

THE CONSTRUCTION OF CLIMATE CHANGE IN CANADIAN NATIONAL PRINT MEDIA

Authors

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Abstract

Developing effective climate policies requires public support, which is often challenging to secure. For many, climate change remains a relatively distant issue, based on the perception that its most significant impacts are removed from everyday life. Consequently, research has particularly focused on communication strategies aimed at increasing the social acceptability of climate policies. Framing—the act of highlighting certain aspects of a problem to promote a specific definition—plays a key role. A problem can be defined or "framed" in various ways, and these framings often influence the choice of implemented solutions. The media play a crucial role in shaping the public understanding of the issue, formulating these framings, and garnering support for climate policies. However, to our knowledge, no study has exhaustively explored the framing of climate change across major Canadian newspapers, nor the evolution of their characteristics and visibility since the issue was placed on the public and political agenda in the late 1980s. This study introduces a new database of 17,140 climate change-related articles from twenty major Canadian newspapers. Using Natural Language Processing (NLP) techniques, we analyze the prevalence of different framings, their visibility, and their characteristics across geographical, temporal, and linguistic dimensions. This research sheds light on framing dynamics that could guide climate communication practices in various cultural contexts. It also aims to create a usable database that links media framing to other NLP-based analyses in public policy.

Project Status

Database established (n=17,140) ; annotation in progress