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# Fighting windmills?

## Tracing disinformation about wind power online

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# About the project:

- Small research project funded by The foundation for strategic environmental research, MISTRA.
- June 2022 –May 2023
- Members at SSLIS:
  - Jutta Haider, Professor, project leader
  - Björn Ekström, Doctoral student
- External members are Malte Rödl & Nora Söderberg, Swedish University of Agricultural Sciences (SLU)



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# Fighting windmills?

- In this project wind power is chosen as a case to explore patterns of mis- and disinformation in environmental communication. The focus in this study is placed on narratives, actors and dominant relations concerning wind power on social media as well as the role of search engines, specifically Google Search in these configurations.



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# Important information concepts:

- **Misinformation:** When false information is shared, but no harm is meant. (The person may not know it is false, the information is incidentally wrong).
- **Disinformation:** False information created/shared with the intention to mislead/cause harm.
- **Mal-information:** genuine information shared with the intent to cause harm.

(From Wardle, C. & Derakhshan, H. (2017). Information Disorder: Toward an Interdisciplinary Framework for Research and Policymaking. Council of Europe report DGI(2017)09. Council of Europe. P.5)



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# What have we done so far?

The data collection was carried out between June and October. The material includes data from:

- Twitter (Swedish language tweets mentioning wind power)
- Google (autocomplete keyword scraping)
- Google news (100 top news articles on wind power January – September)
- Facebook / news articles (exploring how news about wind power is shared in Facebook-groups)
- Youtube (videos on wind power, top results/most popular videos, with video shares and reactions on Facebook)



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# What have we found? Some visualisations and initial results









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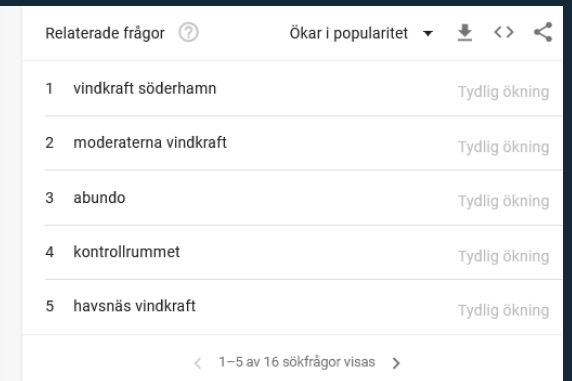
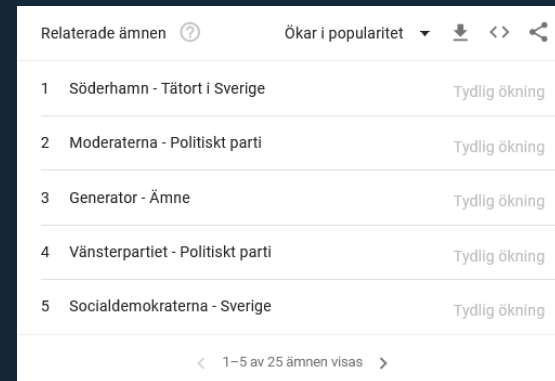
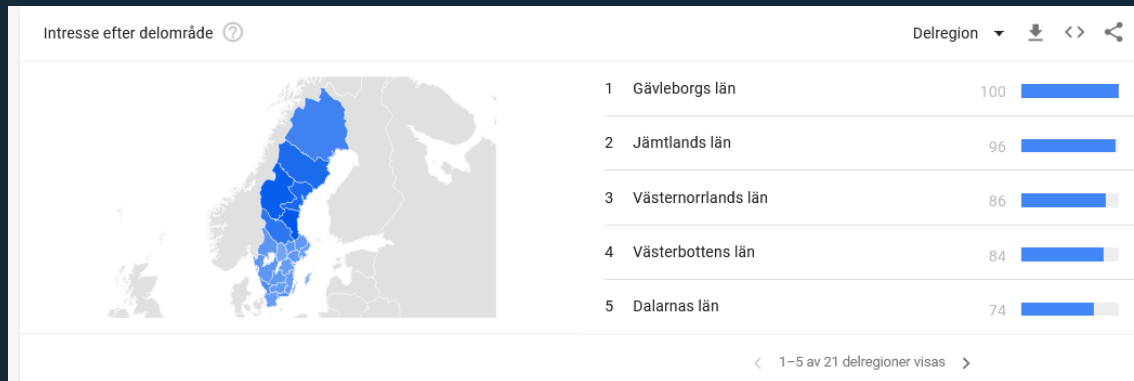
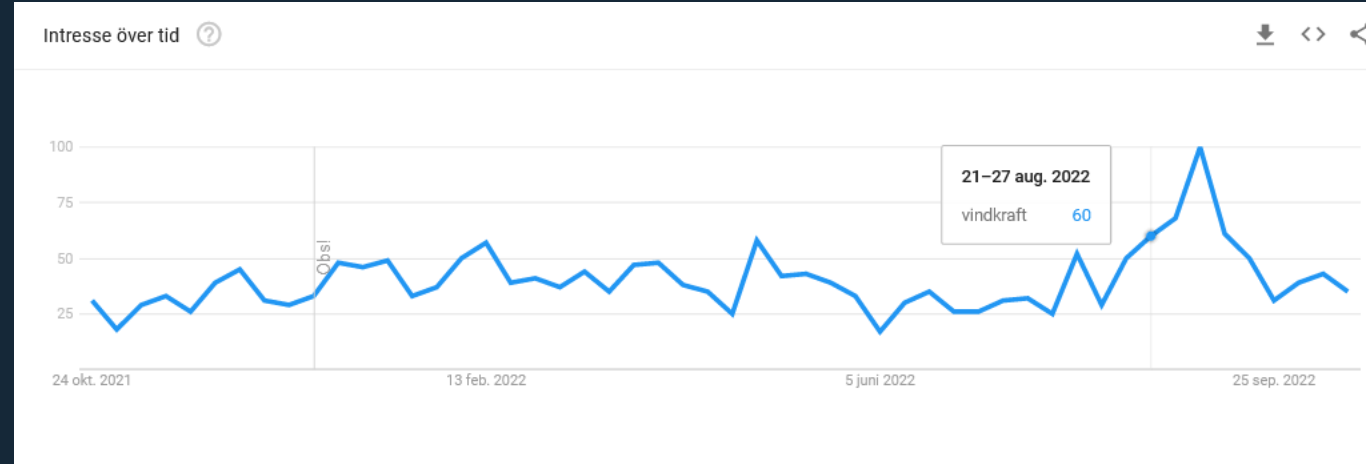
Twitter-data Wordcloud  
example:  
microplastics





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## Google trends





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Google ads keyword  
planner:  
Interest in wind  
power increased  
with 900% in one  
year

The screenshot shows the Google Ads Keyword Planner interface. The left sidebar contains navigation options: 'Keyword-Ideen', 'Prognose', 'Keyword-Plan', 'Gespeicherte Keywords', and 'Auszuschließende Keywords'. The main area displays a plan draft for 'Schweden' (Sweden) from 'Aug. 2021 bis Juli 2022'. A table lists three keywords: 'kärnkraft', 'vattenkraft', and 'vindkraft'. The 'vindkraft' keyword shows a significant increase in search volume (+900%) compared to the previous year, while 'kärnkraft' and 'vattenkraft' show a decrease (-90% and 0% respectively).

Keyword ↑	Durchschnittl. Suchanfragen pro Monat	Änderung über drei Monate	Änderung im Jahresvergleich	Wettbewerb
kärnkraft	10000 – 100000	-90 %	0 %	Gering
vattenkraft	1000 – 10000	0 %	0 %	Gering
vindkraft	10000 – 100000	0 %	+900 %	Hoch



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# Google autocomplete keywords

vindkraft gotland näsudden

## J

vindkraft just nu

vindkraft jobb

vindkraft jämtland

vindkraft jönköping

vindkraft jämfört med kärnkraft

vindkraft jörn

vindkraft jämfört med andra energikällor

vindkraft jæren

## M

vindkraft miljöpåverkan

vindkraft mikroplast

vindkraft moderaterna

vindkraft miljöpåverkan

vindkraft markbygden

vindkraft mosjøen

vindkraft miljökonsekvenser

vindkraft motstånd

## P

vindkraft produktion

vindkraft produktion sverige

vindkraft privat

vindkraft på taket

vindkraft produktion per månad

vindkraft på vintern

vindkraft på villa

vindkraft hjemmebruk

## K

vindkraft karta

vindkraft kooperativ

vindkraft karta sverige

vindkraft kostnad

vindkraft kapacitet sverige

vindkraft kapacitet faktor

vindkraft kina

vindkraft kommunalt veto

## N

vindkraft nackdelar

vindkraft när det inte blåser

vindkraft norge

vindkraft norrbotten

vindkraft nyheter

vindkraft negativ miljöpåverkan

vindkraft nord-odal

vindkraft nackdelar fåglar

## Q

vindkraft quizlet

vindkraft don quixote

hva er vindkraft quizlet

mieux que ou meilleur que

qua que qui quo

que queso engorda menos

vindkraft i danmark

## L

vindkraft lönsamhet

vindkraft livslängd

vindkraft lige nu

vindkraft ljud

vindkraft lönsamhet 2021

vindkraft lillhärda

vindkraft lagring

vindkraft lønnsomhet

## O

vindkraft olyckor sverige

vindkraft olycka

vindkraft odal

vindkraft olönsam

vindkraft offerdal

vindkraft orsa

vindkraft och insekter

vindkraft og reindrift

## R

vindkraft reaktiv effekt

vindkraft rödeneplatån

vindkraft ringkøbing

vindkraft räddning eller fördärv

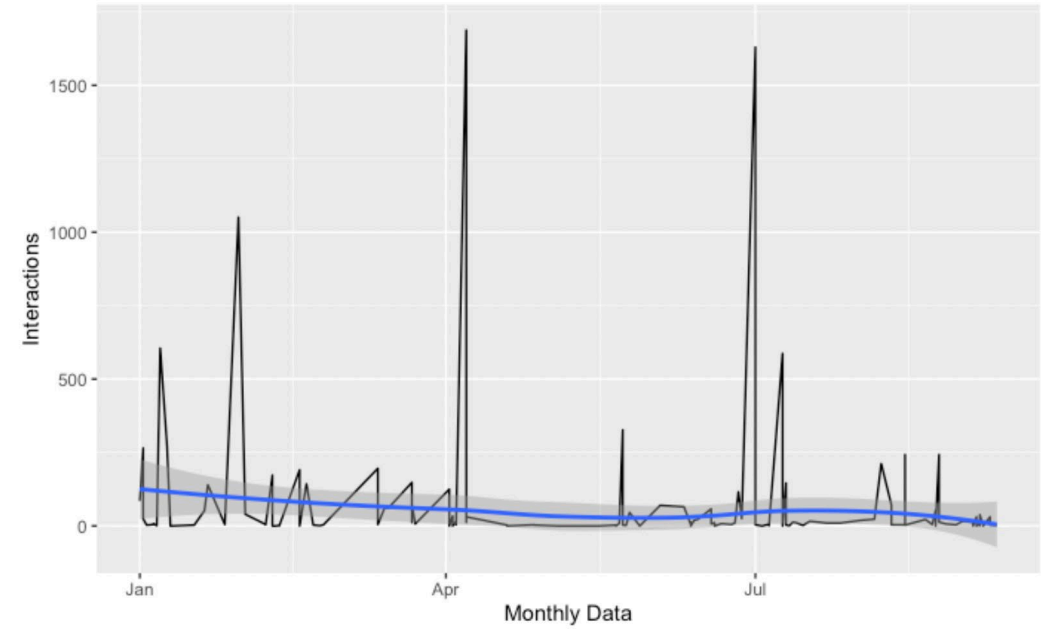
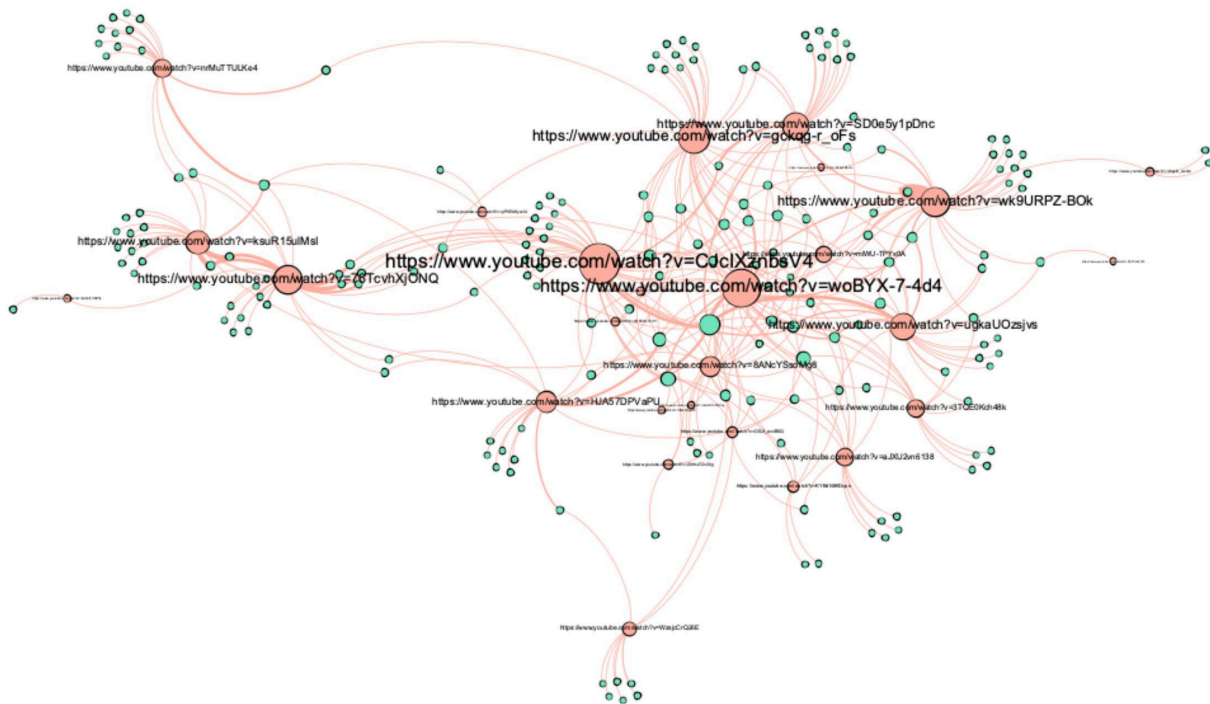
vindkraft rättvik

vindkraft ripfjället

vindkraft ragunda



# Youtube Video interactions and networks





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# Some preliminary findings:

- News where wind power appears in a negative light is shared on Facebook much more than positive news.
- There is a clear connection across the platforms
- There is some misinformation, but much more collaborative mal-information
- Sweden appears to be different from other countries



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Thank you for listening

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