

Bias Toward Chiropractic: Effects of Frame Saliency in Globalized Media on Google PageRank



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1. Objective and Research Question

- Chiropractic has professional tensions with other medical disciplines.
- This may set up a biased globalized media framing of information about such issues as the relation between chiropractic treatment and stroke.
- So, how do saliences of online media frames affect Google PageRank in the context of this relation?

2. Theory and Operationalization

- “Framing essentially involves *selection and salience*. To frame is to *select some aspects of a perceived reality and make them more salient in a communicating text*” (Entman, 1993, italics in original).
- A frame is a central organizing word, phrase, image, symbol, etc. (Gamson, 2001).
- Frames = Keywords (chiropract and stroke, transient ischemic attack, torn artery, etc.)

3. Design and Method

- We built a research design of quantitative content analysis of online media coverage of chiropractic throughout the year 2015, from January 1 to December 31, using Google news search results.
- Sample size was the entire population for 2015 at 146 online media texts.
- Saliences of frames were measured as frequencies and placements of keywords.

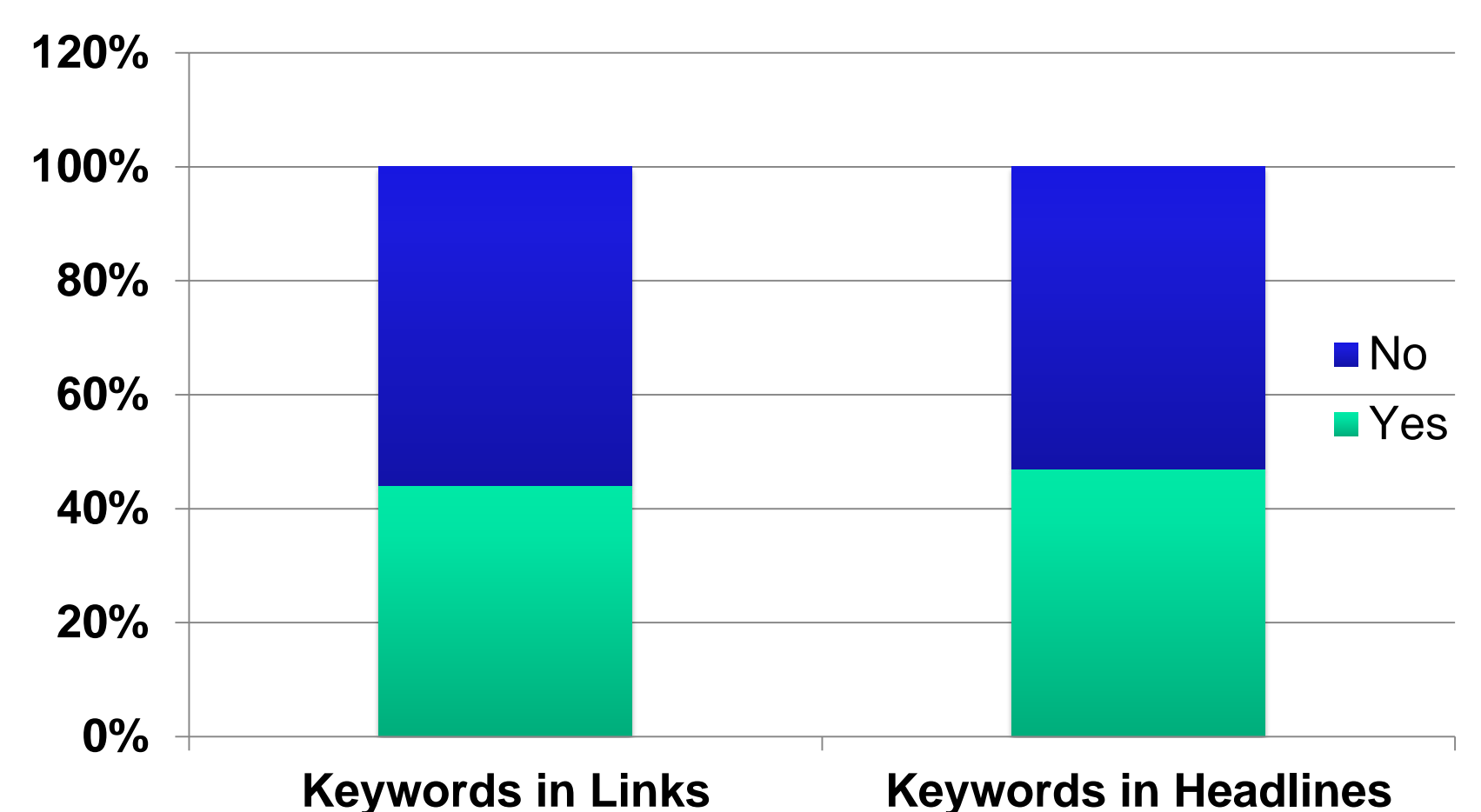
4. Result and Conclusion

- Tagging links and headlines of online media texts with specific keywords (i.e., frames) offer these keywords high relative placement in the texts, associating them with a higher Google PageRank in the context of this relation.
- Saliences of certain frames reveal underlying online media bias toward chiropractic, and this bias slips to the way Google PageRank associates chiropractic treatment with stroke.

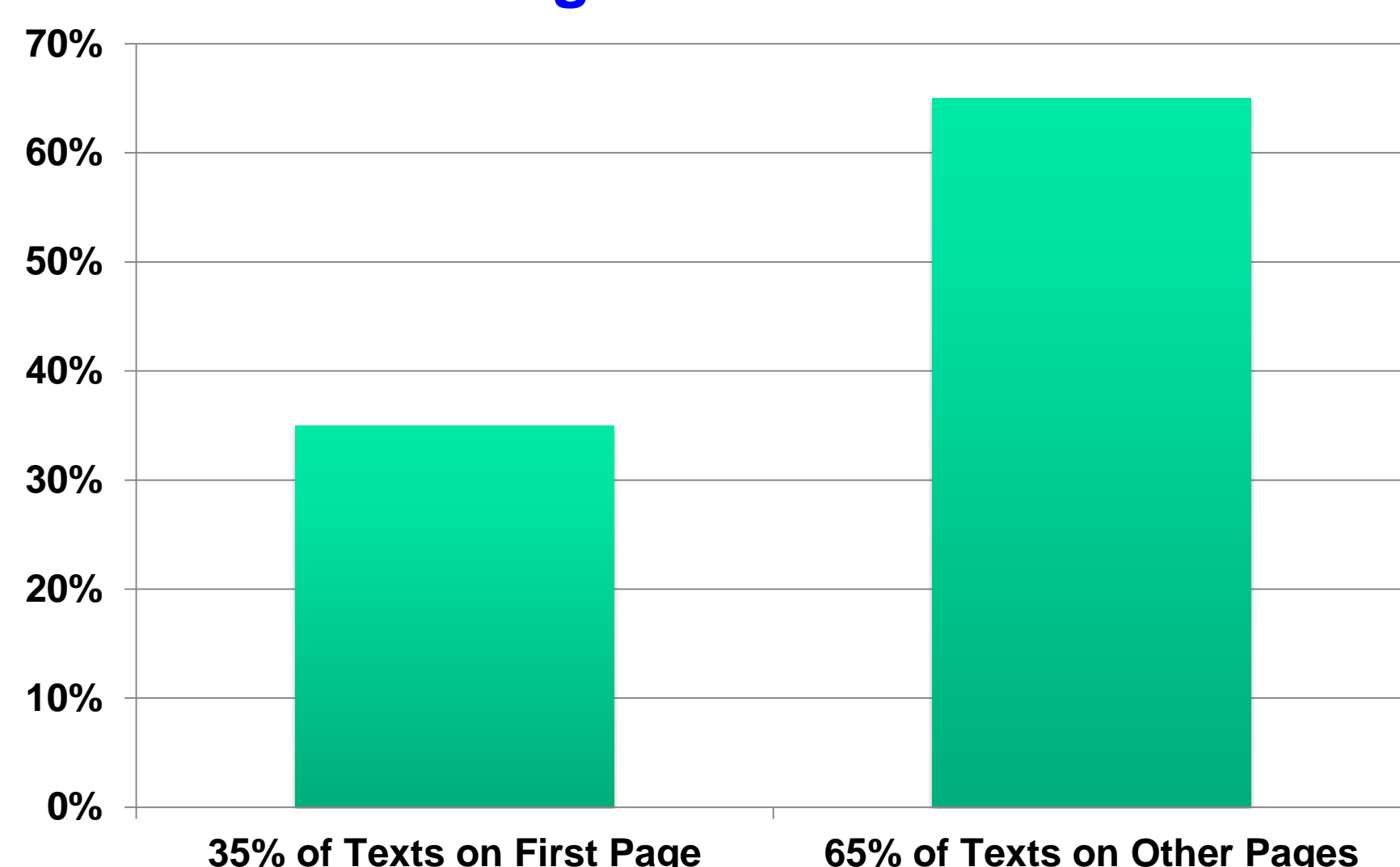
5. Descriptive Statistics and Correlations

	Keywords in Links	Keywords in Headlines	PageRank of Texts
Sample Size	146	146	146
Mean	1.56	1.53	1.71
Standard Deviation	.49	.51	2.8
Keywords in Links	1		
Keywords in Headlines	.73 ($p < .01$)	1	
PageRank of Texts	.23 ($p < .01$)	.26 ($p < .01$)	1

6. Keywords in Links and Headlines



7. PageRank of Texts



8. References

- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. doi: 10.1111/j.146 0-2466.1993.tb01304.x
- Gamson, W. A. (2001). Foreword. In S. D. Reese, O. H. Gandy Jr., & A. E. Grant (Eds.), *Framing public life: Perspectives on media and our understanding of the social world* (pp. ix–xi). Mahwah, NJ: Lawrence Erlbaum Associates.