

# Affective News Framing

Try our news framing game in which different categories of news articles have been manipulated and emotionally framed to elicit an emotional response.

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# Media Futures



## Literature Background

- Framing contains choosing language that shapes information delivery. Framing fundamentally contains choice and emphasis – to frame means opting for aspects of perceived reality and making them more prominent within a communicating text.
- The role of emotion in news framing is of paramount importance as emotion acts as the frame in different issues and can give the privilege of specific information in accessibility, which directs subsequent decision-making processes.
- Affective framing is a spontaneous, non-inferential, and pre-reflective method of sorting and choosing information – this process simplifies complex information to first personally manageable, giving it a specific cognitive significance. This form of framing emphasizes specific emotions further in the article content.

## Current Research Study

- The research will adopt an innovative approach that utilizes advanced language models, specifically ChatGPT, to reframe news articles focusing on primarily four emotional framings; a) fearful-frame, b) anger-frame, c) sadness-frame, and d) hopeful-frame.
- The study will focus on understanding how discrete emotions as emotional frames can elicit an increase in an emotional response.
- The primary goal is to determine how this emotional framing can influence and modulate users' emotional state.

## Research Question

1. To what extent does an emphasis news frame elicit an emotional response?

Hypothesis 1a: When compared to the original news summary prototype, participants exposed to an emotionally framed summary report an increase in an emotional reaction.

Hypothesis 1b: Participants who self-report a high level of topic interest, when compared to participants who self-report a low level of topic interest, show a higher emotional reaction.

## Method

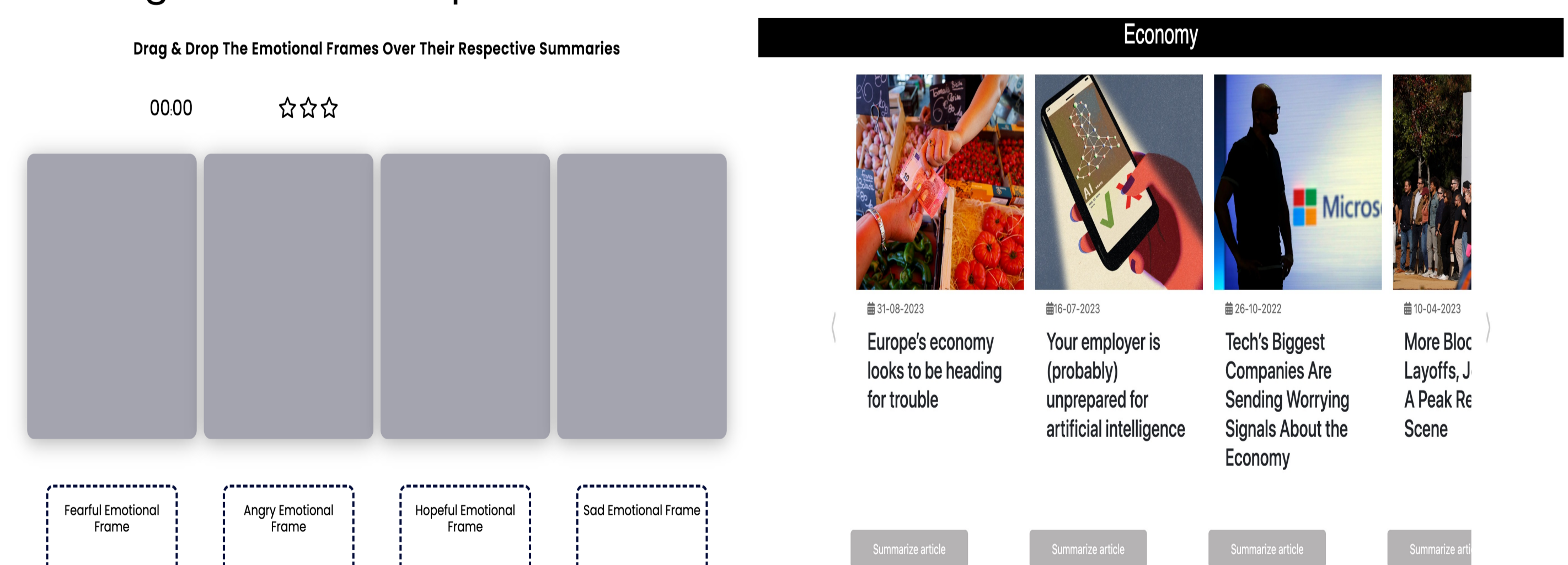
In our study, participants from the US population will be randomized into one of five groups and then presented a news article that has been summarized and emotionally reframed by OpenAI's GPT-4. The groups are the baseline group with a non-framed summary, group 1 – GPT sadness-frame summary, group 2 – GPT anger-frame summary, group 3 – GPT fearful-frame summary, and group 4 – GPT hopeful-frame summary.

To test hypothesis 1a, which predicts that participants in the emotionally reframed news summary groups will report an increase in emotional reaction when exposed to an emotionally framed news summary compared to participants in the baseline group, we will compare and assess the emotional state of participants across the five groups.

Hypothesis 1b posits that users who self-report a high level of topic interest will exhibit a greater emotional reaction compared to users who self-report a low level of topic interest. To test this hypothesis, we will employ a qualitative between-groups design to identify and analyze differences in emotional reactions between these two participant groups.

## Affective News Framing Demo

The Affective News framing demo aims to provide a practical interactive demonstration of how news can be reframed using advanced multimodal models. The Affective News framing demo uses OpenAI's advanced GPT-4 model to summarize and reframe news articles. Users are free to engage in the game by selecting a news article to summarize. After selecting a news article, the user will be presented with four boxes each containing a summary of the chosen news article. As the timer begins, the user must drag and drop the respective emotional framings over their respective summaries.



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## HOST



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## FUNDED BY

This research is funded by SFI MediaFutures partners and the Research Council of Norway (grant number 309339).

Forskningsrådet

Norwegian Centre for Research-based Innovation