



Albert-Ludwigs-University Freiburg. D-79106 Freiburg

Master Thesis Announcement: Social Media Analysis on forest dieback

Drought, heat, and related bark beetle outbreaks have impacted the state of German forests in recent years, resulting in challenges for forest management as it is confronted with a variety of ecological changes and societal demands. This situation has led to an increase in forest related debates in the public and political discourse, illustrating conflicting understandings and interests.

The announced master thesis will analyse how this debate is being displayed and discussed on social media. For this purpose, Twitter data retrieved with MAXQDA and NodeXL will provide the data basis for a qualitative and/or quantitative analysis to answer the following research questions (examples):

- Which actors are represented in the debate about German forests on Twitter?
- Which discourse coalitions can be identified?
- Which frames do actors apply on Twitter?
 - Is there a relation between the interaction (tweets, retweets, replies) and the applied frames?
 - What form of argumentation do actors use on Twitter?
 - On what forms of knowledge do actors refer in their argumentation?
- Are “traditional” forms of media represented in the discourses on Twitter? Are they referenced by actors on Twitter?

Requirements:

- Experience in quantitative or qualitative social science research
- Interest in current challenges of forests related discourses or communication in environmental policies
- Experience with analysing software (e.g. MAXQDA or NodeXL) is of advantage
- Reliable, independent and self-reliant work
- Proficiency in German especially for qualitative analysis

We provide:

- supervision of a master thesis in the novel field of social media research embedded in an ongoing research project ([ConFoBi | C2](#)) at the Chair of Forest and Environmental Policy
- freedom in developing an own methodological approach and theoretical framework

For questions and interest in pursuing the topic please contact [Philipp Mack](#) and [Dr. Ida Wallin](#).

Albert-Ludwigs-Universität
Freiburg

Chair of Forest and
Environmental Policy

Dr. Ida Wallin

Tel. 0761/203-3717

ida.wallin@ifp.uni-freiburg.de

Philipp Mack

Tel. 0761/203-96853

philipp.mack@confobi.uni-freiburg.de

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