

Political Communication: Agenda Setting,  
Priming, and Framing  
POLS 418  
MWF 10:00-10:50

Drew Seib

March 9, 2011

## Before we get started...

- ▶ Midterm-Friday and covers all up to Kaid Chapter 10 in the syllabus. Excludes Kaid Ch 4 and 5.

## Before we get started...

- ▶ Midterm-Friday and covers all up to Kaid Chapter 10 in the syllabus. Excludes Kaid Ch 4 and 5.
- ▶ Today will finish up Agenda setting and talk about the Nelson article.

# Before we get started...

- ▶ Midterm-Friday and covers all up to Kaid Chapter 10 in the syllabus. Excludes Kaid Ch 4 and 5.
- ▶ Today will finish up Agenda setting and talk about the Nelson article.
- ▶ Questions about the exam?

# Before we get started...

- ▶ Midterm-Friday and covers all up to Kaid Chapter 10 in the syllabus. Excludes Kaid Ch 4 and 5.
- ▶ Today will finish up Agenda setting and talk about the Nelson article.
- ▶ Questions about the exam?

# Before we get started...

- ▶ Midterm-Friday and covers all up to Kaid Chapter 10 in the syllabus. Excludes Kaid Ch 4 and 5.
- ▶ Today will finish up Agenda setting and talk about the Nelson article.
- ▶ Questions about the exam?
- ▶ News

# Goals

- ▶ Agenda Setting
- ▶ Priming
- ▶ Framing

# Concepts

- ▶ Agenda Setting



# Concepts

- ▶ Agenda Setting
  - ▶ The salience of issues

# Concepts

- ▶ Agenda Setting
  - ▶ The salience of issues
- ▶ How can we distinguish agenda setting from priming?

# Concepts

- ▶ Agenda Setting
  - ▶ The salience of issues
- ▶ How can we distinguish agenda setting from priming?
  - ▶ While agenda setting focuses on the salience of issues and attributes of issues and candidates (what to think about), priming focuses on the consequences of agenda setting importance for public opinion (what to think.

# Concepts

- ▶ Agenda Setting
  - ▶ The salience of issues
- ▶ How can we distinguish agenda setting from priming?
  - ▶ While agenda setting focuses on the salience of issues and attributes of issues and candidates (what to think about), priming focuses on the consequences of agenda setting importance for public opinion (what to think.
- ▶ How is framing different from agenda setting?

# Concepts

- ▶ Agenda Setting
  - ▶ The salience of issues
- ▶ How can we distinguish agenda setting from priming?
  - ▶ While agenda setting focuses on the salience of issues and attributes of issues and candidates (what to think about), priming focuses on the consequences of agenda setting importance for public opinion (what to think.
- ▶ How is framing different from agenda setting?
  - ▶ ““To frame is to *select some aspects of a perceived reality and mane 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”” (p. 263).

# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?

# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?
- ▶ Is second level agenda setting different from framing?

# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?
- ▶ Is second level agenda setting different from framing?
- ▶ What are some examples of second level agenda setting?



# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?
- ▶ Is second level agenda setting different from framing?
- ▶ What are some examples of second level agenda setting?
- ▶ What have scholars found with regards to second level agenda setting?

# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?
- ▶ Is second level agenda setting different from framing?
- ▶ What are some examples of second level agenda setting?
- ▶ What have scholars found with regards to second level agenda setting?
  - ▶ Japan: Issue of concern is reform. At the second level the agenda was attributes of the system were emphasized over ethics.

# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?
- ▶ Is second level agenda setting different from framing?
- ▶ What are some examples of second level agenda setting?
- ▶ What have scholars found with regards to second level agenda setting?
  - ▶ Japan: Issue of concern is reform. At the second level the agenda was attributes of the system were emphasized over ethics.
  - ▶ Germany: Framing of an issue in addition to frequency of coverage can influence the overall salience of an issue. (Second level can influence first level)

# Levels of Agenda Setting

- ▶ What are the two levels of agenda setting?
- ▶ Is second level agenda setting different from framing?
- ▶ What are some examples of second level agenda setting?
- ▶ What have scholars found with regards to second level agenda setting?
  - ▶ Japan: Issue of concern is reform. At the second level the agenda was attributes of the system were emphasized over ethics.
  - ▶ Germany: Framing of an issue in addition to frequency of coverage can influence the overall salience of an issue. (Second level can influence first level)
  - ▶ Texas: Increase in public opinion on MIP from 3% to almost 30%. This is a large increase. What was going on?

# Agenda Setting Affects

- ▶ Does agenda setting affect the way people behave?
- ▶ Does agenda setting in the media affect the policies that are passed or taken up by legislative bodies?

# Who sets the agenda?

- ▶ Who sets the agenda?

# Who sets the agenda?

- ▶ Who sets the agenda?
  - ▶ Influential news sources, such as the president or political campaigns.
  - ▶ Other media (intermedia agenda setting).
  - ▶ Social norms and traditions.

# Who sets the agenda?

- ▶ Who sets the agenda?
  - ▶ Influential news sources, such as the president or political campaigns.
  - ▶ Other media (intermedia agenda setting).
  - ▶ Social norms and traditions.
- ▶ For presidents, does issue ownership matter?



# Who sets the agenda?

- ▶ Who sets the agenda?
  - ▶ Influential news sources, such as the president or political campaigns.
  - ▶ Other media (intermedia agenda setting).
  - ▶ Social norms and traditions.
- ▶ For presidents, does issue ownership matter?
- ▶ When it comes to campaigns, who sets the agenda, the candidates, the media, or voters? Why?

# Who sets the agenda?

- ▶ Who sets the agenda?
  - ▶ Influential news sources, such as the president or political campaigns.
  - ▶ Other media (intermedia agenda setting).
  - ▶ Social norms and traditions.
- ▶ For presidents, does issue ownership matter?
- ▶ When it comes to campaigns, who sets the agenda, the candidates, the media, or voters? Why?
- ▶ How do the media set the agenda for each other?

# Who sets the agenda?

- ▶ Who sets the agenda?
  - ▶ Influential news sources, such as the president or political campaigns.
  - ▶ Other media (intermedia agenda setting).
  - ▶ Social norms and traditions.
- ▶ For presidents, does issue ownership matter?
- ▶ When it comes to campaigns, who sets the agenda, the candidates, the media, or voters? Why?
- ▶ How do the media set the agenda for each other?
- ▶ How do social norms and traditions affect the agenda setting process?

# Who sets the agenda?

- ▶ Why is control of the agenda important?
- ▶ Does agenda setting, framing, or priming affect the way people think?

# Framing Effects?

- ▶ What is it that Nelson et al. want to study?

# Framing Effects?

- ▶ What is it that Nelson et al. want to study?
- ▶ What are the two frames used to by the authors?

# Framing Effects?

- ▶ What is it that Nelson et al. want to study?
- ▶ What are the two frames used to by the authors?
- ▶ The authors recognize that framing alone may not explain changes in people's opinions. What other models do they test?

# Framing Effects?

- ▶ What is it that Nelson et al. want to study?
- ▶ What are the two frames used to by the authors?
- ▶ The authors recognize that framing alone may not explain changes in people's opinions. What other models do they test?
- ▶ How do the authors go about examining framing effects in the first part of their study?



# Framing Effects?

- ▶ What is it that Nelson et al. want to study?
- ▶ What are the two frames used to by the authors?
- ▶ The authors recognize that framing alone may not explain changes in people's opinions. What other models do they test?
- ▶ How do the authors go about examining framing effects in the first part of their study?
- ▶ Now you may click on the continue button and participate in a version of Nelson et al's experiment.
- ▶ Do you agree that a laboratory experiment (computer lab) is the best method for examining framing effects?

# Expectations

Study 1	Free Speech Framing	Public Order Framing
Tolerance for rallies Tolerance for speech Reaction time for free speech words Reaction time for disorder words Reaction time for filler words Importance of free speech Importance of public order		

## Results

Table 3	Free Speech Framing	Public Order Framing
Tolerance for rallies	3.96	3.31
Tolerance for speech	4.17	3.54
Reaction time for free speech words	6.34	6.42
Reaction time for disorder words	6.43	6.53
Reaction time for filler words	6.35	6.48
Importance of free speech	5.49	5.25
Importance of public order	4.75	5.43

## The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?

## The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?
- ▶ Do the authors find any support for the cognitive accessibility model?

## The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?
- ▶ Do the authors find any support for the cognitive accessibility model?
- ▶ How does the authors' first study differ from their second study?

## The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?
- ▶ Do the authors find any support for the cognitive accessibility model?
- ▶ How does the authors' first study differ from their second study?
- ▶ Do the authors find anything different in their second study?

## The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?
- ▶ Do the authors find any support for the cognitive accessibility model?
- ▶ How does the authors' first study differ from their second study?
- ▶ Do the authors find anything different in their second study?
- ▶ Does framing matter and if so how?



## The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?
- ▶ Do the authors find any support for the cognitive accessibility model?
- ▶ How does the authors' first study differ from their second study?
- ▶ Do the authors find anything different in their second study?
- ▶ Does framing matter and if so how?
- ▶ The KKK is somewhat of a dated example. Are there examples today similar to the KKK?

# The Second Study

- ▶ The authors find support for framing effects in their first study, but they still do a second study. Why?
- ▶ Do the authors find any support for the cognitive accessibility model?
- ▶ How does the authors' first study differ from their second study?
- ▶ Do the authors find anything different in their second study?
- ▶ Does framing matter and if so how?
- ▶ The KKK is somewhat of a dated example. Are there examples today similar to the KKK?
- ▶ Westboro and the KKK are two extreme examples laden with affect. What about other examples of framing? How would we test these and would we likely find the same results.