Media Attention as a Measure

Flammer (2013) measures media attention to environmental CSR by using Factiva to search *New York Times*, *Wall Street Journal*, *Washington Post*, *USA Today*, and *Financial Times* for articles containing the terms "environment" AND "corporate social responsibility." This could be a measure of a firm's environmental stakeholder salience.

McDonnell and Werner (2016) search Factiva, Lexis-Nexis, and Proquest for coverage of boycotts of firms in the six largest newspapers from 1990 – 2007: *New York Times*, *Wall Street Journal*, *Washington Post*, *USA Today*, *Chicago Tribune*, and *Los Angeles Times*.

Bothello et al. (2017) build a dictionary of terms synonymous with environmentalism using the Princeton WordNet lexical database synset for environmentalism.

we compiled terms considered as synonymous with environmentalism, using the Princeton WordNet lexical database. This database groups nouns, verbs, adjectives and adverbs into “synsets”, cognitive clusters of terms that can be used interchangeably in discourse. We charted the frequency of usage of the 15 terms constituting the environmentalism synset – including “environmentalism” itself – over a 30 year period (1985–2014), using the Factíva database of environmental news article.