

# Generic Frame Coding Guidelines

## Framing definition

There are several ways to cover a specific issue in the news. For instance, the issue of climate change can be framed as a scientific issue, a political issue, a moral issue, a health issue etc. We want to extract such framing used in the text and images of the news articles. Some academic definitions of framing are:

- Entman (1993) has defined framing as “making some aspects of reality more salient in a text in order to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described”.
- Frames serve as metacommunicative structures that use reasoning devices such as metaphors, lexical choices, images, symbols, and actors to evoke a latent message for media users (Gamson, 1995).

A list of generic frames that we are using for our analysis is:

1. Economic
2. Capacity & Resources
3. Morality & Ethics
4. Fairness & Equality
5. Legality, Constitutionality & Jurisdiction
6. Crime & Punishment
7. Security & Defense
8. Health & Safety
9. Quality of Life
10. Cultural Identity
11. Public Sentiment
12. Political Factors & Implications
13. Policy Description, Prescription & Evaluation
14. External Regulation & Reputation
15. None of the above

Your task is to code an article text or image based on the information available to you, into **ONE OR MORE** of these categories. If none of the frames seem to fit, based on the article text or image provided to you, you can choose None.

**Note:** For images, it is okay (and expected) for you to use your intuition or the symbolic meaning behind the image rather than only looking at it objectively

Below, we outline more specific details about each of the generic frames:

## 1) Economic

The costs, benefits, or any monetary/financial implication of the issue (to an individual, family, organization, community or to the economy as a whole)

- The **economic** frame includes mentions of:
  - Money, funding, or taxes
  - Socio-economic class (working-class, middle-class, rich, poor)

In the image, we can see things including but not limited to bank, money, meetings with a logo of a financial institution.

## 2) Capacity & Resources

The availability/lack of time, physical, geographical, human, and financial resources.

- This frame stresses finite resources, and specifically deals with limitations or availability of resources. Think of it in terms of there being “not enough” or “enough” of something
- Focus on availability/scarcity/surplus of physical resources (farmland, classroom space, prisons, etc.), human resources (law enforcement, engineers, doctors, etc.) or financial resources (availability of credit, commercial items, funds, etc.)

In the image, we can see things including but not limited to a geographical area, labour, people working in an institution.

## 3) Morality & Ethics

Any perspective compelled by religious doctrine or interpretation, duty, honor, righteousness or any other sense of ethics or social responsibility (religious or secular)

- **Morality frame** refers to social responsibility (while **fairness** refers to social justice)
- Non-religious morality frames could include general moral imperatives to help others
- Appeals that something “is just the right thing to do” or “would indicate a recognition of our shared humanity”, or arguing against something with “I don’t think it’s right”
- The **morality** frame includes mentions of:
  - Morals or ethics
  - Humanitarian crisis
  - Human rights
  - Anything religious or related to religion

In the image, we can see things including but not limited to god, death, protests related to humanitarian issues.

## 4) Fairness & Equality

The fairness, equality, or inequality with which laws, punishment, rewards, and resources are applied or distributed among individuals or groups.

- The balance between rights or interests of one individual or group compared to another
- **Fairness and Equality** frame cues often focus on whether society and its laws are equally distributed and enforced across region, race, gender, economic class, etc.
- Often used in discussing social justice issues. **Fairness** frame refers to social justice, while (**morality** refers to social responsibility)
- The **fairness** frame includes discussions of:
  - Discrimination, racism, xenophobia
  - Portrays certain social groups in a negative light
  - Stereotypes or microaggressions

In the image, we can see things including but not limited to the fight for LGBTQ, reproductive rights, call for stopping discrimination.

## 5) Legality, Constitutionality & Jurisdiction

The legal, constitutional, or jurisdictional aspects of an issue. This includes:

- Legal: court cases and existing laws *that regulate policies*
- Constitutional: discussion of constitutional interpretation or potential revisions
- Jurisdiction: which government body should be in charge of a policy decision and/or the appropriate scope of a body's policy reach.
- Legality and constitutionality of "rules" (federal law, business regulations, etc.) and court cases on whether the rules were upheld
- All aspects of jurisdiction: US vs United Nations, state vs federal, voters vs courts, etc.
- Proposed laws framed as jurisdictional issues from the outside (can states regulate immigration?) gets both **policy** and **legality**
- The legality frame does NOT include legislation, which comes under policy

In the image, we can see things including but not limited to judges, prisons, laws, discussions on policy.

## 6) Crime & Punishment (Retribution)

The violation of policies in practice and the consequences of these violations.

These include:

- Breaking the rules and/or getting punished
- Crimes that cause physical harm are also tagged as **health & safety**
- Examples talking about:
  - Gun violence (also **health and safety**)
  - Increases or reductions in crime levels
  - Potential criminals facing prosecution (also **legality**)

- Sentences delivered in a court case (also **legality**)
- Punishments for law-breaking (fines are also tagged as **economic**)

In the image, we can see things including but not limited to criminal activities, violence, police presence.

## 7) Security & Defense

Any threat to a person, group, or nation. These include:

- Any defense that needs to be taken to avoid that threat, including tools and technologies
- Includes issues of national security including resource security, and efforts of individuals to secure homes, neighborhoods or schools
- **Security & Defense** addresses a preemptive action to stop a threat from occurring, whereas **Health & Safety** frames address steps taken when something happens.
- The **security & defense** frame includes mentions of:
  - General need for greater security
  - Borders
  - Terrorism or risk of immigrants being terrorists
  - Invasions or descriptions of immigrants as invaders
  - Taking over a country (similar to invasion)

In the image, we can see things including but not limited to military uniforms, defense personnel, border patrol, war.

## 8) Health & Safety

Healthcare, Sanitation, Public safety. Includes:

- Health care access and effectiveness, illness, disease, sanitation, obesity, mental health, infrastructure/building safety
- Policies taken to ensure safety should a tragedy occur (emergency preparedness kits, lock down training, disaster awareness classes, etc)
- The health and safety frame also includes:
  - Disaster relief
  - Medicine, vaccines, etc
  - Medical and health organizations (e.g. CDC, NHS)
  - Physical harm: words like carnage, death, bodily wound, injury, bloodshed etc.
    - Gun violence, killing, shooting, other violent crime also get **crime** frame
    - Female genital mutilation (FGM) (also **cultural identity**)

In the image, we can see things including but not limited to doctors, nurses, injury, disease.

## 9) Quality of Life

The benefits and costs of any policy on quality of life. Includes:

- The effects of a policy on people's wealth (also **economic**), mobility, access to resources, happiness, social structures, ease of day-to-day routines, quality of community life, etc.
- Could include discussions of working conditions and terrible wages
- Facing a "hostile environment"

- Poverty, homelessness, needing food stamps
- Day-to-day fears, job loss, being stopped by police, or not being able to participate in normal social activities due to these fears
- Taking actions (such as working long hours) to improve their family's quality of life (e.g. giving children educational opportunities)
- Generic statements about seeking a better life, looking for an escape, etc.
- Hardships in crossing the border or arriving in the United States get **Health and Safety**, NOT **Quality of Life**.

In the image, we can see things including but not limited to happiness, joy, hardships of people, homelessness.

## 10) Cultural Identity

Social norms, trends, values and customs constituting any culture as they relate to a specific policy issue. Includes discussions about or depictions of:

- Population changes, including replacement migration
- A nation's values e.g. patriotism
- Personal (or familial) immigration stories and experiences
- Artwork (books, songs, etc.)
- Music/entertainment/foods
- Including participating in sports (as form of entertainment)
- Cultural norms or stereotypes of ethnic and political groups
- Trends, attitudes, or beliefs sweeping the nation
- Associations with notable people in order to make a cultural reference
- Celebrity endorsements for policy issues

In the image, we can see things including but not limited to concerts, cultural dance, art, prominent people.

## 11) Public Sentiment

The public's opinion

- Includes references to general social attitudes, protests, polling, as well as implied or actual consequences of diverging from or "getting ahead of" public opinion or polls.
- Includes references to a party's base or constituency (would overlap with **Politics**) ○ Brexiteers, Remainers, Leavers, Trump supporters etc. when giving generalizations about how they feel and their opinions
- Includes any public passage of a proposition/law
- Explicit mentions of referendum
- Includes protests, riots, and strikes (incl. hunger strikes)
- Sharing petitions and encouraging people to take political action

## 12) Political Factors & Implications

Any political considerations surrounding an issue

- Includes issue actions or efforts or stances that are political, such as partisan filibusters, lobbyist involvement, bipartisan efforts, deal-making and vote-trading, appealing to one's base, explicit statements that a policy issue is good or bad for a particular political party
- Discussions of political maneuvering, partisan conflicts
- Mentions or depictions of a political entity or political party:
  - Political entities, parties, partisan conflict (see above)
  - Voting and elections
  - Political debates
  - Lobbying or campaigning
  - Socialism, fascism, etc. when discussed as political philosophies

In the image, we can see things including but not limited to politicians, elections, voting, political campaignings.

### 13) Policy Description, Prescription & Evaluation

Existing policies, policies proposed for addressing an identified problem, as well as analysis of whether hypothetical policies will work or existing policies are effective.

- Refers to “rules” (federal/state law, business policy, regulation, Congressional bills)
  - What the rules are
  - What the rules will be
  - What the rules should be
  - How well or poorly the rules are working
  - Includes legislation and discussion of proposed bills
- The **policy** frame includes mentions or depictions of:
  - Deportation policy (also is **crime & punishment**)
  - Brexit
  - Trade deals are tagged with **economic, external, and policy**
  - Proposals/actions to build border wall (both **policy and security**)
  - Executive orders, declaration of state/national emergencies
  - Tax reform (both **economic and policy frames**)

In the image, we can see things including but not limited to discussions on rule, rule making bodies, tax forms.

### 14) External Regulation & Reputation

A nation's external relations with another nation. The external frame only focuses on explicit relationships between countries and states, not just any mention of something happening in another country. For instance:

- International efforts to achieve policy goals, alliances or disputes between groups
- Anything about the United Nations (UN) and its organizations (such as World Health Organization)
- Perception or reputation of one nation/state/group by another state
- How one entity (city/state/nation) might influence another
- Anything about globalization, globalism, globalists, (even if you suspect it's just there as an antisemitic dogwhistle)

- Policies that involve interactions across countries, Includes imperialism (also **policy**) and colonialism (also **economic** and **policy**)

In the image, we can see things including but not limited to international organizations, global discussions, cross country forums.

## Crime vs. Legality vs. Policy

Crime	Legality	Policy
The actual application of a law	Legality focuses on courts, constitutionality, jurisdiction, <u>questioning</u> whether something is legal	What the rules (incl. laws): are, will be, or should be
(1) Breaking the rules (2) Getting punished for breaking the law (paying fines, jail, deportation)	(1) Discussions of legality and/or constitutionality (2) Court cases on whether rules were upheld (3) Legal precedent related to violation of a law (3) Deciding whether or not a law was broken for violation (4) Deciding if a policy is constitutional or not	(1) How well the rules are working of the rules (2) How a policy should work (3) May talk about new policy, where it regulates, what punishments are (4) Congressional/ Parliament legislation

## Morality vs Fairness

- Morality/Humanitarian → social responsibility
  - Organizations and individuals have obligation to act for the benefit of society
  - People have obligations to help their larger society of people, even if they don't know them personally
  - Responsibilities that we owe to society/each other
  - Moral obligation to keep families together, protect children
- Fairness/Discrimination → social justice
  - Idea that people who lack certain rights/opportunities/status or are victims of injustice are owed remedy/restoration by the larger society
  - All people deserve and should have access to the same rights and resources

## Annotation User Interface

- You are shown an image or the text of a news article and the 15 options listed above.

- You have to choose ONE OR MORE of the options for each examples that you feel are appropriate
- Once you have clicked all the options, you have to click **Submit**
- You can use previous and next to go back and forth and change your annotations or browse the other options
  - Remember that clicking 'Next' does not save your annotations. You have to click **Submit to** save your changes