

# Theses Topics

## Climate Change

### **MSc thesis: Climate Change Attitudes Among Farmers in Europe**

This project will analyze survey data from approximately 2,800 farmers across eight European countries (Germany, France, UK, Sweden, Austria, Spain, Poland, and Italy).

The data include comprehensive information on farm characteristics, farmer demographics, and beliefs about climate change, mitigation policies, and their perceived impact on agricultural production. The objective of this research is to examine variations in climate change beliefs and attitudes across countries and to explore potential differences based on farm type, age group, and political orientation.

This thesis will be written and presented in English.

Contact: Maria de Araujo, [maria.araujo@uni-goettingen.de](mailto:maria.araujo@uni-goettingen.de)

### **MSc thesis: Text Analysis of German Farmers' Perceptions of Climate Change**

This project offers the opportunity to analyze open-ended survey responses from 757 farmers in Germany on agriculture and climate change. The dataset includes rich qualitative text data combined with detailed background information on farm structure, production type, and farmer demographics. The thesis will apply qualitative coding and/or automated text analysis methods (e.g., Structural Topic Modeling or related approaches) to examine heterogeneity in perceptions and differences across farm types and other characteristics.

This thesis will be written and presented in English

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### **MSc thesis: Social Media and Consumer Perceptions of Feed Additives**

This thesis investigates how social media influences consumer perceptions of feed additives used in dairy production, i.e. feed additives designed to reduce methane emissions from cows, thereby lowering the carbon footprint of milk. The project focuses on how misinformation or false claims circulating on social media can shape consumer attitudes, trust, and ultimately their willingness

to purchase low-carbon milk products. Using a survey experiments, the student will assess how exposure to accurate vs. misleading online content affects consumer choices and explore strategies for improving public understanding of sustainable innovations in the dairy sector.

The thesis can be written in German or English.

Contact: Doris Läßle [doris.laepple@uni-goettingen.de](mailto:doris.laepple@uni-goettingen.de)

## **Farmer Protests**

### **MSc thesis: Facts or Just Opinions? Exploring Farmer and Consumer Responses to Farmers' Protests**

This thesis explores how farmers and consumers understand and describe the reasons behind recent farmers' protests. Using existing survey data, the student will analyze whether the responses given reflect factual knowledge about the issues (such as bureaucracy, agricultural policies, prices, or regulations) or are more opinion-driven and emotionally framed. The thesis aims to assess the accuracy of the claims made by both groups and to understand where misunderstandings or misperceptions arise. This research can inform how better factual communication can help bridge divides between farmers, consumers, and policymakers.

The thesis can be written in German or English.

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## **Animal Welfare**

### **MSc / BSc thesis: Consumer attitudes towards farm animal welfare**

This thesis examines how consumers perceive animal welfare practices on farms and how these perceptions affect their purchasing decisions. It will explore key factors shaping attitudes, such as media portrayals, trust in certification schemes, personal values, and knowledge levels. The project may include a consumer survey or interviews to identify gaps between consumer expectations and actual practices in modern farming, with the goal of informing better communication strategies between the agricultural sector and the public.

The thesis can be written in German or English.

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### **MSc thesis: Media analysis about farm animal welfare**

This thesis explores how the media reports on farm animal welfare and how this reporting might shape public opinion. Using media analysis methods the student will examine the tone, framing, and key messages in news articles, about animal welfare. The aim is to understand how animal welfare issues are portrayed to the public, whether the coverage emphasizes problems or progress, and how this may influence consumer attitudes and policy debates.

The thesis can be written in German or English.

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### **Sentiment and textual analysis**

#### **MSc thesis: Textual, sentiment or media analysis about the Mercosur agreement**

This thesis explores how the media reports on the Mercosur trade agreement. Using sentiment and textual analysis, the student will examine the sentiment, emotions, and topics present in news articles about Mercosur. The analysis will rely on a corpus of media texts collected from multiple news outlets over a defined time period. The aim is to understand how the agreement is portrayed to the public, with particular attention to differences across media outlets and variations over time. By identifying patterns in tone, framing, and thematic emphasis, the study seeks to provide insight into how economic integration initiatives are communicated in the public sphere and how media narratives surrounding trade agreements evolve. The focus can be in one or more countries of choice of the student.

The thesis can be written in English or German.

Contact: send an email to [Giacomo Ferraro](mailto:Giacomo Ferraro)

#### **MSc thesis: Textual, sentiment or media analysis about cultured meat and its implications for agriculture**

This thesis explores how the media reports on cultured meat and its potential implications for agriculture and the livestock sector. Using sentiment and textual analysis, the student will examine the tone, emotions, and topics present in news articles discussing cultured or lab-grown meat. The analysis will rely on a corpus of media texts collected from multiple news outlets over a defined time period, using databases such as Nexis. The aim is to understand how this emerging food technology is portrayed to the public, with particular attention to how it is framed in relation to sustainability, innovation, consumer acceptance, and potential impacts on farmers and traditional livestock production. By identifying patterns in sentiment, framing, and thematic emphasis, the study seeks to provide insight into how food technologies are communicated in the public sphere and how media narratives about the future of meat production evolve over time. The focus can be on one or more countries of the student's choice.

The thesis can be written in English or German.

Contact: send an email to [Giacomo Ferraro](mailto:Giacomo Ferraro)