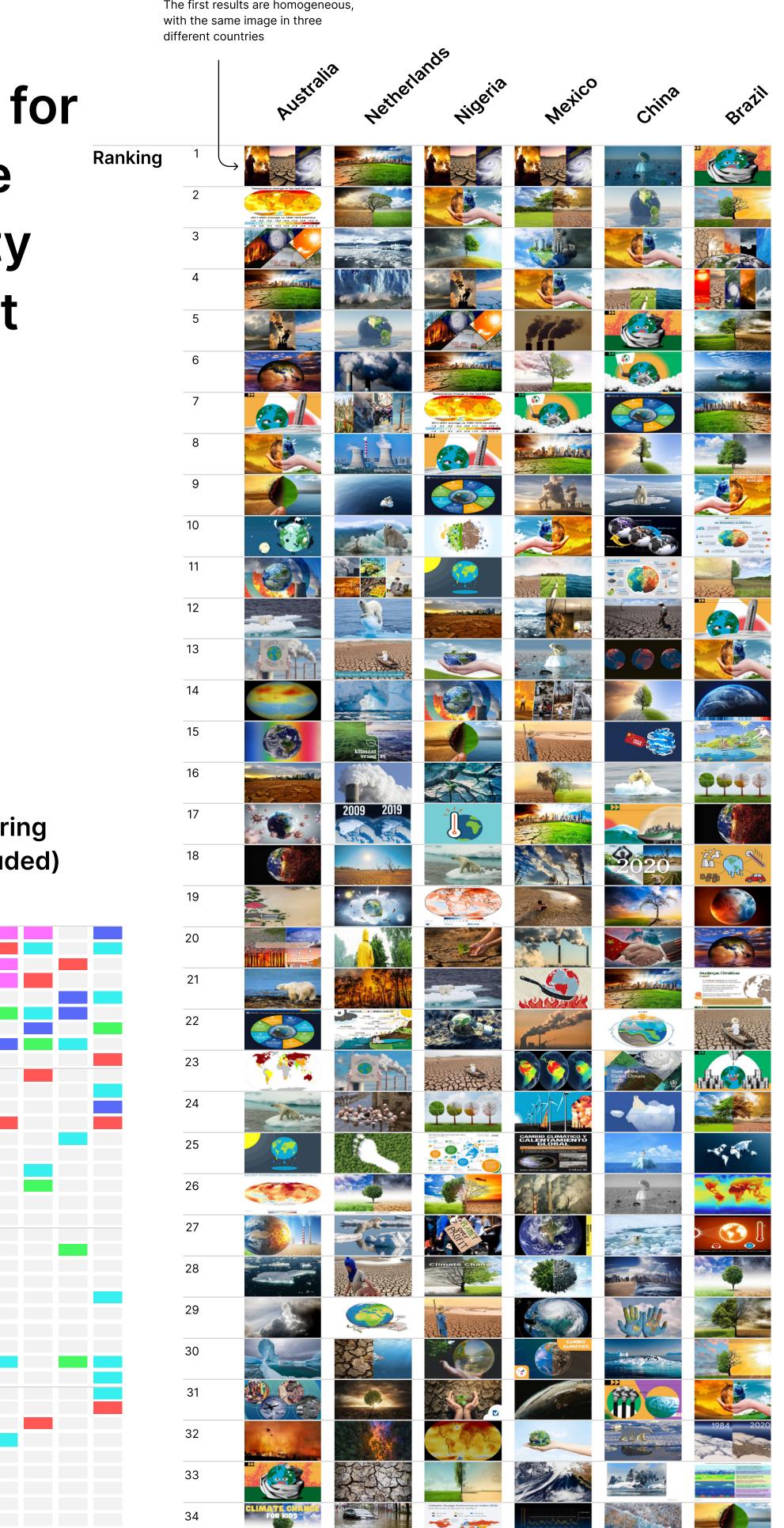


According to Google:

Visual epistemologies of climate change and biodiversity loss

Top 50 Google Images results for climate change and biodiversity loss in different countries





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Biodiversit	y loss	Q)	Ranking	1				An internet internet		A.
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Netherlands	.nl	Verlies van biodiversiteit		4		L				
Nigeria	.com.ng	Biodiversity loss		5		Normer Park Provide August				e Richard Solar
Mexico	.com.mx	Pérdida de biodiversidad		0					★ 生物多样性日 ● 5月22日	
China	.com.hk	生物多样性丧失		6						
Brazil	.com.br	Perda de biodiversidade		-7	19000 A.C. 1948 %					
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images (slight variations included)			10			and the second				
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Netherlands	.nl	Klimaatverandering
Nigeria	.com.ng	Climate change
Mexico	.com.mx	Cambio climático
China	.com.hk	气候变化
Brazil	.com.br	Mudanças climáticas

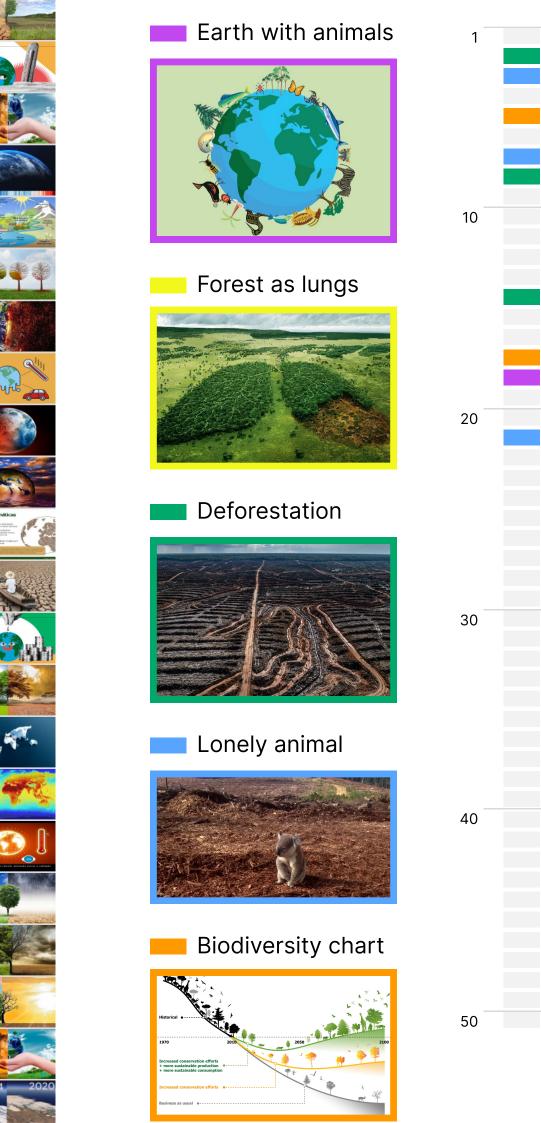
Distribution of the most recurring images (slight variations included)

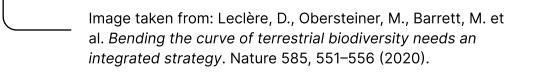


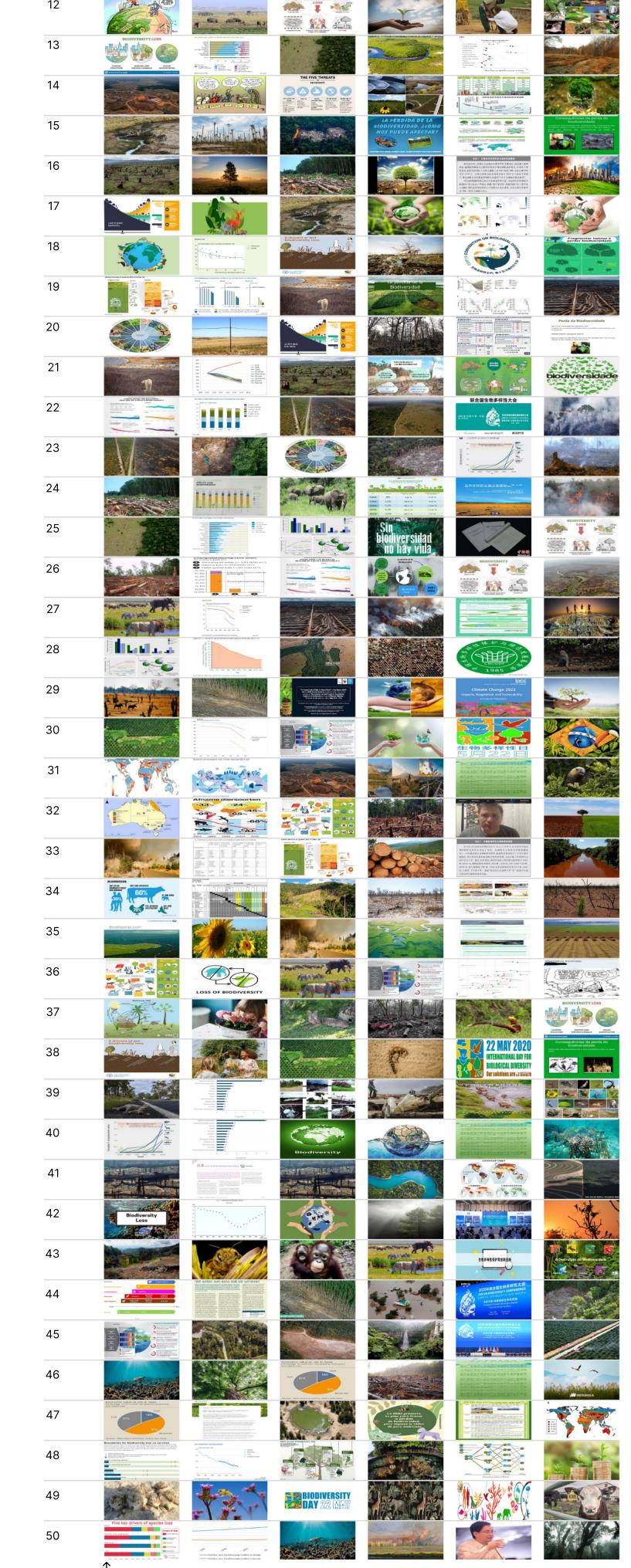




Many images present a "half and half" structure comparing greenery to destruction



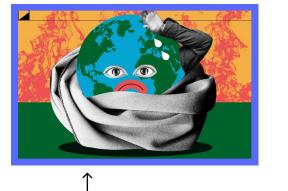






Cartoon earth

Triptych



Series of illustrations realized for the un.org web page on climate change

Main findings:

Many images repeat across different countries.

Generic representation through 'split' stock images showing a montage of perspectives (e.g. earth in hand, landscape).

Google presents a global visual vernacular of climate change: timeless, placeless, humanless, cause-less.

30 Most frequent web entities associated with the top 50 Google Images results according to Google Vision API

Frequency of the web entity

Shared web entities

35

36

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Metico

china

Brazil

lobal warming

climate change

greenhouse gas

climate

earth

IPCC*

planet

ocean

atmosphere

Netherlands

Australia

Main findings:

Some repeating images, but more country-level diversity.

Stock imagery less dominant, but "split" images still popular (e.g. "forest as lungs").

Deforestation as the dominant representation of biodiversity loss.



Netherlands AUSTRALIA Metico china ecosystem biodiversity loss biodiversity global warming earth species

organism

nature

nature maintenance

Web entities are the 'references' that Google assigns based on the site-specific textual environments in which matching images are found around the web.

48

Just 7/30 entities are shared, climate change and biodiversity loss defined as largely discrete phenomena.

Web entities for climate change are focused on a smaller number of generic references. Biodiversity loss refers to a broader range of issues.

* Intergovernmental Panel ** World Meteorological on Climate Change Organization

natural environment	habitat			
greenhouse effect	deforestation			
extreme weather	forest			
climate change adaptation	climate change			
drought	natural environment			
arctic	extinction			
climatology	global biodiversity			
world	amazon rainforest			
carbon dioxide	habitat destruction			
climate crisis	agriculture			
nature	invasive species			
weather	image			
atmosphere of earth	text			
sea level rise	protecting biodiversity			
stock photography	tree			
sustainability	diagram			
glacier	ocean			
WMO**	rainforest			
ecology	font			
sea ice	product			
2021 UNCCC	stock photography			

PARTICIPANTS

Maud Borie, Laura Bruschi, Ariel Chen, Daniele Dell'Orto, Matthew Hanchard, Warren Pearce, Elena Pilipets, Alessandro Quets, Zijing Xu

Scan to get to the wiki page of the project:

https://wiki.digitalmethods.net/Dmi/ AccordingToGoogleImages

