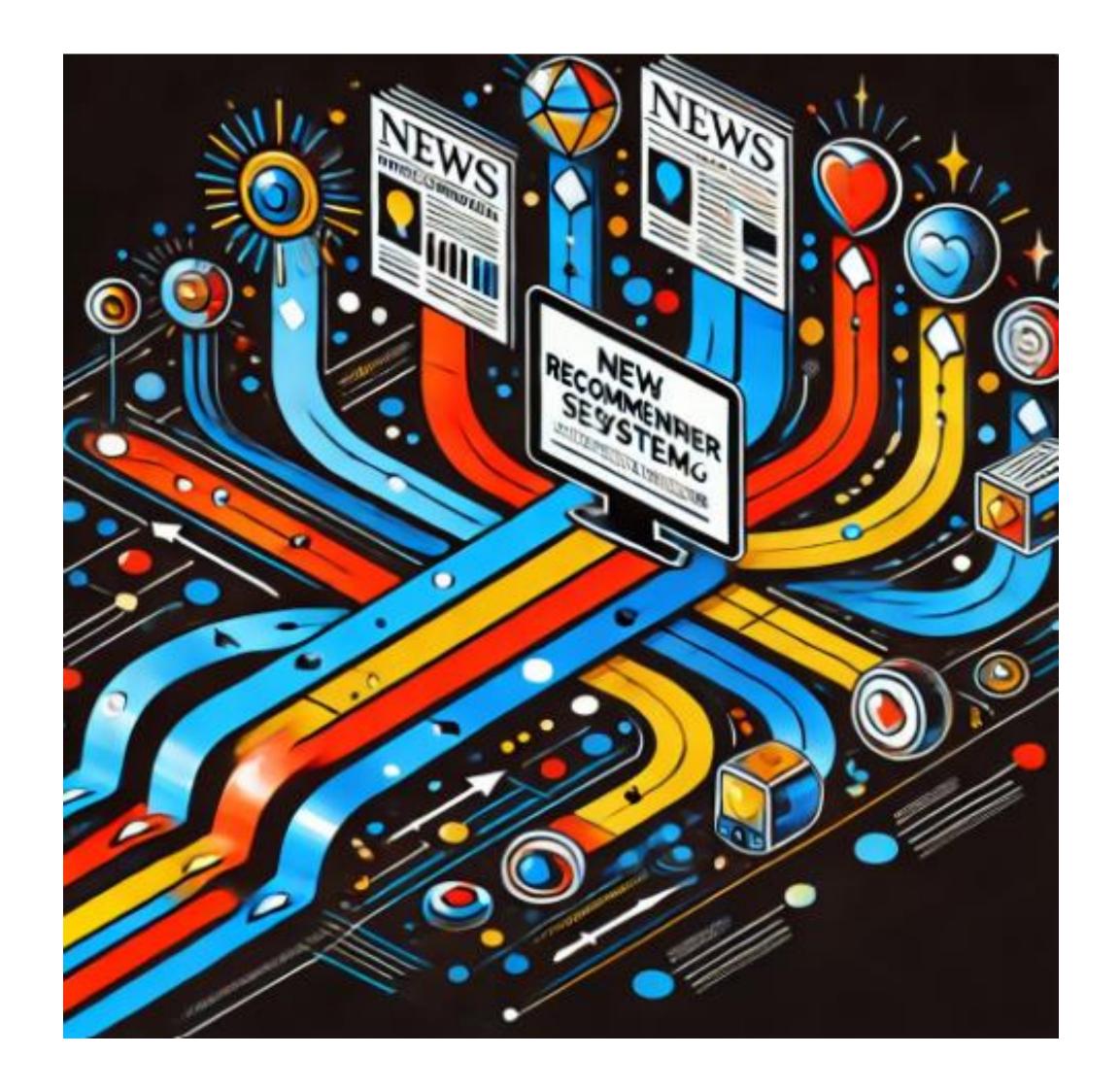# Emotional Reframing of Recommended News Articles

Media Futures.

Jørgen Eknes-Riple, Master's in Information Science, Department of Information Science and Media Studies, UiB
Jek013@uib.no

Method

My plan with this study is to use a knowledge-based recommender system to examine the effect of emotional reframing on news engagement. Participants will first complete a survey to indicate which news topics they find most interesting, providing the system with information needed to personalize article recommendations.

Each recommended article will then be reframed to evoke one of three emotions: hope, fear, or anger. Participants will be presented with a curated list of articles tailored to their interests, with each article displayed in a different emotional tone to assess the impact of matching or contrasting emotional framing.

Engagement metrics, such as clicks and time spent on each article, will be tracked to determine user interaction patterns. Additionally, post-interaction feedback will be collected to gain qualitative insights into how different emotional framings influence users' interpretations and engagement levels.

Abstract

This study investigates how emotionally reframing news articles can influence readers engagement by aligning or contrasting the emotional tone of news content with the reader's current emotional state. By focusing on topics that can be interpreted in various ways, such as climate change, this research explores whether framing articles to evoke emotions such as hope, fear, and anger can encourage readers to interact with and interpret these topics differently.
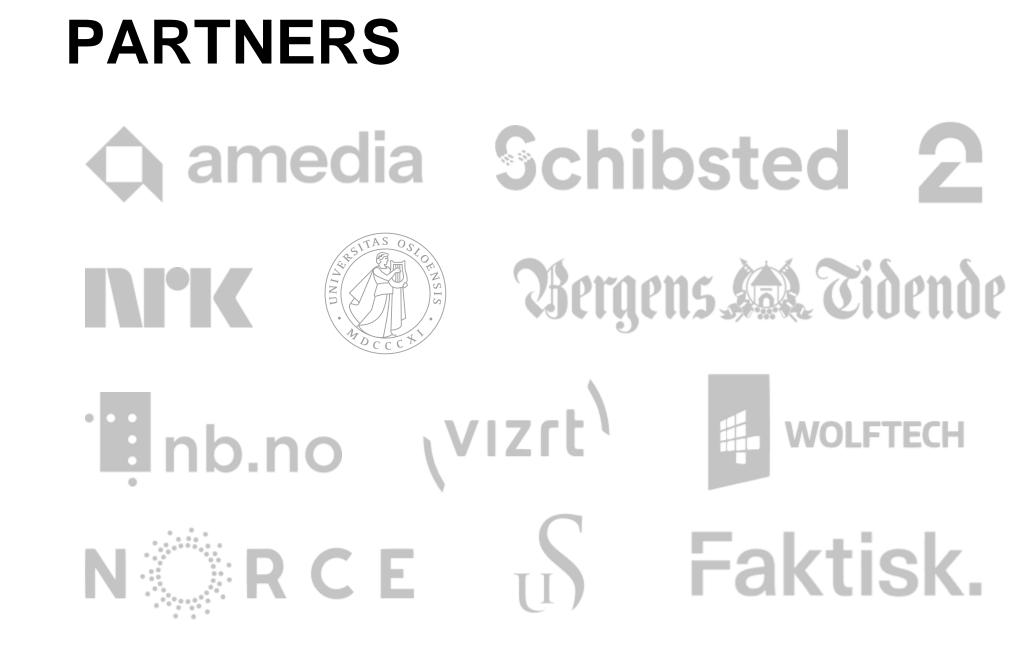
The study aims to examine which types of reframed news readers choose to engage with- those matching their current emotions or otherwise- and to determine which emotional reframing style is most effective in encouraging reader interaction.

Research question

1. To what extent does personalizing the emotional tone of news articles to either match or contrast the reader's current emotional state influence their engagement and interaction with the content.

2. Can personalizing the emotional tone reduce polarization?

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