

1.

Choose words by
moving your body

2.

Keep the word at the top
of the wall for 3 seconds
to use that word

3.

To deselect a word,
step backwards
away from the wall

Or scan to use phone



#ClimateWall

**How large a role do you think carbon capture has in
helping us reduce our emissions?**

Scan QR code to begin, or create your answer
from the words below...

0 / 150

removing

wake

depends on play fossil using by others from travelling with public time carbon role of more
age should what the other and
enough technology cost

University of Exeter
#ClimateWall

DATA VISUALISATION + INSIGHTS

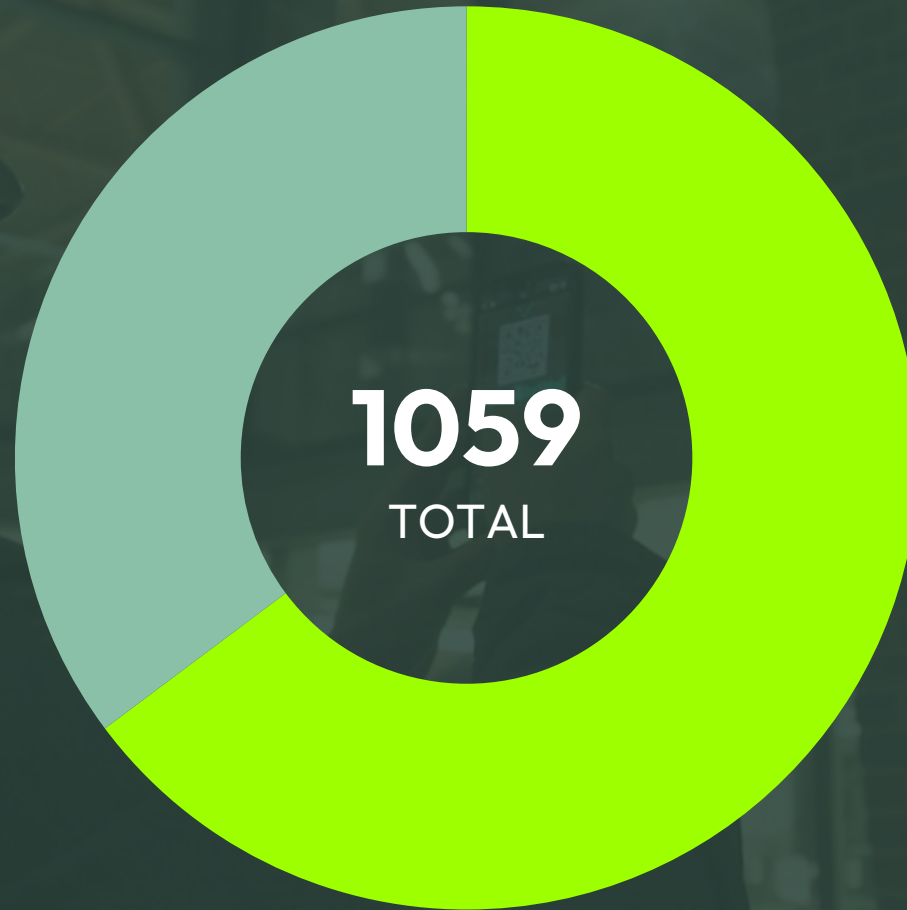
THE MEDIA WORKSHOP

GREEN
BARREL

Total responses

Mobile app outperforms interactive wall

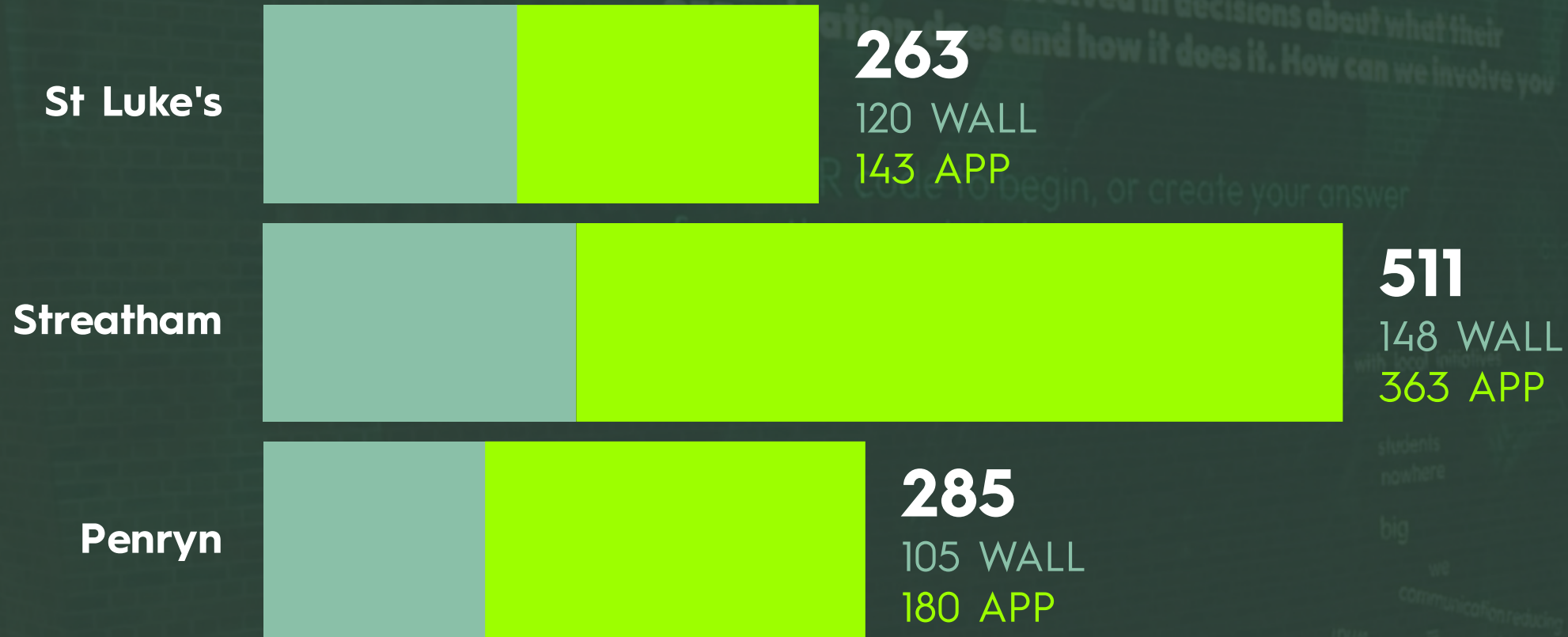

373
WALL




686
APP

Responses by campus

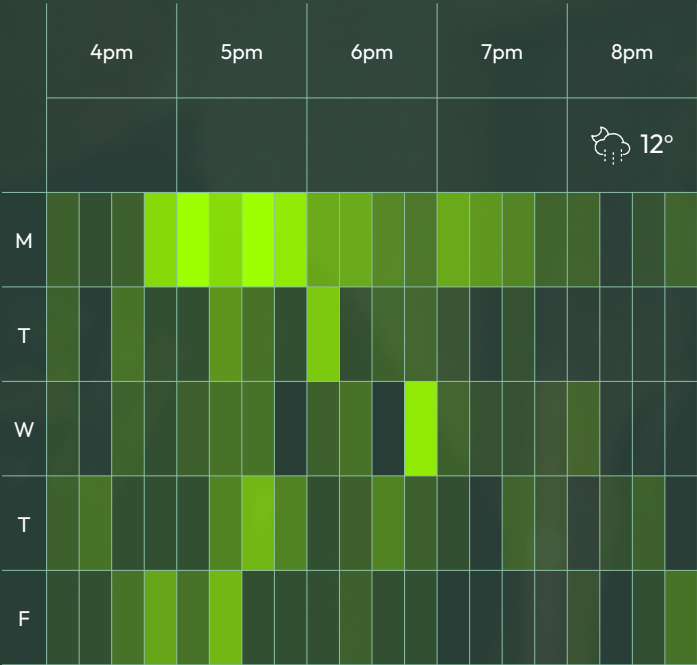
Greater footfall at Streatham sees increased engagement



Engagement heat map

Analyses by day, time and location conditions

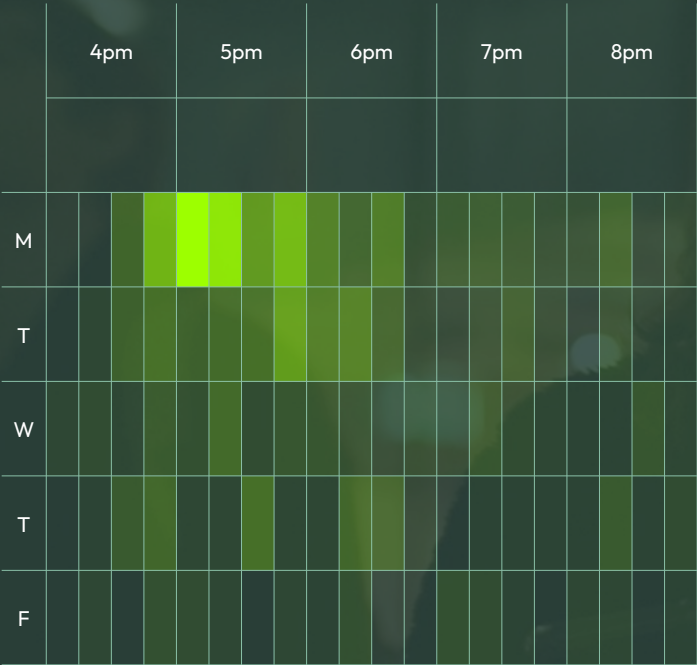
St. Luke's Campus



11  0

Maximum no. of responses in 15min period

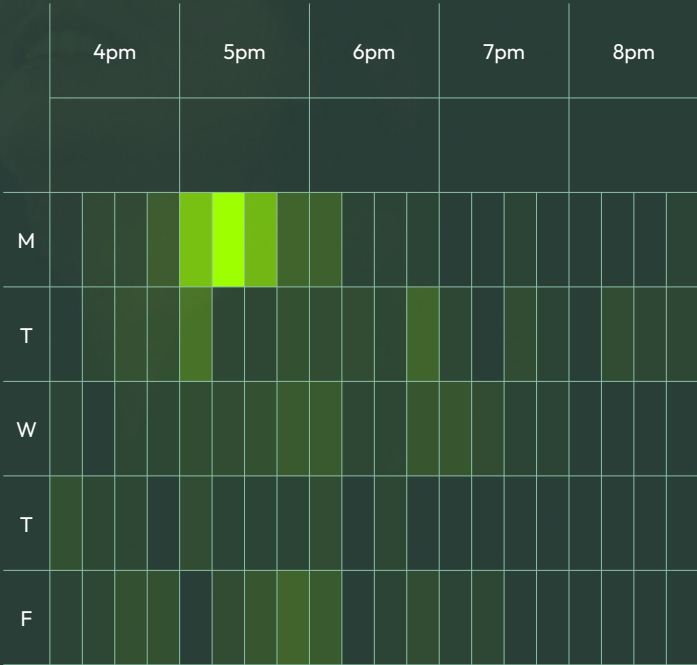
Streatham Campus



39  0

Maximum no. of responses in 15min period

Penryn Campus



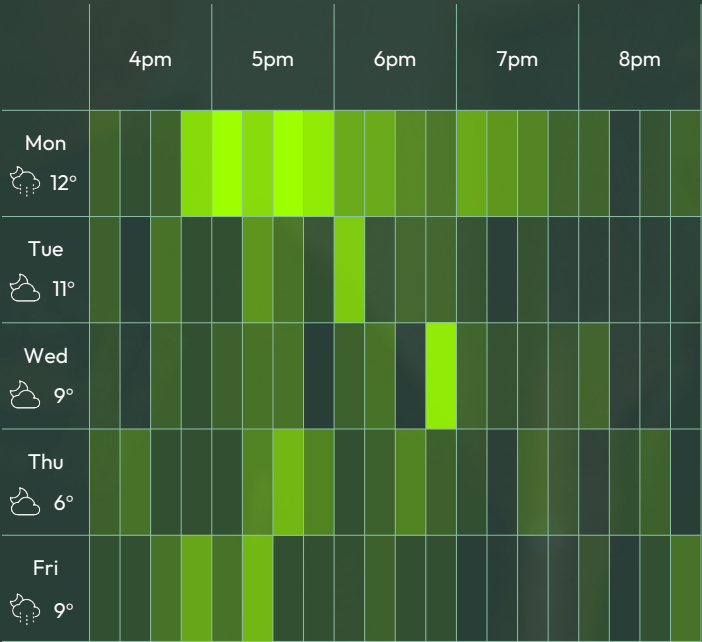
40  0

Maximum no. of responses in 15min period

Engagement heat map

Analyses by day, time and location conditions

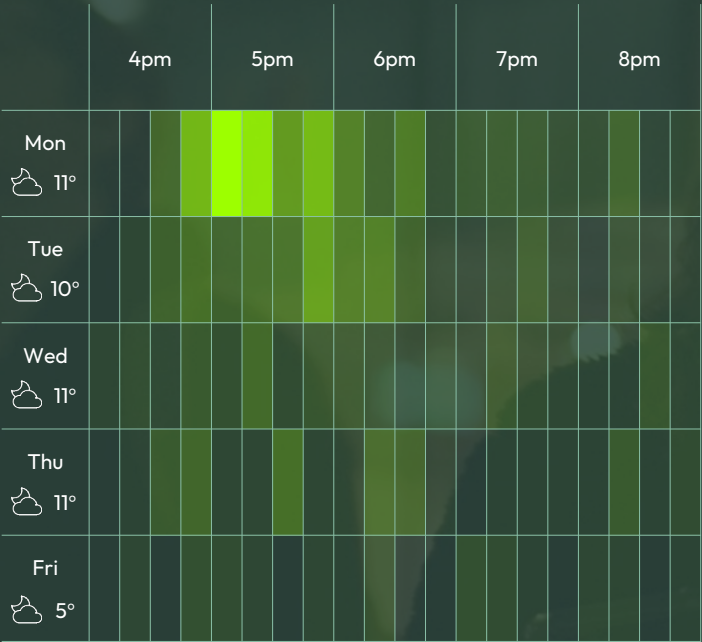
St. Luke's Campus



11  0

Maximum no. of responses in 15min period

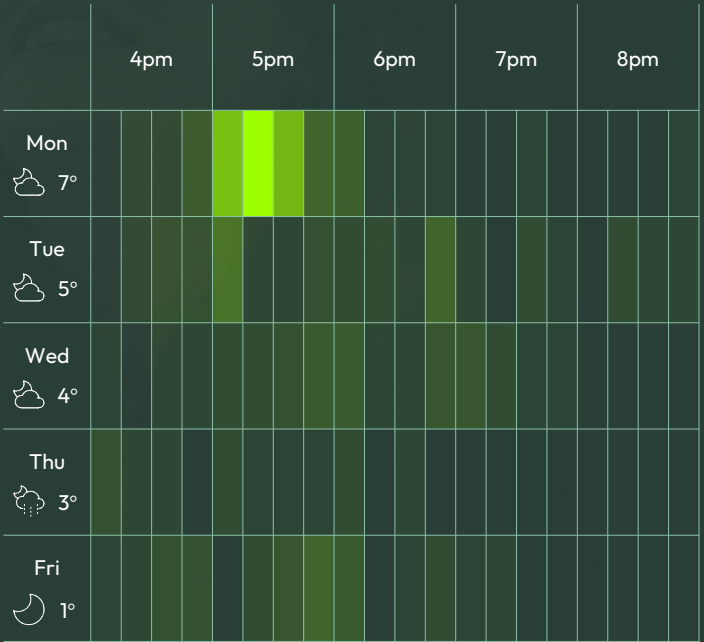
Streatham Campus



39  0

Maximum no. of responses in 15min period

Penryn Campus



40  0

Maximum no. of responses in 15min period

Most responses by question

Lifestyle choices is the main theme driving engagement

- | | | |
|---|---|--------------|
| 1 | What do you believe is the biggest change in lifestyle people can make to reduce their carbon footprint? | 67 responses |
| 2 | How much do you think sea levels have risen since 1900? | 45 responses |
| 3 | Adopting a plant based diet is one of the most positive things we can do as individuals to live more sustainably. What stops people from adopting a vegan diet? | 42 responses |
| 4 | People need both the motivation and the capacity to choose low-carbon technologies in homes and businesses – how can we motivate them? | 40 responses |
| 5 | What do you think our government should be doing to tackle the climate and ecological crisis? | 39 responses |

Example analysis of response to a question

Responses are grouped by subject

What do you believe is the biggest change in lifestyle people can make to reduce their carbon footprint?



Word cloud

The most popular words used in responses

1	less	52
2	meat	47
3	need	44
4	use	38
5	people	38
6	climate	35
7	improve	34
8	technology	33
9	energy	29
10	alternatives	29
11	reduce	28
12	fossil	28
13	stop	28
14	support	27
15	eat	27
16	power	26
17	nations	26
18	affordable	25
19	new	24
20	sustainable	24



Showing the passion

The Climate Wall provoked some strong responses from some students

call out the oil lobbyists!!!

educate the
younger
generations!

politicians greenwashing
just for greed

grrr...

I'm angry and
passionate about
making it better

pull your finger out,
it's time for
immediate action!

it's time to protest, get loud, take action.

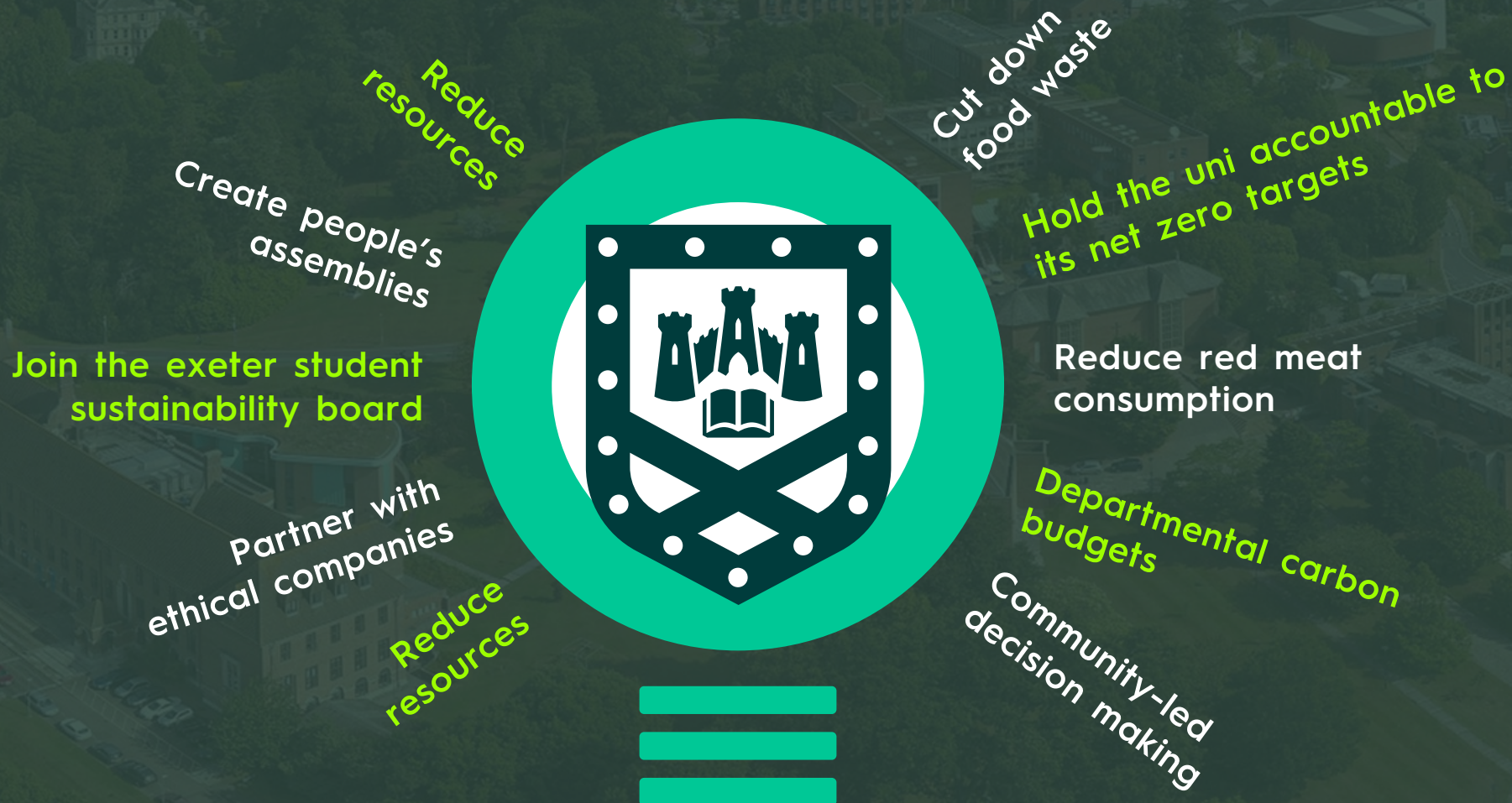
Say what..?

From the random to the inspired, the Climate Wall revealed more than we bargained for

The power is in the purse... make cheese grate again...
nothing a big beaver damn can't handle... if you are
taking a private jet, try and do ride-shares...
nutty people live longer... there are too many large
corporations committing big stinky in the atmosphere...
eat rich people... listen to me, we need to have
clothes on more clothes on no less yeah, less clothes
on no no no more clothes on so many clothes clothes
that you like... do it for the fish... love is electric.

Net zero ideas

What do UoE students think will help the university achieve its net zero target



We hope you found these insights useful.

If you would like further information or have any specific requests relating to the project data, please get in touch:

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