

# 16th ESA Conference 2024: Tension, Trust and Transformation

Abstract – JS\_RN12\_RN21:

## Methodological Landscapes of Quantitative Environmental Sociology

The climate gluing protests:  
Analyzing their development and framing in media since 1986  
using sentiment analyses and frame detection models.

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Recent climate-related protests by the social movements *Extinction Rebellion*, *Just Stop Oil*, and others include actions such as defacing artwork and gluing themselves to objects and on the streets. In this study, we employ quantitative methods, specifically sentiment analysis and frame detection models, to analyze a corpus of news articles from the 1980s onward. Focusing on the evolution of gluing protests over time, our research traces the development of this type of protest and its representation in the media. Using a dataset spanning several decades, we examine how gluing protests were initially associated with various issues, including abortion and criminal convictions, before gaining prominence in environmental and climate activism in recent years. Our analysis reveals a predominantly negative media coverage of gluing protests, with comparatively less negative sentiment found in public media. Furthermore, we examine the prevalence of protesters' prognostic frames of 'what to do', which appear to be limited, and with policy and security issues taking precedence. In conclusion, our study not only sheds light on the evolution of gluing protests, but also contributes methodologically to the quantitative landscape of environmental sociology. By employing advanced sentiment analysis and frame detection models, we provide nuanced insights into the media representation of these protests over several decades.

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