The Oil Drum
DISCUSSIONS ABOUT ENERGY AND OUR FUTURE

Excuse me while I bash my head against the wall (for seemingly no reason) some more...

Posted by Prof. Goose on July 29, 2005 - 3:49pm

This graphic captures the percent of posts in blogtopia that mention a particular topic. I plotted "peak oil" v. "global warming" v. "climate change" in this graph over the past six months. "Peak oil" is the bottom blue line, meaning that on average, one one-hundredth of 1% of all blog posts mentioned "peak oil"...and "peak oil" was mentioned about 15 times less than "global warming" at its peak, but only about four times more at baselines. (If you want to do your own or another comparison, go to blogpulse).

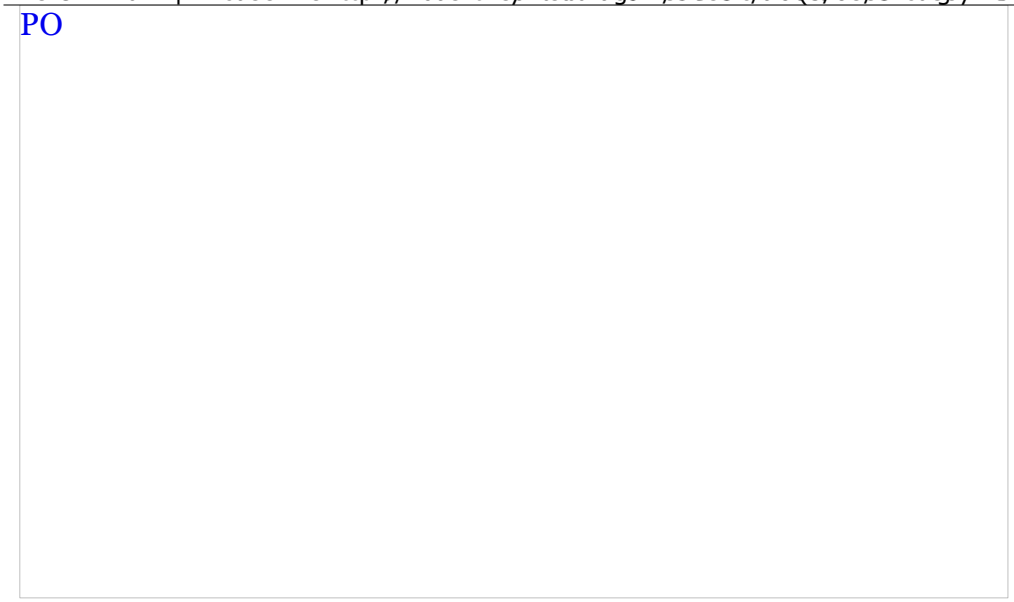
peak oil v. global warming blogpulse

The massive imbalance between peak oil and the other two topics rather shocked me...but it does remind/indicate to me how little PO gets talked about in relative terms. (I also do not mean to imply that these two subject matters are adversaries, if only for the "oxygen" of effort of discussion in the blogosphere, in fact, I perceive the two problem sets as quite complimentary.)

One thing you can do with the blogpulse tool is to click on the graph (when it's on the blogpulse page, not in this copy) and find out what are the drivers of these discussions. The two latest spikes for the global warming/climate change discussions were the result of discussions of G8/Kyoto and a bit on the US energy bill...but even after those discussions, the graphs returned to their baseline for all terms.

Even more disconcerting is this graph:

PO



This is just "peak oil" on its own. While it seems like PO's been getting more and more coverage, the coverage in blogistan has actually been trending sideways, and most recently DOWNWARD. That doesn't gibe with our readership numbers (which continue to go up) or the feeling of growing popular awareness that I am getting.

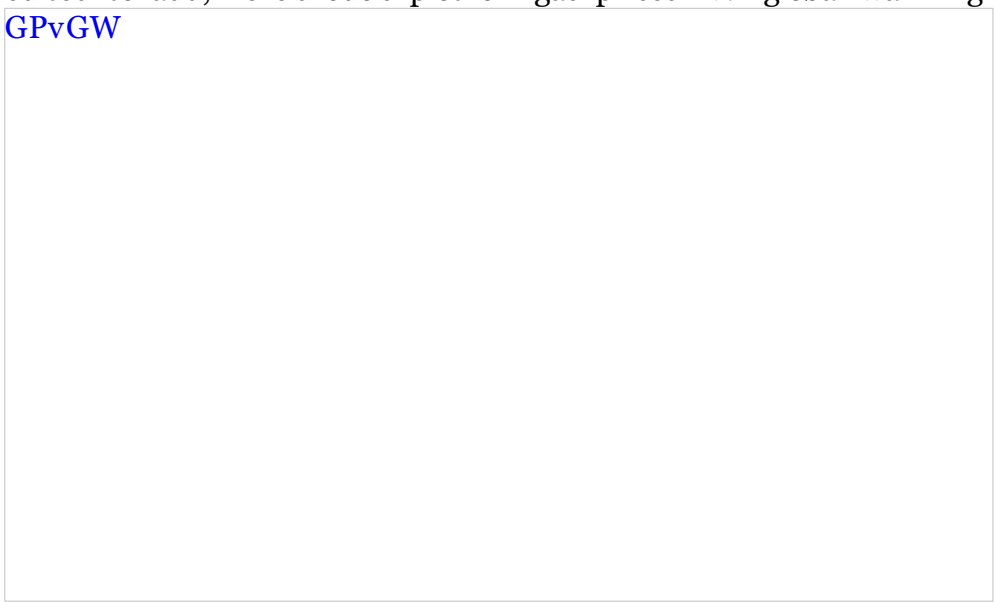
WTF?!?!? Am I not getting something here? Am I missing something? Why is coverage of peak oil trending sideways/downward? Shouldn't the energy bill have spiked a discussion of peak oil more than it did global warming? What would provide that kind of catalyst for a discussion of peak oil? $4/gal? A tanker sinking? A refinery explosion? Are we in the PO community not doing enough? What?!?!

Something tells me, unless we start going door to door...well, let's just say it ain't going to happen on its own...maybe it really is about local activism and spreading the word...? Maybe there just has to be catalyst (we've mentioned $100/bbl so many times...)...but even then, won't it just return to the baseline?

Damned if I know.

edited to add, here's odo's plot of "gas prices" v. "global warming" as noted in comments...

GPvGW



Technorati Tags: peak oil, oil