Using Online Content Analysis and Language Processing to Unravel Factors towards Sustainable Behavior

Background

Analyzing user-generated content from platforms like Reddit, YouTube, Amazon, Instagram, and Twitter presents a unique opportunity for the to understand sustainable behaviors from a grassroots level. By sifting through digital conversations and interactions, researchers can uncover the motivations, barriers, and trends affecting individuals' sustainable practices. This approach offers insights into the real-world context influencing sustainability, leading to the crucial question: What key factors and barriers to sustainable behavior can online content analysis reveal? Such insights could significantly inform strategies to promote sustainability more effectively and could be relevant to researchers and policy makers alike.

Contact

Albin Zeqiri
Institute of Media Informatics
albin.zeqiri@uni-ulm.de
O27 3 3302

Approach

Based on an initial literature survey current gaps in the understanding of environmental decision-making are uncovered to then inform the design and implementation of a data scraping pipeline. Publicly available data will be gathered and processed using language processing approaches for analysis.

Based on Bachelor or Master level the scope of the thesis is adapted.

Focus in this project

Data Mining
Language Processing
Evaluation