

Spinning Stories: The Impact of Wind Turbine Density on Public Narratives in Germany

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Abstract

The successful transition toward renewable energies requires public support in locations where the expansion of renewable energies potentially generates (localized) negative effects. Narratives play a pivotal role in framing these perceptions. This article examines the relationship between onshore wind power and the related narratives for regions in Germany.

Our findings suggest that wind-related narratives are more prominent and more neutrally (less angry) framed in regions with more wind turbines. Public attitudes supporting wind energy expansion seem to fuel the prominence of related narratives. The presence of wind turbines shapes how public attitudes translate into narratives. Support for anti-wind protests translates less into prominent wind-energy-related narratives in regions of higher wind turbine densities.