Media Framing Analysis is a growing area in communication research focussing on how media represents a specific topic by drawing attention to specific issues at the expense of others, the various factors and actors that may exert influence on this selection process, and the potential impact news framing may have on its audience’s perceptions and actions. One of the most cited definitions of media framing is from Entman (1993):

“Framing essentially involves selection and salience. To frame is to 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 for the item described.”

Media framing often manifests itself by the choice of some key words, key phrases and images that reinforce a particular representation of the reality and a specific emotion toward it, and the omission of other elements that could suggest a different perspective or trigger a different sentiment. It can also be observed in the journalist’s selection of whom to quote, what to quote and where this quote will be placed in the story. This selection process is known to be influenced by multiple factors, including the journalist’s personal belief system, his working conditions, the editorial position and journalistic practices in his organization, as well as more distant factors such as the economic environment, the political climate, and the broader ideological and cultural conditions prevalent in his society. News framing by journalists is often highly dependent on the availability of various sources of information and their specific attributes (such as perceived credibility, legitimacy, power status, etc.) and may shift in time, influenced by new events and changing conditions.

Media framing research usually involves the analysis of media in print or in electronic format using qualitative and quantitative content-analysis techniques. Some studies will treat media frames as a dependent variable, analyzing a wide range of factors that influence the way journalists or other interest groups frame a specific topic. In other studies, media frames will be conceptualized as independent variables and will examine the influences of new frames on a specific issue or an individual’s perception of this issue.
Some Framing Analysis Studies with WordStat and QDA Miner

We have included below a list of media framing studies that have used QDA Miner, WordStat, or both, to study media frames. They are in many ways representative of the diversity of studies that have been done in this area by the type of questions they are attempting to answer as well as the methodology used to measure frames and related factors.


Hinojosa (2006). The border beyond the border: Content analysis of editorial articles on the U.S. /Mexico border published in national newspapers as a source for assessing the perception of the border region in bi-national public opinion. Texas Center for Border Economic and Enterprise Development: Texas A&M International University.


Selected References on Media Framing Analysis


