

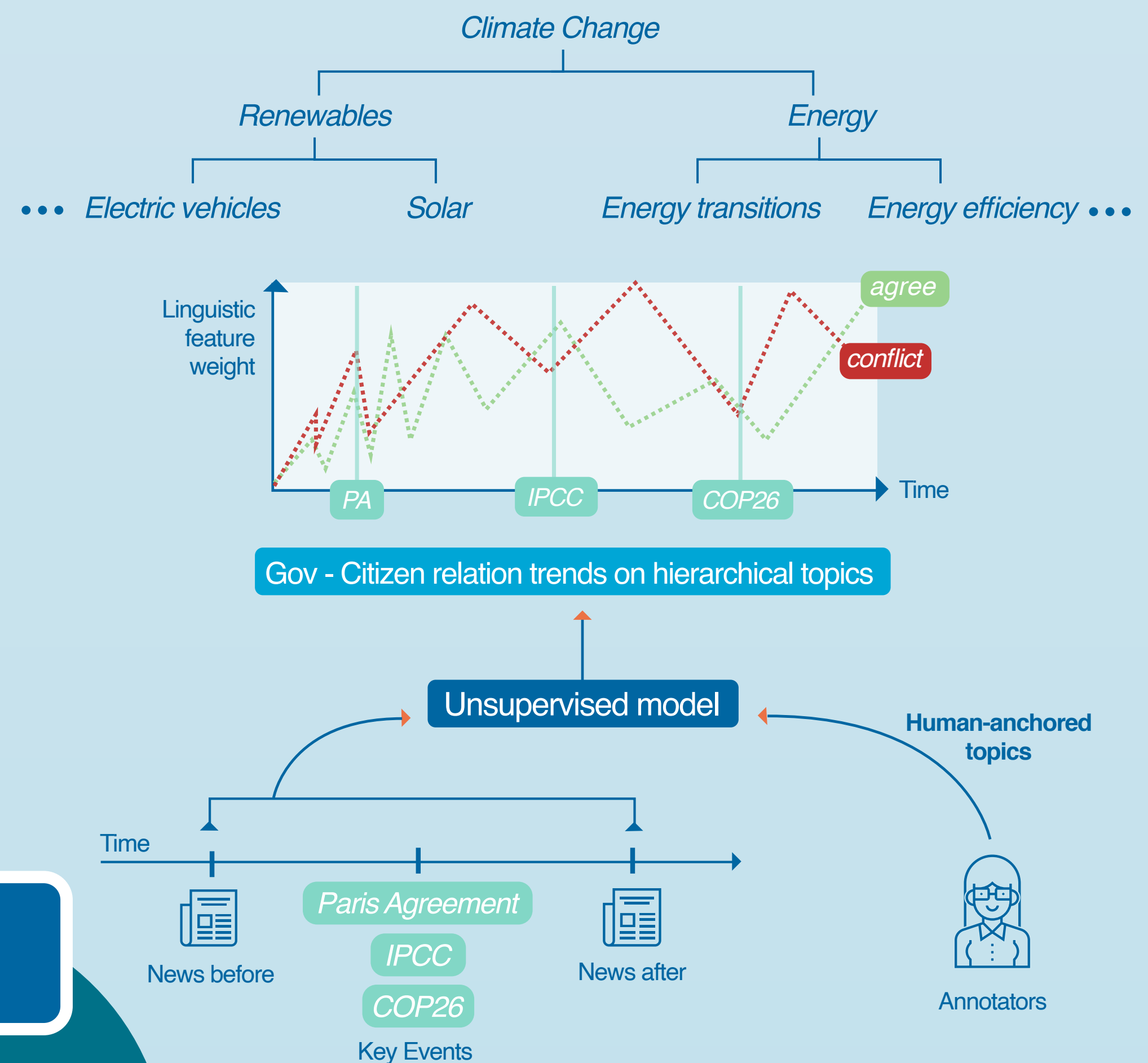
# Climate Change Debate: Recognizing the Actors, Values, and Appeal from News and Social Media

Yu-Wen Chen, supervised by Pradeep Murukannaiah, Jazmin Zatarain Salazar, Catholijn Jonker  
Interactive Intelligence, INSY, EEMCS  
y.w.chen@tudelft.nl

AI for fair, efficient and interpretable policy analysis

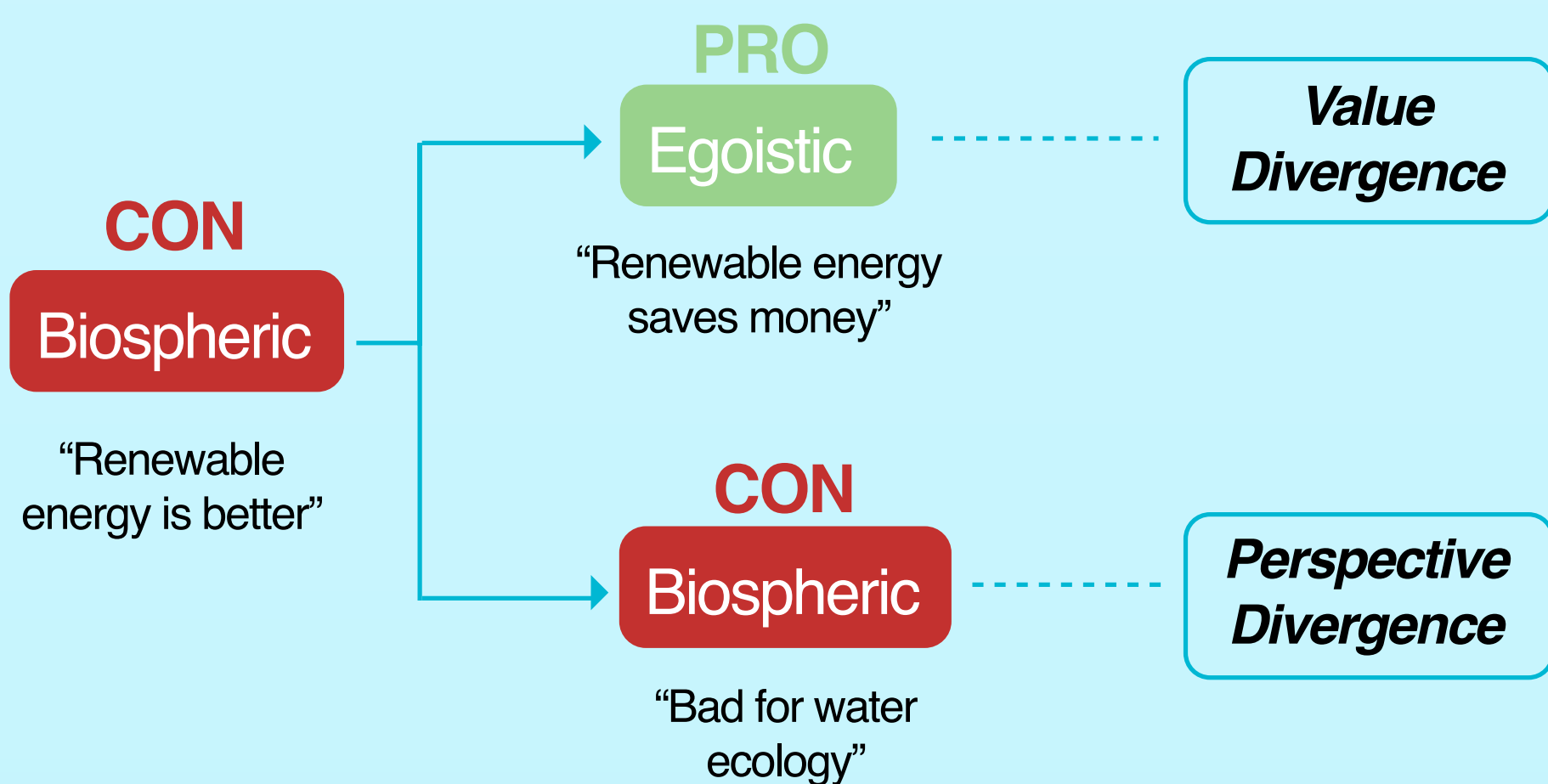
## Stakeholder Relation Modeling

- News Media as a central forum for discussion and legitimization of climate governance
  - The interaction between stakeholders shape the complexity of the climate change communication
  - The impact of key events on stakeholder relationship
- ❓ How does the stakeholder relationship develop over time on certain climate change issues?
- ❓ How does the key event affect the balance of the relationship?



## From Arguments to Values

Nuclear energy should be replaced by fossil fuel?



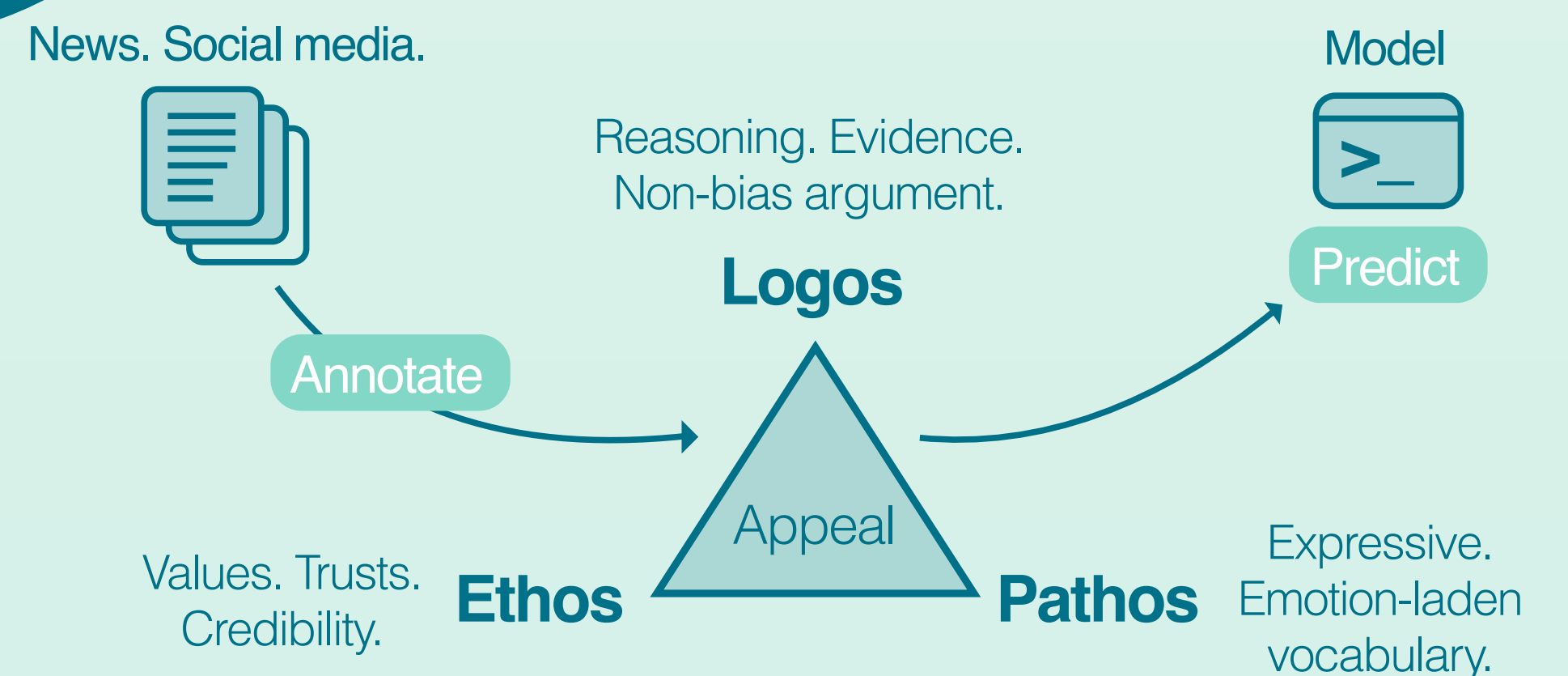
- ❓ How can we quantify and detect this value dynamics?
- ❓ And if so, what is the actual “value conflict”?

Who  
Climate Change Debate

What

How

## The Influence of Framing and Appeal



- News raises public awareness and appeals to climate action
  - The influence of persuasion on climate action through the lens of framing
- ❓ What type of appeal is the most influential for the audience?



Scan for reference