Media & Environment

Latam Lab

2017–2025

Argentina, Chile, Colombia, México

UNDERSTAND TO CHANGE

Hub

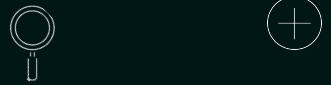
A Research from the Hub

The Narratives Hub is an open digital platform designed to transform the way the just transition is communicated in Latin America.

Built to create, test and amplify narratives that challenge dominant common sense.

Hub

We aim to shift public opinion through 4 pillars:



Research

We identify what is being said what worries people and what **resonates with audiences.**

Social listening, opinion studies, and archetype design.

Lab

We create and test transition narratives with different approaches

We test what works with real audiences.

Tools

We train activists and communicators with **practical tools.**

Counter narratives, best practices and audiovisual resources.

Community

We activate networks of creators and influencers to amplify effective narratives and **respond quickly to climate denial.**

(*) These pillars are modular and replicable. Together, they make it possible to shift common sense on social media and accelerate the just transition through storytelling.

RESEARCH

Methodological Overview

500K News articles analyzed

2017–2025*

Time range

*Excluding 2020

4 Countries

Argentina, Chile, Colombia, México

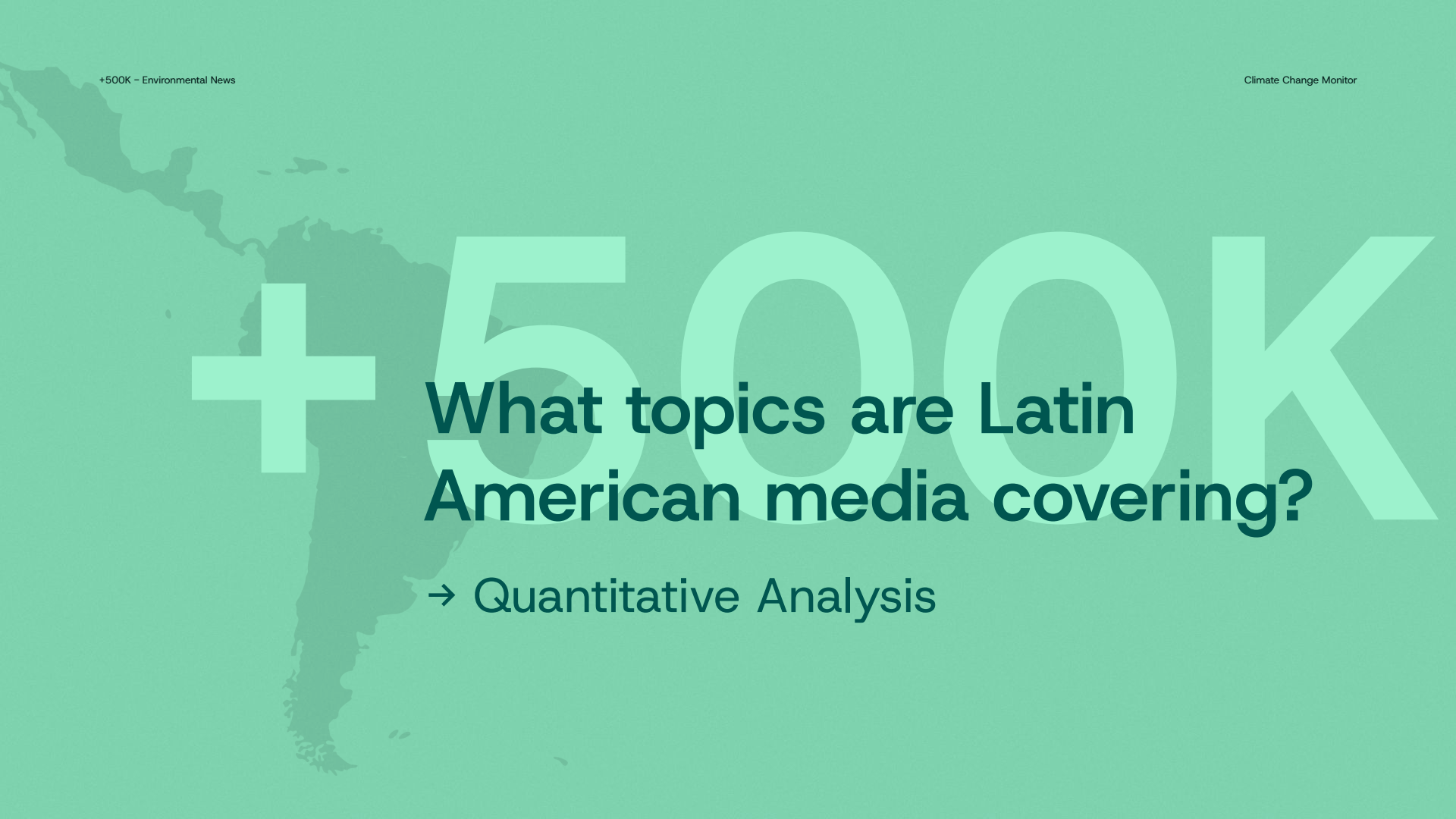
RESEARCH

Methodological Overview

Using a stratified sample of news articles from 2022 to June 2025, ensuring the isolation of seasonal effects.

As a subset, we selected environmental news articles specifically addressing the topic of climate change.

To ensure homogeneity and representativeness for each year, 6,000 articles were extracted and confidence intervals for conclusions were secured through bootstrapping.



What topics are Latin American media covering?

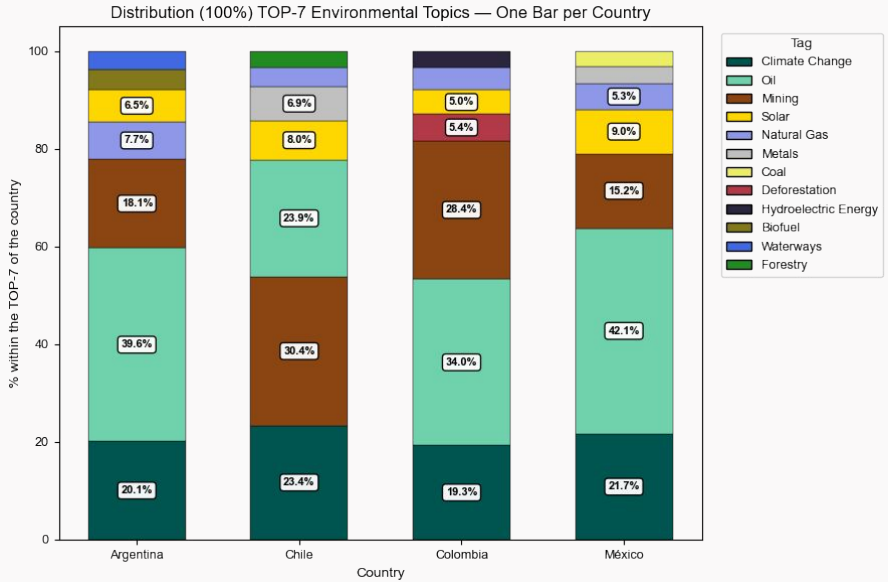
→ Quantitative Analysis

What topics are the media covering?

40% of environmental news are about oil.

20% of environmental news refers to climate change.

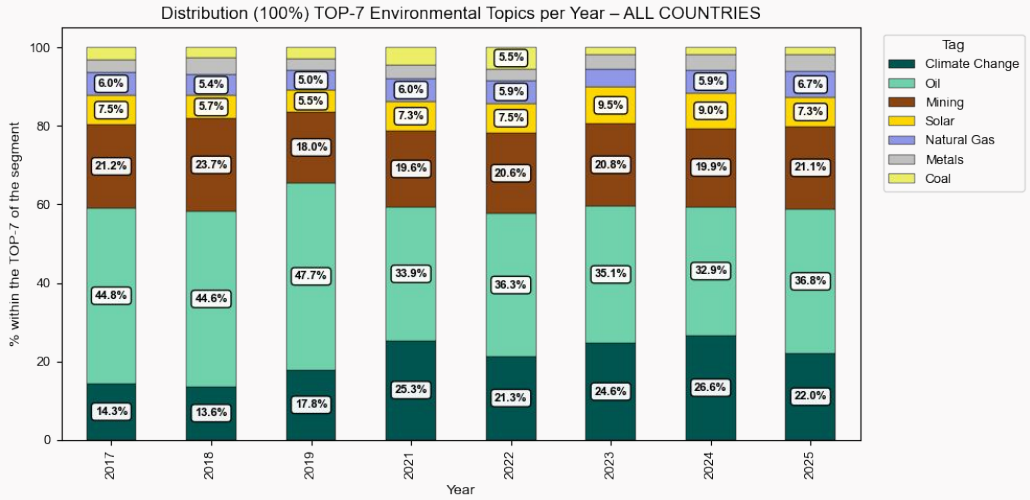
The main topics covered by the media



The issues most frequently reported are those related to the country's economic activities or specific challenges.

For example, in Chile news about mining are the most prevalent, while in Colombia deforestation ranks as the fourth most relevant topic.

Trends in environmental topics covered by the Media, year by year.

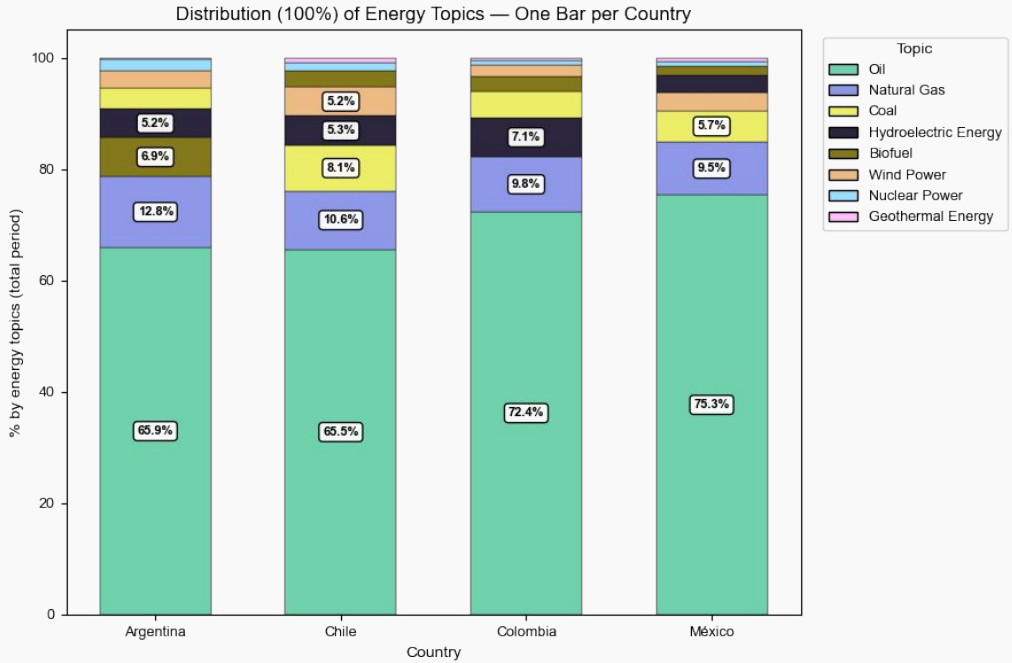


Climate change is gaining ground… but it doesn’t lead the conversation

Between 2021 and 2024, climate coverage grew steadily, approaching the prominence of oil related news. However, in 2025, fossil fuels regained space on the media agenda.

A hypothesis to explore in future research is that the increase in climate change mentions since 2023 may be partly driven by the rise of climate denial narratives in the media. One indication of this is the surge in climate change news in Argentina in 2023, coinciding with the rise of Javier Milei.

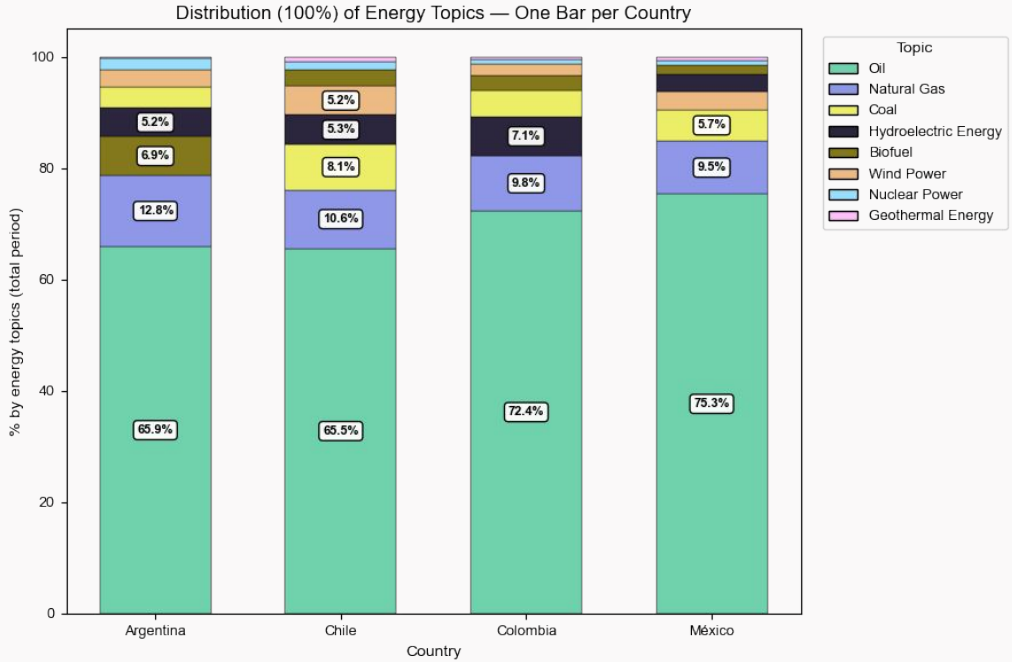
Which energy sources have the greatest presence in the media?



70%+

of news articles about energy are focused on oil

Energy types in Media vs. Energy matrix



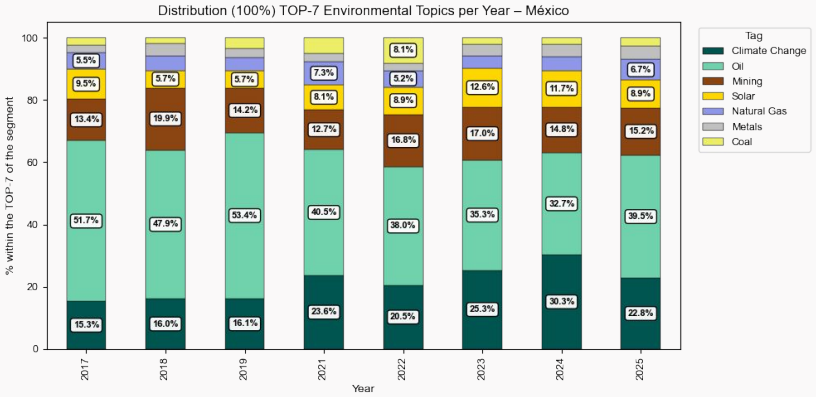
The energy sources most represented in the energy matrix are also the ones that receive the most media coverage.

For example:

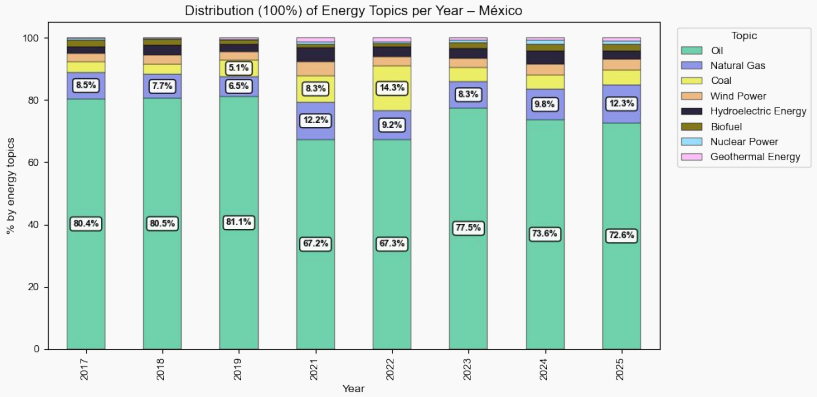
Colombia generates 21% of its energy from hydropower, and 7% of the news relates to this source.
Chile has 7% coal in its matrix and 8% media coverage on this topic.
Argentina produces 46% of its energy from gas and has the highest volume of news about this source.

México

Trends in the environmental agenda

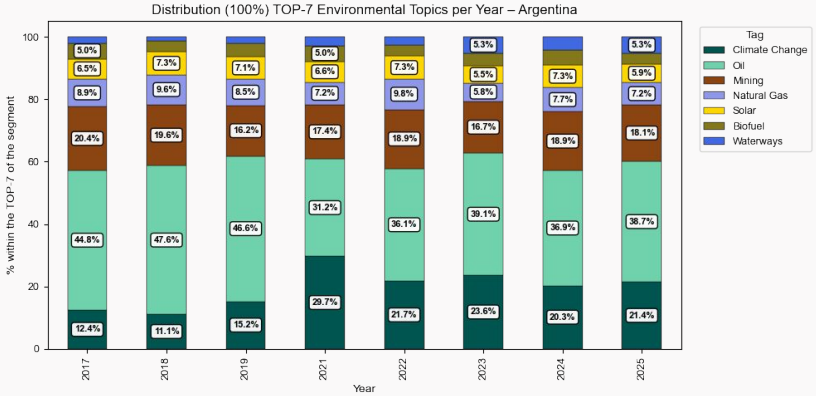


Trends in the energy agenda

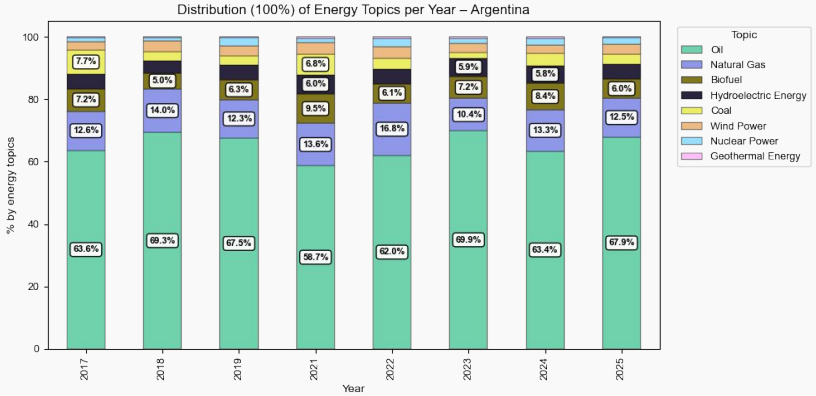


Argentina

Trends in the environmental agenda

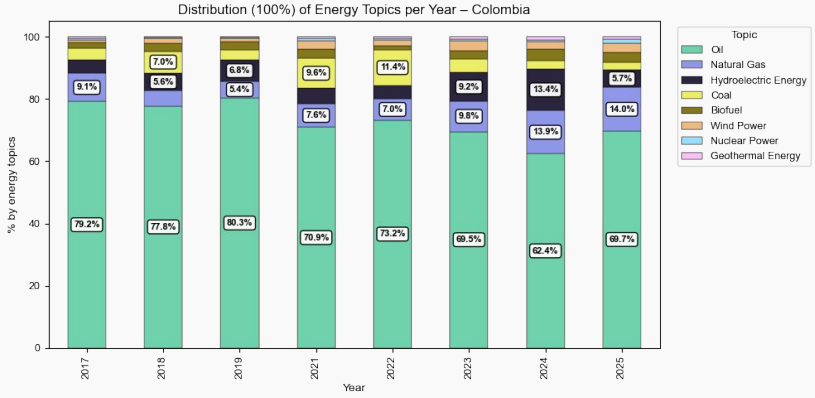


Trends in the energy agenda

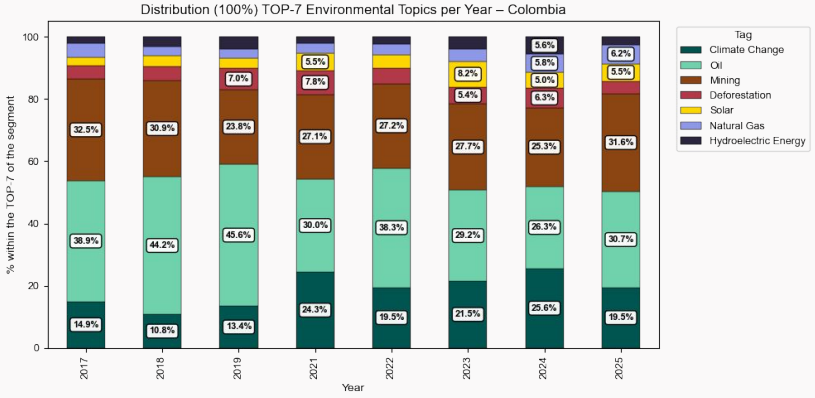


Colombia

Trends in the environmental agenda

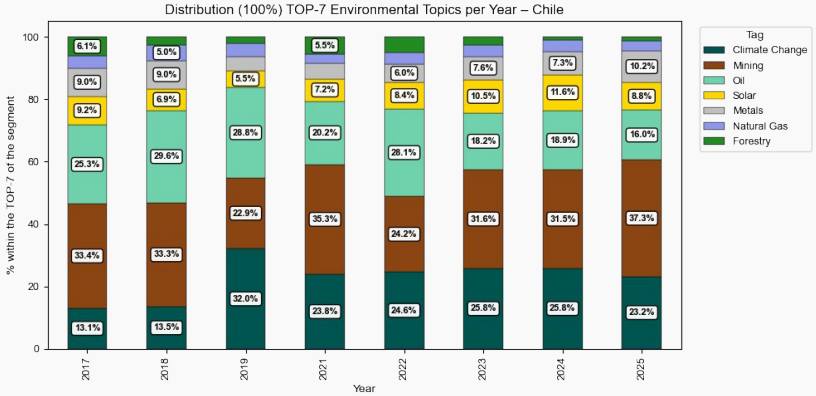


Trends in the energy agenda

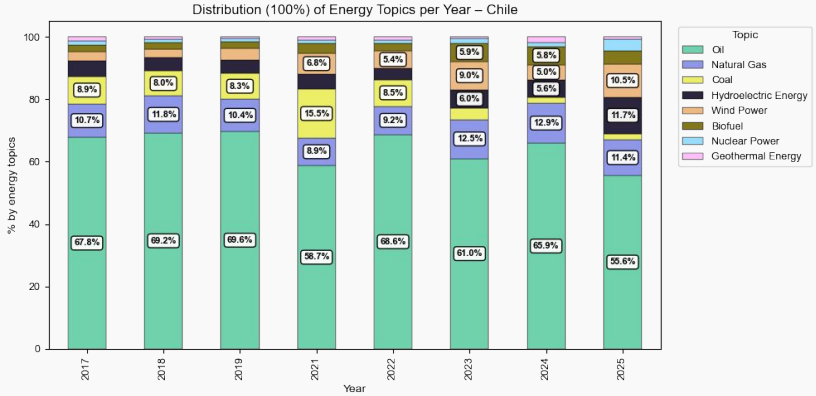


Chile

Trends in the environmental agenda



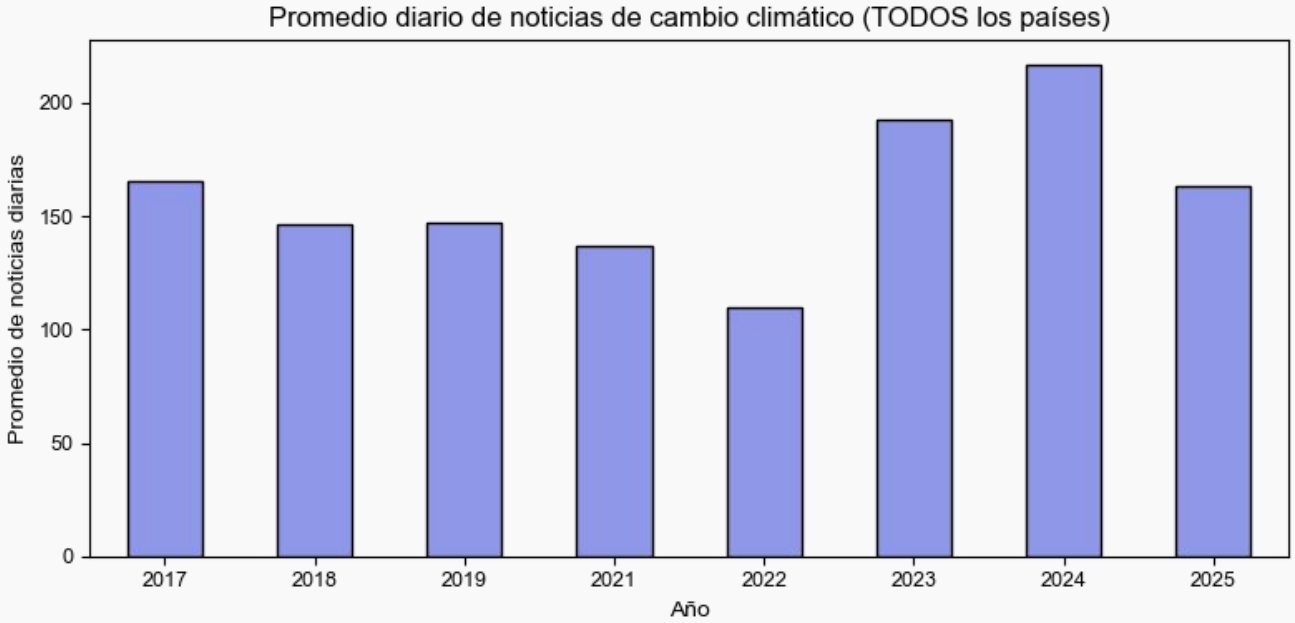
Trends in the energy agenda



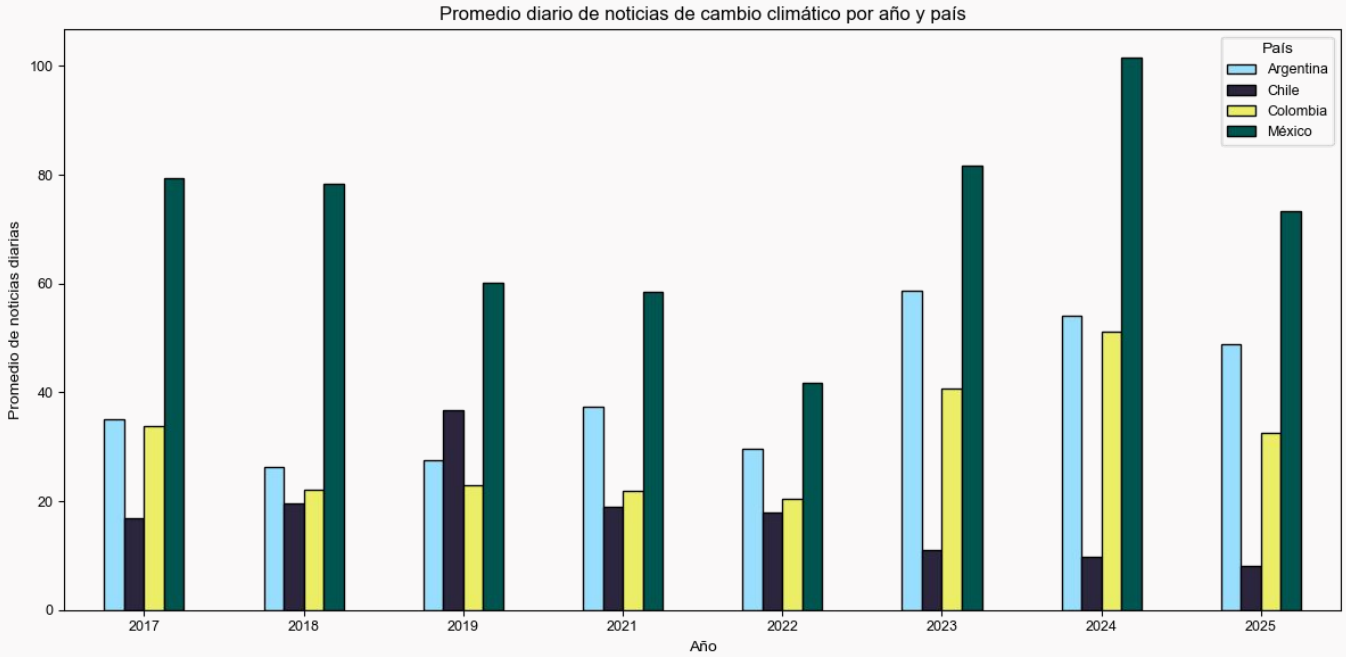
How much is Climate Change communicated in Latin America?

→ Quantitative Analysis

Trend of the daily average of Climate Change news across the four countries

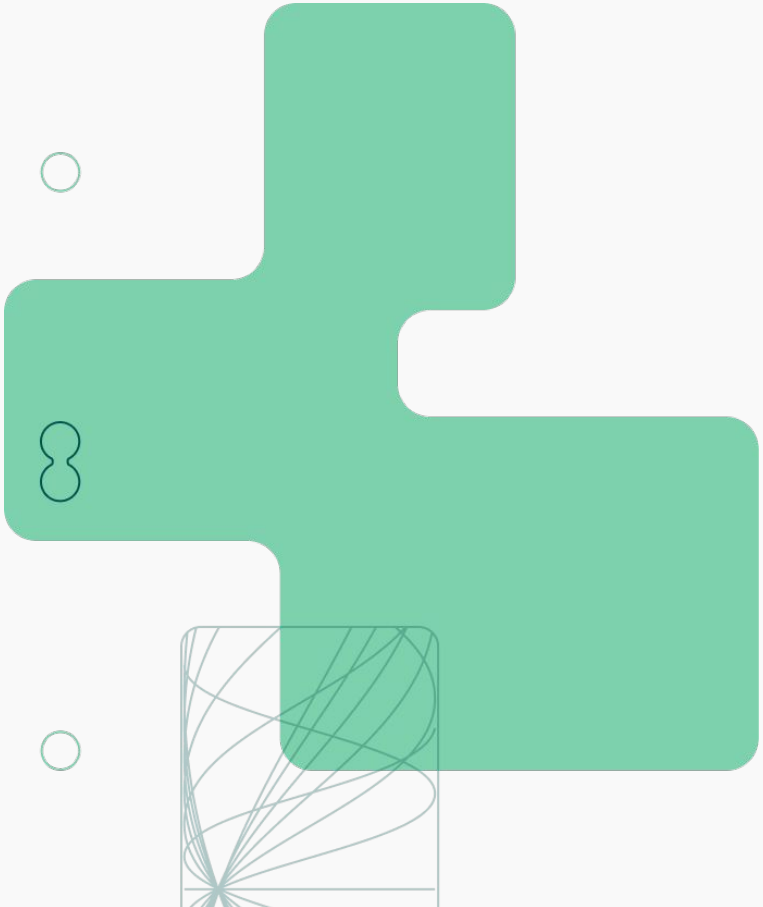


Trend of the daily average of climate change news across the four countries



How Is Climate Change Communicated in Latin America?

→ Qualitative Analysis



Methodology

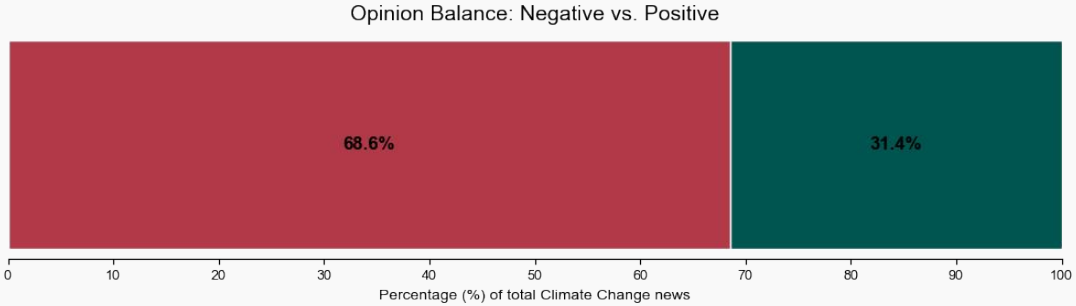
We used *Pysentimiento*, a library built on language models trained with large volumes of data and applied it to assign each news article a label indicating whether its sentiment was **positive, negative or neutral.**

Additionally, the tool provides the probabilities associated with each category, allowing us to reliably measure the distribution of sentiment across the dataset.

Once the news articles were classified, we analyzed the **negativity/positivity ratio** in climate change coverage.

To ensure representativeness, we selected a sample of 1,000 articles per year, guaranteeing that positivity indices were not biased by differences in the number of articles published each year.

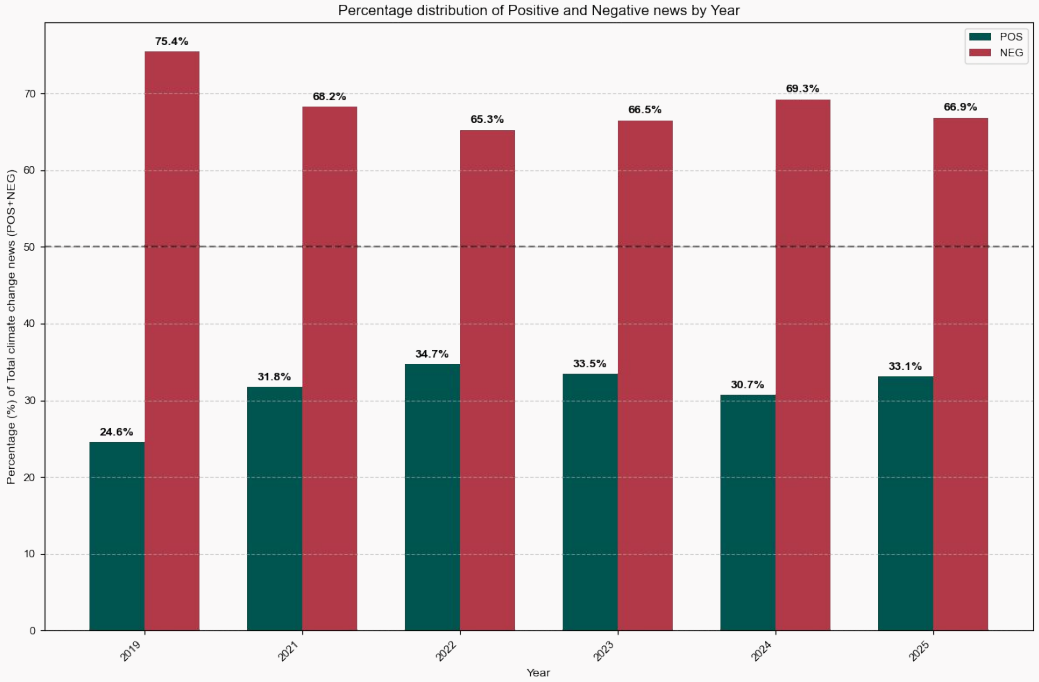
Pessimism dominates climate coverage



70%

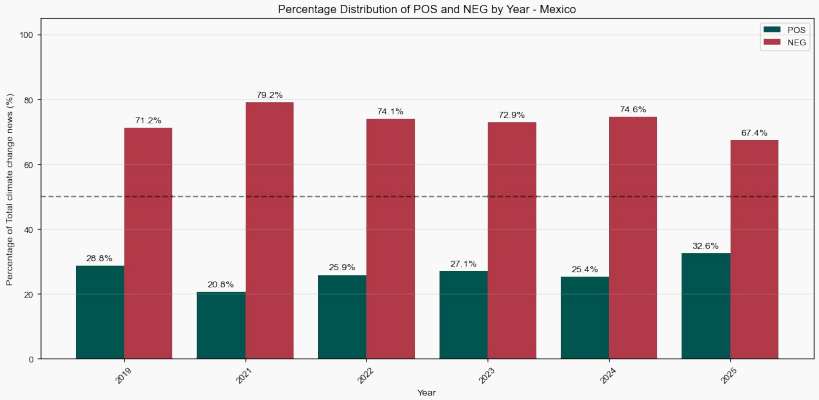
of climate-related news carries a negative emotional tone

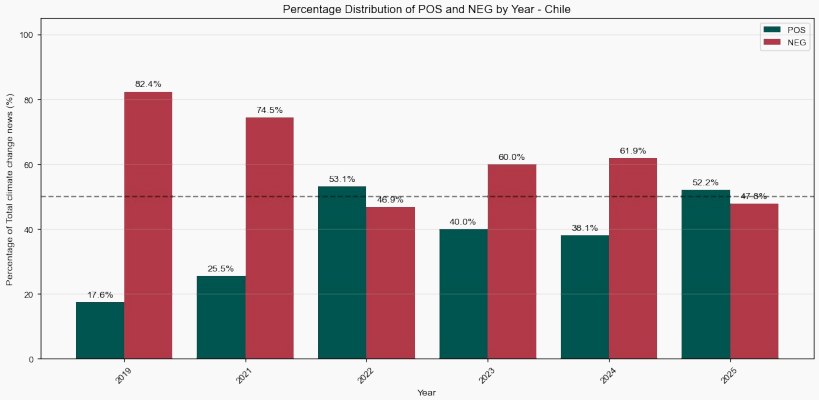
Negativity as a driver of visibility



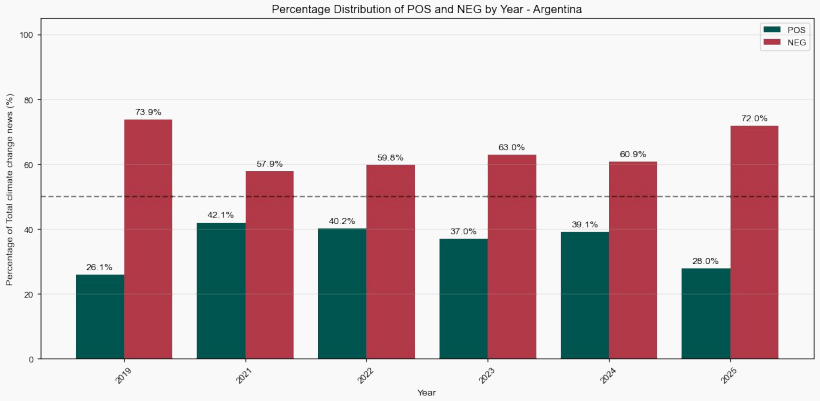
In 2019, environmentalism reached its highest level of presence in the public conversation. However, it was through negative emotions that climate change became newsworthy.

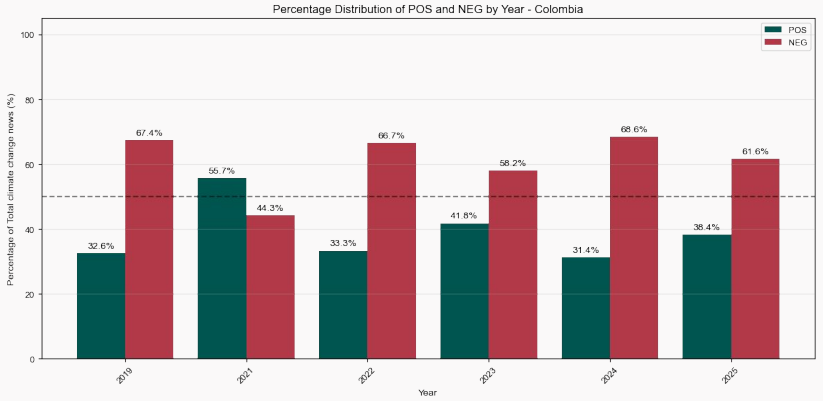
Percentage Distribution of Positive and Negative News by Year (Mexico and Chile)



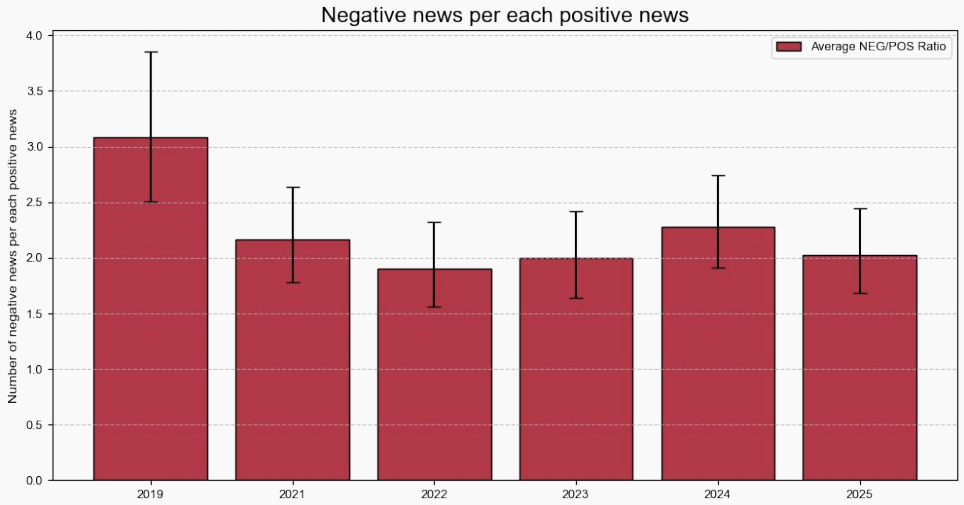


Percentage Distribution of Positive and Negative News by Year (Argentina and Colombia)





Methodological Validation – Bootstrapping



Bootstrapping is a statistical technique that generates many simulated random samples from the same dataset, allowing the analysis of its distribution.

General trend: negativity is statistically significantly higher than positivity across the entire series of climate change news.

Although negativity appears to decrease in 2025 compared to 2024, the confidence interval confirms that this difference is not statistically significant.

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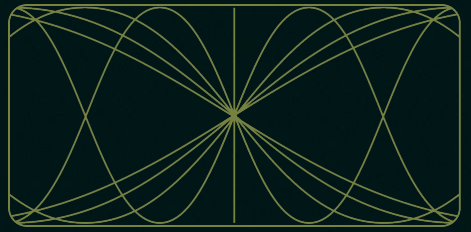
Discourse analysis



(Lat. 25)

→ Topics and concepts tracking

(Lat. 25)

How did we do it?

From a corpus of climate change headlines and news articles, we built a bag of words to identify the most frequent concepts in media coverage. The process included text cleaning, lemmatization, and stopword removal, followed by counting the frequency of each term. Finally, we categorized the words into two broad narrative groups.

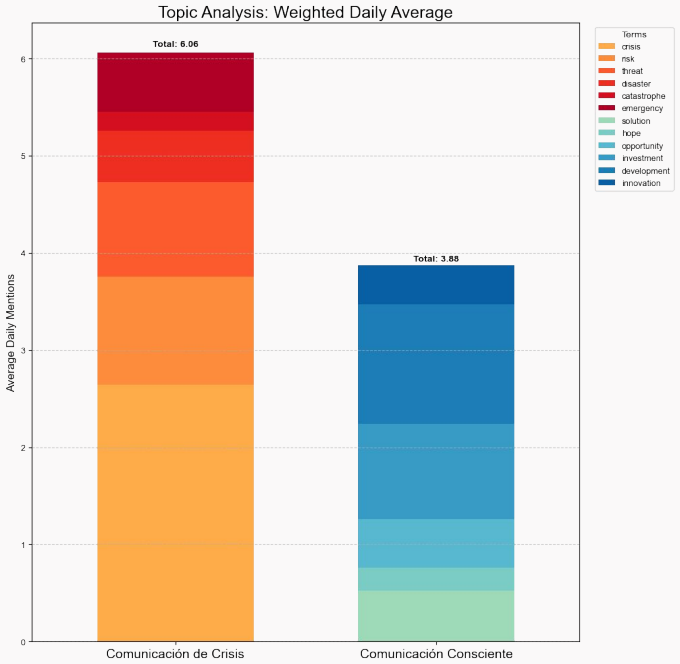
Collapse-oriented communication: terms associated with fear or urgency (*catastrophe, disaster, crisis, threat…*)

Constructive communication: terms associated with solutions and action (*development, justice, energy, opportunity…*)

What words appear in the news?

The media discourse on climate is clearly biased toward collapse-oriented language. Words that could inspire hope and mobilization appear far less frequently.

More than 60% of news stories use collapse-oriented language.



Methodological Improvement: Not everything that sounds positive Is *actually positive*

We found that word frequency analysis doesn't always reflect the true tone of the discourse. For example, a seemingly positive word like *"solution"* may appear in a negative context:

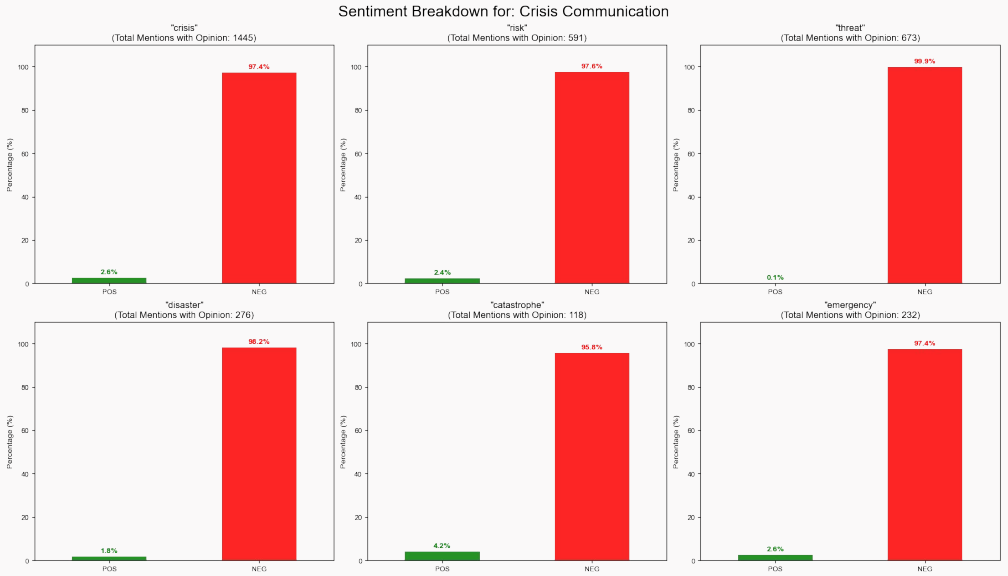
| "There is no solution to climate change."

To avoid misleading interpretations, we incorporated an emotional context analysis for each term.
This allowed us not only to measure which words appear, but also how they are used, distinguishing between language that conveys hope and that which conveys alarm

"There is no solution to climate change, warns academic"

Everything that sounds bad is negative

Collapse-oriented terms (*catastrophe*, *collapse*, *emergency*, etc.) are used in negative contexts more than 95% of the time.



Not everything that sounds positive Is *actually positive*

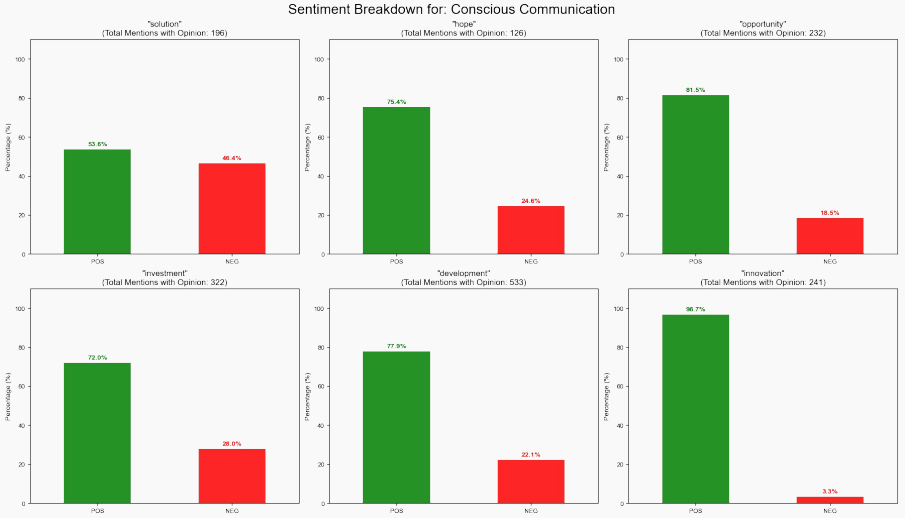
Even terms associated with constructive communication (solution, action, future) often appear in negative headlines.

What does this mean?

Many climate narratives reproduce paralyzing emotions even when they use words that seem hopeful.

> **More than 40% of news stories mentioning “solution” do so in a negative context.**

This affects how the public connects (or fails to connect) with climate action.



BBC
https://www.bbc.com › mundo › noticias-59280717

el acuerdo climático "no evitará que nos ahoguemos"

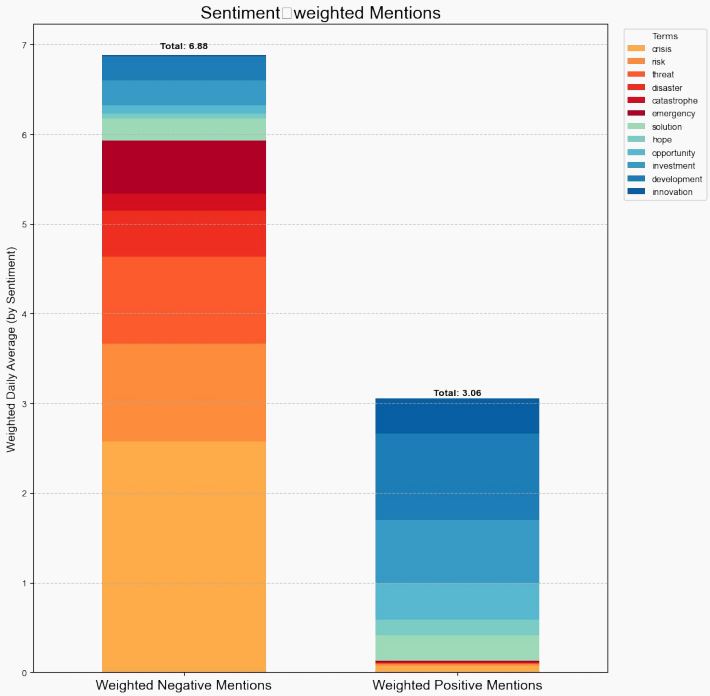
14 nov 2021 — El **acuerdo** logrado en la cumbre **climática** COP26, en Glasgow, planea reducir la dependencia mundial del carbón y promete destinar más dinero ...

“The climate agreement won’t keep us from drowning”

What words appear in the news?

Words associated with positive narratives are used negatively about 25% of the time.

This adjustment in analytical focus allowed us to observe that, when combining the use of all 12 analyzed terms, the gap between the two types of narratives widens significantly.



A collaboration between

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