

## Activity: Social Media Dialogue Analysis

### Purpose

- You will use James and Cotnam-Kappel's (2020) insights into audience, purpose and productive dialogue to unpack dialogue about climate action on a social media platform of your choosing.

### Preparing for this activity

- Please read: James, C., & Cotnam-Kappel, M. (2020). [Doubtful dialogue: how youth navigate the draw \(and drawbacks\) of online political dialogue](#). *Learning, Media and Technology*, 45(2), 129-150.

### Instructions for activity:

- (10 min) Pick a social media platform and look for examples of dialogue about climate solutions. Feel free to use any search terms you'd like, but look for posts that have elicited some kind of dialogue (e.g. comments or replies). Consider the following prompts:
  - Who is the audience?
  - What does productive/unproductive dialogue look like on this platform?
  - Is this platform best suited for particular kinds of dialogic purposes? (e.g. mobilization, informing and being informed, deciding on social actions)
- (10 min) Discuss your findings with a partner. Taking into account whether you chose the same social media platform or different ones, consider how your responses to the prompts differ and why.