Comment on esd-2021-71
Mary Sanford (Referee)

Referee comment on "Disentangling the climate divide with emotional patterns: a network-based mindset reconstruction approach" by Roger Cremades and Massimo Stella, Earth Syst. Dynam. Discuss., https://doi.org/10.5194/esd-2021-71-RC2, 2022

General:

I really love the idea of reconstructing forma mentis/mindset networks from text. I think it's super innovative and a really interesting and important deep dive into the communication strategies of key influencers. Great work. Nonetheless, I do think a few things could be better emphasised and/or made more clear. I describe these points below.

More specific comments:

- The abstract could offer more clarity as to what you do in the study and what you find. It seems some of the content you currently have there might be better suited to the introduction as it pertains more to the background of the study instead of what it does.
- Perhaps there could be more discussion of how and why you chose your key influencers, including alternative choices? You do this really well in your discussion of how and why you chose to you closeness centrality later in the presentation of the network analysis.
- You say you have 11 Thunberg speeches and 3 Monckton: is the total volume per influencer roughly equivalent? It seems you might have a lot more content to work with for Thunberg relative to Monckton. It might be good to add a bit more detail on how long the speeches are in total, how many words, if you undertake any pre-processing steps to prepare the texts for analysis (e.g. removing stopwords, stemming/lemmatizing,...), etc.
- Perhaps a personal preference but I would also like to see details on what tools you used to process the texts, build the networks, and then visualise them.
- In the method section, it might be good to clarify what you mean by ‘concepts’ in the networks. I assume you mean the emotions from the NRC Emotion Lexicon?
- Throughout the paper, I would pick one of “climate infodemics” and “climate disinformation” and stick with it instead of switching between them. I might also consider referring specifically to Thunberg and Monckton instead of generalising to
climate activism and climate infodemics/disinformation, respectively, as you are specifically analysing those two.

- Related to text box 1, the information contained there could be easily translated to a table with three columns: one for the term, one for what it means for climate activism, and one for climate disinformation/infodemics. You could also consider a fourth column to contain the references for the explanation of the content you provide for each term. This format may make the content more digestible and less repetitive.
- The discussion and conclusion section currently seems to reiterate content from the introduction. I would consider emphasising your results more and their implications given the literature and contributions to future work.

Editorial:

- At the end of sentences, you commonly put quotations only around the word and not including the punctuation, e.g. “like this”. instead of “like this.” — something to consider revising.
- Line 82-83: I think there is a preposition missing where the X is: “climate communication linked X the climate divide”
- Line 144: Should “network neighbourhood” be plural?
- Line 179: It seems “infodemics” should not be plural?
- Line 213: Same thing as in line 179
- Line 214: “activism” has an apostrophe; perhaps you meant climate activists’?
- Line 227: Should the “on” at the end of the line be “in” instead?
- Line 240: Should the “to” at the end of the line be “within” instead?
- Line 247: “resorts” should not be singular if you are referring to “climate infodemics” in the plural.
- Line 251: The “in” at the end of the line should be “on”
- Line 256: “concentrates” should not be singular if you are referring to “climate infodemics” in the plural.
- Line 257: The “to” at the end of the line be “within.”
- Line 259: “associates” should not be singular if you are referring to “climate infodemics” in the plural.
- Line 263: “displays” should not be singular if you are referring to “climate infodemics” in the plural.
- Line 268: Same thing for “projects”
- Line 272: Same thing for “appears”
- Line 292: “entwined to” —> “entwined with”
- You may want to provide a source for the claim beginning on line 298 and ending line 301
- Line 336: “alike” —> “like”