Module 1: Understanding sustainability communication

Lesson 1.1: Sustainability communication content

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Sustainability Communication Content

- Define sustainability content

- Formal content signals responsibility

- Functional content aids compliance

- Communication shapes perceived credibility

- Dual analysis reveals impact

Online Content Sampling

- Sampling choice drives reliability

- Random sampling tough online

- Purposive targets relevant cases

- Strategic balances focus generalizability

- Design choices limit bias

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# Expectations about Sustainability Communication

- Choose qualitative, quantitative, mixed

- Descriptive finds patterns; explanatory causes

- Linguistic analysis compares tone

- Start with focused hypotheses

- Clarity improves rigor

Find Online Sustainability Communication

- Select aligned organizations
- Study single or multiple
- Target official website sources
- Extract sustainability page URLs
- Build dataset from key pages
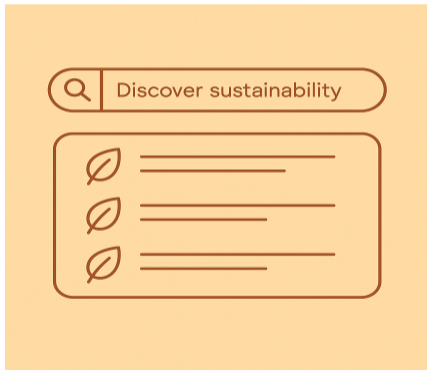
Convert Multimodal Web Pages to PDF

- Print webpages to PDF

- Preserve images and layout

- Enable multimodal analysis

- Method friendly for novices

- Misses video interactivity

Setting Up an Initial Content Database

- Store content accessibly
- Local storage lacks sharing
- Cloud tools support collaboration
- GitHub adds version traceability
- Structured archives aid analysis
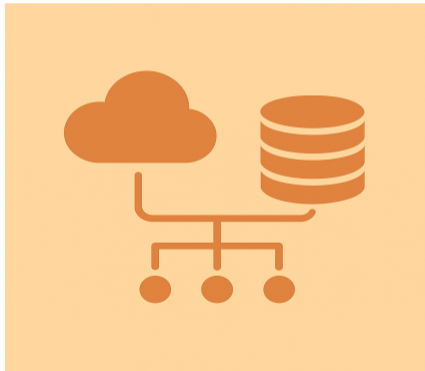
Organize Communication Content in Folders

- Separate folders enable comparisons
- Normalize filenames and paths
- Structure simplifies automation
- PDFs often need OCR
- Organization boosts transparency