



Computational social science: Climate change discourse on social media

Social media is the new frontier of climate change disinformation and propaganda. Between 2018-20, ExxonMobil spent more on political advertising on Facebook and Instagram than any other corporation. To date, however, this topic has received little systematic attention.

The **Climate Accountability Lab** has funded opportunities for graduate students to work on high-impact, interdisciplinary research projects computationally analyzing textual and audiovisual data on social media and other digital platforms, with a focus on climate change narratives and social networks.

The projects are ideal for individuals with strong backgrounds in statistical analysis; open-ended data mining; social network analysis, applied machine learning including Natural Language Processing, Large Language Models, and image recognition; web scraping; and API interaction.