

Name of supervisor(s)

Prof. Beate Seibt, social psychologist at the Psychological institute:

<https://www.sv.uio.no/psi/personer/vit/beatesei/index.html>

Seibt is part of the interdisciplinary EMPOWER project aimed at developing an encompassing long-term strategy on sustainable batteries, funded through one of the two first UiO:Energi convergence environments funding.

Title of the project

Tracking and modeling media attitudes towards wind power in Norway

Preferred background of candidate(s)

The project can be interesting for students of social sciences as well as of technology systems and natural sciences. Ideally, students with different disciplinary backgrounds work together on the tasks.

Given that the material they work with will be Norwegian media, sufficient Norwegian language skills are a prerequisite.

Number of available projects (one or two)

One project for 1-3 students.

Preferred project period

June-September 2022. I will take some vacation in July. Thus, an option is doing the groundwork in June and the students continuing in August, or doing independent work in July, or running the whole internship in August and September. I'm flexible regarding this, and the project lends itself to periods with more intense collaborations and others with more independent work.

Outline of project work including expected outcomes/deliverables

The students will gather media articles on wind power in Norway, and possibly also social media content. They will categorize these according to region and central messages. We will then work towards developing a dynamic model where media content and attitudes influence each other. The goal is to generate a tool for quantifying processes of attitude polarization. The project can be interesting for students of social sciences as well as of technology systems and natural sciences. Ideally, students with different disciplinary backgrounds work together on the tasks.

Depending on how many students sign up and on their expertise, different goals can be achieved. Tasks 1 and 2 are the core of the activities, with 3 and 4 as interesting extensions. The students will learn about psychological research into attitude change, current theories, and interdisciplinary approaches towards understanding energy system development. They will have a circumscribed task which fits into the 6 weeks framework and leads to measurable results. These will be further used in research on understanding attitudes towards wind power in Norway and on challenging unfounded beliefs.

Expected deliverables:

- (1) Database with newspaper articles on wind power in general and wind park projects in particular
- (2) Categorizing of the main theme in these articles, using a qualitative analysis software

- (3) Possibly doing the same thing for social media such as public Facebook groups, Instagram posts and Tweets
- (4) Possibly parametrizing the media content (amount, region, theme, overall conclusion, ...) to be used in dynamic models of attitude change in society, along with survey data.