



# DOES JOURNALISM REFLECT POLARIZED ONLINE NETWORKS?

## DISCOURSES ON THE "LAST GENERATION" IN (SOCIAL) MEDIA

### Overall Research Question:

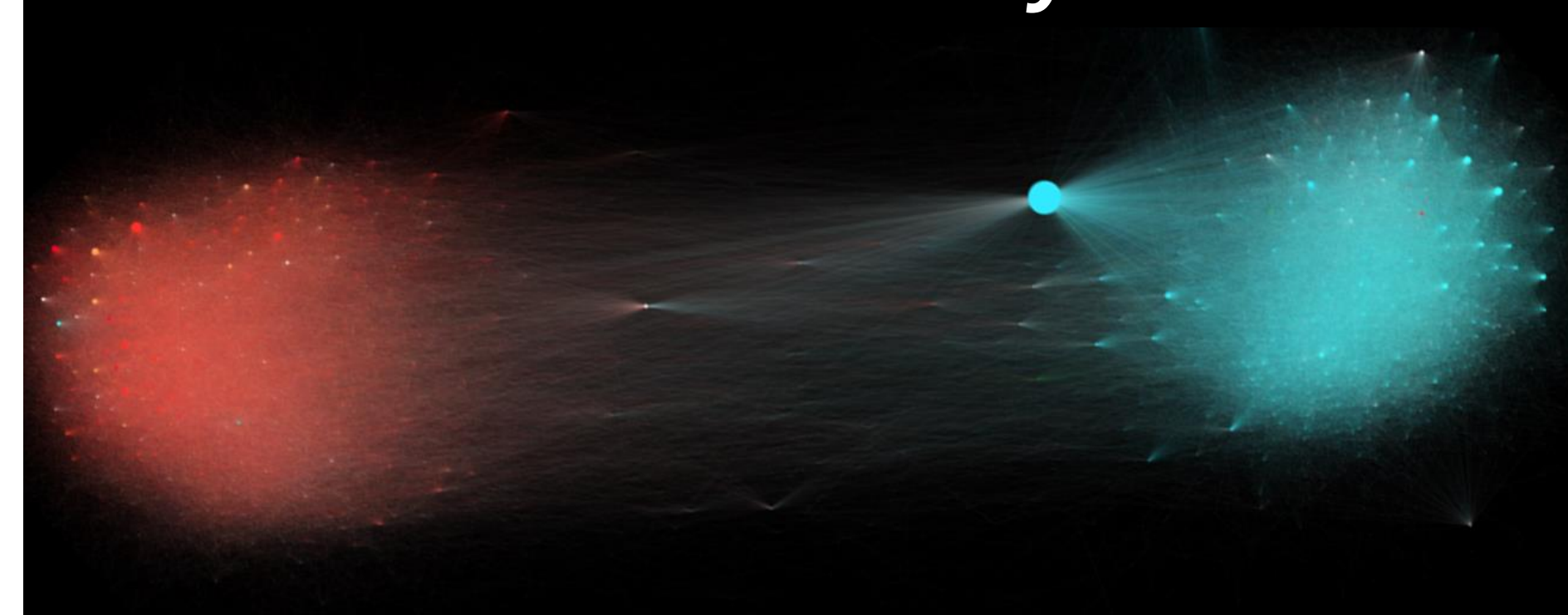
How do polarized social media debates on climate protest movements influence journalistic reporting?

**RQ1:** What are the polarized frames of social media debates on the „Last Generation“?

**RQ2:** How do these frames emerge and spread in comparison to German news reporting?

~1,700,000(Re)-Tweets  
 & ~7,000 (Online-) Articles  
 scraped/collected from 2022-01-01 to 2023-06-01

### Twitter Networks: Alignment of Frames and Community Structure

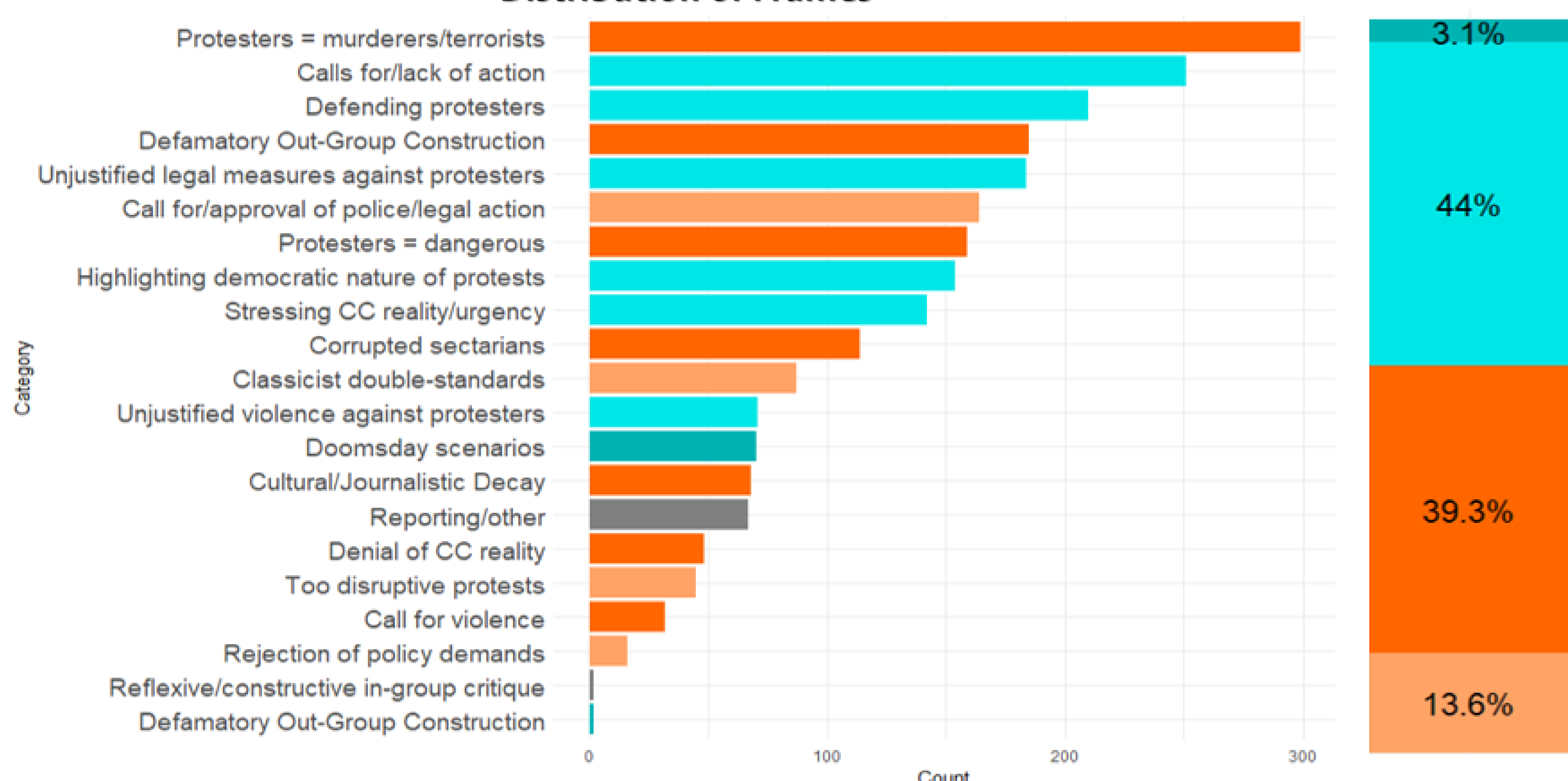


- Pro protesters: moderate
- Pro protesters: extreme|defamatory
- Anti protesters: moderate
- Anti protesters: extreme|defamatory

### STEP 1: IDENTIFYING POLARIZATION ONLINE

- **Twitter data:** Automated Network Analysis (N=~1,700,000 posts)
  - Most promoted content per community
  - Coding of (extreme frames) (N = 3,000 posts)
  - Derivation of language patterns for frames:
- **Autom. approaches:** BERT-/transformer-based, trained classifiers & dictionaries per frame

### Distribution of Frames

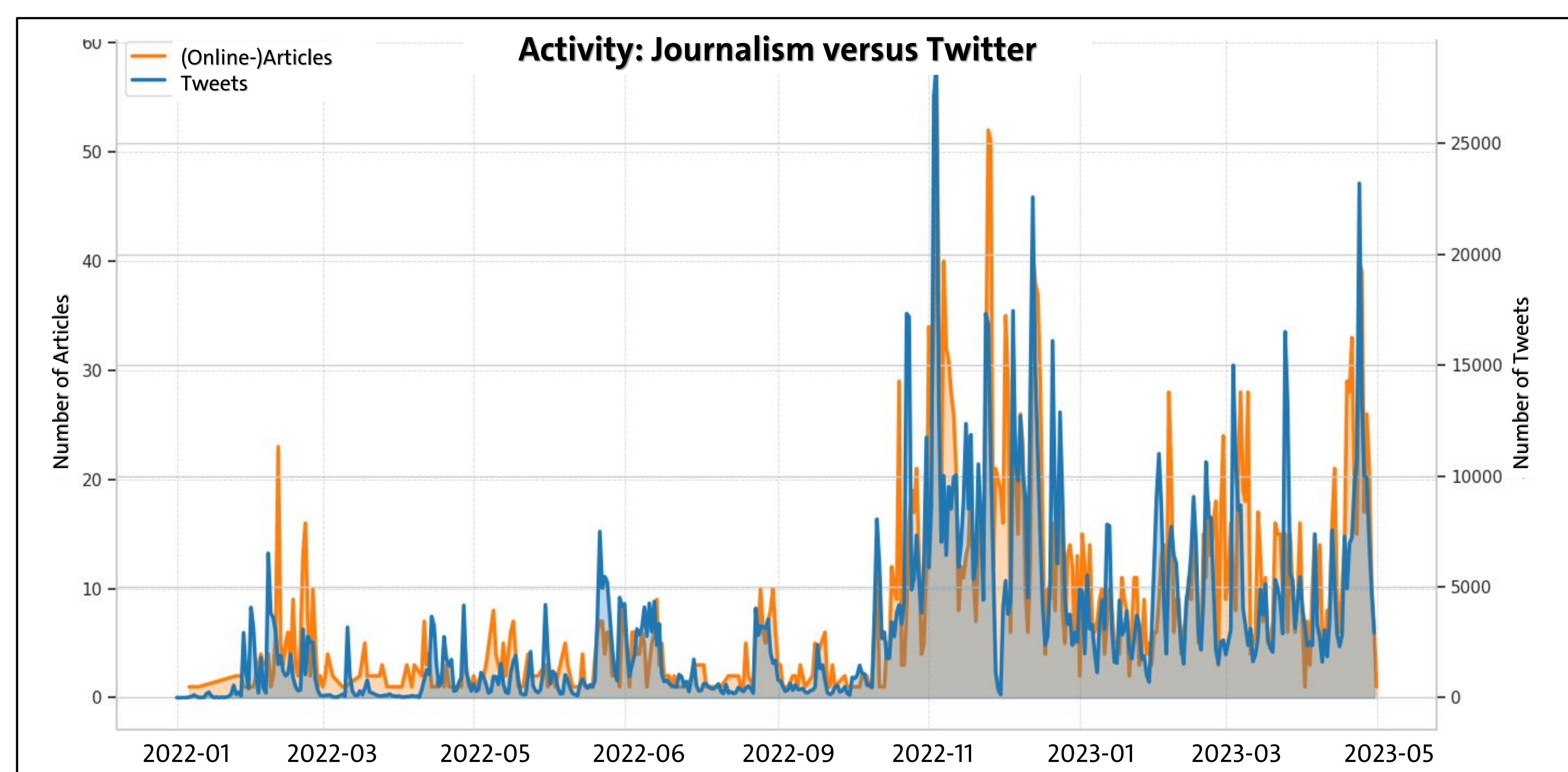


### STEP 2: AUTOMATED COMPARISON WITH LANGUAGE PATTERNS IN JOURNALISM

- **(Online-)Articles:** Automated analysis of most relevant German outlets (N = ~ 7,000)
- Use of coded Twitter data as foundation for machine learning and word pattern analysis

### Preliminary Results:

- The entire journ. media landscape is highly interconnected with language that is used online
- Most extreme frames (e.g., murderers, climate terrorists) were first promoted in journalism (beginning 2022) but then accelerated online during times of escalation online
- Synergetic dynamics: very similar language and frame emergence in journalistic/online content
- Right-wing and populist media utilize negative (extreme) online frames much more frequently
- However, media outlets mostly reproduce the negative online narratives of "Last Generation"



### Negativity bias = "Pro" minus "Anti" frame usage

