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Belgian Nuclear Research Centre

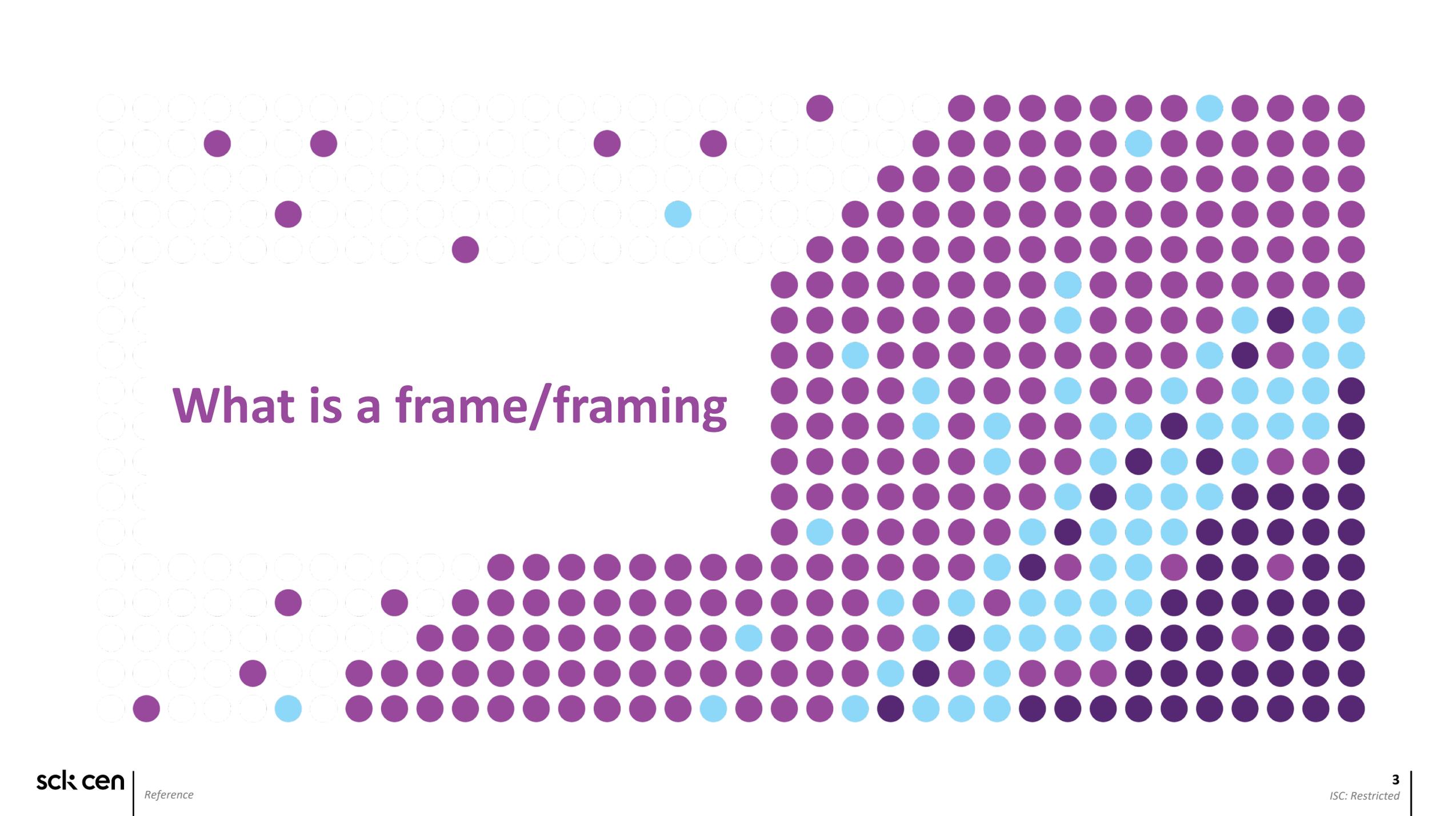
Frame analysis of radon spa websites: training for coders



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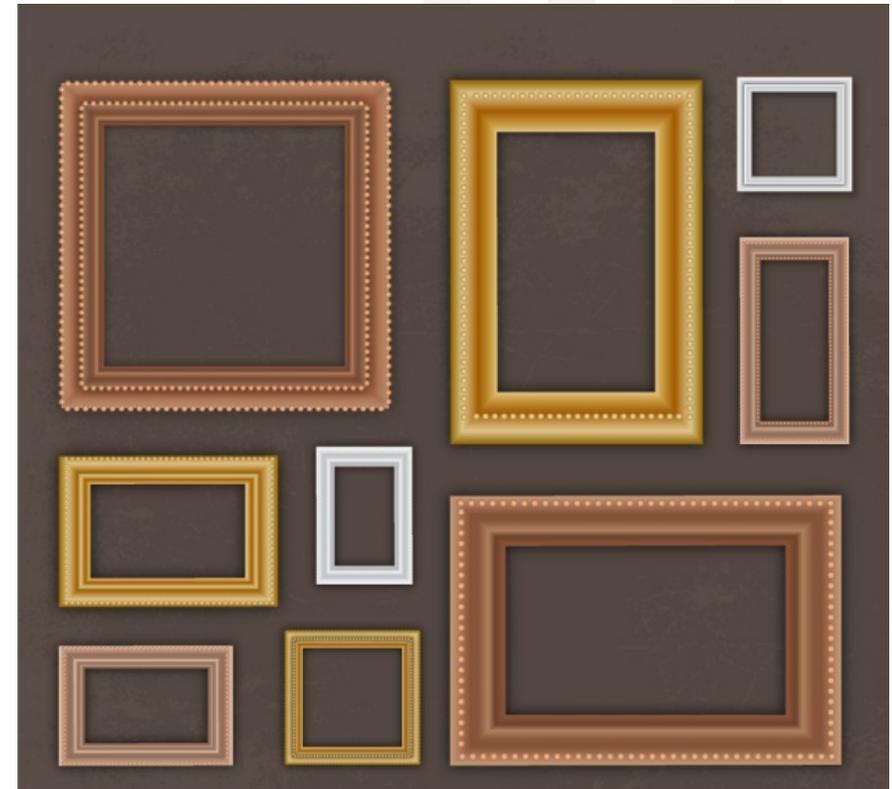


What is a frame/framing

What is a frame?

Often credited as ‘founding father’ of frame analysis, Ervin Goffman refers to frames as **systems of classification that allow us to “locate, perceive, identify and label” the diverse phenomena we encounter in our daily lives** (Goffman, 1974: 52)

“Frames **call attention to some aspects of reality while obscuring other elements**, which might lead audiences to have different reactions” (Entman, 1993: 54)



What is framing?

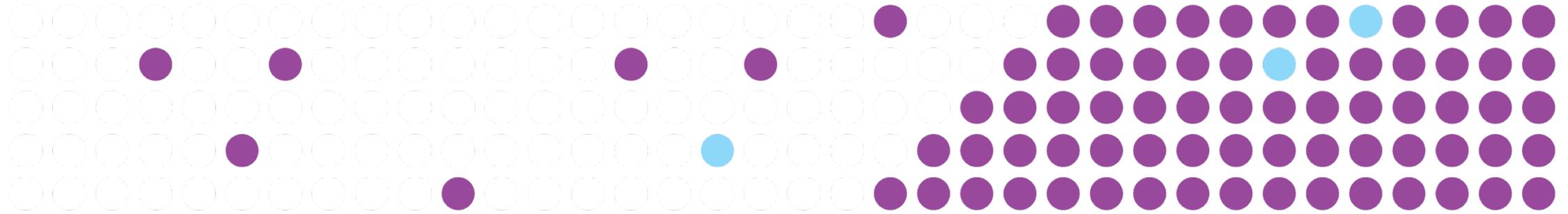
“To frame is to select some aspects of a perceived reality and make them more salient in a communicating text in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendations.” (Entman, 1993: 52)

All communication entails framing:

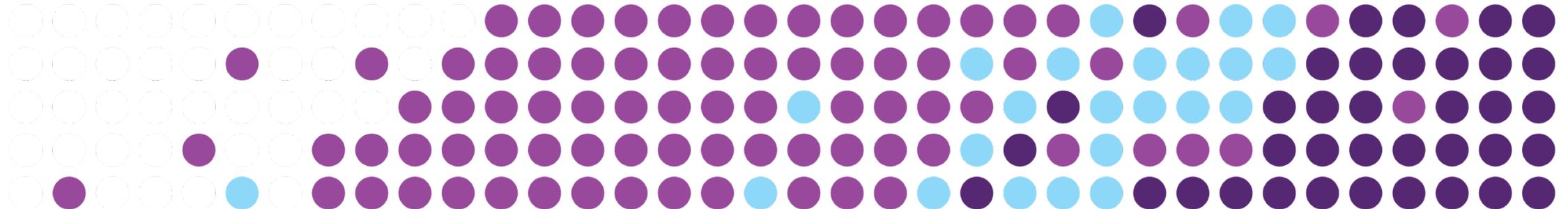
“Journalists frame a story by selecting **the ‘relevant’ facts** and placing an event in what they consider to be the appropriate context. They tell the story in ways which **highlight particular ideas about the nature of the event**. They decide who they should interview and what questions they should ask. They portray **key players** in the drama in particular ways (the victims, the perpetrators or the policy-makers and politicians implicated in the crisis). They also present implicit and explicit ideas about the causes, and the solutions, to the problem.” (Kitzinger, 2007: 134)

Effect of framing: “Salient attributes of a message (its organization, selection of content, or thematic structure) render particular thoughts applicable, resulting in their activation and use in evaluations” (Price et al., 1997, p.486)





Conducting a frame analysis



Two main ways of doing frame analysis

- **Inductive:** identifying frames from data
 - Focused on detecting the different ways in which an issue can be framed
- **Deductive:** using pre-defined/identified frames to analyze data
 - Focused on verifying extent to which frames are prevalent in communication



Identifying frames inductively (I)

- Starts from the data, and results in the identification of different frames. Bottom-up RQ: how is radon framed on the selected radon spa websites?
- E.g. Gamson and Modigliani (1989): frame analysis of nuclear in media (television, newsmagazines, columns, cartoons)
 - Focus on framing (and reasoning) devices → metaphors, exemplars, catchphrases, depictions and visuals
 - Main frames or ‘packages’:
 - Progress
 - Energy independence
 - ‘Soft paths’
 - Public accountability
 - Not cost effective
 - Runaway
 - Devil’s bargain

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RADON TREATMENT – HEALING ENERGY FROM THE ENTRAILS OF THE EARTH

It is a specific natural health resource that makes a certain locality a health resort. There are climatic spa resorts, spa resorts with springs of thermal mineral water, mud spa resorts etc. Léčebné lázně Jáchymov a.s. is absolutely unique and different in terms of its natural healing resource. It cures by means of radon water that, unlike other resources, does not have chemical effects, but energetic ones.

A unique source of these natural resources is a mine in Jáchymov, which is still functional, the oldest one in Bohemia and probably also in Europe. It arose in 1518 and there are springs of radon water on its twelfth level, at a depth of 500 m under ground, which are called, for example, after academician Běhounek or Marie Curie – Skłodowska.

Water of these springs is collected in the reservoir on the 12th level and drawn from here to a height of 400 m into a storage reservoir on Barbora level. Radon water is then led down from the reservoir to Daniel level, and there it is conducted through a pipe line in a total length of approximately 3000 m into individual balneological centers.

A healing element/energy

Natural origins

Healing + specific natural origins

Unique, energy not chemistry (natural vs artificial)

Natural origins

Tradition and history

Frame A: Radon as (non)risk

Only 9 www out of 43 mention risks or give some indication that risks exist

- *“The Radon Therapy is not suitable for: pregnant women (for them any spa therapy is not suitable), certain restrictions apply for children and the adolescents, patients with the Thyroid Gland Hyperfunction, patients within 2 years after a tumor surgery or therapy“*
- *“... any additional baths require a medical prescription.”*
- *“Limitations for pregnancy, untreated hyperthyroidism, cancer or the first year after the end of treatment, severe kidney disease, acute psychosis, children under the age of 18.”*
- *“The patient should be medically examined for any contraindications before treatment.”*

Or stress the ‘non-risk’ of radon:

- *“No known side effects”.*
- *“no negative effects should occur.”*
- *“... after a few hours no radon can be traced in the body anymore.”*
- *“All things are poison and nothing is without poison”.*
- *“... corresponds with the radiation exposure of a 3-week vacation in high mountain regions.”*

Frame B: Radon as a healing source



SCIENTIFICALLY PROVEN

- ✓ Reduced pain
- ✓ Reduced inflammation
- ✓ Reduced medications
- ✓ Immune stabilization

PRICES & PACKAGES

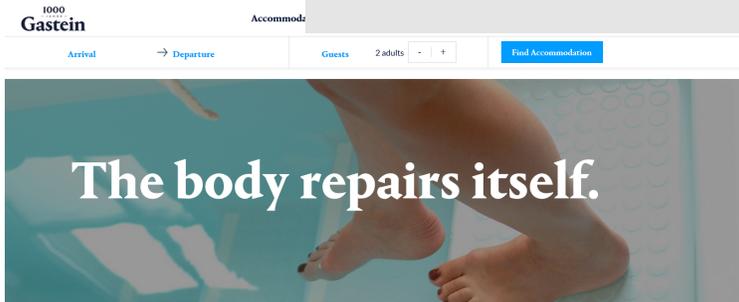


- *“...ideal for patients with heart- and circulatory problems.”*
- *“...ideally with illnesses of the rheumatism and the support and musculoskeletal system.”*
- *“for treatment for cardiovascular and respiratory diseases.”*
- *“treatment of complaints affecting the musculoskeletal system, the respiratory system and the skin.”*
- *“... from chronic pain, back, large joint and spinal pain, arthrosis, osteoporosis, and spinal nerve root disorders.”*
- *“... the elderly and those with poor blood circulation.”*
- *“... improves joint mobility and strengthen the body's immunity.”*
- *“ ... indorses vitamin D uptake in the body.”*

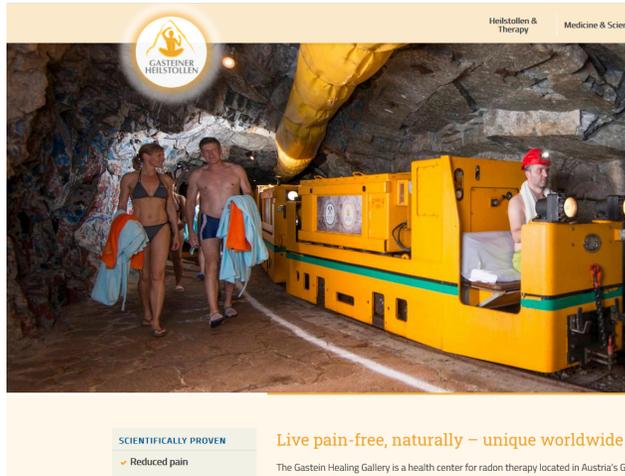
Frame C: Radon as a fountain of youth



- “...your body gets new vitality and strength.”
- “... fountain of youth.”
- “... source of youth.”



Frame D: Radon as a natural, noble gas



Radon - Das natürliche Heilmittel

Natürliches Radon-Heilwasser



- *“The noble gas Radon”.*
- *“Radon (Rn-222) is a noble gas with no colour and no fragrance which is heavier than air.”*
- *“Radon is an odourless, tasteless and colourless gas.”*
- *“Natural Remedy Radon”*
- *“... natural radioactivity in the water have a beneficial effect”*

Frame E: Radon as an affordable luxury

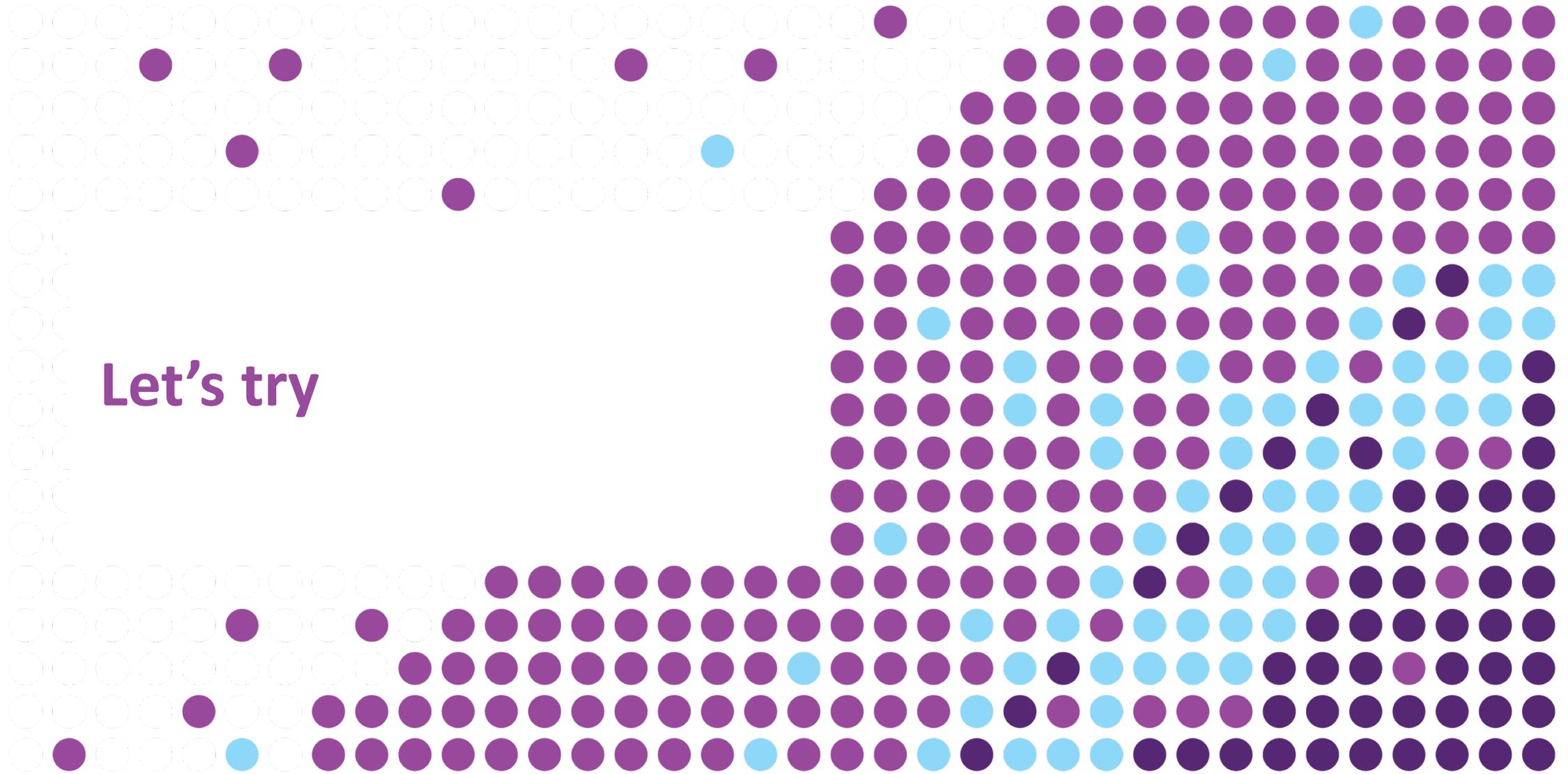
Radon - selten und doch so kostbar



- “... exclusive radon treatments“
- “The costs for a radon therapy are refunded by Germany’s statutory health insurances on a case-to-case basis as out-patient preventive measure (spa treatment).”

Identifying frames deductively

- Starting from pre-defined frames
- Purpose of this second round of data analysis: check the identified frames against a broader/adapted data set
- See separate Excel and powerpoint



Let's try

Exercise

- Open excel file and powerpoint file
- Go to <https://www.kurzentrums-weissenstadt.de/en/> (1st in list), and complete the row

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