INDEX

Administrative rationalism environmentalism, 36, 61 Advocacy campaigns on Twitter, 30 Amazon Elastic Compute Cloud, 152 @Amelia_Womack, 44, 78, 101, 105, 108, 114 @Another_Europe, 40, 43, 105Anti-Brexit accounts, 43, 91, 105, 113 API. See Application Programming Interface (API) Application Programming Interface (API), 4 Asymmetrical Twitter space, elite domination in asymmetric structure, 70 - 74attention-driven prominence of elites, 81 - 83decentralisation and anarchy on, 74-81

Attention-based retweeting networks, 72, 109 Attention-influenced discursive arguments, 112 - 113@Avaaz, 51, 53 AWS-EC2, 152 @BBCHARDtalk, 79, 103 @BBCNews, 79, 103, 105, 124 @BBCRealityCheck, 79, 103 - 104Betweenness centrality scores, 89, 92-94, 104 Big data, 5, 7-8,151 - 153Big social media data, 7, 146, 147, 149-150, 160@BirdLifeEurope, 78, 120 - 121@BorisJohnson, 43, 48, 78, 100, 108, 116-118 Brexit and of Brexiteers' immigration concerns, 47 - 48

on British environmental policies, 61 campaign, 122 environmental benefits, 117, 127 environmental impacts and implications, 47, 54–61 Brexiteers arguments, 48 climate deniers and, 122 immigration concerns, 47 Remainers and, 65, 133 Bridging nodes, 81, 94, 102, 109–110

Campaign-oriented tweeting strategies, 113 @CarolineLucas, 41, 44, 50, 56-57, 64, 75, 78, 86, 99-102, 108, 116 - 117@ClimateHome, 56, 75, 79, 97, 122 Climate Home News, 122 - 123@ClimateRetweet, 72, 75, 79, 92-93 Clustering coefficient values, 94 Communities, 133 green camps, 100-102interactions and information flow, 99 - 100loosely connected or isolated communities, 97 - 99

sparse communities, 91 - 97Computational multimethod analysis, 154 Computer scientists and social scientists, 159 Connected clusters, 98, 103Conservatism, 20 Conservative Party, 21, 32, 113-115, 117-118, 133, 137 Content words, 39, 53-55, 154 Continuously tweeting, 49 Core egonets, 72, 73, 86 - 87of green camps, 103 loosely connected or isolated communities, 97 - 99mixed-methods, data analysis, 155–157 news media and journalists, 103-107 and political parties, 78 - 81twitter communication, asymmetric structure of, 72, 73 Corpus linguistic techniques, 154 Daily Express, 53 @Daily_Express, 51, 79, 103 - 104, 123Daily Mail, 20

Daily Telegraph, 20, 122

Data driven inductive approach, 149 @David_Cameron, 64, 78, 100, 108, 116, 117 Decentralisation and anarchy on Twitter core egonets and political parties, 78-80 influential nodes, 77 lack of persistence, 77 news media, politicians, political parties and ENGOs, 78-79 political parties, 77 retweeting networks, 77 tweets trends, 74, 76 users attention, 81 Deductive and inductive, methodological approaches, 146–147 Degree, 72, 89-90 Department for the Environment, Food and Rural Affairs (DEFRA), 24 @DesmogUK, 122 Digital ethnography, 149 Digital humanity study, mapping, 88 Discourses dichotomised claims in pre-referendum, 37–49 dominant claims, 49–54 environmental topics, concerns on, 63-64 popular (retweeted) users, 50 - 52post-referendum, 54-63

Dobson's ecological citizenship concept, 16 - 17@DrJillStein, 78, 101, 108 Ecological citizenship, 16, 134 - 135Ecological footprints, 16 @EdinburghGreens, 81 Egonets, 10, 72, 74, 78, 80, 83, 86, 87, 94-97, 100-109, 156 ElasticSearch, 7, 39, 152-154, 156 Elite groups, 77, 81, 83,101, 107, 135, 139 'Energy bills/costs' argument, 49 @Energydesk, 57, 61, 75, 77, 78, 97, 108, 120 ENGOs camp, 119–123 See also Environmental Nongovernment Groups (ENGOs) Environmental communication on social media, 2 Environmental data, 5-6Environmentalism, 20, 36, 61, 65, 140 Environmental mobilisation, 119 Environmental Nongovernment Groups (ENGOs), 2, 8, 32

associates and environmental online media, 86 environmental politics, 132 - 133Environmental online media source, 72, 94 Environmental politics awareness and politicisation in UK, 17 - 23in Britain, 134 global rise of, 13-17 immersed in social media, 140 - 144old and new players, 139 - 140shared affordances, 131 - 133social constructivist approach, 132 social context, influence of, 132–135 technological affordances, 135 - 139Twitter in public participation, 132 UK'S EU membership, 23 - 24Environmental revolution, 14 Environmental topics, concerns on, 63–64, 120, 154 Environmental tweets, 5, 6, 36, 37, 39, 49, 53, 55, 63, 70, 74, 86, 89, 101, 103, 122-123 Excel, 152-154

@FoEScot, 78, 121 Fragility, 141 Framing and sentiment analysis, 150 Full egonets, 72, 94, 101, 103, 107, 156 @GdnPolitics, 44, 79, 103 - 104, 123Gephi, 7, 152–153, 156 Global civic movement organisation, 49, 53 Global public environmental awareness Dobson's ecological citizenship concept, 16 - 17ecological citizenship, 16 ENGOs, 15 environmental revolution, 14 green consumerism, 14 greenfreeze refrigerator, 15 Green Party movement, 14 - 15media campaigns, 15 political and policy agendas, 14 trans-boundary pure environmental perspectives, 17 Western Europe, 14 Government surveillance disclosures, 88 Graph density and clustering coefficient, 89

Index

@Greens4Animals, 102 Green camps, 103 bridging nodes, 102 ENGOs camp, 102 Green Party, 101–102 political parties, core egonets of, 102 Green consumerism, 14 'Green decision of a lifetime', 41, 46–49, 77, 116 Greenfreeze refrigerator, 15 @GreenKeithMEP, 64, 78, 86, 101, 102, 103, 108, 109, 114, 116 @GreenLibDems, 115-116, 118 Green Party, 2, 8, 21, 30 - 32, 47camp, 114 environmental politics, 132 - 133and its associates, 86, 114 movement, 14-15 theme, 115 tweets and arguments, 46 Greenpeace, 8, 15, 32, 97–99, 120 Green politicians, 107-110, 115-117 @GreensEP, 81 the Guardian, 20, 22, 103-105, 123, 125 @guardian, 79, 103, 105, 124 @guardianeco, 79, 105, 123 @GuardianSustBiz, 79, 105, 123

Hashtags, 4, 31, 152,154 Immigration, 1, 5, 9, 22, 37, 46, 47 In-degree, 89-90 Indicating words, 39–40, 53, 55 Influential nodes, 77–78, 103Influential social actors, 153 - 154categories, 125-127 ENGOs camp, 119-123 loosely connected or isolated communities, 97 - 99news media and journalists, 123 - 125political parties and politicians, 113-119 social network analysis (SNA), 91 Information flow characteristics, 153 Isolated nodes, 99, 103 Isolated single nodes, 97 @iVoteStay, 72, 75, 93 @jeremycorbyn, 50, 78, 100, 108, 116-118 Kibana, 7, 152–154, 156 Laboratory for Energy and the Environment (LFEE), 18-19

Labour Party, 9, 21, 32, 113-115, 117-118, 127, 137 @lboroCRCC, 103 Liberal Democrats, 21, 32, 113-114, 115, 133, 137 Liberalism, 20 Literature, social media research, 157-158 Loosely connected or isolated communities connected clusters, 98 core egonets, 97-99 influential social actors, 98 isolated single nodes, 97 retweeting connections, 97 @LouiseBoursUKIP, 49, 78, 113, 116, 117 - 118Low density communityclusters, 109 Low-density networks, 90, 109

Machine learning techniques, 150 Major cluster, 98, 103 Manual coding and computational analysis, 154 Media ecology, 25–27 Media-mediated communication, 30 Mediated political communication, 69

Mixed-methods, data analysis computer applications, 157 computer tools, 156 core egonets, 156-157 data conversion, 156 inductive reasoning, 157 multi-dimensional features, 155 in SNA, 156-157 @MollyMEP, 81, 86, 92, 97, 102–103, 105, 108, 109, 115 Monthly active users (MAUs), 25-26

@natalieben, 41, 46, 64, 77, 78, 86, 101-102,108, 109, 116 National-interest-driven environmental discourses, 143 Networked listeners, 88 News media and journalists betweenness centrality scores, 104 core egonets, 103 - 106environmental organisation, 105 green camps, 103 the Guardian, 103-104 influential social actors, 123 - 125isolated nodes, 103 major cluster, 103

Obama campaign in 2008, 26 Observer, 22 Office for National Statistics (ONS), 19 Offline reality, 140–144 Offline referendum campaign, 65 Online activism, 51, 141 Ontological drift, 149, 159 Original statements and retweeted tweets, 70 - 71Out-degree, 89-90, 94 Political commentators and bloggers, 88 Political mobilisation, 119, 121 Political parties and nongreen politicians, 107 - 108Popularity and activity level, 70 'Post-cosmopolitan' citizenship, 16 Post-referendum discourse, 54 - 63Pre-referendum discourses, dichotomised claims in Brexit and of Brexiteers' immigration concerns, 47 - 48content words, 39 continuously tweeting, 49 Elasticsearch, 39 'energy bills/costs' argument, 49

environmental corporation, 47 environmental issues and immigration, 46–47 funding and regulations, 40 green decision of a lifetime, 48 Green Party, 47 Green Party's tweets and arguments, 46 indicating words, 39-40 materialist claims, 48 popular users, 40–45 referendum campaign, 48 Remainers' arguments, 46 themes types, 37–40 transnational environmental concerns, 40-46 Public discourses on social media, 112 Public domain, tweets published in, 155 Public participation and communication, 143 Rationalism environmentalism, 61 Referendum campaign, 48 economy and migration in, 3 energy bills in, 48 offline, 65 Twitter during, 3–4, 114 Referendum day, dominant claims of remain Brexit to natural disasters, 54

content words, 54 global civic movement organisation, 53 popular (retweeted) users, 49 - 52themes, 53 Remainers arguments, 46 and Brexiteers, 65, 133 Retweeting, 4, 10, 72, 100, 112, 122 connections, 97 networks, 77, 86, 105, 109 relationship, 89, 114 Royal Society for Protection of Birds (RSPB), 15, 124 @SadiqKhan, 52, 78 Scottish National Party (SNP), 113, 115, 118, 133, 137 Shared affordances, 131 - 133@SkyNewsBreak, 79, 103, 105, 123 Social actors, relationships and interactions, 87 - 88Social media communication, 1-2, 140 - 144and public discourses, 112

Social media research inductive approach, advantages and limitations, 158–160

literature, 158 methodological challenges, 145-151 mixed-methods and computational applications, 155-157 process, 151-155 Social network analysis (SNA), 153-154 campaigns formation, 88 communities. See Communities degree, 89-90 graph density and clustering coefficient, 89 influential social actors, 91 news media and journalists, 103-107 political parties and nongreen politicians, 107 - 108'retweeting' relationship, 89 social actors, relationships and interactions, 87-88 of social media, 87 - 90Spam campaign detecting study, 88 Sparse communities betweenness centrality score, 94 clustering coefficient values, 94 egonets, 94-97

environmental online media source, 94 networks, 91-94 SPSS, 7, 152-153 Strong ties, 90 Swiss "nuclear withdrawal initiative", 88 Technical barriers, 146, 159 Technological affordances asymmetrical Twitter communication, 135 attention-based control. 136digital divides, 135, 138 inequalities in attention, 137 legitimacy of expression, 136 - 138overall national-interestdriven discourse, 138 retweeting networked communities, 137 symbolic capital, 136 - 137users attention, 135 @TelePolitics, 79, 103, 105, 123 - 124@TheGreenParty, 41, 46-47, 75, 77-79, 81, 92, 100, 114, 116 Total taxes and social contributions (TTSC), 19 Traditional news media, 25, 27, 62, 103, 111 - 112

Traditional political communication, 69, 140Traditional social science research, 146-148 Transnational ecological citizenship, 134-135 Tweets trends, 74, 76 Twitter advocacy campaigns on, 30 Application Programming Interface (API), 4 Australian flood crises in 2010 and 2011, 88 for certain purposes, 88 communication studies, 27 - 29competing site, 113 decentralisation and anarchy on, 74-81 environmental communication on, 29 - 32Gezi Park protests in Turkey, 88 hashtags, 4 internet- or mobile-based, 26 media ecology, 27 old and new players, 139 - 140Pakistan floods, 88 during referendum campaign, 3–4 technical features, 133 topic networks, 88 Twitter4j, 152

Twitter communication, asymmetric structure of active and popular users, 74 - 75active user, 72 attention-based retweeting networks, 72 core egonets, 72, 73 degree, 72 full egonets, 72 original statements and retweeted tweets, 70 - 71popularity and activity level, 70 users types, 73

UK green taxes, 20 UK Independence Party (UKIP), 113–114, 118 Users active and popular, 74–75, 83 attention, 81 frequently mentioned, 81–83 types, 73

@vote_leave, 43, 45, 48 @Vote-LeaveMedia, 43, 48

Weak ties, 90, 108 Web 2.0, 26 @WhyToVoteGreen, 44, 51, 75, 77, 92–93, 105, 108 Wildlife Trusts, 121–122 @Wildlife Trusts, 40, 41, 50, 56, 70, 74, 75, 77, 78, 92, 93, 120 @wwwfoecouk, 75, 77, 78, 102, 103, 108, 109, 121