emissions that trap the sun’s heat and raise temperatures.”

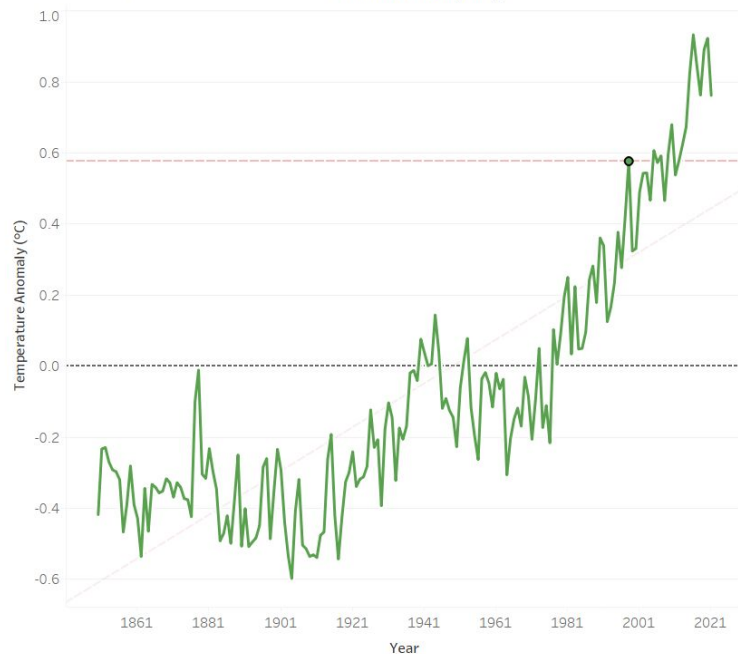
Source: United Nations



# WHAT IS CLIMATE CHANGE?

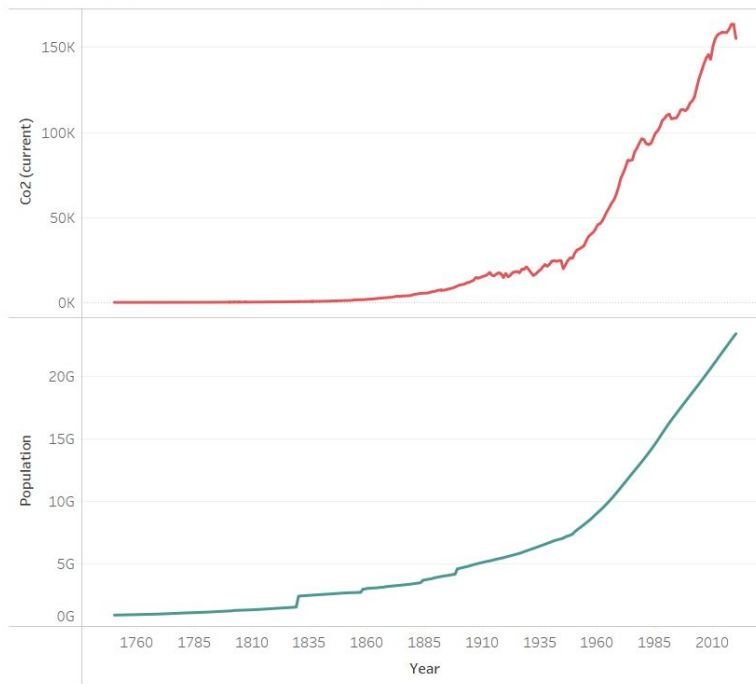
Global Temperatures

Source: "Global Temperature Record" - Tim Osborn & Phil Jones (2022)



Global CO2 emissions and Human population

Source: Global Carbon Project (2022)



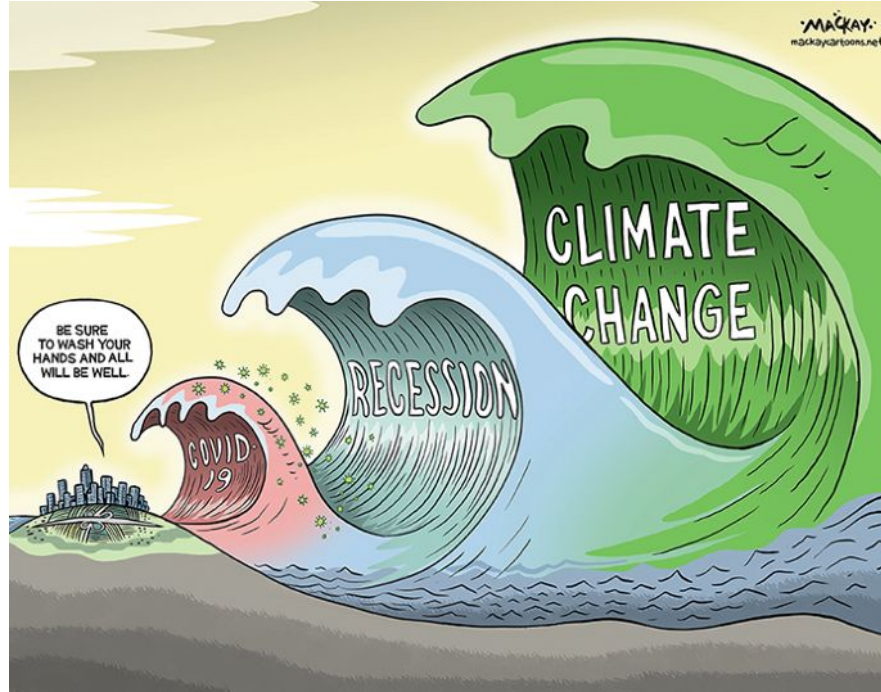
# WHAT IS CLIMATE CHANGE?

“Scientists and government reviewers agreed that limiting global temperature rise to 1.5°C would help us avoid the worst climate impacts and maintain a livable climate. Yet based on current national climate plans, **global warming is projected to reach around 3.2°C by the end of the century**, with total damages estimated as 8 times higher than with a 1.5°C limit.”

Source: United Nations, Hoegh-Guldberg, O.; Jacob, D.; Taylor, M.; Bindi, M.; et al. (2018). "Chapter 3: Impacts of 1.5 °C Global Warming on Natural and Human Systems"

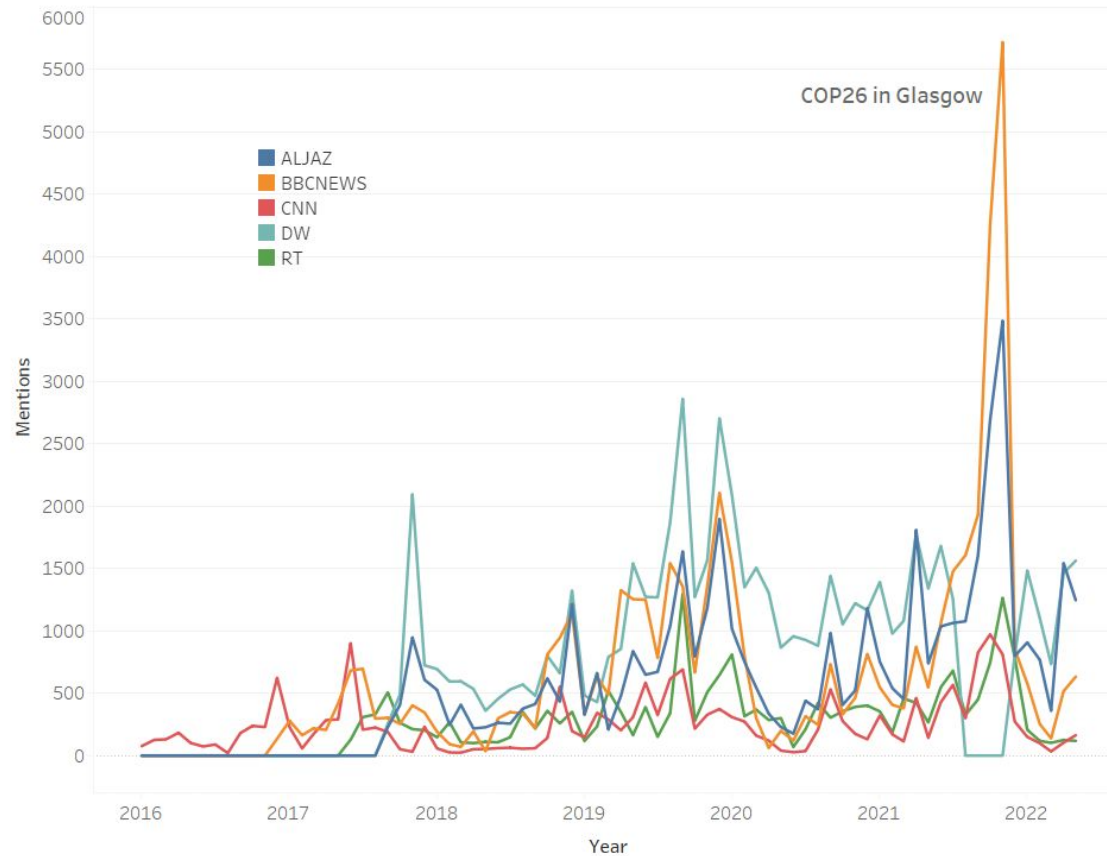


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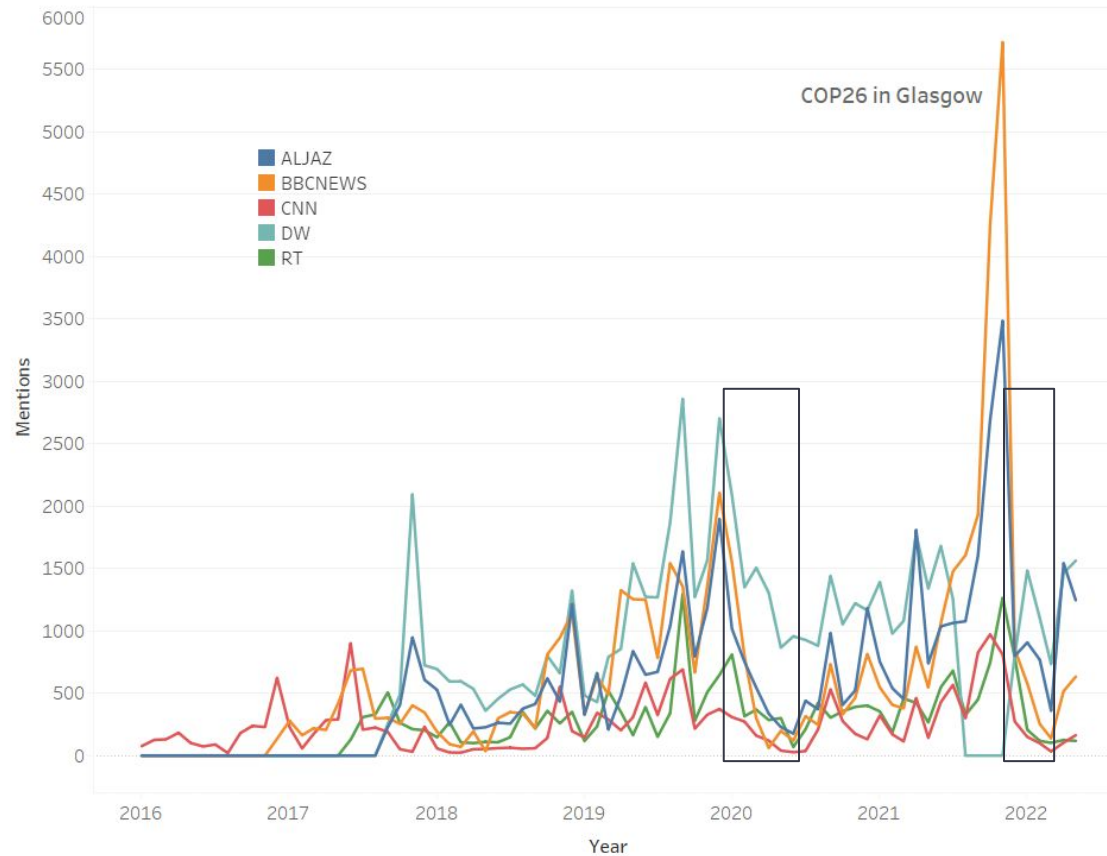
## Climate Change in the TV News

Source: The GDELT Project

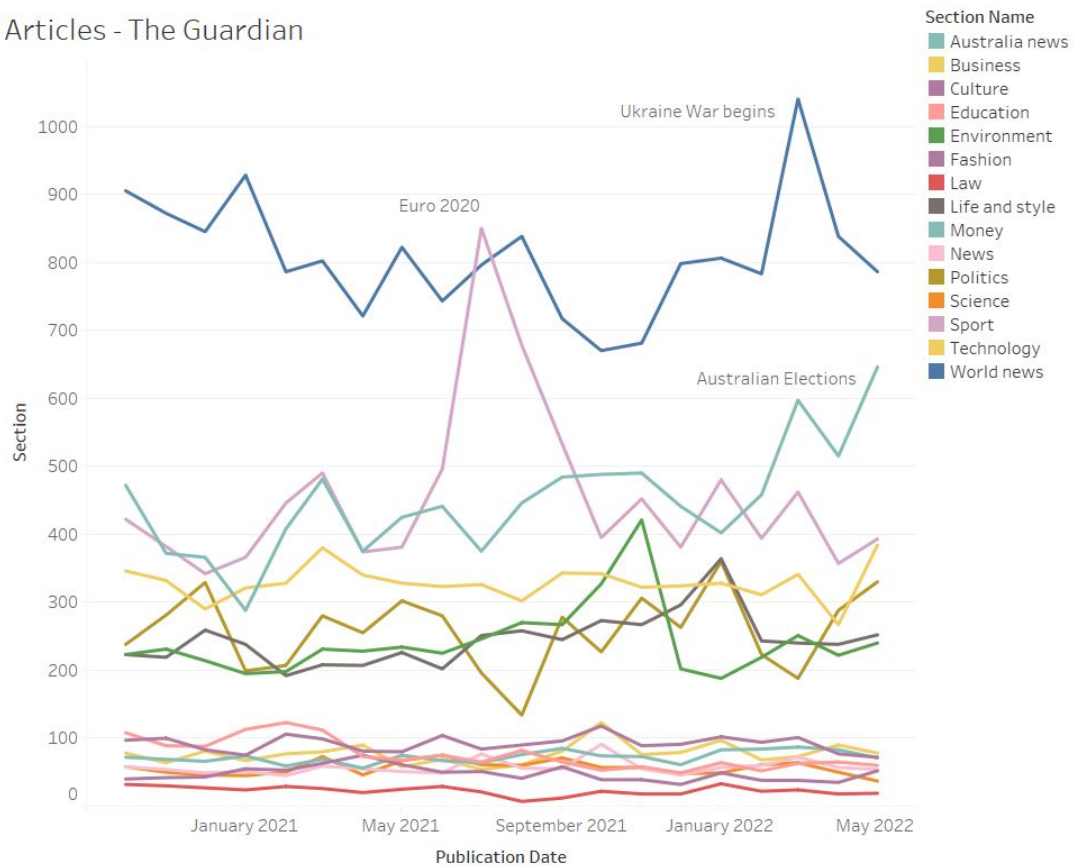


## Climate Change in the TV News

Source: The GDELT Project

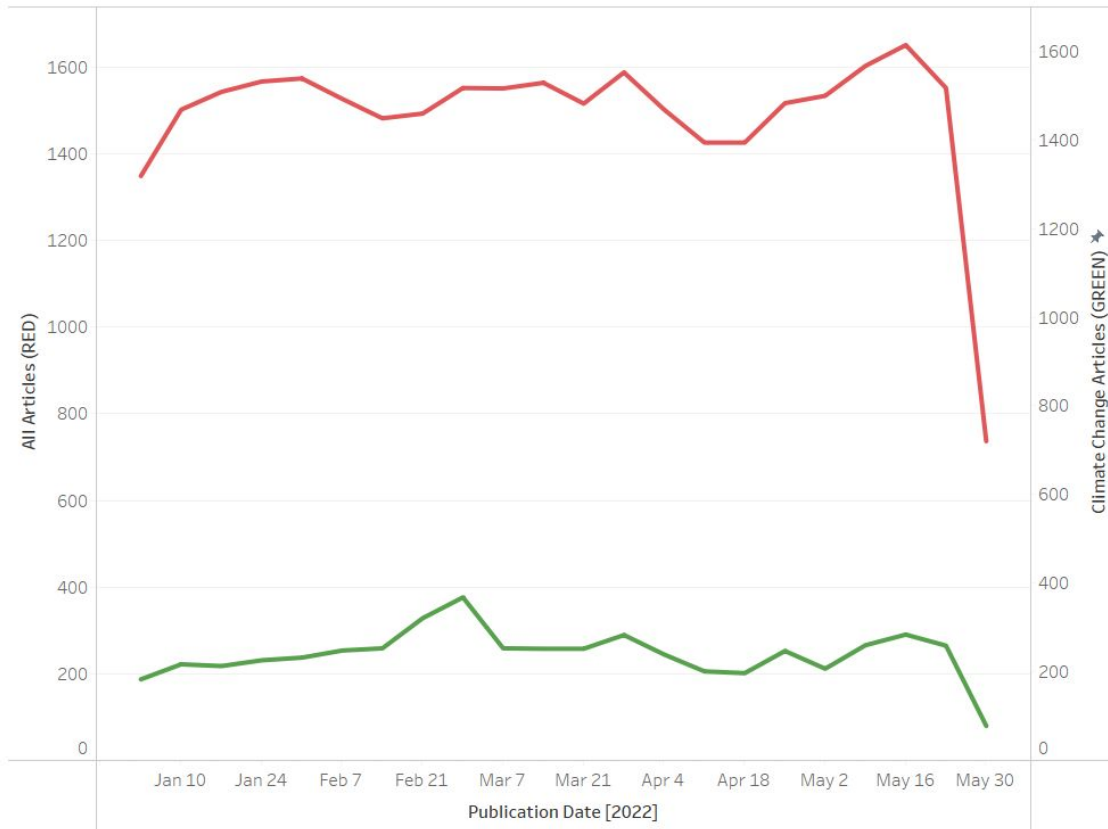


## Articles - The Guardian

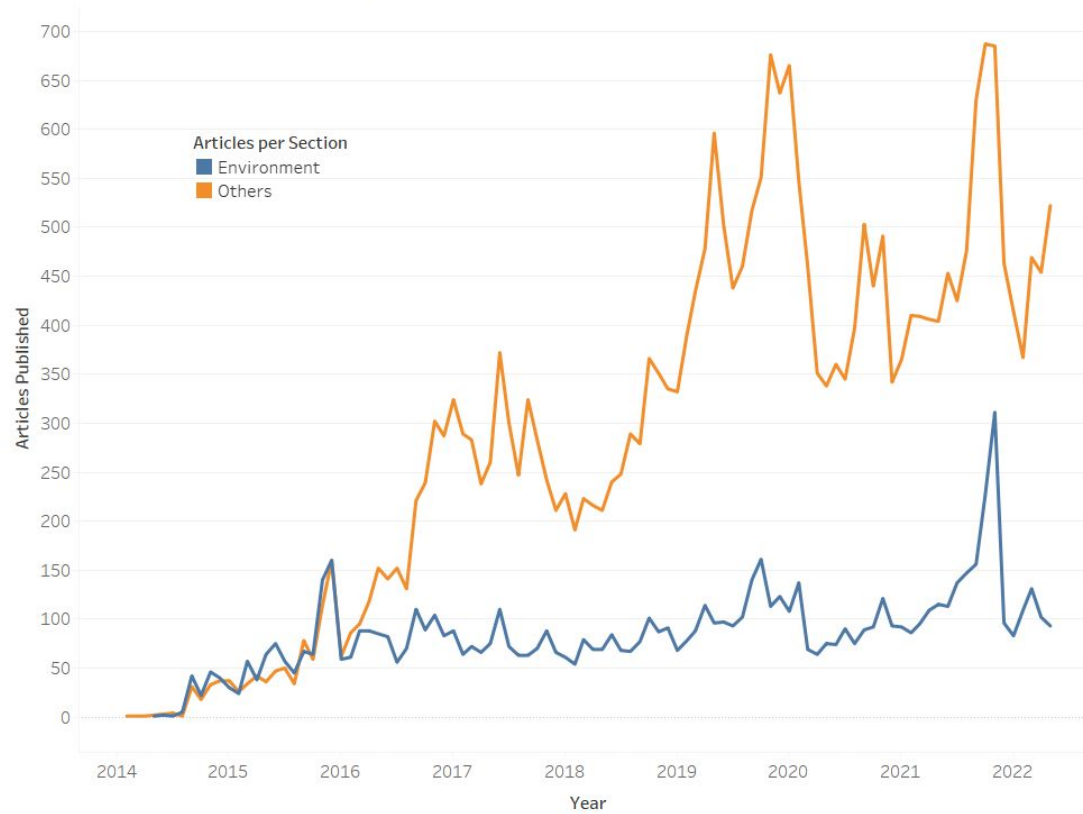




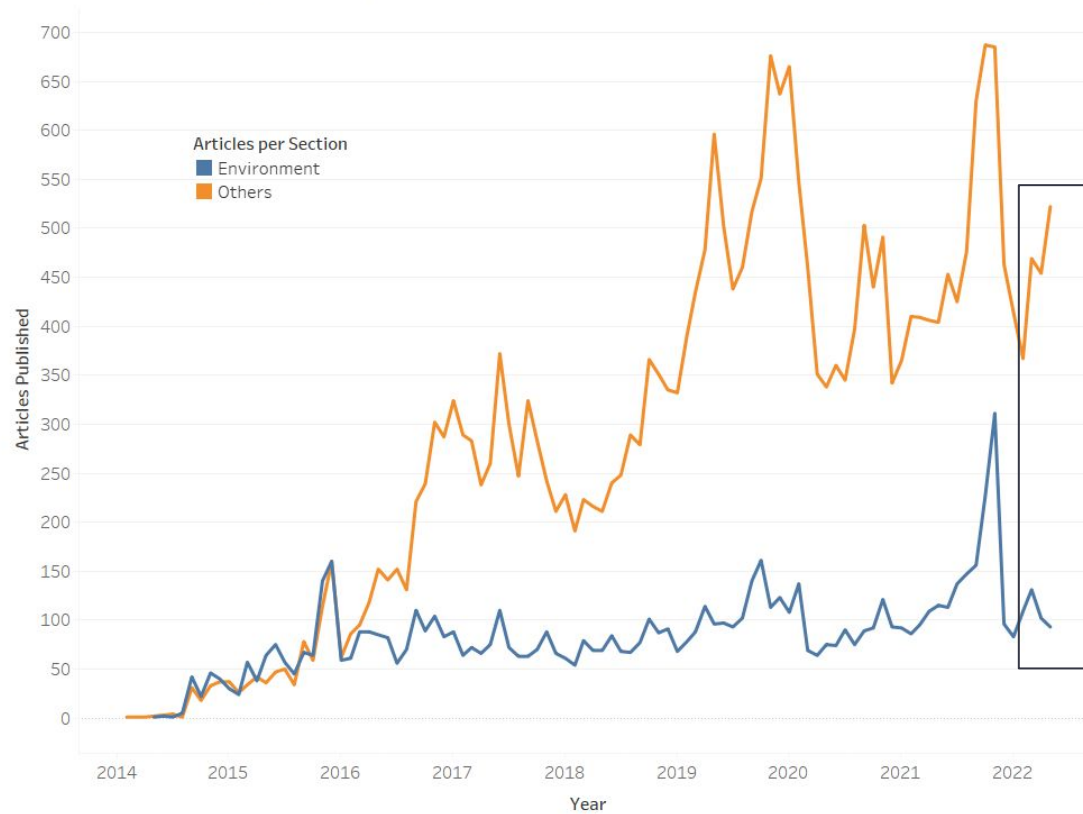
## Climate Change on Total



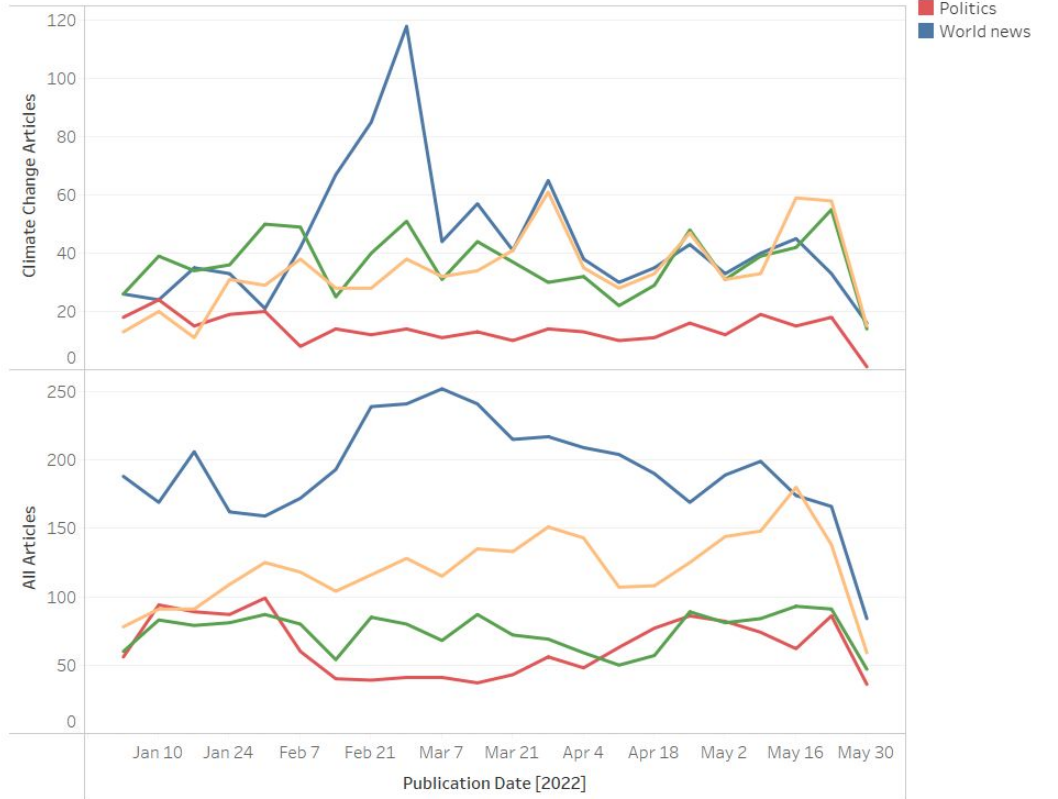
Articles Published (Climate) - Environment vs Other Sections



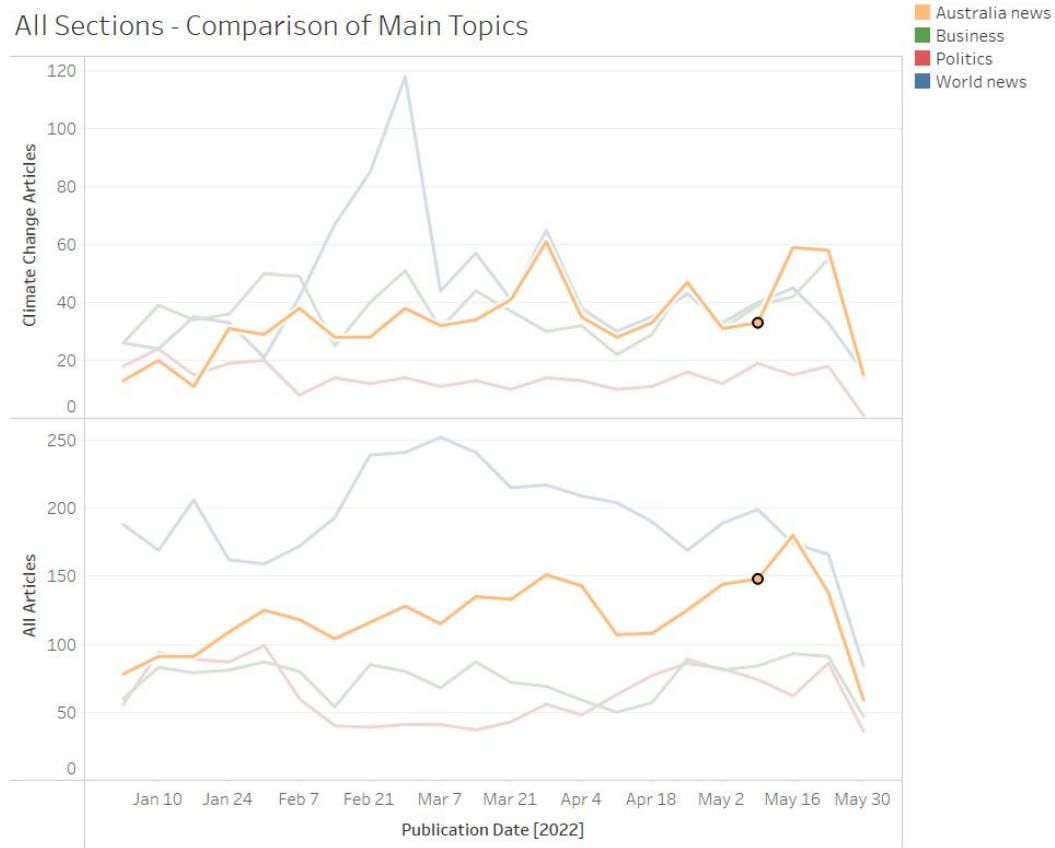
Articles Published (Climate) - Environment vs Other Sections



## All Sections - Comparison of Main Topics



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# HOW ARE WE TALKING ABOUT IT?

- No story is more **challenging** to cover than climate change. It demands action like no other story, it cries out for hope but generates denial and anxiety.
- We should make climate change coverage relevant to audiences' lives and validate their emotions. Linking climate change coverage with **higher interest topics** (i.e. employment, welfare, social equality, security, immigration and health) will help mitigate present biases.
- Balance the problem with solutions to **encourage** engagement and empowerment.
- Audiences need headlines that ignite their belief that they can **make a difference**.

Source: "Coverage of climate change is often part of the problem", THE IRISH TIMES, 28.09.2021 - Luba Kassova

# THE DARK SIDE

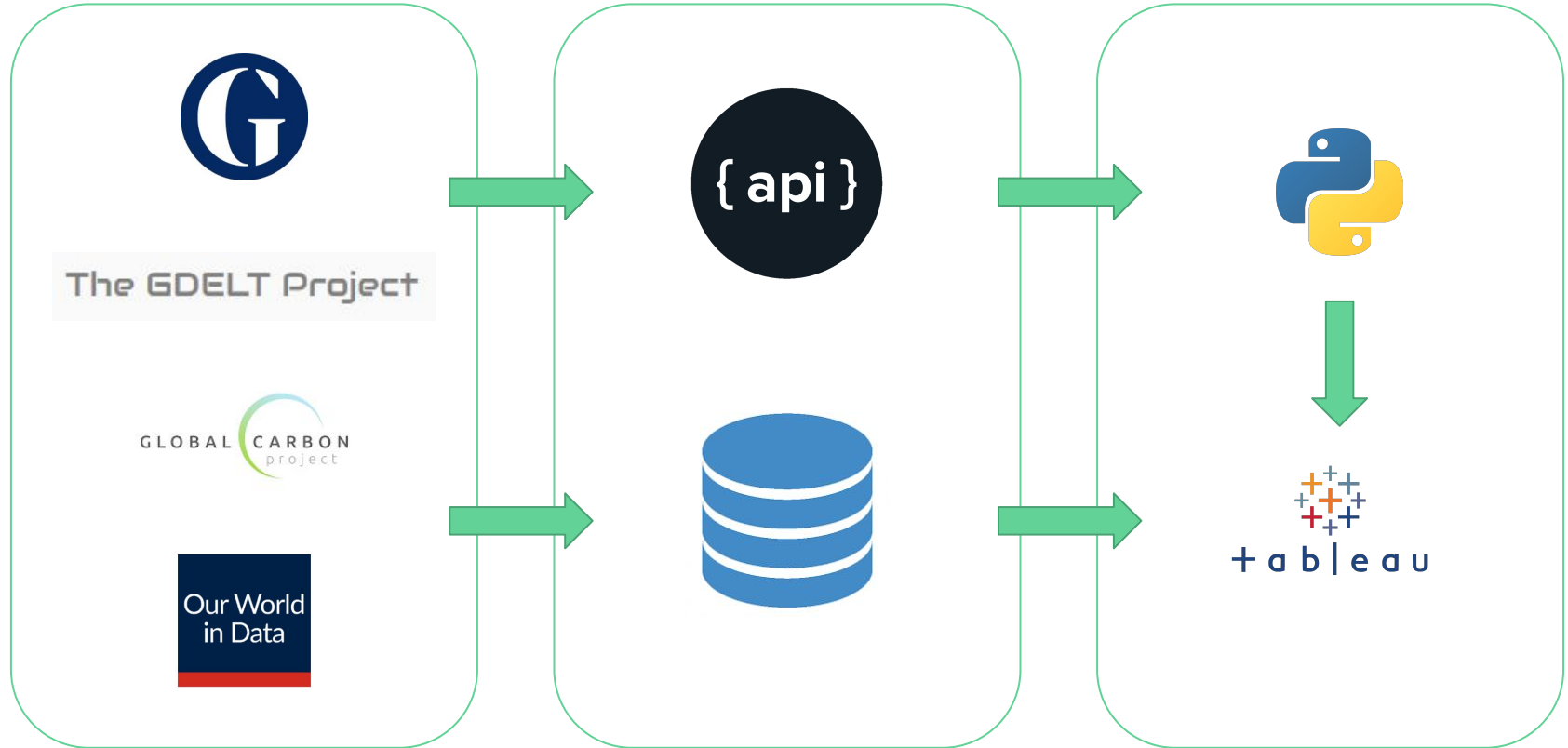
Getting the Data

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# SOURCES

# COLLECTION

# TOOLS





# ICE DROP!

