

# MASTER'S THESIS: SOCIAL MEDIA DISCOURSES ABOUT SUSTAINABLE COFFEE

Interested to learn about Brazilian coffee?

Curious to find out about the sustainability narratives used on social media?



What does sustainability mean for different actors in the coffee value chain? Is it planting trees? Is it processing technologies? Is it productivity? Are social aspects considered?

We are looking for a motivated and critical student to analyze the social media content of different Brazilian coffee producers and cooperatives, as well as Swiss coffee roasters, and link it to scientific literature on sustainability and realities on the ground. The research can be done using text analytics and text mining tools combined with qualitative image and discourse analysis.

**SUPERVISION:** Prof. Johanna Jacobi, Marie Sigrist and Braidia Thom, Agroecological Transitions Group

**PROJECT DURATION:** 6 months, start date beginning 2023

**LANGUAGE:** English and optimally also Portuguese

If you are interested or if you have any questions, please send an e-mail to Braidia Thom [bthom@ethz.ch](mailto:bthom@ethz.ch).