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## Greta Thunberg's Life-Writing on Facebook: A Quantitative Analysis

**Abstract:** Greta Thunberg is an iconic figure, whose engagement in the issues of the environment and climate change has made her a household name (Molder et al. 668). Another factor that contributes to her recognizability by millions of people globally involves her active online presence on social networking sites (SNSs), which she utilizes to communicate her views on climate change- and environment-related issues (Bergmann and Ossewaarde 267). The article presents a quantitative study on Greta Thunberg's status updates on Facebook, which are problematized as instances of life-writing in digital personhood, which involves an online diary afforded by SNSs in general and Facebook in particular (Ortiz-Vilarelle 9). The study aimed at collecting a corpus of Thunberg's Facebook status updates and analysing them quantitatively in order to establish frequently recurring lexical patterns, which shed light onto her preferred ways of construing climate change- and environment-related discourse. The corpus analysis, which was executed in the software program AntConc, revealed that Thunberg's life-writing on Facebook was characterized by such frequently occurring lexical items, as self-mentions (e.g., *we*) and the words *climate* and *strike*. The findings were further discussed in detail in the article.

**Keywords:** a corpus-assisted study, discourse on climate change, Facebook, life-writing

### 1. Introduction

In harmony with the theme of this issue of *Anglica Wratislaviensia* that focuses on change in the practices of life-writing, the article introduces and discusses a quantitative corpus-assisted study that looks into Greta Thunberg's writing in the form of status updates on Facebook. The theme of change in life-writing is interpreted in the study as writing for change, which in case of Greta Thunberg is extrapolated to the construal of change in relation to ecology and climate change. In the study, Greta Thunberg's status updates on Facebook are problematized as autobiographic

instances of life-writing (Maguire 53), which concern change in general, the issue of climate change in particular, and change in the environment we all live in.

Greta Thunberg is a well-known public persona, who is actively involved in the youth protest movement that aims at mitigating the negative consequences of climate change and protecting the environment (Soßdorf and Burgi 1). With her highly mediatized involvement in the aforementioned issues, she has become an easily recognizable global icon of climate change- and environment-related activism (Ryalls and Mazzarella 2491; Wahlström and Uba 1). As one of the most potent symbols of the contemporaneous youth protest movement, Thunberg is known as an avid user of social networking sites (SNSs), in particular Facebook, which she utilizes rather aptly in her communication with her followers and the general public (Elgesem and Brüggemann 237).

Whilst Thunberg's discourse on SNSs is quite amply elucidated (Kapranov, "Syntax" 15; Kissas 1), still not much is known about the lexical items, in particular, keywords, collocations, etc., that she frequently uses on Facebook. Given a paucity of studies on the topic (Buhre 251), the present investigation seeks to elucidate the frequency of the occurrence of lexical items in a corpus of her Facebook status updates. The investigation aims at answering the following research question (RQ): What are the most frequent lexical items and their sequences in Greta Thunberg's status updates on Facebook?

In line with the RQ, the article proceeds as follows. First, in section 2, I provide the review of the literature on quantitative approaches to the investigation of climate change discourse. The literature review, however, is not focused on prior studies on Greta Thunberg's discourse, which are intentionally omitted due to a cornucopia of meta-analyses on the matter (see, for instance, Bergmann and Ossewaarde 267). Thereafter, in section 3, the present quantitative study is introduced and I describe the methodology used in the study, the results, and their discussion. Notably, the discussion of the results is carried out through the lens of life-writing afforded by Facebook. Finally, in section 4, I summarize the major findings in the context of climate change- and environment-related discourse.

## 2. A quantitative approach to climate change- and environment-related discourse: A literature review

There is copious literature on climate change- and environment-related discourse that employs quantitative methodology (Kapranov, "Modal" 38; Molek-Kozakowska 1). The quantitative computer-assisted methodology makes it easier to shed light onto large corpora for the analysis of climate change discourse and the associated topics and patterns of words, which, otherwise, are not readily identifiable by the readers and researchers (Grundmann 395). Let us review the quantitative approach to

researching climate change and environmental discourse by focusing on the major findings reported in the literature.

Judging from the literature, there is a fairly recent line of research that utilizes a computational analysis in order to study climate change- and environment-related discourse (Bohr 1). The use of computational methods, for instance, facilitates the identification of discursive themes that are found in news coverage concerning the issues of climate change and environmental sustainability (Kapranov, "Discourse" 35). Owing to the computational methodology, it has been established that conservative-leaning news outlets structure their coverage of climate change around the themes associated with corporate activities and sustainability (Kapranov, "Shell's Image" 392), whilst their liberal counterparts cover the issue from the standpoint of its impact and mitigation (Bohr 7). Furthermore, the computational analysis has uncovered that news outlets seem to focus on the societal dimension of climate change, which is reflective of the critical differences between the Global North and the Global South (Hase et al. 1). It has been ascertained that whereas news media in the Global North cover climate change frequently, the media in the Global South appear to focus on its challenges for their respective societies (Hase et al. 3).

The use of quantitative methodology of text analysis provides a wealth of data not only on news media discourse on the issue of climate change, but presents a robust approach to researching political discourse on climate change-related topics. For instance, a quantitative investigation of political discourse on climate change in the US Congress has manifested conspicuous differences in the way climate change discourse is structured depending on the partisan allegiance (Guber, Bohr, and Dunlap 538). Specifically, Congress representatives from the Democratic party employ a science-based manner of communicating the issues of climate change and environmental sustainability, whilst their Republican counterparts opt for anecdotal evidence in their climate change communication (Guber, Bohr, and Dunlap 539).

The aforementioned partisan divide on the issue of climate change is further developed in the literature, which posits that not only politicians, but also the public at large, take a rather divided and often contradictory stance on climate change (Coan et al. 1). In this regard, it should be noted that the quantitative approach helps to determine climate change-related contrarianism by means of a software-assisted content analysis. Markedly, a quantitative computer-assisted investigation of the corpus of blogs has yielded the findings, which show that the general public has a propensity to (1) question the results of climate science, (2) attack verbally the representatives of the climate science community, and (3) challenge climate change mitigation policies (Coan et al. 2). It should be emphasized that contrarianism and polarization on the issue of climate change are reflected in mass media too (Chinn, Hart, and Soroka 112). For instance, a number of relatively recent

computer-assisted studies (Adam et al. 1; Chinn, Hart, and Soroka 112; Keller et al. 219) inform that media representations of the issue of climate change are increasingly politicized and polarized, at least as far as the German, Indian, and US media landscapes are concerned.

Whilst the aforementioned studies on climate change discourse seem to uncover two broad positions (namely, conservative and liberal) that are invoked in the context of climate change discourse, it should be noted that there is a line of quantitative research that does not appear to reduce the climate change debate to the polar standpoints. Instead, a number of studies report and analyse the quantitative findings from a more neutral environmental perspective. For instance, in a quantitative investigation by Al-Rawi, Kane, and Bizimana (31) it has been discovered that, typically, human users of the SNS X (Twitter) appear to employ the term “climate change”, whilst automated accounts or bots use “global warming”. These findings are interpreted by the authors without delving into the conservative vs liberal debate. Similarly, a quantitative study by Kapranov (“Corpus” 216) has unveiled the frequent discourse markers that are used in structuring corporate discourse on climate change. Just like Al-Rawi, Kane, and Bizimana (31), Kapranov’s (“Corpus” 216) analysis of the quantitative findings is executed from the standpoint of a non-partisan environmental reflection.

Summarizing the literature review, I argue that quantitative approaches are rather extensive and far-reaching in their endeavours to cast light onto media, political, and popular discourses concerning the issues of climate change and the environment. However, as already mentioned, there seems to be no quantitative state-of-the-art studies that focus on the recurrent lexis in climate change- and environment-related discourse by Greta Thunberg, a well-known climate change activist. Further in the article, in section 3, I discuss a quantitative software-assisted study on the most frequent lexical items and their patterns that are employed by Thunberg in her communication on Facebook.

### 3. The present study: Its research aims, corpus, and methodology

As previously stated in the introduction, Greta Thunberg’s status updates on Facebook are considered an example of autobiographic instances of life-writing (Kapranov, “Syntax” 15; Maguire 53), which can provide an invaluable insight into her activities and stance on the issues of climate change and the environment. Whilst I concur with Böckling (233) that SNSs offer a fruitful ground for investigating life-writing in a variety of forms, which, first of all, are manifested by a multimodal dimension, the present study focuses exclusively on the frequent lexical items and their patterns in Thunberg’s status updates. Presumably, the frequency of the occurrence of the lexical items facilitates the construction of Thunberg’s lexical portrait

that is reflective of the lexical and discursive blueprint (Bromhead 1) of her life, at least as far as her digital life on Facebook is concerned.

Guided by the aforementioned contention, the study aims at (1) collecting a corpus of Thunberg's status updates on Facebook and (2) analysing them quantitatively in order to uncover the most frequent lexical items and their patterns in the corpus. In line with the aims, the RQ of the study has been formulated (see introduction), which addresses the frequency of the occurrence of lexical items and their patterns.

As explained above, the corpus of the study involves Thunberg's status updates on her official Facebook page available at <https://www.facebook.com/gretathunbergsweden>. The updates are downloaded as plain text only, which means that multimedia elements are factored out from the corpus collection. The corpus involves Thunberg's status updates written in English and by her only (i.e., reposted texts are not factored in) from 1 January 2020 to 1 January 2024. Specifically, her status updates in Swedish, her mother tongue, are not included in the corpus. Additionally, the procedure of corpus collection excludes her followers' comments on the status updates. Following the corpus inclusion criteria, the corpus is comprised of 7,498 tokens, 1,980 types, and 653 sentences. The type-token ratio (TTR) as a measure of vocabulary variation is calculated as follows: the number of types  $\div$  the number of tokens  $\times$  100 (hence, in this case the TTR = 26.4).

It should be specified that Thunberg's Facebook status updates are processed in the following manner. First, they are downloaded from Facebook as plain text files. The hyperlinks and hashtags in the status updates are converted to plain text as well. They are treated as one word, for instance, the hashtag *#fridaysforfuture* is treated as one word. Second, all the status updates are merged into one file, which is further processed in the software program AntConc (Anthony). The program computes the frequency of the occurrence of words and *n*-grams (i.e., the number of successive lexical items in the corpus). In line with Biber and Barbieri (263) and Biber, Conrad, and Cortes (371), the length of an *n*-gram is set at *n* = 4 in AntConc. Third, the respective percentages of the most frequent lexical items in the corpus are calculated in the software program Statistical Package for the Social Sciences (SPSS) version 20.0 (IBM). The results of the quantitative analysis and their discussion are presented in subsection 3.1 below.

### 3.1. Results and discussion

The corpus analysis in AntConc has yielded the word frequency data that are summarized in Table 1 in the form of the frequency of the occurrence and percentages to the total number of words in the corpus. It should be noted that the most frequent determiners (e.g., *the*) and prepositions (e.g., *in*) are excluded from Table 1, whilst pronouns and auxiliary verbs are included.

Table 1: The most frequent words in the corpus

| #  | Word                  | Occurrence | Percentage |
|----|-----------------------|------------|------------|
| 1  | We                    | 124        | 1.6        |
| 2  | Is                    | 110        | 1.4        |
| 3  | Climate               | 89         | 1.1        |
| 4  | I                     | 64         | 0.8        |
| 5  | Strike                | 61         | 0.8        |
| 6  | Have                  | 56         | 0.8        |
| 7  | Will                  | 55         | 0.7        |
| 8  | #fridaysforfuture     | 53         | 0.7        |
| 9  | Week                  | 52         | 0.7        |
| 10 | Crisis                | 51         | 0.6        |
| 11 | Be                    | 50         | 0.6        |
| 12 | School                | 50         | 0.6        |
| 13 | You                   | 49         | 0.6        |
| 14 | People                | 43         | 0.5        |
| 15 | #climatestrike        | 39         | 0.5        |
| 16 | They                  | 37         | 0.5        |
| 17 | Today                 | 37         | 0.5        |
| 18 | Can                   | 36         | 0.5        |
| 19 | Now                   | 31         | 0.4        |
| 20 | Our                   | 30         | 0.4        |
| 21 | World                 | 29         | 0.4        |
| 22 | #schoolstrike4climate | 27         | 0.3        |
| 23 | My                    | 26         | 0.3        |
| 24 | One                   | 26         | 0.3        |
| 25 | All                   | 25         | 0.3        |

It is evident from Table 1 that the self-mentions *we* and *I* are highly frequent in the corpus. This finding is novel, given that the literature does not report a frequent use of self-mentions in climate change and environment-related discourse (Adam et al. 1; Al-Rawi, Kane, and Bizimana 31; Chinn, Hart, and Soroka 112; Grundmann 395; Kapranov, “Self-mention” 131; Keller et al. 219). I interpret the finding as a potent indicator of Facebook as a personalized online diary, which is referred to in the studies conducted by Kapranov (“Syntax” 15), Kissas (1), Maguire (53), and Ortiz-Vilarelle (9). In this regard, it should be reiterated that the literature (Elgesem and Brüggemann 237; Ryalls and Mazzarella 2491; Soßdorf and Burgi 1; Wahlström and Uba 1) portrays Thunberg as a global icon of climate change activism and, consequently, we may expect from the present data a clearly visible dominance of climate change- and environment-related lexica. However,

the pre-eminence of self-mentions *we* and *I* opens a deeply personalized dimension to Thunberg's online discourse.

In light of the novelty of the aforementioned finding, it seems reasonable to allude to Grundmann (395), who posits that quantitative software-assisted studies “should provide us with new possibilities, and unexpected insights”. Indeed, the high frequencies of self-mentions *we* and *I* are rather unexpected in the corpus, especially if we look at Thunberg's persona exclusively through the lens of the issues of climate change and the environment. However, the highly frequent *we* and *I* are, nevertheless, embedded in the context of climate change- and environment-related communication by Thunberg. Whilst I address this contention further in the article, so far, the finding can be interpreted twofold. The first interpretation is, arguably, associated with the medium of communication afforded by Facebook. Again, I refer to it in the context of the present investigation as a metaphor “Facebook as an online digital diary in life-writing”. Assuming that Facebook and, especially, status updates on Facebook, are reflective of a personal discursive space that is filled with one's thoughts, reflections, and descriptions, the high frequency of *I* seems to be logical. As far as the second interpretation is concerned, let us consider a very high frequency of the self-mention *we* (see Table 1), which is indicative of Thunberg's positioning herself not so much as an *I*, but as an *I* that is part of a wider community of Facebook followers, the so-called “Facebook *we*”, which seems to designate an index of community. Let us examine the self-mentions *we* and *I* in the *n*-gram surroundings in Table 2 below, which summarizes the top twenty-five frequencies (F) of the occurrence of *we* and *I* and provides their rank (R) in the corpus.

As previously mentioned, the frequent self-mention *we* is embedded in the context of climate change discourse. The *n*-gram data in Table 2 seem to support this argument. Specifically, it is observed in Table 2 that the self-mention *we* collocates with the instances of modality (i.e., *we* + *modal verb*) in the context of climate change discourse, which denotes (1) necessity, for instance “We need drastic emission” (reductions), “We need to act” (on climate change), (2) ability and possibility, as well as lack thereof, as in “We can still act”, “We can't solve”, and (3) future action and strong volition, which are evident from “We will never give” (up), “We will achieve immediate” (results), etc. Also set in the context of climate change discourse, *we* combines with copula verbs and the accompanied predicative expressions that are manifested by adjectives, nouns, or participles, as in “We are the change” and “We are strong as”, respectively. Finally, *we* is linked to action verbs, which in the present corpus pertain to the context of climate change protest, suffice it to mention “We draw the line”, as well as “We keep on protesting”.

Unlike the frequent use of the self-mention *we*, which is employed predominantly in the context of the climate change agenda, Thunberg utilizes the self-mention *I* in relation to her personal stance, that is not always related to the topic of



climate change and the environment, e.g., “I am extremely grateful”, “I am very emotional”, etc. Furthermore, the self-mention *I* is employed by Thunberg in conjunction with locations that are neither associated with the environment nor with the issue of climate change, c.f. “I am still here” and “I was in school”. However, Thunberg typically resorts to the combination of *I* + *action verb* in the context of climate change protest, for instance “I’ve decided to”, “I want to use”, etc.

Table 2: The frequencies of *we* and *I* in *n*-grams

| #  | <i>We</i>                                | <i>I</i>                                   |
|----|--|--|
| 1  | We don't have (R = 1; F = 4)             | I'll join the (R = 1; F = 2)               |
| 2  | We can no longer (R = 2; F = 2)          | I would strongly suggest (R = 1; F = 2)    |
| 3  | We can't solve (R = 2; F = 2)            | I am extremely grateful (R = 3; F = 1)     |
| 4  | We will never give (R = 2; F = 2)        | I am pleased to (R = 3; F = 1)             |
| 5  | We will not be (R = 2; F = 2)            | I am very emotional (R = 3; F = 1)         |
| 6  | We will achieve immediate (R = 6; F = 1) | I am still here (R = 3; F = 1)             |
| 7  | We act in solidarity (R = 6; F = 1)      | I don't know (R = 3; F = 1)                |
| 8  | We are prepared to (R = 6; F = 1)        | I'm addressing the (R = 3; F = 1)          |
| 9  | We are striking in (R = 6; F = 1)        | I'm excited to (R = 3; F = 1)              |
| 10 | We are strong as (R = 6; F = 1)          | I'm looking forward (R = 3; F = 1)         |
| 11 | We are the change (R = 6; F = 1)         | I met with media (R = 3; F = 1)            |
| 12 | We are young people (R = 6; F = 1)       | I personally recommend that (R = 3; F = 1) |
| 13 | We can still act (R = 6; F = 1)          | I said several times (R = 3; F = 1)        |
| 14 | We can achieve almost (R = 6; F = 1)     | I should say something (R = 3; F = 1)      |
| 15 | We can still avoid (R = 6; F = 1)        | I've basically recovered (R = 3; F = 1)    |
| 16 | We change our behaviour (R = 6; F = 1)   | I've been working (R = 3; F = 1)           |
| 17 | We have been striking (R = 6; F = 1)     | I started feeling some (R = 3; F = 1)      |
| 18 | We keep on protesting (R = 6; F = 1)     | I've decided to (R = 3; F = 1)             |
| 19 | We keep showing up (R = 6; F = 1)        | I've had it (R = 3; F = 1)                 |
| 20 | We have the possibility (R = 6; F = 1)   | I want to send (R = 3; F = 1)              |
| 21 | We have to listen (R = 6; F = 1)         | I want to use (R = 3; F = 1)               |
| 22 | We need to act (R = 6; F = 1)            | I want to make (R = 3; F = 1)              |
| 23 | We draw the line (R = 6; F = 1)          | I was feeling tired (R = 3; F = 1)         |
| 24 | We must unite behind (R = 6; F = 1)      | I will not earn (R = 3; F = 1)             |
| 25 | We need drastic emission (R = 6; F = 1)  | I was in school (R = 3; F = 1)             |

It is evident from the data (see Table 1) that following the frequent use of self-mentions *we* and *I*, her Facebook status updates are characterized by a strong discursive presence of the issue of climate change, with *climate* being the third most frequent word. However, the other climate change-related issues, namely



sustainability and environmental sustainability, are epiphenomenal in the corpus. This observation is further supported by the frequency data found in Table 1. Arguably, Thunberg's intense concentration on the issue of climate change, which transpires with the concurrent backgrounding of the related topics of the environment and sustainability, is indicative of one of the major foci that characterizes her Facebook discourse. This contention seems to be further supported by other frequently occurring climate change lexica, such as the hashtags #climatestrike and #schoolstrike4climate. Additionally, the third most frequent word—*climate* (see Table 1)—collocates with the frequently occurring nouns *crisis* and *strike* in the corpus, thus reinforcing Thunberg's focus on the issue of climate change. These findings are presented in Table 3 below.

Table 3: The frequency of *climate* in *n*-grams

| #  | Climate   |
|----|---|
| 1  | Climate and ecological crisis (R = 1; F = 4)      |
| 2  | Climate and ecological emergency (R = 2; F = 2)   |
| 3  | Climate crisis is still (R = 2; F = 2)            |
| 4  | Climate strike in Stockholm (R = 2; F = 2)        |
| 5  | Climate strike this Friday (R = 2; F = 2)         |
| 6  | Climate strike week school (R = 2; F = 2)         |
| 7  | Climate action is actually (R = 8; F = 1)         |
| 8  | Climate action looks like (R = 8; F = 1)          |
| 9  | Climate action the reasons (R = 8; F = 1)         |
| 10 | Climate action therefore we (R = 8; F = 1)        |
| 11 | Climate activists from all (R = 8; F = 1)         |
| 12 | Climate and ecological emergencies (R = 8; F = 1) |
| 13 | Climate and environmental crisis (R = 8; F = 1)   |
| 14 | Climate and environmental justice (R = 8; F = 1)  |
| 15 | Climate book released October (R = 8; F = 1)      |
| 16 | Climate change and exploitative (R = 8; F = 1)    |
| 17 | Climate change will be (R = 8; F = 1)             |
| 18 | Climate change was signed (R = 8; F = 1)          |
| 19 | Climate conference this is (R = 8; F = 1)         |
| 20 | Climate crisis a global (R = 8; F = 1)            |
| 21 | Climate crisis and more (R = 8; F = 1)            |
| 22 | Climate crisis small steps (R = 8; F = 1)         |
| 23 | Climate crisis the consequences (R = 8; F = 1)    |
| 24 | Climate crisis to communicate (R = 8; F = 1)      |
| 25 | Climate emergency people in (R = 8; F = 1)        |

An interesting facet of Thunberg's Facebook discourse, which arises from the data summarized in Table 3, involves the co-occurrence of *climate + crisis* and *climate + justice* with the adjectives (1) *environmental* in "Climate and environmental crisis" and "Climate and environmental justice", and (2) *ecological* in "Climate and ecological crisis" and "Climate and ecological emergency", respectively. The peculiarity of these *n*-grams rests with the fact that neither the word *environment/the environment* nor *ecology* is found within the most frequent words. Presumably, this ascertainment amplifies the aforementioned focus on the keyword *climate*, which is foregrounded in the combinations with *climate + crisis*, *climate + strike*, *climate + action*, *climate + change*, and *climate + emergency* (see Table 3). Notably, we do not observe in the data the collocation *climate + sustainability* and the associated collocations *climate + sustainable development* and *climate + environmental sustainability*.

Based upon the word frequencies, it could be posited that the present investigation has exposed two novel facets of Thunberg's Facebook discourse, namely (1) a strong personal dimension in her communication on Facebook that is manifested by the self-mentions *we* and *I*, and (2) a striking focus on the issue of climate change, whereas the cognate issue of sustainability (inclusive of environmental sustainability) is backgrounded.

Yet, one more remark that should be made in conjunction with the data presented in Table 3 involves the following. The frequent word *climate* does not seem to be regarded by Thunberg as a merely abstract construal, but rather, it equates with action, protest, and strike, as seen from the *n*-grams "Climate strike in Stockholm", "Climate strike this Friday", "Climate strike week school", "Climate action therefore we", and "Climate action looks like". These data are suggestive of Thunberg's action-oriented climate change agenda, which is concrete, feasible, and, more importantly, practical. Its practicality is further buttressed and elaborated by the deictic references, such as "this Friday", "in Stockholm", and "in school", which, in their turn, pertain to the keyword *strike*. The frequent word *strike* seems to render her Facebook updates an impression that she treats Facebook as a personal log, where she digitally pencils down activities associated with the climate change protest, cf. "Strike week in Glasgow", "Strike week in Milano", "Strike week in Hamburg", etc., which appear to act in unison with other log- or diary-like features, such as the time references "Strike week today one" and "Strike week yesterday in". The log-like time references that are evident from the *n*-grams of *strike* in Table 4 below facilitate the interpretation of the findings through the construal of life-writing, in which Thunberg's life events are marked on Facebook by time and location in conjunction with climate activism and climate protests.

It should be, perhaps, reiterated that *strike* is the fourth most frequent word in the corpus. It is seen in Table 4 that there are multiple *n*-grams of *strike* that combine with *week* as in *strike week*, a form of climate change protest, which Greta Thunberg and her followers are engaged in. The high frequency of the occurrence of *strike* and

its combinability with *week* seems to support the literature (Adam et al. 1; Chinn, Hart, and Soroka 112; Keller et al. 219), which demonstrates that the issue of climate change is divisive and polarized. Indeed, *strike* and *strike week* designate one extreme pole of the divide on climate change, namely climate change activism that is involved in the protest to stop greenhouse gas emissions, proceed with the plans to mitigate the negative consequences of climate change and comply with the targets of net zero emissions (Kapranov, “Throwing” 175). Whilst the aforementioned pole “pro-climate change activism” is clearly evident from the data (see Table 4), Thunberg’s lexica that pertain to the opposite pole of “climate change deniers” are infrequent in the corpus. It follows from the word frequencies that Thunberg highlights climate change activism without paying lexically too much attention to the opposing camp, perhaps, assuming that the other pole is already well-known to her supporters and Facebook followers. This finding could be emblemized by Thunberg’s statement in one of her speeches: “We, who together are the movement Fridays for Future, we are fighting for our lives” (Thunberg). She seems to imply that she and her community know what and who they are fighting against.

Table 4: The frequency of *strike* in *n*-grams

| #  | Strike                                   |
|----|--|
| 1  | Strike week school strike (R = 1; F = 7) |
| 2  | Strike week please act (R = 2; F = 3)    |
| 3  | Strike from school every (R = 4; F = 1)  |
| 4  | Strike in Berlin and (R = 4; F = 1)      |
| 5  | Strike in Stockholm week (R = 4; F = 1)  |
| 6  | Strike on Mynttorget to (R = 4; F = 1)   |
| 7  | Strike this week will (R = 4; F = 1)     |
| 8  | Strike week a reminder (R = 4; F = 1)    |
| 9  | Strike week and happy (R = 4; F = 1)     |
| 10 | Strike week in Glasgow (R = 4; F = 1)    |
| 11 | Strike week in Milano (R = 4; F = 1)     |
| 12 | Strike week in Hamburg (R = 4; F = 1)    |
| 13 | Strike week right now (R = 4; F = 1)     |
| 14 | Strike week the climate (R = 4; F = 1)   |
| 15 | Strike week this Friday (R = 4; F = 1)   |
| 16 | Strike week today in (R = 4; F = 1)      |
| 17 | Strike week today one (R = 4; F = 1)     |
| 18 | Strike week today we (R = 4; F = 1)      |
| 19 | Strike week in a (R = 4; F = 1)          |
| 20 | Strike week only one (R = 4; F = 1)      |

Table 4 (continued)

|    |  |
|----|--|
| 21 | Strike week the science (R = 4; F = 1)     |
| 22 | Strike week outside the (R = 4; F = 1)     |
| 23 | Strike week we had (R = 4; F = 1)          |
| 24 | Strike with millions taking (R = 4; F = 1) |
| 25 | Strike week yesterday in (R = 4; F = 1)    |

Leaving aside the polarized and divisive context, which clearly arises from the data, let us observe that the findings also invite an interpretation from the standpoint of a non-partisan ecological reflection (see Al-Rawi, Kane, and Bizimana 31) and Kapranov (“Corpus” 216). As far as the ecological reflection on the data is concerned, we may assume that the quantitative analysis of Greta Thunberg’s Facebook status updates has unveiled the life-writing log by a young female, who is passionate and focused on the issue of climate change. In her passion and focus though, she transcends the local context of her physical and online-based surroundings and rises above them to the level of the international girlhood (Keller 682) that emblemizes climate change-related concerns. Summarizing the discussion, it seems quite reasonable to argue that Thunberg’s Facebook discourse allows to define her as a profoundly personalized communicator, whose online presence of Facebook is associated, preponderately, with the issue of climate change.

#### 4. Conclusions, limitations, and avenues for future research

The article discusses a quantitative study that aims to determine the most frequent lexical items and their patterns in the corpus of Thunberg’s status updates on Facebook. Guided by the RQ, the corpus analysis has yielded the most frequent lexical items that involve self-mentions *we* and *I*, and the words *climate* and *strike*. In conjunction with the results of the corpus analysis, two novel findings have been discovered. The first one involves the highly frequent self-mentions *we*, which is embedded into the Thunberg’s discourse on climate change, and *I*, which is immersed in a more personal and less climate change-related dimension. The novelty of the finding comes to the fore in comparison with the literature, which does not report high frequencies of the occurrences of self-mentions in the context of climate change discourse. The high frequencies of self-mentions in the corpus are suggestive of a lexically embossed pattern that Thunberg utilizes in her writing on Facebook, which rightfully can be regarded as her digital log, or a digital diary of life-writing.

The second finding is related to the word *climate*, which is the third most frequent word in the corpus. It has been found that *climate* collocates neither with

*sustainability* nor *environmental sustainability*. The low frequency of *sustainability* (the total number of the occurrence in the corpus = 1) and the associated notions of *environmental sustainability* and *sustainable development* and, in contrast, a high frequency of *climate*, which Thunberg combines with an almost equally frequently distributed *strike*, point to the importance of climate change-related issues in Thunberg's life-writing on Facebook. Her seemingly insignificant focus on sustainability appears in contrast to the literature (Bohr 7; Coan et al. 1; Guber, Bohr, and Dunlap 538; Hase et al. 3), which reports that climate change discourse, at least by political and corporate actors, seems to be inclusive of the notion of sustainability and sustainable development. Metaphorically speaking, this finding adds yet another stroke of lexical paint that is specific to Thunberg's life-writing on Facebook.

The study has two quite obvious limitations. The first one is associated with the limited corpus of the study, which is based exclusively on the data garnered from Facebook. Another limitation stems from the lack of a qualitative component. The limitations, however, may offer novel directions and research opportunities to explore Thunberg's Facebook discourse and, generally, her online discourse on SNSs from the perspective of a more substantial corpus, which should be analysed qualitatively and quantitatively.

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