The Dutch media landscape on CCS
Arguments and knowledge transfer

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overview

- Introduction to medialog & method of research
- Findings about use of CCS arguments
- Transfered knowledge related to CCS & relation to presented Knowledge & Belief test
- Conclusions
Purpose of media analysis

• monitoring developments in public opinion

• Relation with lay people knowledge, omissions in knowledge, and misperceptions
Medialog introduction

• All national newspapers
• May 2009 – October 2011
• criteria: main topic of article is ‘CCS’ → 392 articles
• Online codebook: 5 - 10 min. ‘questionnaire’ about each article
Medialog - Codebook

- Basic Features (e.g. type of article, nr of words)
- Arguments pro/con CCS
- Knowledge transfered:
  - CCS
  - Energy production and use
  - Climate change
Basic features

• Mostly news or background items (82%)

• Mostly about Dutch events/affairs (94%)

• CCS most often discussed in context of:
  – decisions of national government (46%)
  – public acceptance (43%)
  – plans of industry and companies (33%)
Articles per newspaper

- Agrarisch Dagblad: 9
- Splits: 9
- Parool: 7
- De Pers: 6
- NRC.Next: 11
- Metro: 14
- Nederlands Dagblad: 21
- Telegraaf: 35
- Volkskrant: 39
- Algemeen Dagblad: 44
- Financieele Dagblad: 46
- Reformatorisch Dagblad: 69
- Trouw: 57

Exposure chance: editions of printed newspaper

[Bar chart showing exposure chance for each newspaper edition]
Articles per month

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Arguments per topic

- Safety
- Climate
- Economy
- Local environment
- Energy
- Ethics
- Climate targets

(pro - con)
Arguments used by newspapers

![Graph showing the arguments used by newspapers](www.co2-cato.nl)
Knowledge in articles on CCS

- Capture, transport, or storage (72%)
- Storage (69%)
  - empty gas field (46%)
- Capture (34%)
- Transport (17%)
- Mentioning of details on storage CCS: 12%

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Knowledge context of CCS

- CO2 and some explanation - 59%
- Climate change/temperature rise - 13%
- Energy use and production - 8%
- Greenhouse gas effect - 1%
- Climate skepticism - 1%

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Medialog – Knowledge & Belief test

• Lack of context- lack of knowledge
  – Energy use and transition
  – Climate change
  – Effects of CO2
Conclusions Medialog

• CCS is mainly discussed from a safety and political perspective
• Focus on developments in policy, projects and stakeholder relations
• Much less attention to the context of climate change, energy use, role of CO2
• Little attention CCS for its role in energy transition
Thank you for your attention

questions?

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Link medialog – Knowledge & Belief Test

- Knowing ccs – mentioning projects
- CO2 influences climate
- CO2-fossil fuels: knowledge/mentioning low
- Causal chain – knowledge/mentioning low
• CCS evaluated positively 11%, negatively 32%, neutral 56%

• Articles containing associations: 43%,
  – Of all articles, 9% contains positive associations, 39% negative associations

• Containing words such as test, pilot, experiment, demonstration project: 183 times (47%)
• Newspaper messages about CCS together reflect all opinions on CCS currently present in society as well as their prominence: The ‘media landscape’.

What about social media?
• Blogs etc do not reflect distribution of opinions, but special interests and/or extreme positions. Hence no reliable indicators of general public perceptions and understanding of the technology
Arguments used per month