

*Political Science*

*G. R. Boynton's New Media and Politics*

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University of Iowa

11-8-2010

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## Twitter Use by COP16 as an Institution

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**Lauren Groeper, Hillary Block, Anthony Sudarmawan**

### **Twitter Use by COP16 as a Institution**

#### **Question:**

What topics is COP16 discussing in relation to the upcoming COP16 conference?

#### **How this Topic relates to Global Communication:**

According to the COP16 website, COP16 is the upcoming Conference of the Parties (COP) to be held in Mexico from late November to early December 2010. This will be the sixteenth conference held under the United Nations Framework Convention on Climate Change (UNFCCC). COP16 relates to global communication because the conference requires countries all over the world to interact and correspond about climate change. The main topics that COP16 tweets about are recycling, energy, the current state of the planet and other conferences. It is important for every nation to understand the effects of these topics and issues because everyone will be affected by them. Climate change will not only impact one country, and that is why global communication needs to be utilized to see how all nations can work together for a common purpose.

#### **Procedure:**

First, all the messages were sorted by language and the messages in English were separated from the non-English messages. The English messages were further selected by the contributor, whether it is by COP 16. Subsequently, the messages are separated into four groups: recycling, energy, planet, and conference. The messages which fall into recycling category are about reusing materials. Energy is defined as any source of usable power [dictionary.reference.com]. The messages which are specified as “planet,” have information about the current condition of

the planet and the prediction of the future of the planet. The tweets labeled as “conference” is characterized as any meeting which discusses the planet.

### Planet

The messages about planet have a total of 524 messages. Most of the messages address the issue of greenhouse gases. For instance, “To improve fuel economy and reduce greenhouse gas emissions, go easy on the brakes and gas pedal #COP16 #Cancun #Climate”. Water, surprisingly is considered as an essential issue by COP 16 after greenhouse gases, e.g. “Salt-water intrusion from rising sea levels will reduce the quality and quantity of freshwater supplies #COP16 #Cancun #Climate.”

### Energy

Our group identified tweets by COP16 regarding energy by labeling the tweets made with the following words: energy, heat, wind, and fuel. There were a total of 129 tweets about energy in comparison to the 755 total tweets (about 17%) made by COP16. The main topics of the tweets regarding energy centered on reducing emissions, driving, renewable and efficient energy programs, alternative energy sources, and how to save energy. A popular topic was Mexico’s Integrated Energy Services Project, which will help increase access to energy services in indigenous rural areas of the country. In addition, the Indian Solar Mission, a solar energy program that will run from 2012 – 2022, generated lots of buzz. In general though, a majority of the tweets about energy explained how to preserve energy through daily activities and upcoming wind and renewable energy projects.

### Recycling

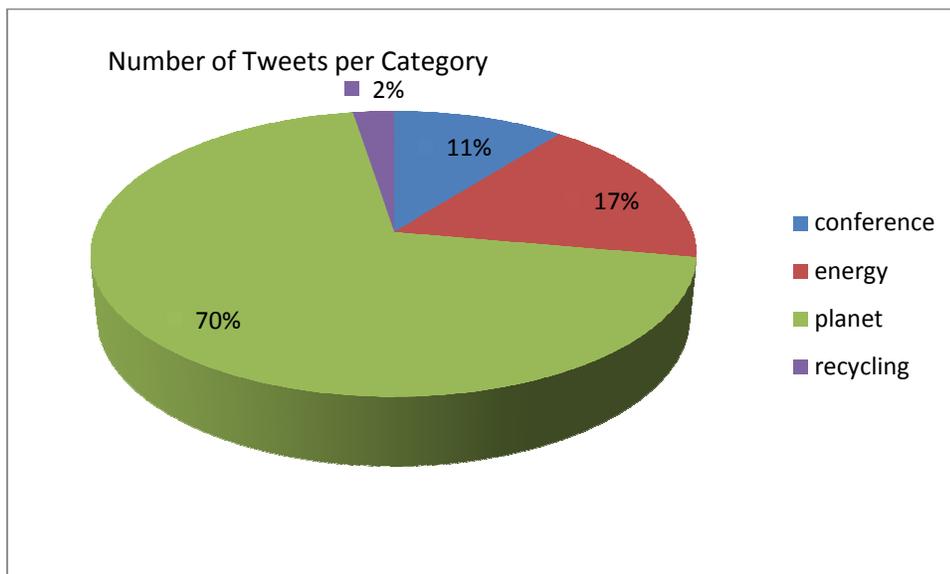
In the category of “recycling,” we chose to include any tweets that were related to recycling or reusing products such as paper or plastic in order to reduce waste and the impact of the environment. One example of this would be a tweet that read “Reuse and recycle paper to extend the lives of our forests #COP16 #Cancun #Climate.” There were 19 tweets related to recycling, which was only two percent of the total tweets by COP16. We found that most of the messages that COP16 sent about recycling were tips about how to reuse and recycle things effectively. Other messages related to recycling had to do with highlighting the positive steps that companies and organizations are taking in order to increase awareness of, and participation in, recycling. COP16, in terms of recycling, used its resources and its credibility as an international conference on environmentalism in order to give information and advice to individuals who may not be as well informed.

### Conference

In the category of “conference,” we chose to include any tweets that were related to the COP16 conference itself, or what its members were doing within their organizations. These were more business and publicity related, rather than about the environment itself. One example of this would be a tweet that read “We are barely two months before the UN climate change conference in Cancun (Christiana Figures) <http://ect.bz/r/yKwF0D>.” There were 80 tweets related to the conference, which was about 11 percent of the total tweets by COP16. We found that most of the messages that COP16 sent about the conference were about what different organizations related to the conference were doing in their home countries. Other messages were promoting the conference and asking individuals to join them on Facebook. COP16 used its connections to prominent environmental groups to promote their cause and awareness about the conference itself.

### Chart Breakdown

Category	Number of Tweets
conference	80
energy	129
planet	524
recycling	19
total	752



### **Conclusion:**

From the data we collected, the state of the planet is the greatest concern for the upcoming COP16 conference. However, all the changes and events concerning COP16, such as conferences, energy, the planet, and recycling, affect every nation on the earth. This report

differs from other reports because we did not only focus on the language, but the content of the tweets. Also, our group focused on COP16 as an institution, rather than looking at every tweet where COP16 was mentioned.