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Abstracts
Division 1
Environment, Science and Risk Communication
Thursday, 17 August
15.30-18.00

Science and Environment in the Media

**Mikkel Eskjær** (Aalborg University Copenhagen)
*Environmental news or climate change news: Does it matter for media users?*

**Gøril Borgen Eide** (Oslo University of Applied Sciences)
*Scientist sources in Norwegian climate summit reporting: Access, roles and moral stands*

**Arko Olesk** (Tallinn University)
*Media’s uncritical love affair with a research group: Implications for media and science.*

**Mette Marie Roslyng** (Aalborg University Copenhagen)
*Representations of mental illness and stigmatisation in the media.*

**Jarkko Kangas** (University of Tampere)
*The colours of the sky: The visual articulation of eco-modernist ideas in climate change imagery.*
Environmental news or climate change news: does it matter for media users?

Mikkel Eskjær, Aalborg University Copenhagen

This paper presents the result of a national Danish survey on how – and to what extent – media users distinguish between environmental news and climate change news.

With noteworthy exceptions, climate change and the environment tend to be treated as separate research fields within media- and communication studies resulting in different research strategies and research traditions. There are historical as well as substantive reasons for this analytical division of labor. Environmental news regularly concerns locale or national risks whereas climate change is a global concern. In addition, environmental news often relates to national legislation and environmental injustice on a national level whereas climate change news concerns international treaties as well as global injustices between countries that contributes to global warming and those, often poor and unprepared countries, affected by global warming.

This division also reflects historical circumstance. The emergence of climate change as a global risk generated new/renewed interest in how the media discursively construct conceptions of nature and climate. Part of this attention came from disciplines and research fields without any prior foundation in environmental communication. For these reasons, environmental news and climate change news have frequently been researched separately employing different research agendas.

The question is, however, whether this distinction makes sense in relation to media users. Do ordinary news consumers distinguish between environmental news and climate change news? Are they more interested in one topic rather than the other, or do they care equally about both? Are they acting differently in relation to information seeking and information sharing in relation to environmental matters compared to climate change issues?

To answer these questions, this paper reports the findings of a national survey on the Danish population’s media use in relation to climate and environmental communication. The survey was conducted by YouGov in November 2015 prior to COP21 and based on a representative sample of the Danish population (n=1006). While the survey mainly concerns questions of media use it also includes a few attitude questions as well as a few cognitive questions about the respondents’ level of knowledge about climate change, in order to test the relations between knowledge, media use and media activity.
Preliminary findings suggest that patterns of media use in relation to climate change and the environment do not differ significantly; that traditional media (TV and radio) are the dominant news sources followed by online media; the level of public knowledge on climate change is somewhat limited; the amount and quality of environmental communication is considered adequate; pollution and extreme weather are among the most preferred topics; online information sharing is noticeable. In the final paper these findings will be further explored and correlated with background variables such as gender, age, education, political orientation and general media use.

The final part of the paper discusses some of the implications of these findings for environmental communication. Do the findings suggest that we abolish the distinction between climate change and environmental news? Or should we insist on this distinction for analytical and theoretical reasons? Can studies of climate change and environmental news be combined and enrich each other?

While there are no easy answers to these questions they nevertheless suggest that we might have to rethink the relation between studies of climate change news and environmental news. On a methodological level this seems to require more comparative studies rather than the predominance for cross-sectional studies of news coverage of either climate change or the environment.
Scientist sources in Norwegian climate summit reporting: Access, roles and moral stands

Gøril Borgen Eide, Oslo University College of Applied Sciences, goril.borgen-eide@hioa.no

The overall aim of this paper is to study the development and dynamics of scientist representation in climate change summit reporting. It is based on a hypothesis that journalists’ choices of expert sources have changed as the debate about the anthropogenic aspect of climate change has cooled down and discussions about national/local mitigation and adaption measures are gaining momentum.

The study will zoom in to examine the degree to which scientists are ready to make advocative statements or explicit connections between climate change and the need for changes in society.

Earlier research show that Norwegian researchers are reluctant to give such comments, partly because it conflicts with the professional norm about objectivity in science. At the same time, the need for scientists to “connect the dots” between the petroleum industry and climate change - as politicians are unwilling to do so – has been noted.

The basis of the study is a broad content analysis of the Norwegian dailies Aftenposten and VG’s climate change coverage during the Copenhagen and Paris climate change summits in 2009 and 2015 respectively. The two papers represent one elite and one popular daily, and are the two most circulated papers in Norway. The data, in total consisting of 488 articles, was collected for the MediaClimate network (https://mediaclimate.net). The network has been studying the coverage of major international climate change events since 2007. Although this study will go in-depth on the Norwegian sample, additional figures from the 22 countries participating in the network will provide a unique backdrop and opportunity for comparison.

The content analysis will be instrumental in identifying the share of scientific voices compared to other categories of sources (politicians, NGOs etc.), and how scientist representation has developed from one summit to another. Special attention will be given the extent to which different fields of science, e.g. natural sciences, social sciences, economics and so on, are represented in the coverage.

A rhetorical analysis of a selection of articles will shed light on the strategies and roles the different scientists/science communities have in the texts they appear. To what extent do scientists speak of climate change in a morally charged and advocative manner, for example by underlining the urgency of action or pointing at responsibilities?
This study assumes that climate change research is a post-normal science, where “facts are uncertain, values in dispute, stakes high and decisions urgent” and that this complex issue may imply new roles for scientists and journalists alike.
Media’s uncritical love affair with a research group: implications for media and science

Arko Olesk, Tallinn University, arko@tlu.ee

Mediatization is a concept that discusses media’s influence on other societal structures such as politics, sports or science. Commonly, it addresses the question to what extent does media logic change or disrupt the operational logics of that societal system. Several studies have shown that the perceived need to „foster media and public attention” has led the scientific actors to individual (e.g. use of promotional language) or organizational changes (organizing press conferences, hiring of communication professionals etc.).

The Estonian satellite project EstCube-1 (2008-2015) is a model example of the mediatization of a research group. They achieved substantial media coverage throughout the course of the project and interviews made during the previous stages of the study showed that the interviewees perceived the media as having a distinct logic which they need to adopt in order to get their message to the target groups. The results showed that a core strategy for the research group was to establish close relations with a small number of journalists who shared the agenda of the research group. These relations helped them to control the media coverage and introduce aspects to the coverage that would have otherwise probably have remained below the news threshold. Therefore, the researchers do not perceive adoption to media logic (i.e. mediatization) as a threat to the autonomy of science but rather as a tool to achieve their strategic goals.

The aim of this paper is to characterize the media coverage that resulted from such a relationship between the research group and the journalists. It will look at the media coverage from two perspectives: first, the science communication perspective will help us to understand how media framed this particular research project. Second, the mediatization perspective will critically discuss the possibilities of detecting indicators for mediatization of science from media coverage.

For the analysis, the study used press releases issued by the research team during the project (n=30) and journalistic items published in the media (n=150) about the project. The sample included press, TV and radio items from both Estonian and foreign press and strived for exhaustive coverage. To be included in the sample, the item was required to be based on an actual interview with the research team. The items were coded for quantitative features and text analysis was used to identify qualitative features of the text such as topics and tonality. Comparison with press releases was made to determine their effect on media coverage in terms of temporal and topical focus.
The results show that the satellite project was reported uncritically in the Estonian media and the journalists faithfully reproduced the messaged the research team has defined as core strategic messages (e.g. the educational and potential economic value of the satellite project). Together with the interview data it is possible to conclude that the satellite team skilfully orchestrated the media coverage and guided it to achieve their strategic aims.

From the science communication perspective, i.e. the effects to the public visibility and image of science, the satellite case was a big success, considering the breadth of the coverage and the positive and inspirational nature it. From the mediatization perspective we see a case where scientists utilized their adaptations to media logic to gain public visibility, sometime at the expanse of autonomy of journalists. In addition, the paper highlights the need for contextual information when identifying indicators of mediatization from media texts.
Representations of Mental Illness and Stigmatisation in the Media

Mette Marie Roslyng, Aalborg University Copenhagen

Background

Marginalisation and inequality are amongst the main challenges in the Danish health system. This abstract focuses in particular on how the public debate on mental health can be construed in ways, which, overtly or in a more disguised manner, add to the stigmatisation of sufferers of mental illness.

While media play a role in raising awareness of this form of marginalisation, they can also accentuate and contribute to stigmatising illness. This paper examines the research question: To what extent do public communicative practices contribute to stigmatisation, inclusion and exclusion of mental health sufferers in the media coverage of health, risk and mental health?

Theoretical framework

The project takes a genealogical approach to science communication to examine how mental illness develops as a signifier in an increasingly politicised field. With an emphasis on how mental illness challenge understandings of normality and health, knowledge and science networks are translated into different social constellations (Foucault 1984). This contributes to transferring truths about the subject and the self away from the psychoanalytical gaze on the unconscious and towards a truth regime based on neurochemical understandings of mental processes (Rose & Abi-Rached, 2013). This move has a particular impact on how stigmatisation is connected to mental illness. The study is therefore preoccupied with how mental illness emerges and is maintained as a political problem, that is, a problem that makes visible the relations of antagonism (Mouffe 2005) in the form of stigmatising and marginalising practices in existing and emerging truth regimes.

Methods

The paper summarises a study based on a qualitative analysis of the news coverage of mental illness and stigmatisation. This is the first stage in a research process that will also include analyses of social media, TV and radio coverage and mental health campaigning as social practices contributing to or challenging stigmatising tendencies in the constitution of mental health as a political problem in the public sphere. This study includes an analysis of five national broadsheet newspaper: Politiken, Berlingske, Jyllandsposten, Kristeligt Dagblad and Information and two tabloid newspapers: BT and Ekstrabladet. The data collection process has been conducted using the database Infomedia and has identified five points in time organised around specific events in media coverage all taking place within a 10-year period of 2006-2016. Using
different strategically identified criteria for relevance, a hit of over 1000 articles has been reduced to 200, which will provide the basis for the qualitative coding process using nVivo. The coding process is conducted in order to find examples of articulations of stigmatisation, marginalisation and questions of inclusion/exclusion.

Main findings

The analysis of the data has so far shown that the media reproduce a number of stigmatising practises and that these may in many ways relate to the development of more general truth regimes of mental illness. Despite considerable efforts to talk more openly about mental conditions, to compare them to physical illnesses and to introduce more di alogical and diversification in conceptions of mental illness, the material show a number of overt and more covert ways in which stigmatisation is at work. This is particularly the case within three main topics that are particularly prominent in the news coverage:

1. The status of diagnosis and the ways in which this condition the understanding of causes, solutions and treatments.

2. The status and the use of scientific facts about mental illness in news coverage.

3. The coverage of inclusion and exclusion in public life.

All three topics contribute to the understanding of how mental illness emerges and is maintained as a political problem and how these articulations support and contest stigmatising practises in media coverage.

References


The Colours of the Sky: The Visual Articulation of Eco-modernist Ideas in Climate Change Imagery

Jarkko Kangas, University of Tampere, jarkko.kangas@uta.fi

During the past fifteen years there has been a growing interest in how the media visualises climate change. While valuable research efforts have been made to analyse the visual themes representing climate change, the empirical findings have rarely been considered from the perspective of vastly shared environmental discourses. The present study strives to bridge this gap by analysing journalistic visualisations of climate change articulate in the context ecological modernisation, one of the most influential environmental discourses in the ‘Western’ countries regarding both political processes and journalistic coverage of environmental issues. The key idea of ecological modernisation is the mitigation of natural risks – brought about by industrial modernisation – with further modernisation (Hajer 1995; Dryzek 2005). Ecological modernisation entails the ‘greening’ of societies and the capitalist economy through administrative responses and technological innovations that enable economic growth and protection of nature to walk hand in hand. Instead of (radical) societal/economic transformations the eco-modernist discourse emphasises economically sensitive solutions to risks and the role of technology.

To examine if/how these ideas are realised by photojournalism, I will analyse the photographic visualisations of climate-related stories published by The Guardian during the Paris Climate Conference in November and December 2015. The analysis focuses solely on photographs depicting the causes of and potential remedies to climate change, both of which are an important aspect of any environmental discourse. Overall the material comprises 143 photographs. In addition to ecological modernisation theory, the analysis utilises Gunther Kress’s and Theo van Leeuwen’s (2001; Kress 2010) approach to multimodal articulation of discourses and modes as culturally varying semiotic resources. The analysis combines quantitative content analysis of visual themes with qualitative analysis of the use of visual modes (the object and colour) and other affordances of images (perspective, distance, cropping etc.).

The preliminary findings indicate that, considering the depicted causes and remedies, photojournalistic images related to climate change articulate a central aspect of the eco-modernist discourse: a strong emphasis of technology. It is argued that a discernible technological dualism appears to dominate the imagery, where photos of polluting fossil energy production and industrial factories (44 % of causes) represent ‘dirty/old’ technology and pictures of wind and solar farms (62 % of solutions) represent ‘clean/new’ technology. Similar emphasis on technology has been observed in other studies of climate change imagery. The images visualise a polarity between ‘sustainable development’ and ‘defiling growth’,
which is a central dimension of the eco-modernist discourse (Hajer 1995). Regarding the multimodal realisation of discourses, the photographed objects (‘object-as-mode’, Kress & van Leeuwen 2001) and their constant co-presence in the imagery are the key modes for articulating eco-modernist ideas in the context of climate change. This dualism of technologies is enforced especially through symbolic or associative use of colour to connote such ideas as ‘heat’, ‘danger’ and ‘dirtiness’ or ‘coolness’, ‘harmony’ and ‘cleanliness’. Also photographic decisions regarding distance, angle, cropping and constructing relations between objects are means of highlighting technological polarity.
Reacting to Disasters

Anna Rantasila (University of Tampere)

“They should have dealt with it already!” Expert interviews in YLE news coverage of Fukushima Daiichi Nuclear Disaster.

Natalia Novikova (University of Tsukuba)

The process of radiation sense-making in Japanese post-Fukushima blogosphere.
“They should have dealt with it already!” Expert interviews in YLE news coverage of Fukushima Daiichi Nuclear Disaster

Anna Rantasila, University of Tampere, anna.rantasila@uta.fi

The March 2011 Fukushima Daiichi Nuclear Power Plant disaster was an exceptional combination of environmental, industrial and scientific crisis. The accident, unleashed by a magnitude 9 earthquake and a subsequent tsunami, engaged communicators from governments, nuclear industry, media and civil society that needed to evaluate and explain the situation to the public and to each other.

This paper examines how Finnish Broadcasting Company (YLE) covered and followed the Fukushima Daiichi disaster until March 2016. The paper focuses on how YLE used nuclear industry and other experts’ interviews to contextualize and frame the nuclear accident in Japan, over 8000 kilometers away from Finland. In the context of these expert interviews, the paper asks what kind of discourses were used to construct meaning to the events unfolding at Fukushima Daiichi power plant.

In order to answer these questions, the study employs a version of critical discourse analysis (CDA; Fairclough 1995; van Dijk 1993). CDA’s focus of analysis is on the meanings that utterances construct, and on power relations these meanings shape and reinforce (Blommaert and Bulcaen 2000; Fairclough 1995; Wodak 2013). As the aim of this study is to uncover how a distant environmental disaster was given meaning in the news, CDA provides a powerful method of analysis. Moreover, as this study is interested examining in the role of expert interviews, CDA’s focus on how power relations are constructed and reinforced on the level of language supports these efforts well.

The theoretical background of the study is twofold. Firstly, as CDA is interested in power relations on the level of language, the study follows a constructionist view that use of language reflects and reinforces power relations on the level of society and culture. Secondly, the study follows Jasanoff’s and Kim’s (2009; 2013) notion of sociotechnical imaginaries. Sociotechnical imaginaries are narratives a society constructs to itself about science, technology and futures attainable through them, and the possible risks involved (Jasanoff & Kim 2009). These narratives are constructed on the level of national science and technology policies, and are often tied to a nation’s self-image as a technologically advanced society (ibid.). However, while sociotechnical imaginaries do not equal media frames or discourses, they can be circulated as media frames when an event involving national views on science and technology becomes a topical issue, such as in the case of Fukushima Daiichi accident and its wider implications on the use of nuclear energy (Jasanoff & Kim 2009).
The research material of the study consists of television and web news stories published by the YLE between March 11th and March 31st 2011, and of follow up stories published from March 1st to 31st between 2012 and 2016. The television news stories are available at the RITVA database maintained by the National Audiovisual Institute. The web news stories have been retrieved from YLE news website (http://yle.fi/uutiset) retroactively for 2011 and in real time for the subsequent anniversaries.

The results of this study offer new insights on how environmental and scientific risk is communicated during a global crisis situation by two national actors, a broadcasting company and nuclear industry experts. By looking at the news coverage during the accident and on its anniversaries, the study also examines how the disaster narrative develops over the years. Moreover, the study explores how narratives about nuclear energy become entangled in nationalistic discourses.
The Process of Radiation Sensemaking in Japanese Post-Fukushima Blogosphere

Natalia Novikova, University of Tsukuba, Japan, novikovanatv@gmail.com

Keywords: environmental activism, connective action, post-Fukushima blogosphere

Almost six years have passed since the Fukushima Daiichi nuclear power plant accident on March 11, 2011. Soon after the accident, it became obvious that not only localities in the immediate proximity to the crippled Fukushima nuclear plant, but also urban areas that are close to Tokyo were contaminated by the radioactive fallout. The Tokatsu region, which is located in the north-eastern part of Chiba Prefecture and adjoins the Tokyo Metropolis to the northwest, was one of those localities where hot spots of relatively intense radiation contamination were identified. When the government and nuclear experts failed to provide information about food, soil and air contamination in a comprehensive and timely manner, concerned citizens of Tokatsu region, particularly mothers, have engaged in an action.

Imperceptible with our unaided senses and relatively under-researched, the low-dose radiation exposure and its influence on human health turned out to be a controversial and negligible issue. Some sort of instrumental resources and tools on the one hand, and interactive resources (Kuchinskaya, 2014), on the other, were necessary to describe the situation and to establish it as a problem needed to be addressed. By drawing upon the “logic of connective action” (Bennett & Segerberg, 2012) this paper is going to examine the role of digital media in creating and expanding the discourse on health risks associated with low-dose radiation exposure in a way to influence agenda-setting and policy-making process after the Fukushima accident.

In contrast to collective action, the main idea of connective action is that digital media can replace formal hierarchical organizations allowing activism that based on personal frames and loosely linked networks. This type of action generates different dynamics for information sharing and knowledge production offering various routes to public engagement. Content analysis of eight weblogs created by Tokatsu area activists` groups and hyperlink destinations` analysis aims to reveal the “geography of engagement” (Rogers, 2013) demonstrating the issue networks and the way how the radiation-related information was distributed and acquired over them. The examination of forthcoming lectures` announcements and reports about study meetings further illustrates various opportunities for risk articulation and knowledge co-production available for Japanese local activists.
Findings show that digital media in a post-disaster situation endorsed the process of knowledge sharing, connected people providing social support and reducing anxiety, and offered more personalized ways to engage in local community management practices. Hyperlink destinations’ analysis further demonstrated that Tokatsu activists’ weblogs redirected users towards a relatively heterogeneous range of information sources that created the context for citizens’ engagement. Moreover, by representing the tendency to connect with institutionalized actors, hyperlinking strategies reproduced hierarchical structures of a Japanese local community. Being limited to a case study in Japan after the Fukushima accident this paper provides theoretical insights that can help to understand broader dynamic surrounding citizen science, citizen engagement and the role of the internet in risk articulation.
Friday 18, August

15.45-17.15

Media, Environment and Participation in the Public Sphere

Liisa Sömersalu (Södertörn University)
A coffee-house or an echo chamber?: Facebook groups as spaces for citizen engagement about environmental issues.

Kajsa-Stina Benulic (Södertörn University), Annika Egan Sjölander (Umeå University) & Anna Maria Jönsson (Södertörn University)
Meat meets media: Public participation in the environmental news discourse.

Yuliya Lakew (Örebro University)
Youth’s environmental engagement: Does communication context matter?
A coffee-house or an echo chamber?: Facebook groups as spaces for citizen engagement about environmental issues

Liisa Sömersalu, Södertörn University, liisa.somersalu@sh.se

Keywords: Facebook groups, Estonia, social movement, social media, environment, Eesti Metsa Abiks.

To understand deliberation and the democratizing potential of new media, the Habermasian notion of the public sphere is as actual as ever in the context of social media and public communication. Social media in general and Facebook in particular has become an integral part of everyday life for a quarter of the world’s population by incorporating in one platform a source of news, public and private interaction, and sense of community among other functions. For social movements, one of which is the environmental movement, digital media have become at the heart of mobilization, member recruitment, and general ideological debates around common concerns. But what is the role of this specific medium in these different social movement activities?

Previous research has shown that while digital technologies and social media platforms are actively used by civic activists and carry a potential for greater citizen participation, the actual impact of the digital media is strongly context specific and depends on how particular activists put the tool to use. On one hand, social media could act as a digital public sphere, an infrastructure for the public discussions to emerge. On the other hand, there is a risk that the structural context of social media platforms and users’ tendency to flock with likeminded creates an echo chamber where the chances of rational and multifaceted discussions are limited. It is difficult to reach the consensus about the democratizing power of Facebook since both sides of the spectrum can successfully use it for their purposes.

The aim of this paper is to track the development of a recently emerged environmental movement in Estonia, Eesti Metsa Abiks (For Help of Estonian Forest) to find out in what ways social media is used for creating space for public discussion and for action mobilizing around one environmental issue that has conflicting interests among political, economic and civil societies.

The movement Eesti Metsa Abiks began from a protest event organized against passing of the law that would make logging easier for the forest companies. Since then, it has evolved into a social movement with active presence online: they have a Facebook group with over 3000 members, a website, and an option of becoming a member of the movement.
Being part of a larger research project about civil society and new media in young EU democracies, this case study focuses on the environmental movement’s Eesti Metsa Abiks digital media practices in general and on social media practices in particular. With the help of the data gathered from the movement’s Facebook group and from in-depth interviews with the main activists, the study intends to find out how the public discussion is organized in the Facebook group and how the participants reason their social media practices.
Meat meets media – public participation in the environmental news discourse

Kajsa-Stina Benulic, Södertörn University
Annika Egan Sjölander, Umeå University
Anna Maria Jönsson, Södertörn University

Keywords: public participation, news discourse, meat, consumers, media

Abstract: Challenges caused by climate change are among the most pressing issues in contemporary societies. Climate change constitutes a complex global environmental risk caused by a number of factors, many of them linked to political decisions and human behaviour and choices we make in our everyday life. We are increasingly worried about what we have done to nature and are grappling with the identification of the most pertinent risks, and actions that can minimize them. The notion of risk is thus closely connected to the ambition of controlling the future and the concern for safety. The handling of risks has become an evermore present feature in the daily lives of people and it has been argued that this heightened awareness is especially evident in relation to the consumption of food. The aim of this paper is to identify and analyse conceptions and roles of 'the public' in Swedish environmental news discourses about meat production and consumption. The purpose is also to discuss how this is related to how citizens engage with the meat issue and what possibilities there is for reaching the goal of sustainable politics in our everyday choices. Meat holds a prominent position in Western culture diets, and consumption continues to increase, despite warnings of potential detrimental environmental consequences. The Swedish meat market has for example been declared environmentally unsustainable due to the high levels of consumption and the adverse environmental effects of its production. Production and consumption of meat are influenced by political decisions, as well as of the choices consumers make on a daily basis. We start from the premise that public participation is a fundamental part of managing environmental risks, and that media could work as one vital arena and moderator for public participation and engagement. The notion of the public in relation to media-centred late-modern societies and its struggles with environmental problems is still an underdeveloped research area. Participation includes at least some level of agency and is often equalled to concepts like involvement and engagement. In relation to this, mediated participation can be seen as either indirect, involving the public e.g. in terms of representation (e.g. journalists speaking of the public opinion), or direct, engaging the public through interaction and co-production (e.g. in readers comments and letters-to-the-editor). In this paper we analyse different forms of participation and roles for the public/citizens in news media and how citizens engage with media material in constructing discourses (or counter-discourses).
concerning meat consumption as an environmental problem. The method and empirical material consists of a) content analyses of Swedish newspapers, as well as focus group interviews (with Swedish news consumers) with reception elements. The results show that the level of mediated participation differs as citizens are presented either as an anonymous collective, passive reactive voices or active voices, and it is only in the latter case the citizens has real influence of the framing of the issue. The active voices are confined to letters-to-the-editor. The public is conceptualized as consumers when media address and/or represent them.
Youth’s environmental engagement: does communication context matter?
Yuliya Lakew, Örebro University, yuliya.lakew@oru.se

Young people’s environmental values and behavior are formed in a complex world of social connections and communication channels – parents, peers, teachers, and the media. However, existing studies usually isolate the influences and zoom in on one communication channel at a time – the media (Holbert, Kwak, & Shah, 2003), parents (Meeusen, 2014), friends (De Vreede, Warner, & Pitter, 2014), or teachers - and in rare exceptions combining media and interpersonal talks (Östman, 2014). Yet some studies emphasize that people’s social context matters as it constrains what they think or do in relation to environmental problems (Olli, Grendstad, & Wollebaek, 2001). And social context may differ significantly for adolescents: some may be surrounded by environmentally conscious adults and peers and some may encounter relevant information only in school. The role that the media play in their environmental engagement may then vary too. This study will investigate if adolescents’ environmental engagement (understood here through environmental values, related behavior, and a sense of environmental self-efficacy) differ as a function of social encouragement to act in environmentally friendly way. In other words, is it enough that only one of the socializing agents exert positive influence on a young person for him/her to engage? And what is the role of the media across different social support networks? Can the media act as a source of influence on its own or do they join in when other influences are already in place?

Drawing on Hardin’s (2003) tragedy of the commons theory, I argue that environmental engagement is not a typical case of public engagement. Individual acts aimed at minimizing one’s ecological footprint have little impact on the climate unless everyone joins in. To engage in behavior that will have little impact on the planetary state-of-affairs but may bring some inconvenience in one’s life, one needs to know that others are also committed to this type of behavior. For an adolescent, those important others are the parents and friends but also teachers and the media that represent the broad society and its values. Therefore, the influences through various communication channels are crucial for adolescents’ engagement.

To understand the role of the communicative networks in environmental engagement, I will use person-oriented quantitative methods. The longitudinal data used for this study was collected in Sweden between 2010 and 2014 and includes two cohorts – 13 and 16 year olds in the first year of data collection. With the help of cluster analysis, groups with different social context were identified. To test meaningfulness of the groups in relation to environmental characteristics (values, behavior, efficacy) and media consumption habits (general news consumption, interest to stay informed) I ran series of ANOVAs. Regression analysis and GLM were used to test the role of media in the future environmental behavior and change in behavior for different groups.
The results show that young people who are exposed to two or more sources of influence share environmental values, have relevant behavior habits, believe that they can make a difference and consume news. Influence from teachers seems to be an important factor for development of environmental self-efficacy which goes in line with theoretical assumptions deduced from the tragedy of the commons theory. The frequency of news consumption and interest to stay informed through the media play no role in predicting the future behavior or behavioral change.