

Interactive linguistics tool detects political 'framing'

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As communication strategists gear up for the 2016 presidential campaign – trying to manipulate public opinion with "message framing" – communication researchers are recruiting political news junkies in a nationwide test of a tool called FrameCheck.

FrameCheck is an interactive tool, in the form of a web browser plug-in, to draw attention to framing in political issues, according to Eric P.S. Baumer, research associate in communication and information science at Cornell.

"If you open an article online at the *New York Times* or the *Wall Street Journal* or the BBC, you're not going to know in advance which words and phrases are most related to framing," Baumer says. "So the question is: Can we identify those features automatically and draw people's attention to framing – as a means of mitigating the influence of framing effects?"

Volunteers in the two-month field study may choose any news site on which to run the FrameCheck plug-in. As volunteer readers peruse each article, FrameCheck runs in the background, analyzing text and identifying words and phrases most related to framing.

"For instance, an article about health care – framed to emphasize issues of cost – might use language that talks about Medicaid, insurance premiums, costs for patients or tax burdens," Baumer explains. "In contrast, an article that frames [health care](#) in terms of equality might

describe economic or racial disparities, gaps between the majority and minorities or differences in the quality of care that different patients receive."

More information: "Testing and Comparing Computational Approaches for Identifying the Language of Framing in Political News." [ecommons.cornell.edu/bitstream ... lhlt2015_Framing.pdf](https://ecommons.cornell.edu/bitstream/1812/11412/1/lhlt2015_Framing.pdf)

"A Simple Intervention to Reduce Framing Effects in Perceptions of Global Climate Change." vivo.cornell.edu/individual/AI-104833957888

Provided by Cornell University

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