

Frame Competition

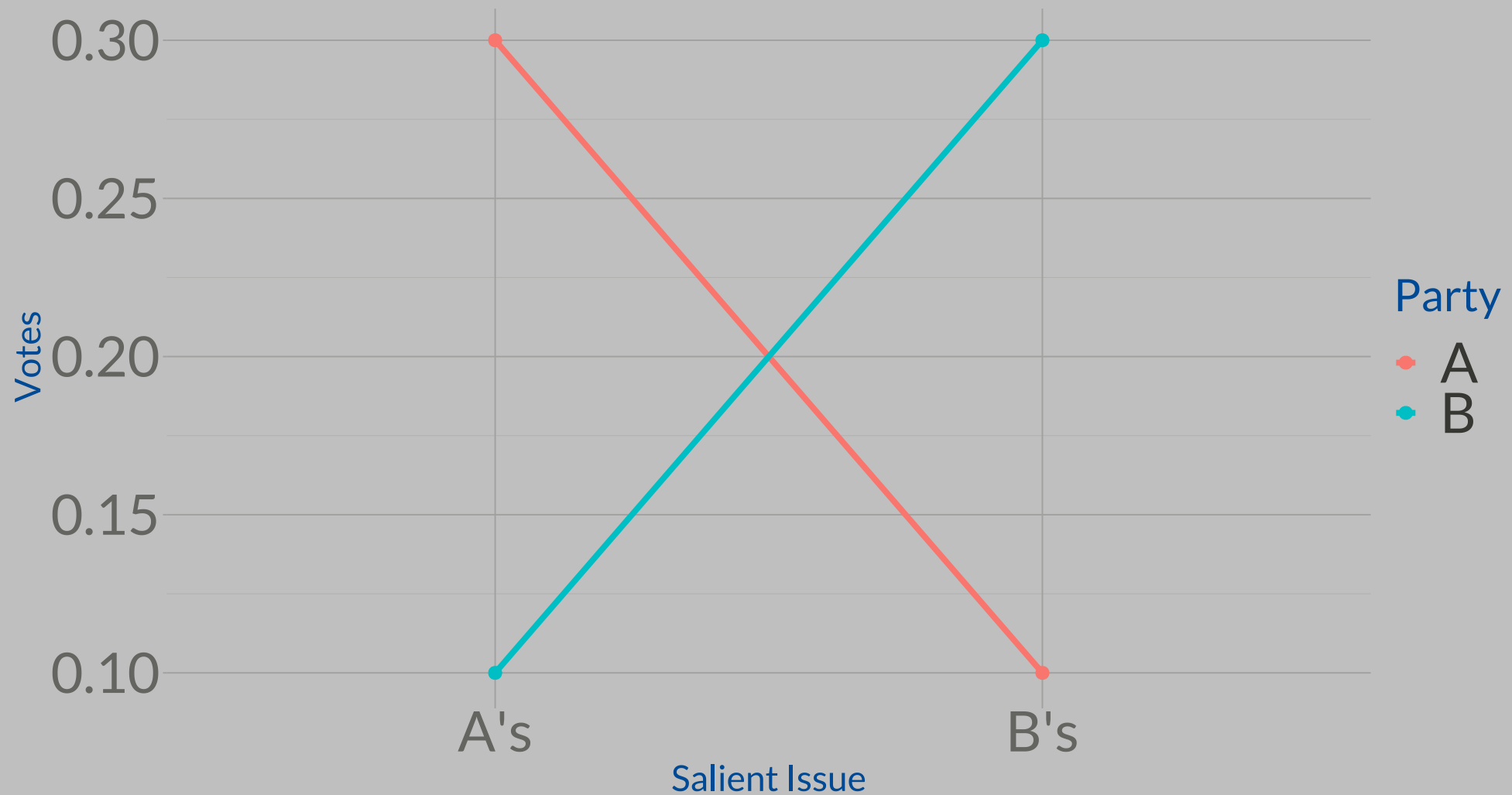
Nicolai Berk^{*}

Presentation prepared for the first OX|BER Graduate
Workshop

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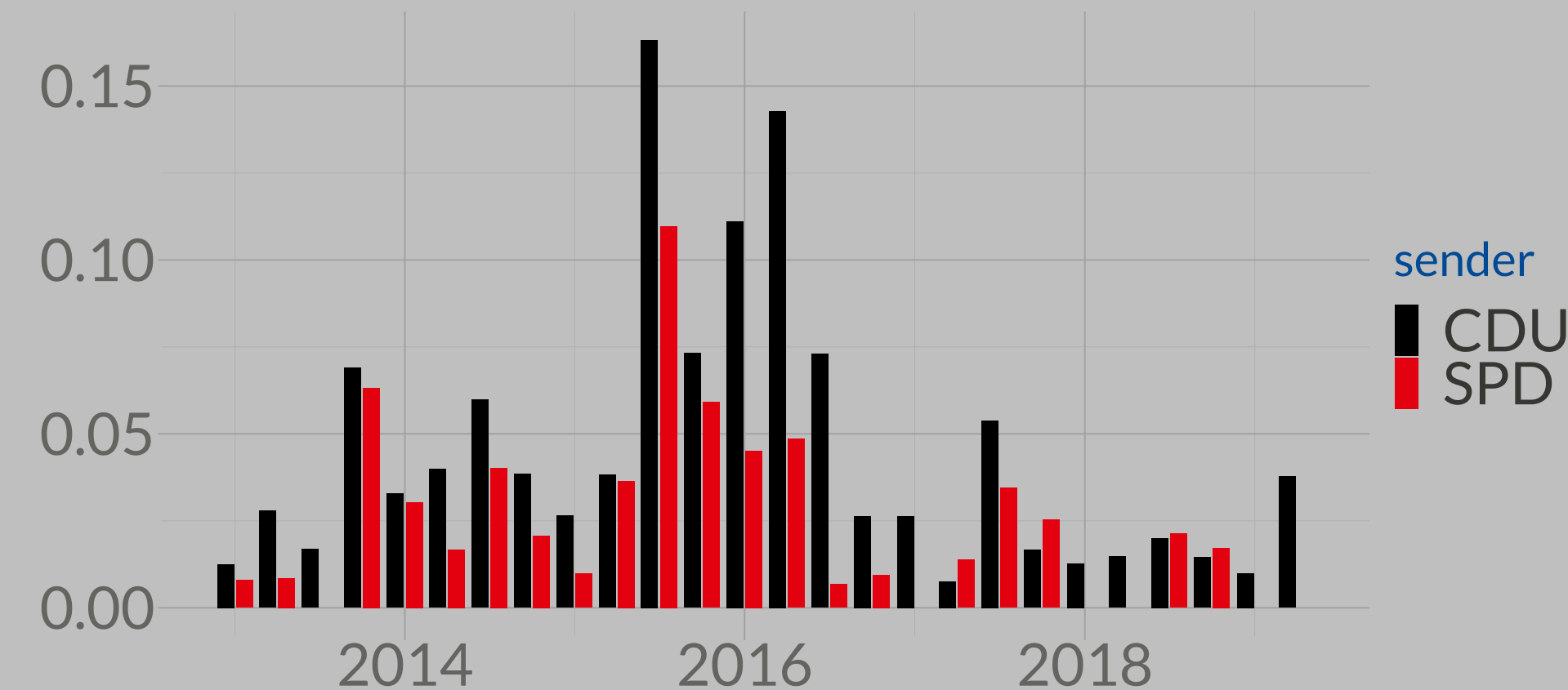
^{*} Dynamics RTG & Humboldt Universität Berlin

Issue Ownership Theory



Parties behave accordingly

Attention to migration in mainstream parties' press releases
2013-2019



Research Question

- Parties only option to **remain mute** on other parties' issues?
- Framing literature suggests that issue definitions affect voters' policy preferences.
- Experimental work shows that framing can affect issue ownership (Seeberg 2019).

Does framing affect voting behaviour?

Argument

1. Issue framing affects issue attitudes.
2. Dominant media framing changes public opinion.
3. Policy preferences translate into voting behaviour.

Media Framing → Voting Behaviour

Research Design

1. Measure similarity of media framing to party framing.
2. Estimate effect of similarity on electoral performance.

Data

Media Content

Collected **2.5M news articles** from major German newspapers' websites (2013-2019).

(Expected) Electoral Performance

Poll of Polls

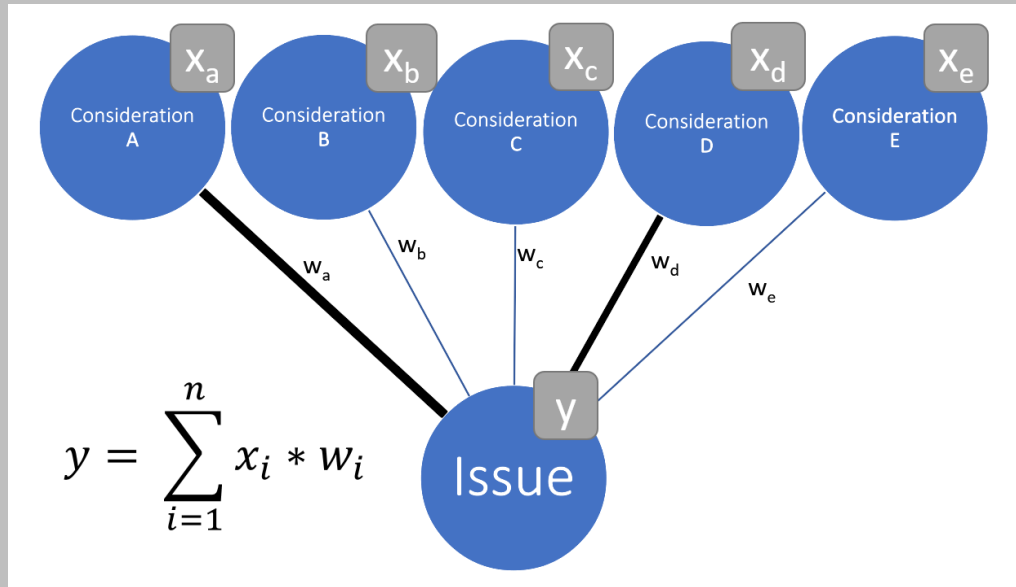
- Polling data collected by *Politico's Poll of Polls*.
- Generates daily moving average of party support.

Data II

Party framing

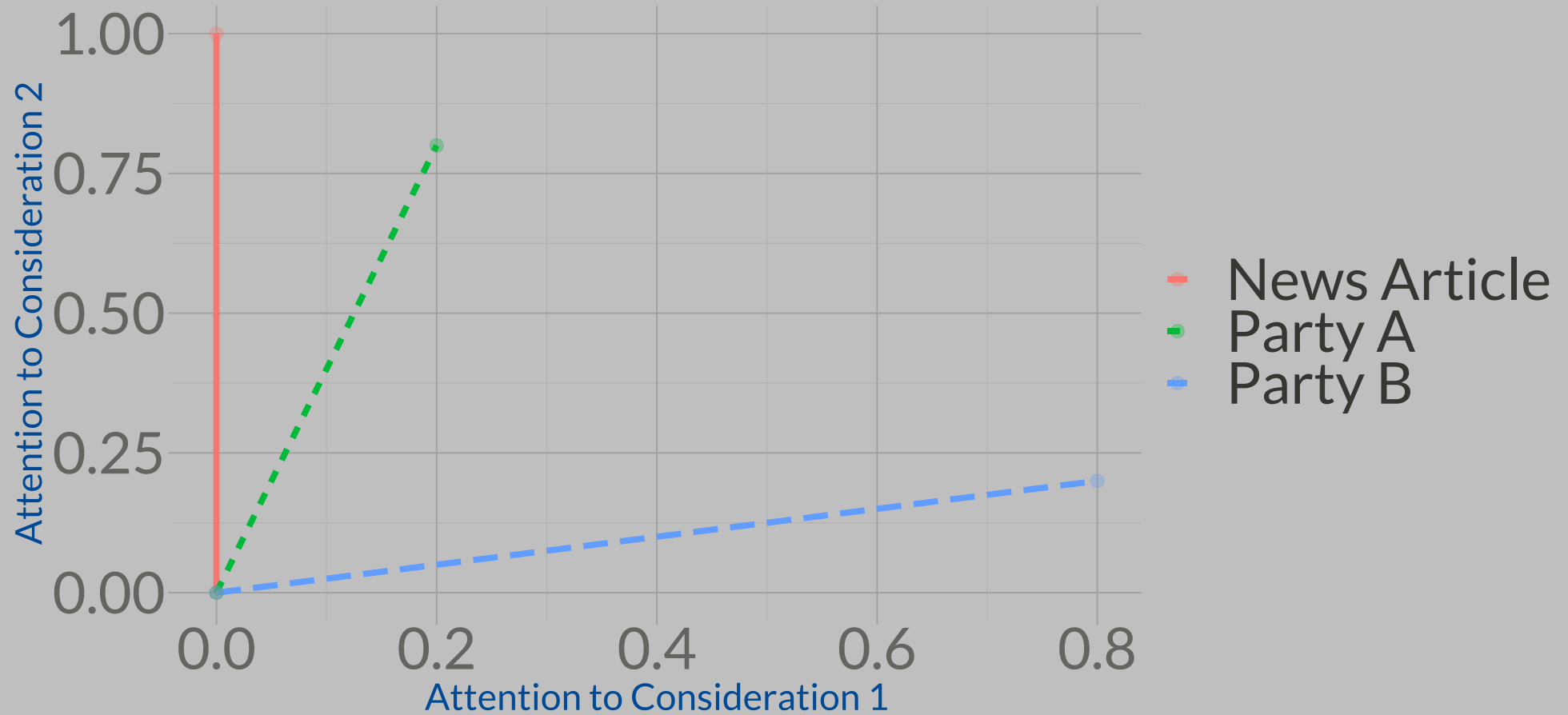
- 2017 Manifesto corpora, reduced to migration content.
- Ideal because **summarise general position** on the issue.
- Downside: assumption of stable position over time.

Measuring Issue Framing



1. Identify media content relating to issue:
 - Annotate sample
 - Supervised ML (BERT)
2. Identify considerations:
 - Topic model

Measuring Frame Similarity



Measuring Frame Similarity

Why frame *similarity*?

- Parties communicate a certain framing either as cause or outcome of their positions.
- If media framing is **similar**, this supports a parties' position.
- As a result, citizens are more likely to vote for party.

Measurement

$$Similarity_{p,t} = \cos(TopicVector_{Media}, TopicVector_p)_t$$

SVAR Time Series Model

- VAR allows modeling multiple time series as functions of own and other variables past.
- Structural VAR allows modeling interaction
*Performance = Salience * Similarity.*
- Estimate of interest: effect of similarity on electoral performance.

Instrumental Variable Approach

Instrumental Variable Approach II

- Framing can be instrumented using exogenous events.
- Predicted frame attention can then be used to estimate causal effect (**2SLS**).

Summary

- **Goal:** Project tries to challenge assumption that issues always affect voters similarly.
- **Argument:** dominant media framing of issues affects party support.
- **Methods:**
 - innovative measure of frame similarity,
 - combination of time-series and causal inference tools (SVAR + IV).

Open Questions

- Does theory make sense?
- Time Frame (2017 campaign or longer?)
- Manifestos for party frames?
- SVAR correct model? (might go for unidirectional model with 2SLS)
- Additional Experiment?
- ...?

Fin

Thank you!

