


Subtitles to Save the World - 2021

An analysis of how UK
broadcasters are exposing
audiences to climate change
through their content



A report by albert, the TV industry-backed
project which supports the industry in eliminating
its environmental impact as well as developing
on-screen content that is compatible with a
sustainable climate

Sept 2021

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Foreword

We are proud to publish the latest Subtitles to Save the World report which explores how UK broadcasters are using their content to enable audiences to both understand and rise to the Net Zero challenge.

The extraordinary power of the UK's, world-leading, broadcast sector is well known; it shapes culture, provides a stage for inspiring stories in our living rooms and brings audiences together so that they can contribute to important public conversations.

The biggest conversation of our time - and for many years to come - is how we tackle (the effects of) climate change. The scale of the challenge to achieve our Net Zero targets in time, fairly and effectively, is daunting but the creative opportunity for broadcasters to support the transition is immense.

This year's report looks back on a year when many new words entered common parlance, a year when we watched more telly than ever, and a year that saw a number of remarkable and historically significant moments etched in our minds. It's perhaps unsurprising therefore that mentions of climate change dipped slightly from 2019.

However, the Covid story is of course a climate story - and in more ways than one: it's a story about our relationship with the natural world, and also the story of how quickly we can adapt, innovate and improve.

This report reflects on a period when the industry demonstrated its ability to deliver great television, despite the global crisis, informing audiences of solutions, whilst providing hope and entertainment on top. The screen industries have a huge opportunity to do the same for the climate crisis too.

This year's analysis looked for the keywords and phrases we believe the public need to hear if we're going to arm ourselves with the understanding required to achieve our Net Zero goals such as renewables, hydrogen and electric vehicles.

Of course, broadcasting is more than just words, but the language being used gives great insight into how our culture is evolving and how we can best inform our audiences. It's why we've introduced editorial questions into the albert Carbon Action Plan, to help us understand more about the references to climate currently on our screens.

While there's been a small dip in the number of mentions of climate change, it's encouraging to imagine that future climate change mentions might

plateau as we move beyond raising awareness of the climate realities, to informing, normalising and inspiring the solutions and opportunities.

As our industry continues to show true leadership in addressing its own impacts, there is reason to be hopeful that the sector will realise its extraordinary potential to tell the stories which will inform our future. From inspiring the next generation of engineers working on clean energy solutions, to moving every individual to reduce their own impacts, from including every citizen in the debate about how we make this a fair transition, and arming people with the right questions to hold the authorities to account - the opportunities are vast.

I hope you find the insights in this report as fascinating as I have and that you share my confidence that TV can help us all realise a sustainable future.



Carys Taylor
Director of albert

” There is no single way to best tell the story of climate change, no single rhetorical approach likely to work on a given audience, and none too dangerous to try.”

The Uninhabitable Earth
David Wallace Wells



Executive Summary

This is the third in our trilogy of subtitle reports which look at subtitling data from UK broadcasters. Our first subtitle report, which looked at 2018 data, captured imaginations when #CatsvsClimate splashed across social media, as no one could quite believe that cats received four times more mentions than climate change on our TV channels. Fast forward a year to our second report and there was a striking increase in mentions of climate change.

This year's report looks back on the year when everything stopped, when we became more aware of our relationship to the natural world and spent more time than ever watching our screens and it reveals that mentions of 'climate change' and 'global warming' dropped 10% and 19% respectively.

There are explanations for the drop in mentions of both 'climate change' and 'global warming'. Not only has there been significant competition for airtime from other major events and extraordinary current affairs issues with words such as lockdown (139,100) and covid (251,000) entering our vocabulary, the data from our carbon calculator also reveals the huge reduction in original TV production activity and increase in both reruns and archive programmes - a result of the industry adapting to the challenging lockdown restrictions.

The apparent covid-related increase in awareness of the natural world wasn't imagined: the number of mentions of clean air increased 20% (2,042), walks more than 68% (162,427), and birds were mentioned over 97,000 times all reflecting the apparent renewed awareness and respect of the world around us.

As a society, we have been increasingly talking about a 'Green Recovery' from the pandemic, which relates to treating the pandemic as a turning point as we shift our economy and infrastructure to be cleaner. However, this report shows that mentions of individual behaviours such as recycling (63% increase), reusing (70% increase), veganism (16% increase) feature far more prominently than high impact areas such as renewables (46% decrease), and wind and solar, which were all mentioned under 500 times - comparable to phrases like banana bread and beer gardens!

Whilst managing waste is hugely positive, we know the proportional impact of this compared to green energy and transport is limited. (In 2020, 48% of UK emissions were related to transport and energy, whereas just 4% were related to waste management). In recognition of the importance of these we have also begun looking into new words such as hydrogen, insulation, biodiversity and climate action.

Finally, the report explores how the climate crisis is being represented on our screens and whether content is empowering the public to take action or merely talking about the problem. Together the terms climate change, climate emergency and climate crisis received 14,540 mentions while climate justice, climate action and climate solution only received 296 mentions collectively.

The industry has done what it does best to deliver, even through a time of crisis. It adapted and brought audiences together, arming them with the insights they needed. But as society begins to transition to a decarbonised future, our industry needs to do more to enable audiences to engage with the solutions, particularly in the higher impact areas.



2020 was originally meant to be the year of climate action. We all know only too well why attention shifted elsewhere but it is still frustrating to see the media discuss climate change less than the previous year, let alone that wind power got as much air time as banana bread. There are brilliant examples of broadcasters putting climate front and centre, like Sky News' Daily Climate Show or Laura Tobin's updates on Good Morning Britain, but there's so much more to be done. The media has a huge power to influence, we need to be telling engaging stories about and accurately communicating not only the scale of the challenge but the exciting benefits of the solutions.

Juliet Davenport

Founder of Good Energy and host of the Great Green Questions podcast

Data Sources and Assumptions

- Subtitle data was provided by BBC, ITV, Channel 4, Channel 5, Sky and UKTV. Many thanks to the broadcasting community for making this report possible.
- Each channel was asked to provide a year's worth of programme subtitle data - excluding daily news programming. Given the huge quantity of data received, the assumption had to be made that no programme data was missing.
- Different channels have different editorial strategies and therefore, varying opportunities to authentically bring the planet into the conversation. This year's analysis includes data from UKTV for the first time which helps build up a better picture of 2020 but makes comparison between years more challenging.
- The themes chosen for analysis were informed by the recommendations from the United Nations Intergovernmental Panel on Climate Change's (IPCC) 2018 report.¹ Key terms were used (energy, travel, resources, food and environment) then expanded upon to help build up a broader picture of how the climate is being discussed on our screen. A full list of these terms can be seen on page 6.
- There are differences between both the number of files received by each broadcaster and also the total number of files received for the 2018, 2019 and 2020 study respectively. Therefore the word count has been normalised to make comparisons possible by analysing word count per 1,000 files rather than the actual word count alone. See appendix for further details.
- During the analysis of the 2020 subtitle files the process evolved resulting in improvements across several stages of the process. To allow fair comparison of 2019 vs 2020 these improvements were applied to the 2019 subtitle files resulting in an increased word count across the search terms published. For example 'climate change' was 13,613 but it is now 14,068. The improvements to the process included enhanced data processing and formatting upfront and a fix to the settings of the full-text search engine used for the word count.



Yes we need policies, clever technological advances and brilliant scientists to help us reach Net Zero, but we also need stories. Words are powerful. They can shape us, change us and inspire us. Writers and content makers need to be at the forefront of this battle to save our planet. We can't do it without them.






Sandi Toksvig
President, Writers' Guild of Great Britain

1. www.ipcc.ch/sr15/

Methodology

The research, conducted by Deloitte, analysed a year's worth of subtitling data from BBC, ITV, Channel 4, Channel 5, UKTV and Sky, from January 2020 to December 2020, inclusive. The research uncovers how often words associated with five key sustainability topics were mentioned: energy, travel, resources, food and environment.

Specifically, the words associated with each group are as follows:

-  **Energy:** green energy, solar power, wind power, renewables, clean energy, geothermal, green home grant, hydrogen, insulation, heat pumps
-  **Travel:** electric vehicles, hybrid car, clean air, carbon offsetting, electric car, clean fuel, public transport
-  **Resources:** upcycle, single use, reuse, recycle, environmental impact, circular economy
-  **Food:** food waste, vegan, meat free, vegetarian, meat substitute, food miles
-  **Environment:** carbon emissions, climate change, carbon footprint, global warming, eco-friendly, air pollution, air quality, climate action, climate anxiety, climate crisis, climate emergency, climate justice, climate migration, climate solution, climate strike, fresh air, global heating, green job, greta thunberg, net zero, pollution, attenborough, attenborough effect, david attenborough

The number of files we received from each broadcaster is as follows:

Broadcaster	Number of files provided
ITV	18,541
Channel 4	24,550
Channel 5	10,980
Sky	26,081
BBC (inc S4C)	299,622
UKTV	9,547

The files first go through a 'cleansing exercise' to standardise the format across broadcaster-provided subtitle files. The files are then analysed for the word frequency across the range of sustainability themes and comparators.

The date range for this report is:

Dataset: January '20 - December '20

Published in Sept 2021 (Referred to as 2020 data)

Do our TV shows focus on the most impactful actions?

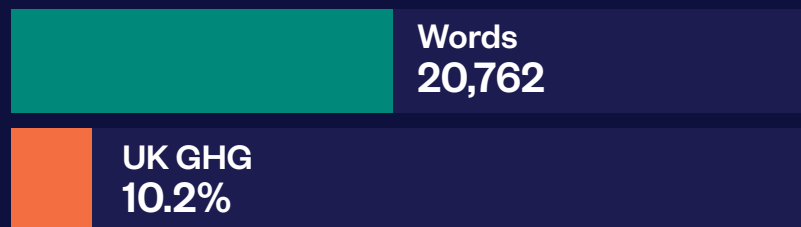
Illustrating how often we talk about climate-related actions on screen and their relative contribution to UK Greenhouse Gas emissions.



Disposal



Food



Transport



Energy



As illustrated, disposal, which contributes only 4% to UK GHGe, receives a disproportionate prominence on our TV screens. In fact, there seems to be a correlation between the greater contribution to greenhouse gas emissions and the lower the rate of mentions.

How did climate change mentions fare against other terms in our TV shows in 2020?



Results

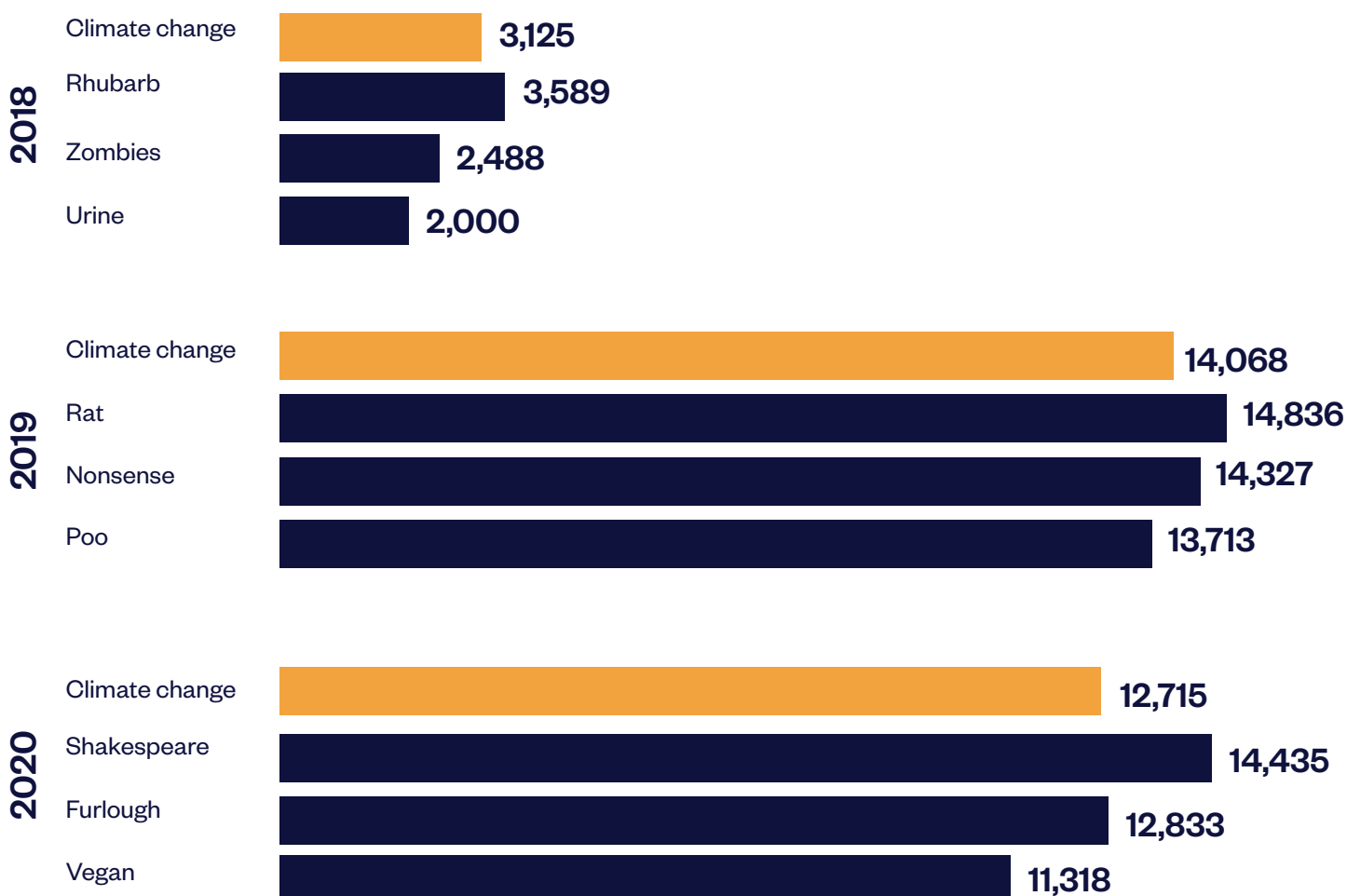
Year-on-Year Key Words

Each year, we track (a number of) the same words related to the climate to help build up a picture of progress of how climate change features within our TV content.

Theme	2018	2019	2020
Carbon Emissions	222	1,087	1,104
Carbon Footprint	220	706	5,778
Carbon Offset/ting	11	48	51
Clean Air	717	1,243	2,042
Clean Energy	136	206	281
Clean Fuel	-	14	28
Climate Change	3,125	14,068	12,715
Eco-Friendly	252	811	815
Electric Car	476	783	1,106
Electric Vehicle	419	908	534
Environmental Impact	248	465	478
Food Miles	57	167	235
Food Waste	546	1,240	761
Global Heating / Warming	799	2,157	1,749
Green Energy	213	356	396
Hybrid Car	22	48	67
Meat Free	100	484	420
Meat Substitute	37	107	78
Public Transport	-	2,499	9,204
Renewables	391	706	406
Reuse	-	700	1,914
Single-Use	641	1,086	1,336
Solar Power	193	394	304
Upcycle	459	1,246	930
Vegan	2,907	9,901	11,318
Vegetarian	3,550	31,071	8,946
Wind Power	180	372	298

Results

In 2020, what words were mentioned a similar number of times to climate change and how does it compare Year-on-Year?



I've been heartened to see my industry taking the Climate Emergency on over the last 12 months. I believe we are beginning to understand that whilst the systemic change needed to save the planet is daunting, it is achievable. TV and Film has a role to play in capturing the hearts and minds of our audiences. It's important that we unflinchingly address the realities whilst empowering and inspiring people to push for that change.

Lisa Holdsworth
Chair of Writers' Guild of Great Britain

How do we talk about climate change on TV?

Climate Crisis 910



Climate Justice 108



Climate Solutions 9



Climate Anxiety 17



Climate Action 179



Climate Change 12,715



Covid and Climate

Furlough, Lockdown, Covid19 - 2020 was the year we sang Happy Birthday more times than ever before, found a new appreciation for spending time with our loved ones and adapted to a new way of life, with new words to boot.

What did 2020 teach us about our ability to adapt and to innovate and how did it change our relationship to nature?

Word	2019 (Absolute)	2020 (Absolute)	% Change (Normalised)
Unprecedented	4,723	10,758	57
Lockdown	2,090	139,312	1,970
Coronavirus (+Covid)	11	250,793	376,158
Pandemic	410	71,414	6,036
Stockpiling	1,150	1,063	26
Furlough	0	12,833	10,064
Socially Distance	0	3,287	3,346

Mention the word furlough in a sentence in 2019 and you would've likely been met with a confused look, suggest socially distancing from someone and they might think it was the latest way to 'consciously uncouple'. As the table above shows, these words simply didn't seem to exist in our day-to-day vocabulary before March 2020.

Tough as the events of 2020 were (and continue to be for many) the changes we all made, show our ability to adapt and modify our behaviour. What if terms like electric vehicle, carbon footprint or renewable energy became as commonplace in our TV shows - how quickly would we adapt and accept a new way of living? From a crisis comes innovation and opportunity. We're running short on time, but there's still a chance for us to understand, innovate, adapt and transition to a decarbonised society.

Word	2019 (Absolute)	2020 (Absolute)
Fresh Air (Clean Air 2019)	1,243	17,848
Nature	47,307	81,677
Air Pollution	1,536	1,236

At home, with fewer distractions and empty diaries, many of us were able to tune back into the natural world - the lack of traffic on our streets, tracks and skies meant people noticed and appreciated how much cleaner their air was. Restricted to an hour outside a day, those with gardens realised their privilege and those without embraced their local green space. Wherever we were, many of us noticed the birdsong filling the air. The pandemic taught us to re-evaluate our relationship with nature, not as a commodity but as something more personal - an ever present friend perhaps - one who is always there but becoming more fragile with age and in need of our support. In an increasingly globalised world we were forced to stay local and focus on the flora and fauna on our doorsteps and consider the changes we could make closer to home.

Within a year of isolation, we relied more on our screens for information and escapism. While our industry struggled, it also found ways to adapt and resume filming - satisfying the demand from viewers sat at home. If ever there was proof of the power of the TV, 2020 was it.

In April 2020 viewers spent an average of six hours and 25 minutes each day watching TV and online video content - a total of almost 45 hours a week, and a rise of almost a third on 2019²

2. <https://www.ofcom.org.uk/about-ofcom/latest/features-and-news/lockdown-leads-to-surge-in-tv-screen-time-and-streaming>

Case Study: ITV



Dancing on Thin Ice

Olympic champions Jayne Torvill and Christopher Dean travel to Alaska on an extraordinary quest to fulfil a life-long dream. But with warming temperatures hampering their plan to find the most magnificent natural setting to skate their iconic Bolero, their mission ultimately becomes a beautiful and unique tribute to our fragile planet.

Although Torvill & Dean timed their trip for peak skating season, there was little ice to be found due to it being Alaska's hottest year on record. The storyline for the show therefore shifts as Jayne and Chris discover how the ice is threatened by the changing climate, and how much its loss is already affecting the people and wildlife of Alaska, and will eventually affect us all.

From meeting with a meteorologist to a local dog musher and an Inupiat student in a remote village, the story of the climate crisis is told through the stories of those most affected.

The programme ends with a unique version of the Bolero and a personal appeal from Torvill & Dean to viewers to do what they can to reduce their carbon footprints, pointing them towards the [ITV.com/footprint](https://www.itv.com/footprint) website.

The production team - Wingspan - worked closely with the ITV social purpose team throughout the production process to maximise the programme's impact and make sure there was a clear call to action for viewers at the end. And it worked. Over 28,000 users visited the [itv.com/footprint](https://www.itv.com/footprint) site following the launch of Dancing on Thin Ice.

Case Study: BBC

The Great British Sewing Bee

The Great British Sewing Bee touches on sustainability every single week with its Transformation Challenge, where old charity shop clothes are repurposed into different garments. But in the 'Reduce, Reuse, Recycle' week the programme devotes all three of the week's challenges to taking old clothes and making beautiful new wearable garments from them. The series has been doing this special week for the last 3 years and is committed to carrying on doing it in the future. The idea came from the senior editorial team with judge Patrick Grant giving additional support. Patrick Grant is very passionate and vocal about the subject of sustainability in fashion. He is currently running a project in Blackburn in Lancashire to plant a field of flax and make a pair of jeans from it, to illustrate the sustainable use of derelict land.

The theme returned for Series 7 in May 2021 where sewers had to repurpose a pile of old charity shop jeans into a glamorous dress in the Made to Measure challenge. The results were inspirational.



We have enough clothing on the planet right now to clothe the next 6 generations of the human race' - wow! Lots of amazing ideas tonight #SewingBee - feeling inspired. #reduce #reuse #Recycle
https://twitter.com/rachelj_bell/status/1265743822518210561



@BBCOne totally loving tonight's theme. Do more. #substainability #SewingBee
<https://twitter.com/annabellaroxs/status/1265740059535425542>



chuffing LOVE recycling week! #SewingBee
<https://twitter.com/MumInBusiness/status/1265734479697661952>



Case Study: Channel 4

Meat the Family

Meat The Family was a reality show that aired on Channel 4 in early 2020. It started conversations around the ethical and environmental impact of eating meat by asking families to welcome pigs, lambs, cow and chickens into their home as pets and then deciding whether to eat them or spare them.

A survey following the show revealed how the show had opened up the conversation around this topic in the home.

The programme stimulated debate among its viewers with 57% claiming they'd spoken about the issues raised with others.

28% of viewers admitted they'd never really thought about the environmental impact of the meat industry before watching the programme and around half of viewers claimed the series made them think about how they could reduce their own carbon footprint with 37% of viewers claiming they, or family members had made a conscious effort to eat less meat since watching the show.



Case Study: Sky



The North London Derby

Ahead of the North London Derby in March 2021, Sky Sports ran an on air feature with Arsenal's Bakayo Saka and Tottenham's Eric Dier, who went head to head in a sustainability themed quiz. The players also discussed how their clubs are having an impact and making a difference to their local environment and community. The quiz was aired live on Sky Sports Super Sunday to around 2.6m viewers, with an extended version published on YouTube receiving more than 130,000 views and nearly 5,000 likes.

All Sky Sports' host broadcast productions are albert certified and Sky Sports has made a commitment to feature environmentally-focused content in its sports coverage.

This year it has produced two 'green' Transfer Deadline Day and has recently announced 'Game Zero' a partnership with Tottenham and the UK Government to host the world's first net zero carbon football game at an elite level for the Premier League fixtures against Chelsea in September 2021.

This is all part of Sky's ambition to be net zero carbon by 2030 and use its voice and reach to inspire customers to make simple changes to help reduce their carbon footprint.

Case Study: UKTV



At UKTV, environmental sustainability and the climate crisis is baked into every stage of the production process from development to post.

Expedition with Steve Backshall (Dave/BBC2) was our very first carbon neutral production and the editorial provides numerous opportunities to talk about climate change and its effect on the world. We're also the first Broadcaster with a dedicated Planet Placement section on Silvermouse where all relevant data is logged.

But our ambition is to be broader than that and to move beyond the factual genre, into factual entertainment, scripted and comedy entertainment.

So, who better to talk about climate change on Dave than the 'Ultimate Worrier' himself? Jon Richardson is famously anxious about everything, it's his schtick. The series Jon Richardson: Ultimate Worrier was a comedic way of him trying to make sense of his worries and categorise them in his head. Like all

the best comedy, it comes from truth and authenticity - and the climate crisis, with all its repercussions, is at the forefront of Jon's mind.

In series two, Jon invited futurist Mark Stevenson on to talk about global warming. Jon's opening line 'So, are we already screwed?', the answer being, of course 'yes' made it clear that this was no nod to a hot topic. Mark is an expert in his field, a strategic advisor to governments and corporations, it was going to be dealt with on this comedy panel show as seriously as if it was a Newsnight item. But it was also very funny, Ultimate Worrier is first and foremost a comedy show; and yet done well - and by that, we mean authentically, there's a place for this serious issue. It proves that we can embed the message everywhere as long as we do it accurately, and it really helps if we deliver it in a funny, entertaining way.

Translating Insight into Impact

Beyond Awareness: How TV can change hearts, minds and actions

As well as keeping us going during the pandemic and winning multiple awards, Netflix's Schitt's Creek has been credited for helping to change hearts and minds around LGBTQ+ relationships.

Writer and star Dan Levy explains the approach the show took: 'When somebody who has opposing beliefs sits down in front of the TV and watches, we're not teaching them a lesson. We're showing them what life could be like. We all need a safe space to learn and I never learn when I feel like I'm being taught a lesson.'

By setting out not to teach viewers a lesson, but instead to offer up a different reality, the show helped to move things forward. It was how these experiences were depicted, not just that they were depicted that made all the difference. Instead of showing bigotry and prejudice, in Schitt's Creek LGBTQ+ relationships are a standard part of life - and it's just normal to treat them as such.

While the last few years have seen an increase in climate coverage and conversations, it's all too often landed in the 'unwelcome lesson' space. A lecture we didn't sign up for, often delivered by an exhausting zealot. An alarm that won't stop sounding. A waking nightmare. A lost cause.

As a result, people in the UK are aware that we face a climate crisis, but we can struggle to believe it's solvable. We find it hard to engage in solutions and action. We're stuck - and we need new stories to help fire up our collective imagination and move us towards action.

The words we use and the ideas we evoke can help spark change. Decades of communications research and experience shows us that how we talk matters as much as whether we talk. Some of the insights yielded are mind blowing: hurricanes in the US kill many more people when they're given a female name than a male name because people instinctively take them less seriously. Other research offers us hope for communicating in ways that can help us solve the climate crisis.

To help TV commissioners, editors and scriptwriters tell the climate story in ways that unlock change, my organisation has pulled together a short guide to changing hearts and minds on climate change. It's not about prescribing how expert storytellers should tell stories - these are principles, based on the best available research, that can be applied and brought to life in all manner of different and creative ways.

For instance, we invite storytellers to think about normalising action, not inaction. Just as Schitt's Creek allowed viewers to inhabit a different, better reality, we need help to wrap our heads round a way of life that's healthy for us and for the planet. And instead of seeing "green" or "sustainable" living as niche or weird, we need to see and feel that we can design our societies to be better for everyone.

That's why it's so important that albert is now measuring how climate change is talked about, not just whether it's featured on our screens. Because as much as climate change needs to be given more airtime, not all stories move us forward and some can actively undermine progress. It's time we told stories that propel us out of inertia and despair and towards action and revival.



Nicky Hawkins
Director of Communications
On Road Media



Further Reading

Interested to read more - here's a few resources to delve into:

On Road Media Report

How to talk about climate to make a difference

www.onroadmedia.org.uk/work/climate-stories-that-work/

Radley Yeldar Report

Words that work - Effective language in sustainability communications

www.ry.com/thinking/words-that-work/words-that-work-effective-language-in-sustainability-communications

Richard Carmichael

Behaviour change, public engagement and Net Zero

www.theccc.org.uk/publication/behaviour-change-public-engagement-and-net-zero-imperial-college-london/

Doc Society

Climate Story Unit

www.docociety.org/projects/#csu

Media Matters USA

How broadcast TV networks covered climate change in 2020

www.mediamatters.org/broadcast-networks/how-broadcast-tv-networks-covered-climate-change-2020

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BBC, Sky, ITV, Channel 4, C5 and UKTV - with particular thanks to the teams within each company who helped compile and share the data with us.

Nicky Hawkins and Kate Llewellyn - On Road Media

Appendix

Year-on-Year Key Words, Raw Data

Each year, we track (a number of) the same words related to the climate to help build up a picture of progress of how climate change features within our TV content.

Theme	2018	2019	2020
air pollution		1,536	1,236
air quality		1,294	1,092
attenborough		2,245	2,755
aviation		3,738	6,485
banana bread		561	770
bbc	87,875	106,489	139,093
beef	14,984	24,662	47,221
beer	21,648	32,598	45,969
beer garden		243	435
bernie sanders		403	1,631
biden		942	19,088
bikini	2,382	2,916	3,030
biodiversity		1,084	1,688
birds		56,573	97,444
black lives matter		206	5,269
blm		45	205
boris johnson		21,808	27,876
bowie	1,974	4,186	3,316
brexit	68,816	146,095	45,477
briefings		486	1,879
broadband	2,010	1,724	2,344
bubble		15,438	23,574
bullying		5,813	5,287
cake	46,043	92,013	133,437
cancelled		11,843	29,426
carbon emissions	222	1,087	1,104
carbon footprint	220	706	5,778
carbon offset/ting	11	48	51

Theme	2018	2019	2020
cars		68,834	77,380
cats	14,454	28,400	43,438
cheese	32,972	62,369	111,797
chocolate	32,919	64,909	87,892
christmas	96,798	157,926	233,640
circular economy		64	67
clean air	717	1,243	2,042
clean energy	136	206	281
clean fuel		14	28
climate action		130	179
climate anxiety		0	17
climate change	3,125	14,068	12,715
climate crisis		279	910
climate emergency		1,149	915
climate justice		74	108
climate migration		20	0
climate solution		0	9
climate strike		23	45
coffee	36,060	58,094	84,653
cop		21,949	25,274
coronavirus		11	135,282
covid		0	115,511
covidiot		0	10
criminal		28,932	30,003
david attenborough		1,733	2,175
disco	4,933	9,799	20,128
dog	105,245	180,312	286,626
drugs	48,999	59,152	67,788
eco-friendly	252	811	815
economy		31,535	49,175
election		38,478	38,566
election fraud		20	109
electric car	476	783	1,106

Theme	2018	2019	2020
electric vehicle	419	908	534
environmental impact	248	465	478
essential worker		12	143
exercise		23,896	42,719
food		245,864	442,363
food miles	57	167	235
food waste	546	1,240	761
football	63,359	98,398	171,517
fresh air		7,584	17,484
furlough		154	12,833
gaga	1,978	2,215	2,166
garage		24,994	32,745
gender	6,104	8,247	7,819
george floyd		0	3,952
geothermal		227	272
global heating/ warming	799	2,157	1,749
god	213,966	345,302	402,393
gold		82,045	112,006
goldfish	2,284	3,485	10,707
government	170,258	187,607	293,617
grant		16,297	22,557
gravy	3,942	6,558	7,250
green energy	213	356	396
green home grant		0	9
green job		2	7
greta thunberg		356	790
handwash		35	93
heat pumps		65	118
hobbies		3,718	4,873
hospital	82,436	111,274	190,773
hs2		2,800	-
hybrid car	22	48	67
hydrogen		3,670	5,312

Theme	2018	2019	2020
insulation		2,594	2,489
itv	7,108	6,461	16,290
joe wicks		123	846
kamala harris		91	997
kobe bryant		208	611
lamb	16,771	28,359	50,780
lockdown		2,090	139,132
marcus rashford		422	2,327
mask		12,750	35,675
meat free	100	484	420
meat substitute	37	107	78
moon	22,708	58,103	94,436
motherfucker	2,471	4,877	5,484
murder		75,112	90,878
mysteries	1,989	3,795	5,504
nature		47,307	81,677
net zero		739	1,499
nhs		31,853	90,885
pandemic		410	71,414
peace		43,254	68,875
pet		31,027	39,400
picnic	5,949	15,055	39,821
pizza	13,027	30,570	76,641
planet		44,904	67,939
plastic	22,773	37,909	39,030
pollution		7,470	6,318
postponed		1,588	6,886
ppe		114	17,224
protest		13,670	19,391
public transport		2,499	9,204
puppy		14,537	16,099
quarantine		1,997	18,845
queen	45,501	75,824	117,372

Theme	2018	2019	2020
quiz		15,272	23,826
r rate		0	1,456
recycle	1,973	4,576	8,728
remote working		6	184
renewables	391	706	406
repair		12,645	24,989
restore		6,881	7,544
reuse		700	1,914
Richard Branson		574	581
sanitise		119	636
science		37,627	49,366
scotch egg		763	3,742
sex	56,307	68,754	65,340
shakespeare	5,444	10,273	14,435
single use	641	1,086	1,336
skype		1,311	3,482
soap		10,579	22,051
socially distanced		0	3,287
solar power		394	304
stay home		1,828	4,077
staycation		202	944
stockpiling		1,150	1,063
strike		32,879	39,479
tea	60,060	89,672	83,939
teams		60,689	97,162
toilet roll		1,594	2,306
toxic		6,335	6,886
trump	38,825	41,267	51,470
unprecedented		4,723	10,758
upcycle	459	1,246	930
urine	2,000	4,609	4,201
vaccine		2,398	44,356

Theme	2018	2019	2020
vegan	2,907	9,901	11,318
vegetable(s)		10,078	17,631
vegetarian	3,550	7,112	8,946
virus		7,076	107,887
vulnerable		22,244	41,133
walking/ walks		96,615	162,427
war		142,788	163,618
weather	99,267	130,693	200,515
wedding		82,691	110,762
wind power	180	372	298
working from home		354	4,526
xr		148	225
yemen	2,055	3,049	1,470
zombie	2,488	4,463	4,324
zoom		8,382	38,879

Data Source Appendix

There are differences between both the number of files received by each broadcaster and also the total number of files received for the 2018, 2019 and 2020 study respectively. Therefore the word count has been normalised to make comparisons possible by analysing word count per 1,000 files rather than the actual word count alone.

The logic of the normalised calculation is:

Actual word count ÷ number of files provided = Y

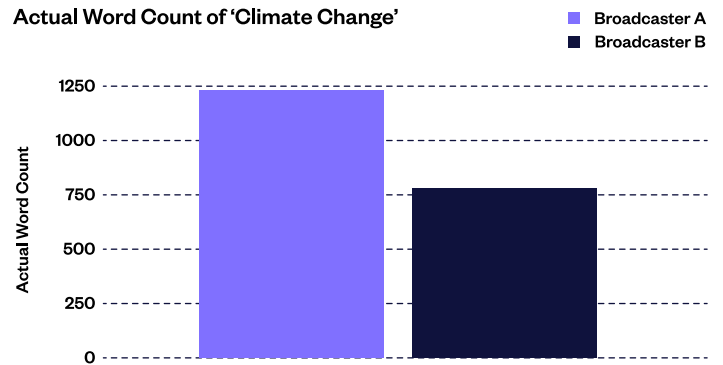
Y x 1,000 = normalised word count (frequency of term per 1,000 files)

Broadcaster A: $1,230 \div 26,081 = 0.047160 \times 1,000 = 47.2$

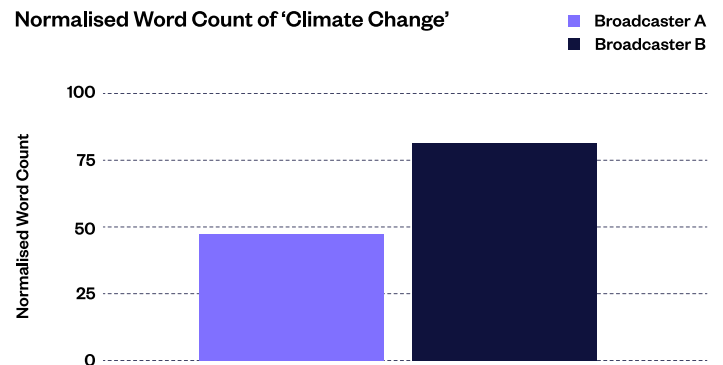
Broadcaster B: $779 \div 9,547 = 0.08159 \times 1,000 = 81.6$

Visually in the graph to the right you can see how using this normalised term frequency allows a fairer comparison between the two broadcasters due to the difference in total subtitle files provided. If we were to look only at the actual word count you'd be inclined to say Broadcaster A is discussing 'climate change' more however when this metric is normalised for fair comparison that view changes in favour of Broadcaster B:

Actual Word Count of 'Climate Change'



Normalised Word Count of 'Climate Change'



To bring this to life here is an example of how this has an impact when analysing the results:

Broadcaster	Number of subtitle files received	Word count of "Climate change"	Normalised word count of "Climate change"
Broadcaster A	26,081	1,230	47.2
Broadcaster B	9,547	779	81.6



ALBERT

albert is the screen industry authority on environmental sustainability.

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