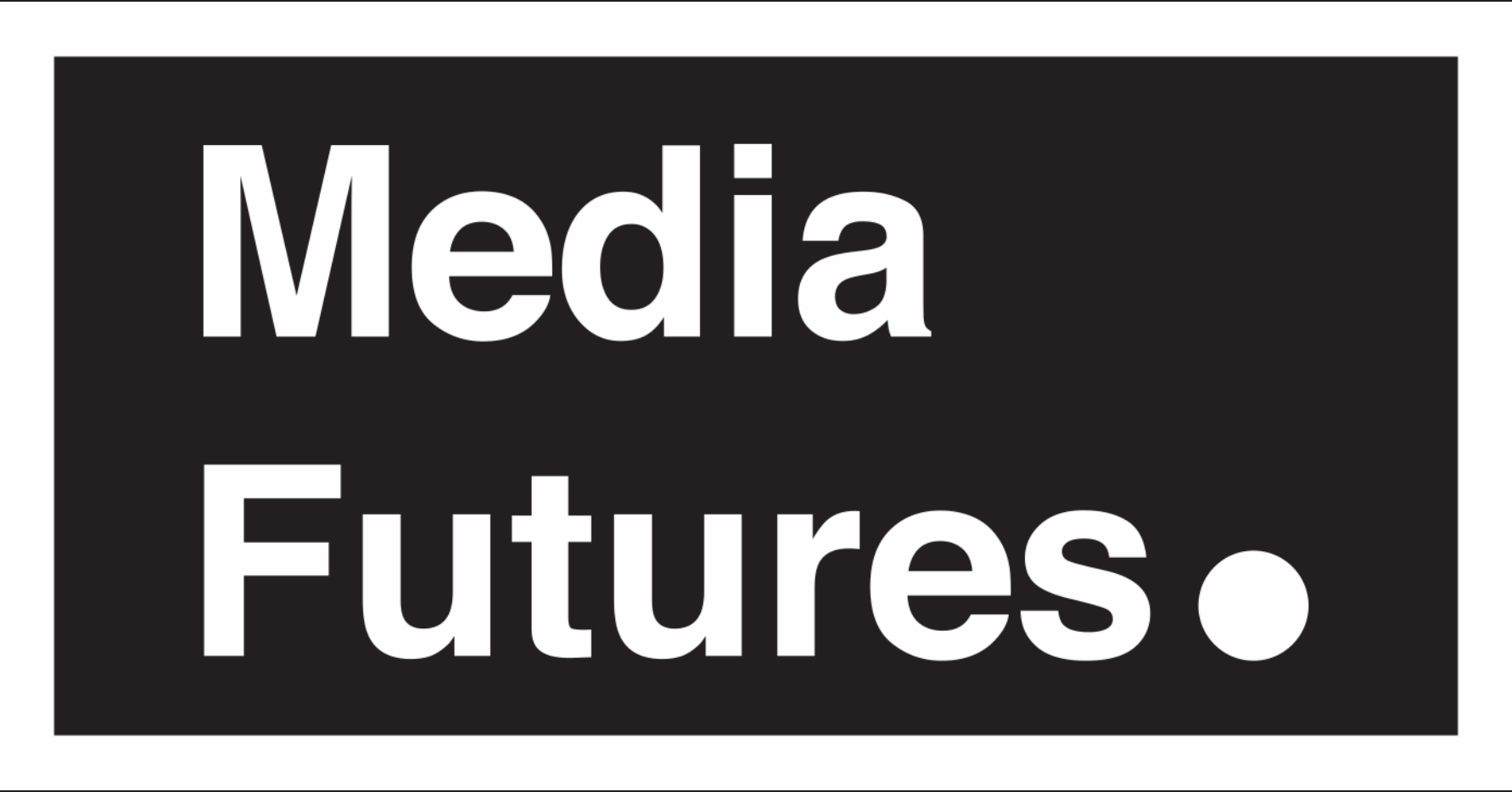
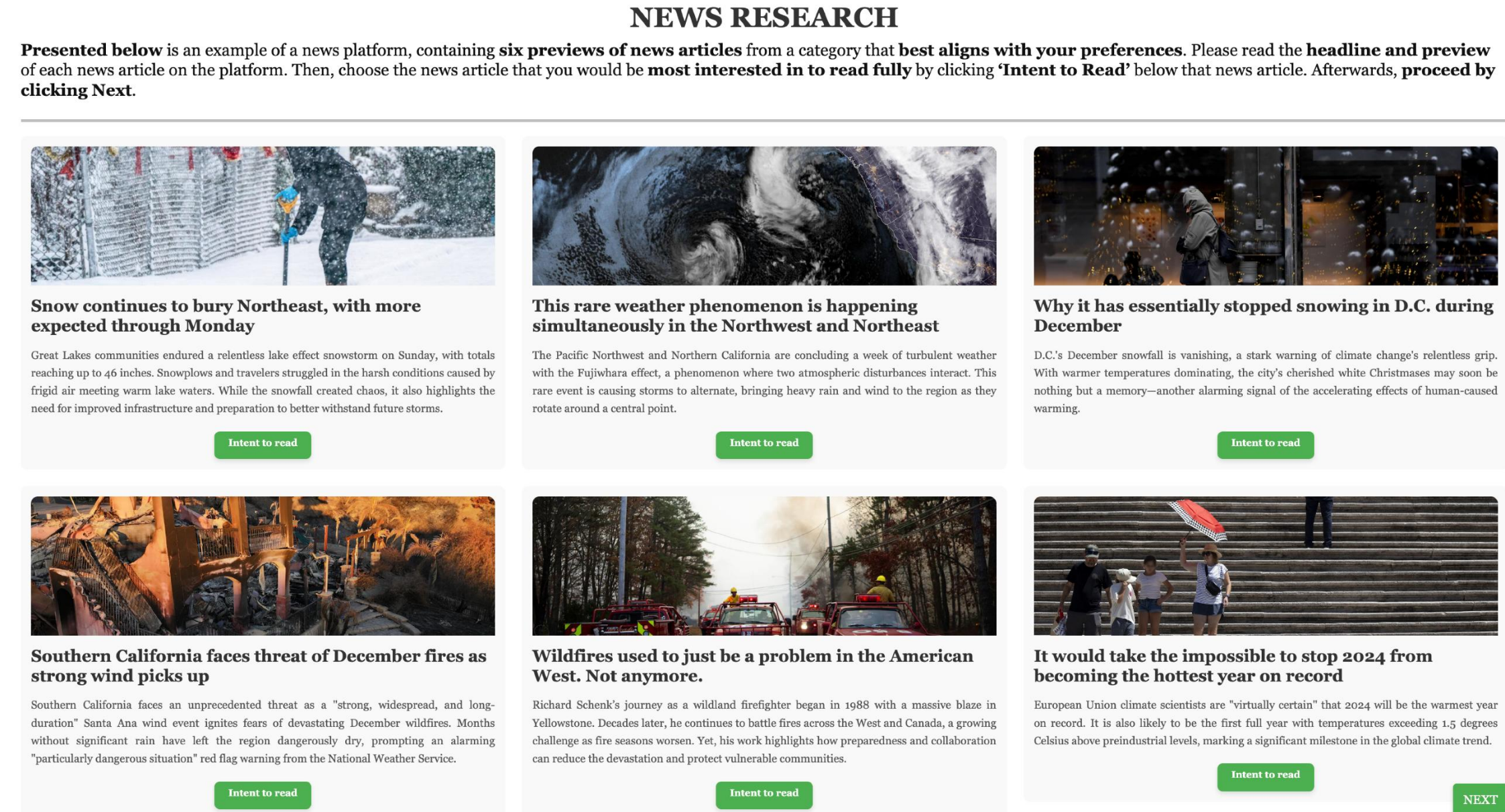


# The role of GPT as an adaptive technology in climate change journalism



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A Depiction of interface



B Neutral reframed article text



C Fear-hope reframed article text

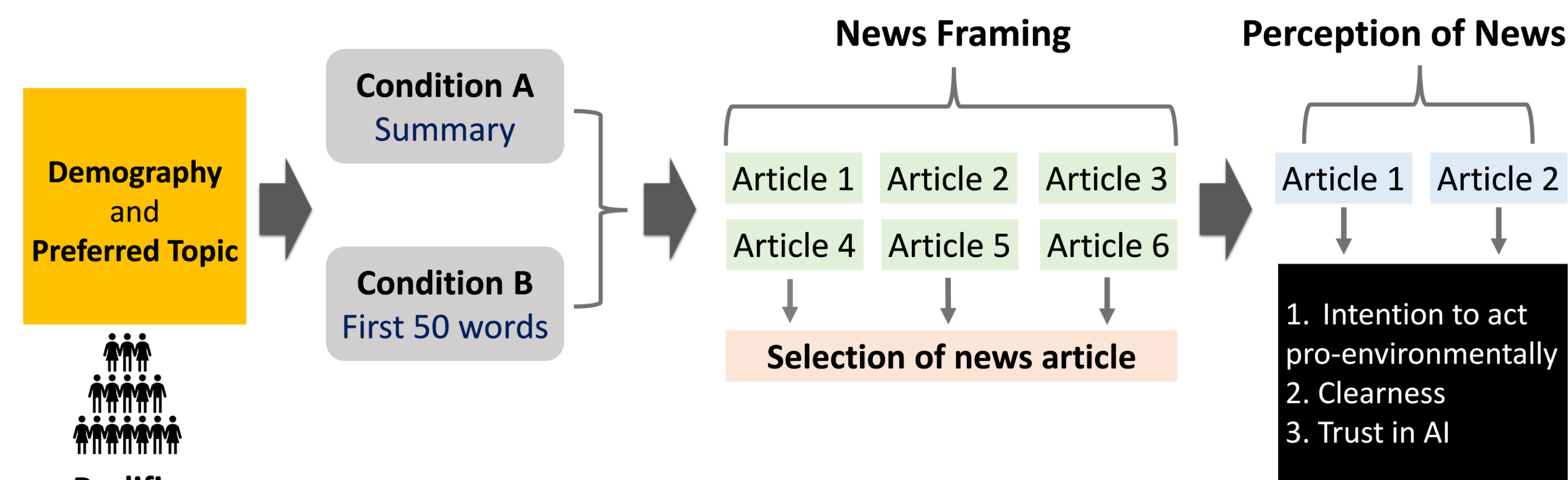


## General Problem

- With rising political divides and climate debate, how we share news matters more than ever.
- People often prefer news that align their pre-existing perspective — a behavior called selective exposure — which limits understanding and fuels polarization.
- LLM (emotional framing) may offer a new path forward if used responsibly.

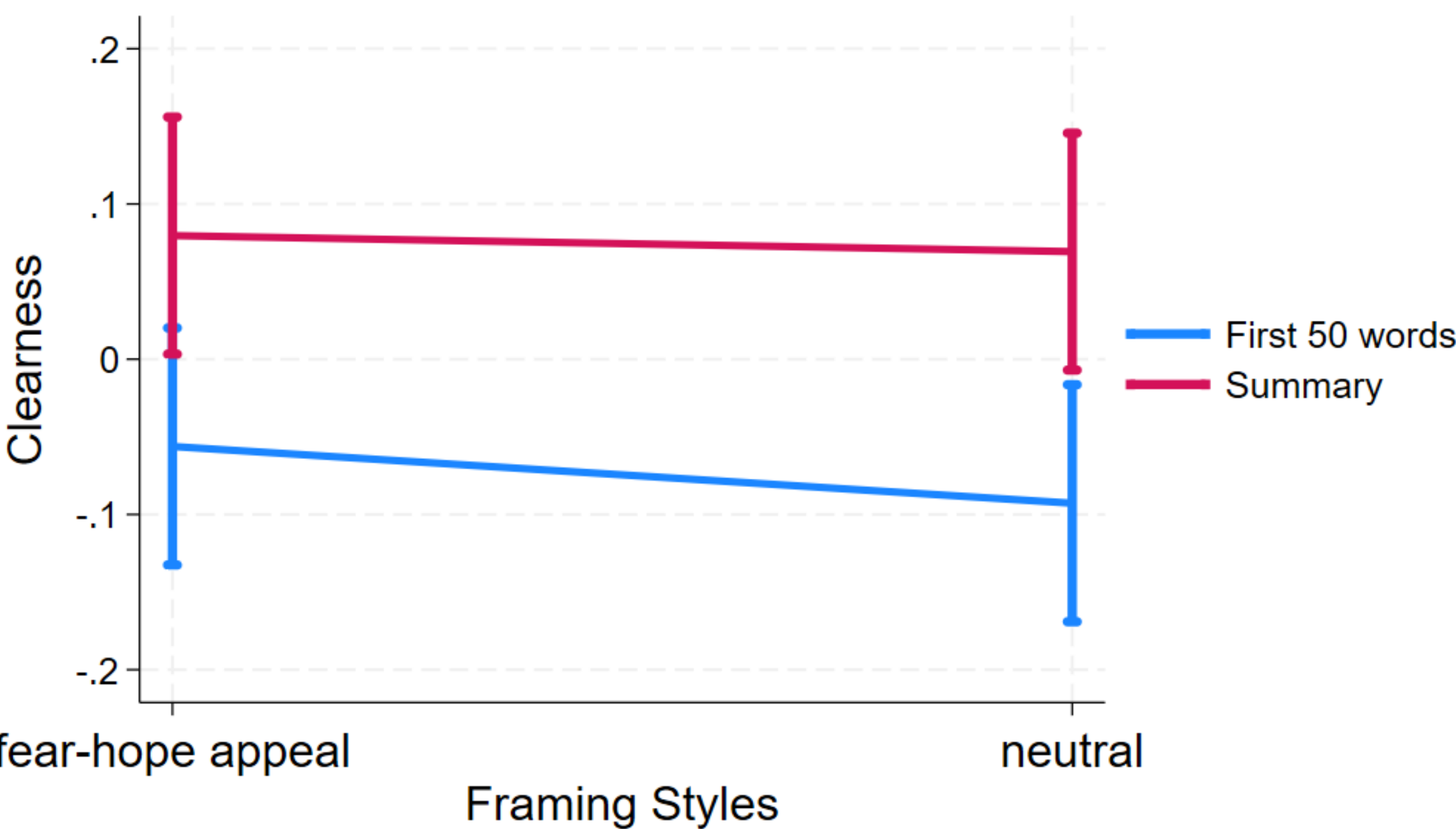
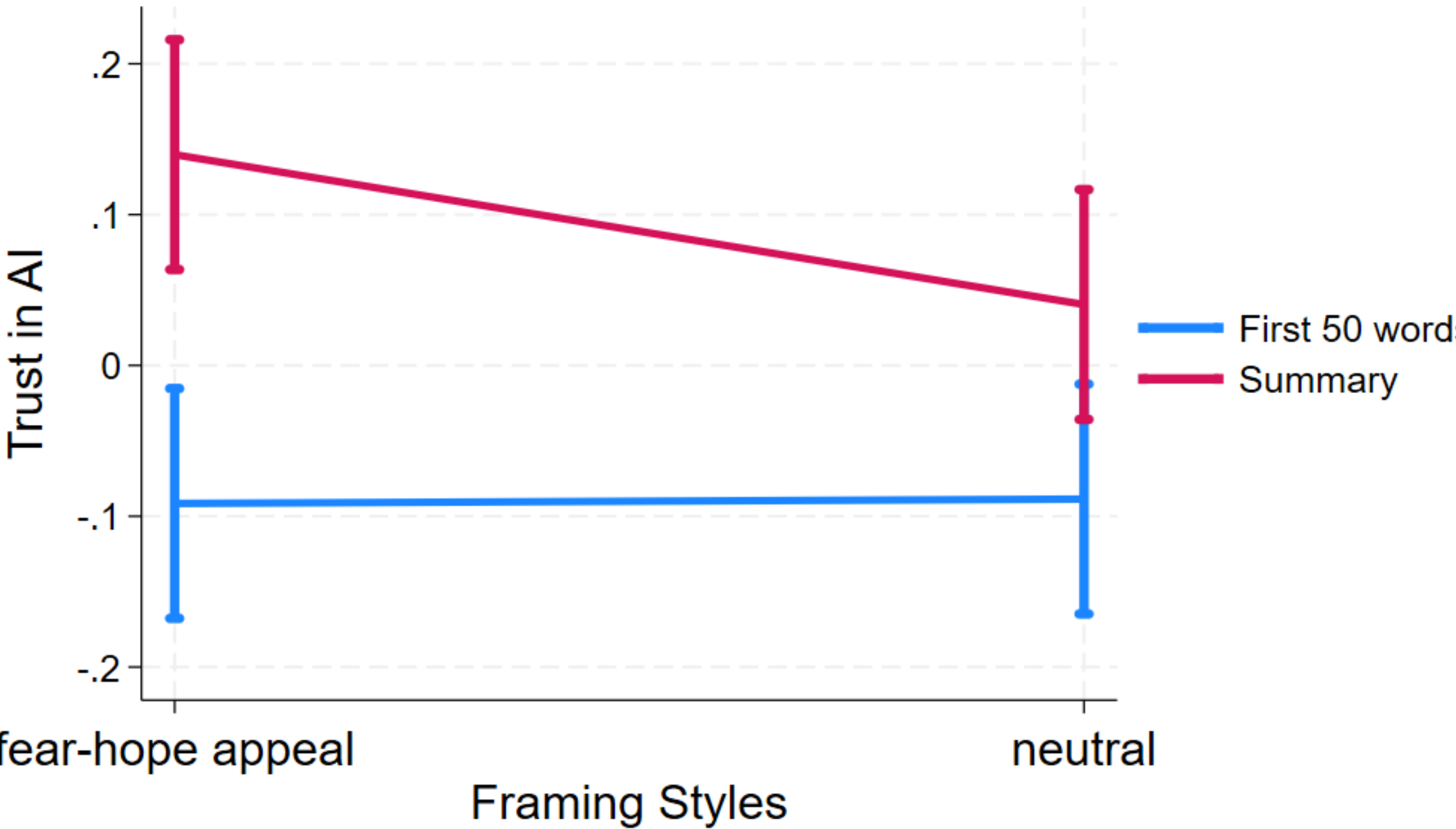
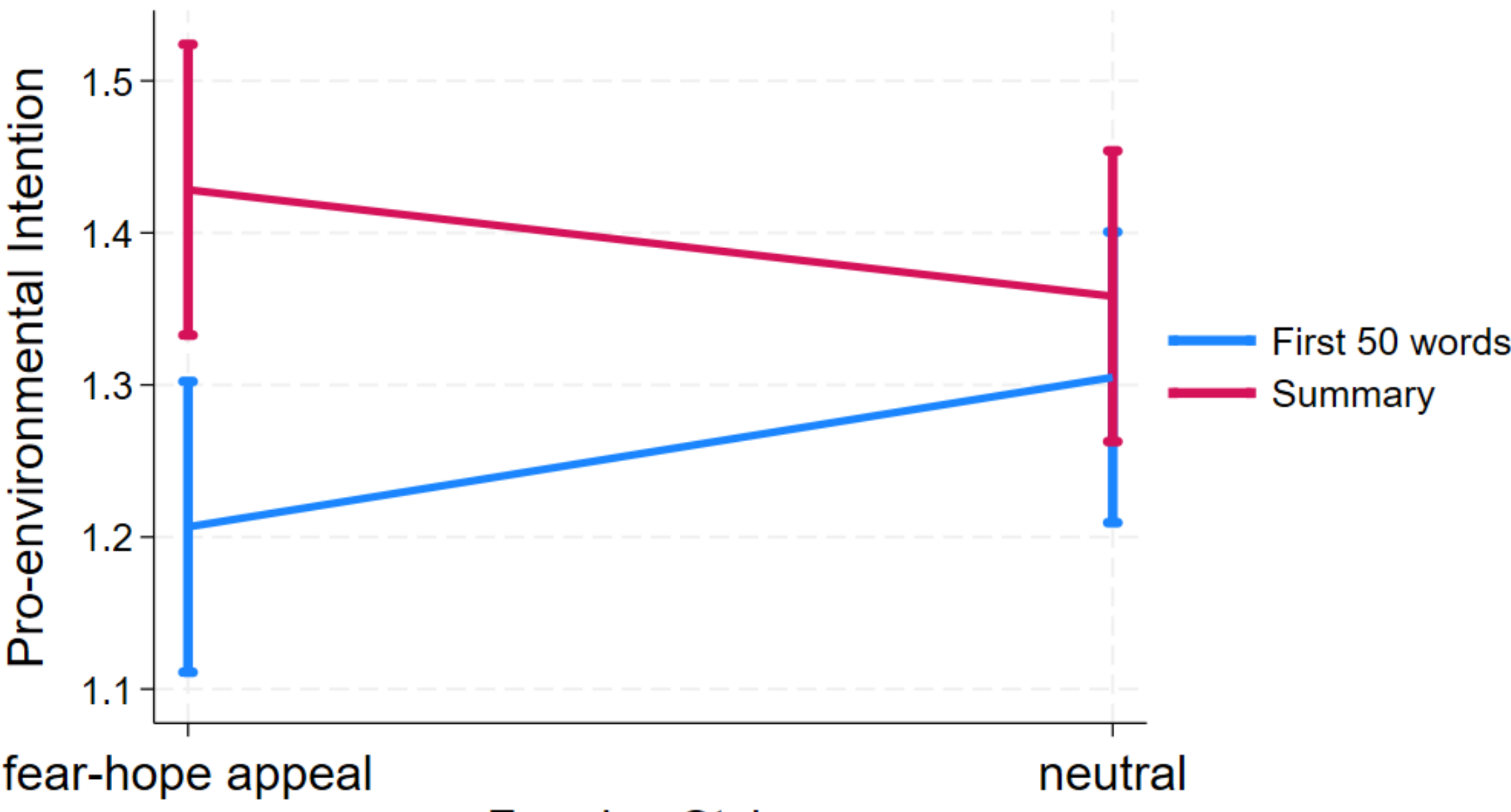
## Research Design

- Data: Washington Post articles (Environment, Weather, and Green Living)
- Participants: 300 U.S.-based Prolific users.
- Measures:
  1. Pro-environmental Behavioral Intention
  2. Trust in AI
  3. Clearness



## Main Findings:

- One surprising finding was that GPT-generated emotional framing and summaries did not significantly influence which news articles participants chose to read.
- However, we were encouraged to see that fear-hope framed GPT summaries “significantly boosted” participants’ pro-environmental intentions.
- Trust in AI :GPT summaries were rated significantly more trustworthy than 50 words previews. Fear-hope did not reduce trust.
- Clearness: GPT summaries rated higher, though not significantly.



### PARTNERS



### HOST



### FUNDED BY

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