

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

Md Toriqul Islam, Parvez Lelin



Abstract: Nowadays, Twitter (now X) has been a key battleground for environmental activism. This study reveals patterns of the narratives the climate strike movement Fridays for the Future (FFF) shares on the microblogging platform. The article categorically investigates on which points the platform publicizes varying concerns and disseminates differing priorities in the USA and Bangladesh, situated in the so-called Global North and South, respectively, while fighting against catalysts of climate change. The Twitter handles of the youth-led movement, namely Fridays for Future U.S. and Fridays for Future Bangladesh, are utilizing this social media platform to convey their agendas across the globe in a bid to influence public views. This paper illustrates the concerns and priorities these Twitter communities share in the two countries to mobilize their agendas and assemble their supporters. The study has found that the social media movement platforms share concerns mostly about 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 involves an inductive approach, was applied to analyze 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 important 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. In a bid to understand the varying concerns and priorities of the platforms, this research report discusses findings retrieved from the tweets from the first day of twitting of the platforms to June of the year 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 talk about solutions to an increasing number of climatic incidents and their impact and action plans. The study shows that both platforms also have some differing perspectives and divergent action methods in fight against the climate change in their respective regions. Therefore, activists of both organizations also have some common points of discussion.

B. Profiling Twitter

Microblogging social networking medium Twitter was launched in the March of 2006 (Malik et al., 2019 [3]). It offers mostly text-based 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. The movement was initiated by 15-year-old Greta Thunberg through a school strike outside the Swedish parliament to create pressure on political leaders demanding actions against climate change (Marquardt, 2020 [9]).

Manuscript received on 02 October 2023 | Revised Manuscript received on 14 October 2023 | Manuscript Accepted on 15 December 2023 | Manuscript published on 30 December 2023.

*Correspondence Author(s)

Md Toriqul Islam*, Human Geography: Globalization, Media and Culture, Johannes Gutenberg University Mainz, Germany. Email: toriqul.de@gmail.com, mislam01@students.uni-mainz.de, ORCID ID: 0009-0002-2865-7170.

Parvez Lelin, Human Geography: Globalization, Media and Culture, Johannes Gutenberg University Mainz, Germany. Email: parvezlelin@gmail.com, mlelin@students.uni-mainz.de, ORCID ID: 0009-0002-3887-6748.

© The Authors. Published by Lattice Science Publication (LSP). This is an open access article under the CC-BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>)

Later, youth from every corner of the world joined the movement which is now the biggest youth climate movement in the globe. 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 tweeting languages of the Twitter handles were mostly in 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 relating to climate change is being amplified every passing day as the earth dwellers are more and more battered with an increasing number of climatical 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, which was, though, heavily criticized by the then chemical companies, generated momentum through creating awareness among activists and people in the United States. Immediately, the rising environmental public sensitivity forced the US politicians to pass crucial environmental laws, and that made the US 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, which ushered with the initiation of Earth Day in the US, can be called 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 organizational and personal communication engagement with 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 new age of technological development was particularly conveyed through conduits of some social media sites e.g., Twitter, Facebook, TikTok, Instagram, etc. 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 by Fridays For Future is conducted under the guidelines of "online-to-offline tactics" or OTO-Tacs (Hopke & Paris, 2021, p. 360 [21]). Recently many of the climate campaigns have been successful due to this novel social movement tactics. If the activities, especially the climate strikes of FFF communities across the world, are closely observed, it is noticeable that these social media communities employed the same tactics to achieve their goals since their activities often fit into the 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 eased their participation to pursue their own goals in an expected way and the terms they want. It has been learned that the range of the activities of the two social media spaces can be studied through the lens of DSMV whereas the OTO-Tacs approach helps understand the form of the activities of the environment activists.

III. METHODOLOGY

A. Overview

Qualitative research methods were performed to collect the Twitter data and to analyze the diversified nature of the tweeting statements of 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 whole set of direct tweets from the platforms until June of 2022. The widely used computer-assisted method of Twitter data accumulation was completely 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 not that big and only limited to two Twitter handles, the data were possible to collect manually and code accordingly. The tweets of 45 months were studied to understand varying priorities in terms of geographical locations in fighting climate change and understand their concern. 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 called the first step towards data analysis as it means identifying key aspects of the raw data driven from field notes, interviews, or other documents, but in terms of netnographic research, it involves Tweets on Twitter, posts on the Facebook and other social media platforms and additional internet activities. This process can be executed in two ways—manually and by computer. 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 code generated. A row in the code table was created and 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 whole set of codes fell 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 two different geographical locations on the earth, the two sets of data were compared to see what varying concerns and priorities the activists of the two countries showcased in already happening 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]).

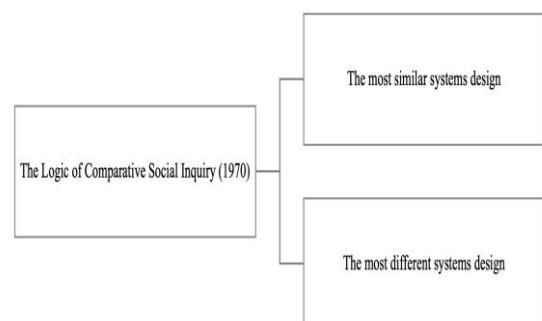


Fig. 2. Method of comparative analysis (Concept: Meckstroth, 1975)

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 major sources behind climate change while 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 km² at the meeting of point of 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, FFF-US urges the government to honor 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 underscores the implications for wildlife, environmental degradation, and societal costs of fossil fuel utilization. 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 endeavors, with colonizers spearheading extensive deforestation, and resource extraction, and subsequently fuelling 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 prioritize economic gain over environmental stewardship, evidenced by 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 elucidate the pervasive effects of natural disasters on ecosystems, fauna, and human populations, underscoring the disproportionate impacts of climatic shifts on various sociodemographic segments and the interrelation of these effects with broader societal issues. Specifically addressing disaster typologies, FFF-BD predominantly centers on flooding, river erosion, intense precipitation events, and landslides, in contrast to FFF-US, which underscores rising temperatures and hurricane activities. In terms of direct outcomes, FFF-BD highlights human mortality, livestock losses, patterns of permanent and temporary displacement of people, waterborne ailments, and agricultural attrition, whereas FFF-US draws attention to pollution and sustained 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 their rhetoric's intensity: FFF-US activists consistently exhibit a more pointed and relentless critique of their governmental 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 statements, ideas, measures, and actions in common. Despite sharing the same goals, the two online communities sometimes demonstrate differences in prioritizing and addressing concerns according to 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 emphasize the need for financial aid and other compensations 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 climate change victims, and at other times, it assists others in holding strikes. Conversely, the Bangladesh page primarily discusses direct financial aid for their local challenges.

F. Climate Justice and Social Justice

Activists from both communities demonstrate a shared understanding of several issues while addressing 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.

Furthermore, activists are deeply concerned about 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 are addressing the same concern but with different terminologies.

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 in combating climate change, their choice of issues for strikes differs. 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 tweeter data, differing concerns and priorities were found among the FFF platforms of Bangladesh and the United States. The differences found in the thematic analysis show that the reasons for those differences are their geographical position, which supports the hypothesis of this research.

a. During the thematic analysis, regarding the causes of climate change, the activists of both factions primarily highlight fossil fuels as the main cause of climate change but when they are mentioning of a specific type of fossil fuel, there is a clear difference in priority.

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 the climate effect varies from one group of people to another, how these people are located in different geographical locations and the problems are interconnected. While discussing a specific type of natural disaster, Bangladesh's wing shared concerns and priorities focused on flood and river erosion, heavy rain, and landslides, the US focuses on temperature rising and hurricanes.

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

In terms of differences, FFF-US talks a lot about the politicians indulged in corruption, the US' large share of global pollution, and other responsibilities as part of the global north. FFF-BD discusses deforestation for development and beautification and the terrible consequences of coal power plants. They mostly talk about the same issues, but they differ in intensity and temperament. US activists are harsher in their criticism of the government than their Bangladeshi counterparts.

d. Concerning the theme suggestion solution, US and Bangladesh communities emphasize predominantly instantaneous ending of all types of fossil fuel uses and shifting to clean energy. FFF-BD prioritizes ceasing pollution and saving the environment. Bangladesh activists state the importance of the construction of permanent storm barriers in coastal areas of the country and urge a ban on water vehicles inside Sundarbans. Instead, FFF-US has different issues to deal with as they put pressure on keeping the temperature under 1.5°C and investing in sustainable energy supplies.

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 mostly plays a mediator role in seeking financial aid for the victims and extending hands to strikers while the Bangladesh chapter mostly portrayed 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 issues. FFF-US and FFF-BD define climate justice and social justice similarly as the climate communities defended justice as a precondition to putting a pragmatic fight against ongoing and impending climate disasters.

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 of both groups take similar measures to make the virtual communities and the other parties involved in the climate casualties. The communities intend to educate the followers in the virtual world about the importance of renewable energy and on 'propaganda' disseminated by the '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 of the platforms intend to mobilize activists for both online and offline activities. The tweets reveal that the activists took part in a varied range of protesting and campaigning activities against the causes and

consequences of climate change. The activities involve different kinds of protest rallies, strikes, and public gatherings. Despite the Covid epidemic, climate activists never give up as they 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 interactions of the users with the tweets are also key factors in understanding the gravity of 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 research in the future.

VII. CONCLUSION

This research aims to answer the question "What are the concerns for and priorities of climate change movement Fridays for Future in the US and Bangladesh". Based on comparative qualitative data analysis of the contents of the FFF-BD and FFF-US tweeter pages, it can be concluded that although the climate strikes communities time and again showed solidarity with each other's activities across the period, the concerning affairs and the priorities for actions are found almost always different. 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 fight against the climate change, the platforms have taken up different action plans and measures to solve the global problem locally.

DECLARATION STATEMENT

Funding	No, we did not receive.
Conflicts of Interest/ Competing Interests	We do not have conflicts of interest to the best of our knowledge.
Ethical Approval and Consent to Participate	No, the article does not require ethical approval and consent to participate with evidence.
Availability of Data and Material/ Data Access Statement	Yes, Data can be provided upon formal request to the corresponding author.
Authors Contributions	All authros have equal participation in this article.

REFERENCES

1. Camarillo, M.G., Ferguson, E, Ljevar, V & Spence, A. (2021). Big Changes Start With Small Talk: Twitter and Climate Change in Times of Coronavirus Pandemic. *Frontiers in Psychology*, *12*, 661395. <https://doi.org/10.3389/fpsyg.2021.661395>.
2. Fownes, J. R., Yu, C., & Margolin, D. B. (2018). Twitter and climate change. *Sociology Compass*, *12*(6), e12587. <https://doi.org/10.1111/soc4.12587>
3. Malik, A., Heyman-Schrum, C. & Johri, A. (2019). Use of Twitter across educational settings: a review of the literature. *Int J Educ Technol High Educ* *16*, 36. <https://doi.org/10.1186/s41239-019-0166-x>
4. Buchman, S., Snider, P. B., Lou, T. & Gondwe, K. (2013). Using Twitter to facilitate case-based instruction in a nursing classroom. *Society for Information Technology & Teacher Education International Conference*. New Orleans. 3066-3071.



5. Boot, A., Tjong Kim Sang, E. (Erik), Dijkstra, K., & Zwaan, R.A. (2019). How character limit affects language usage in tweets. *Palgrave Communications*, 5(1). doi:10.1057/s41599-019-0280-3.
6. Maclean F., Jones, D., Carin-Levy, G., & Hunter, H. (2013). Understanding Twitter. *British Journal of Occupational Therapy*, 76(6), 295-298.
7. Maclean F., Jones, D., Carin-Levy, G., & Hunter, H. (2013). Understanding Twitter. *British Journal of Occupational Therapy*, 76(6), 295-298.
8. Chen, K., Duan, Z., & Yang, S. (2022). Twitter as research data: Tools, costs, skill sets, and lessons learned. *Politics and the Life Sciences*, 41(1), 114-130. doi:10.1017/pls.2021.19.
9. Marquardt, J. (2020). Fridays for Future's Disruptive Potential: An Inconvenient Youth Between Moderate and Radical Ideas. *Frontiers in Communication*, 5, 48. doi: 10.3389/fcomm.2020.00048
10. Rootes, C. (2008). The Environmental Movement. In M. Klimke, & J. Scharloth (Eds.) 1968 in Europe (pp. 295-305). Palgrave Macmillan Transnational History Series. Palgrave Macmillan, New York. https://doi.org/10.1057/9780230611900_25
11. Erdős, L. (2019). The Environmental Movement Is Born - Rachel Carson and Silent Spring. In *Green Heroes* (pp. 151-154). Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-31806-2_30
12. Erdős, L. (2019). The Environmental Movement Is Born - Rachel Carson and Silent Spring. In *Green Heroes* (pp. 151-154). Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-31806-2_30
13. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
14. Rootes, C. (2004). Environmental Movements. In D. A. Snow, S. A. Soule, & H. Kriesi (Eds.), *The Blackwell Companion to Social Movements* (pp. 608-640). Blackwell Publishing. <https://doi.org/10.1002/9780470999103.ch26>
15. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
16. Rootes, C. (2004). Environmental Movements. In D. A. Snow, S. A. Soule, & H. Kriesi (Eds.), *The Blackwell Companion to Social Movements* (pp. 608-640). Blackwell Publishing. <https://doi.org/10.1002/9780470999103.ch26>
17. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
18. Bennett, W. L. & Segerberg, A. (2012). The Logic of Connective Action. *Information, Communication & Society*, 15:5, 739-768. DOI: 10.1080/1369118X.2012.670661
19. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
20. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
21. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
22. Hopke, J., Simis-Wilkinson, M. & Loew, P. (2018). Disruptive social media virality: Amplifying indigenous resistances to shale gas and the Dakota Access Pipeline. 10.13140/RG.2.2.11058.86728
23. Hopke, J. E. & Paris, L. (2021). Environmental social movements and social media. In B. Takahashi, J. Metag, J. Thaker, & S. E. Comfort (Eds.), *The Handbook of International Trends in Environmental Communication*. Abingdon: Routledge Handbooks Online. www.routledgehandbooks.com/doi/10.4324/9780367275204-26
24. Kim, A., Hansen, H., Murphy, J., Richards, A., Duke, J. & Allen, J. (2013). Methodological Considerations in Analyzing Twitter Data. *Journal of the National Cancer Institute*. Monographs. 140-6. 10.1093/jncimonographs/igt026.
25. Kozinets, R. V. (2010). Data Analysis. In *Netnography: Doing Ethnographic Research Online* (pp. 118-135). Los Angeles, London, New Delhi, Singapore, Washington DC: Sage Publications.
26. Kozinets, R. V. (2010). Data Analysis. In *Netnography: Doing Ethnographic Research Online* (pp. 118-135). Los Angeles, London, New Delhi, Singapore, Washington DC: Sage Publications.
27. Kozinets, R. V. (2010). Data Analysis. In *Netnography: Doing Ethnographic Research Online* (pp. 118-135). Los Angeles, London, New Delhi, Singapore, Washington DC: Sage Publications.
28. Kozinets, R. V. (2010). Data Analysis. In *Netnography: Doing Ethnographic Research Online* (pp. 118-135). Los Angeles, London, New Delhi, Singapore, Washington DC: Sage Publications.
29. Kozinets, R. V. (2010). Data Analysis. In *Netnography: Doing Ethnographic Research Online* (pp. 118-135). Los Angeles, London, New Delhi, Singapore, Washington DC: Sage Publications.
30. Vigour, C. (2011). Comparison, a founding approach in the social sciences. In Jean-Bernard, Ouédraogo, & C. Cardoso (eds.), *Readings in methodology: African Perspectives* (pp.215-246). Codesria. 978-2-86978-483-3. fihals-00647717f
31. Vigour, C. (2011). Comparison, a founding approach in the social sciences. In Jean-Bernard, Ouédraogo, & C. Cardoso (eds.), *Readings in methodology: African Perspectives* (pp.215-246). Codesria. 978-2-86978-483-3. fihals-00647717f
32. Vigour, C. (2011). Comparison, a founding approach in the social sciences. In Jean-Bernard, Ouédraogo, & C. Cardoso (eds.), *Readings in methodology: African Perspectives* (pp.215-246). Codesria. 978-2-86978-483-3. fihals-00647717f
33. Przeworski, A. & Teune, H. (1970). Research Designs. In *The Logic of Comparative Social Inquiry* (pp. 31-46). American Political Science Association. 10.2307/1958372. Accessed from: <https://www.researchgate.net/publication/235413195>
34. Meckstroth, T. W. (1975). "Most Different Systems" and "Most Similar Systems": A Study in the Logic of Comparative Inquiry. *Comparative Political Studies*, 8(2), 132-157. <https://doi.org/10.1177/001041407500800202>
35. Meckstroth, T. W. (1975). "Most Different Systems" and "Most Similar Systems": A Study in the Logic of Comparative Inquiry. *Comparative Political Studies*, 8(2), 132-157. <https://doi.org/10.1177/001041407500800202>
36. Vigour, C. (2011). Comparison, a founding approach in the social sciences. In Jean-Bernard, Ouédraogo, & C. Cardoso (eds.), *Readings in methodology: African Perspectives* (pp.215-246). Codesria. 978-2-86978-483-3. fihals-00647717f
37. Das, S.C. (2022). Mangroves of Sundarban. In S.C. Das, Pullaiah, E.C. Ashton (Eds.), *Mangroves: Biodiversity, Livelihoods and Conservation*. Springer, Singapore. https://doi.org/10.1007/978-981-19-0519-3_12
38. Cambridge Advanced Learner's Dictionary & Thesaurus (Online). Cambridge University Press & Assessment 2022. Retrieved September 22, 2022, from <https://dictionary.cambridge.org/us/dictionary/english/call-to-action>

AUTHORS PROFILE



Md Toriql Islam is pursuing Master of Arts (MA) in Human Geography: Globalization, Media and Culture at Johannes Gutenberg University Mainz, Germany. He received his Bachelor of Social Sciences (BSS) and Master of Social Sciences (MSS) in the International Relations from the University of Dhaka, Bangladesh. His research interests involve diversified and contemporary issues as he previously studied on the 'unending process of othering and upscaling story of global fiction of justice through omnipresent mode of postcolonialism' as well as 'influence of Virtual Reality (VR) on the self-reflexive development discourse'. He is currently examining transnationality of immigrants and their sense of belonging through the lens of postcolonialism. Additionally, he served as a journalist at a Dhaka-based media outlet where he used to write articles about evolving issues.



Parvez Lelin, initially garnered his bachelor's degree in Dramatics from the University of Chittagong in Bangladesh and master's with a focus on Direction from the department of the university. He is currently enrolled in a master's program in Human Geography at Johannes Gutenberg University Mainz, Germany.



While his early research delved into colonial history and its lasting repercussions, such as deforestation and climate change, he also unearthed the colonial backstory of the gemstone industry in Germany's Idar-Oberstein region. At present, Parvez is pivoting his research focus to contemporary issues. He is exploring the challenges posed by neo-liberal capitalism, as well as the intricate geo-political dynamics shaping the Indo-Pacific region.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of the Lattice Science Publication (LSP)/ journal and/ or the editor(s). The Lattice Science Publication (LSP)/ journal and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.