KEY OPINION LEADERS APP: CLIMATE CHANGE
The Key Opinion Leaders app analyzed 4,478 articles on climate change to highlight influential voices within the narrative.
U.S. President Donald Trump leads on mentions within articles on climate change, and tops the list in terms of resonance and reach.

Climate activist Greta Thunberg had the highest relevance score, which means that whenever she is mentioned in the news, it’s almost always about climate change or her work.

<table>
<thead>
<tr>
<th>KOL Name</th>
<th>KOL Rank</th>
<th>Mentions</th>
<th>Relevance</th>
<th>Resonance</th>
<th>Reach</th>
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<tr>
<td>Donald Trump</td>
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<tr>
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<tr>
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<td>33939</td>
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<td>Malcolm Turnbull</td>
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</tr>
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Table of KOLs sorted by their overall score

Highlights:

01. Donald Trump has the most mentions and an overall rank of 1
02. Greta Thunberg has the highest relevance score and an overall rank of 3
03. Donald Trump has the highest resonance score and an overall rank of 1
04. Donald Trump has the highest reach score and an overall rank of 1
05. Andrew Wheeler has the highest average social sharing and an overall rank of 7
Articles mentioning controversial EPA head Andrew Wheeler received the highest average social sharing.

Clicking on his name reveals details about who he is, who he’s mostly affiliated with, and representative article headlines from the dataset.

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Representative Articles

- White House ready to climate change panel
- Los Angeles Times (February 20, 2019)
- Bill Nye on climate change
- MSNBC (May 16, 2019)
- EPA Shuts Down Climate Change Websites
- MSNBC Newsweek (November 02, 2018)
- Science, Health and Climate Change
- New York Times (October 08, 2018)

Jerry Brown

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Description

Administrator, Environmental Protection Agency

Top Company Co-Mentions

- Trump
- World Bank

Top People Co-Mentions

- Scott Pruitt
- Bernie Sanders
- Catherine Mckenna
- Ed Markey

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EPA head **Andrew Wheeler** has significant traction with the media and online readers, largely for his rollbacks of Obama-era climate policies.

U.S. television journalist Lesley Stahl, who frequently covers the subject, also has high average social engagement – the second most in the group.
Oil companies, including **Exxon**, **Chevron**, and **BP** were frequently mentioned in climate change articles and attracted high reader interest.

Nexus Media, a climate-focused online publisher, received the highest levels of social engagement among companies, which suggests that it is an engaging source for news on the subject.
Among institutions, **Texas Tech University** received less attention in media on climate change, but the articles that mentioned them drew high levels of social engagement.
APPENDIX
Quid Apps harness custom data science to focus your analysis, so you can:

- Get to answers easily with a structured set of views
- Understand what matters most with machine intelligence-generated highlights
- Easily repeat your analysis
COMPETITOR BRIEFING
Understand how companies and their competitors are being covered in the media.

CONTENT STRATEGY
Identify topics and themes that can inspire your content.

KEY OPINION LEADERS
Identify and rank Key Opinion Leaders (KOLs) within a given topic area

TOPIC TRACKER
Get briefed on the latest news across any industry or topic.