



Frame-Sentiment Dynamics and Evolution in U.S. Climate News: Semi-supervised Machine Learning and Panel Data Analysis

Session: Health and Science Journalism and Institutions

August 10, 2024, 4:30 PM – 6:00 PM

Former Affiliation: Refugee and Immigrant Voices in Action (RIVA)

Byung Wook Kim, Ph.D.



INTRODUCTION

- **Frames based on climate solutions:**

- Internalizing environmental damages into market systems — carbon trading, CDM, JI.
- Institution-led market models — facilitate cooperation and reduce transaction costs.
- Strong regulations to keep Earth's carrying capacity and human-nature balance.
- Anti-developmentalism and globalization, focusing on society and community.

- **Research focus:**

- Identify climate frames with different worldviews, suggesting different solutions.
- News sentiment each frame elicits.
- **Frame-sentiment dynamics** that have changed over time.

- **Significance of the study:**

- Provide insights into **which ways of perceiving climate change have gained salience in the media over time and how the process was.**

CONCEPTUAL FRAMEWORK

- **Conference of Parties (COP):**
 - Emphasis on the **carbon trading** and **offset** mechanisms.
 - Increasing involvement of **financial institutions**, private sectors, and businesses.
 - The **substitution rate** of renewable energy for fossil fuels should be discussed.
- **Previous studies about U.S. climate change coverage:**
 - Primarily influenced by the scientific consensus **until 2007** (Shehata & Hopmann, 2012).
 - **Shifted to** a political focus and towards a more polarized stance (Chinn, Hart, & Soroka, 2020).
 - Economic **costs** and a linguistic shift that implies **certainty** (Stecula & Merkley, 2019).
- **Endowment Effects:**
 - Placing higher perceived values on the “current possession.”
 - Existing lifestyles and economy systems based on fossil-fuel energy (**WTA**)
 - Sustaining the current lifestyle while adopting new ideas or innovation (**WTP**)

GLOBAL ENVIRONMENTAL FRAMES

Classification	Frames	Theoretical Origin	Cause	Solution
Adaptive Environmentalism (WTP)	Market Liberals	Neoclassical Economics	<ul style="list-style-type: none"> Underdeveloped countries Poor governmental policy Market failure 	<ul style="list-style-type: none"> Restoration of market efficiency Market autonomy
	Institutionalists	Liberal Institutionalism	<ul style="list-style-type: none"> Lack of global governance Lack global cooperation 	<ul style="list-style-type: none"> Global cooperation Institution-led market model
Transformative Environmentalism (WTA)	Bio-environmentalists	Ecological Economics	<ul style="list-style-type: none"> Unchecked market economy Human-nature imbalance 	<ul style="list-style-type: none"> Preserving Earth's capacity Regulation
	Social Greens	Neo-Gramscian Theories	<ul style="list-style-type: none"> Developed countries Multi-national corporations Financial institutions 	<ul style="list-style-type: none"> Society and community focus Oppose globalization

GLOBAL ENVIRONMENTAL FRAMES

Classification	Frames	Theoretical Origin	Cause	Solution
Adaptive Environmentalism (WTP)	Market Liberals	Neoclassical Negative	<ul style="list-style-type: none"> Underdeveloped countries Poor governmental policy Market failure 	<ul style="list-style-type: none"> Restoration of market efficiency Market autonomy
	Institutionalists	Liberal Positive	<ul style="list-style-type: none"> Lack of global governance Lack global cooperation 	<ul style="list-style-type: none"> Global cooperation Institution-led market model
Transformative Environmentalism (WTA)	Bio-environmentalists	Ecological Negative	<ul style="list-style-type: none"> Unchecked market economy Human-nature imbalance 	<ul style="list-style-type: none"> Preserving Earth's capacity Regulation
	Social Greens	Neo-Gramscian Positive	<ul style="list-style-type: none"> Developed countries Multi-national corporations Financial institutions 	<ul style="list-style-type: none"> Society and community focus Oppose globalization

METHODOLOGY

- **Web Scraping:**
 - **Time Frame:** January 1996 – December 2023.
 - **Total: 56,475 news articles**, after omitting duplicates and irrelevant articles
 - New York Times: 34,029 articles / Wall Street Journal: 22,446 articles.
- **Sentiment Analysis:**
 - **Transformer-based model** within the pipeline class (superior context-aware).
 - An average of **156.06 tokens** per news article.
 - Sentiment scores for each news article (**Range: - 1 and 1**).
- **Guided LDA Topic Modeling:**
 - Combining headlines and lead paragraphs, a total of **3,534,336 bi-gram tokens** were analyzed.
 - Each frame was used as a variable, with its proportion in each article as the value (**Range: 0 and 1**).

Step 1: LDA Topic Modeling

- Elbow Method (# of Topics: 18)

Step 2: Topic Visualization

- Identify similar topics (based on distance)

Step 3: Matching Topics with Frames

- Examine representative words of similar topics, associating them with the frames.

Step 4: Adding Seed Words

- Conduct LDA Topic Modeling
(# of Topics = 4; eta = seed words list)

Step 5: Frames as Variables

- Each topic is set as a variable
- The proportion of each topic in each article is measured as the value.

Step 1: LDA Topic Modeling

- Elbow Method (# of Topics: 18)

Step 2: Topic Visualization

- Identify similar topics (based on distance)

Step 3: Matching Topics with Frames

- Examine representative words of similar topics, associating them with the frames.

Step 4: Adding Seed Words

- Conduct LDA Topic Modeling
(# of Topics = 4; eta = seed words list)

Step 5: Frames as Variables

- Each topic is set as a variable
- The proportion of each topic in each article is measured as the value.

*Inductive pattern-
searching.*

*Synthesis with deductive
hypothesis testing.*

PANEL DATA ANALYSIS

- **Monthly Transformation:**
 - **Observation:** Each month from 1996 to 2003 (672 observations).
 - **Variables:** Market Liberals, Institutionalists, Bio-environmentalists, Social Greens, Sentiment, Time, and News Source.
- **Frequency of climate news frame use over time (Mixed-Effects Model)**
 - **Time** explaining **Frame Use**.
 - $NewsFrame_{ij} = \beta_0 + \beta_1 Time_i + NewsSource_j + e_{ij}$
- **Frame-sentiment dynamics over time (Mixed-Effects Model)**
 - **Frame use** explaining **news sentiment**.
 - **Frame-Time interaction**, explaining **news sentiment**.
 - $NewsSentiment_{ij} = \beta_0 + \beta_1 Time_i + \beta_2 NewsFrame_i + \beta_3 (Time \times NewsFrame)_i + NewsSource_j + \varepsilon_{ij}$

TRENDS IN MEDIA FRAMING OVER TIME

- **Market Liberals Frame:**
 - There is **no significant** trend.
 - However, the **monthly mean was the highest** compared to other frames and **dispersed widely over time**.
- **Institutionalists Frame:**
 - **Increasing trend** ($t = 13.487, p < .01$).
 - Growing emphasis on international cooperation and institution-led market mechanisms.
- **Bio-environmentalists Frame:**
 - **Increasing trend** ($t = 13.147, p < .01$). Contrary to the initial expectation.
 - Growing emphasis on the roles of international organizations to preserve Earth's carrying capacity.
- **Social Greens Frame:**
 - **Decreasing trend** ($t = -19.512, p < .01$).
 - Marginalization of community-driven solutions in media narrative.

SENTIMENT DYNAMICS

- **Market Liberals Frame:**

- Significant association with **negative sentiment** ($t = -4.065, p < .01$).
- No interaction effects with time ($t = -1.456, p = 0.145$).

- **Institutionalists Frame:**

- Significant association with **negative sentiment** ($t = -4.365, p < .01$).
- Significant association with **positive sentiment over time** ($t = 5.073, p < 0.01$).

- **Bio-environmentalists Frame:**

- Significant association with **negative sentiment** ($t = -4.306, p < .01$).
- Significant association with **positive sentiment over time** ($t = 4.127, p < 0.01$).

- **Social Greens Frame:**

- Significant association with **positive sentiment** ($t = 7.500, p < .01$).
- Significant association with **negative sentiment over time** ($t = -2.191, p < 0.05$).

DISCUSSION

- **Critiques of carbon trading and offset mechanisms** (Boyce, 2018; McGee & Greiner, 2019)
 - The cost associated with carbon credits would increase fuel prices, **impacting the Global South more**.
 - Carbon credits generate profits from trading **without incurring additional costs**.
 - Adding renewable energy might **only increase energy consumption** without displacing fossil fuels.
- **Conclusion:**
 - The “**Institutionalists**” frame significantly increased and became associated with positive sentiment over time.
 - The “**Social Greens**” frame significantly decreased and became linked to more negative sentiment over time.
- **Contributions:**
 - Provided insights into how climate change frames have evolved in the context of global climate change discourse and political economy.
 - Effectively synthesized organically emerging frames (**theory-free observation**) with theory-driven frames (**theory-laden observation**) to bridge the gap between data-driven insights and theoretical frameworks.
 - Provided a more comprehensive understanding of climate change discourse.

EXTRA TIME

LIMITATION

- **Lack of theoretical ground**
 - Expect the “Market Liberals” and “Institutionalists” to become dominant.
 - Also, that “Bio-environmentalists” and “Social Greens” to become marginalized.
- **Implications of emotions embedded in (or induced from) frames**
 - What does it mean for the audience to see a particular frame (e.g., “Market Liberals”) with negative or positive emotions?
 - What does it mean for the audience to see a particular frame (e.g., “Market Liberals”) that changed from negative to positive emotions, or vice versa? Or when they are reinforced?
- **Ideologic differences between newspapers (**revised from the original**)**
 - Analyzed with the Mixed Effects Model considering news source as a random effect.
 - There was no evidence that the variation in news sources was significant, but the Mixed Effects Model was more stable than the Fixed Effects Model originally used.


```

market_liberals_seed_words = [
    "technology", "market", "investment", "trade", "economic", "global", "industry", "business", "corporate", "bank", "price",
    "financial", "innovation", "entrepreneurship", "efficiency", "capital", "growth", "private", "competition", "investment",
    "commercial", "sustainable", "product", "manufacture", "export", "import", "digital", "startup", "venture",
    "profit", "supply", "demand", "energy", "electric_vehicle", "battery", "factory", "electric", "solar",
    "carbon", "greenhouse_gas", "emission"
]
institutionalists_seed_words = [
    "cooperation", "negotiation", "agreement", "convention", "protocol", "accord", "compliance", "treaty", "diplomacy",
    "united_nations", "european_union", "summit", "international", "environmental", "policy", "government", "meeting",
    "law", "regulation", "legislation", "federal", "state", "agency", "public", "global", "governance", 'world',
    "democracy", "administration", "electoral", "council", "bilateral", "sustainable", "enforcement", 'leadership',
    "authority", "jurisdiction", "sanction", "justice", "civic"
]
bioenvironmentalists_seed_words = [
    "ecosystem", "ecology", "biodiversity", "conservation", "climate", "environment", "wildlife", "habitat", "sustainability",
    "pollution", "organic", "natural", "forest", "ocean", "river", "species", "earth", "water", "air", "soil", "ecological",
    "bio", "plant", "animal", "recycle", "renewable", "green", "solar_energy", "wind_energy", "biofuel", "deforestation", "tree",
    "wildfire", "drought", "flood", "disaster", "emission", "carbon_footprint", "greenhouse", "sustainable_development"
]
social_greens_seed_words = [
    "equality", "justice", "community", "activism", "grassroots", "society", "social", "rights", "diversity", "local",
    "inclusion", "equity", "empowerment", "solidarity", "advocacy", "participation", "democratic", "public_space",
    "volunteer", "movement", "campaign", "protest", "demonstration", "activist", "nonprofit", "ngo", "volunteerism",
    "awareness", "education", "outreach", "cultural", "heritage", "tradition", "urban", "rural", "nature", "impact",
    "environmental_justice", "sustainable_living", "climate_action",
]

```

```

texts = df_filter['tokens_with_bigrams'].apply(ast.literal_eval)
dictionary = Dictionary(texts)
dictionary.filter_extremes(no_below=30, no_above=0.4)
corpus = [dictionary.doc2bow(text) for text in texts]

```

```

seed_topics = {
    0: [dictionary.token2id[word] for word in market_liberals_seed_words if word in dictionary.token2id],
    1: [dictionary.token2id[word] for word in institutionalists_seed_words if word in dictionary.token2id],
    2: [dictionary.token2id[word] for word in bioenvironmentalists_seed_words if word in dictionary.token2id],
    3: [dictionary.token2id[word] for word in social_greens_seed_words if word in dictionary.token2id],
}

```

```

def create_eta(seed_topics, dictionary, num_topics):
    eta = np.full((num_topics, len(dictionary)), 0.01)
    for topic_id, words in seed_topics.items():
        for word_id in words:
            eta[topic_id, word_id] = 1.0
    return eta

```

```

eta = create_eta(seed_topics, dictionary, 4)

```

```

lda_model = LdaModel(corpus=corpus, id2word=dictionary, num_topics=4,
                    random_state=100, update_every=0, chunksize=800, passes=110,
                    alpha='symmetric', eta=eta)

```

Check data

```
In [4]: df.iloc[10000]
```

```
Out[4]: source                                NYT
pub_date                                2007-02-02
headline    The world will need our help when it gets hot ...
material                                News
section                                Opinion
lead_paragraph    OTTAWA — The Intergovernmental Panel on Climat...
abstract    OTTAWA — The Intergovernmental Panel on Climat...
web_url    https://www.nytimes.com/2007/02/02/opinion/02i...
Name: 10000, dtype: object
```

```
In [5]: df.iloc[10000]['headline']
```

```
Out[5]: 'The world will need our help when it gets hot – Opinion – International Herald Tribune'
```

```
In [6]: df.iloc[10000]['lead_paragraph']
```

```
Out[6]: 'OTTAWA — The Intergovernmental Panel on Climate Change, some 2,500 scientists, issued its fourth report on Friday in Paris. The news is that the fact of rising temperatures is no longer news; even the media has stopped trying to adopt a "balanced" approach to the few remaining skeptics, and politicians are leaping on the green bandwagon. The debate now is how to identify the horrific effects of climate change and what to do about them. In fact, the main criticism of the IPCC report is that it minimizes effects such as rising sea levels. Of course, the immediate need is to reduce emissions. Some solutions have been offered for this, from the Kyoto protocols to trading in carbon futures. There is also a lot of sensible advice out there, from Al Gore and from your now-green utility company, among others, on what you can do to help. But there has been far less discussion about how to cope with the inevitable changes, and even less about how we can help affected plants and animals.'
```

```
In [6]: df_filter.iloc[10000]['text_for_analysis']
```

```
Out[6]: 'world need help gets hot – opinion – international herald tribune ottawa the intergovernmental panel on climate change, some 2,500 scientists, issued its fourth report on friday in paris. the news is that the fact of rising temperatures is no longer news; even the media has stopped trying to adopt a "balanced" approach to the few remaining skeptics, and politicians are leaping on the green bandwagon. the debate now is how to identify the horrific effects of climate change and what to do about them. in fact, the main criticism of the ipcc report is that it minimizes effects such as rising sea levels. of course, the immediate need is to reduce emissions. some solutions have been offered for this, from the kyoto protocols to trading in carbon futures. there is also a lot of sensible advice out there, from al gore and from your now-green utility company, among others, on what you can do to help. but there has been far less discussion about how to cope with the inevitable changes, and even less about how we can help affected plants and animals.'
```

```
In [7]: df_filter.iloc[10000]['tokens_with_bigrams']
```

```
Out[7]: "['world', 'need', 'help', 'hot', 'opinion', 'international_herald', 'tribune', 'ottawa', 'panel_climate', 'change', 'scientist', 'issue', 'fourth', 'report', 'paris', 'fact', 'rise_temperature', 'long', 'medium', 'stop', 'try', 'adopt', 'balanced', 'approach', 'remain', 'skeptic', 'politician', 'leap', 'green', 'bandwagon', 'debate', 'identify', 'horrific', 'effect', 'climate_change', 'fact', 'main', 'criticism', 'ipcc_report', 'minimize', 'effect', 'rise_sea', 'level', 'course', 'immediate', 'need', 'reduce_emission', 'solution', 'offer', 'kyoto_protocol', 'trading', 'carbon', 'future', 'sensible', 'advice', 'al_gore', 'green', 'utility', 'company', 'help', 'far', 'discussion', 'cope', 'inevitable', 'change', 'help', 'affect', 'plant_animal']"
```

Pub Date	Market Liberals	Institutionalists	Bio Environmentalists	Social Greens	Sentiment	News Source
1/2/96	0.54048729	0.00559623	0.44476011	0.00915637	0.98695940	0
1/4/96	0.00326501	0.66905022	0.00329302	0.32439172	0.95157981	0
2/9/96	0.00931653	0.00927933	0.00886151	0.97254264	0.96479678	1
4/24/96	0.00759780	0.32624558	0.00742691	0.65872973	-0.99366520	1



Monthly Transformation

Month	Market Liberals	Institutionalists	Bio Environmentalists	Social Greens	Sentiment	News Source
1/96	0.07929708	0.12209417	0.23417042	0.564438337	-0.09021260	0
1/96	0.00931653	0.00927933	0.00886151	0.972542643	0.96479678	1
3/96	0.24471372	0.25904523	0.10950861	0.38673243	-0.3566159	0
3/96	0.18485248	0.19714690	0.00802685	0.60997377	-0.0122900	1

DATA

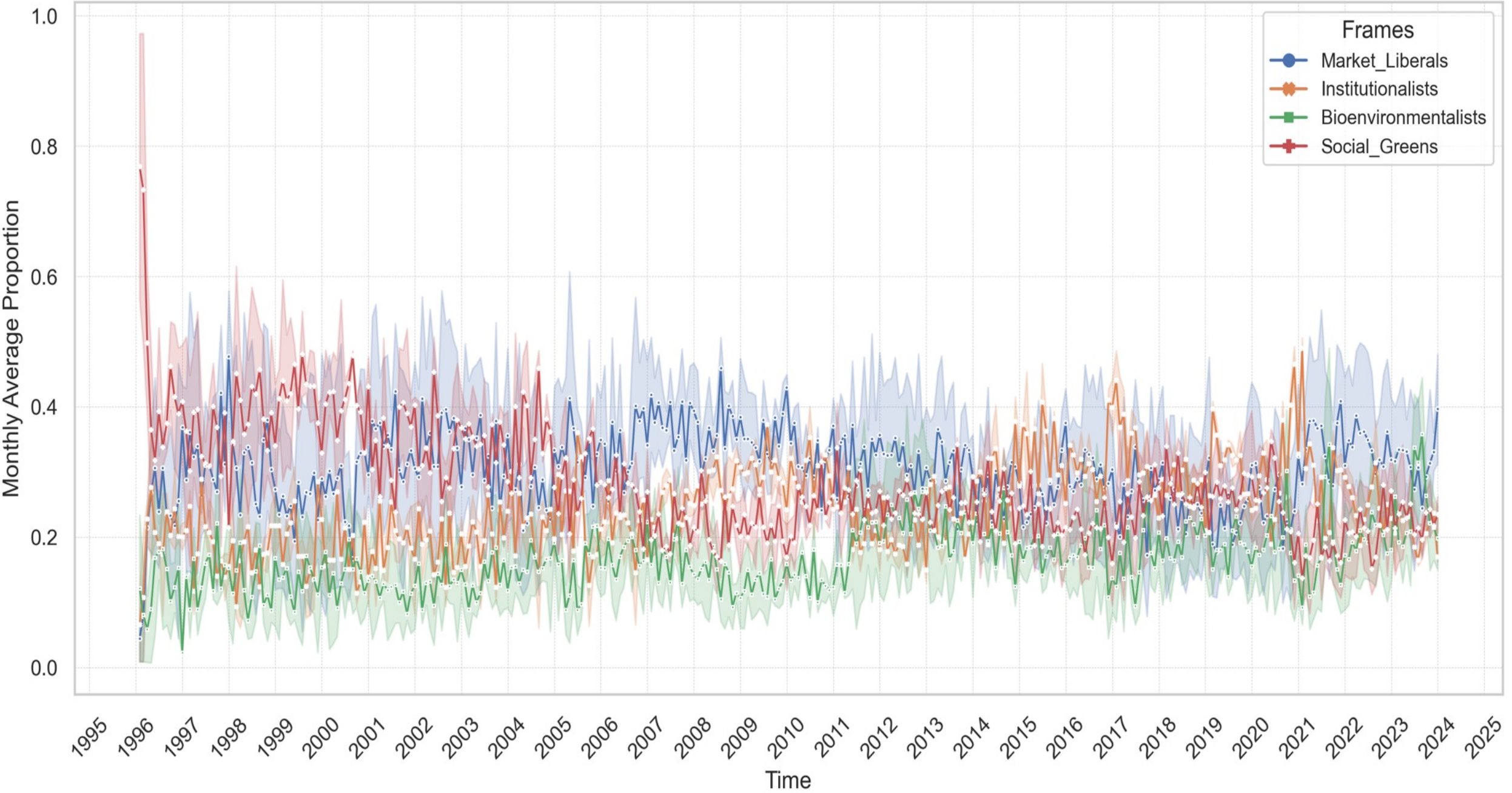
- **Monthly Transformation:**

- **Observation:** Each month from 1996 to 2003 (672 observations).
- **Variables:** Market Liberals, Institutionalists, Bio-environmentalists, Social Greens, and Sentiment.

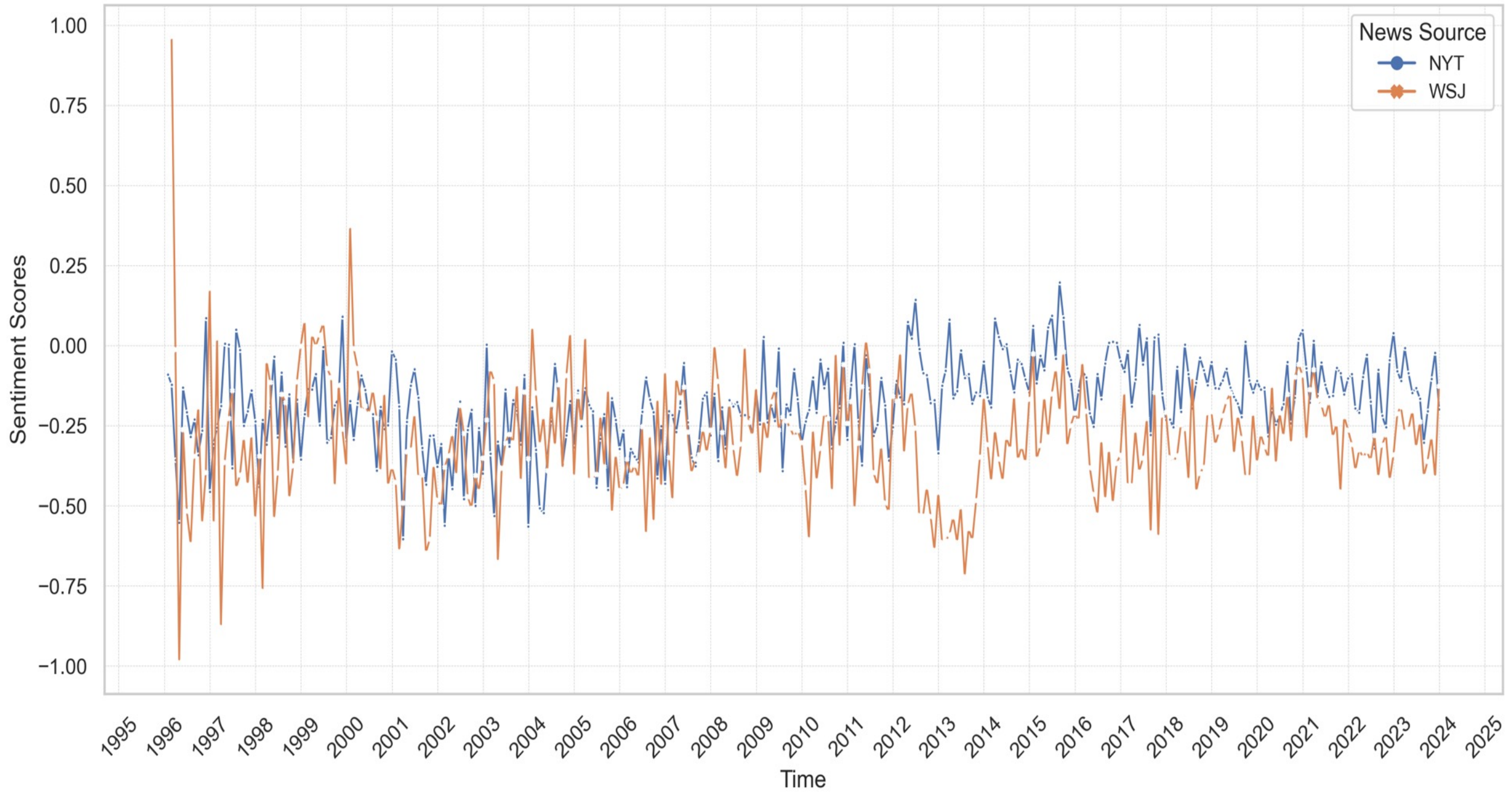
Variables	Mean	SD	Skewness	Kurtosis
Market Liberals	0.3049	0.1222	0.0663	-0.9899
Institutionalists	0.2444	0.0761	0.2087	0.3216
Bio-environmentalists	0.1665	0.0800	0.6108	0.1929
Social Greens	0.2842	0.1051	1.3982	5.0202
Sentiment	-0.2344	0.1778	0.5579	6.0150

- “Market Liberals” were used the most frequently and widely dispersed compared to other frames.
- Bio-environmentalists and Social Greens frames were positively skewed.
- Social Greens frame and news sentiment had a high kurtosis value.

Monthly Distribution of the Proportion of Frames



Monthly Distribution of News Sentiment




```
import pandas as pd

import statsmodels.formula.api as smf
from statsmodels.formula.api import mixedlm

from sklearn.preprocessing import StandardScaler
```

```
data['source'] = data['source_binary'].astype('category')

results_by_frames = {}

for frame in ['Market_Liberals', 'Institutionalists', 'Bioenvironmentalists', 'Social_Greens']:
    formula = f"{frame} ~ year_month_int"
    model = mixedlm(formula, data, groups=data["source"])
    result = model.fit()
    results_by_frames[frame] = result.summary()

for frame in results_by_frames:
    print(f"Results for {frame}:")
    print(results_by_frames[frame])
    print("\n\n")
```

```
results_time_frame_influence_on_sentiment = {}

for frame in ['Market_Liberals', 'Institutionalists', 'Bioenvironmentalists', 'Social_Greens']:
    formula = f"transformer_sentiment ~ year_month_int * {frame}"
    model = mixedlm(formula, data, groups=data["source"])
    result = model.fit()
    results_time_frame_influence_on_sentiment[frame] = result.summary()

for frame in results_time_frame_influence_on_sentiment:
    print(f"Results for {frame}:")
    print(results_time_frame_influence_on_sentiment[frame])
    print("\n\n")
```

Mixed Linear Model Regression Results

	Coef.	Std.Err.	z	P> z	[0.025	0.975]
Intercept	0.312	0.096	3.231	0.001	0.123	0.500
year_month_int	-0.000	0.000	-1.322	0.186	-0.000	0.000
Group Var	0.019	0.349				

Mixed Linear Model Regression Results

	Coef.	Std.Err.	z	P> z	[0.025	0.975]
Intercept	0.184	0.007	26.221	0.000	0.170	0.198
year_month_int	0.000	0.000	13.487	0.000	0.000	0.000
Group Var	0.000	0.001				

	Coef.	Std.Err.	z	P> z	[0.025	0.975]
Intercept	0.122	0.056	2.178	0.029	0.012	0.232
year_month_int	0.000	0.000	13.147	0.000	0.000	0.000
Group Var	0.006	0.173				

Mixed Linear Model Regression Results

	Coef.	Std.Err.	z	P> z	[0.025	0.975]
Intercept	0.383	0.046	8.319	0.000	0.292	0.473
year_month_int	-0.001	0.000	-19.512	0.000	-0.001	-0.001
Group Var	0.004	0.078				

Mixed Linear Model Regression Results

Results for Institutionalists:

Mixed Linear Model Regression Results

Mixed Linear Model Regression Results

Results for Social_Greens:

Mixed Linear Model Regression Results

Model:	MixedLM	Dependent Variable:	transformer_sentiment				
No. Observations:	672	Method:	REML				
No. Groups:	2	Scale:	0.0257				
Min. group size:	336	Log-Likelihood:	255.4602				
Max. group size:	336	Converged:	Yes				
Mean group size:	336.0						
		Coef.	Std.Err.	z	P> z	[0.025	0.975]
Intercept		-0.541	0.051	-10.681	0.000	-0.640	-0.442
year_month_int		0.001	0.000	5.038	0.000	0.001	0.001
Social_Greens		0.734	0.098	7.500	0.000	0.542	0.926
year_month_int:Social_Greens		-0.001	0.001	-2.191	0.028	-0.003	-0.000
Group Var		0.002	0.022				