**Danish public service online weather from 2005 to 2022: From meteorological data and information to leisurely commonality**

**Abstract**

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This study combines two neglected elements within the history of online news: public service news sites and weather reporting, and it does so by utilising web archives, which – surprisingly – do not figure very prominently in journalism history. The two elements have – in isolation and in combination – at least in Denmark, become increasingly important as the online news sections of the two public service institutions Denmark’s Radio (DR) and TV2 consistently are among the most visited news sites and since reporting on the weather has gained in prominence and more recently, at least on DR TV, has become increasingly educational in its linking to issues of climate change. This article focusses on online news and conducts a historical analysis of the weather reporting on DR.dk from 2005 to 2022. The analysis seeks to balance the coding of journalistic texts with considerations of the online form of journalism, which here broadly means reading the webpage as a text. A key focus in the analysis is how meteorological data have been woven into cultural and social narratives, some of which are linked to climate change.