



CO₂-Utilisation in the Media Interim Results of an Ongoing Analysis

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CO₂WIN
CONNECT
Use Carbon Sustainably



Federal Ministry
of Education
and Research



- Established at the Institute for Advanced Sustainability Studies IASS in 2013

Main research question:

How and under what circumstances can societies benefit from the implementation of CCU technologies, and how do we evaluate them?

Following the IASS approach: transdisciplinary, transformative and co-creative research

- Variety of outputs
 - Papers, studies, policy briefs
 - Films, learning materials, interactive events like a science rallye,



Innovations need public acceptance for a successful roll-out
Awareness and knowledge are factors for acceptance > media!

Media coverage shapes perception:

- Agenda Setting > what do recipients think about?
- Framing > how do they contextualize information?
- Gatekeeping > which informations reach recipient?

These are examples of **media effects** that are well-described in media- and communication studies since the 1950s.

Identification and analysis of relevant media coverage:

- In which **context** are CO₂ utilization technologies mentioned?
- Which **technologies**, which aspects are in the foreground?
- What is viewed as rather **positive**, what as rather **negative**?
- Which **actors** have their say in the media?
- Are there **changes over time**?

Add to available **knowledge about acceptance** of CCU technologies

Support projects in CO₂-WIN in their communication efforts

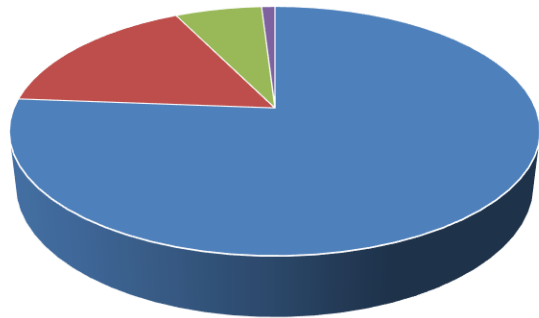
- **Digital service provider** Echobot for the identification of German language media coverage
- Additional **manual search** on most-used media platforms
- Additional **Google alert** „CO₂“

- Two step **selection process**
 - 1) Identify thematically relevant content in the results of Echobot
 - 2) Further narrowing down the results according to analysis' aims

For details about the methodology, please refer to the first dossier with intermediate results, to be published soon on www.co2-utilization.net

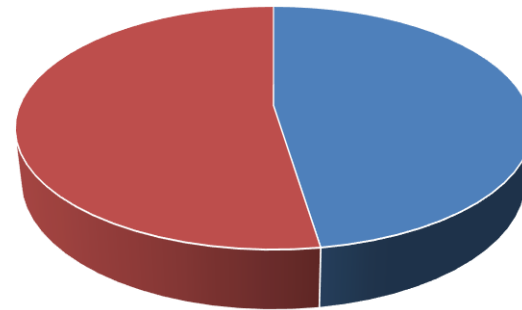
206 relevant articles between April 2020 and March 2021

Media Distribution



- Specialist Media
- General Interest Media
- Social Media SM
- Social Media GIM

Main Topic / Secondary Topic



- CCU Main Issue
- CCU Mentioned



Interim results – who talks about what

Technologies mentioned



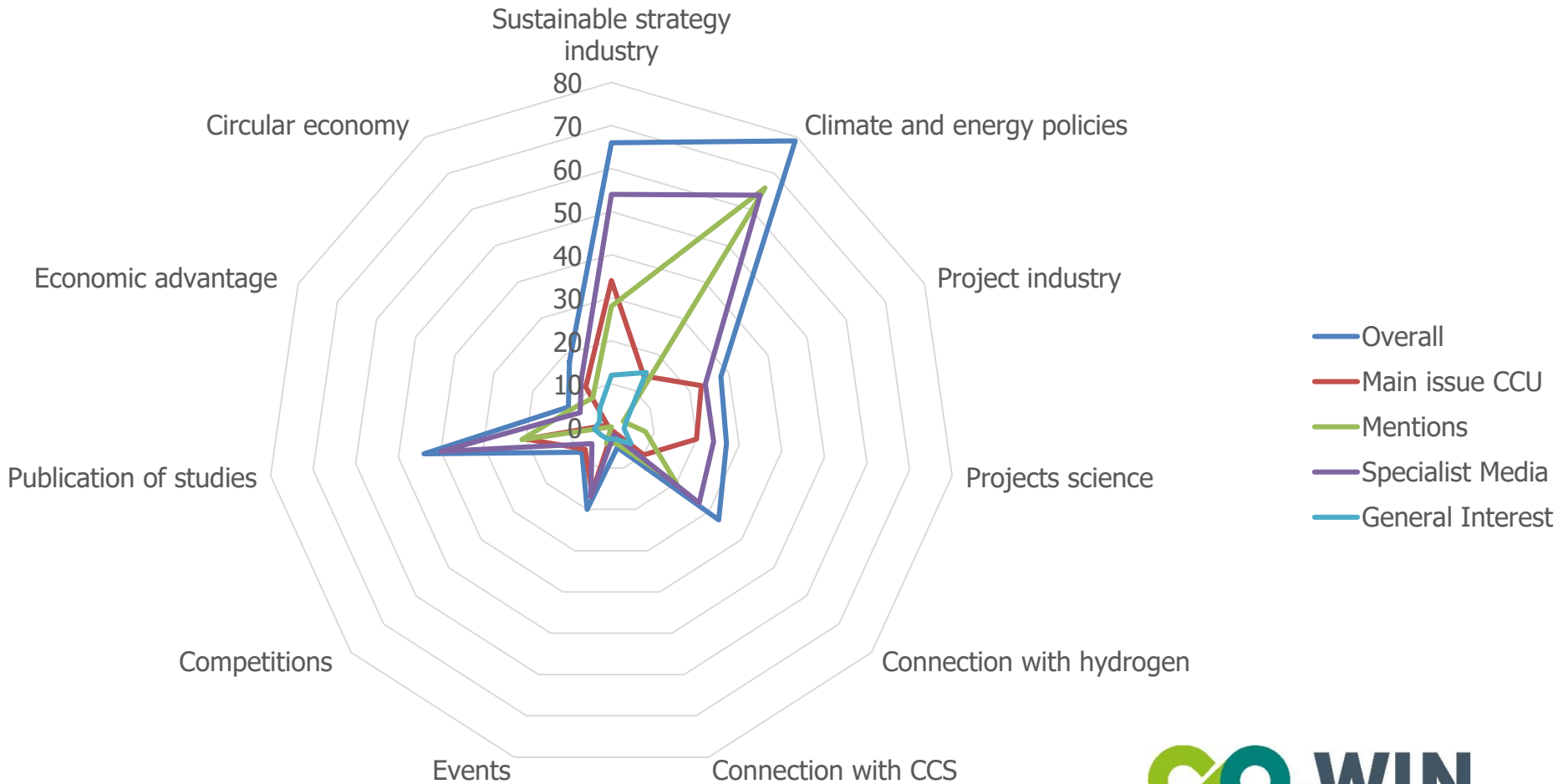
- Mineralisation 11
- Capture/Separation 34
- Fuels/Energy Carrier 50
- Direct Air Capture 24
- Chemical industry/plastics 38

Actors

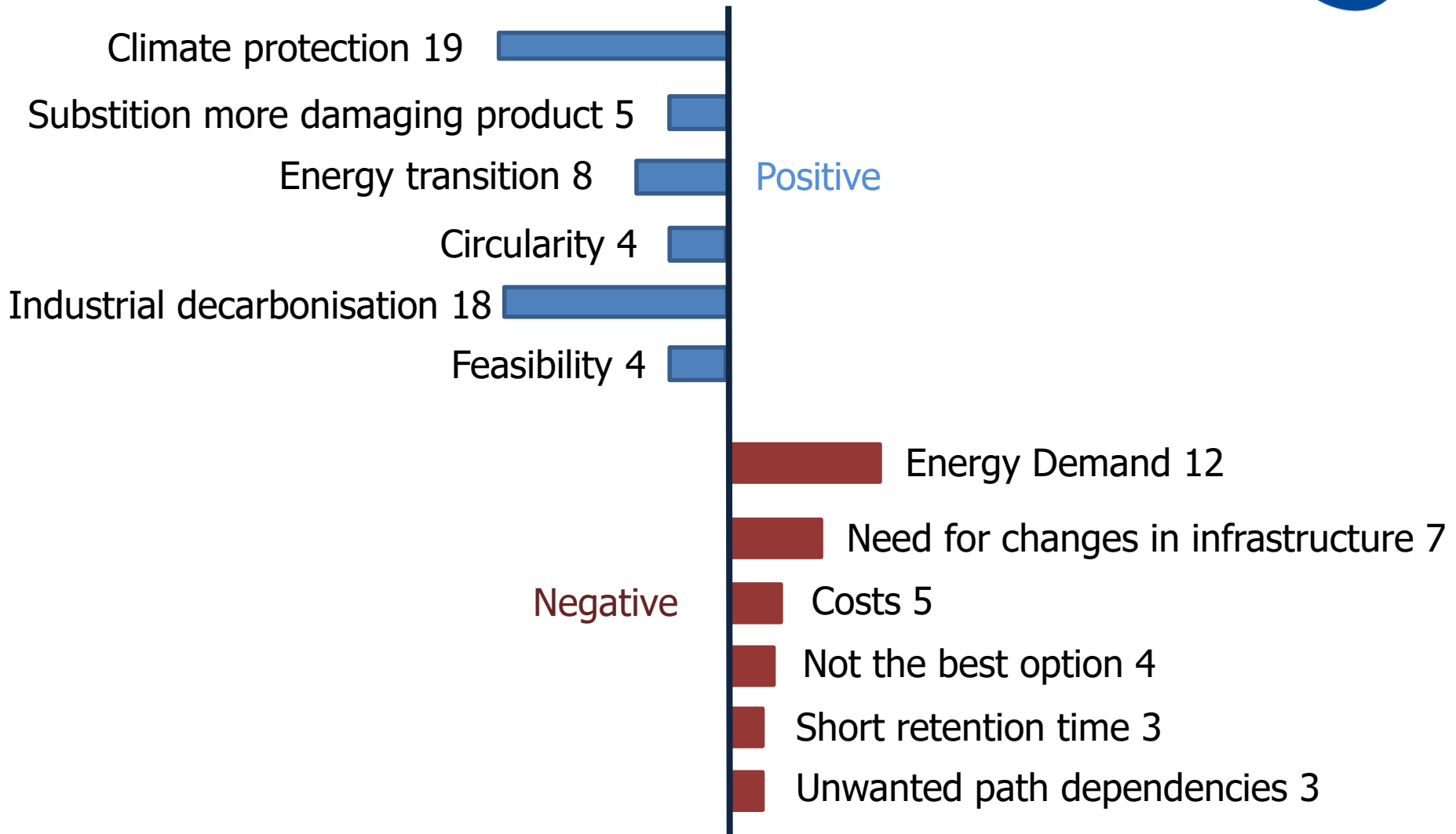


- NGOs 7
- Associations 22
- Politics 27
- Industry 97
- Science 98

Interim results – framing



Interim results – opinions (selected)



Interim results - summary

- Different sorts of media constantly report about CCU
- The media are currently showing particular interest in the **technology area** of fuels. The area of mineralization/construction materials is currently underrepresented
- The differentiated field of **actors** reflects the widespread importance of CO2 utilization technologies for many areas of application
- An **optimistic CCU framing** is set: climate contribution and industrial decarbonization
- Negative aspects are diverse, mostly addressing **energy issues**. They do not dominate the coverage

**First dossier with interim results will be
published soon on
www.co2-utilization.net**



Outlook to years 2 and 3

Improve methodology and analyze time courses

- More differentiated evaluation of the articles
- Based on two-year runtime, initial observation of thematic time courses

Integrate social media in the analysis

- Provide insight in presence of CO₂ utilization in social media
- Time-limited, manual observation and analysis of selected social media platforms.

Special topic focus complements permanent analysis

- Add selected topical areas to the permanent observation
- Answer technology-specific or other special questions, for example about specific products or technology areas.

**Suggestions from CO₂-WIN
projects are welcome!**



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