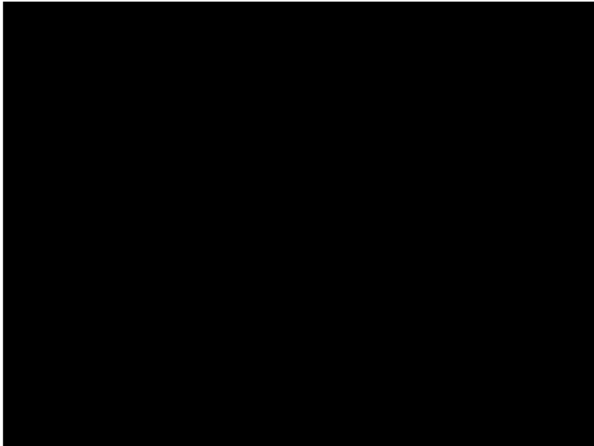
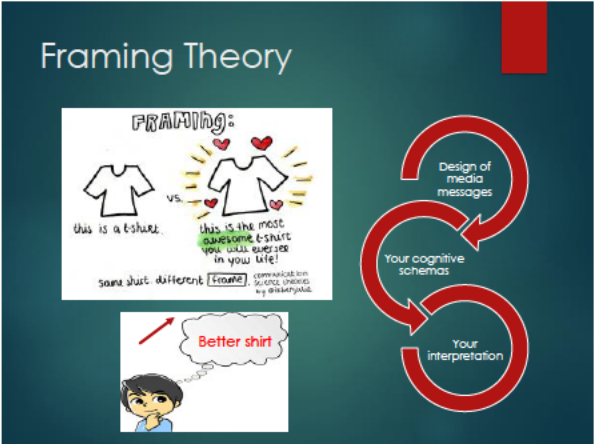








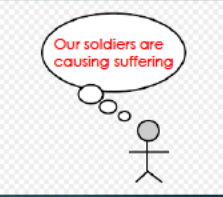
Agendas and frames

- ▶ Agenda setting: what to think about
- ▶ Framing: how to think about it



Agendas and frames

- ▶ Agenda setting: what to think about
- ▶ Framing: how to think about it



Agendas and frames

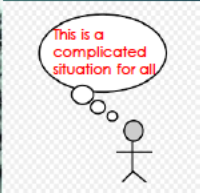
- ▶ Agenda setting: what to think about
- ▶ Framing: how to think about it



Agendas and frames

- ▶ Agenda setting: what to think about
- ▶ Framing: how to think about it

Two sides of the story



Frames in communication

- ▶ Central organizing idea within a message that supplies a context and suggests what the issue is through the use of:
 - ▶ Selection: what topic is covered and not covered
 - ▶ Emphasis: importance of issue covered
 - ▶ Exclusion: what information is included/excluded
 - ▶ Elaboration: interpretation of issue

What is the news angle?
How is it being spun?
How is it being presented?
How is it being framed?



Frames in communication

The New York Times

Saturday, October 3, 2011 LAST UPDATED: 6:59 PM ET

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it only takes 20 minutes to shift the blame

Protesters Arrested on Brooklyn Bridge
By OSCAR MENDOZA 47 minutes ago
After allowing them onto the bridge, the police cut off and arrested dozens of Occupy Wall Street demonstrators.

[Live Video of Protests and Arrests](#) | [Locations](#) @NYTimes

The New York Times

Saturday, October 3, 2011 LAST UPDATED: 7:19 PM ET

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Hundreds Arrested on Brooklyn Bridge
By OSCAR MENDOZA 10 minutes ago
In a tense showdown over the East River, police arrested hundreds of Occupy Wall Street demonstrators after they marched onto the bridge's Brooklyn-bound roadway.

Frames in thoughts

- ▶ Schemas: mental representation of concepts
 - ▶ Creating triggering activating strengthening reinforcing
- ▶ Heuristics: cognitive shortcuts
- ▶ Why: cognitive misers

Frames in thoughts

- ▶ Selection: what to cover
 - ▶ Salience: this topic is important
 - ▶ Available: More of these incidents
 - ▶ Accessible: On top of your mind
 - ▶ Applicable: Is it relevant

Frames in communication

- ▶ Episodic framing:
 - ▶ Depicted as particular instances:
 - ▶ Homeless person
 - ▶ Single mother/father
 - ▶ Laid off worker as symptomatic of poverty
 - ▶ Particular criminal acts
- ▶ Thematic framing:
 - ▶ Embeds issues in some in context
 - ▶ Historical trends in unemployment or poverty; news accompanied by expert analysis

Episodic vs. thematic framing

- ▶ Differences
 - ▶ Focus of story
 - ▶ Implied explanation for problem/attribution of blame
 - ▶ Implied responsibility for fixing problem
- ▶ Episodic frames dominate news stories
 - ▶ Visually salient dramatic human interest



Episodic and thematic frames



Framing Poverty (Iyengar, 1990)

- ▶ Randomly assigned to thematic or episodic TV news stories
 - ▶ 3 Thematic
 - ▶ Increased unemployment in manufacturing sector
 - ▶ Increases in number of people meeting poverty line
 - ▶ Food emergencies across the nation
 - ▶ Episodic
 - ▶ Unemployed person discussed their economic difficulty
 - ▶ Manipulated race (Black/White) of person

Framing Poverty

(Iyengar, 1990)

- ▶ Post-exposure perceptions
 - ▶ Cause: "In your opinion, what are the most important causes of poverty?"
 - ▶ Individual vs social factors
 - ▶ Solution: "If you were asked to prescribe ways to reduce poverty, what would you suggest?"

Results

(Iyengar, 1990)

- ▶ Individual vs social attribution
 - ▶ Thematic condition = social attributions
 - ▶ Episodic condition = individual attributions
- ▶ Does race further make matters worse?
 - ▶ Black individuals judged **more responsible** for being impoverished

Associating race with topics

- ▶ Race-coded issues
 - ▶ Certain political issues are seemingly neutral (they affect everyone) but they are heavily associated with certain racial groups (Gilens 1996).
 - ▶ Immigration
 - ▶ Crime
 - ▶ Poverty
 - ▶ Terrorism
 - ▶ Affirmative Action

Poverty in Media

The actual proportion is 23%

Poverty in U.S. Newsmagazines, 1988–92

	Number of Stories	Number of Pictures	Number of Poor People Pictures	Percent African American*
Time	44	56	86	65
Newsweek	82	103	294	66
U.S. News and World Report	56	67	180	53
Total	182	206	560	62

* Excludes 75 people for whom race could not be determined.

* Difference in percentage African American across the three magazines is significant at $p < .02$ (see n. 8).

Source: Martin Gilens, "Race and Poverty in America: Public Misperceptions and the American News Media," *Public Opinion Quarterly* 60 (1996): 515-541.

The Racial Composition of Poverty Compared

Category	Black (%)	Non-Black (%)
American poor	~75	~25
Magazine poor	~60	~40

Source: Martin Gilens, "Race and Poverty in America: Public Misperceptions and the American News Media," *Public Opinion Quarterly* 60 (1996): 515-541.

"Looting" vs. "Finding Food"

A young man waded through chest-deep flood water after looting a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it struck.

RECOMMEND THIS PHOTO • Recommended Photos
Recommended by: Average (130 votes)
★★★★★

AFP 3:47 AM ET

Two residents waded through chest-deep water after finding food and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Grayther)

RECOMMEND THIS PHOTO • Recommended Photos
Recommended by: Average (211 votes)
★★★★★

RELATED
• Katrina's Effects, at a Glance AP - Tue Aug 30, 9:26 PM

News Stories & Empathy
Experiment - Johnson et al, 2009

▶ How news story of Katrina victims influence empathy and policy support

▶ Race of victims

▶ Type of activity

▶ Looting

▶ Non-looting

▶ Control

▶ Empathy

▶ Policy Support

News Stories & Empathy
Experiment - Johnson et al, 2009

▶ Empathy:

▶ To what extent do you feel empathy for the victims?

▶ Policy support:

▶ To what extent is the government responsible for supporting the Katrina victims that you just read about in the passage? (1 = a very small extent 4 = a moderate extent 7 = a great extent).

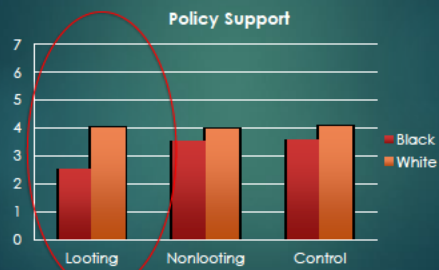
▶ How much monthly financial support should these same Katrina victims receive from the government? (1= \$0 7 = \$600).

News Stories & Empathy
Experiment - Johnson et al, 2009

Empathy

Activity	Black	White
Looting	3.5	5.2
Nonlooting	4.8	5.2
Control	4.8	5.2

News Stories & Empathy
Experiment - Johnson et al, 2009



Sensational news sells and
grabs attention

- ▶ How does affect our schemas and decisions?
- ▶ Makes it more vivid memorable likely to be used as a heuristic



Effects of media distortions
(Gibson & Zillmann, 1994)

- ▶ Carjacking story manipulation (4x2)
 - ▶ Exemplars vary degree of extremity
 - ▶ No injury, minimal, substantial, death
 - ▶ Response
 - ▶ Immediately or 1 week later

No harm: “Adams was lucky. The incident terrified her. But she walked away without so much as a scratch.”

Minimal harm: “Adams was lucky. The incident terrified her, but she walked away with only minor cuts and bruises from falling onto the pavement.”

Substantial harm: “Adams was fortunate, considering what could have happened. She was terrified, and she suffered a broken arm from being shoved out of the moving car and hitting the sharp edge of the gas pump.”

Death: “Unfortunately Adams did not make it completely out of the car. Her arm got caught in the seat belt as Block drove away, and she was dragged, screaming for help, for several feet

Effects of media distortions
(Gibson & Zillmann, 1994)

► Outcome

- In your opinion, how serious a national problem is carjacking?
- Do you think carjacking will become a real threat on campus?
- How likely do you think it is that you might become a victim of carjacking?

Effects of media distortion
(Gibson & Zillmann, 1994)

- Increased perception of severity of problem for death exemplar
- Increased fatality estimates for substantial and death exemplars and this effect INCREASED over time (1 week later, **overestimations grew**)
 - More likely to rely on vividness heuristic over time!

Effects of media distortion

(Gibson & Zillmann, 1994)

- ▶ Death exemplar condition rated as more upsetting than others
- ▶ Death exemplar and no harm exemplar rated as equally informative
- ▶ No differences in perceptions of newsworthiness, importance, or accuracy

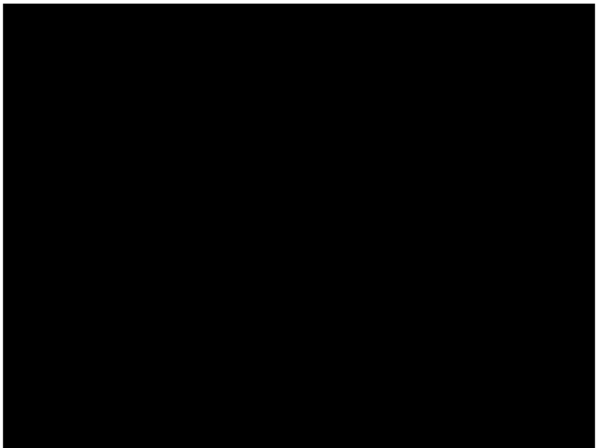
Need for representative exemplars

(Gibson & Zillmann, 1994)

- ▶ "Journalists have long been instructed to gather dramatic case histories to make a story more interesting, but it is apparent that this practice serves to create **inaccurate impressions** on the part of the news recipient" (p. 623)
- ▶ News tends to be displayed in a conflict frame
 - ▶ Problems, issues, grievances, conflicts
 - ▶ Two opposing sides

Framing BLM through conflict frames





Framing Theory

- ▶ Frames in communication
- ▶ Frames in thoughts
- ▶ How frames in communication affect frames in thought
 - ▶ Salience availability accessibility applicability
- ▶ Episodic & thematic framing
- ▶ Race-coded issues
 - ▶ Creating associations in your mind
- ▶ Sensational frames
