


# Framing Effects in News Paper Reports

Master Thesis
Communication and Information Sciences
Track Business Communication and Digital Media

Tilburg School of Humanities and Digital Sciences
Tilburg University
The Netherlands

Supervisor: dr. Carel van Wijk
Second reader: dr. Anja Arts

Kweku Ndamah-Arthur
March, 2018

Abstract

News media uses framing to make certain aspects of a perceived reality more prominent for audience interpretation. The choice of news frame amplifies what is more salient to the reported event. Previous research has demonstrated that readers' response to news reports are affected by the news frames they are exposed to. This study provides a replication of the framing effect with African news reports and implements several systematic variations in the experimental materials and designs using a combination of self-reports, objective measures, and behavioural analysis. Importantly, this study took into account gender, general interest, and moral basis as potential factors affecting framing effects in news. First, it was examined whether three news frames (i.e. conflict, human interest, and attribution of responsibility frame) differ in their effect on readers' responses in four main domains (evaluative, affective, persuasiveness, and conative). Then, it examined whether these effects were moderated by other factors such as gender, general interest, and moral basis. The experiment was completed by 121 students from the University of Ghana, of which 62 are men and 59 are women. Data were collected using self-administrated online questionnaires. Repeated measures Anova revealed that news frames differ in their effect on readers' responses, but this effect was not always present. Also, the effect of the news frames could not always be generalized across issues. Individuals with high interest in the issue were more susceptible to the framing effect than those with low interest. No gender differences were found. Suggestions for future studies are discussed.

*Keywords:* framing effect, news frame, moral basis, gender differences, general interest, text appreciation, emotions, intentions, opinion, Word of Mouth, belief.

## Table of Contents

**Abstract…….....ii**

**1. Introduction…….....1**
1.1 Objective of the study…….....1
1.2 Defining framing…….....2
1.3 Framing in newspaper reports…….....3
1.4 Effects on readers……...4
1.5 Moderating factors……5
1.6 Research questions and hypotheses…….....6

**2. Method……8**
2.1 Materials.....8
2.1.1 Origin of Material.....8
2.1.2 Common Features.....…...10
2.1.3 Experimental variations.....11
2.2 Instruments.....14
2.3 Characteristics Participants.....16
2.4 Design.....19
2.5 Procedure.....19
2.6 Statistical Analyses…….....20

**3. Results……21**
3.1 Check on type of frame……21
3.2 Text Appreciation…….21
3.3 Emotions……...23
3.4 Persuasiveness……..24
3.4.1 Opinion……...…24
3.4.2 Belief……..25
3.4.3 Intention…….26
3.5 Comments……26

**4. Discussion……..……29**
4.1 Conclusions
4.2 Discussion of findings……29
4.3 Overall Discussion of findings……...32
4.4 Limitation and Future studies……33

**References……..……34**

# 1 Introduction

## 1.1 Objective of the Study

Framing provides a useful theoretical foundation for examining the influence of the contents of a communicated text in newspaper reports. According to framing theory, the perspective that news media take~~s~~ when telling a story has an effect on how its audience responds to the news (Entman, 1993; Fallows, 1997; Patterson, 1994; Cappella & Jamieson, 1997). Framing is actuated when the media select certain aspects of the event under coverage and make them appear more salient than others (Entman, 1991; Entman 1993; D'Angelo**,** 2002; Scheufele, 1999). News frames are often intended to simplify and give meaning to events, and also to sustain the interest of the audience (Valkenburg, Semetko, & de Vreese, 1999). The type of frame the media uses amplifies what is more salient to the reported event (Neuman, Just, & Crigler, 1992). Therefore, how the media frames the news can affect how the audience responds to the news (Price, Tewksbury, 1997; Scheufele & Iyengar, 2012).

Over the years, scholarly research investigating the effect of framing in news have proliferated (e.g. Valentino, Beckmann, & Buhr, 2001; Schuck & de Vreese, 2006; Valkenburg, Semetko, & de Vreese, 1999; Strauß & Vliegenthart, 2017). However, research within this domain has been conducted from a wide range of theoretical perspectives and have as well, introduced and operationalized diverse concepts of framing in news. For instance, Valkenburg, Semetko, and de Vreese (1999) examined effects of conflict, human interest, responsibility, and economic consequence fram**es** on thought and recall, Schuck and de Vreese (2006) examined effects of risk and opportunity news frames on behaviour, and Valentino, Beckmann, and Buhr (2001) examined effects of campaign news frames on respondents' description of the candidates and campaign and how the frames reduced their intentions to participate in politics. The wide range of theoretical perspectives and approaches used in these studies provides a general understanding of framing effects and its application in several contexts (D'Angelo, 2002).

While these studies contribute much to what is known about framing in news today, they also present several challenges. Firstly, in spite of the availability of abundant evidences and researches, framing studies have so far provided very little information on how frames work and under what conditions frames the reported effects should be expected (Schuck & Feindholdt, 2015). Secondly, due to the diversities of perspectives and approaches to this research domain, there remains very limited possibility for the comparability of the empirical results obtained from these studies – explicating the continued existence of what Entman (1993) describes as a fractured paradigm. Furthermore, some recent findings suggest that framing effects may neither be fully independent (Schuck & de Vreese, 2006) nor necessarily omnipresent (Valentino, Beckmann, & Buhr, 2001; Schuck & de Vreese, 2006), indicating that the strength of the framing effects can be affected by other factors; cultural differences, racial background, level of interest or involvement/interest in the issue, gender, accessibility, applicability of the knowledge activated while receiving the news information, heuristic processing of information, existing

knowledge, the importance assigned to the news, political predisposition towards the news among others (Iyengar, 1991; Kinder & Sanders, 1990; Shen, 2004; Price & Tewksbury, 1997; Price & Tewksbury, & Powers, 1997, Perse, 2001; Igartua and Cheng, 2009; Gilliam, Iyengar, Simon, & Wright, 1996); only a few framing studies have taken one or more of these factors into account. These limitations show that much research is needed to fill in the gap in this field, in order to integrate previous findings into a complete model of communication (Entman, 1993).

Therefore, the current study replicated the framing effect in Valkenburg, Semetko, and de Vreese (1999), but some adjustments were made with respect to the experimental materials and design of the study. This study made use of three news frames (i.e. conflict, human interest, and attribution of responsibility), to examine framing effect in relation to two African news reports on readers. To the best of our knowledge, the study is one of the first to examine framing effect in an African context using this experimental paradigm. The first aim of the present study was to establish whether the news frames differ in their effects on readers' responses. The second aim was to determine if these effects are moderated by factors such as the moral basis of the news report, gender, and General Interest. Further, the present study makes use of a combination of self-reports, objective measures, and behavioural analysis to examine framing effects on readers' responses in four main domains;

1. evaluative (text appreciation, check on the type of frame)
2. affective (positive and negative emotional responses)
3. persuasive (opinion, beliefs, intentions)
4. conative (comments/Word of Mouth).

Furthermore, the potential generalizability of framing effects in news across issues was investigated by exposing each participant to two relevant social and political issues in Africa: unjustified protest report in South Africa in relation to Xenophobic attacks on foreigners, and justified protest report in relation to labour strike of paramedics in Kenya.

## 1.2 Defining Framing

The media uses framing to influence the way people respond to news reports. Framing involves two processes: selection (i.e. news media makes choice of what to include and what not to include in the news report) and salience (i.e. emphasising some aspects of the communicated information to make them more dominant) (Entman, 1993; Cappella & Jamieson, 1997). The media frames when they "select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/ or treatment recommendation" (Entman, 1993: p.52). Frames, therefore, serve the function of shedding lights on society's problems, making clear the causes of the problems and who are involved, making moral judgments about the causal agents and their effects in the reported events or issue, and suggesting solutions or treatment for the

problems. Entman (1993) further argued that it is possible for a single sentence to perform more than one of these functions.

Entman (1993) stated that "frames have at least four locations in the communication process: the communicator, the text, the receiver, and the culture" (p. 52). The Communicators (news media) provide the receiver (audience) with certain schemas or frames by which they interpret the events or issue. Different meanings can be assigned to the issue depending on how they are presented in a communicating text, which is characterised by certain keywords or stock phrases (Entman, 1993). Culture refers to a set of common frames rooted in how most people in a particular social group communicate or interact with each other (Entman, 1993). The news media use frames to make some aspects of the communicated text appear more salient than others, and the frame that the media uses shows what is more relevant to the reported event (Price, Tewksbury, 1997). The keywords or stock phrases are varied for emphasis which in turn makes the communicated text more meaningful or appreciated (Entman, 1993; Oversteegen & van Wijk, 2003; Fiske & Taylor, 2013).

News frames play different roles in news media reporting (Igartua, Moral-Toranzo, & Fernandez, 2011), and in framing research, frames have been viewed either as independent variable or dependent variable. When viewed as an independent variable, news frames are the properties of communicating texts which serve as a precursor of audiences' news reception and interpretation (de Vreese, 2005; Igartua, Moral-Toranzo, & Fernandez, 2011). Research in this domain states that the type of frame that the media uses has a strong effect on cognitive responses, attitudes, beliefs, and emotional responses of the audience (e.g., Iyengar, 1991, Shen, 2004; Price, Tewksbury, & Powers, 1997; Valkenburg, Semetko, & de Vreese, 1999; Igartua & Cheng, 2009). When news frames are conceived as dependent variables, they are contained in the news and are the result of the production processes such as organizational pressures and elite routines (de Vreese, 2005; Igartua, Moral-Toranzo, & Fernandez, 2011). For instance, research analysing the informational treatment of ~~the~~ different social issues in the press shows that the media focuses to a large extent on the negative side of immigration, and to a much lesser extent on the positive side of immigration to the receiving country (e.g., van Dijk 1989, Vliegenthart & Roggeband, 2007; Igartua, Muniz, Otero, & de la Fuente, 2007).

### 1.3 Framing in Newspaper reports

In their coverage of an issue or event in newspaper reports, news media routinely make use of diverse news frames to select and emphasise some aspects of reality and intentionally omit others (Entman 1993; Watkins, 2001). Most researchers have suggested some approaches by which news frames can be identified by certain distinctive characteristics, in empirical studies (Entman, 1993; Neuman, Just, & Crigler, 1992; Shah, Domke & Wackman, 2001). The first approach which is inductive in nature derives the frames from the materials during the course of analysis, and researchers do not define the frames prior to the studies, but allow the news frame to emerge

from the newspaper report under consideration (e.g., Neuman, Just, & Crigler, 1992; Gamson, 1992). The second approach which is deductive in nature examines the frames that have been defined and operationalized before the studies (e.g. Valkenburg, Semetko, & de Vreese, 1999). Cappella and Jamieson (1997) suggest that studies that favour the deductive approach must fulfil four criteria: identifiable conceptual and linguistic features, commonly observed in media practice, possibility to differentiate one frame from the other, and the frame must be recognized by others. Despite these suggestions, framing studies have yet to reach consensus in both methodological and theoretical applications (de Vreese, 2005; Entman, 1993**)**. Entman (1993) describes this situation as the fractured paradigm.

To integrate research on framing effects and the diverse approaches that have been suggested into a complete model as proposed by Scheufele (1999), several typologies of frames have been recommended. For instance, de Vreese (2002) recommended two typologies of frames in relation to their nature and content; issue-specific and generic frames. Issue-specific frames are frames which are applicable only to specific topics or issues under investigation. Some examples of issue-specific framing studies include Terkildsen and Schnell's (1997) women's movement frame, and Simon and Xenos's (2001) labour disputes frame. These types of frame do not allow for generalization and comparison of the empirical result in theory building (de Vreese, 2005). Generic frames refer to frames that apply to different topics, time, and cultural contexts. This line of research relates more with Valkenburg, Semetko, and de Vreese (1999) who identified four of such generic news frames; conflict, human interest, attribution of responsibility, and economic consequences frames. To Valkenburg, Semetko, and de Vreese (1999) conflict frames highlights conflict between individuals, groups, institutions, or countries; human interest focuses on an individual's story, or adds an emotional tone to the report to emphasise suffering or pain; attribution of responsibility frame presents the issue in a way that shows who is responsible for causing or resolving a problem; economic consequence frame emphasises how individuals, group or institutions are affected by the economy.

While several researchers deploy different typologies of frame in examining either the same or different relationships, Scheufele (1999) suggests that each frame is conceptually defined and different from other types of frame. This means that even for the same issue different frames may have different effect on readers. Also, for different issue the same frame may have different effects on the readers. Scheufele (1999) adds that being cognisant of these differences does not only make it easy to classify and decide where framing studies must be placed, it is also an important step towards building an integrated model and theory.

### 1.4 Effects on Readers

Framing studies show that frames differ in their effects on audience responses. Large majority of empirical results from previous studies shows that the type of frame that the news media uses influences opinion, attitudes, beliefs, and intentions of the audience of the news report (Cappella

& Jamieson, 1997; Valkenburg, Semetko, & de Vreese, 1999; Meyerowitz & Chaiken, 1987; DeLung, Magee, DeLauder, & Maiorescu, 2012). Cappella and Jamieson (1997) found the earliest empirical evidence for the link between strategic news frames and political cynicism. First, they found that in comparison to the issue-based news report, the exposure to strategic news frames increases the amount of strategic information that people retain about the candidate. Second, they observed that strategic campaign news that focuses on the politician's motives and style increases cynicism about the candidates involved. Valkenburg, Semetko, and de Vreese (1999) also manipulated two real newspaper article (salient crime story and European integration and the introduction of the euro as a common currency story), to reflect four generic news frames (conflict, human interest, attribution of responsibility, and economic consequence frame). It was observed that: readers who had read stories framed in terms of human interest expressed more emotions and individual insinuations; readers who were exposed to conflict frames expressed more conflict-related thoughts; readers who were exposed to economic consequence frame expressed more cost and financial implications thought; and readers who were exposed to the attribution of responsibility frame expressed blamed related thoughts. Meyerowitz and Chaiken (1987) found that exposure to a message frame emphasising the negative consequences of not performing Breast Screening Examining (BSE) led to more positive attitudes, intentions, and behaviours than did the message emphasising the BSE's positive consequences. Igartua and Chen (2009) also found that exposure to the crime-growth frame resulted in more negative cognitive responses and beliefs about the consequences of immigration. Therefore, the way news media frames the issue or event has effect on a reader's cognitive responses, attitudes, beliefs, intentions, and behaviours on all issues.

Other framing studies have also examined effects of news frames on emotions (e.g., Igartua, Moral-Toranzo, & Fernandez, 2011; Zhang, Wang, Wu, Wang, & Buck, 2017, Valentino, Beckmann, & Buhr, 2001; Lecheler, Bos, Vliegenthart, 2015). Both Kim and Cameron (2011) and Lecheler, Bos, and Vliegenthart (2015) observed that the exposure to certain news frames may elicit different emotional responses within the individual. For example, Lecheler, Schuck, and de Vreese (2013) observed that exposure to negative frames on public opinion resulted in more negative emotional responses, and vice versa. To them, these effects will be more pronounced when examined in the context of a socio-political issue which contains high emotional languages and forms a large part of public discussions. Lecheler, Schuck, and de Vreese (2013) further observed that emotions can also act as mediators of news framing effects on cognitive responses, intentions, attitudes, and behaviours. Other researchers (e.g., Gross & D'Ambrosio, 2004; Schuck & Feindholdt, 2015) have also suggested that framing effects on emotions can be moderated by other variables such as the individual's predisposition on the issue. Gross and D'Ambrosio (2004) found that people with certain inclinations, prior opinions, or beliefs towards the issue are less likely to be vulnerable to effects of news frames. However, outcomes from these studies have not been conclusive due to the diversities in theoretical approaches in examining these effects, as well as the purpose of the specific framing study

(Igartua, Moral-Toranzo, & Fernandez, 2011; de Vreese, 2005). The present study, therefore, examined the effect of the three news frames on emotions.

Framing theory concerns itself with selecting and placing emphasis on certain details of a communicated text and that means that news writers or journalist will have to be able to vary sentences, phrases, or certain keywords to emphasise saliency. These linguistic features ensure that a news writer is not just repeating the same words to create boredom among the readers, but varying the words to express the same information. Oversteegen and van Wijk (2003) showed that such lexical variations have a positive effect on readers' appreciation of the text, but a negative effect on comprehensibility. However, previous studies have not taken into account effects of the news frame on readers' text appreciation. It could be that readers appreciate certain keywords or phrases used by news writers to emphasise saliency more than others.

## 1.5 Moderating Factors

The current study takes into account gender, moral basis, and general interest as potential factors affecting framing effects. Previous studies on framing effects contribute less to what is known about the roles of gender in moderating the effects of the news frames. There is a generally accepted belief that women and men differ, especially with respect to their information processing behaviours (Darkley & Smith, 1995). In their study, Darkely and Smith (1995) showed that while women are systematic information processors who consider both subjective and objective attributes of objects and pay attention to subtle information, men are selective information processors who use heuristic processing and miss subtle information. In another study, Mosher and Danoff-Burg (2005) observed that women possess more communal qualities (e.g., emotional expressiveness and sensitivity) than men (Mosher and Danoff-Burg, 2005). These differences are especially important in explaining individual differences with regards to framing effects. Thus, the present study expects to find some differences in the way men and women respond to the different news frames. For example, women might express more emotional responses than men.

Further, a study by Meyer (1972) revealed that the exposure to versions of a real violence film can influence the audiences' responses. Meyer (1972) observed that people who viewed a justified real violence film showed more aggressive behaviours than those who viewed an unjustified violence film. His findings suggest that the moral basis of the communicated information plays a significant role in how people respond to the story. It would, therefore, be interesting to examine effects of the news frame on two distinct socio-political issue with some element of violence in the story. The first story concerns a xenophobic attack on foreign immigrants in South Africa by the natives, and the second story concerns a vicious police attack on a peaceful protest of the medical doctors in Kenya for improvement in their health delivery systems. Using this approach the present study attempted to investigate the potential

generalizability of effects of framing in news across issues. Each participant was exposed to two news stories in one of the three news frames.

Furthermore, empirical evidences from some framing studies (see e.g., Iyengar, 1991; Shen, 2004; Lecheler, de Vreese, & Slothuus, 2009; van Gorp, Hendriks Vettehen, & Beentjes, 2009) have shown that effects of frames can be affected by several factors such as how involved or interested people are in the issue, their previous level of knowledge, and the importance they assign to the issue. This means that the level of interest people have in the issue plays an important role in explaining the relationship between the news frame and audience responses. It is expected in the present study that people who have more interest in the issue and spend more time on the news will be more vulnerable to effects of the news frames.

### 1.6 Research questions and hypotheses

The present study addressed four questions:

Q1 Do news frames differ in their effects on readers' responses?
Q2 Is the effect in Q1 dependent on the moral basis of the news report?
Q3 Is the effect in Q1 dependent on gender
Q4 Is the effect in Q1 dependent on General Interest?

With regard to the research questions, five hypotheses are tested.

H1 In comparison with each other it is expected that:
  a. the human interest frame will score highest on text evaluation
  b. the conflict frame will score lowest on affective response
  c. the attribution of responsibility frame will score highest on persuasiveness
H2 In comparison with men, women respond more positively to the human interest frame than to the conflict and attribution of responsibility frames.
H3 In comparison with people with low interest, those with high interest respond more positively to the attribution of responsibility frame than to the human interest frame and conflict frame
H4 In comparison with justified protest report, unjustified protest will score higher with conflict frame than human interest frame and attribution of responsibility frames.
H5 Readers' Word of Mouth will reflect the news frame more closely.

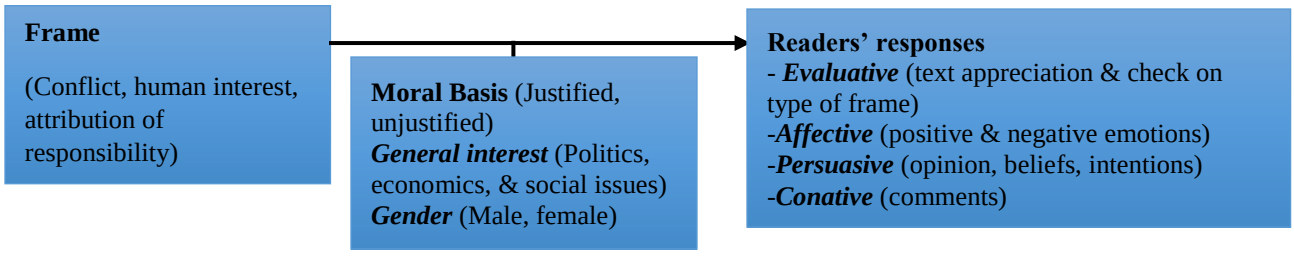



Figure 1 Conceptual Model underlying the experimental design of the study

# 2 Method

## 2.1 Materials

### *2.1.1 Origin of materials*

***Selection of topics and their reports***

Two news reports representing different instances of protest were selected, that is, they differed in their moral basis (justified vs unjustified protest). In the report on unjustified protest, South African natives were making troubles with the foreigners living in the country. There were severe riots and burning of properties. In the report on justified protest, doctors protesting for better working conditions and improvement in healthcare facilities were met with rough treatment from the police.

Experimental versions of the two news report (see frame 3 and 4) were created from (1) and (2), which were parts of the original news report (see frame 1 and 2) posted on the official website of British Broadcasting Corporation (BBC), on 5th December, 2016, and 24th February, 2017.

(1) *"Police have fired tear gas to disperse hundreds of doctors striking in the Kenyan capital Nairobi. The medics, wearing white gowns and surgical caps, were demanding the government honor a 2013 deal to increase salaries. Dozens of mental health patients were said to have walked out of a hospital in Nairobi during the strike. Officials say the action is premature and negotiations should continue."*

("Nairobi striking doctors tear-gassed as patients 'walk out'", 2016)

(2) *"South African police have used rubber bullets, tear gas and water cannon to disperse crowds at an anti-immigrant march in the capital, Pretoria. A low-flying police helicopter was deployed to break up a stand-off between local protesters and foreigners, with both groups armed with sticks, bricks, and knives. President Jacob Zuma said the protests were 'anti-crime' not 'anti-foreigner'. Many unemployed South Africans accuse migrants of taking their jobs."*

("South Africa clashes at anti-foreigner protest in Pretoria", 2017)

Frame 1. Example of original report (justified protest)




Frame 2. Example of original report (unjustified protest)



### *2.1.2 Common features of the news reports*

Each report consisted of a news media banner/header of the news media (i.e. BBC), a headline, a picture, an introductory paragraph, a core text and a concluding paragraph. For both reports the introductory and concluding paragraphs were the same for each frame, only the headline and core text were varied.

Frame 3 **Basic make-up of news report**

| | **Justified Protest** | **Unjustified Protest** |
|---|---|---|
| **banner/header** | BBC Sign in News Sport Weather iPlayer TV Radio<br>NEWS<br>Home UK World Business Politics Tech Science Health Education Entertain<br>World Africa Asia Australia Europe Latin America Middle East US & Canada | BBC Sign in News Sport Weather iPlayer TV Ra<br>NEWS<br>Home UK World Business Politics Tech Science Health Education Entertai<br>World Africa Asia Australia Europe Latin America Middle East US & Canada |
| **Headline** | [Headline] | [headline] |
| | 3 December 2016 Africa Share | 24 February 2017 Africa Share |
| **Picture** | <br>The doctors' union said no even emergency care would be provided | <br>South African nationals marched through Pretoria to protest against immigrants |
| ***Introduction*** | In what the medics expected to be a peaceful demonstration, was rather met with violent police intervention. Police fired tear gas to disperse 1000s of striking doctors in the Kenyan capital Nairobi. | South African police have used rubber bullets, tear gas and water cannon to disperse clashes between anti-immigrant protesters and foreigners in the capital, Pretoria and around Johannesburg. |
| ***Core text*** | [.....] | [.....] |
| ***Conclusion*** | The Kenya police have used excessive force to disperse the striking doctors who were protesting in the heart of the nation's capital. | The South African Police force have used all extreme measures to deter the anti-immigration protestors from causing further harm to the foreign residents in places where the crisis seems to be getting worse. |

### *2.1.3 Experimental variations*

The core text in each report consisted of 115 words. News reports with conflict frame were written with intensive language. For reports with the human interest frame, headlines were in quotations, and its core text was written with vivid language, content was highly anecdotal and focused on individual cases. Reports with the attribution of responsibility frame were written with formal (.i.e. abstract or infrequent) language and contained statistics backing claims of those attributing responsibilities of a problem.

Frame 4 presents the characteristics of the message frames in relation to the two news report. Each frame identifies the protestors and the opponents/victims for each report, summary of the core text, as well as the linguistic features associated with each frame.

Frame 4 Characteristics of the message frames

| | **Content** | | |
|---|---|---|---|
| | **Justified (Kenya)** | **Unjustified (South Africa)** | **Linguistic features** |
| **Conflict** | **Protestors**: doctors in Kenya<br><br>**Opponents**: police<br><br>Doctors are protesting for better working conditions and improvement in health facilities<br><br>They are beaten by the police in a brutal way | **Protestors**: natives of South Africa<br>**Opponents**: foreigners<br><br>Angry South Africans are protesting against economic situation and bad job opportunities<br><br>They attack foreigners living in South Africa in a violent way | intensive language expressing violence or growing conflict, e.g. clash, ransacked, xenophobic attacks |
| **Human Interest** | **Protestors**: doctors in Kenya<br><br>**victims:** cancer patient<br>a cancer patient who was diagnosed with cancer a week before the strike began could not get treatment because of the strike | **Protestors**: natives of South Africa<br>**victim**: a Zimbabwean shop owner<br>a shop of a Zimbabwean auto mechanic, and estimated to cost several millions of dollars was burnt down and two of his workers severely injured | Headline in quotations, core text is written in vivid language that is anecdotal and focuses on individual cases and ends with emotional statement |
| **Attribution of responsibility** | **Protestors**: doctors in Kenya<br><br>**Opponents:** Government<br><br>the chairman of the medics blamed the government for not honouring a negotiated agreement, and also failing to employ more health workers | **Protestors**: natives of South Africa<br>**Opponents**: Government<br>a leader of the anti-immigration coalition, blames government for making it easy for foreigners to come to South Africa and take over jobs and commit crimes | Uses phrases that attribute responsibility e.g. “blames”, and formal language (.i.e. abstract or infrequent). Statistics are backing claims of those attrib-uting responsibilities of a problem. |

Frame 5 presents experimental versions of reports on unjustified protest in South Africa. This contains the core text of the news report on the unjustified protest used in each version. Each participant saw only one of these versions.

Frame 5 Experimental versions of reports on *Unjustified protest in South Africa*

| | |
|---|---|
| *Conflict* | **South African natives mount xenophobic attacks on foreign residents**<br>Earlier this week, a group of angry South African natives attacked and looted shops belonging to Nigerians, Somalis, Zimbabweans, Pakistani and other migrants in townships around Pretoria and parts of Johannesburg. It was a bloody show of violence as many foreigners in South Africa were beaten up by a group of angry protestors wielding wooden clubs. There were smokes all over in the major streets in Johannesburg and Pretoria. Many wounded people have been rushed to the hospital and are undergoing medical treatment. Police suspect damages could escalate unless extreme measures are taken quickly. Meanwhile, the mayor of Pretoria is reported to have incited the natives in a hate speech a night before the attack. |
| *Human Interest* | "**Why do I deserve this?" a victim laments over severe loss**<br>Police said at least 50 shops, belonging to immigrants were looted in the nation's capital overnight and several others burnt to ashes. A shop estimated to be worth several millions of dollars belonging to Fungai Wellington, a Zimbabwean automobile mechanic, who has been living in Johannesburg for over 20 years, was completely burnt to ashes. "I received an emergency call to come to my shop, when I got here, two of his workers were severely beaten by the angry protestors and had to be rushed to the hospital. What did I do wrong to deserve this? I have lost everything! All my life's investment lost in a twinkle of an eye" Fungai lamented over loss. |
| *Attribution of responsibilities* | **Pressure groups blame Government for unemployment in South Africa**<br>Daniel Bokamoso, the leader of a newly formed pressure group, Coalition of Civics Against Foreign Workers (CCAFW) has blamed the government for the increasing unemployment in South Africa. He claims the government has loosened the immigration rules for foreigners to come and live in South Africa. These foreigners are now taking over our jobs and women, and even selling drugs. The Department of Labor reported that as many as 25% of South Africans that is about some 11 million, are unemployed and the number keeps rising every day. We are not going to sit down till we start begging bread from them before we know things are already out of hands, he told our reporter. |

Frame 6 presents experimental versions of reports on justified protest in South Africa. This contains the core text of the news report on the justified protest used in each version. Each participant saw only one of these versions.

Frame6 Experimental versions of reports on *justified protest in Kenya*

| | |
|---|---|
| *Conflict* | **Kenyan Police ransack protests of Doctors on nationwide**<br>On Monday morning, a number of protesting medics gathered in the nation's capital. The medics, wearing white gowns and surgical caps, were demanding the government honours a 2013 deal to increase their salaries. A group of heavily built and well-armed police officers ransacked the protest. The police fired tear gas on the doctors who were peacefully demonstrating. Several protestors sustained severe injuries from the police intervention. Protestors say that the police intervention was unnecessary and an infringement on their rights. Meanwhile, the county government has said that doctors participating in the strike will not receive their December salaries. The government is also reportedly planning to hire foreign doctors from Cuba to replace the striking doctors. |
| *Human Interest* | **"I feel so much pain", cancer patients cries for attention**<br>Many cancer patients who are unable to afford private health care treatment have been left unattended as doctors go on strike. Mary Tinga, one of the cancer patient said "I started getting sick, three days before the doctors started their strike, and I visited one of the government hospital where I was diagnosed with cancer. I took the scans to know the extent of spread and was asked to return a week later for the result and also to see a specialist for my condition. When I returned, the doctors were on strike. I feel so much pain, don't know how long I can hold on. I feel like I am dying each passing day". |
| *Attribution of responsibility* | **Labor Union blames government for failing to meet negotiated agreements**<br>The medics were demanding that the government honor a 2013 deal to increase their salary and improve the dire state of the health delivery systems. President Uhuru Kenyatta said, the groups' action is premature and negotiations should continue. He added that doctors have defied a court order suspending the strike until the end of the month to allow for more talks. However, the chairman of the Kenyan Medical Practitioners Pharmacists and Dentists' Union (KMPDU), Gitau Kagona said they had run out of patience after government commitments became unsuccessful. There is also a big shortage of doctors and the current doctor patient ratio is one doctor to 16,000 patients. How can we provide good health care? |

## 2.2 Instruments

***Personal Characteristics***

Participants' age, gender, and educational level were measured. Proficiency in English was measured with two items (see (1)). Each item is answered on a 7-point *disagree*/*agree*-scale. Source of information was measured with four items (see (2)). General interest (GI) was measured with five items (see (3)). Each item was responded to on a 5-point scale (1-"never", 5="regularly"). Reputation of news media was measured with four items (see (4)). Each item was responded to on a 7-point *disagree*/*agree*-scale.

(1) I am fluent in reading/speaking English text
(2) I obtain my news information from print newspaper / television / radio / online sources
(3) I look for information on politics / economics / social issues / sports / technology
(4) I consider news sources such as the BBC website to be objective / up-to-date / reliable / diverse

***Check on type of frame***

Three items were used to measure whether readers recognize the type of frame used in the news report (see (6), (7), and (8)). Each item was responded to on a 7-point *disagree/agree*-scale.

(6) This report illustrates how individuals may suffer
(7) This report shows how the conflict is growing
(8) This report clarifies who are responsible for the problem

***Text Appreciation***

Text appreciation was operationalized in terms of content and perspective. Three items each are used in measuring the content and perspectives, see 5(a) and (b). Each item is responded to on a 7-point *disagree/agree*-scale.

(5) a This article is instructive / informative / explanatory
b This article is biased / one-sided / prejudiced

***Emotions***

Emotional self-report scales were developed from the Positive and Negative Affect Schedule (PANAS; Watson, Clark, & Tellegen, 1988). Four items each were used in measuring positive and negative emotions (see (9) and (10)). Each item was responded to on a 7-point *disagree/agree*-scale

(9) a the news report made me feel relieved / tolerant
b the news report made me rebellious / aggressive

(10) a the news report made me feel cheerful / optimistic
b the news report made me feel angry / sad

To determine the actual relationship between the items, a principal component analysis with varimax rotation was conducted. The result is presented in Table 1. Two factors showed up, explaining 62.7 percent of the variance. The item *feel sad* had to be discarded; it did not load high enough on either of the two. The factors can be interpreted as positive and negative emotions. For each factor scale scores were computed by taking the average of its items. The reliability of the scales was at least adequate (positive emotions: Cronbach's α=.79; negative emotions: Cronbach's α=.81).

Table 1 Loadings of the items for emotions after varimax rotation

| | Positive Emotions | Negative Emotions |
|---|---|---|
| made me feel relieved | .80 | -.10 |
| made me feel tolerant | .76 | -.25 |
| made me feel optimistic | .74 | -.28 |
| made me feel cheerful | .71 | -.04 |
| made me feel aggressive | -.05 | .92 |
| made me feel rebellious | -.07 | .88 |
| made me feel angry | -.33 | .70 |
| made me feel sad | -.43 | .40 |
| Percentage of variance explained | 43.40 | 19.29 |

***Opinions***

Five statements were formulated about issues addressed in the text (see (11-15)). Each item was responded to on a 7-point *disagree/agree*-scale.

(11) The protestors fight for a just cause
(12) The government is acting irresponsible
(13) The attack on the protestors is justified
(14) The police intervention is relevant
(15) The problem requires urgent action

***Beliefs***

One item was formulated about the issues addressed in the text (see (16)). Each item was responded to on a 7-point *disagree/agree*-scale.

(16) If the government meets the protestors' demands, the situation will improve

***Intentions***

Two items were formulated about the issues addressed in the text (see (17) and (18)). Each item was responded to on a 7-point *disagree/agree*-scale.

(17) I am in support of the claims by the protestors

(18) I sympathize with those affected by this crisis

***Comments***

An open-ended question was used to capture respondents' actual reaction (WoM) based on the news report they have read, see (19). The answer was noted in a textbox. Categories were derived from responses as positive and negative sentiments, intensifiers, attribution, recall, and empathy. Each feature in a comment was coded as (0='not present', 1='present'). Number of words for each response was also assessed.

(19) Please note here as your Facebook wall, reaction to this news report

## 2.3 Characteristics participants

In total, one hundred and twenty-three (123) persons participated, of which two were removed because they had not completed the task, resulting in a final sample of 121 respondents (62 males, 59 females). Participants were fluent English speaking students from the University of Ghana. Participants were invited to an online survey and randomly assigned to one of the three types of frame conditions. Their mean age was 26.11 years (SD=3.12).

Table 2 presents English proficiency for the entire sample and in relation with gender. No difference between men and women showed up for fluency in reading English text ($F<1$) and speaking English $F(1, 109)=2.04$, $p=.16$, $\eta_p^2=.02$.

Table 2 English proficiency for the entire sample and in relation with gender (score ranges from 1 to 7, standard deviation between brackets**)**

| | Overall | Male | Female |
|---|---|---|---|
| Fluent in reading English Text | 6.49 (.52) | 6.47(.50) | 6.50 (.54) |
| Fluent in speaking English | 6.50 (.50) | 6.44 (.50) | 6.57 (.50) |

Table 3 present educational background in relation with gender. There was no significant association between educational background and gender ($\chi^2$ (2)=0.52, p=.77).

Table 3 Educational background in relation with gender (in percentages)

| | Overall (n=121) | Male (n=62) | Female (n=59) |
|---|---|---|---|
| diploma | 10 | 9 | 12 |
| bachelor | 69 | 69 | 68 |
| masters | 21 | 22 | 20 |

Table 4 present source of information in relations with gender. Source of Information showed a difference with gender for one medium only: radio ($\chi^2$ (4)=11.91, $p$=.02; all other cases: $\chi^2$s <7.65, $p$>.10). Males reported somehow more often to listen to the radio.

Table 4 Source of information for the entire sample in relation with gender (in percentages)

| | | Overall | Male | Female |
|---|---|---|---|---|
| Print newspaper | never | 5 | 5 | 5 |
| | Sometimes | 70 | 68 | 71 |
| | Half of the time | 9 | 5 | 13 |
| | Often | 14 | 22 | 7 |
| | regularly | 2 | 0 | 4 |
| Television | never | 1 | 0 | 2 |
| | Sometimes | 29 | 30 | 28 |
| | Half of the time | 12 | 14 | 9 |
| | Often | 41 | 34 | 49 |
| | regularly | 17 | 22 | 12 |
| Radio | never | 4 | 4 | 4 |
| | Sometimes | 36 | 32 | 41 |
| | Half of the time | 14 | 7 | 20 |
| | Often | 31 | 32 | 30 |
| | regularly | 15 | 25 | 5 |
| Online sources | never | 0 | 0 | 0 |
| | Sometimes | 12 | 10 | 14 |
| | Half of the time | 6 | 7 | 5 |
| | Often | 39 | 36 | 42 |
| | regularly | 43 | 47 | 39 |

Table 5 present for each news topic the distribution over interest in relation with gender.
A difference between men and women showed up for sports/entertainment ($\chi^2(4)=28.08$, $p<.001$) and Economic news ($\chi^2(4)=13.56$, $p<.01$). To a much lesser degree it did for Political news ($\chi^2(4)=9.00$, $p=.06$) and Computers/technology ($\chi^2(4)=8.74$, $p=.07$). Interest for Social issues did not differ with gender ($\chi^2(4)=3.80$, $p=.43$).

The average of the five General Interest (GI) items was computed as a general index for interest in news. The midpoint of the scale (3.00) make two subgroups; low interest (≤ 3, n=49), and high interest (>3, n=70).

Table 5 For each news topic interest in relation with gender (in percentages)

| | | **Overall** | **Male** | **Female** |
|---|---|---|---|---|
| Politics | never | 6 | 5 | 7 |
| | Sometimes | 33 | 34 | 32 |
| | Half of the time | 15 | 12 | 18 |
| | Often | 37 | 32 | 41 |
| | regularly | 9 | 17 | 2 |
| Economics | never | 8 | 9 | 7 |
| | Sometimes | 45 | 48 | 43 |
| | Half of the time | 22 | 12 | 32 |
| | Often | 13 | 10 | 15 |
| | regularly | 12 | 21 | 3 |
| Social Issues | never | 1 | 0 | 2 |
| | Sometimes | 12 | 14 | 10 |
| | Half of the time | 12 | 16 | 8 |
| | Often | 53 | 53 | 53 |
| | regularly | 22 | 17 | 27 |
| Sports/entertainment | never | 3 | 0 | 5 |
| | Sometimes | 35 | 26 | 44 |
| | Half of the time | 17 | 14 | 20 |
| | Often | 20 | 14 | 25 |
| | regularly | 25 | 46 | 5 |
| Technology/computers | never | 4 | 2 | 7 |
| | Sometimes | 34 | 28 | 40 |
| | Half of the time | 24 | 22 | 26 |
| | Often | 20 | 22 | 19 |
| | regularly | 18 | 26 | 8 |

Table 6 present reputation of the news media (BBC) in relation with GI. There was an effect of GI on each of the reputation scales (objective: $F(1, 108)=17.57$, $p<.001$, $\eta_p^2=.14$; diverse: $F(1, 108)=19.80$, $p<.001$, $\eta_p^2=.16$; up-to-date: $F(1, 108)=14.14$, $p<.001$, $\eta_p^2=.12$; reliable: $F(1, 108)=5.79$, $p=.018$, $\eta_p^2=.05$). The group with high interest scored higher on each of the scales.

Table 6 Reputation of the news media for the entire sample in relation with General Interest (score ranges from 1 to 5, standard deviation between brackets)

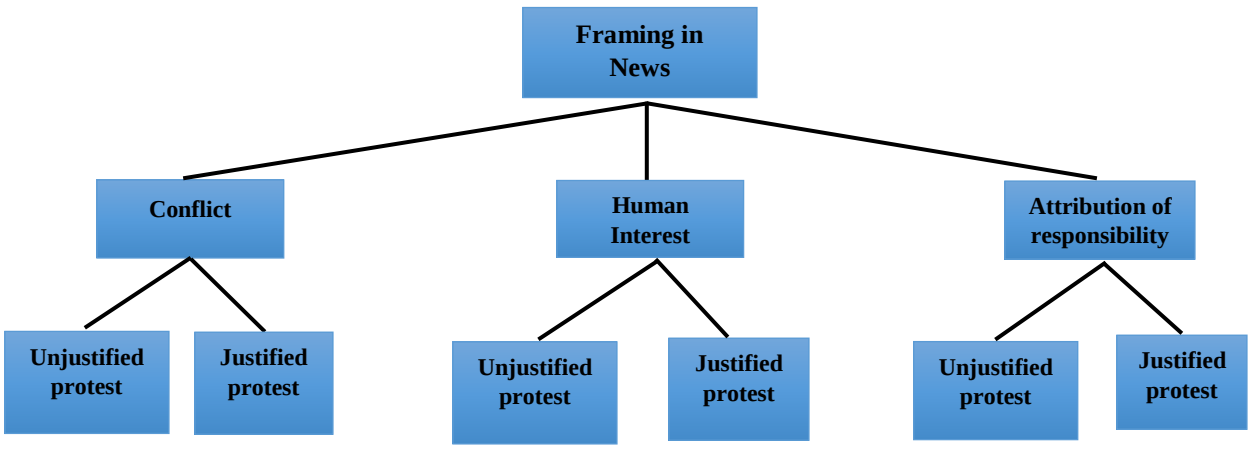
| | | General Interest | |
|---|---|---|---|
| | **Overall** | **Low interest** | **High interest** |
| objective | 3.46 (1.05) | 3.02 (1.20) | 3.81 (0.85) |
| diverse | 3.29 (1.17) | 2.77 (1.17) | 3.69 (1.00 |
| up-to-date | 4.03 (0.88) | 3.69 (1.08) | 4.29 (0.58) |
| reliable | 4.03 (0.92) | 3.79 (1.05) | 4.21 (0.77) |

Note If gender differs significantly, background of highest score is shaded.

### 2.4 Design

A mixed design was used with as within-factors Moral Basis (unjustified, justified), and as between-factors News Frame (conflict, human interest, attribution of responsibility), General Interest (high interest, low interest), and Gender (male, female). The description of the stimuli is presented in Figure 2. Each participant responded to both news reports presented with the same frame.

**Figure 2 Description of stimuli**



## 2.5 Procedure

Participants were randomly assigned to one of the three experimental frame conditions. This study was conducted through an online survey drafted in English. The participants were informed that the study was about recent issues in the news and that their participation would involve completing a short questionnaire on two news reports. In the first part, participants' demographic information, level of English proficiency language proficiency, information source, topics of interest, and image/reputation of news media were collected. They were then asked to read two newspaper articles presented with one of the news frames: either conflict, human interest, or attribution of responsibility. Immediately after reading the news reports, they filled in the questionnaire for emotions, beliefs/attitudes, behavior intention, and text appreciation. Participants were also asked to write in a textbox their actual reaction (WoM) to the news in the report in the form of a Facebook post.

## 2.6 Statistical Analyses

To address the research questions and hypothesis, a repeated measures ANOVA was conducted, with the moral basis of the news report (unjustified or justified) as within-subject factor, and General Interest (low interest, high interest), gender of respondents (male or female), and the type of frame (human interest, conflict, or attribution of responsibility) as between-subject factors. The dependent variables were text appreciation, emotions, belief, opinion, intention, and word of mouth (comments).

## 3 Results

### 3.1 Check on type of frame

Table 7 presents the check on the type of frame in relation with the Type of Frame.

*'How individuals may suffer'* showed an effect of Frame ($F(2,116)=26.02$, $p<.001$, $\eta_p^2=.30$). It scored highest with the human interest frame and lowest with the attribution of responsibility frame.

'*How conflict is growing*' showed an effect of Frame ($F(2, 112)=3.93$, $p=.02$, $\eta_p^2=.07$). It scored highest with the conflict frame and lowest on the attribution of responsibility frame.

'*Who are responsible for problem*' showed an effect of Frame ($F(2, 114) =17.93$, $p<.001$, $\eta_p^2=.24$). It scored highest with the attribution of responsibility frame and lowest with the human interest frame.

In conclusion, each frame scored highest on the item that measured its core sentiment. The manipulation has been successful in transferring the sentiment associated with a frame.

Table 7 Check on the type of frame in relation with Frame (scores range from low (=1) to high (=7), standard deviation between brackets)

| | human interest | conflict | responsible |
|---|---|---|---|
| report illustrates how individuals may suffer | 5.89 [b, c] | 5.03 [a, c] | 3.91[a, b] |
| | (.19) | (.21) | (.20) |
| report shows how the conflict is growing | 4.85 | 5.12[c] | 4.37[b] |
| | (.19) | (.19) | (.19) |
| report clarifies who are responsible for problem | 3.87[c] | 4.24 | 4.48[a] |
| | (.17) | (.17) | (.16) |

Note. If scores differ significantly, background of highest score is shaded; [a]= differs from human interest, [b]= differs from conflict, [c]= differs from responsible

### 3.2 Text Appreciation

Table 8 presents text appreciation in relation with the Type of Frame and Moral basis.

'Instructive' showed an effect of Type of Frame ($F(2,103)=3.11$, $p=.049$, $\eta_p^2=.057$; Moral Basis: $F<1$; TF*MB: $F(2,103) =1.96$, $p=.15$). It scored highest with human interest frame than with conflict and attribution of responsibility frames. Type of Frame showed an interaction with GI ($F(2, 103)=4.53$, $p=.013$, $\eta_p^2=.081$; all other interactions: $F$'s$<3.20$, $p>.08$). Those with high interest scored higher with the attribution of responsibility frame than the other two frames, whereas those with low interest scored higher on human interest frame the other two frames.

'Informative' showed no effects (Type of Frame: $F<1$; Moral Basis: $F(1,102)=1.49$, $p=.23$; ToF*MB: $F<1$). There were two interactions with personal characteristics: Moral Basis

with gender ($F(1,102) = 5.53$, $p = .021$, $\eta_p^2 = .051$), and ToF with GI ($F(2,102) = 4.45$, $p = .014$, $\eta_p^2 = .08$; all other $F$'s<1.50, $p$>.16; all other interactions: $F$'s<1.50, $p$>.16). Men scored higher with justified protest than women but not with unjustified protest. Justified protest scored higher with attribution of responsibility frame for those with high interest in the news.

'Explanatory' showed no effects (Type of Frame: $F$<1; Moral Basis: $F$<1; Type of Frame*Moral Basis: $F(2, 104) = 1.91$, $p = .15$; all other interactions: $F's$<1.08, $p$>.29).

'Biased' showed no effects (Type of Frame: $F$<1; Moral Basis: $F$<1; Type of Frame and Moral Basis: $F$<1).There was an interaction between Type of Frame and GI ($F(2, 103) = 3.70$, $p = .028$, $\eta p^2 = .07$; all other interactions: $F's$<2.18, $p$>.12). Those with high interest scored higher than those with low interest with conflict frame but not with attribution of responsibility and human interest frames.

'One-sided' showed an effect of Moral Basis ($F(1, 99) = 9.68$, $p = .002$, $\eta p^2 = .09$) and an interaction between Type of Frame and Moral Basis **(**$F(2, 99) = 3.09$, $p = .05$, $\eta p^2 = .06$ ; Type of Frame: $F(2, 99) = 2.41$, $p = .095$; all other interactions: $F's$<1.85, $p$>.16). It scored higher with unjustified protest than with justified protest**.** Figure 3 depicts the interaction. Unjustified protest scored higher than justified protest with conflict and attribution of responsibility frames but not with human interest frame.

'Prejudiced' showed no effects (Type of Frame: $F(2, 99) = 2.84$, $p = .06$; Moral Basis: $F$<1; Type of Frame*Moral Basis: $F$<1, $p = .41$; all other interactions: $F's$<1.68 $p$>.09).

Table 8 Text Appreciation in relation with Type of Frame and Moral Basis (score ranges from low (=1) to high (=7), standard error between brackets)

| | | **Type of Frame** | | | **Moral Basis** | |
|---|---|---|---|---|---|---|
| | | human interest | conflict | responsible | unjustified | justified |
| Content | instructive | 5.09 | 4.39 | 5.01 | 4.77 | 4.89 |
| | | (.20) | (.23) | (.22) | (.14) | (.15) |
| | informative | 5.62 | 5.47 | 5.77 | 5.54 | 5.71 |
| | | (.16) | (.16) | (.16) | (.13) | (.10) |
| | explanatory | 5.35 | 5.36 | 5.46 | 5.33 | 5.45 |
| | | (.14) | (.15) | (.15) | (.11) | (.11) |
| Perspective | biased | 3.28 | 3.44 | 3.13 | 3.29 | 3.27 |
| | | (.20) | (.21) | (.21) | (.15) | (.16) |
| | one-sided | 3.70 | 4.43 | 3.79 | 4.26 | 3.69 |
| | | (.25) | (.26) | (.25) | (.18) | (.17) |
| | prejudiced | 3.40 | 3.67 | 2.98 | 3.41 | 3.29 |
| | | (.20) | (.21) | (.20) | (.15) | (.15) |

Note: If levels of an experimental factor differ significantly, background of highest score is shaded;

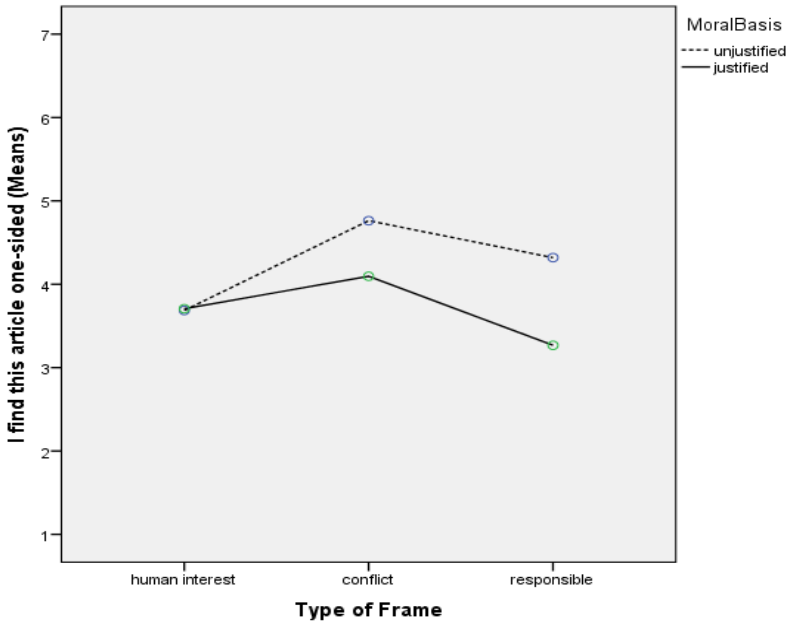



Figure 3 Appreciation of perspective (one-sided) in relation with Type of Frame and Moral Basis

### 3.3 *Emotions*

Table 9 presents emotions in relation with the Type of Frame and Moral basis.

Positive Emotions showed no effects (Type of Frame: $F<1$; Moral Basis: $F(1, 105)=2.29$, $p=.13$; Type of Frame*Moral Basis: $F(2, 105)=1.73$, $p=.18$; all other interactions: $F's<1.72$, $p>.12$).

Negative Emotions showed no effects (Type of Frame: $F(2, 102)=2.69$, $p=.07$; Moral Basis: $F<1$; Type of Frame*Moral Basis: $F<1$; all other interactions: $F's<2.93$, $p>.09$).

Table 9 Emotions in relation with Type of Frame and Moral Basis (score ranges from low (=1) to high (=7), standard error between brackets)

| | **Type of frame** | | | **Moral basis** | |
|---|---|---|---|---|---|
| | Human interest | conflict | responsible | unjustified | justified |
| Positive Emotions | 2.48 (.19) | 2.64 (.20) | 2.56 (.20) | 2.63 (.13) | 2.49 (.12) |
| Negative Emotions | 3.61 (.21) | 4.29 (.23) | 3.75 (.22) | 3.84 (.13) | 3.92 (.14) |

Note: If levels of an experimental factor differ significantly, background of highest score is shaded.

## 3.4 Persuasiveness

### 3.4.1 *Opinion*

Table 10 presents opinions in relation with the Type of Frame and Moral basis.

'Protesters fight for a just cause' showed an effect of Moral Basis ($F(1,104) = 114.73$, $p<.001$, $\eta_p^2=.58$; Type of Frame: $F(2,104)=1.49$, $p=.23$; Type of Frame*Moral Basis: $F(2,104)=1.19$, $p=.31$; all other interactions: $F's<1.85$, $p>.07$). Justified protest scored higher than unjustified protest.

'Government is acting irresponsible' showed an effect of Moral Basis ($F(1, 101)=49.20$, $p<.001$, $\eta_p^2=.33$; Type of Frame: $F<1$;Type of Frame*Moral Basis: $F(2, 101)=2.81$, $p=.065$; all other interactions: $F's<1.55$, $p>.07$). It scored higher on justified protest than unjustified protest.

'Attack on the protestors is justified' showed an effects of Moral Basis ($F(1, 100)=61.95$, $p<.001$, $\eta_p^2=.38$; Type of Frame; $F<1$;Type of Frame*Moral Basis: $F<1$; all other interactions: $F's<2.30$, $p>.07$)). It scored higher with unjustified protest than justified protest.

'Police intervention is relevant' showed an effects of Moral Basis ($F(1, 102)=161.74$, $p<.001$, $\eta_p^2=.61$; Type of Frame: $F(2, 102)=1.50$, $p=.23$; Type of Frame*Moral Basis: $F(2, 102)=2.69$, $p=.073$; all other interactions: $F's<2.70$, $p>.07$). It scored higher with unjustified protest than justified protest.

'Problem requires an urgent action' showed an effects of Type of Frame ($F(2, 101)=3.94$, $p=.023$, $\eta_p^2=.072$; Moral Basis: $F(1, 101)=3.34$, $p=.071$; Type of Frame*Moral Basis: $F(2, 101)=2.13$, $p=.13$; all other interactions: $F's<1.75$, $p>.12$). It scored highest with human interest frame than with conflict and attribution of responsibility frames.

Table 10 Opinions in relation with Type of Frame and Moral Basis (score ranges from low (=1) to high (=7), standard error between brackets)

| | **Type of frame** | | | **Moral basis** | |
|---|---|---|---|---|---|
| | human interest | conflict | responsible | unjustified | justified |
| protesters fight for just cause | 4.12 | 4.43 | 4.60 | 2.92 | 5.85 |
| | (.20) | (.21) | (.21) | (.20) | (.14) |
| government is acting irresponsible | 4.80 | 4.84 | 4.89 | 4.10 | 5.59 |
| | (.20) | (.20) | (.20) | (.17) | (.15) |
| attack on protestors is justified | 3.26 | 3.12 | 3.22 | 4.24 | 2.15 |
| | (.23) | (.23) | (.23) | (.21) | (.16) |
| police intervention is relevant | 4.41 | 4.22 | 4.66 | 6.01 | 2.85 |
| | (.18) | (.18) | (.18) | (.12) | (.19) |
| Problem/issue requires urgent action | 6.45 [c] | 6.28 | 5.86 [a] | 6.34 | 6.05 |
| | (.15) | (.16) | (.15) | (.10) | (.13) |

Note: If levels of an experimental factor differ significantly, background of highest score is shaded.
[a]= differs from human interest, [b]= differs from conflict, [c]= differs from responsible

### 3.4.2 *Belief*

The results for the type of frame and moral basis are presented in Table 11**.**

Belief showed an effect of Moral Basis ($F(1, 101)=57.04$, $p<.001$, $\eta_p^2=.36$; Type of Frame: $F(2, 101)=1.78$, $p=.17$). It scored higher with justified protest. There was an interaction of Type of Frame with Moral Basis: $F(2, 101)=3.34$, $p=.039$, $\eta_p^2=.062$, the direction of this effect is illustrated in Figure 4. Justified protest scored higher with conflict frame than the other two frames. Type of Frame showed an interaction with GI ($F(2, 101)=1.84$, $p=.004$, $\eta_p^2=.11$; all other interactions: $F's<1.65$, $p>.05$). Those with high interest scored higher on attribution of responsibility than the conflict and human interest frames.

Table 11 Belief in relation with Type of Fame and Moral Basis (score ranges from low (=1) to high (=7), standard error between brackets)

| | **Type of Frame** | | | **Moral basis** | |
|---|---|---|---|---|---|
| | human interest | conflict | responsible | unjustified | justified |
| If the government meets the protesters' demand, the situation will improve | 5.92 (.14) | 5.55 (.15) | 5.68 (.14) | 5.10 [b] (.14) | 6.33 [a] (.08) |

Note: If levels of an experimental factor differ significantly, background of highest score is shaded.

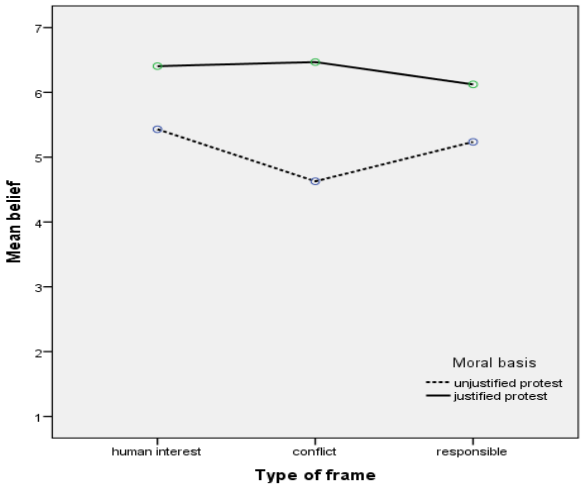



Figure 4 Belief in relation with Type of Frame and Moral Basis

### 3.4.3 *Intention*

Table 12 presents intentions in relation with the Type of Frame and Moral basis.

'I am in support of the claims by protesters' showed an effect of Moral Basis ($F$(1, 101)=116.15, $p$<.001, $\eta_p^2$=.54;Type of Frame: $F$(2, 101)=1.23, $p$=.30; Type of frame*Moral Basis: $F$(2, 101)=1.63, $p$=.20). It scored higher with justified protest than unjustified protest.

'I sympathize with those affected by the crisis' showed an effect of Type of Frame ($F$(2, 102)=3.45, $p$=.035, $\eta_p^2$=.06; Moral Basis: $F$<1; Type of Frame*Moral Basis: $F$<1). Human interest scored higher than the other two frames. Type of Frame showed an interaction with Gender: $F$(2, 102)=3.09, $p$<.05, $\eta_p^2$=.54; all $F's$<3.41, $p$>.07). Women scored higher than men with conflict frame but not with human interest and attribution of responsibility frames.

Table 12 Intentions in relation with Type of Frame and Moral Basis (score ranges from low (=1) to high (=7), standard error between brackets)

| | **Type of frame** | | | **Moral basis** | |
|---|---|---|---|---|---|
| | Human interest | conflict | responsible | unjustified | justified |
| I am in support of the claims by the protestors | 4.47 (.20) | 4.24 (.21) | 4.70 (.20) | 3.07 (.20) | 5.87 (.14) |
| I sympathize with those affected by this crisis | 6.53 [b] (.13) | 6.33 (.13) | 6.06 [a] (.13) | 6.29 (.10) | 6.31 (.09) |

Note: If levels of an experimental factor differ significantly, background of highest score is shaded. [a]= differs from human interest, [b]= differs from responsible

## 3.5 Comments

Table 13 present the results of the sentiment analysis of the comments in relation with Type of Frame and Moral Basis.

Positive words showed an effect of Moral Basis ($F$(1, 64)=9.68, $p$=.002, $\eta_p^2$=.13; Type of Frame: $F$(2, 64)=1.66, $p$=20; ToF*MB: $F$(2, 64)=2.24, $p$=.12). It scored higher with justified protest scored higher than unjustified protest.

Negative words showed an effect of Type of Frame ($F$(2, 63)=6.88, $p$=.002, $\eta_p^2$=.18). Conflict frame scored higher than the other two frames. Negative words showed an effect of Moral Basis ($F$(1, 63)=5.06, $p$<.028, $\eta_p^2$=.07; ToF*MB: ($F$<1). Unjustified protest scored higher than justified protest.

Positive emotions showed no effects (Type of Frame: $F$(2, 63)=1.65, $p$=.20; Moral Basis: ($F$<1); ToF*MB: $F$(2, 63)=1.68, $p$=.19).

Negative emotions showed an effect of Type of Frame ($F$(2, 63)=8.29, $p$=.001, $\eta_p^2$=.21). Conflict frame scored higher than the other two frames. Negative emotions showed an effect of

Moral Basis ($F(1, 63)=29.43$, $p<.001$, $\eta_p^2=.32$; ToF*MB: ($F<1$). Unjustified protest scored higher than justified protest.

High intensity words showed an effect of Type of Frame ($F(2, 64)=7.12$, $p=.002$, $\eta_p^2=.18$). Conflict frame scored higher than the other two frames. HIW showed an effect of Moral Basis ($F(1, 64)=8.29$, $p=.005$, $\eta_p^2=.12$; ToF*MB: ($F<1$). Unjustified protest scored higher than justified protest.

Disapproval showed an effects of Moral Basis ($F(1, 64)=4.18$, $p=.045$, $\eta_p^2=.06$; Type of Frame: $F(2, 64)=2.48$, $p=.09$; ToF*MB: $F<1$). Justified protest scored higher than unjustified protest.

Responsibility showed an effect of Type of Frame ($F(2, 64)=4.22$, $p=.019$, $\eta_p^2=.12$). Attribution of responsibility scored higher than the other two frames. Responsibility showed an effect of Moral Basis ($F(1, 64)=6.37$, $p=.014$, $\eta_p^2=.09$; ToF*MB: $F(2, 64)=1.14$, $p=.33$). Justified protest scored higher than unjustified protest.

Causation showed an effect of Moral Basis ($F(1, 64)=11.52$, $p=.001$, $\eta_p^2=.15$; Type of Frame: $F(2, 64)=2.42$, $p=.10$; ToF*MB: $F(2, 64)=1.0$, $p=.37$). Justified protest scored higher than unjustified protest.

Remembrance showed an effect of Moral Basis: ($F(1, 64)=6.26$, $p=.015$, $\eta_p^2=.09$; Type of Frame: ($F<1$); ToF*MB: ($F<1$)). Justified protest scored higher than unjustified protest.

Responsiveness showed an interaction: Type of Frame with Moral Basis ($F(2, 64)=5.94$, $p=.004$, $\eta_p^2=.16$; Type of Frame ($F<1$); Moral Basis ($F<1$)). Justified protest scored higher than unjustified protest with conflict frame but not with human interest frame and attribution of responsibility frame.

Number of words showed an effect of Type of Frame: ($F(2, 62)=5.76$, $p=.005$, $\eta_p^2=.16$; Moral Basis: $F(1, 62)=3.10$, $p=.08$). Conflict frame scored higher than the other two frames. Type of Frame showed an interaction with Moral Basis: ($F(2, 62)=3.49$, $p=.037$, $\eta_p^2=.10$). Justified protest scored higher with conflict frame than the other two frames, whereas unjustified protest showed no difference.

In conclusion, with the exception of the human interest frame, the readers' WoM reflected the other two news frames more closely. Conflict frame scored higher than the other two frames with negative words, negative emotions, high intensity words, and number of words. Attribution of responsibility frame scored higher than the other two frames with responsibility. Moral Basis made a difference: readers of the justified protest report scored higher on disapproval, causation, responsibility, and remembrance, while readers of the unjustified protest report scored highest on negative words, negative emotions and high intensity words.

Table 13 Sentiment analysis of the comments in relation with Type of Frame and Moral Basis (score ranges from 0 to 1, standard error between brackets)

| | | | Type of Frame | | | Moral Basis | |
|---|---|---|---|---|---|---|---|
| Category | Definition | Example | Hum.In. | Conflict | Resp. | unjustified | justified |
| Positive and Negative sentiments | Words and phrases with positive or negative connotations and emotions | Positive words (e.g. peace, equity, compensate, negotiate) | .60 (.08) | .45 (.08) | .64 (.07) | .44 (.06) | .68 (.06) |
| | | Negative words (e.g. disgrace, inhumane, great loss, fails, unjust) | .60 (.08) | .81 (.08) | .41 (.07) | .69 (.06) | .52 (.06) |
| | | Positive emotions (e.g. Surprise, interesting, satisfy astonished) | .05 (.05) | .17 (.05) | .07 (.04) | .08 (.03) | .11 (.04) |
| | | Negative Emotions (e.g. intolerance, pathetic, frustration) | .48 (.07) | .50 (.07) | .18 (.06) | .58 (.06) | .19 (.05) |
| Intensifiers | Words or phrases used to give force or emphasis or extreme situations | High intensity words (e.g. great loss, aggravates, violence, very bad) | .35 (.08) | .71 (.08) | .34 (.07) | .57 (.06) | .36 (.06) |
| | | Disapproval (e.g. stop this xenophobia, unacceptable, unfortunate) | .60 (.08) | .82 (.08) | .63 (.06) | .60 (.06) | .76 (.05) |
| Attribution | Expresses who are responsible for the situation | Responsibility (e.g. blaming, protesters are not acting civilized, government acting irresponsibly, blame) | .43 (.09) | .47 (.09) | .73 (.08) | .46 (.06) | .63 (.06) |
| | | Causation (e.g. laws are not working, create jobs, attitude change, lack of equity) | .50 (.08) | .58 (.09) | .73 (.07) | .48 (.06) | .72 (.06) |
| Recall | Words paraphrased from news report | Remembrance (e.g. burning down business, xenophobia, government, immigration) | .60 (.09) | .66 (.09) | .68 (.07) | .56 (.06) | .73 (.06) |
| Empathy | Shared feelings | Responsiveness (e.g. I feel so sad, this is disturbing) | .63 (.07) | .76 (.07) | .68 (.06) | .67 (.06) | .71 (.05) |
| Number of Words | | | 10.20 (1.76) | 18.12 (1.91) | 10.88 (1.49) | 12.21 (1.08) | 13.92 (1.14) |

# 4 DISCUSSION

## 4.1 Conclusions

Each frame scored highest on the item that measured its core sentiment. Frames have been activated in the way they were intended to do.

Framing showed hardly any effects. In three cases only, Human Interest appeared to elicit a somehow higher score than the other frames: with text appreciation for '*instructive*' (H1a), with opinions for '*problem requires urgent action*' (H1c), and with intention for "*I sympathize with those affected by this crisis*" (H1c). Readers' WoM appeared to reflect the frame more closely. This happened most clearly for the conflict and attribution of responsibility frame (H5). Conflict frame scored higher than the other two frames: with negative words, negative emotions, high intensity words, and number of words. Attribution of responsibility frame scored higher than the other two frames: with responsibility.

Moral Basis showed hardly any interaction with the news frames. The unjustified protest report showed a higher score with conflict frame than the other two frames: with text appreciation for '*one-sided*' (H4). The justified protest report showed a higher score with conflict frame than the other two frames: with belief for *"If the government meets the protesters' demand, the situation will improve*" (H4). Justified protest report showed higher scores for causation, responsibility, disapproval, and paraphrasing directly from the report. Unjustified protest scored higher on negative words, negative emotions, and high intensity words.

General Interest showed a few interactions with the news frame. Readers with high interest responded more positively to the attribution of responsibility frame than the other two frames: with text appreciation for '*instructive*' (H3) and with belief for '*If the government meets the protesters' demand, the situation will improve*' (H3). Also, readers with high interest responded more positively to conflict frame than the other two frames: with text appreciation for '*biased*' (H3).

No gender differences were found with regards to the news frames with one exception. Women responded more positively to conflict frame than men: with intentions '*I sympathize with those affected by this crisis*' (H2).

## 4.2 Discussion of findings

*Framing effects*

The type of frame readers saw in this study did not have much influence on their appreciation of the text. It appears the linguistic features of the framing text was not a major contributor to how readers respond to the news. Indeed, only one out of the six items measuring text appreciation showed an effect of the news frame: Human interest frame scored highest on

how instructive the readers find the article. While this finding does not provide a strong support for the influence of the linguistic characteristics of the framing text, it shows that varying a core text with vivid language that are anecdotal and focuses on individual cases, and ends with an emotional statement, contributes to readers' appreciation of the text.

The most shocking finding was that emotions could not be determined by the news frame. Nonetheless, an inspection of the valence of emotions showed that readers expressed more negative emotions than positive emotions across the different frames. This is in line with the observation made by Igartua, Moral-Toranzo, and Fernandez (2011) and Lecheler, Schuck, and de Vreese (2013), that exposing readers to negative stories will trigger more negative emotions as they read the news story. However, it cannot be said from the findings in this study that framing is a way to induce different emotions.

Persuasiveness appeared not to be the direct result of the news frames. Of the five items used in measuring opinion, only the items asking whether the problem requires an urgent action showed an effect of the news frames. However, this outcome was not in the expected direction; human interest frame scored higher than attribution of responsibility frame and conflict frame. One possible explanation for this outcome is that health care in Africa is a highly salient issue, which increases a sense of urgency in the reader's mind. Shockingly, the news frame did not influence belief and intention to support the claims of the protesters. The news frame influenced the readers' intention to sympathize with those affected by the crisis. However, this was not in the expected direction; human interest frame scored highest on persuasion. It could be the case that human interest frame provokes affective responses about events in readers' lives. It is also possible that emotion is playing a mediating role. This suggestion needs to be investigated further.

Interestingly, readers WoM appeared to reflect the frame more closely. This showed up most clearly with the conflict and attribution of responsibility frame. Particularly, those who were exposed to the conflict frame expressed more conflict-related sentiments such negative words, negative emotions, high intensity words and wrote more words than the other two conditions. Comments such as "this is a great loss", "aggravates", and "violence" were very common in the conflict frame. This is means that merely emphasizing an escalating conflict situation in a news story leads readers to express more conflict-related thought. The findings also showed that there were more blame-related sentiments in the attribution of responsibility frame than the other two frames, meaning that exposing readers to the attribution of responsibility frame leads to thoughts that reflect the frame.

*Moral Basis*

Moral Basis did not have an influence on text appreciation. In one case only did unjustified protest show a higher score than justified protest with text appreciation for '*one-sided*'. This finding shows that readers rarely attend to aspects of the communicated text.

Moral Basis hardly showed any interactions. In one case only did the unjustified protest show a somewhat higher score with conflict frame than the other two frames: with text appreciation for '*one-sided*'. This is what you get with making certain aspects of a perceived reality appear more salient than the other. The conflict frame was intended to emphasize a growing conflict situation, at the expense of other aspects of the issue. It is reasonable to suggest that even though the most avid reader might not necessarily pay attention to all the basic facts of the news story, general facts such as what motivated their action, who is doing what to who, who is responsible for the problem etc., may be well retained in the readers memory causing them to look for further information. However, the focus of this study was not to present a full report on the issues.

Emotional responses were not affected by the Moral Basis. This means that whether the story concerns some South African natives making troubles with the foreigners living in the country or Kenyan medical doctors who in protest for better working conditions gets mishandled by the police, does not make a difference in how readers respond emotionally. Although, the story presents common socio-political issues in Africa it could be the case that readers perceive these stories to lack closeness or they are simply unable to connect well with the stories as they would if the story had taken a local angle.

There was an effect of Moral Basis on four of the opinion measures but this was not dependent on the news frame. Contrary to what was expected, justified protest scored higher on the claim that protesters fight for a just cause, and on the claim that government is acting irresponsible. Unjustified protest scored higher on the claim that the attack on the protesters is justified, and the claim that police intervention is relevant. These are interesting findings showing that Moral Basis plays a role in how readers respond to a report. Also, while the news frames may be used to direct the attention of the reader to certain aspects of the news, Moral Basis appears to be more influential for reader's responses.

Belief varied as a function of Moral Basis. This finding was contrary to the expected direction; justified protest scored higher with conflict frame. The intention to support the claims of the protesters was influenced by Moral Basis, however, this was not in response to the news frame nor in the expected direction: scores were higher in the justified protest report. It seems that readers evaluate each protest report in the light of what is happening against a set of pre-existing attitudes or beliefs, and then decide whether the action is right or wrong. It is possible that Moral Basis and framing have something in common, however, the results obtained in this study do not allow to draw firm conclusion. Future studies need to investigate this further.

A remarkable observation was that readers' sentiments differed with regards to the Moral Basis. Specifically, readers of the justified protest report were more solution-oriented; expressed their disapproval of the issue, were more likely to discuss the causes of the problem and who was responsible for the problem, and often paraphrase from the news report. Also readers of the unjustified protest report used more sentimental expressions such as negative words, negative emotions, and high intensity words.

*General Interest*

General Interest had two interactions with the news frame for text appreciation. Readers with high interest evaluated the Attribution of responsibility frame as more instructive. Again, readers with high interest evaluated the conflict frame as more biased, however, this was contrary to what was expected. For each frame that showed an effect, the scores were higher among respondents with higher interest than for those with low interest.

The influence of general interest on persuasiveness was very low. No effect was found for emotions, opinion, and intentions. However, general interest showed an interaction with the news frame for belief. Readers with high interest scored higher with attribution of responsibility frame than the conflict frame and human interest frame. Therefore, how interested the readers were in the news report moderate how they responded to the news frames.

*Gender*

No gender difference was found in relation with Type of Frame. Gender showed an interaction with Moral Basis for text evaluation but this effect was not influenced by the news frame. Comparatively, men evaluated the justified protest report as more informative than women. There was no effect of gender on emotions, opinions, and belief. Interestingly, gender changed in response to the news frame for intention: women were more likely to sympathize with those affected by the crisis in the conflict frame than men. It seems the conflict frame triggers some feeling of sorrow in the female participants for the victims of the protest. However, this observation was not in the expected direction.

## 4.3 Overall Discussions

Framing theory posits that merely selecting and making certain aspects of a story more salient than others influences how the audience responds to news stories. This theory has been examined in this study using three news frames introduced by Valkenburg, Semetko, and de Vreese (1999). Three possible explanations for the outcomes of this study are provided.

First, the findings from this study show that framing effects are not always present. For example, in only one instance did framing influence the readers' intention. According to Zhang et al., (2017) this could be attributed to the fact that there is not a necessary relationship between the news frames and intentions, rather the news frame trigger certain emotional responses within the reader, which then influences their behaviour intentions. This means that for frames to influence readers' intentions, it must first appeal to their emotional states. In another study, Schuck and de Vreese (2006) observed that framing effect does not work the same way for everyone and that, the influence that news frames have may be contingent on some moderators or other influencing factors (e.g. political knowledge, personal values, personality traits, involvement) that determines whether an observed effect is stronger or weaker for certain audiences and in certain contexts (Schuck & Feindholdt, 2015). As a result, people who have certain inclinations towards the news, prior opinions, or beliefs

towards the issue are less likely to be vulnerable to effects of news frames (Gross & D'Ambrosio, 2004). Scheufele (2000) therefore suggests that models used in examining framing effects should take into account the individual orientations and attitudes of media users existing prior to the exposure to certain news frames.

By integrating Scheufele's (2000) suggestion into this study, general interest made some remarkable differences. This indicates that effects of the news frames are not always independent (Schuck and de Vreese, 2006), and that it can be moderated by other factors. The findings showed that the more interested people were in the issue the more vulnerable they were to the news frame, but this conclusion is opposite to the observation by van Gorp, Hendriks Vettehen, and Beentjes (2009) and Valentino, Beckmann, and Buhr, (2001), who found that the less involved the readers were in the news, the more vulnerable they were to the effects of the frames. Further studies are needed to arrive at a more definitive position on the influence of involvement or interest in the news.

Second, Valkenburg, Semetko, and de Vreese (1999) found consistent results across the issues (i.e. Euro vs Crime story), indicating that their claims concerning framing effects can indeed be generalized across issues. However, the findings from this study did not show much consistency across the issues, indicating that framing effect cannot always be generalized across issues. Valkenburg, Semetko, and de Vreese (1999) found consistently that the type of news frame that readers are exposed to reflects their cognitive responses. In the current study, only the conflict frame and the attribution of responsibility made a difference. Although these observations provide some support for earlier hypothesis (e.g., Entman 1993) suggesting that the news media have the capacity to both tell the audience what issues to think about and how to think of the issues, this might not always be the situation with all the news frames. This suggestion deserves further investigations.

Third, the changes made in the experimental materials and contents could also contribute to the milder outcome observed in this study. Although, the experimental materials in both studies were developed from real news items which enhance the ecological validity, Valkenburg, Semetko, and de Vreese (1999) localized the news story while the current study used news stories which are not local to the readers. DeLung et al., (2012) found that news stories that are localized, create a sense of connection with the readers who perceived them to be more credible than those that are not. Thus, when people are reading about news events that are occurring in other places, they may not assign much connection with the news story as they would if the news story was about a local event. This suggestion needs to be investigated further.

## 4.4 Suggestions for Future Study

The experimental procedures used in this study has proven to be a useful way of examining framing effects, some adjustments can still be made. First it is important for prospective studies to take into account several personal characteristics of the study subjects such as gender, general

interest, and educational background because it might moderate the effect of framing. Therefore, the sample needs to be more diverse so that the findings become clear with respect to the personal characteristics.

Another suggestion that can be taken into account in subsequent studies concerns the number of words used in developing the news frame. The current study used as little as one hundred and fifteen (115) words in developing the core text. This meant that several vital information that could make the report more detailed had to be omitted. However, real news reports usually include a bit more information while highlighting the salient aspect of the events. Therefore, future studies need to take into account how much information to include in the report and how much words to use in developing the news report.

## References


Cappella, J., & Jamieson, K. H. (1997). *Spiral of cynicism: The press and the public good*. New York: Oxford University Press.

Darkley, W., & Smith, R. (1995). Gender differences in information processing strategies: An empirical test of the selectivity model in advertising responses. *Journal of Advertising, 24*(1), 41-56.

DeLung, J., Magee, R. G., DeLauder, R., & Maiorescu, R. (2012). Proximity and framing in news media: Effects on credibility, bias, recall, and reader intentions. *Journalism and Mass Communication, 2*(7), 748-757.

de Vreese, C. H. (2005). News framing: Theory and typology. *Information Design Journal & Document Design, 13*(1), 51-62.

Entman, R. (1991). Framing US coverage of international news: Contrasts in narratives of the KAL and Iran Air accidents, *Journal of Communication*, 41(4): 6–27.

Entman, R. M. (1993). Framing: Towards clarification of a fractured paradigm. *Journal of Communication*, *43*(4), 51–58.

Fiske, S. T., & Taylor, S. E. (2013). *Social cognition: from brains to culture*. Sage

Gamson, W. A., & Modigliani, A. (1987). The changing culture of affirmative action. In R. G. Braungart & M. M. Braungart (Eds.), *Research in political sociology*, *3*, 137–177.

Gitlin, T. (1980). *The whole world is watching: Mass media in the making & unmaking of the new left.* Berkeley: University of California Press.

Gilliam, F. D., Iyengar, S., Simon, A., & Wright, O. (1996). Crime in black and white: The violent, scary world of local news. *Press/Politics*, *1*(3), 6–23.

Gross, K., & D'Ambrosio, L. (2004). Framing emotional response. *Political Psychology, 25*(1), 1–29.

Igartua, J. J., & Cheng, L. (2009). Moderating effect of group cue while processing news on immigration. Is the framing effect a heuristic process? *Journal of Communication*, *59*(4), 726–749.

Igartua, J. J., Moral-Toranzo, F., & Fernandez, I. (2011). Cognitive, Attitudinal, and Emotional Effects of news frame and Group cues, on processing news about immigration. Journal of Media Psychology, *23*(4), 174-185.

Igartua, J. J., Muniz, C., Otero, J. A., & de la Fuente, M (2007). El tratamiento informativo de la inmigracio´n en los medios de comunicacio´n espan˜oles. Un ana´lisis de contenido desde la Teorı´a del Framing [Informative treatment of immigration in the Spanish mass media. A content analysis from framing theory]. *Estudios sobre el Mensaje Periodı´stico*, *13*, 91–110.

Iyengar, S. (1991). *Is anyone responsible? How television frames political Issues.* Chicago, IL: University of Chicago Press.

Kim, H. J., & Cameron, G. T. (2011). Emotions matter in crisis: The role of anger and sadness in the publics' response to crisis news framing and corporate crisis response. *Communication Research*, *38*, 826-855.

Kinder, D.R. and L.M. Sanders (1990). Mimicking political debate with survey questions: The case of white opinion on affirmative action for blacks, *Social Cognition*, *8*(1): 73–103.

Lecheler, S., Bos, L., & Vliegenthart, R. (2015). The mediating role of emotions: News framing effects on opinions about immigration. *Journalism and mass Communication Quarterly*, *92*(4), 812-838.

Lecheler, S., de Vreese, C., & Slothuus, R. (2009). Issue importance as a moderator of framing effects. *Communication Research*, *36*(3), 400–425.

Lecheler, S., Schuck, A. R. T., & de Vreese, C. H. (2013). Dealing with feelings: Positive and negative discrete emotions as mediators of framing effects. *Communications: The European Journal of Communication Research, 38*, 189-209.

Oversteegen, L., & van Wijk, C. (2003). Lexical alternation versus word repetition: The effects of synonyms on reading time, text-appreciation, and persuasiveness. *Document Design*, *4*(2), 150-167.

Meyer, P. M. (1972). Effects of viewing justified and unjustified real film violence on aggressive behaviour. *Journal of Personality and Social Psychology, 23* (1), 21-29.

Meyerowitz, B. E., & Chaiken, S. (1987). The effect of message framing on breast self-examination attitudes, intentions, and Behaviour. *Journal of Personality and Social Psychology, 52*(3), 500-510.

Mosher, C. E. & Danoff-Burg, S. (2005). Agentic and communal personality traits: Relations to attitudes toward sex and sexual experiences. *Sex Roles*, *52*, 121-129.

Neuman, W. R., Just, M. R., & Crigler, A. N. (1992). *Common knowledge. News and the construction of political meaning.* Chicago: The University of Chicago Press.

Perse, E. M. (2001). *Media effects and society*. Mahwah, NJ: Lawrence Erlbaum Associates.

Price, V., & Tewksbury, D. (1997). News values and public opinion: A theoretical account of media priming and framing. In G. Barnett & F. J. Foster (Eds.), *Progress in communication sciences*, 173–212.

Price, V., Tewksbury, D., & Powers, E. (1997). Switching trains of thought: The impact of news frames on reader's cognitive responses. *Communication Research*, *24*(5), 481–506.

Scheufele, D. (1999). Framing as a theory of media effects. *Journal of Communication*, *49*(1), 103–122.

Scheufele, D. A., & Iyengar, S. (2012). The state of framing research: A call for new directions. *The oxford Handbook of Political Communication Theories*. New York: Oxford University Press.

Schuck, A. R., & de Vreese, C. H. (2006). Between risk and opportunity: News framing and its effects on public support for EU enlargement. *European Journal of Communication, 21*(1), 5-32.

Schuck, A. R., & Feindholdt, A. (2015). *News framing effects and emotions*. Emerging Trends In the Social and Behavioural Sciences (eds.) Robert Scott and Stephen Kosslyn, Hoboken, NJ: John Wiley and Sons.

Shen, F (2004). Effects of news frames and schemas on individual issue interpretations and attitudes. *Journalism and Mass Communication Quarterly, 81*(2), 400-416.

Shah, D., D. Domke and D. Wackman (2001). The Effects of Value-Framing on Political Judgement and Reasoning. S. Reese, O. Gandy and A. Grant (eds) *Framing Public Life*. Mahwah, NJ: Lawrence Erlbaum, 227–44.

Simon, A., & Xenos, M. (2000). Media framing and effective public deliberation. *Political Communication, 17*, 363–376.

Strauß, N., & Vliegenthart, R. (2017). Reciprocal influence? Investigating implicit frames in press releases and financial newpaper coverage during the German banking crisis. *Public Relations Review, 43*(2). 392-405.

Terkildsen, N., & Schnell, F. (1997). How media frames move public opinion. An analysis of the women's movement. *Political Research Quarterly*, *50*, 879–900.

van Dijk, T. A. (1989). Race, riots and the press: An analysis of editorials in the British press about the 1985 disorders. *Gazette*, *43*, 229–253.

van Gorp, B., Hendriks Vettehen, P., Beentjes, J. W. (2009). Challenging the frame in the news: the role of issue involvement, attitudes, and competing frames. *Journal of Media Psychology: Theories, Methods, and Applications, 21*(4), 161-170.

Valentino, N. A, Beckmann, M. N & Buhr, T. A (2001). A Spiral of Cynicism for Some: The Contingent Effects of Campaign News Frames on Participation and Confidence in Government, *Political Communication*, *18*(4), 347-367.

Valkenburg, P. M., Semetko, H. A., & de Vreese, C. H. (1999). The effects of news frames on readers' thoughts and recall. Communication Research, *26*(5), 550–569.

Vliegenthart, R., & Roggeband, C. (2007). Framing immigration and integration Relationships between press and parliament in The Netherlands. *The International Communication Gazette*, *69*(3), 295–319.

Vreese, C. H. de (2002). *Framing Europe. Television news and European integration*. Amsterdam: Aksant Academic Publishers.

Watkins, S. C. (2001). Framing protest: News media frames of the Million Man March. *Critical Studies in Media Communication, 18*, 83-101).

Zhang, J., Wang, Y., Wu, Y., Wang, X., & Buck, R. (2017). A study of the Malaysian Airlines' missing flight crisis: News frames, crisis emotions, negative behavior intentions, corporate reputation, and country image. In L. Austin & Y Jin (Eds.), *Social media and crisis communication,* 209-223. New York: Routledge.