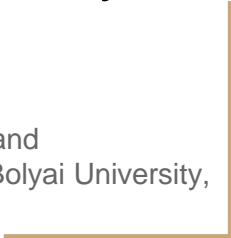


Learning and Unlearning Sustainability

Using computer assisted
tools to explore how to
overcome sustainability

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1. The sociological approach: Why aren't we sustainable yet?
2. The linguistic approach: How is sustainability being communicated?
3. The policy approach: Is sustainability leaving us behind?
4. The psychological approach: How do we feel about sustainability?
5. The futuristic approach: Is sustainability outdated?
6. Beyond sustainability. A summary of transdisciplinary unlearning



The linguistic approach:

Discursive frames in Europe. Using computer-assisted tools to explore gaps in understanding & communicating sustainability



The value of language for sustainable *what if's*...

Assumption:

- Sustainability incorporates a multitude of perceptions, attitudes & practices across decision makers and opinion leaders which has led to a lack of common framework and vision. The aim is to address this aspect at its core – the language, the difference of discourses used by different societal actors.

Theory:

- how people think and talk derives from personal frames which are unconscious processes, sensitive to subjective experience and agendas (Lakoff, 2010).

Objective:

- explore institutional discourses in the European space to collect the vocabulary used in communicating sustainability principles and enrich empirical findings for sustainability critique.

Research context

George Lakoff's framing theory:

ideologies are nothing else than systems of frames using certain words (ideological language) which activate the ideological system in the eyes and ears of the public to support or dismiss certain ideas and policies.

CDA - three-dimensional model for studying communication processes (Fairclough, 2012):
the text, the discursive practice & the socio-historical context

Three perspectives: Cognitive framing <--> Policy/Government
Discourse based framing <--> Media
Practice based framing <--> Civil society

Research procedure

Data sources:

- *The European Administrative Office*: the official website of the European Union - www.europa.eu
- The Advisory body to the UN: *Global Ecovillage Network* official website - www.ecovillage.org, and the official website of *Global Ecovillage Network Europe* - www.gen-europe.org
- European media: *The Guardian* website www.theguardian.com, *Politico* website www.politico.eu, *BBC* website www.bbc.com, *The Independent* website www.independent.co.uk.
- 623 articles, January 2016 - April 2017, one article per week

Techniques:

- Text mining - topic modeling with MALLET
- KIWC with Yoshikoder and Voyant

Research results

Media/Guardian	18	social future time environment waste areas trade increase recent provide report action large levels current real improve rights systems costs
Media/BBC	9	sustainability people world global food years climate environmental local change community life university time place land system living home society
Media/Independent	16	sustainable business water environmental development companies businesses hemp environment company it's emissions green industry pollution plastic goals care
Media/Politico	16	home brexit politics supermarkets nhs worst read theresa crisis they're department shirt trust student win marriage class threats statistics logo
Government/EU	0	social sustainable public time food growth environment make business environmental including international impact services system industry access data country products
Civil Society/GENE	0	environmental sustainability sustainable climate company it's report emissions green home power farmers carbon access data communities land goals air human
Civil Society/GEN	3	social food work business public waste report environmental make sustainability growth years data government part industry development impact change services

Topic models with the highest weight, as computed by MALLET

Research results

Topic modeling:

→ Cognitive framing <--> **Policy/Government**

- ◆ Weight on growth, environmental business, products and services
- ◆ country and international levels

→ Discourse based framing <--> **Media**

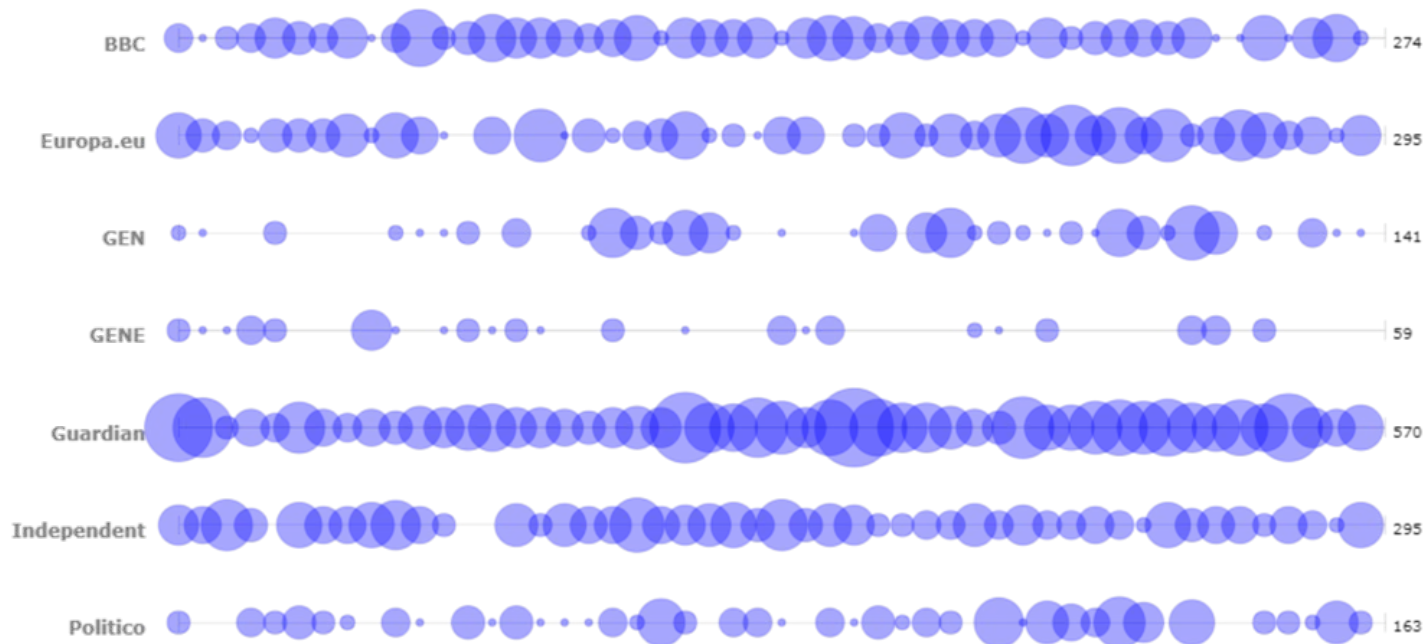
- ◆ Weight on the impact of businesses, trade, companies on the environment (waste, costs, pollution, plastic, emissions)
- ◆ the role of people and communities (local, community, people, university)
- ◆ the value of natural resources (water, hemp, food)

→ Practice based framing <--> **Civil society**

- ◆ the role of government and industry in sustainable growth
- ◆ the impact on farmers, land and air
- ◆ focus on goals, change, people, waste

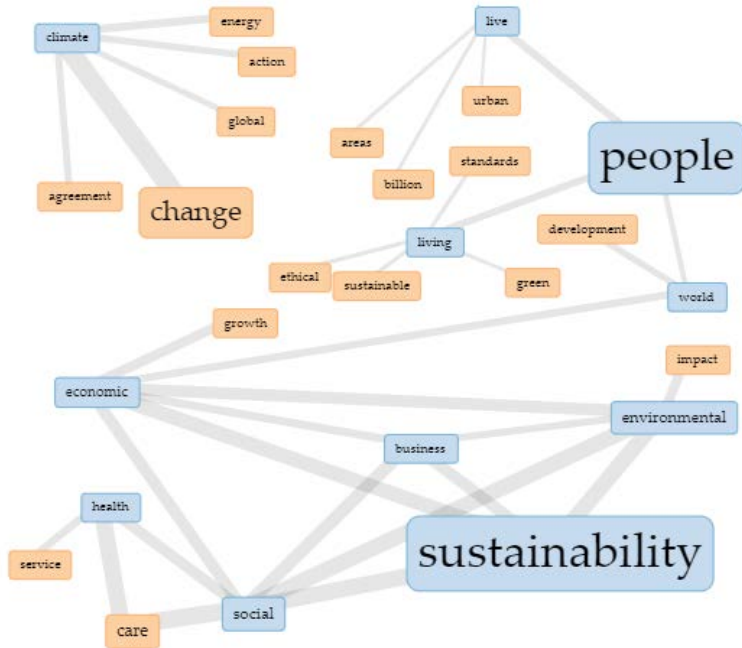
Research results

KIWC - *sustainability*

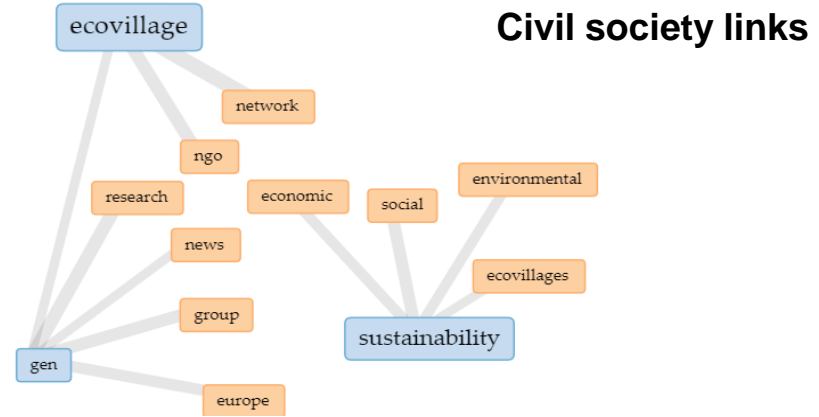


Research results

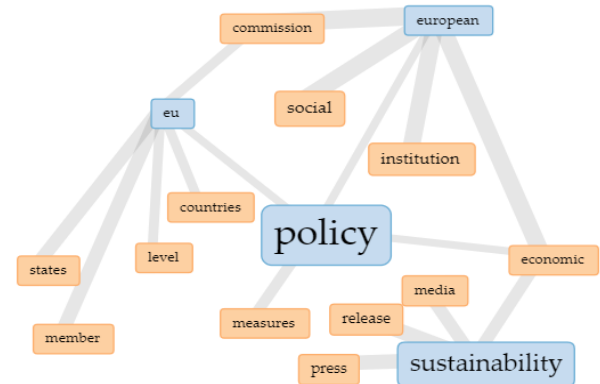
KIWC - *sustainability*



Media links



Civil society links



Government links

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