

Recommender for Online Climate Change Petitions with Psycholinguistic and Social Features

TREO Talk Paper

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Abstract

Climate change attracts a huge amount of public concerns. The public initiate and online support petitions to express their concerns to make positive impacts. The importance of online petition related to climate change have dramatically increased in the last couple of years. It had become an important tool in giving power to the people to change the status quo. Despite the real change that some online petitions make, it was studied that 99% of the petitions on Change.org were never marked as “victory” (S.-W. et al., 2015). We believe that there are several obstacles for online petitions success. For individuals, finding relevant online petitions relevant to their specific concerns could be challenging for there are thousands of online petitions available. This proposal aims to assist people to navigate online petitions to discover related concerns on climate change. It proposes to design a recommender system. The proposed recommender system incorporates a set of psycholinguistic and social network features. Compared with traditional recommender systems based on behavioral traces and similarity, adding these features proved to recommend more relevant climate change related petitions for users to express their support.

References

S.-W., H., Suh, M. M., Hill, B. M., & Hsieh, G. (2015). How Activists Are Both Born and Made: An Analysis of Users on Change. org (pp. 211-220): Proceedings of the 33rd Annual ACM Conference on Human Factors in Computing Systems.