

viduals" (2011, p. 1011). According to Bremer, research also shows that social spaces with common life patterns do still exist, the principal difference to former times lies however in the fact that the categories cannot readily be classified according to past existing social classes (2004, p. 14). Instead, today, social spaces include all group constellations of everyday life such as family contexts, friendship groups, communities that form for leisure activities like music groups and sports teams, groups that form because of life events (birthing classes, bachelorette parties, house building cooperatives) and work teams in the professional occupational sphere. In this study, two social spaces were chosen for analysis, namely particular camps appearing and interacting on (social) media platforms (media analysis) and professional work teams (focus group analysis).

3.2 Background

The wider context within which much of this study's empirical material was collected is also highly relevant: at the time of the 2019 European elections the *Fridays for Future* movement in Germany was growing significantly and gaining influence. There was a public call for stronger action on climate change and a push from numerous directions that politics should prioritise the issue. It was ceasing to be the exclusive topic of the Green Party and making its way more towards the political mainstream. A so-called climate cabinet was established two months prior to the election, with the aim of synthesising legislation for mitigating climate change. Therefore, the question of how climate change should be approached politically featured prominently in public discourse. This general call for political action may thus also reflect the wider social and political context at the time of gathering the empirical materials. It was however also repeatedly mentioned in the interviews that politicians were publicly perceived as acting solely according to the rationale of upcoming elections to please voters rather than with authenticity.

3.3 Research design

The data for the present analysis was collected over a time period of twelve months (March 2019 – February 2020) in and around Munich. The multi-method approach was chosen to enable a more detailed, multi-layered capture of the research topic. The insights gained in each research step informed subsequent analytical components, which aided the synthesis of a more nuanced picture as in this way the different steps informed and legitimised each other.