

POLI 891, Framing
Prof. Baumgartner
Fall 2012

Questions for week 9, various readings in public opinion

Answer ONE of the following questions. Come to class prepared to discuss ALL of them. Essays should be limited to one page single spaced and should have perhaps one-third of the essay describing the issue and the rest analyzing it. It is preferable to go into detail on a small part of the issue, giving examples or illustrations, than to remain at a general level. The devil is always in the details.

1. Nelson et al. is based on an experiment about a KKK rally. Does that limit its generalizability? How so?
2. Gilliam and Iyengar give results of a review of LA-area TV coverage and an experiment. How do you evaluate the empirical strength of their findings? That is, what percent of observed behavior do you conclude might be related to these framing effects?
3. We have two articles on on-line v. memory-based processing. What is the importance of that distinction for framing? Remember to refer to readings already done this semester.
4. Berinsky and Kinder actually don't change even any words, just the sequence of presentation, and they find framing effects. Discuss. And answer the same question as #2 above, about the strength of these effects.
5. Druckman's two articles this week relate to sender-receiver dynamics in framing. Which is more important to study, how elites attempt to frame, or how receivers are affected by frames presented to them? Where is the research pay-off likely to be greater?