

(Paper read : [Framing and Agenda-setting in Russian News: a Computational Analysis of Intricate Political Strategies](#))

Paper Summary

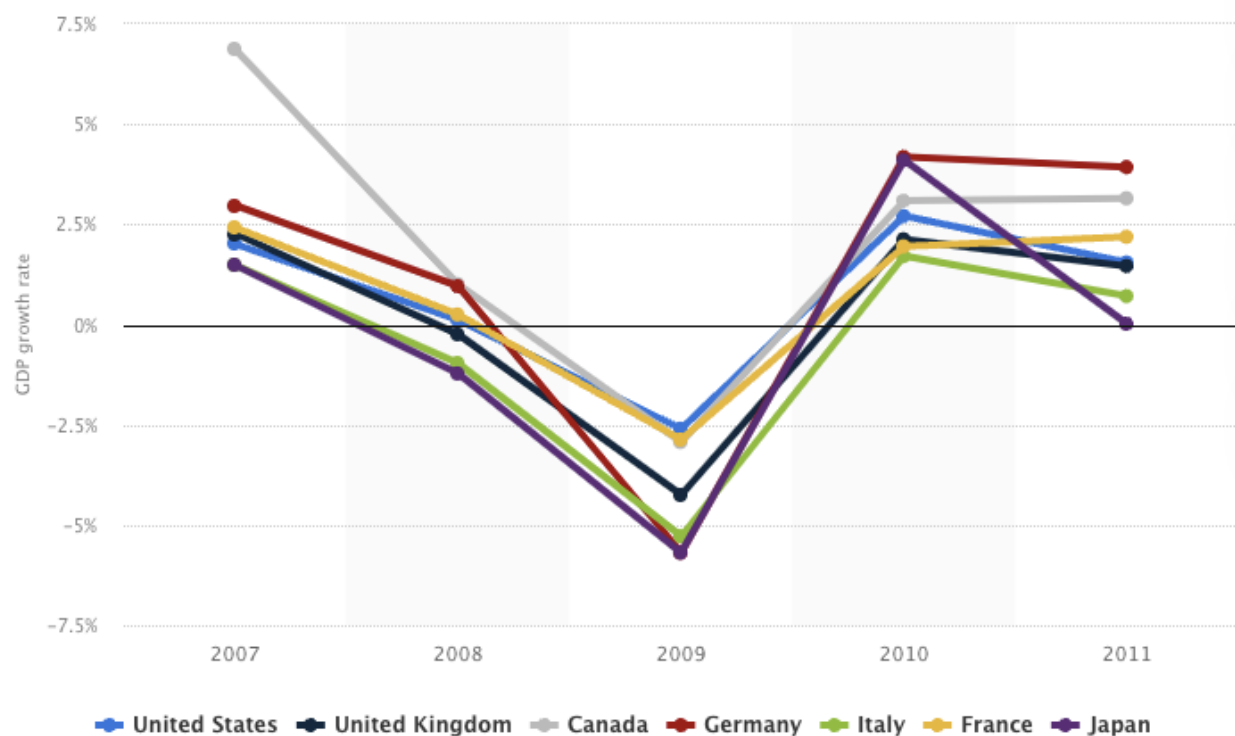
This paper investigates media manipulation strategies in Russia to garner negative sentiment in Russia for the United States. The paper starts off with a correlation between the Russian GDP and US mentions. It further goes in depth into how frames are converted from Russian Literature to analyze them, and this method is used to find stronger patterns Russian Media and US mentions : “We find that as the stock market declines, not only is news focused more on the U.S., but also emphasizes threats to the U.S.”.

This paper firstly and mainly outlines that there are regular shifts in media frame during major events, and we can use this fact to find correlation between media shifts in the Indian media (causation) and changes immediately succeeding the shift (effect). The Granger Causality will be extremely helpful as well. Also, the paper then shows a method to map frames from a new lexicon, which can be useful in an Indian context.

Improvements:

In the section 2.1 “Correlations”, the paper outlines a very strong correlation between the lowering of GDP in Russia, and an increase in % of mentions of the United States. This is to assert that Russian media is using a media control tactic to garner sentiment against the United States. Furthermore, the Granger Causality concept is employed, which is used to determine a cause-effect relationship, since cause always precedes effect. The authors conclude that since a decrease in the Russian economy causes an increase in coverage of US-related frames, the same is not true for the US economy, Russian media was indeed being used to manipulate public view.

While this may be true, what is interesting is that not only Russia, but many other economies faced similar trends in the exact same time frame.



(source : <https://www.statista.com/statistics/1346722/gdp-growth-rate-g7-great-recession/>)

The GDP fall in all of these countries was also caused directly by the Great US recession in 2007 to 2009.

Since the cause is directly related to the US, it is natural for media coverage to contain US related information. What would make this paper much more thorough choosing a control media group, ideally one that uses English as its primary media language (to avoid the frame language analysis problem). By performing a similar analysis of other countries' media, the authors could have measured the correlation between similar frames of the control groups media and Russia's media. This would provide a much stronger case.

Projects for Precog:

1. Analyzing frame shifts in various media sources, using the Granger causality to map whether certain outlets have different, or unique frames presented during elections. This will provide insight into bias of different media outlets.
2. Similarly, mapping social media presence of prominent parties, around election time and otherwise. Using the correct frames, we could potentially map similar frame shifts of these parties against the media sources, to discover patterns between the two.

3. Since we can map frame shifts for different parties, we can also compare what kind of media stance is correlated with higher success, and look for current election media presence to find similarities, indicating possibilities of higher success.
4. Employing a similar framing method to establish frames in different Indian lexicons. This would be excellent to then find further patterns using local data, which can be combined with local electoral data to bolster the results of the preceding projects.