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IS GREEN TRANSITION A POLARISING THEME IN EUROPEAN ONLINE DISCOURSE?

Bogna Gawrońska-Nowak, Piotr Lis, Olha Zadorozhna, Anita Zarzycka

GOALS

The main research aim was to verify to what degree some crucial themes, accelerate the political and social polarisation within the model of a democratic political regime.

As the debate about the green transition might be a source of polarisation, our role was to study social media channels to determine whether communication there indicates a lack of common ground.

METHODS

In our analysis, we use a Facebook page dedicated to a citizen-science project. We asked citizen scientists to indicate three words they associate with the green transition.

We used the corpus of comments gathered on the Facebook page and answers to open questions in the survey to build a dictionary of the most frequently repeated terms.

Finally, four terms were selected and then subsequently used to search for Polish-language tweets on Twitter and news articles in Polish online news outlets.

OUTPUTS

Keyword	Number of articles	Total number of words	Average words per article
Clean renewable energy	126	116,363	923.5
Fit for 55	293	248,816	849.2
Green Deal	326	322,883	990.4
Energy transition	1,031	885,708	859.1

Summary of online news articles by keyword

- Creation of a database that includes 1,776 articles and 64,116 tweets in Polish
- Periodic and final reports on the implementation of the project work have been produced.

Publications:

- Bedessem, B., Gawronska-Nowak, B., & Lis, P. (2021). Can citizen science increase trust in research? A case study of delineating Polish metropolitan areas. *Journal of Contemporary European Research*, 17(2)
- Gawrońska-Nowak et al (2023). Profiling European citizen scientist: Evidence from Poland. *Journal of International Studies*, 16(4).

OUTCOMES

- Knowledge of factors that polarise society is undeniably useful for various stakeholders. Such data can be used to shape messages and content, help design effective participation processes in citizen science, or boost citizen participation and awareness.
- Our project's analysis of Twitter reveals a threefold higher level of polarisation than media outlet analysis results. Polish politicians are the main narrators of the discourse. Such output can be further developed and examined in various terms.

