



Introduction: Greening

- The concept of greening has been part of the public discourse for some time.
- Various aspects of greening have been covered in recent years such as greening industrial ecosystems, greening of processes and systems, green utopianism, life cycle analysis, entrepreneurship, supply chain, greening being part of social responsibility, design for environment, greening and developing countries, and greening the economy.
- Greening is a topic in regards to various hydrocarbon energy sources such as coal, oil, petroleum, greening of various aspects of the oil business and greening electricity.
- Greening of energy is seen as essential for green growth, greening growth and a green economy.
- The OECD proposed a set of indicators for greening and green growth that are directly pertinent to energy and greening.
- At the same time many question the legitimacy of green and the viability of greening claims (greenwashing).

Role of Media

- Media is a large and extremely influential institution. Media are reported to shape public agenda, mold conceptions of social reality, enable behavioral acquisition through vicarious learning, and facilitate the dissemination of technological innovations. Media have the ability to change public behavior and the public's perception and actions on a given issue.

Research Question

How do the media report on greening? Which energy sources are mentioned? Who is given a voice in the media coverage? Which are linked to greening in the articles?

Method

As sources we used the *National Post* and the *Globe and Mail*, the two Canadian newspapers with national reach and scope, and the *Calgary Herald* and *Edmonton Journal*, two newspapers with local reach in a Canadian province where energy production is a main source of governmental and individual income;

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The database keyword combination used was the following: Greening (in all fields and text) AND [one of the four newspapers] AND energy (in all fields and text). The articles found were used for further quantitative and qualitative content analysis if they also fulfilled the following inclusion criteria: full text, newspapers only, English only. All articles that fit the inclusion criteria were downloaded as PDF's and imported into ATLAS.ti[©] for qualitative analysis.

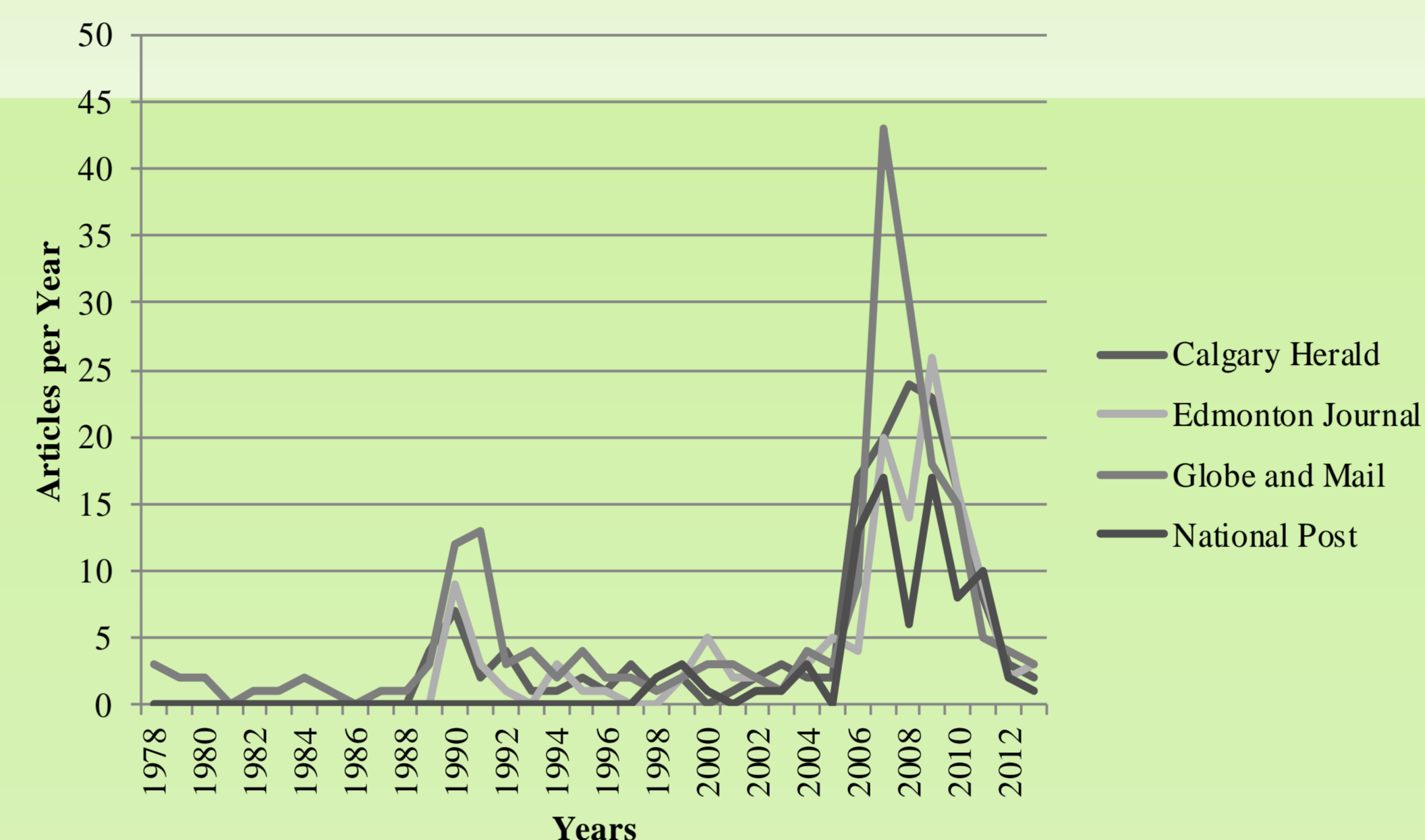


Table 1. Frequency of mentioning of different energy sources in the greening articles

Energy Source Code	National Post n=78=100%			Energy Source Code	Globe and Mail n=194=100%			Energy Source Code	Calgary Herald n=142=100%			Energy Source Code	Edmonton Journal n=124=100%		
	Total hits (n=)	Articles (n=)	Articles (%)		Total hits (n=)	Articles (n=)	Articles (%)		Total hits (n=)	Articles (n=)	Articles (%)		Total hits (n=)	Articles (n=)	Articles (%)
Energy	457	78	100	Energy	781	194	100	Energy	567	142	100	Energy	545	124	100
Gas	122	36	46.2	Gas	273	74	38.1	Gas	235	80	56.3	Gas	183	51	41.1
Solar Power	66	26	33.3	Oil	150	60	30.9	Oil	110	33	23.2	Oil	104	45	36.3
Electricity	68	21	26.9	Solar Power	117	53	27.3	Solar Power	79	32	22.5	Electricity	75	25	20.2
Oil	59	19	24.4	Electricity	114	46	23.7	Electricity	77	31	21.8	Solar Power	73	25	20.2
Wind Power	26	14	17.9	Wind Power	154	46	23.7	Oil sand and Oilsand	86	28	19.7	Oil sand and Oilsand	137	24	19.4
Coal	28	13	16.7	Coal	114	42	21.6	Wind Power	94	28	19.7	Coal	73	22	17.7
Renewable Energy	20	12	15.3	Hydro	64	30	15.5	Coal	45	27	19	Renewable Energy	39	21	16.9
Fossil	17	9	11.5	Fossil	39	22	11.3	Renewable Energy	35	14	9.8	Wind Power	53	21	16.9
Green energy	12	9	11.5	Renewable Energy	35	21	10.8	Hydro	21	12	8.5	Alternative Energy	28	16	12.9
Hydro	35	9	11.5	Nuclear	79	16	8.2	Fossil	18	11	7.7	Fossil	19	13	10.5
Alternative Energy	12	8	10.3	Alternative Energy	26	15	7.7	Alternative Energy	12	9	6.3	Green energy	10	8	6.5
Nuclear	72	7	9	Geothermal	28	13	6.7	Biodiesel	14	7	4.9	Nuclear	16	8	6.5
Oil sand and Oilsand	26	7	9	Biomass	17	10	5.2	Biofuel	14	6	4.2	Biodiesel	17	8	6.4
Biodiesel	5	5	6.4	Oil sand and Oilsand	51	9	4.6	Nuclear	40	6	4.2	Biofuel	21	7	5.6
Biofuel	9	5	6.4	Green energy	8	6	3.1	Green energy	4	4	2.8	Hydro	10	7	5.6

Results:

- A hierarchy of who was given a voice in the greening coverage exists with businesses mentioned the most and government being the next group. On the other end of visibility the least mentioned were people in Inuvik, Inuit's and Aboriginal/First Nation/Indigenous people.
- Our study revealed that although 88% of newspaper articles that covered greening also covered energy issues, only 0.15% of the articles that covered energy issues also contained the term greening.
- Greening was mostly framed in economical not environmental protection terms
- Very little was found about the effect of business practices on environmental performance and the role of governments and non-governmental agencies in aiding the effect of sustainable business practices.

Conclusion:

The media investigated are not informing the reader on the issue of greening in a useful manner.

The full paper with complete references can be found at Wolbring Gregor and Noga Jacqueline (2013) [Greening and Energy Issues: An Analysis of Four Canadian Newspapers](#) Journal of Sustainable Development Vol. 6, No. 7; Article 8; p. 88-113; open access