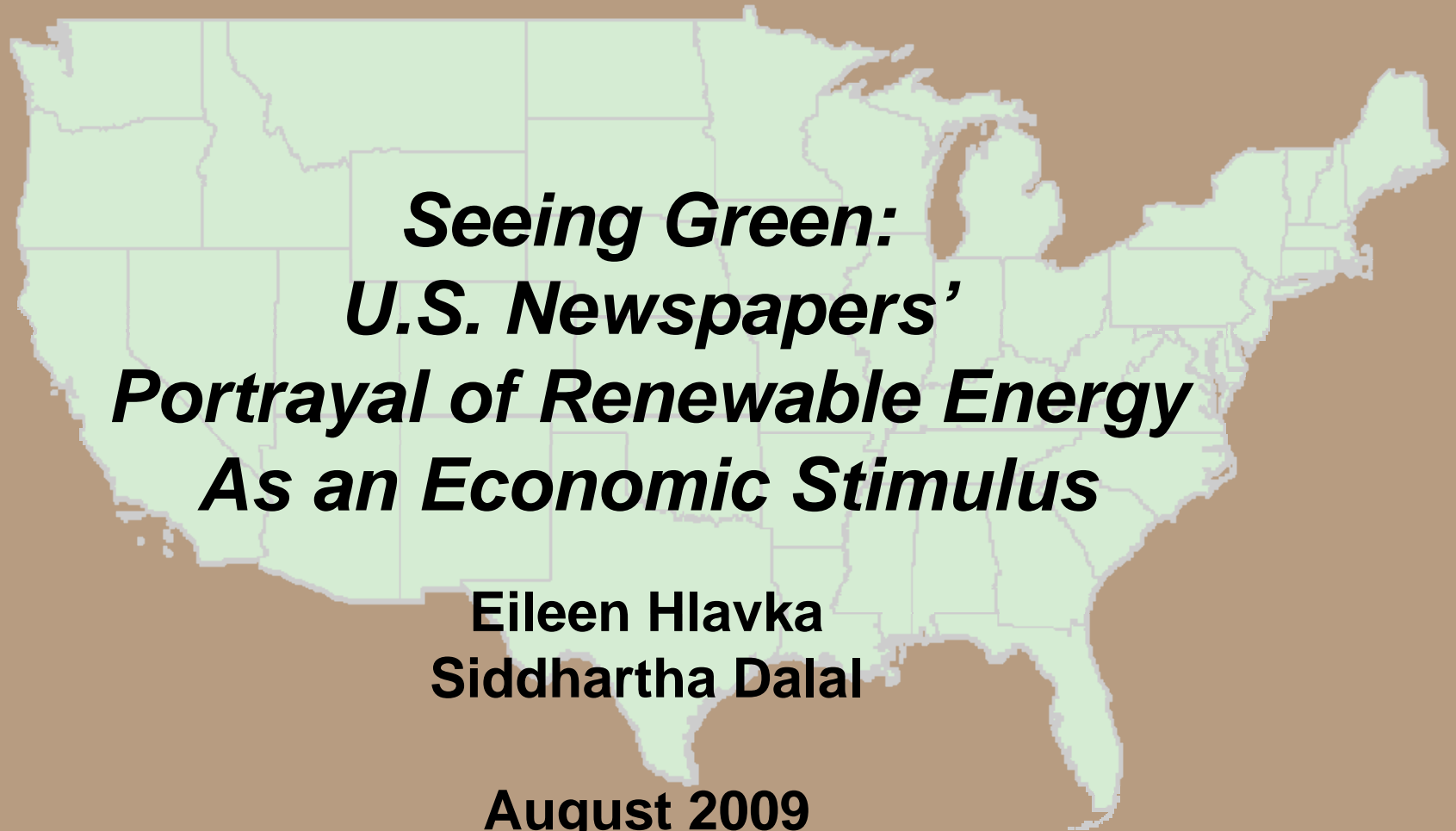




PARDEE RAND GRADUATE SCHOOL



***Seeing Green:
U.S. Newspapers'
Portrayal of Renewable Energy
As an Economic Stimulus***

**Eileen Hlavka
Siddhartha Dalal**

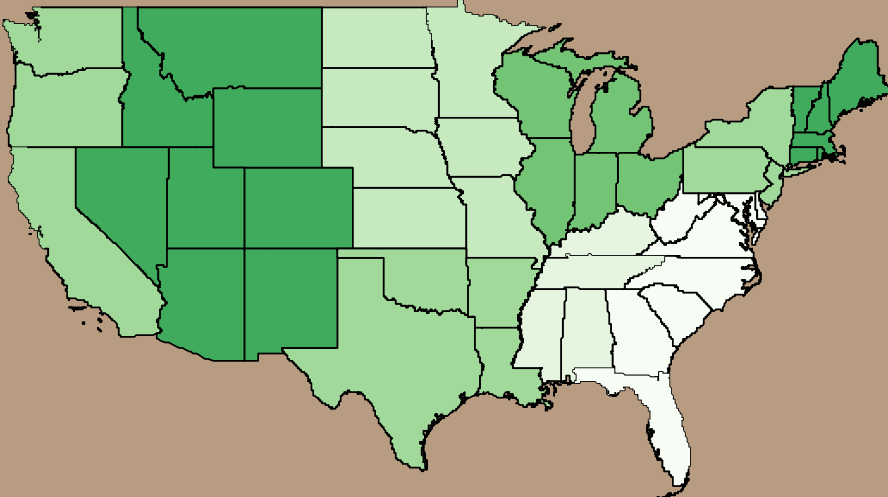
August 2009

Method: Theme Analysis and Bayesian Classification

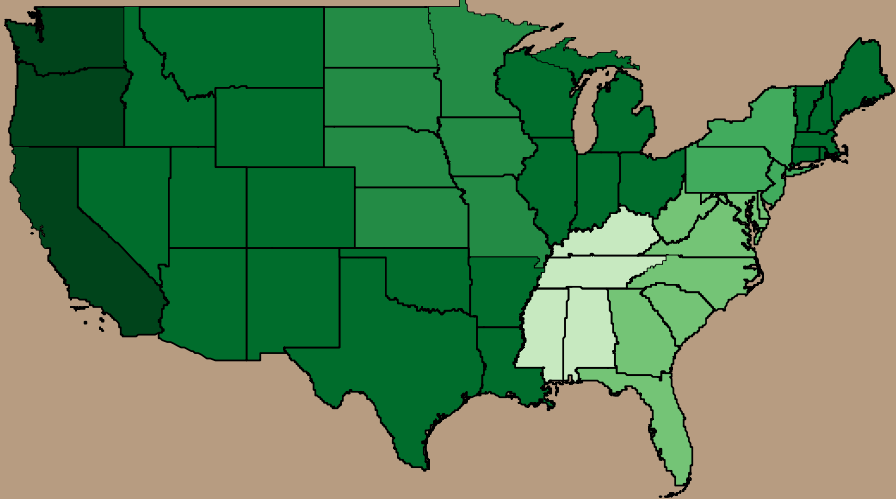
- **Download 20,654 “renewable energy” articles from Lexis-Nexis**
- **Identify major themes in articles:**
 - **business opportunity or neutral**
- **Hand-code 400 articles**
- **Construct term-document data matrix**
- **Build Bayesian regression model**
- **Check model using cross-validation**
- **Classify remaining articles using model**

Results: Optimism Increases, Regions Vary

News Coverage Portraying Renewable Energy as an Economic Opportunity



2007
20% Average



2009
29% Average

Percent of All Renewable Energy Coverage



Further Information

- **Tools:**
 - www.bayesianregression.org
 - R document analysis packages: tm, lsa
- **Contact:**
 - Eileen Hlavka, ehlavka@rand.org