The background features a light gray gradient with decorative elements. On the left and right sides, there are network graphs consisting of interconnected nodes and lines. In the bottom right corner, there is a bar chart with several vertical bars of varying heights.

# Quid<sup>®</sup>

## 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.**

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# 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.

KOL Name	KOL Ra...	Mentions	Releva...	Resona...	Reach
Donald Trump	1	266826	66	96	97
Barack Obama	2	80644	65	91	74
Greta Thunberg	3	36335	78	87	53
António Guterres	4	23944	72	80	59
Al Gore	5	12090	74	82	53
Prime Minister Scott Mor...	6	42425	58	79	61
Andrew Wheeler	7	15100	57	80	53
Jerry Brown	8	33939	70	62	56
Malcolm Turnbull	9	25967	57	72	51
Michael E. Mann	10	4272	63	69	40
Michael Bloomberg	11	12398	62	63	44

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.

KOL Name	KOL Rank	Mentions	Relevance	Resonance	Reach
Andrew Wheeler	7	15100	57	80	53
Jerry Brown	8	33939	70	62	56

**Representative Articles**

- White House readies 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)

**Description**

Administrator, Environmental Protection Agency

**Top Company Co-Mentions**

Trump • World Bank

**Top People Co-Mentions**

Scott Pruitt • Bernie Sanders • Catherine Mckenna • Ed Markey

Table of KOLs sorted by their...

**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

# 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.

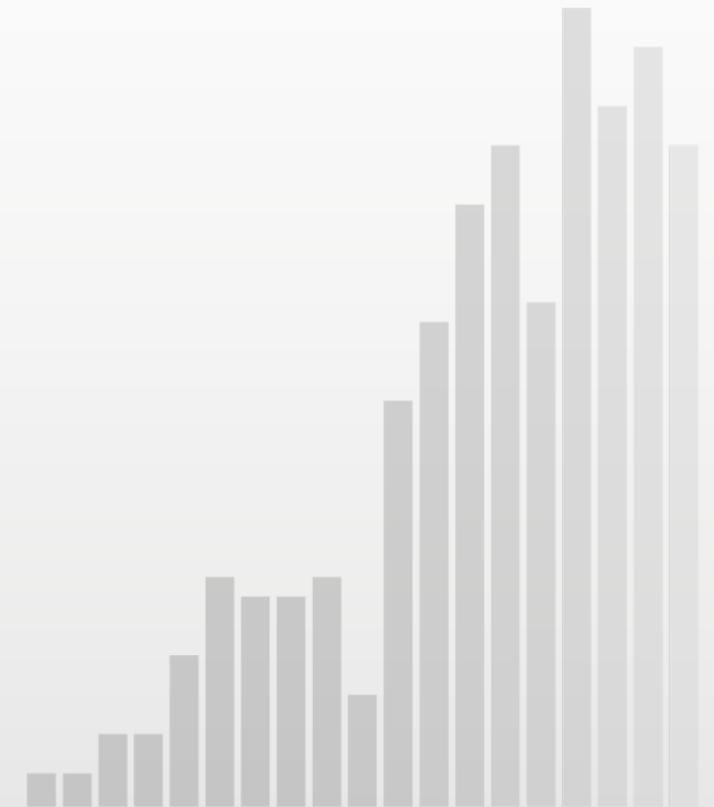


Among institutions, **Texas Tech University** received less attention in media on climate change, but the articles that mentioned them drew high levels of social engagement.





# APPENDIX



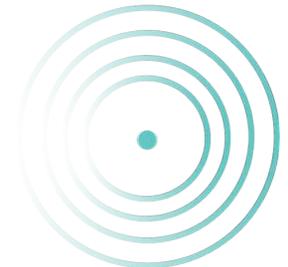
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- Easily repeat your analysis





# APPS ROADMAP

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