



# A Sentiment Analysis On Environmentalism

Filippo Radice Fossati





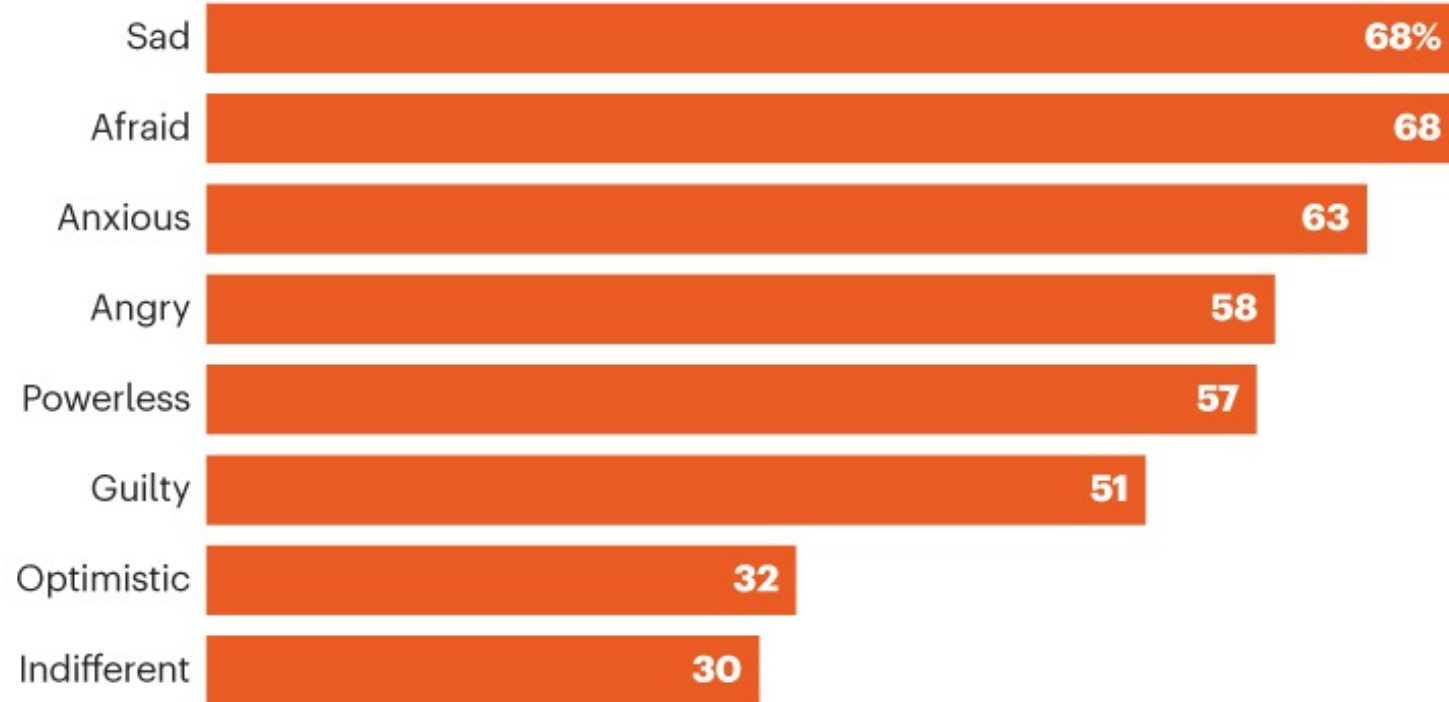
# The Context

- Extreme Weather Events such as wildfires are intensifying at a pace that scientists did not predict
- The world is getting closer to irreversible tipping points and thus heading in a world that goes beyond 1.5 degrees of warming

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- A survey of 10,000 young people where 27% and 32% of interviewees were feeling respectively extremely worried and very worried about climate change.
- The Climate Anxiety

## Climate change makes me feel...



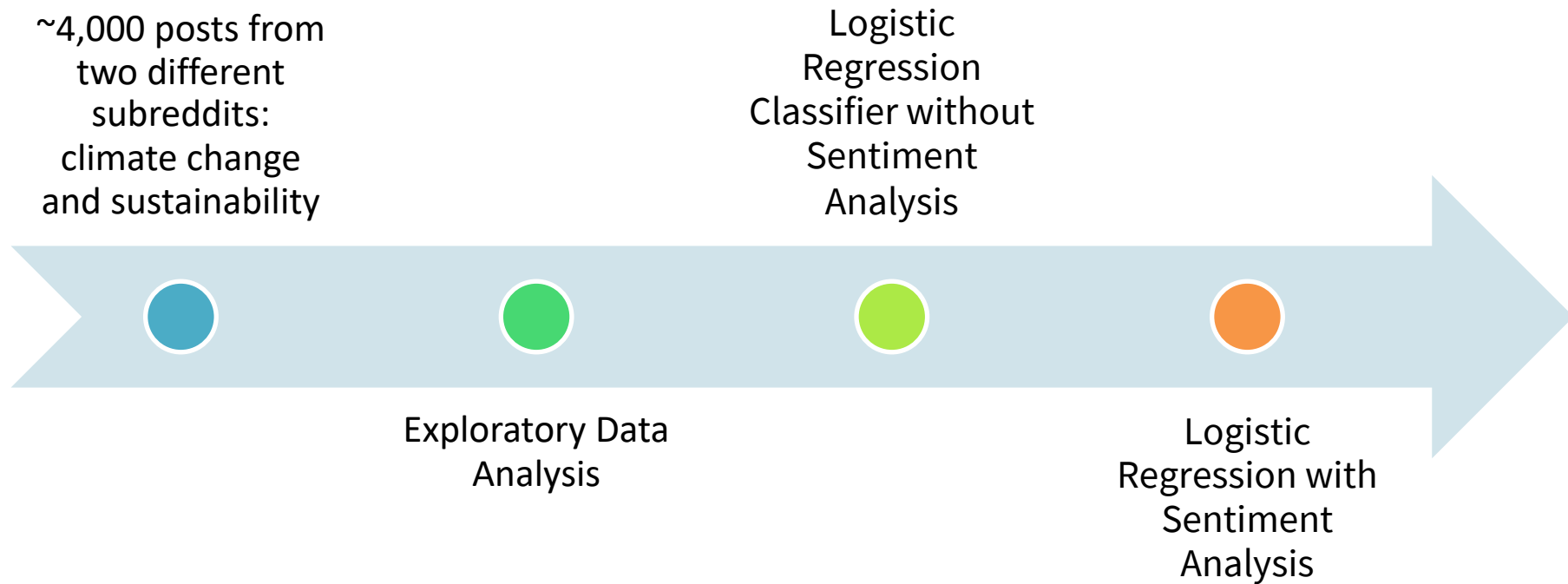




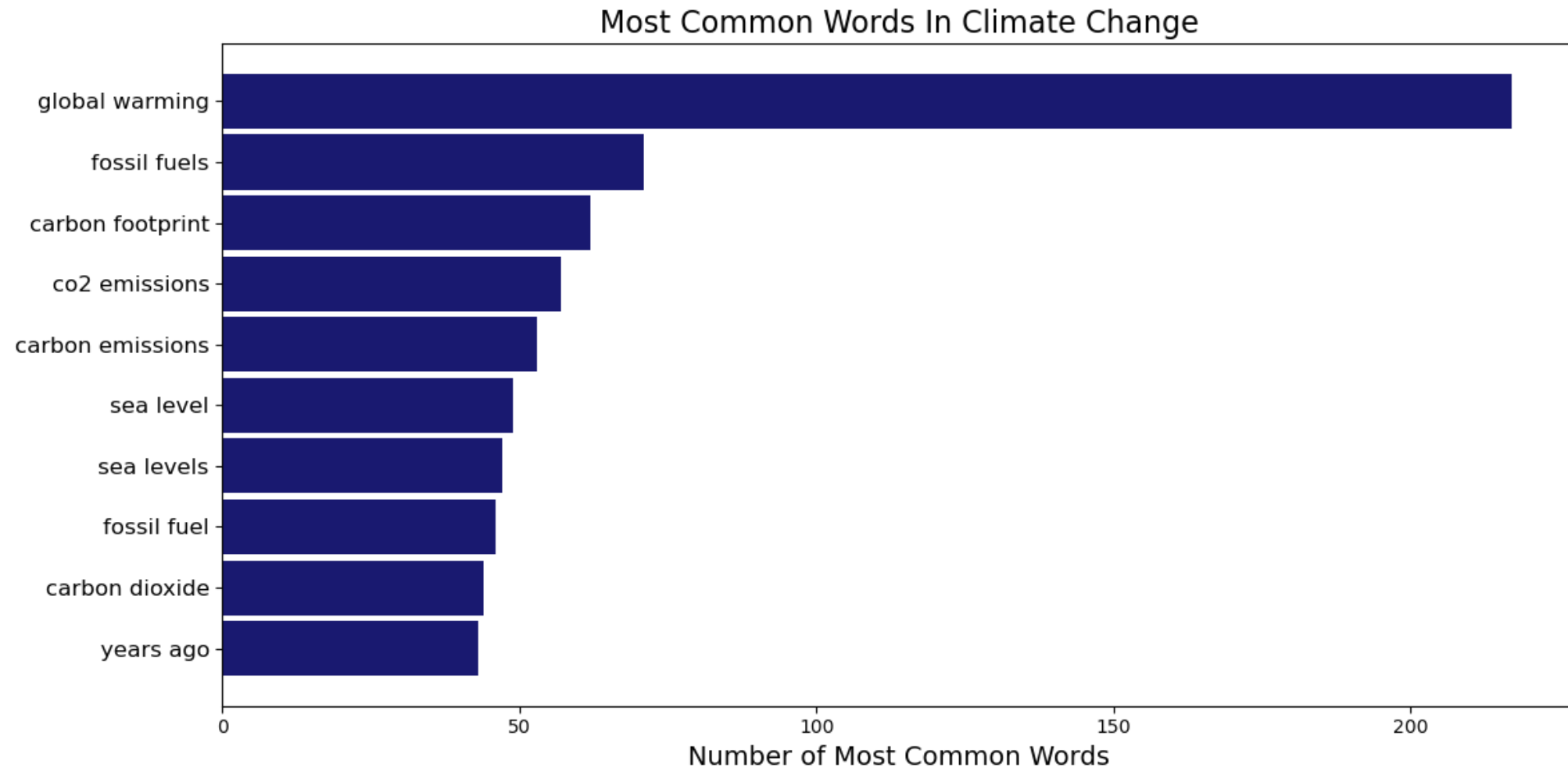
# Problem Statement

- What is the general sentiment that people have when talking about environmental-related topics?
- Interested to understand whether by talking about climate change in more broaden context such as sustainability, the overall sentiment could become more propositional and less catastrophic.

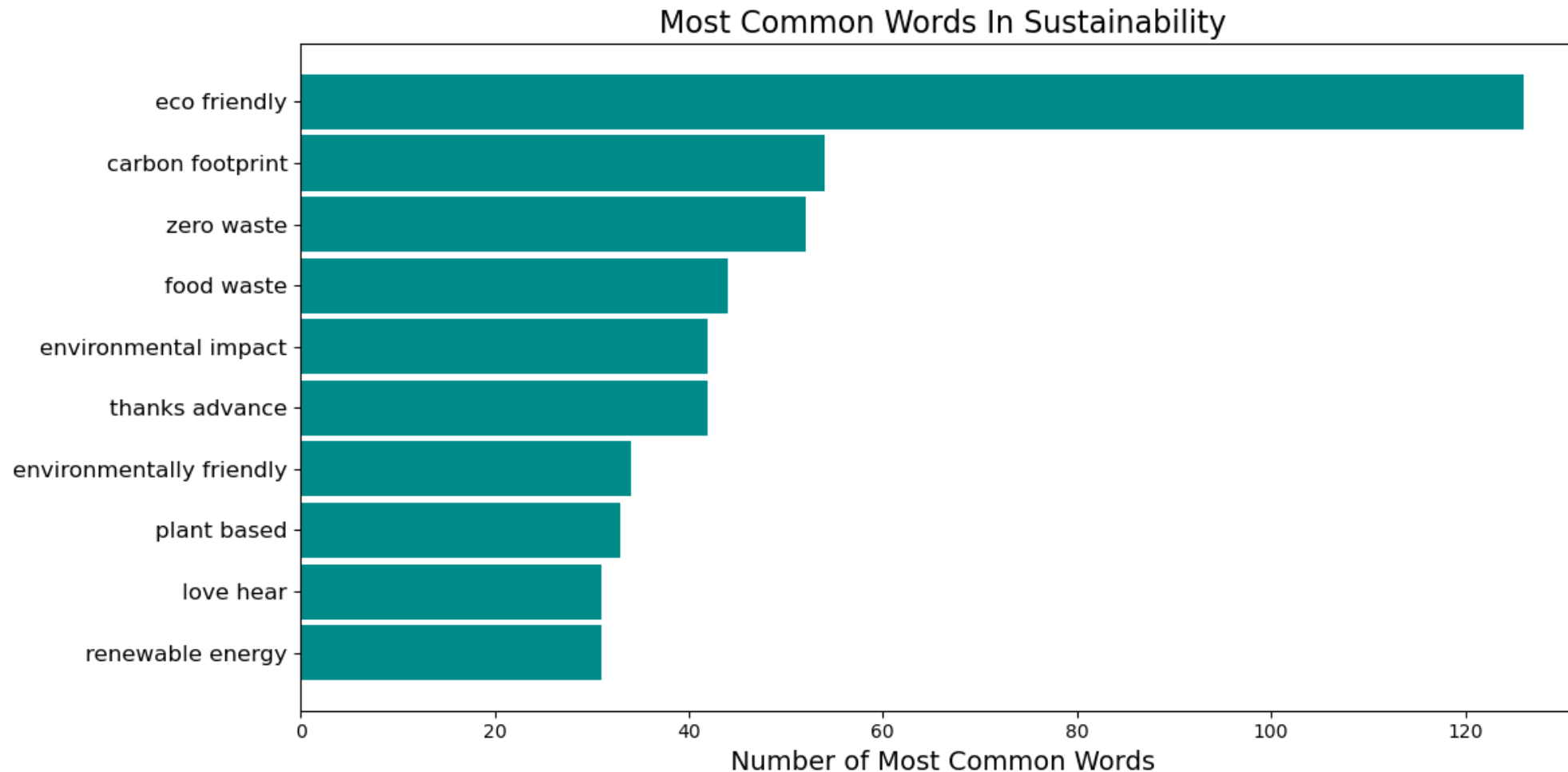
# Data and Methodology



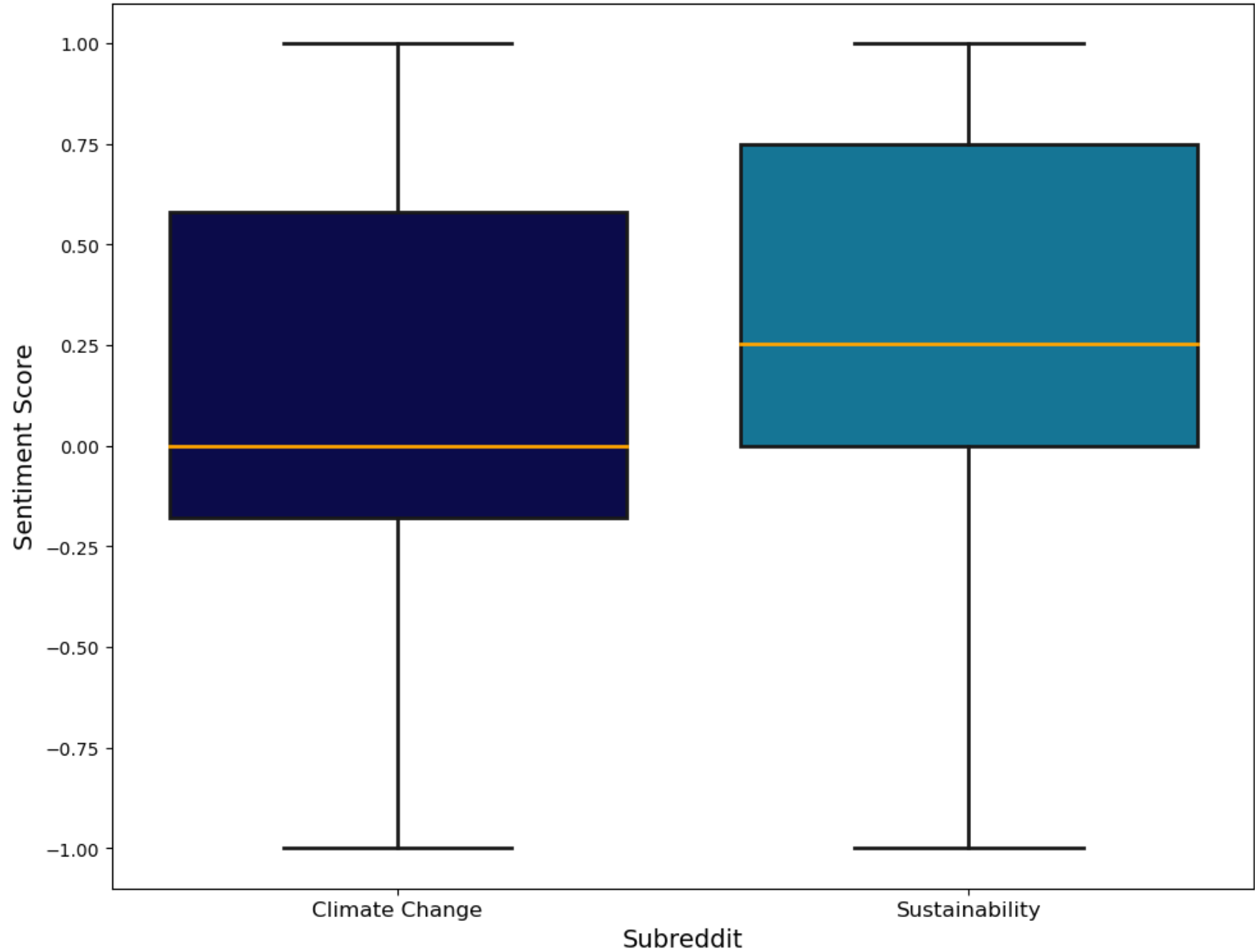
# Exploratory Data Analysis



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Distribution of Sentiment Analysis Scores

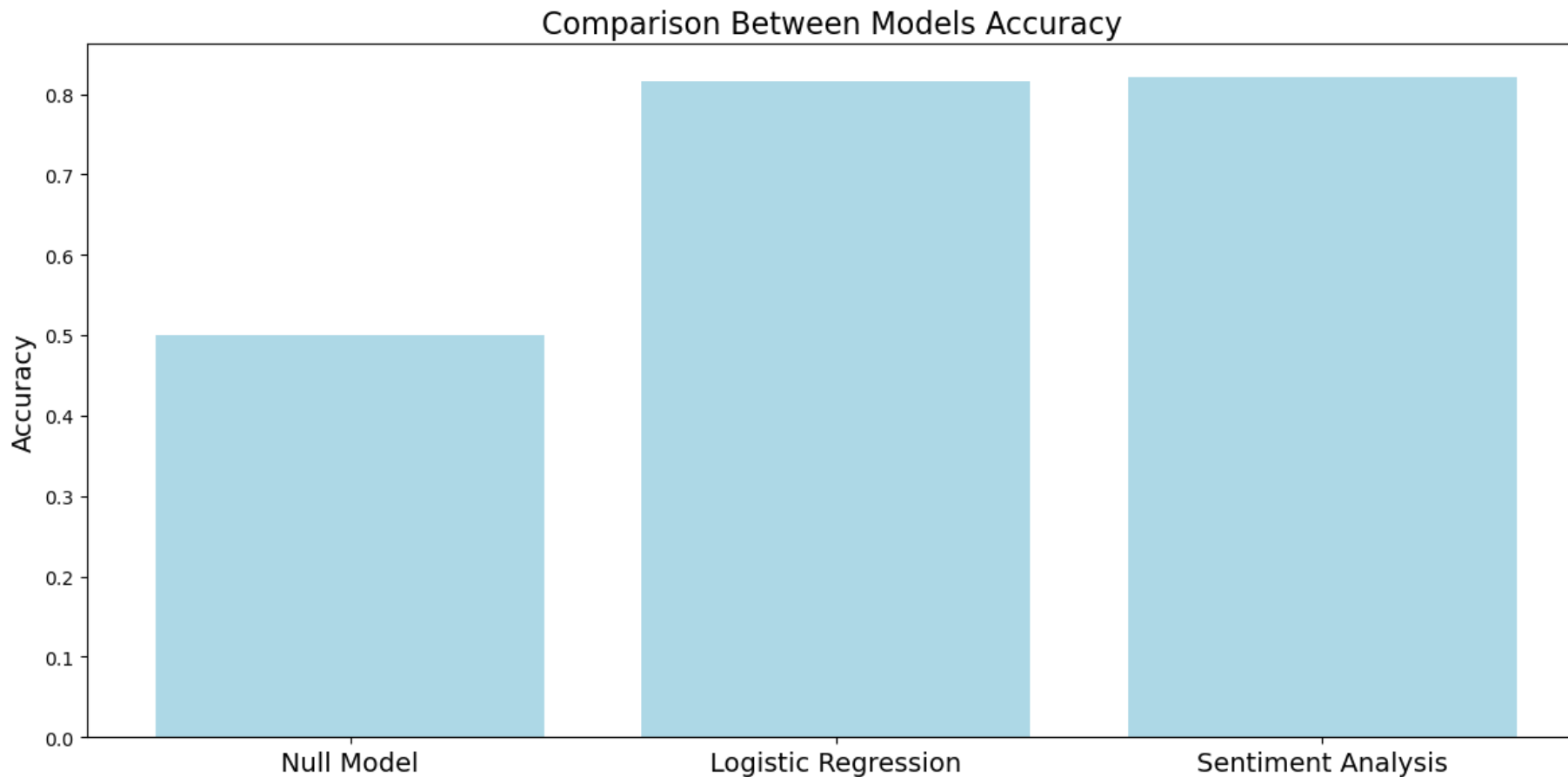


# Sentiment Analysis

Metric	Climate Change	Sustainability
Median	0.00	0.25
IQR	-0.17/0.58	0.00/0.75



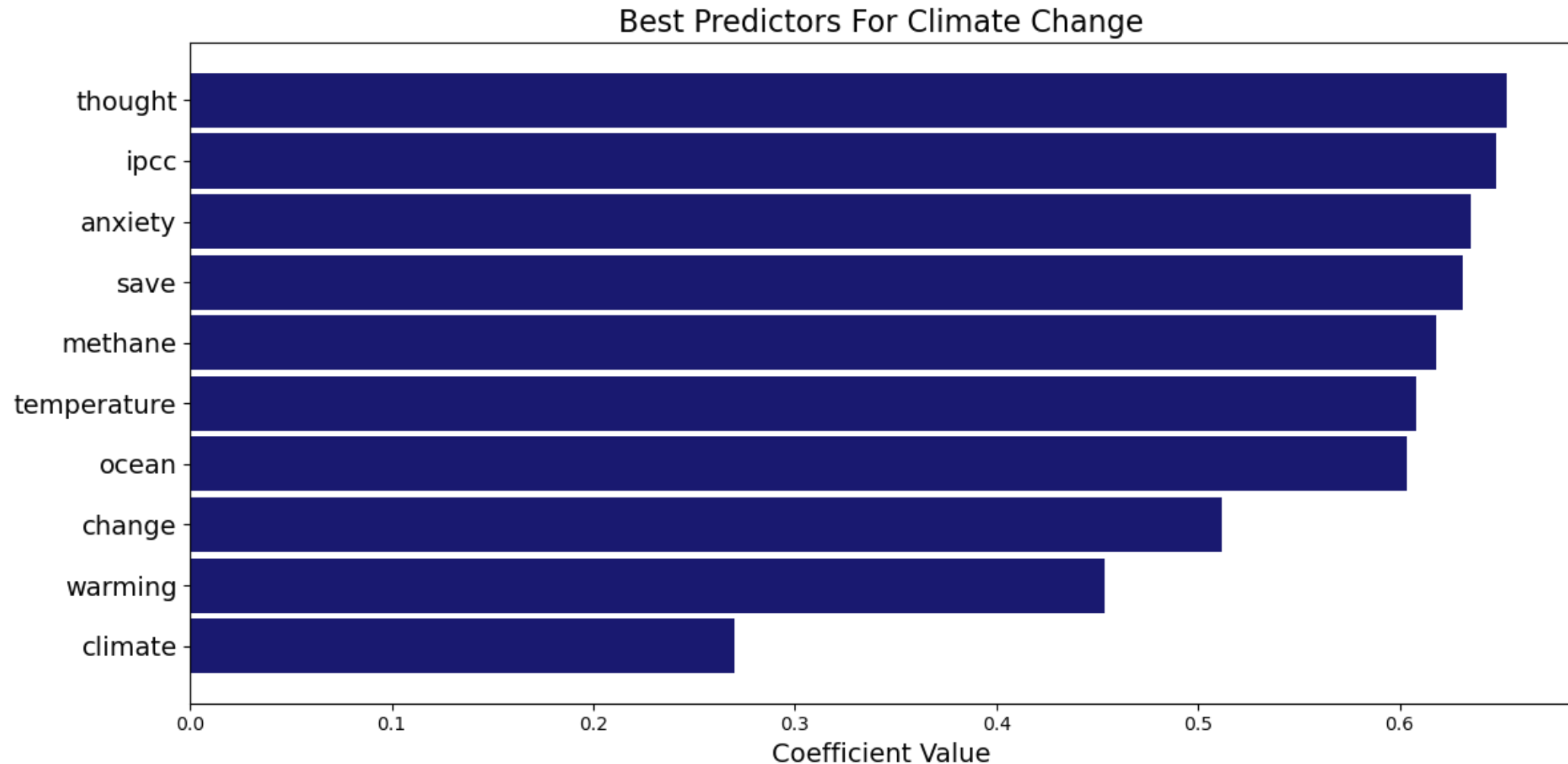
# Comparison Between Models



## Accuracy Score

Null	0.5
Logistic Regression	0.81
Logistic Regression & Sentiment Analysis	0.82

# Best Predictors For Climate Change



# Conclusions

- The difference of the compound score between the two groups was great enough to create a signal that the logistic model classifier could detect to sharpen its predictions.
- we have seen how the word anxiety is the 3<sup>rd</sup> best predictors for the class climate change.
- This seems to confirm the original hypothesis where I was expecting to detect a more positive sentiment in the sustainability group as people tend to be more focus on the solution side of the environmental crisis.



An underwater photograph showing a large school of small, silvery fish swimming in clear blue water. Sunlight rays penetrate the water from the surface, creating a dramatic, hazy effect. The fish are concentrated in the lower right quadrant, moving towards the left. The overall tone is serene and natural.

Questions?  
Thanks!

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