

# Tweeting Climate Strike: A Netnographic Study of Fridays for Future's Narratives in the USA and Bangladesh



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**Abstract:** Nowadays, Twitter (now X) has been a key battleground for environmental activism. This study reveals patterns in the narratives shared by the climate strike movement Fridays for the Future (FFF) on the microblogging platform. The article categorically investigates the points on which the platform publicises varying concerns and disseminates differing priorities in the USA and Bangladesh, situated in the so-called Global North and South, respectively, while fighting against the catalysts of climate change. The Twitter handles of the youth-led movements, namely Fridays for Future U.S. and Fridays for Future Bangladesh, are utilising this social media platform to convey their agendas globally and influence public opinion. This paper highlights the concerns and priorities shared by these Twitter communities in the two countries, aiming to mobilise their agendas and assemble their supporters. The study has found that the social media movement platforms share concerns primarily about the causes and consequences of climate change, power corruption, and system rigging by the 'dirty companies', climate, and social justice for those who mainly suffer during climatic disasters. The platforms also discuss possible resolutions to contain the increasing number of climatic incidents and, subsequently, their impact and action plans. The netnographic method, which employs an inductive approach, was used to analyse the tweeting data.

**Keywords:** Climate Change, Climate Strike, Fridays for Future, Social Media Movement, Twitter.

## I. INTRODUCTION

### A. Small Talk Big Impact

“Big changes start with small talk” (Camarillo et al., 2021, p. 1 [1]) as seems the widely used social networking platform Twitter [The site's former name 'Twitter', now 'X', is kept and continued in the entire article as it was known as formerly during the data collection] does the same through its microblogging mode of expression to disseminate information, share memories and experiences, and sometimes to mobilize supporters, and keep fans enchanted and connected igniting changes in their personal and social worlds.

Additionally, researchers believe that Twitter has also been an essential site for “nongovernmental organizations” (Fownes et al., 2018 [2]) to influence public opinion about climate change. These Twitter-based global climate strike communities—Fridays for Future U.S. (FFF-US) and Fridays for Future-Bangladesh (FFF-BD), which are studied here, also rally their supporters and fans through their micro-statements in the same fashion. To understand the varying concerns and priorities of the platforms, this research report discusses findings retrieved from tweets posted by the platforms from their inception to June 2022, when the research was initiated. A thorough reading of the tweets reveals that the activists of the two social media movement platforms share a concern for and priorities mainly about causes and consequences of climate change, system corruption, and power rigging by the 'dirty companies', climate and social justice incurred upon a particular group of people and nations. The platforms also discuss solutions to an increasing number of climatic incidents and their impact, as well as action plans. The study shows that both platforms also have differing perspectives and divergent action methods in their fight against climate change in their respective regions. Therefore, activists from both organisations also share some common points of discussion.

### B. Profiling Twitter

Microblogging social networking medium Twitter was launched in March 2006 (Malik et al., 2019 [3]). It offers text-based primarily content (Buchman et al., 2013 [4]) limited to 280 characters since 2017 (Boot et al., 2019 [5]) along with a scope to embed “links to blogs, web pages, images, videos and all other material online” (Maclean et al., 2013, p. 295 [6]). Twitter permits its users to circulate their ideas between groups interested in similar areas locally, nationally, and globally (Maclean et al., 2013 [7]). Since this platform gives a precise view of the perception and perspective of a person, an organization, and any other users, nowadays it has been a popular site for researchers as well for investigating issues at the juncture of the sciences, life sciences, politics, movement, and policymaking (Chen et al., 2022, p. 114 [8]).

### C. Profiling FFF and its US and BD Communities

The youth-led worldwide climate strike movement Fridays For Future, which is often referred to as 'FFF', emerged in September 2018. 15-year-old Greta Thunberg initiated the movement through a school strike outside the Swedish parliament to create pressure on political leaders demanding actions against climate change (Marquardt, 2020 [9]).

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Later, youths from every corner of the world joined the movement, which is now the world's most significant youth climate movement. A short description of the two Twitter communities is presented following (Table 1). Both Twitter handles of the FFF posted 545 tweets in 45 months until June of this year (2022).

**Table 1. Profile of the Twitter Handles**

@FFFUnitedStates		@FFFBangladesh	
Joined Twitter	Jan 2019	Joined Twitter	May 2019
Started activity	19 Feb 2020	Started activity	19 Mar 2021
Followers	13.5K (until Jun 2022)	Followers	4,523 (until Jun 2022)
Following	462 (until Jun 2022)	Following	2,453 (until Jun 2022)
Direct tweets	357 (until Jun 2022)	Direct tweets	188 (until Jun 2022)

The languages used in the Twitter handles were mainly English. All tweets of the FFF-US platform were in English. The FFF-BD handle predominantly tweeted in English, too. In 16 months, it posted only 7 tweets in the Bengali language. The Bengali tweets were also included in the analysis. Thus, for linguistic authenticity, those seven tweets were translated by a professional translator.

## II. THEORETICAL BASIS

The intensifying concern for environmental degradation related to climate change is being amplified every passing day, as the earth's dwellers are increasingly battered by an increasing number of climatic disasters now than at any time in the recent past. The modern environmental movement, which was initiated in the 1960s following the publication of Rachel Carson's *Silent Spring* (1962) (Rootes, 2008, p. 296 [10]) depicts the detrimental effect of pesticides on humans, animals, and other living beings in the natural world (Erdős, 2019 [11]). This seminal work, although heavily criticised by the then-existing chemical companies, generated momentum by creating awareness among activists and people in the United States. Immediately, the rising environmental public sensitivity compelled US politicians to pass crucial ecological laws, which made the US a leader in global environmental protection. The ripple of the movement in a bid to protect the natural environment voyaged throughout the globe and kept the earth vibrated for the next two decades. This period can be called the 'environmental awareness era'. The next era, marked by the establishment of Earth Day in the US, can be termed the era of environmental activism. Peace activist John McConnell floated the idea of Earth Day in 1969 as a concept to celebrate the 'living systems' of the earth with a public holiday (Erdős, 2019 [12]). The first Earth Day celebration drew 20 million people across the United States (Hopke & Paris, 2021 [13]) and that is marked as a significant event in the history of environmental activism. The event is dubbed as "new environmentalist consensus" (Rootes, 2004, p. 614 [14]) as this event brought up enormous support for environmental activism across the world. Decades later, at the beginning of the 21st century, the world entered a new era of organisational and personal communication, driven by the advent of social media platforms. The digitalized virtual platforms steered new

patterns of communication for environment activists, creating a new era that can be called the era of "digital activism" (Hopke & Paris, 2021, p. 360 [15]). Consequently, in this new era, environment activists demonstrated more unprecedented public engagement than the previous physical movement that was "less engaged in public activities" (Rootes, 2004, p. 611 [16]). The new public engagement in this era of technological development was particularly conveyed through social media sites, such as Twitter, Facebook, TikTok, and Instagram. These new social media platforms have transformed "organizationally driven collective action" (Hopke & Paris, 2021, p. 360 [17]) to virtually transmitted "connective action" (Bennett & Segerberg, 2012, p. 743 [18]). The environment-related organizational activities through the Internet are mainly conveyed in two ways—activism and advocacy (Hopke & Paris, 2021 [19]). This new form of activism is branded as 'digital activism' while advocacy is known as "internet-mediated advocacy" (Hopke & Paris, 2021, p. 360 [20]). The digitally mediated activism, like Fridays For Future, is conducted under the guidelines of "online-to-offline tactics" or OTO-Tacs (Hopke & Paris, 2021, p. 360 [21]). Recently, many climate campaigns have been successful due to the novel social movement tactics. If the activities of FFF communities worldwide, especially the climate strikes, are closely observed, it is noticeable that these social media communities employ similar tactics to achieve their goals, as their activities often follow a virtual-physical pattern. The activities and reachability of their actions can be defined under "disruptive social media virality" or DSMV model (see more Hopke et al., 2018, p. 4 [22]). DSMV comprises a bunch of stakeholders who treat themselves as outsiders in the mainstream environmental movement and decision-making. Consequently, the netizens involve themselves in the social media sphere like Twitter from personal consideration and believing that the "conventional public participation methods are perceived to be ineffective" (Hopke & Paris 2021, p. 357 [23]). This new model of public engagement has facilitated their participation in pursuing their own goals in a manner that suits them and on their terms. It has been learned that the range of activities in the two social media spaces can be studied through the lens of DSMV. In contrast, the OTO-Tacs approach helps understand the form of the activities of environmental activists.

## III. METHODOLOGY

### A. Overview

Qualitative research methods were employed to collect Twitter data and analyse the diverse nature of the tweeting statements from the two online communities of the Fridays For Future movement. Therefore, we deploy the research questions, "What are the concerns for and priorities of climate change movement Fridays For Future in the US and Bangladesh" and propose the hypothesis that "due to being placed in two different parts of the world, the two online movement implies differing concern and priorities in fight for climate change".



We first collected a comprehensive set of direct tweets from the platforms up to June 2022. The widely used computer-assisted method of accumulating Twitter data was entirely evaded. Instead, the tweets were manually collected. Generally, any study on Twitter data kick-starts by collecting tweets applying ‘search terms’ or ‘hashtags’. In that case, a researcher must choose the search terms very carefully to avert unnecessary derailment in the process of identifying an expected set of data (Kim et al., 2013 [24]). Researchers usually follow this process to gather large amounts of data that are humanly impossible to collect. Since our data set was limited to only two Twitter handles and was not large, the data could be collected manually and coded accordingly. Tweets from 45 months were studied to understand the varying priorities in terms of geographical locations in fighting climate change and to identify their concerns. For that purpose, every tweet of the two handles of the environmental movement was thoroughly investigated.

## B. Applied Method and Approach

The netnographic method that “involves an inductive approach” (Kozinets, 2010, p. 118 [25]) was deployed to analyze the tweets. This induction approach helps us have an overall statement about a phenomenon through “logical reasoning” (Kozinets, 2010, p. 119 [26]). Thus, this type of analysis indicates a thorough “examination of a whole by breaking it into its constituent parts and comparing them in different ways” (Kozinets, 2010, p. 118 [27]). This method outlines a clear, guided tour of the tweeting statements.

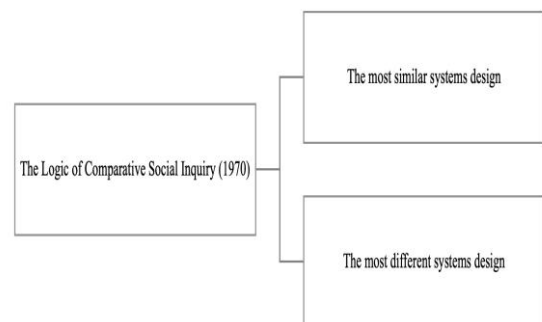
Miles and Huberman’s (1994) six-fold data analysis model—‘coding’, ‘noting’, ‘abstracting and comparing’, ‘checking and refinement’, ‘generalizing’, and ‘theorizing’ (Figure 1) (Kozinets, 2010, p. 119 [28])—was applied to dive deep into the realm of the diversified data sets. It is a sequential analytical action plan.



**Fig. 1. Method of Comparative Analysis Model of Data Analysis (Concept: Kozinets, 2010)**

Generally, ‘coding’ can be considered the first step in data analysis, as it involves identifying key aspects of the raw data derived from field notes, interviews, or other documents. Still, in terms of netnographic research, it involves Tweets on Twitter, posts on Facebook, and other social media platforms, as well as additional internet activities. This process can be executed in two ways: manually and automatically. In this era

of big data, researchers prefer to use computer-assisted data analysis software. Since the amount of data was small in size, it was done manually. Later, we read every line of the 545 tweets and coded accordingly. Keeping in mind the environmental concern and cost, we did not print it out. We did it on Microsoft Word, instead. At the stage of ‘noting’, what ethnographers call a ‘memo’ (Kozinets, 2010, p. 119 [29]), which stands for precise observation of each of the codes generated. A row in the code table was created, and the observation was recorded there. At the stage of ‘abstracting and comparing’, some thematic groups of the codes were developed as per their relationships, concepts, adherence, etc. The entire set of codes was categorised into eight thematic groups. The thematic categories have been elicited based on the “explanatory method” (see more Vigour, 2011, p. 5 [30]) of comparison that is pursued through a set of thematic categories of observed facts’ (Vigour 2011, p. 4 [31]). The “explanatory method” is generally intended to make a generalized statement of the obtained facts through comparison and is “mobilized as a substitute for experimentation” (Vigour, 2011, p. 4 [32]). Then, we stepped into the fourth, ‘checking and refinement’, to ensure infringement of thought and observation. At the fifth stage, ‘generalizing’, a generalized concept of the data was developed and then stepped into the sixth or the final stage of the analysis, ‘theorizing’ where elaborated what knowledge the data set evoked to conclude the research. Since it was a comparative study between two countries of different geographical locations on the earth, the two sets of data were compared to identify the varying concerns and priorities that the activists of the two countries highlighted in the context of already occurring climate change. Finally, to compare the Twitter data of the two countries, we have deployed The Logic of Comparative Social Inquiry (1970) (Przeworski & Teune, 1970 [33]). This comparative analysis is divided into two system designs—the Most Similar Systems Design and the Most Different Systems Design (Figure 2) (Meckstroth, 1975, pp. 132-133 [34]). The former system design examines “inter systemic similarities” (Meckstroth, 1975, p. 133 [35]) while the latter system design gathers and explains common facts and observations of the two comparing units (Vigour, 2011, p. 7 [36]).



**Fig. 2. Method of comparative analysis (Concept: Meckstroth, 1975)**



#### **IV. ANALYSIS**

The whole corpus of the analysis is divided into eight thematic groups—‘causes of climate change’, ‘consequences of climate change’, ‘political transgression and system corruption’, ‘solution suggestion’, ‘call to actions’, ‘climate justice and social justice’, ‘climate awareness’, and ‘movement and organization’. The ‘causes of climate change’ capture some factors that the climate leaders identified as significant sources behind climate change. In contrast, the ‘consequences of climate change’ discusses the impact and climatical incidents directly inflicted by climate change. Under the segment of ‘political transgression and system corruption’, failed promises of the political leaders, and infiltration of ‘dirty companies’ that rigged the system to let their business continue are discussed, whereas the ‘solution suggestion’ includes the differing and common suggestions and proposals of the platforms to tackle climate change. The ‘movement and organization’ theme discusses the organizational activities of the platform, especially their strikes and event promotion. The ‘call to actions’ segment argues calls for the climate leaders’ actions relating to adaptation, financial aid for the climate victims, and support for organizing events. The ‘climate justice and social justice’ part focuses on relations between the climate and social justice and its varying dynamics, and the ‘climate awareness’ section reveals methods and tactics of the awareness-making process of both online environment communities.

##### **A. Causes of Climate Change**

In the tweets, activists of the FFF-US and FFF-BD have identified fossil fuels as the primary driver of climate change. A nuanced analysis reveals a differentiation in their specific fossil fuel focus: FFF-BD emphasizes coal, notably campaigning against Bangladesh's Rampal and Matarbari coal power plants, whereas FFF-US accentuates the implications of oil and gas. FFF-BD not only expresses their concern about those coal power plants, but it also talks about the exploitation of foreign corporations and concern for Sundarbans, which is the largest mangrove forest in the world spanning 10,277 km<sup>2</sup> at the meeting of point of the Ganges and Brahmaputra rivers (Das, 2022 [37]).

FFF-US is more vocal about the oil and gas pipeline, for example, in an appeal to @POTUS, urging the government to honour electoral commitments by discontinuing oil and gas leasing. FFF-US posits that without such cessation, adherence to the Paris Agreement's 1.5°C temperature target becomes untenable, risking irreversible climatic trajectories. The platform further highlights the implications for wildlife, environmental degradation, and societal costs associated with the use of fossil fuels. Additionally, the FFF-US critically examines the historical antecedents of climate change, emphasizing the role of colonialism and its enduring consequences. It delineates how the inaugural large-scale anthropogenic impacts can be traced to colonial endeavours, with colonisers spearheading extensive deforestation and resource extraction, and subsequently fueling industrial development through resources procured from the colonies. Notably, the persisting effects of colonial actions, such as "environmental racism", remain influential in contemporary climate negotiations. FFF-US advocates for affluent nations, instrumental in historical carbon emissions, to assume

accountability. FFF-US criticizes capitalism as an inherently flawed socio-economic paradigm. The critique extends to capitalist structures that prioritise economic gain over environmental stewardship, as evidenced by the industrial reluctance to invest adequately in waste management.

##### **B. Consequences of Climate Change**

Regarding the consequences of climate change, FFF-BD and FFF-US manifest divergent emphases. Both entities highlight the profound impact of natural disasters on ecosystems, fauna, and human populations, underscoring the disproportionate effects of climate change on diverse sociodemographic groups and the interconnection of these impacts with broader societal issues. Specifically addressing disaster typologies, FFF-BD predominantly focuses on flooding, river erosion, intense precipitation events, and landslides, in contrast to FFF-US, which emphasises rising temperatures and hurricane activity. In terms of direct outcomes, FFF-BD highlights human mortality, livestock losses, patterns of permanent and temporary displacement of people, waterborne diseases, and agricultural decline. In contrast, FFF-US draws attention to pollution and prolonged dry periods.

##### **C. Political Transgression and System Corruption**

Both FFF-US and FFF-BD express criticism towards their respective governments and global leadership, often addressing issues of greenwashing and profit prioritization over societal welfare. Divergences arise in their focal areas: FFF-US frequently comments on political corruption, the US's position as the second-largest global polluter, and its heightened obligations as a member of the global north. Conversely, FFF-BD emphasizes deforestation under the guise of development and the risks associated with coal power plants. While both entities address analogous concerns, a notable distinction emerges in the intensity of their rhetoric: FFF-US activists consistently exhibit a more pointed and relentless critique of their government's actions compared to their FFF-BD counterparts. Both branches of the FFF movement have spotlighted governmental infringements on freedom of expression and constraints placed on demonstrations.

##### **D. Solution Suggestion**

Both FFF-BD and FFF-US ardently advocate for the cessation of fossil fuel consumption and a transition to sustainable energy sources. Central to their activism is the enactment of environmental protection legislation.

FFF-BD accentuates pollution mitigation, environmental conservation, the establishment of enduring storm barriers in coastal regions, and the prohibition of waterway traffic through the Sundarbans mangrove forest. Conversely, FFF-US emphasizes maintaining global temperatures below a 1.5°C increase, championing sustainable energy investments, and the formal recognition of a climate emergency.



## E. Call to Actions

Here, "Call to Action" refers to an act or a set of acts that inspire humans "to take action about a problem" (Cambridge University Press, 2022) [38]). A significant number of their tweets involve a diverse array of pleas— pleas for an adaptation plan, pleas for help, pleas for support for the victims and their activities, and calls to join the movement for a better future. Both platforms warn against the current and impending consequences of climate change. The movement wings share many common statements, ideas, measures, and actions. Despite sharing the same goals, the two online communities sometimes demonstrate differences in prioritising and addressing concerns based on their immediate needs. The activities of the two platforms display marked differences in tweeting about the adaptation plan. The US community largely avoids discussing adaptation, while Bangladesh's activists are notably vocal about their adaptation plans.

The Bangladesh community calls for a plan to adapt to current climatic events and measures to mitigate the destruction caused by climate change. In their fight against the crisis, activists from the Bangladesh wing emphasise the need for financial aid and other forms of compensation for the most affected individuals from the so-called 'Global North'. The US community is also active in offering and seeking various forms of assistance and support. Sometimes, it solicits financial aid for victims of climate change, and at other times, it assists others in organising strikes. Conversely, the Bangladesh page primarily discusses direct financial assistance to address their local challenges.

## F. Climate Justice and Social Justice

Activists from both communities demonstrate a shared understanding of several key issues, including climate justice, social justice, and threats to indigenous communities. Both platforms concur in defining climate and social justice, as campaigners view climate justice as instrumental in establishing social justice in the face of climate calamities. Activists believe that once climate justice is ensured, social justice will naturally follow. Accordingly, the US community proposes a two-pronged approach to achieve climate justice. On one hand, they believe that eradicating social injustice requires linking it to the 'political, social, philosophical, and economic' development of societies and fostering solidarity with communities. Similarly, the Bangladesh community does not view climate justice as distinct from politics. They perceive climate justice as inherently political and social in nature.

Furthermore, activists are deeply concerned about the well-being of indigenous communities. Activists from both groups view these communities as crucial to the climate change movement. As they are often the first victims of climatic disasters, safeguarding them could be a pivotal strategy in countering impending climate threats. Both virtual movement factions display a commitment to challenge the 'system' that allows 'dirty companies' to manipulate and corrupt state power structures, hindering climate action. While US leaders feel this system obstructs the path to 'climate justice', Bangladesh leaders believe it hampers efforts to achieve societal equality. Essentially, they address the same concern but with different terminology.

## G. Climate Awareness

In the digital realm, advocates from both groups employ a multifaceted strategy to enhance awareness. By leveraging specific events and a range of content, they aim to engage and enlighten their audience. For instance, the US segment introduced the 'Saving Tuvalu' campaign to heighten climate crisis awareness among netizens, whereas the Bangladesh division commemorates World Nature Conservation Day to underscore the importance of nature conservation. The FFF's US community posits that investing in renewable and clean energy is a viable alternative to fossil fuels, potentially rejuvenating the environment. They also predict that this renewable expansion could generate millions of jobs in the US alone. Moreover, US campaigners alert their followers about the 'propaganda' disseminated by fossil fuel industries. The FFF's Bangladesh chapter is also vigilant regarding covert funding of propaganda 'projects' by 'dirty companies'. They frequently share educational content on their platform to keep followers informed.

## H. Movement and Organization

Both platforms primarily use tweets for strike/event promotion and organizational or campaign matters. A large percentage of these tweets relate directly to their strikes or events, sometimes promoting others'. An analysis of these tweets identifies two main types of strikes: online and offline. Both platforms exhibit similar patterns in executing these strikes. Their offline efforts include protest rallies, transport strikes, public gatherings, and speeches. During the peak of the COVID-19 pandemic, climate activists transitioned to what they termed a 'digital strike' or 'digital climate strike'.

Although both platforms share a common goal of combating climate change, their choices of issues for strikes differ. Bangladeshi activists tend to focus on local concerns such as floods, river erosion, deforestation, and coal-fired power projects. In contrast, US activists often concentrate on broader global challenges, positioning themselves as facilitators or 'guardians' to ensure the success of global strikes.

## V. MAJOR FINDINGS

After a thorough analysis of all Twitter data, differing concerns and priorities were identified among the FFF platforms in Bangladesh and the United States. The differences identified in the thematic analysis indicate that the reasons for these differences are related to their geographical position, which supports the hypothesis of this research.

a. During the thematic analysis of the causes of climate change, activists from both factions primarily highlight fossil fuels as the leading cause; however, when mentioning a specific type of fossil fuel, a clear difference in priority emerges.

b. In addressing the consequences of climate change, the climate communities consider natural calamities as key indicators of climate impact on nature, humans, and animals.

The platforms also discuss how the impact of climate change varies among different groups of people, how these groups are located in various geographical locations, and how these problems are interconnected. While discussing a specific type of natural disaster, Bangladesh's wing shared concerns and priorities focused on floods and river erosion, heavy rain, and landslides. The US, on the other hand, focuses on rising temperatures and the increasing frequency of hurricanes.

c. Both FFF-US and FFF-BD criticise their governments and world leaders. They both mainly discuss greenwashing and putting profit over people.

In terms of differences, FFF-US frequently discusses the corruption of politicians, the US's significant contribution to global pollution, and other responsibilities associated with being part of the Global North. FFF-BD discusses deforestation for development and beautification and the terrible consequences of coal power plants. They primarily discuss the same issues, but differ in intensity and temperament. US activists are more critical of the government than their Bangladeshi counterparts.

d. Concerning the theme suggestion solution, the US and Bangladesh communities predominantly emphasise the instantaneous end of all types of fossil fuel use and a shift to clean energy. FFF-BD prioritises reducing pollution and protecting the environment. Bangladeshi activists emphasise the importance of constructing permanent storm barriers in the country's coastal areas and urge a ban on water vehicles within the Sundarbans. Instead, FFF-US faces different challenges as it strives to keep the temperature below 1.5°C and invest in sustainable energy sources.

e. As both FFF-US and FFF-BD express concern about consequences of the climate change in their communities, the platforms supervise and arrange different types of climate actions in the persuasion of that climate goal to protect the global community. The FFF-US community primarily plays a mediating role in seeking financial aid for victims and extending a hand to strikers, while the Bangladesh chapter mainly portrays a victim role in the face of climate disasters.

f. When the issues of climate justice and social justice come in the wake of climate catastrophes, the platforms mostly take concerted actions and measures to address the problems. FFF-US and FFF-BD define climate justice and social justice similarly, as climate communities defended justice as a precondition for fighting against ongoing and impending climate disasters pragmatically.

g. Creating awareness about climatic catastrophes tops the list of online activities on both platforms. A whole bunch of climate activists and courses of activities can be explained under the DSMV model. Campaigners from both groups take similar measures to engage with the virtual communities and other parties involved in addressing climate change. The communities intend to educate their followers in the virtual world about the importance of renewable energy and the 'propaganda' disseminated by 'dirty companies.'

h. A large share of the tweets deals with the organizational issues of their climate activities, especially the climate strikes across the globe. The tweets on these platforms aim to mobilise activists for both online and offline activities. The tweets reveal that the activists participated in a diverse range of protest and campaigning activities aimed at addressing the

causes and consequences of climate change. The activities involve different kinds of protest rallies, strikes, and public gatherings. Despite the COVID-19 pandemic, climate activists continue to gather virtually to keep their voices heard.

## VI. LIMITATIONS OF THE STUDY

Since social media sites are live, every thread of Twitter data is constantly evolving in terms of user reactions and interaction on the site. During the investigation, it was observed that user interactions with tweets are also key factors in understanding the impact of a particular tweet. However, due to the time constraint, it was impossible to include those interactions in this research. It can be included in any future study.

## VII. CONCLUSION

This research aims to answer the question "What are the concerns for and priorities of the climate change movement Fridays for Future in the US and Bangladesh?". Based on a comparative qualitative analysis of the contents of the FFF-BD and FFF-US Twitter pages, it can be concluded that although the climate strike communities consistently showed solidarity with each other's activities across the period, the concerning affairs and priorities for action were found to be different almost always. The geographical differences of the movement platforms have determined what priorities should be put forth and what concerns would be taken into account. Thus, despite having the same goals to combat climate change, the platforms have adopted different action plans and measures to address the global problem locally.

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