



**Universiteit Utrecht**

# Representation of dominant ideologies regarding climate change

*An emotion-based analysis of speeches by Greta Thunberg and Naomi Seibt*

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## Summary

As the effects of emotion-based communication have been barely studied in the field of climate change research, this thesis aims at reducing the knowledge gap. To examine in what way dominant ideologies regarding climate change are represented or constructed by emotion-based communication strategies, two case studies were analysed. Based on a combination of the paralinguistic methods FACS and EMFACS, speeches by climate-activist Greta Thunberg and climate-realist Naomi Seibt were examined. The two coding methods provided insights in the emotions that were expressed by the two speakers during their speeches. Results showed that Thunberg expressed the emotions anger and surprise most often during her speech, whereas Seibt expressed more happiness and pride. To continue, the dominant ideologies of the audiences concerning climate change were analysed using contextual analysis. It was estimated that Thunberg's audience shared two dominant ideologies regarding climate change; one that believed in the human cause of climate change, and the other that considered nature to be the cause. Seibt's audience was found to mainly reject the idea of human-involvement. Feminist media analysis was then used to study the relationship between emotional discourses and patterns of themes present in the speeches. The pattern analysis revealed that Thunberg addressed her audience to act on climate change, while Seibt used her speech to ensure her audience that human-involvement will not do anything to improve the climate as it is naturally caused. The emotions that both expressed were found to substantiate the pattern analyses. Anger and surprise appeared to be emotions that are known for morally motivating individuals and that help to spread messages. Pride and happiness, on the other hand, are recognized to increase perseverance and work performance. Compared to the dominant ideologies in Thunberg's audience, Thunberg tried to construct a new dominant ideology. Emotions that help spread the message and motivate the audience are thus crucial to Thunberg successfully conveying a new ideology. Seibt reinforced an already existing ideology by claiming that climate change is naturally caused. She did not need to convince her audience, but rather needed them to stick to their current beliefs. Increasing perseverance and work performance could help her audience to keep addressing climate change in politics the way they did before the speech. The expressed emotions have thus enabled the speakers to address their audiences based on the audiences' dominant ideologies.



## Introduction

Climate change has been a hot topic on the political agenda for many years. And even though the vast majority believes that climate change is a real phenomenon, there is no consensus on its cause. Some believe that human-involvement with nature has caused the climate to alter, while others believe that nature itself is the reason. As the world is divided into different dominant ideologies on climate change, spokespeople from different parties try to convince their audience of the real cause. One famous example of a spokesperson is Greta Thunberg, a young girl from Sweden who advocates for climate-activism. Thunberg is known for her emotional speeches towards politicians, and has gone viral with statements like “Our house is on fire”. But regardless of Thunberg’s fame for her emotionally loaded statements, little research has been done on the effects of such emotion-based communication, especially in the field of climate research.

Emotion is known to affect cognition and behaviour. Research on the effects of emotion could thus be of great value to spokespeople who try to alter the behaviour and ideologies of their audience. Especially due to the divide between different ideologies concerning the cause of climate change and the way we as humans should act, research on this topic will provide insight in the way different parties could gain support. Therefore, the research question central to this thesis will be: “In what way are the dominant ideologies regarding climate change represented by emotion-based communication discourses as utilised in speeches by Greta Thunberg and Naomi Seibt?”. By analysing how emotion-based communication represents dominant ideologies concerning climate change, this research will contribute to our understanding of the effects of emotion on attitudes towards climate change.

To conduct a research that fits this purpose, speeches that directly address the audience on their ideologies regarding climate change will be analysed. A speech by Thunberg will be used to examine how she used emotion to convince people to act on climate change. To maintain a neutral perspective concerning climate communication, a climate-realist will be examined as well. A speech by Naomi Seibt, of similar age, gender, fame and close-to-similar national identity to Thunberg, will be used for this. Due to the close-to-similar identities, social axes will interfere less with the results.

Additionally, this research will be approached from a multidisciplinary perspective. Both Paralinguistics and Gender Studies have extensive histories of studying emotions, yet approach the topic from different perspectives. To get a more complete understanding of emotion-based communication, both perspectives should be included. Paralinguistics will provide a method to examine the emotions that the two speakers express. A Gender Studies



media analysis will offer a way to compare the emotions from the paralinguistic analysis with emotional discourses present in the speeches and the ideologies of the audience.

To give an overview of this thesis, the theories and methods will be explained in Chapters 1 and 2, respectively. Chapter 3 will discuss the contextual analysis of both speakers, and Chapter 4 will consist of a feminist media analysis of the speeches, leading to the concluding answer in Chapter 5.



## Chapter 1. Theoretical framework

In this chapter, an overview will be given of theories and concepts that are used in this research. I will start by explaining the main concept of this research; ‘emotion’. In order to fully understand emotion, a distinction has to be made between the concept of emotion and concepts of ‘feeling’ and ‘affect’. For this, I will use a combination of feminist- and communication science definitions. Next, paralinguistic knowledge on emotion-based communication theories will be used to analyse the emotions that Thunberg and Seibt used in their speeches. To understand emotion-based communication as a representation of the dominant ideologies, I will use feminist media analysis.

### *1.1 Concepts*

#### *Emotion*

Dr. Eric Shouse, Ph.D. and associate professor communication theory, made a taxonomy of emotion in his article “Feeling, Emotion, Affect”, in order to distinguish between different types of affective states (Shouse, 2005). He states that emotion is either genuine or staged projection of a feeling. This projection could be an expression of internal states, or it could be a way of corresponding to social expectations. While emotions are social, feelings are personal or biographical, the latter meaning sensations that are being compared to previously experienced sensations. In order to experience feelings, you need an understanding of language and a set of biographical sensations. The final distinction Shouse makes is called affect. Affect is a non-conscious experience that determines the intensity of a feeling. Shouse defines affect as “what makes feelings feel.” (2005, 2). He states that in terms of communication of ideologies, the distinction between unstructured affect and structured feelings and emotions makes the researcher aware of the fact that conscious responses to a message by the receiver may be different than non-conscious affective responses.

I will add feminist school of thought on emotion to the paralinguistic definition, as it provides me with critical knowledge on the subjective side of emotion, that other disciplines do not offer. Previous feminist research on emotion and affect will enable me to look critically at the social and political aspect of emotions, which has not been done before in emotion-based communication research on climate activism. Therefore, I will combine Shouse’s definition of emotion with definitions by Linda Åhäll (2018), expert on emotions and gender in politics. Åhäll’s definitions will be taken from her article “Affect as Methodology: Feminism and the Politics of Emotion” (2018). She begins her article by mentioning a broad definition of the affective states. Åhäll states that emotions are understood as subjective experiences that capture



conscious thoughts and normative judgements. Affect is understood as nonconscious, nonsubjective and prepersonal. Distinguishing between emotion as subjective and affect as prepersonal reinforces a binary, gendered logic with a masculinized affect and a feminized emotion, according to Åhäll, resulting in a political aspect of emotion. Åhäll continues by mentioning the chapter “Happy Objects” by Sara Ahmed (2010). Ahmed explains that our affective atmosphere is dependent on the social and political.

Combining the definitions of emotion by all three authors results in a definition of emotion as subjective but something that can still be influenced by the social and political environment. Shouse explains that emotion is a way of corresponding to the social environment, and Åhäll states that emotions are based on conscious thoughts and normative judgements. Both indicating a contextual aspect of emotion, which is mentioned by Ahmed.

To conclude, it is important to distinguish between emotion, feelings and affect in order to understand the effect of emotion-based communication. The relationship between feelings and affect is personal, and would be interesting to investigate to see the direct impact of emotion-based communication on behaviour per individual. To study the relationship between dominant ideologies and emotion-based communication, analysing emotions would fit the research better, as emotions have, like dominant ideologies, a social and political factor. Therefore, I will define emotion in this thesis as a real or staged projection of a subjective feeling that can be influenced by corresponding to the social and political environment. By studying the emotions in the case studies, I will thus include social and political factors that might be excluded when studying affect or feelings.



## 1.2 Theories

### *Paralinguistic knowledge on emotion-based communication*

In order to analyse the projections of emotions that Thunberg and Seibt show, paralinguistic methods will be used. Paralinguistics is the study of connotation; how you say something, rather than denotation; what you say (Schuller & Batliner, 2013). Paralinguistics deals with analyses of traits and states, where traits are considered long-term events such as gender, age and personality, and states incorporate emotions and affect (2013). Paralinguistics differentiates between various perspectives on emotion; the Darwinian-, the Jamesian-, the cognitive-, and the social constructivist perspective. For this thesis, only the last perspective matters. This perspective views emotions as culturally based phenomena that are learned through social rules (2013). Even though emotional vocalisations, such as laughing and screaming, are perceived as universal, facial expressions of the ‘big six’ basic emotions; happiness, sadness, fear, disgust, anger, and surprise, are perceived as culturally specific (2013). Within the field of emotion research, a cultural divide is often made between the West and the East (Lim, 2016). Western countries are described as individualist cultures, whereas Eastern countries are labelled collectivist cultures (2016). Individualist cultures prefer high arousal emotions, as these are more effective when trying to influence others (2016). Collectivist cultures, on the other hand, have a preference for adjusting and conforming to others, leading to low arousal emotions (2016). As both Sweden and Germany, homelands of Thunberg and Seibt, are considered Western countries, I will not go into more detail on culturally specific emotions in this research.

### *Feminist media research and ideologies*

Feminist media research is a type of analysis concerned with questions about the representation and construction of power structures within mediated texts. Heather McIntosh and Lisa Cuklanz (2014) describe feminist media research in their chapter in *Feminist Research Practice: a Primer*; as an analysis that provides a way to delimit, analyse, or explain power structures and gender patterns. A central theme to feminist media research is the concept of discourse. The authors define discourse as “...a system of meanings created by a combination of texts and the social practices that inform them.” (2014, 265). McIntosh and Cuklanz argue that treating systems of meanings as discourses allows feminist media researchers to examine texts and social practices that might otherwise be overlooked. They state that mass media constructs and maintains cultural ideas through repetition of associations with what seems “normal” and “natural” (2014, 266). These ideas are also referred to as dominant ideologies. By analysing the discourses present in a text, feminist media researchers can examine the way media represents dominant ideologies. In this thesis, feminist media research will be conducted to analyse the



visual representation of emotions and how these represent dominant ideologies. Due to the scope of this thesis, constructions of power structures could not be analysed. Future research on this topic may consider the power dynamics between the two female speakers and an audience with a significant majority of male attendees (Table 1 and Table 2).



## Chapter 2. Methodology

In this chapter, I will explain the methodology that will be used. Firstly, paralinguistic methods used to analyse the portrayed emotions are explained. Secondly, feminist media discourse analysis is explained.

### *2.1 Paralinguistic methods*

#### *Contextual analysis*

Schuller and Batliner highlight the importance of analysing four different types of contexts when conducting research on emotion-based communication (2013). These are:

1. Phonetic/linguistics context: what a speaker produces.
2. Multimodal context: the body posture, gestures and facial expressions the speaker produces.
3. Immediate situational context: the overall setting where the speaker produces the text.
4. General context in space and time: the historic, geographic and personal situation of the speaker.

These four different contextual levels can influence the speaker in expressing certain emotions. Context three and four will be discussed by analysing the personal, social, situational and political background of Thunberg and Seibt and their speeches. The phonetic/linguistic context will not be analysed using paralinguistic methods due to time and resource limitations. However, feminist media analysis will be used to analyse this context for ideologies and themes.

The multimodal context will be analysed and assessed based on a visual paralinguistic analysis method. This method is the Facial Action Coding System (FACS) by Ekman, Friesen and Hager (2002). Conducting a full FACS analysis would require a computational algorithm, which I do not have access to. Therefore, I will use parts of the FACS that are available for manual analysis and that correspond to specific emotions. The FACS consists of a list of 58 manual action units (AUs) (Figure 1). The AUs describe movements and positions of the upper- and lower face, eyes, head and lips (2002). FACS uses a score system to rate each AU on intensity. However, as the intensity is hard to code manually, the AUs will not be rated. As speech also involves movement of the face, the AUs will only be checked if they remain for longer than .75 seconds, as recommended by Ekman, Friesen and Hager (2002).

Even though, AUs represent different expressions of emotions, emotion-specified expressions are not a part of the coding system. For this, the FACS codes will be converted to the Emotional Facial Action System (EMFACS), as visible in Figure 2. Based on the EMFACS, the AUs can be used to code the six basic emotions: fear, anger, surprise, disgust, sadness and



happiness, and to detect emotional expressions like contempt, pride and embarrassment (Amini, Lisetti & Ruiz, 2015). Because of time limitations, I will only look for the AUs as mentioned in the EMFACS. As mentioned by Schuller and Batliner, the six basic emotions are perceived differently across cultures, but the EMFACS does not account for those differences. Because a divide between Western and Eastern cultures is used in this thesis, and the focus of this thesis is on the emotion-based communication of two Western spokespeople, I will not go into the cultural divide and I will use the EMFACS to code the emotions.

Body and posture language will not be analysed as both girls keep more or less the same posture throughout the entire speech. Therefore, the analysis would not produce sufficient results to comment on the expression of emotion.

## *2.2 Feminist research methods*

### *Feminist media analysis*

Feminist media analysis, as explained by McIntosh and Cuklanz (2014), starts by choosing a text or group of texts for textual analysis that questions how media construct or maintain cultural norms. The next steps are:

- Identify recurring ideas which will be labelled as ‘themes’.
- Determine patterns that are formed by the themes throughout the text
- Identify interrelationships of the patterns and themes
- Examine how the themes connect to dominant ideologies outside the text

To start the media analysis, I will use the four most expressed emotions that were found in the FACS analysis and select the sentences in the speeches where the spokespeople expressed those emotions. I will look for connecting themes between the sentences and different emotions, based on the words that were said in the lines. Based on the themes, I will look for an overarching theme or pattern between the different themes. The overarching theme will then be compared to ideologies that were present in the audience, as this theme reflects the speaker’s ideologies. The expressed emotions are discussed in light of the overarching theme, and evaluated on the way they contribute to the ideologies. Finally, I will discuss in what way the expressed emotions represent certain ideologies. This final argument will be based on an interpretation of the emotions and the overarching theme.

Figure 1. Action Unit table FACS (Ekman, Friesen & Hager, 2002)

Upper Face AUs			Lower Face AUs		
AU	Name	Starting on	AU	Name	Starting on
1	Inner Brow Raise	page 20	9	Nose Wrinkle	
2	Outer Brow Raise	page 22	10	Upper Lip Raiser	
4	Brow Lowerer	page 17	11	Nasolabial Furrow Deepener	
5	Upper Lid Raise	page 24	12	Lip Corner Puller	
6	Cheek Raise	page 31	13	Sharp Lip Puller	
7	Lids Tight	page 28	14	Dimpler	
43	Eye Closure	page 36	15	Lip Corner Depressor	
45	Blink	page 39	16	Lower Lip Depress	
46	Wink	page 40	17	Chin Raiser	
70	Brows Not Visible		18	Lip Pucker	
71	Eyes Not Visible		20	Lip Stretch	
<b>Head Positions</b>			22	Lip Funneler	
51	Turn Left		23	Lip Tightener	
52	Turn Right		24	Lip Presser	
53	Head Up		28	Lips Suck	
54	Head Down		72	Lower Face Not Visible	
55	Tilt Left		<b>Miscellaneous AUs</b>		
56	Tilt Right		8	Lips Toward Each Other	
57	Forward		19	Tongue Show	
58	Back		21	Neck Tightener	
<b>Eye Positions</b>			29	Jaw Thrust	
61	Eyes Left		30	Jaw Sideways	
62	Eyes Right		31	Jaw Clencher	
63	Eyes Up		32	Bite	
64	Eyes Down		33	Blow	
65	Walleye		34	Puff	
66	Crosseye		35	Cheek Suck	
<b>Lip Parting and Jaw Opening</b>			36	Tongue Bulge	
25	Lips Part		37	Lip Wipe	
26	Jaw Drop		38	Nostril Dilate	
27	Mouth Stretch		39	Nostril Compress	

Figure 2. Linking emotions to AU's (Amini, Lisetti & Ruiz, 2015)

Emotion	AU	Emotion	AU
<i>Happiness</i>	6, 12, 25	<i>Disgust</i>	9, 15, 16
<i>Sadness</i>	1, 4, 15	<i>Contempt</i>	12, 14R
<i>Surprise</i>	1, 2, 5, 26	<i>Embarrassment</i>	12, 52, 62, 64
<i>Anger</i>	5, 7, 9, 10, 15, 17, 42	<i>Pride</i>	12, 53, 58, 64
<i>Fear</i>	1, 2, 4, 5, 20, 26	<i>Neutral</i>	0



## Chapter 3. Contextual analysis

In this chapter, three different types of contextual analysis, as discussed by Schuller and Batliner (2013), will be conducted to see if there are dissimilar factors in the lives of Thunberg and Seibt that could influence their ideologies and understanding of climate change communication and use of emotion differently. I will start with the multimodal context analysis. To continue, the immediate situational and general background of the case studies will be discussed.

### 3.1 Multimodal context analysis

#### *Thunberg's speech*

Table 4 depicts a list of all AUs per line of Thunberg's speech. Only the AUs as listed in Figure 2 were coded. AU42: 'slit' was removed from the list, as the AU was too similar to AU7: 'eye lids tight'. As the coding had to be done manually, the two AUs would have been too hard to distinguish. Out of the 90 lines of Thunberg's speech (Transcript 1), Thunberg did not express any specific AUs that relate to the EMFACS in a total of 19 lines. These lines are marked as '--'. In a total of 9 lines, the front of Thunberg's face was not visible, and could therefore not be coded. These lines are marked as '---\*\*\*'.

Based on the analysis, Thunberg only expresses an emotion that is a 100% match with the EMFACS profiles once (Table 5). The expressed emotion entails anger, and can be found in line 83: "I say we will never forgive you." (Transcript 1). Additionally, she expresses AUs twice that correspond to a 75% match with the surprise profile (Table 5). In line 65: "Today that figure is already down to less than 350 gigatons." and line 84: "We will not let you get away with this." (Transcript 1). However, the combination of AUs 1, 2 and 5 that is used for the 75% match with surprise, can also be assigned to the EMFACS profile of fear. The combination of AUs 1, 2 and 5 have a 50% match with the fear profile (Table 5). A total of 50 emotional expressions can be detected based on 50% matches with the EMFACS emotion profiles. Based on 50% matches, anger is the leading expressed emotion with 16 occurrences, and surprise follows with 13 occurrences.

Not only are 50% matches less accurate, similar AU combinations are used to code different emotions. Table 6 shows combinations of AUs that were expressed by Thunberg, and that can be ascribed to different emotional expressions. Out of the AU combinations that have a 75% match with the surprise profile, 2/2 are assigned to 'surprise or fear'. From the combinations that have a 50% match with surprise, 13/14 are assigned to 'surprise or fear'. Out of the occurrences of fear: from the combinations that have a 50% match with the fear profile, 2/4 are assigned to 'surprise or fear'. Out of the occurrences of sadness: from the combinations that have a 50% match with the sadness profile, 2/3 are assigned to 'sadness or fear'. Out of the



occurrences of embarrassment: from the combinations that have a 50% match with the embarrassment profile, 2/3 are assigned to ‘embarrassment or pride’. And out of the occurrences of pride: from the combinations that have a 50% match with the pride profile, 2/4 are assigned to ‘embarrassment or pride’.

### *Seibt’s speech*

Table 7 depicts a list of all the AUs per line of Seibt’s speech. The same AUs as with Thunberg’s speech were coded. Out of the 74 lines of Seibt’s speech (Transcript 2), Seibt did not express any specific AUs that relate to the EMFACS in a total of 19 lines. These lines are marked as ‘--’. In a total of 5 lines, the front of Seibt’s face was not visible, and could therefore not be coded. These lines are marked as ‘---\*\*\*’.

Seibt does not reveal any AU combinations that match 100% with EMFACS profiles (Table 8). She expresses two AU combinations that correspond to a 75% match. These matches are with the profile pride (Table 8); in line 4: “I am not anti-Greta and I am not a climate denier.” and in line 44: “Every redundant step that you take.” (Transcript 2). A total of 42 emotional expressions can be detected based on 50% matches with the EMFACS emotion profiles. Based on 50% matches, happiness is the leading expressed emotion with 15 occurrences, and pride follows with 8 occurrences.

As with Thunberg’s speech, similar AU combinations are used to code different emotions. Table 9 shows the combinations of AUs that were expressed by Seibt, and that can be ascribed to different emotional expressions. Out of the occurrences of sadness: from the combinations that have a 50% match with the sadness profile, 1/3 is assigned to ‘sadness, surprise or fear’. Out of the occurrences of embarrassment: from the combinations that have a 50% match with embarrassment, 4/4 is assigned to ‘embarrassment or pride’. Out of the occurrences of pride: from the combinations that have a 50% match with pride, 4/8 is assigned to ‘embarrassment or pride’.

## *3.2 Greta Thunberg’s situational and general context analysis*

### *Personal and social background of Greta Thunberg*

Greta Thunberg was born in Stockholm, Sweden, in 2003. At eight years old, Thunberg first learned about the climate crisis. From then on, she started reducing her own carbon footprint. In a personal post on *Facebook* (Thunberg, 2019), Thunberg explains her climate-activism and way to success, which started in May 2018. After winning a writing competition and getting in touch with a youth climate activist group, Thunberg decided to execute a school strike for



climate action. A post about her climate strike on social media went viral. As the attention to her and the climate crisis grew, she launched the movement #FridaysforFuture with other young people in Europe. The movement's members would strike on Fridays and thereby pressure political leaders to act on climate change. In December 2018, the United Nations COP24 in Katowice, Poland, invited Thunberg to speak to the world leaders. She became famous for her speeches, and was invited to speak at the United Nations Climate Action Summit (UN C.A.S.) of 2019 in New York.

Thunberg explains that her family was not familiar with climate-activism until she and her sister made them aware of the climate crisis. She claims that, beside the support from her parents, she works as an independent activist who only represents her own ideologies. When writing her speeches, she often asks for input from others, as she says that she is aware of the fact that her speeches reach big audiences (Thunberg, 2019).

An important aspect about Thunberg's life is her diagnosis with Asperger (Thunberg, 2019). Thunberg herself states in her post that she sees it as a gift rather than a disease. She claims that if she had been "normal", she would have been part of a social organisation, but as she is not good at socializing, she chose this way instead (Thunberg, 2019). Thunberg's diagnosis is relevant, as individuals with Asperger profiles may show feelings in different ways than neurotypical people. According to the Asperger/Autism Network (AANE), people with Asperger profiles may express feelings less outwardly, or showcase facial expressions that do not match their inner feelings. They could also experience basic emotions such as fear, anger and joy, more intensely than neurotypical people (AANE Staff, n.d.).

#### *Situational context: the UN C.A.S. 2019*

According to Schuller & Batliner, the immediate situational context, which is the overall setting where the speech takes place, is very influential to the person giving the speech, as it could have an impact on the framing of words that the speaker will use. (2013). Therefore, I will discuss the event in this following paragraph.

The UN C.A.S. was held on 23 September 2019, in New York. Leaders of countries from all over the world were asked to join the UN Secretary-General António Guterres to talk about the urgency for climate action. The leaders were asked to present realistic plans in line with the UN's goal of reducing greenhouse gas emissions by 45% within the next decade, and to a net zero emissions before 2050. The summit was called on by the Secretary-General to remind leaders of the 2020 deadlines established in the Paris Agreement. A total of 94 people presented their plans at the event (Table 1). On the website of the UN, the summit is described



as an event that reinforced the global understanding of the 1.5°C temperature rise limit, and that set leaders straight in achieving their nationally established goals (UN Climate Action, n.d.).

#### *Political context: ideologies of UN C.A.S. 2019 attendees*

The UN C.A.S. had one specific goal: to highlight the importance of climate action. Unlike the audience from the CPAC, which will be discussed below, the C.A.S. had no specific audience. Leaders from 70 countries came to present their plans at the summit, as well as representatives of a group of the world's largest asset-owners, 87 major companies and 130 banks (UN Climate Action, n.d.). As it would not be possible to investigate the ideology on climate change from each individual attendee and represented person or company in the scope of this thesis, a personal estimate of the common ideology will be used. As all representatives came to the C.A.S. with the same goal, which is to accelerate the implementation of the Paris Agreement and the Sustainable Development Goals, I expect that the majority shares the same view on the impact of humans on climate change. Therefore, I will assume that there were no climate change deniers present at the C.A.S., and that the majority believes that human-involvement causes climate change. I will not deny that there is still a possibility that there were people who believe that natural-causes are to blame. However, I argue that the commonly shared ideology on climate change for the C.A.S. attendees is that human-involvement is the cause of climate change, based on the goals of the summit as stated on the website (UN Climate Change, n.d.).

### *3.3 Naomi Seibt's situational and general context analysis*

#### *Personal and social background of Naomi Seibt*

Naomi Seibt was born in Münster, Germany, in 2000. At fourteen, Seibt started to develop a political interest (Zeller, 2020). She describes herself as a libertarian, who would prefer as little government involvement and as much freedom as possible (Zeller, 2020). Through her *Youtube* channel, Seibt met Christopher Monckton, a climate-sceptic, who got her in touch with the Heartland Institute, which she represented at CPAC 2020 (Zeller, 2020). After another speech that she gave in December 2019 in Madrid, her fame as a climate-sceptic began and she was officially offered a contract at the Heartland Institute.

Seibt often has to deal with critics, claiming she does not understand climate change and only states 'anti-Greta' arguments to become famous. She has officially stated multiple times that she is not 'anti-Greta' and that she believes in freedom of speech (Zeller, 2020). She also explains that she is not a climate-denier, but rather a sceptic on the human involvement of climate change, which she substantiates by citing academic scientists.



In an interview with *Die Weltwoche*, Seibt states that her social life was never excellent (Zeller, 2020). With her above-average IQ, she claims that she never had a large group of friends and therefore often worked alone. Right now, she works with other climate sceptics to spread the message that climate-alarmism is not essential to save the world.

#### *Situational context: CPAC 2020*

CPAC stands for 'The Conservative Political Action Conference'. It is the largest and most influential conference for conservatives in the world, as stated on their website (CPAC2020, 2020). The conference originates from 1974, and has been known to bring together conservative organizations, activists and leaders to speak for millions of viewers (2020). More than 19.000 people attended CPAC 2019. Unfortunately, there are no numbers published for the 2020 conference. The website of CPAC states that approximately 60% of their audience is college aged or even younger (2020). This year, 141 spokespeople representing their country, board members, organization presidents/directors, CEO's, radio hosts and many more different occupations, attended the event to spread a message to this audience (Table 2). All spokespeople were from Western countries. Seibt was invited to speak on behalf of the Heartland Institute. She gave a speech and was later invited to a panel held at the conference as well. The Heartland Institute is a free-market think tank (The Heartland Institute, n.d.). It is an American, non-profit research and education organisation. The institute has a special centre on climate change and environmental policies, which is the 'Arthur B. Robinson Center' (The Heartland Institute, n.d.). The Heartland Institute and its centre are known for promoting scepticism on man-made climate change.

#### *Political context: ideologies of CPAC attendees*

The CPAC is almost exclusively visited by American conservatives, which is why the general ideology on climate change of the conservative political ideology in the U.S. will be used for the analysis. Because political ideologies on climate change are not fixed, I will use a research conducted in 2015 and a research from 2020, and compare both results. Age and gender differences will be analysed in the article from 2015. The results of the research from 2020 will be used to formulate the general ideology of the conservatives on climate change.

In 2015, Funk and Rainie conducted a poll based on political ideologies, which stated that only 29% of U.S. conservatives believed in human-caused climate change (2015). The majority of the conservatives either believed that the warming of the earth was not real at all (=39%), believed that natural causes are to blame (=30%), or did not know the answer (=2%) (Funk & Rainie, 2015). Funk & Rainie also constructed a poll on whether people believed that



scientists agree or do not agree on the involvement of human activity (2015). 57% percent stated that scientists agree on the matter, whereas 37% percent disagrees (2015). Out of the poll takers, there were no differences found between the perceptions of men and women (2015). However, age differences showed that younger generations (ages 18 to 49) have a much higher probability (0.72) of belonging to the 57% rather than older generations with a probability of 0.51 (2015). Funk and Rainie argue that the 37% of people who claim that scientists disagree about the human-involvement, is mostly made up out of people who also claim that climate change is not real or that it is caused by natural causes (2015). An interesting result, as CPAC claims to attract a majority of 60% of younger generations as their audience.

A research conducted by Soutter and Möttus (2020), showed a significant growth in the amount of conservatives believing in climate change and/or global warming. The results show that 69,9% of conservative respondents believe in climate change and 66,3% in global warming as well in 2020 (Soutter & Möttus, 2020). As compared to the 59% of 2015, consisting of both people who believed in human-involvement and people who believed in a natural-caused climate change, this is an increase of 11%.

To conclude, slightly more than 30% of the conservatives in the United States claim to not believe in climate change at all. Out of the 69,6% of conservatives who do believe in climate change, an estimated 50/50 division can be made of people who believe that climate change is to blame on human-involvement and people who believe it is to blame on natural causes, based on the results of the poll from 2015.

### *3.4 Results of the contextual analysis*

When comparing the different contexts, a few similarities and differences arise. To start with the multimodal context, Table 10 depicts the results of the FACS combined with the EMFACS analysis. Thunberg showed 8 emotional expressions more than Seibt in her speech. Seibt showed a total of 14 50% matches with happiness, whereas Thunberg did not show any AU combinations that correspond to happiness. Thunberg showed 13 50% matches and 2 75% matches with surprise, whereas Seibt showed only 2 AU combinations that correspond to surprise. Another major difference can be found for anger. Thunberg expressed a 100%, a 75% and 16 50% matches with anger, and Seibt only showed 3 50% expressions of anger. Seibt did show twice as many expressions of pride compared to Thunberg. The multimodal analyses shows that Thunberg expressed more surprise and anger, while Seibt expressed more happiness and pride. Table 3 compares the results of an emphasis and intonation analysis. As the data for



both speakers is similar, I will argue that phonetic differences did not influence the results, and the differences in expressed emotions are merely based on facial movements.

Table 10. *Results of the multimodal analysis*

Emotion	Thunberg			Seibt		
	100%	75%	50%	100%	75%	50%
Happiness	-	-	-	-	-	15
Sadness	-	-	3	-	-	3
Surprise	-	2	13	-	-	2
Fear	-	-	4	-	-	-
Anger	1	1	16	-	-	3
Disgust	-	-	2	-	-	1
Contempt	-	-	5	-	-	6
Embarrassment	-	-	3	-	-	4
Pride	-	-	4	-	2	8

To continue with the personal and social background, both Thunberg and Seibt started their journey alone with the goal to spread their political message. It cannot be refuted, nor can it be confirmed that Seibt became a success solely because of similarities in age and gender to Thunberg. However, it is certain that their ideologies on climate change are opposing and that they began spreading this message individually. Another difference between Thunberg's and Seibt's context is Thunberg's diagnosis with Asperger. As discussed earlier, this could influence her ability to express emotion. As part of this research consists of an emotion-based analysis, this is important to highlight.

The immediate situational and political context of the speeches that Thunberg and Seibt give is completely different. Thunberg speaks at an international event with attendees with different political ideologies and attendees from both Eastern and Western cultures. In the case of Seibt, her speech was given at an event specifically organised for people with conservative ideologies, and was only attended by spokespeople from Western countries. This could have influenced Seibt's speech so that she would only address topics that would interest the majority of her audience, and only use emotions that appeal to individualist cultures.



## Chapter 4. Feminist media analysis

In this chapter, feminist media analysis is used to discover what emotional discourses are present and how they represent dominant ideologies. To do so, recurring themes around 4 specific emotions were identified. In Chapter 3, results showed that Thunberg expressed anger and surprise more often, and Seibt expressed more pride and happiness. In this chapter, those four emotions will be examined. Chapter 3 also showed that the AU combinations of surprise were often labelled as ‘surprise or fear’, and the AUs of pride were often labelled as ‘embarrassment or pride’. However, because pride and surprise had a higher occurrence than embarrassment and fear, I chose to label the emotional expressions as pride and surprise. As those emotional expressions had the highest occurrence, the data is more likely to be trustworthy than with other emotional expressions. I only looked into the text, intonation and emphasis that was used in the lines that correspond to the four emotions. After identifying themes, I looked for patterns between and within the themes, and how those patterns interrelate. Lastly, I used the results from the theme and pattern analysis to see how they represent dominant ideologies regarding climate change.

### 4.1 Feminist media analysis: Thunberg’s speech

In Transcript 3, it becomes apparent that Thunberg addressed four main themes in the lines where she expressed emotions. The four main themes are; ‘messages towards the audience’, ‘impacts of climate change’, ‘personal note’ and ‘scientific facts’. ‘Messages towards the audience’ and ‘impacts of climate change’ both can be split into two different categories. Table 11 shows the different themes and the corresponding lines and emotions.

Based on Table 11 and Transcript 3, patterns between themes were examined. 5/7 lines directed at the audience were about the current failing approach towards climate change. Out of the impacts on nature, 2/5 were about the current situation, as well as 3/4 lines of impacts on humans and 2/5 lines of scientific facts. 12 lines were thus dedicated to the current situation and the failing political approach. Out of the 12 lines, Thunberg expressed anger 6 times, surprise also 6 times and pride only once. A second pattern can be found based on the future. 5/6 lines of Thunberg’s message towards the audience were about children and future generations not approving of the current political approach. 3/5 lines on the impacts on nature, 1/4 of impacts on humans and 3/5 lines of scientific facts were dedicated to future impacts as well. Out of the 12 lines dedicated to the future, Thunberg expressed anger 7 times and surprise 5 times. How these patterns interrelate becomes apparent when looking at the ‘personal note’



theme. In 4/5 lines Thunberg addressed her own personal opinion on both the current and future situation. All share the same general thought; the situation is not looking good.

The next step is to examine how the combination of themes, patterns and emotion represent or construct dominant ideologies regarding climate change. Chapter 3 shows that the dominant ideology of C.A.S. attendees entails believing in climate change, whether it is caused by humans, according to the majority, or nature. In line with this, Thunberg did not address any facts to explain the phenomenon of climate change, indicating that she addresses an audience that is already aware of the phenomenon. The scientific facts that she mentions are utilised to illustrate the urgency of needing a new political approach to climate change. The current and future situational patterns are used to illuminate this as well, implying that Thunberg wants to change the approach of her audience into a more active one. Changing the view of the audience involves a change in ideology, from a more passive stance on climate change action towards a more active one. Additionally, Thunberg mentioned man-made climate change causes, like the tons of CO<sub>2</sub>, in her speech. She thus acknowledged the dominant ideology that believes human-involvement is the cause of climate change.

Furthermore, the expressed emotions add to the construction of new dominant ideologies. In an article by Chapman, Lickel and Markowitz (2017) on the use of emotion-based climate change communication, it is argued that anger is most strongly associated with “motivating individuals to rectify social injustices.” (849). Anger is one of the two emotions that Thunberg expresses most, substantiating the argument that Thunberg wants to activate the audience. The second emotion, surprise, could be seen as a way to trick the audience into being surprised themselves. Research shows that being surprised influences someone’s attention, memory and behaviour as people are more likely to pass on surprising information (Loewenstein, 2018). Loewenstein notes: “...surprising experiences appear to be disproportionately likely to spread, to continue spreading, and to influence people along the way” (2018, 182). The use of surprise corroborates with activating the audience as well.

In addition, the two emotions give insight in the way Thunberg feels about the ideologies of her audience. She is angry at the fact that political leaders are failing future generations, and surprised that the leaders believe they are doing the right thing, e.g. “How dare you continue to look away” (Transcript 3, [28]). The anger indicates a resentment towards the ideologies concerning climate change of the political leaders. Surprise could suggest Thunberg’s disbelief that leaders do not act more on climate change when the scientific facts imply the necessity of immediate action. Thunberg thus represents her ideology as the right one, as believing in other climate change ideologies brings forth disapproving emotions like



anger and disbelief. In the next part of this chapter, I will analyse Seibt's speech in a similar way.

#### *4.2 Feminist media analysis: Seibt's speech*

Seibt addressed three main themes in the marked lines in Transcript 4. These themes are: 'situating herself', 'addressing climate-alarmists' and 'talking about climate change'. The first theme will be split into personal situating, and situating herself as a climate realist. Table 12 shows the themes with corresponding lines and emotions.

To continue, I looked for patterns based on Table 12 and Transcript 4. Aside from 'situating herself', the other two themes shared similarities based on Seibt telling her audience that climate-alarmism is not necessary and does not affect climate change. This message is supported by expressing mostly happiness (8 times) and pride (6 times), and a single outing of anger in the 15 lines that share the pattern.

Seibt spoke at an event where an estimated 30% of her audience does not believe in climate change. The other 70% is evenly divided between people who believe that humans are the cause of climate change and who believe nature causes climate change. As Seibt stated that she is not a climate denier, she rejects the ideology of the 30%. She argued several times that humans should be less involved with climate, as it has always been changing. As the pattern analysis already concluded, Seibt wanted her audience to know that climate-alarmism is not needed in the world because it does not work. She thereby confirmed the dominant ideology regarding the 35% of her audience that is estimated to believe in natural-caused climate change.

Furthermore, I examined how expressions of pride and happiness influenced the representation of the dominant ideology. As mentioned, emotion has a social factor, and this intensity can be transmitted between individuals in a room (Shouse, 2005). Seibt expressed happiness often, reflecting happiness onto her audience and thereby elevating the intensity of the feeling. Research shows a causal link between happiness and a higher chance of successful work performance (Lyobomirsky, King & Diener, 2015). It is thus likely that her speech's message is received more successfully by her audience, than had she expressed different emotions. Pride can be seen as an incentive for perseverance (Williams & DeSteno, 2008). If the audience shared the feeling of pride with Seibt, they are more likely to be motivated to act upon climate change in the way they believe is right.

Besides effects on the ideologies of her audience, the emotions that she expressed have an impact on the representation of her own ideology as well. She often tells her audience that; climate-alarmists are hypocrites [39, 55], that they should be more humble [24], the climate



does not need saving [45] and they should listen more to the science [29]. This, in combination with the numerous expressions of happiness, could be interpreted as Seibt either feeling sorry for people whom believe in human-involvement, a smile of pity, or as her being amused by their stupidity. To add, the emotion of pride implies that she is proud to spread this knowledge and that she, in fact, knows what is really going on. She thereby depicts other ideologies as wrongful, as they are something to laugh about and not something to be proud of believing.

#### *4.3 Conclusion*

The analysis shows differences between Thunberg and Seibt in representing dominant ideologies. Thunberg constructed a new dominant ideology in her speech, one that believes in a more active climate change approach. Seibt, on the other hand, represented an already existing ideology, the idea that climate change is naturally caused and that humans should therefore restrict their involvement. Neither represents the third ideology, the idea that climate change does not exist. The emotion-based communication Thunberg used in her speeches influences the behaviour of her audience in two ways. Her frequent use of anger expressions motivates her audience into doing what is right. Surprise also activates the audience, as well as helping to spread the message to an even larger audience. The two expressions also imply that Thunberg wanted her audience to know that believing in other ideologies than her own is something to be angry and alarmed about. Seibt used happiness and pride as the leading emotions in her speech. Happiness and pride are associated with more successful work performances and perseverance. Seibt thus used emotion-based communication that increases the performance of those who believe that climate change is naturally caused. She used happiness and pride to reinstate the idea that her ideology is the only reliable ideology, as other beliefs should be laughed at.



## Chapter 5. Conclusion and discussion

The analyses conducted in this thesis, based on a paralinguistic method and feminist media analysis, provided an answer to the research question; “In what way are the dominant ideologies regarding climate change represented or constructed by emotion-based communication discourses as utilised in the speeches by Greta Thunberg and Naomi Seibt?”. At first, a visual analysis of Thunberg and Seibt’s faces was used to examine the expressed emotions. Secondly, a feminist media analysis was applied to see how the emotion-based communication relates to the dominant ideologies. Contextual analysis of the personal background, situational and political context was used to annul any interfering factors that would influence the outcome of Thunberg and Seibt. This resulted in the conclusion that Thunberg used emotion to activate her audience into taking action, thereby trying to change their dominant ideology regarding climate change. Seibt, on the other hand, used happiness and pride to increase the perseverance and work performance of her audience, as she did not need to change any ideologies. Rather, she represented the shared dominant ideology in a way that most likely ensures that her audience will not change their belief. When looking at the way they represent certain ideologies, Thunberg made clear to her audience that believing in a less active ideology is something that the world should be angry about. On the contrary, Seibt’s expressions indicate that believing in climate-alarmism is something to laugh about, and that you should be proud to believe in the ‘real’ cause; nature.

The fact that both speakers used different emotions with different outcomes, highlights the importance of studying emotion-based communication. If Thunberg or Seibt would have expressed different emotions, they could have had a different impact on representing dominant ideologies. Another factor that could influence the way Thunberg expressed emotions differently is her diagnosis with Asperger. Unfortunately, the scope of this thesis did not allow for further inquiry into the effects of Asperger. Further research on this topic could take this into account.

There are some limitations to this research that could be elaborated on in further research. To start with the contextual analysis as mentioned by Schuller and Batliner, the phonetic and linguistic context could not be analysed in this research. To study how certain words represent or construct dominant ideologies, could make climate change communication more effective. In addition, the multimodal analysis could be expanded by using computational algorithms. This annuls any subjective experiences and provides the researcher with more reliable results. The computational algorithms would also help to distinguish between the combinations of AUs that relate to more than one emotion. Another paralinguistic theory that



could improve emotion-based climate change communication, is research on non-native speech. To examine how speakers and audiences react differently to emotional expressions when the language spoken is not their native language, could facilitate enhanced international communication strategies.

Supplementary feminist research on emotion could help the researcher look more into the political context. The political context could underline power structures that might otherwise be overlooked. Further research could emphasize power dynamics between two young female speakers and their mostly male, adult audience.

To end, this research is meant to enrich our current understanding of emotion-based strategies in climate change communication. By studying the emotion-based strategies of two famous climate change spokespeople, this research can be used as a basis for further research on this topic.

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## Appendix

### Tables

Table 1. *A list of speakers at the C.A.S. 2019*

<b>Occupation attendees C.A.S 2019</b>	<b>N</b>	<b>Male</b>	<b>Female</b>
Prime Minister	25	19	6
Deputy Prime Minister	1	1	-
Chancellor	1	-	1
Head of State	1	1	-
President	33	30	3
Vice President	1	1	-
Mayor	3	1	2
CEO	11	9	2
Royal / Emir / Sjeikh	3	2	1
Governor	2	1	1
State Councillor	1	1	-
Executive Director	1	-	1
UN Special Envoy	1	1	-
Director General	1	1	-
President of a bank group	3	3	-
Chair / Co-chair	2	2	-
President of the European Council	1	1	-
General secretary	2	1	1
Representative Indigenous People	1	1	-
<b>Total*</b>	94	76	18

[https://www.un.org/en/climatechange/assets/pdf/CAS\\_Agenda.pdf](https://www.un.org/en/climatechange/assets/pdf/CAS_Agenda.pdf)

\*A full list of attendees could not be retrieved. This list contains everyone who was invited to represent their country or company in the C.A.S. 2019, as stated on the agenda of that day. Out of the 94 spokespeople, approximately 81% was male (n=76).

Table 2. *A list of speakers at CPAC 2020*

<b>Occupation speakers at CPAC 2020</b>	<b>N</b>	<b>Male</b>	<b>Female</b>
President of the United States	1	1	-
Vice President of the United States	1	1	-
Chair(wo)man	6	3	3
Executive Director	3	2	1
United States Secretary	5	3	2
White House Staff	4	2	2
Director	3	3	-
Secretary	2	2	-
Commissioner	1	1	-
Assistant to the President	1	1	-
(former) Ambassador	4	3	1
Deputy Secretary	2	2	-
Vice President of an Organisation	2	2	-
(former) U.S. Attorney General	1	1	-
Deputy/ associate Director	4	1	3
Spokesperson and other	39	30	9
Chief Political Correspondent	1	1	-
(former) News Contributor	11	6	5
President Emeritus	1	1	-
President of an Organisation	6	5	1
United States Senator	4	2	2
(former) United States Representative	12	12	-
Vice Chair(wo)man	1	1	-
Former Deputy National Security Advisor	1	-	1
Attorney	2	-	2
Donald J. Trump for President, Inc.	4	1	3
National Security Expert	2	2	-
First Amendment Expert	1	-	1
Political Commentator/ Political Correspondent	2	1	1
Senior Law Enforcement Media Contributor	1	1	-
Founder of a company	3	2	1
Economist	1	-	1
ACU Boardmember	9	7	2
<b>Total*</b>	<b>141</b>	<b>100</b>	<b>41</b>

<https://cpac.conservative.org/speakers/>

\*A full list of attendees could not be retrieved. This list contains everyone who was invited to speak at CPAC 2020, as stated on the website. Out of the 141 spokespeople, approximately 71% was male (n=100).

Table 3. *Results of the emphasis analysis*

Group	N		Type	n		Percentage		Notes
	Thunberg	Seibt		Thunberg	Seibt	Thunberg	Seibt	
Words	498	461	Emphasis	107	97	21.49%	21.04%	
			Change of tone	147	137	29.52%	29.72%	
			[uhm/uh]	1	8	0.2%	1.74%	
Pauses	59	102	[ short pause]	27	59	45.76%	57.84%	
			[1 second pause]	9	29	15.25%	28.43%	
			[>1 second pause]	23	14	38.98%	13.73%	
Breaths	83	30	[small breath]	50	16	60.24%	53.33%	
			[deep breath]	33	14	39.76%	46.67%	The [inhale] + [exhale] is counted as 1 [deep breath]
Other	4	3	[reaction audience]	4	2			
			[correction]	0	1			



Table 4. FACS-based AU analysis of Thunberg's speech

[.]	AU	Emotion
1	12, 64	12+64= embarrassment or pride
2	1, 2, 12, 62	12+62= embarrassment 1+2= surprise or fear
	15, 58, 64	58+64= pride 15= sadness, anger or disgust
3	9	9= disgust or anger
4	1, 4, 7	1+4= sadness or fear 7 = anger
5	4, 7, 17	7+17= anger 4= fear or sadness
6	1, 15	1+15= sadness
7	1, 4, 7, 9,	1+4= sadness or fear 7+9= anger
8	4, 5, 7, 15	5+7+15= anger 4= sadness or fear
9	7, 16, 17	7+17= anger 16= disgust
10	5, 7, 9	5+7+9= anger
11	2, 5, 15	2+5= surprise or fear 5+15= anger
12	7, 15,16	7+15= anger 15+16= disgust
13	2, 5, 12	2+5= surprise or fear 12 = contempt
14	7, 9, 15	7+9+15= anger
15	2, 5, 15	2+5= surprise or fear 5+15= anger
16	1, 2, 15	1+15= sadness 1+2= surprise or fear
17	5, 15	5+15= anger
18	7, 9, 15, 53	7+9+15= anger 53= pride
19	7, 15	7+15= anger
20	----	---
21	2, 7, 15, 17	2+5= surprise or fear 7+15+17= anger
22	---	---
23	---	---
24	5, 7, 15	5+7+15= anger
25	7, 15	7+15 = anger
26	5, 7, 15	5+7+15= anger
27	12, 64	12+64= embarrassment or pride
28	5, 7, 15	5+7+15= anger
29	7, 12	7= anger 12= contempt
30	2, 7, 64	2 = surprise or fear 7 = anger 64 = embarrassment or pride
31	---	---
32	2, 5	2+5= surprise or fear
33	---	---
34	1, 2, 7, 15	1+2= surprise or fear 7+15= anger
35	7, 15	7+15= anger
36	5, 7, 12	5+7= anger 12 = contempt
37	7, 15	7+15= anger
38	---	---
39	12, 53	12+53= pride
40	---***	---***
41	---***	---***
42	---***	---***
43	---***	---***
44	2, 5	2+5= surprise or fear
45	2, 7, 15	2= surprise or fear 7+15= anger
46	---	---
47	---	---
48	---	---
49	2, 5	2+5= surprise or fear
50	---	---
51	7, 15	7+15= anger
52	5, 10, 15	5+10+15= anger
53	7, 15	7+15= anger
54	12	12= contempt
55	5, 7, 15	5+7+15= anger
56	---	---
57	5, 7, 10, 15	5+7+10+15= anger
58	7, 15	7+15= anger
59	7, 9, 15	7+9+15= anger
60	---	---
61	1, 2	1+2= surprise or fear
62	---	---
63	1, 2, 20	1+2+20= fear
64	53	53= pride
65	1, 2, 5	1+2+5= surprise or fear
66	5, 7, 15	5+7+15= anger
67	5, 7, 16	5+7= anger



		16= disgust
68	---	---
69	---***	---***
70	---	---
71	---	---
72	2, 5, 20	2+5+20= fear
73	---	---
74	4, 7	4= sadness or fear 7= anger
75	---	---
76	12	12= contempt
77	2, 15	2= surprise or fear 15= sadness, anger or disgust
78	---***	---***
79	---***	---***

80	---***	---***
81	---***	---***
82	2, 17	2= surprise or fear 17= anger
83	5, 7, 9, 10, 15, 17	5+7+9+10+15+17= anger
84	1, 2, 5	1+2+5= surprise or fear
85	7, 15	7+15= anger
86	7, 15, 17	7+15+17= anger
87	5, 7, 15, 17	5+7+15+17= anger
88	---	---
89	5, 7, 15, 17	5+7+15+17= anger
90	15, 16	15+16= disgust



Table 5. Results EMFACS based on occurrence: Thunberg

Emotion	AU	Description	Occurrence	100%	>75%	>50%
Happiness	6	Cheek raise	0	0	0	0
	12	Lip corner puller	9			
	25	Lips part	0			
Sadness	1	Inner brow raise	10	0	0	3
	4	Brow lowerer	5			
	15	Lip corner depressor	35			
Surprise	1	Inner brow raise	10	0	2	13
	2	Outer brow raise	18			
	5	Upper lid raise	23			
	26	Jaw drop	0			
Anger	5	Upper lid raise	23	1	1	16
	7	Lids tight	36			
	9	Nose wrinkle	7			
	10	Upper lid raiser	3			
	15	Lip corner depressor	35			
	17	Chin raiser	7			
Fear	1	Inner brow raise	10	0	0	4
	2	Outer brow raise	18			
	4	Brow lowerer	5			
	5	Upper lid raise	23			
	20	Lip stretch	2			
	26	Jaw drop	0			
Disgust	9	Nose wrinkle	7	0	0	2
	15	Lip corner depressor	35			
	16	Lower lip depress	4			
Contempt	12	Lip corner puller	9	0	0	5
	14	Dimpler	0			
Embarrassment	12	Lip corner puller	9	0	0	3
	52	Head position: turn right	0			
	62	Eyes right	1			
	64	Eyes down	4			
Pride	12	Lip corner puller	9	0	0	4
	53	Head position: up	3			
	58	Head position: back	1			
	64	Eyes down	4			

Table 6. Results EMFACS of combinations of emotions: Thunberg

Emotion combination	Combinations				Occurrences
Surprise or fear	1+2	2+5	1+2+5	2	17
Sadness or fear	1+4	4	-	-	4
Sadness, anger or disgust	15	-	-	-	2
Disgust or anger	9	-	-	-	1
Embarrassment or pride	64	12+64	-	-	3



Table 7. FACS-based AU analysis of Seibt's speech

[.]	AU	Emotion
1	20	20= fear
2	2, 6, 12	6+12= happiness 2= surprise or fear
3	---	---
4	2, 12, 53, 64	12+53+64= pride 2= surprise or fear
5	2, 52, 53	2= surprise or fear 52= embarrassment 53= pride
6	4, 7, 15	4+15= sadness 7+15= anger
7	6, 12	6+12= happiness
8	6, 15, 16, 64	6= happiness 15+16= disgust 64= embarrassment or pride
9	---	---
10	1, 6, 12, 58	12+58= pride 6+12= happiness 1= sadness, surprise or fear
11	---	---
12	---	---
13	---	---
14	7, 15, 17	7+15+17= anger
15	7, 15	7+15= anger
16	2, 12, 64	12+64= embarrassment or pride 2= surprise or fear
17	7, 12	7= anger 12= contempt
18	---	---
19	2, 17	2= surprise or fear 17= anger
20	---	---
21	12, 64	12+64=embarrassment or pride
22	2, 12	2= surprise or fear 12= contempt
23	---***	---***
24	---	---
25	2	2= surprise or fear
26	5, 15	5+15= anger
27	---	---
28	7, 12	7= anger 12= contempt

29	7, 12, 53	7= anger 12+53= pride
30	---	---
31	15	15= sadness, anger or disgust
32	2	2= surprise or fear
33	---***	---***
34	7	7= anger
35	---	---
36	1, 15	1+15= sadness
37	---	---
38	2, 20	2+20= fear
39	7, 15	7+15= anger
40	2, 6, 12	6+12= happiness 2= surprise or fear
41	2, 6, 12	6+12= happiness 2= surprise or fear
42	16	16= disgust
43	---***	---***
44	12, 53, 58	12+53+58= pride
45	2, 15	2= surprise or fear 15= sadness, anger or disgust
46	---	---
47	12	12= contempt
48	2, 6, 12	2= surprise or fear 6+12= happiness
49	6, 12	6+12= happiness
50	6, 7, 12	7= anger 6+12= happiness
51	---	---
52	2, 6, 12, 64	2= surprise or fear 6+12= happiness 12+64= embarrassment or pride
53	---	---
54	6, 12	6+12= happiness
55	12, 64	12+64= embarrassment or pride
56	6, 12	6+12= happiness
57	6, 12	6+12= happiness
58	15	15= sadness, anger or disgust
59	---***	---***
60	2, 12	2= surprise or fear 12= contempt
61	6, 12	6+12= happiness



62	7, 15	7+15= anger
63	---	---
64	---	---
65	2, 5, 7, 15	2+5= surprise or fear 5+7+15= anger
66	---***	---***
67	2, 5, 7, 15	2+5= surprise or fear 5+7+15= anger
68	---	---

69	1, 15	1+15= sadness
70	2	2= surprise or fear
71	2, 6, 12	2= surprise or fear 6+12= happiness
72	1, 12	1= sadness, surprise or fear 12= contempt
73	---	---
74	6, 12	6+12= happiness



Table 8. Results EMFACS based on occurrence: Seibt

Emotion	AU	Description	Occurrence	100%	>75%	>50%
Happiness	6	Cheek raise	14	0	0	15
	12	Lip corner puller	27			
	25	Lips part	0			
Sadness	1	Inner brow raise	4	0	0	3
	4	Brow lowerer	1			
	15	Lip corner depressor	14			
Surprise	1	Inner brow raise	4	0	0	2
	2	Outer brow raise	19			
	5	Upper lid raise	3			
	26	Jaw drop	0			
Anger	5	Upper lid raise	3	0	0	3
	7	Lids tight	12			
	9	Nose wrinkle	0			
	10	Upper lid raiser	0			
	15	Lip corner depressor	14			
	17	Chin raiser	2			
Fear	1	Inner brow raise	4	0	0	0
	2	Outer brow raise	19			
	4	Brow lowerer	1			
	5	Upper lid raise	3			
	20	Lip stretch	1			
	26	Jaw drop	0			
Disgust	9	Nose wrinkle	0	0	0	1
	15	Lip corner depressor	14			
	16	Lower lip depress	2			
Contempt	12	Lip corner puller	27	0	0	6
	14	Dimpler	0			
Embarrassment	12	Lip corner puller	27	0	0	4
	52	Head position: turn right	1			
	62	Eyes right	0			
	64	Eyes down	5			
Pride	12	Lip corner puller	27	0	2	8
	53	Head position: up	4			
	58	Head position: back	2			
	64	Eyes down	5			

Table 9. Results EMFACS of combinations of emotions: Seibt

Emotion combination	Combinations				Occurrences
Surprise or fear	2	2+5	-	-	18
Sadness or fear	-	-	-	-	0
Sadness, anger or disgust	15	-	-	-	3
Disgust or anger	-	-	-	-	0
Embarrassment or pride	64	12+64	-	-	5
Sadness, surprise or fear	1	-	-	-	2

Table 20. *Results of the multimodal analysis*

Emotion	Thunberg			Seibt		
	100%	75%	50%	100%	75%	50%
Happiness	-	-	-	-	-	15
Sadness	-	-	3	-	-	3
Surprise	-	2	13	-	-	2
Fear	-	-	4	-	-	-
Anger	1	1	16	-	-	3
Disgust	-	-	2	-	-	1
Contempt	-	-	5	-	-	6
Embarrassment	-	-	3	-	-	4
Pride	-	-	4	-	2	8

Table 11. *Theme analysis Thunberg's speech*

Theme		Anger	Surprise	Pride
Messages directed at the audience	What the audience does	8, 21, 28, 52, 66, 89	21, 32	-
	Greta/'we' towards audience	18, 57, 83, 87	2, 84	-
Climate change impacts	Impacts on nature	52	16, 44, 49, 65	-
	Impacts on humans	14, 18	11, 15	-
Personal note		57, 87	11, 13, 34	39
Scientific facts		26, 55, 59	61	27
No specific theme		24, 86		1, [...]

Table 12. *Theme analysis Seibt's speech*

Theme		Anger	Surprise	Pride	Happiness
Situating herself	Personally	-	-	4, 10	2, 10
	As a climate-realist	-	-	-	7
Addressing climate-alarmists		-	-	29, 44, 52, 55	40, 41, 48, 49, 50, 52, 57, 61
Talking about climate change		14	-	16, 21	-
No specific theme		-	-	-	71, 74

### Transcripts

Transcript 1. *Greta Thunberg at the UN C.A.S. 2019: emphasis analysis*

<https://www.youtube.com/watch?v=KAJsdgTPJpU&t=38s>

Green	The speaker changes tones, indicating a shift in intonation, but does not indicate a full emphasis
Yellow	the speaker puts an emphasis on this word
Lila	[short pause] = the speaker stops for less than 1 second to not disrupt the sentence too much. The [short pause] is therefore an in-text pause
Red	the speaker says uhm/uh
[x seconds pause]	the speaker pauses for one or more seconds
[deep breath]	the speaker takes a very obvious, deep breath
[small breath]	the speaker takes a less obvious, smaller breath. This does not include all breaths other than the deep breaths. Only the noticeable ones.

### Transcript

- [1] [Uhm]  
[3 second pause]
- [2] My message is that we'll be watching you  
[exhales]  
[11 second pause + 7 seconds laughter and clapping from the audience]  
[inhales]
- [3] This is all wrong  
[2 second pause]
- [4] I shouldn't be up here  
[2 second pause + small breath]
- [5] I should be back in school  
[small breath]
- [6] On the other side of the ocean  
[small breath]
- [7] Yet [short pause] you all come to us young people  
[small breath]
- [8] For hope  
[1 second pause + small breath]
- [9] How dare you  
[2,5 second pause + small breath]
- [10] You have stolen my dreams  
[small breath]
- [11] and my childhood



- [12] [small breath]  
 [12] *With your empty words*  
 [deep breath]
- [13] *And yet [short pause] I am one of the lucky ones*  
 [2 second pause]
- [14] *People are suffering*  
 [deep breath]
- [15] *People are dying*  
 [1 second pause + deep breath]
- [16] *Entire ecosystems*  
 [small breath]
- [17] *are collapsing*  
 [deep breath]
- [18] *We are in the beginning*  
 [small breath]
- [19] *Of a mass*  
 [small breath]
- [20] *Extinction*  
 [small breath]
- [21] *And all you can talk about*  
 [deep breath]
- [22] *Is money*  
 [deep breath]
- [23] *And fairytales*  
 [deep breath]
- [24] *Of eternal [short pause] economic growth*  
 [deep breath]
- [25] *How dare you*  
 [deep breath]  
 [12 second pause + clapping and ‘woo-ing’ from the audience]
- [26] *For more than thirty years*  
 [small breath]
- [27] *The science [short pause] has been crystal clear*  
 [2 second pause]
- [28] *How dare you continue to look away*  
 [2,5 second pause + deep breath]
- [29] *And come here [short pause] saying that you’re doing enough*  
 [deep breath]
- [30] *When the politics [short pause] and solutions needed*  
 [small breath]
- [31] *Are still nowhere in sight*  
 [3 second pause + deep breath]
- [32] *you say you [short pause] hear us*  
 [small breath]
- [33] *And that you understand the urgency*  
 [3 second pause + deep breath]
- [34] *But no matter how sad [short pause] and angry I am*

- [ 1 second pause + deep breath]
- [35] *I do not want to believe that*  
[1 second pause + small breath]
- [36] *Because if you really understood the situation*  
[deep breath]
- [37] *And still [short pause] kept on failing to act*  
[1 second pause + deep breath]
- [38] *Than you would be evil*  
[small breath]
- [39] *And that I refuse to believe*  
[9 second pause + clapping from the audience]
- [40] *The popular idea [short pause] of cutting our emissions*  
[small breath]
- [41] *In half [short pause] in ten years*  
[small breath]
- [42] *Only gives us a fifty percent chance [short pause] of staying below 1.5 degrees*  
[small breath]
- [43] *And the risk*  
[small breath]
- [44] *Of setting of irreversible chain reactions [short pause] beyond human control*  
[3 second pause + small breath]
- [45] *Fifty percent [short pause] may be acceptable to you*  
[3 second pause + deep breath]
- [46] *But those numbers*  
[deep breath]
- [47] *Do not include tipping points*  
[small breath]
- [48] *Most feedback loops*  
[small breath]
- [49] *Additional warming hidden by toxic air pollution or the aspects of equity*  
[small breath]
- [50] *In climate justice*  
[deep breath]
- [51] *They also rely [short pause] on my generation [short pause] sucking hundreds of*  
[52] *billions of tons of your CO2*  
[small breath]
- [53] *Out of the air*  
[small breath]
- [54] *With technologies*  
[small breath]
- [55] *that barely exist*  
[4 second pause + deep breath]
- [56] *So a fifty percent risk*  
[small breath]
- [57] *Is simply not acceptable to us*  
[small breath]
- [58] *We who have to live with the consequences*



- [4 second pause + small breath]
- [59] To **have** [short pause] a **sixty seven percent chance**  
[small breath]
- [60] Of **staying below a 1.5 degrees** of global temperature **rise**  
[deep breath]
- [61] The **best odds given** by the IPCC  
[deep breath]
- [62] The **world had 420** gigatons  
[small breath]
- [63] of **CO2 left to emit**  
[small breath]
- [64] **Back on January first** [short pause] 2018  
[3 second pause + deep breath]
- [65] **Today that figure is already down** [short pause] to **less than 350** gigatons  
[2 second pause + deep breath]
- [66] **How dare you pretend** [short pause] that **this can be solved**\*  
[small breath]
- [67] With **just business as usual and some technical solutions**  
[2,5 second pause + deep breath]
- [68] With **today's**  
[small breath]
- [69] **emission levels**  
[small breath]
- [70] **That remaining CO2 budget**  
[deep breath]
- [71] Will be **entirely gone**  
[small breath]
- [72] Within **less than 8 and a half years**  
[4 second pause + small breath]
- [73] There will **not be** [short pause] any **solutions**  
[small breath]
- [74] Or **plans**  
[small breath]
- [75] **Presented in line with these figures here today**  
[deep breath]
- [76] Because **these numbers are too uncomfortable**  
[deep breath]
- [77] And **you are still not** [short pause] **mature enough**  
[small breath]
- [78] To **tell it like it is**  
[2,5 second pause + small breath]
- [79] **You are failing us**  
[1 second pause + deep breath]
- [80] But the **young people** [short pause] are starting to **understand** your **betrayal**  
[1 second pause + small breath]
- [81] **the eyes** [short pause] of **all future generations are upon you**  
[1 second pause + deep breath]



- [82] *And if you choose to fail us*  
[small breath]
- [83] *I say we will never [short pause] forgive you*  
[10 second pause + deep breath + loud clapping from audience]
- [84] *We will not let you get away with this*  
[small breath]
- [85] *Right here*  
[small breath]
- [86] *Right now*  
[small breath]
- [87] *Is where we draw the line*  
[2 second pause + small breath]
- [88] *The world is waking up*  
[deep breath]
- [89] *And change is coming [short pause] whether you like it [short pause] or not*  
[1 second pause + small breath]
- [90] *Thank you*  
[clapping from audience]

\*solved: in the speech it is unclear whether Thunberg says sold or solved. However, when looking at the context, solved is a better fit.



## Transcript 2. Naomi Seibt at CPAC 2020: emphasis analysis

<https://www.youtube.com/watch?v=ekiKdplqjlo>

Green	The speaker changes tones, indicating a shift in intonation, but does not indicate a full emphasis
Yellow	the speaker puts an emphasis on this word
Lila	[short pause] = the speaker stops for less than 1 second to not disrupt the sentence too much. The [short pause] is therefore an in-text pause
Red	the speaker says uhm/uh
[x seconds pause]	the speaker pauses for one or more seconds
[deep breath]	the speaker takes a very obvious, deep breath
[small breath]	the speaker takes a less obvious, smaller breath. This does not include all breaths other than the deep breaths. Only the noticeable ones.

**Transcript**

- [1] *Hi*  
[1 second pause]
- [2] *My name is Naomi Seibt*  
[1 second pause]
- [3] *and, I am a climate realist*  
[deep breath]
- [4] *I am not anti-Greta and I am not a climate denier*  
[1 second pause / small breath]
- [5] *I am not a symbol for an agenda, Because, we don't have an agenda*  
[2 second pause + deep breath]
- [6] *We as climate realists, our agenda is just*  
[1 second pause]
- [7] *fighting for freedom*  
[2 second pause + deep breath]
- [8] *and [short pause] to address [short pause] the many media rumours going on [uhm]*
- [9] *once and for all*  
[deep breath]
- [10] *I am not the puppet [uhm] of the right-wing or the climate-deniers or the Heartland*
- [11] *Institute either*  
[2 second pause + deep breath]
- [12] *Our work together [short pause] is [short pause] based on principles, [short pause] on*
- [13] *values that unite us*  
[2 second pause]
- [14] *Well, [short pause] the climate [short pause] has always been changing [short pause]*
- [15] *and so it is ridiculous to say that we [short pause] deny climate change*

- [1 second pause]  
 [16] *It's **been changing** forever and it **will continue to do** so*  
 [small breath]
- [17] ***And man** [short pause] **vastly** overestimates his **power** [uhm] if he **thinks that** [short*  
 [18] ***pause**] he **can** with*  
 [2 second pause]
- [19] *Co**2 emissions***  
 [small breath]
- [20] ***destroy the planet***  
 [1 second pause]
- [21] ***and mess** with the [uhm] **vast** complexity*  
 [small breath]
- [22] *that is the **self**-regulation of the **climate***  
 [1 second pause]
- [23] *And **so***  
 [deep breath]
- [24] ***really**, [short pause] **climate-alarmists** [short pause] should be a **little** more **humble***  
 [small breath]
- [25] *when it **comes** to [short pause] **how much we** as humans **can** and **cannot do** [short*  
 [26] ***pause**] to [short pause] **ruin** nature [short pause] and to **destroy the planet***  
 [2 seconds pause + small breath]
- [27] *And*  
 [1 second pause]
- [28] ***that really** is what [short pause] **proves to me** [uhm] as a **climate-realist** [short pause]*  
 [29] ***that climate-alarmism** is not **really** about the **science** in the first **place***  
 [1 second pause + small breath]
- [30] *And it is **all** about*  
 [1 second pause]
- [31] ***fear-mongering** [short pause] and [short pause] **using panic** [short pause] to*  
 [32] *[correcting herself] as a **tool** [uhm] to [short pause] **restrict our freedoms** [short*  
 [33] ***pause**] and to*  
 [small breath]
- [34] ***fight against** [short pause] **our right***  
 [1 second pause]
- [35] *to be **sceptics***  
 [2 second pause+ small breath]
- [36] *And **to impose policies** on us*  
 [1 second pause + deep breath]
- [37] ***that are based***  
 [1 second pause]
- [38] *on **just** a **bubble** of **lies** [short pause] and **hysteria***  
 [3 second pause + deep breath]
- [39] ***Climate-alarmism** **is** [short pause] **pathetically hypocritical***  
 [2 second pause + deep breath]
- [40] ***So** [short pause] **dear** climate-alarmists [short pause] the **recyclable**,*  
 [small breath]
- [41] ***paper sleeve** wrapped around **your coffee cup** [uh] with a **plastic lid** on **it***



- [1 second pause + small breath]  
 [42] *is doing nothing*  
 [1 second pause]  
 [43] *to save the planet*  
 [1 second pause]  
 [44] *Every redundant step that you take*  
 [1 second pause]  
 [45] *to [short pause] supposedly save the climate, which does not need saving from you in*  
 [46] *the first place*  
 [2,5 second pause]  
 [47] *is doing nothing*  
 [1 second pause]  
 [48] *And it's negated [short pause] by your [short pause] very, very privileged lifestyle*  
 [49] *[short pause] that you seem to [short pause] not be able to take for granted*  
 [1 second pause + small breath]  
 [50] *And so please [short pause] stop [short pause] demonizing*  
 [deep breath]  
 [51] *[uhm]*  
 [52] *your own dependency [short pause] on [short pause] cheap and reliable energy*  
 [53] *sources [short pause] and [short pause] start thinking again [short pause] and stop*  
 [54] *[short pause] panicking*  
 [1 second pause]  
 [55] *Your hypocrisy is truly*  
 [small breath]  
 [56] *blinding and it*  
 [small breath]  
 [57] *might boost your ego [short pause] to collect a couple of climate justice points*  
 [2,5 second pause]  
 [58] *But [short pause] like I said it's doing nothing*  
 [1 second pause]  
 [59] *to save the planet*  
 [1 second pause + deep breath]  
 [60] *So my message to [short pause] you [short pause] and everyone out there and*  
 [61] *especially the climate-alarmists*  
 [small breath]  
 [62] *stop scratching at the surface*  
 [1 second pause]  
 [63] *of a [short pause] deep [short pause] scientific [short pause] complex [short pause]*  
 [64] *topic*  
 [2 second pause + deep breath]  
 [65] *Stop spreading [short pause] panic [short pause] before [short pause] looking into the*  
 [66] *science before [short pause] immersing yourself in the research*  
 [1 second pause + deep breath]  
 [67] *Stop [short pause] shutting us [short pause] down [short pause] the climate-realists*  
 [1 second pause + deep breath]  
 [68] *And*  
 [1 second pause]



- [69] *start having debates [short pause] with us again*  
[minor clapping from the audience]  
[1 second pause + small breath]
- [70] *Activism [short pause] is not noble if it's shallow*  
[2 second pause]
- [71] *And so*  
[1 second pause]
- [72] *I don't want you to panic*  
[1 second pause]
- [73] *I want you to think*  
[ 2 second pause]
- [74] *Thank you*  
[clapping from the audience]

Transcript 3. *Feminist media analysis Thunberg's speech*

Colour	Emotion
Red	Anger
Green	Surprise
Blue	Pride
Yellow	Happiness

**Transcript Thunberg**

- [1] [Uhm]  
[3 second pause]
- [2] *My message is that we'll be watching you*  
[exhales]
- [.] [11 second pause + 7 seconds laughter and clapping from the audience]  
[inhales]
- [3] *This is all wrong*  
[2 second pause]
- [4] *I shouldn't be up here*  
[2 second pause + small breath]
- [5] *I should be back in school*  
[small breath]
- [6] *On the other side of the ocean*  
[small breath]
- [7] *Yet [short pause] you all come to us young people*  
[small breath]
- [8] *For hope*  
[1 second pause + small breath]
- [9] *How dare you*  
[2,5 second pause + small breath]
- [10] *You have stolen my dreams*  
[small breath]
- [11] *and my childhood*  
[small breath]
- [12] *With your empty words*  
[deep breath]
- [13] *And yet [short pause] I am one of the lucky ones*  
[2 second pause]
- [14] *People are suffering*  
[deep breath]
- [15] *People are dying*  
[1 second pause + deep breath]
- [16] *Entire ecosystems*  
[small breath]
- [17] *are collapsing*  
[deep breath]
- [18] *We are in the beginning*  
[small breath]

- [19] *Of a mass*  
[small breath]
- [20] *Extinction*  
[small breath]
- [21] *And all you can talk about*  
[deep breath]
- [22] *Is money*  
[deep breath]
- [23] *And fairytales*  
[deep breath]
- [24] *Of eternal [short pause] economic growth*  
[deep breath]
- [25] *How dare you*  
[deep breath]  
[12 second pause + clapping and ‘woo-ing’ from the audience]
- [26] *For more than thirty years*  
[small breath]
- [27] *The science [short pause] has been crystal clear*  
[2 second pause]
- [28] *How dare you continue to look away*  
[2,5 second pause + deep breath]
- [29] *And come here [short pause] saying that you’re doing enough*  
[deep breath]
- [30] *When the politics [short pause] and solutions needed*  
[small breath]
- [31] *Are still nowhere in sight*  
[3 second pause + deep breath]
- [32] *you say you [short pause] hear us*  
[small breath]
- [33] *And that you understand the urgency*  
[3 second pause + deep breath]
- [34] *But no matter how sad [short pause] and angry I am*  
[ 1 second pause + deep breath]
- [35] *I do not want to believe that*  
[1 second pause + small breath]
- [36] *Because if you really understood the situation*  
[deep breath]
- [37] *And still [short pause] kept on failing to act*  
[1 second pause + deep breath]
- [38] *Than you would be evil*  
[small breath]
- [39] *And that I refuse to believe*  
[9 second pause + clapping from the audience]
- [40] *The popular idea [short pause] of cutting our emissions*  
[small breath]
- [41] *In half [short pause] in ten years*  
[small breath]



- [42] *Only gives us a fifty percent chance [short pause] of staying below 1.5 degrees*  
[small breath]
- [43] *And the risk*  
[small breath]
- [44] *Of setting of irreversible chain reactions [short pause] beyond human control*  
[3 second pause + small breath]
- [45] *Fifty percent [short pause] may be acceptable to you*  
[3 second pause + deep breath]
- [46] *But those numbers*  
[deep breath]
- [47] *Do not include tipping points*  
[small breath]
- [48] *Most feedback loops*  
[small breath]
- [49] *Additional warming hidden by toxic air pollution or the aspects of equity*  
[small breath]
- [50] *In climate justice*  
[deep breath]
- [51] *They also rely [short pause] on my generation [short pause] sucking hundreds of*  
[52] *billions of tons of your CO2*  
[small breath]
- [53] *Out of the air*  
[small breath]
- [54] *With technologies*  
[small breath]
- [55] *that barely exist*  
[4 second pause + deep breath]
- [56] *So a fifty percent risk*  
[small breath]
- [57] *Is simply not acceptable to us*  
[small breath]
- [58] *We who have to live with the consequences*  
[4 second pause + small breath]
- [59] *To have [short pause] a sixty seven percent chance*  
[small breath]
- [60] *Of staying below a 1.5 degrees of global temperature rise*  
[deep breath]
- [61] *The best odds given by the IPCC*  
[deep breath]
- [62] *The world had 420 gigatons*  
[small breath]
- [63] *of CO2 left to emit*  
[small breath]
- [64] *Back on January first [short pause] 2018*  
[3 second pause + deep breath]
- [65] *Today that figure is already down [short pause] to less than 350 gigatons*  
[2 second pause + deep breath]



- [66] *How dare you pretend [short pause] that this can be solved\**  
[small breath]
- [67] *With just business as usual and some technical solutions*  
[2,5 second pause + deep breath]
- [68] *With today's*  
[small breath]
- [69] *emission levels*  
[small breath]
- [70] *That remaining CO2 budget*  
[deep breath]
- [71] *Will be entirely gone*  
[small breath]
- [72] *Within less than 8 and a half years*  
[4 second pause + small breath]
- [73] *There will not be [short pause] any solutions*  
[small breath]
- [74] *Or plans*  
[small breath]
- [75] *Presented in line with these figures here today*  
[deep breath]
- [76] *Because these numbers are too uncomfortable*  
[deep breath]
- [77] *And you are still not [short pause] mature enough*  
[small breath]
- [78] *To tell it like it is*  
[2,5 second pause + small breath]
- [79] *You are failing us*  
[1 second pause + deep breath]
- [80] *But the young people [short pause] are starting to understand your betrayal*  
[1 second pause + small breath]
- [81] *the eyes [short pause] of all future generations are upon you*  
[1 second pause + deep breath]
- [82] *And if you choose to fail us*  
[small breath]
- [83] *I say we will never [short pause] forgive you*  
[10 second pause + deep breath + loud clapping from audience]
- [84] *We will not let you get away with this*  
[small breath]
- [85] *Right here*  
[small breath]
- [86] *Right now*  
[small breath]
- [87] *Is where we draw the line*  
[2 second pause + small breath]
- [88] *The world is waking up*  
[deep breath]
- [89] *And change is coming [short pause] whether you like it [short pause] or not*



[1 second pause + small breath]  
 [90] *Thank you*  
 [clapping from audience]

#### Transcript 4. *Feminist media analysis Seibt's speech*

Colour	Emotion
Red	Anger
Green	Surprise
Blue	Pride
Yellow	Happiness

#### **Transcript Seibt**

[1] *Hi*  
 [1 second pause]  
 [2] *My name is Naomi Seibt*  
 [1 second pause]  
 [3] *and, I am a climate realist*  
 [deep breath]  
 [4] *I am not anti-Greta and I am not a climate denier*  
 [1 second pause / small breath]  
 [5] *I am not a symbol for an agenda, Because, we don't have an agenda*  
 [2 second pause + deep breath]  
 [6] *We as climate realists, our agenda is just*  
 [1 second pause]  
 [7] *fighting for freedom*  
 [2 second pause + deep breath]  
 [8] *and [short pause] to address [short pause] the many media rumours going on [uhm]*  
 [9] *once and for all*  
 [deep breath]  
 [10] *I am not the puppet [uhm] of the right-wing or the climate-deniers or the Heartland*  
 [11] *Institute either*  
 [2 second pause + deep breath]  
 [12] *Our work together [short pause] is [short pause] based on principles, [short pause] on*  
 [13] *values that unite us*  
 [2 second pause]  
 [14] *Well, [short pause] the climate [short pause] has always been changing [short pause]*  
 [15] *and so it is ridiculous to say that we [short pause] deny climate change*  
 [1 second pause]  
 [16] *It's been changing forever and it will continue to do so*  
 [small breath]  
 [17] *And man [short pause] vastly overestimates his power [ uhm ] if he thinks that [short*  
 [18] *pause] he can with*  
 [2 second pause]  
 [19] *Co2 emissions*



- [small breath]  
 [20] *destroy the planet*  
 [1 second pause]  
 [21] *and mess with the [ uhm ] vast complexity*  
 [small breath]  
 [22] *that is the self-regulation of the climate*  
 [1 second pause]  
 [23] *And so*  
 [deep breath]  
 [24] *really, [short pause] climate-alarmists [short pause] should be a little more humble*  
 [small breath]  
 [25] *when it comes to [short pause] how much we as humans can and cannot do [short*  
 [26] *pause] to [short pause] ruin nature [short pause] and to destroy the planet*  
 [2 seconds pause + small breath]  
 [27] *And*  
 [1 second pause]  
 [28] *that really is what [short pause] proves to me [ uhm ] as a climate-realist [short pause]*  
 [29] *that climate-alarmism is not really about the science in the first place*  
 [1 second pause + small breath]  
 [30] *And it is all about*  
 [1 second pause]  
 [31] *fear-mongering [short pause] and [short pause] using panic [short pause] to*  
 [32] *[correcting herself] as a tool [ uhm ] to [short pause] restrict our freedoms [short*  
 [33] *pause] and to*  
 [small breath]  
 [34] *fight against [short pause] our right*  
 [1 second pause]  
 [35] *to be sceptics*  
 [2 second pause+ small breath]  
 [36] *And to impose policies on us*  
 [1 second pause + deep breath]  
 [37] *that are based*  
 [1 second pause]  
 [38] *on just a bubble of lies [short pause] and hysteria*  
 [3 second pause + deep breath]  
 [39] *Climate-alarmism is [short pause] pathetically hypocritical*  
 [2 second pause + deep breath]  
 [40] *So [short pause] dear climate-alarmists [short pause] the recyclable,*  
 [small breath]  
 [41] *paper sleeve wrapped around your coffee cup [ uh ] with a plastic lid on it*  
 [1 second pause + small breath]  
 [42] *is doing nothing*  
 [ 1 second pause ]  
 [43] *to save the planet*  
 [ 1 second pause]  
 [44] *Every redundant step that you take*  
 [1 second pause]



- [45] *to* [short pause] *supposedly save the climate, which does not need saving from you in*  
 [46] *the first place*  
 [2,5 second pause]
- [47] *is doing nothing*  
 [1 second pause]
- [48] *And it's negated* [short pause] *by your* [short pause] *very, very privileged lifestyle*  
 [49] [short pause] *that you seem to* [short pause] *not be able to take for granted*  
 [1 second pause + small breath]
- [50] *And so please* [short pause] *stop* [short pause] *demonizing*  
 [deep breath]
- [51] [ uhm ]
- [52] *your own dependency* [short pause] *on* [short pause] *cheap and reliable energy*  
 [53] *sources* [short pause] *and* [short pause] *start thinking again* [short pause] *and stop*  
 [54] [short pause] *panicking*  
 [1 second pause]
- [55] *Your hypocrisy is truly*  
 [small breath]
- [56] *blinding* *and it*  
 [small breath]
- [57] *might boost* *your ego* [short pause] *to collect a couple* *of climate justice* *points*  
 [2,5 second pause]
- [58] *But* [short pause] *like I said it's doing nothing*  
 [1 second pause]
- [59] *to save the planet*  
 [1 second pause + deep breath]
- [60] *So my message to* [short pause] *you* [short pause] *and everyone out there and*  
 [61] *especially the climate-alarmists*  
 [small breath]
- [62] *stop scratching at the surface*  
 [1 second pause]
- [63] *of a* [short pause] *deep* [short pause] *scientific* [short pause] *complex* [short pause]  
 [64] *topic*  
 [2 second pause + deep breath]
- [65] *Stop spreading* [short pause] *panic* [short pause] *before* [short pause] *looking into the*  
 [66] *science before* [short pause] *immersing yourself in the research*  
 [1 second pause + deep breath]
- [67] *Stop* [short pause] *shutting us* [short pause] *down* [short pause] *the climate-realists*  
 [1 second pause + deep breath]
- [68] *And*  
 [1 second pause]
- [69] *start having debates* [short pause] *with us again*  
 [minor clapping from the audience]  
 [1 second pause + small breath]
- [70] *Activism* [short pause] *is not noble if it's shallow*  
 [2 second pause]
- [71] *And so*  
 [1 second pause]



- [72] *I don't want you to panic*  
[1 second pause]
- [73] *I want you to think*  
[ 2 second pause]
- [74] *Thank you*  
[clapping from the audience]