

# Climate Conversation Trends

## Key Findings

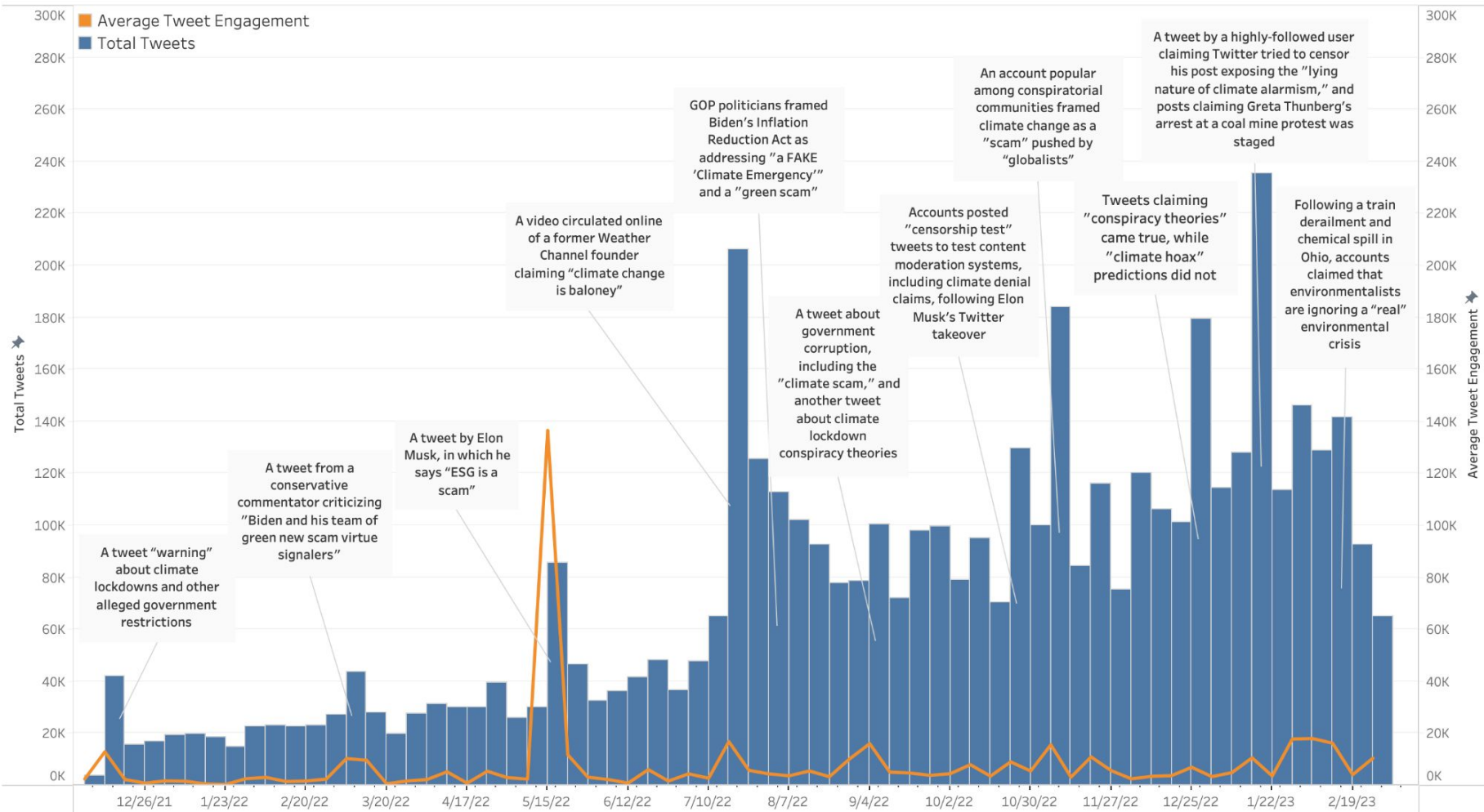
- There was an increasing trend in the volume of tweets featuring climate change denial terms between December 2021 and February 2023.
- Starting around July 2022, the average number of tweets per week featuring climate change denial terms increased to approximately ~110k tweets per week. That compares to an average of ~30k tweets per week between December 2021 and June 2022.
  - We were not able to establish the exact cause of this increase, but note that the initial spike (week of July 17, 2022) happened shortly before the vote on President Biden's [Inflation Reduction Act](#) on Aug. 16, 2022. Some of the most popular tweets featuring climate change denial terms in the weeks leading up to the vote were from accounts criticizing the act.
  - Around October 2022, we also identified multiple tweets featuring climate change denial terms from accounts celebrating Elon Musk's takeover of Twitter and the platform's [reportedly](#) reduced moderation of climate change denial content.
- The increase in the volume of tweets was not accompanied by an increase in engagement (retweets and likes). For the majority of the collection period, engagement levels remained below 20k interactions, with an average of 10k interactions.

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## Methodology

- We surfaced tweets containing climate change denial terms using the following search query: *((climate OR "global warming" OR agw OR ESG OR renewable\* OR solar OR wind) AND (unreliable OR fake OR deception OR fearmongering OR conspiracy OR scam OR hysteria OR alarmist\* OR alarmism OR panic OR hoax OR fraud)) OR (#chemtrails OR #geoengineering OR #weathercontrol OR #forcedclimatechange OR #climateconspiracy OR #globalwarmingfraud OR #climatelockdowns OR #climatescam OR #noclimateemergency OR #climatefraud OR #climatecult OR #climatehoax OR #globalcooling) OR ("climate lockdowns")*
- **Summary data**
  - Approximately 4.8 million tweets
  - Average engagement of 10k likes and retweets
  - Retweets make up 82.4% of total tweets
- **Note:** The query also returned a limited number of tweets that criticized climate change denial claims but featured one or more of the climate change denial terms above. Based on a statistically significant random sample, we estimate that these make up less than 12% of total tweets and do not change the overall trends we observed.

# Tweets feat. Climate Change Denial Terms - Volume and Average Engagement by Week



# Tweets feat. Climate Change Denial Terms - Volume by Week

