



SEARCHING FOR FRAMES

When analyzing news frames, asking the following questions of your story may help you spot intent-impact gaps.

Defining the problem

- Does it focus on a single instance at the expense of thematic context?
- Does it focus on a downstream problem without explaining its cause?
- Does it privilege the issues of those with power over those without?

Making moral judgements

- Does it apply standards unevenly or perpetuate stereotypes?
- Does it discount one's credibility or knowledge due to stigma or prejudice?
- Does it unjustly support or discount the acts of some groups over others?

Diagnosing the cause

- Does it obscure systemic causes and focus on personal responsibility?
- Does it give equal treatment to opposing viewpoints regardless of proportionality?
- Does it fail to mention the cause and thus obscure who is accountable?

Suggesting remedies

- Does it present problems without addressing potential or available solutions?
- Does it focus on what a community lacks over its goals or aspirations?
- Does it emphasize individual feel-good stories over systemic solutions?