

# **GUIDELINES<sup>1</sup>**

## **Context**

The dataset for the annotation consists of 300 Brazilian news articles in Portuguese derived from the News Portal Recommendation dataset ([Lucas et al. 2023](#)). Two Portuguese-speaking Master's students from IMS will annotate the dataset using the 15 frames labels from the Media Frame Corpus ([Card et al. 2015](#)). They will first study the guidelines and get familiar with the frames definitions and then proceed with the annotation of the first 50 frames.

## **Annotation rounds**

In total, there will be 4 rounds of annotations (the first two rounds will comprise 50 articles and the last two 100 articles, assuming that the annotators will get more familiar with the task as they proceed in the annotation). The annotators can perform their annotation during one week at their own time. Each round will be followed by a discussion on the most problematic samples, moderated by the project coordinator. This discussion will be oriented towards resolving issues related to the vagueness of the guidelines while preserving the natural disagreement between the annotators. The agreement before and after discussion will be calculated at each round.

Each round will consist of:

- Annotation
- Discussion
- Revision of the discussed samples

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<sup>1</sup> These guidelines have been adapted from Boydstun et al. (2014, 2020) and integrated with project-specific information.

## Annotation tool

	C	D	E	F	G	H	I
	Dataset						
1	heading	heading_frame	body	body_frames	primary_frame	notes	
2			<p>Cimar Azeredo Pereira será presidente do IBGE ; Carlos Brito/G1</p> <p>O presidente do Instituto Brasileiro de Geografia e Estatística foi anunciado após a publicação da exoneração de Eduardo Luiz de Faria Neto, economista. Neto é PhD em Demografia pela Universidade Federal de Pernambuco e já foi diretor-geral do IBGE.</p> <p>Já Ferreira estava à frente da diretoria-executiva do IBGE. Em abril de 2021, após a saída da presidente do IBGE, a diretoria-executiva foi extinta e a função foi absorvida pelo Conselho de Administração.</p> <p>No dia 27 de dezembro de 2022, Neto chegou a ser anunciado como presidente do IBGE, mas a nomeação não ocorreu.</p> <p>Na nova estrutura do atual governo, o IBGE ficará sob a supervisão do Ministério da Gestão e da Inovação em Políticas Públicas.</p>				
3	Governo exonera presidente, diretora-executiva e		<p>Aliados do ex-presidente Jair Bolsonaro ouvidos por investigadores da Polícia Federal dizem que não sabiam dos presentes. Os antigos aliados de Bolsonaro levantam dúvidas sobre se o presente deveria ser incorporado ao acervo do presidente ou se Bolsonaro não tinha intenção de incorporar os presentes.</p> <p>Quanto à primeira pergunta, aliados de Bolsonaro afirmam que não sabiam dos presentes escondidos no Palácio do Planalto.</p> <p>"Se tentou entrar com os presentes escondidos no Palácio do Planalto, a PF deve começar a investigar caso de envio de presentes para o presidente", afirmou um dos aliados.</p> <p>A segunda dúvida diz respeito à ação do presidente em relação aos presentes. "Se as joias eram um presente a ser incorporado ao acervo do presidente, a PF deve investigar", afirmou o mesmo aliado.</p> <p>Nesta segunda-feira (06), o ministro da Justiça, Flávio Dino, afirmou que o presidente não sabia dos presentes. Segundo o ministro, os indícios apontam para um possível envio de presentes para o presidente.</p>				
	Jóias interceptadas: aliados de Bolsonaro duvidam						

Figure 1. The annotation tool on Google Sheet. A trial can be found at this link: [pilot](#).

The annotators will provide frames on three levels:

1. **Headline frame.** It's the dominant frame of the news' headline. If the headline has two equally dominant frames, they will annotate the first one presented, and if there is no dominant frame, they will annotate "other". The body of the article can be used only to identify a person mentioned in the headline.
2. **Body frames.** The frames found in the body of the article. The amount of frames assigned will vary by article, but the annotators should take care to read the article thoroughly, assigning a body frame when cued. There may be parts of the article that cue multiple frames.
3. **Primary frame.** It's the main gist of the article, the frame that is the most likely to stick in the readers' mind. It is assigned after reading the whole article and absorbing the main takeaway. A helpful test in determining the primary frame is considering how you would describe the article to a friend. If there are many frames in an article that seem to be equally primary, the annotators will default to using the headline frame as the primary frame.

## FRAMES

Guidelines for the annotation of each label are provided below. The descriptions are adapted from [Boydston et al. \(2020\)](#), while the examples are taken from the last version of the Media Frame Corpus, MFC version 4.0. They are all headline frames and all concern the topic of immigration. If the annotators have strong doubts about their annotation on a particular news article, they should write the problem in the column “notes” and it will be discussed during the meeting.

### Economic

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

Can include the effect of policy issues on trade, markets, wages, employment or unemployment, viability of specific industries or businesses, implications of taxes or tax breaks, financial incentives, etc.



Headline example: “SOCIETY MAKES NO-INTEREST LOANS TO NEW YORK'S IMMIGRANTS”

### Capacity and resources

The lack or availability of resources (time, physical, geographical, space, human, and financial resources). The capacity of existing systems and resources to carry out policy goals.

The easiest way to think about it is in terms of there being "not enough" or “enough” of something. The capacity or resources may be an impediment to solving a problem or adequately addressing an issue.



Headline example: “IMMIGRATION DEBATE Illegals take jobs from Americans”

### Morality

Any perspective that is compelled by religious doctrine or interpretation, duty, honor, righteousness or any other sense of ethics or social or personal responsibility.

It is sometimes presented from a religious perspective (i.e. “eye for an eye”), but non-religious frames can also be used. For example, the moral imperatives to help others can be used to justify

military intervention or foreign aid, social programs such as Medicare, welfare, and food stamps. Appeals that a policy move “is just the right thing to do” or “would indicate a recognition of our shared humanity” may reflect humanist morality. The commitment aspect of marriage would evoke feelings of morality. Environmental arguments that focus on responsible stewardship or “leaving something for our children” are based in a sense of responsibility or morality. Lawbreakers, including illegal immigrants, can be presented as fundamentally immoral, conversely breaking a law that is bad or unjust can be presented as moral (e.g., Rosa Parks). Enacting protective legislation, such as laws that protect children from pedophiles, guns, violence, poverty, or failure to do so can also be presented using moral frames.

💡 Headline example: “County's undocumented workers say they aren't here to ‘steal’”

### **Fairness and equality**

The fairness, equality or inequality with which laws, punishment, rewards, and resources are applied or distributed among individuals or groups. Also the balance between the rights or interests of one individual or group compared to another individual or group.

Fairness and Equality frame signals often focus on whether society and its laws are equally distributed and enforced across regions, race, gender, economic class, etc. Many gender and race issues, in particular, include equal pay, access to resources such as education, healthcare and housing. Another example could be fairness considerations about whether punishments are proportional to crimes committed. The frame is also used when discussing social justice, discrimination and talk of an inmate’s innocence or exonerated.

💡 Headline example: “Strict immigration law unfairly targets Hispanics”

### **Legality, Constitutionality, Jurisdiction**

The legal, constitutional, or jurisdictional aspects of an issue. Legal aspects include existing laws, reasoning on fundamental rights and court cases; constitutional aspects include all discussion of constitutional interpretation and/or potential revisions; jurisdiction includes any discussion of which government body should be in charge of a policy decision and/or the appropriate scope of a body’s policy reach. This frame deals specifically with the authority of government to regulate, and the authority of individuals/corporations to act independently of government.

Of special note are constraints imposed on freedoms granted to individuals, government, and corporations via the Constitution, Bill of Rights and other amendments. Some frequent

arguments and issues are: i) the right to bear arms; ii) equal protection; iii) free speech and expression; iv) the constitutionality of restricting individual freedoms and imposing taxes; v) conflicts between state, local or federal regulation and authority, or between different branches of government; vi) legal documentation (green card, visas, passports, driver licenses, marriage license, etc.).

💡 Headline example: “House approves bill to abolish INS; The Senate will begin work next week on its own measure dealing with the immigration agency”

## **Crime and punishment**

The violation of policies and its consequences. It includes enforcement and interpretation of civil and criminal laws, sentencing and punishment with retribution or sanctions.

This frame includes: i) deportation when an individual does not have the necessary documents that grant legal standing; ii) increases or reductions in crime; iii) punishment and execution; iv) resources analysis like DNA analysis. Usually found together with other frames, such as Economic, Legality, constitutionality and jurisdiction, Morality, and Capacity and resources. The primary frame should be chosen according to where the emphasis is.

💡 Headline example: “Two charged in deaths of illegal immigrants in truck”

## **Security and defense**

Any threat to a person, group, or nation, or any defense that needs to be taken to avoid that threat.

Security and Defense frames differ from Health and Safety frames in that Security and Defense frames address a preemptive action to stop a threat from occurring, whereas Health and Safety frames address steps taken to ensure safety in the event that something happens. It can include efforts to build a border fence or “secure the borders,” issues of national security including resource security, efforts of individuals to secure homes, neighborhoods or schools, and efforts such as guards and metal detectors that would defend children from a possible threat. Discussion regarding terrorist activity should be coded as Security and Defense (e.g. arrests of terrorists, immigrants linked to terrorism activity, increased border security to prevent terrorism). Arrests at the border will receive both a Crime and Punishment and Security and Defense frame but the primary frame would be Security and Defense since the action is taking place on the border. All terrorist attacks are coded as Security and Defense, but attention should be paid to potential criminal, legal, or any other aspects and double coded accordingly.

💡 Headline example: “DECISION ON REFUGEES OVERDUE; U.S. OFFICIALS MUST LOOSEN IMMIGRATION RESTRICTIONS”

### **Health and safety**

The potential health and safety outcomes of any policy issue (e.g. health care access and effectiveness, illness, disease, sanitation, carnage, obesity, mental health infrastructure and building safety). Also policies taken to ensure safety in case of a tragedy would fit under this (e.g. emergency preparedness kits, lock down training in schools, disaster awareness classes for teachers).

It includes any discussion of the various capital punishment methods and procedures and ##any mentions of refugees##. Often used in conjunction with Quality of Life.

💡 Headline example: “Colombian drug violence leads to exodus”

### **Quality of life**

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

The effects of a policy on people’s wealth, mobility, access to resources, happiness, social structures, ease of day-to-day routines, quality of community life, etc. It includes any mention of people receiving generic “benefits”, adoptions, and weddings. Often used in conjunction with Health and Safety.

💡 Headline example: “Big Money, Cheap Labor”

### **Cultural identity**

The social norms, trends, values and customs constituting any culture(s).

It includes: i) language issues and language learning; ii) patriotism and national traditions, the history of an issue or the significance of an issue within a group or subculture; iii) census and demographics; iv) cultural shifts in a group or society; v) cultural norms of ethnic and political groups. May also include stereotypes or assumed preferences and reactions of a group (e.g., an affinity for Republicans to wear cowboy hats); vi) references and quotations of famous people like politicians, leaders or representatives of a subculture.

💡 Headline example: “Ethnic Shift; Immigration: An Irish enclave learns a new language; Mexican immigrants boost a growing Latino population”

## **Public opinion**

The opinion of the general public.

It includes references to general social attitudes, protests, polling and demographic information, as well as any public passage of a proposition or law (i.e. “California voters passed Prop 8”). All the opinions that represent the sentiment of a group will be coded as Public opinion. However, a group of experts in a particular domain gets coded according to their domain (e.g. police officers in Crime and Punishment, or climate scientists in Capacity and Resources).

💡 Headline example: “IMMIGRATION Political evangelicals feel push to take sides”

## **Political**

In general, any political considerations surrounding an issue.

It includes political actions, maneuvering, efforts or stances towards an issue (e.g. partisan filibusters, lobbyist involvement, deal-making and vote trading), mentions of political entities or parties (e.g., Democrats, Republicans, Libertarians, Green Party). When a headline mentions “both sides” this refers to politics.

💡 Headline example: “FOLLOWING TRUMP VOTER FRAUD ALLEGATIONS, CLAIM THAT 5.7 MILLION NON CITIZENS VOTED IS WRONG”

## **Policy prescription and evaluation**

The analysis of whether hypothetical policies will work or existing policies are effective. What is/isn’t currently allowed and what should/shouldn’t be done? “Policy” encompasses formal government regulation (e.g., federal or state laws) as well as regulation by businesses (e.g., sports arenas not allowing the sale of alcohol).

This frame dimension—perhaps more than any other—is likely to appear frequently across texts. Yet care should be given to only use this code category as the primary frame when the main

thrust of an article is really about policy, for example when it describes the success and failure of existing policies or proposes policy solutions to a problem.

💡 Headline example: “PRESIDENT DONALD TRUMP STALLS ON PROMISE TO ELIMINATE J-1 VISA PROGRAM”

### **External regulation and reputation**

In general, the country’s external relations with another nation; the external relations of a state with another.

This frame includes: i) trade agreements and outcomes; ii) comparisons of policy outcomes between different groups or regions; iii) the perception of one nation, state, and/or group by another (for example, international criticisms of the United States maintaining capital punishment); iv) border relations, interstate or international efforts to achieve policy goals; v) alliances or disputes between groups.

💡 Headline example: “‘International Village’ gets hostile reception”

### **Other**

Any frame signal that does not fit in the first 14 dimensions.

💡 Headline example: “U.S. under pressure to carry bigger load”



## References

Boydston, A. E., Card, D., Gross, J. H., Resnik, P., & Smith, N. A. (2014, August). Tracking the development of media frames within and across policy issues. In APSA 2014 annual meeting paper (pp. 1-25).

Boydston, Amber E., Dallas Card, Justin H. Gross, Philip Resnik, and Noah A. Smith. [The Policy Frames Codebook](#). 2020. Accessed 26.02.2025.

Card, D., Boydston, A., Gross, J. H., Resnik, P., & Smith, N. A. (2015, July). [The media frames corpus: Annotations of frames across issues](#). In Proceedings of the 53rd Annual Meeting of the Association for Computational Linguistics and the 7th International Joint Conference on Natural Language Processing (Volume 2: Short Papers) (pp. 438-444).

Lucas, J. P., da Silva, J. F. G., & de Figueiredo, L. F. (2023). [NPR: a News Portal Recommendations dataset](#). In NORMalize@ RecSys.