

Get the Frack Outta Here



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Research Question

How do anti-fracking grassroots groups frame their messages?



Introduction

Fracking is drilling holes forcing some type of oil or gas to be extracted. In this particular research we studied, we found that the best way to look into anti-fracking is by looking at all types of messages they bring to the table, but with that being said, we would also have to look at counter arguments. We feel that being able to view both sides is the best way to go about research data. It



Methods

Our data came from framing analysis of different newspaper articles, interviews with different individuals, and also taken from different tweets on the social media app twitter. This is huge for anti-fracking groups because of how big social media is today. Everyone is on social media today, and everyone depends on just another outside source to give them insight on whatever is going on. With that being said, the more the anti-fracking groups put on social media, the faster their point will get across. We also found information from coding interview transcripts of individuals in the community affected by fracking.



Results

In these studies, we found that there is a mixture of both qualitative, quantitative and also a framing analysis. Qualitative study allows us to generate themes directly from the data, and allow us to predict what is going on with the data. With quantitative, you get a vivid picture that dictates the whole study in itself. This allows us to view statistical data and help us determine what, who, and how much of it has been studied.

Problems with fracking

“We did animal rescue, we had miniature donkeys, and when we saw what happened, we never let our donkeys go anywhere near a water source except for what we provided for them. We wouldn't let them graze on the grass out there because you don't know what kind of chemicals they're spraying”

(Interviewee, 2) This is showing problems that can occur to animals from being in a environment where fracking is going on.

Framing of Fracking

“Well, we had to buy ads. When we were doing the [inaudible] combo thing, we did a porch party at my house. We asked the Denton Record Chronicle if they would put it in their community. What’s happening in Denton- and they wouldn’t do it so we bought” (Interviewee, 5). This is showing us how these anti-fracking groups were trying to get their message out to these individuals in denton, and how hard it was with fracking groups also trying to persuade these people of denton that fracking is good.

Conclusion

In conclusion, we found that both anti and pro fracking groups make valid statements. When talking about anti-fracking, people were mainly upset that their land was being taken over and that they couldn't do anything about it, it was a burden to their lives. With pro fracking, there was all sorts of money to be made. They understood that taking over land was a bad thing, but that we had to look at the bigger picture, and that was gaining more revenue for the community. For us, being able to see both sides was a turning point because we got to get insight from a positive perspective and a negative one. At the end, no one is right, people need more money, but people also need space.