INDIGENISING FRAMING KNOWLEDGE FROM CONTENT-ANALYSING THE WEBLOG FRAMES BUILT ON *CHEDET.COM*

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Abstract

Framing is believed to be the universally applied research approach in the field of communication science nowadays (Bryant & Miron, 2004). The process of framing in communication can be examined from the outlook of frame-building and frame-setting by the media professionals (de Vreese, 2005). Many studies have been conducted in scrutinising the news frames for the comprehension of frame-building exercises by media organisations. The authors have ascertained that news sources play an important role in promoting predominant frames (Chang et al, 2009). Tun Dr. Mahathir Mohamad, who was once the country premier, turns into a policy critic and is actively expressing his opinions through blogging on *chedet.com* since May 2008. It is believed that the source's predominant frames were also portrayed by him through the online social interactive media. An empirical examination on the weblog contents with five generic-frame measurements developed by Semetko & Valkenburg (2000) was able to explain the phenomena in blogosphere. The visibilities of frames were compared by the two different languages used together with the targeted person and organisations being highlighted on this weblog from May to December 2008. The results showed both language and target had impacts on the visibility of frames. Meanwhile, the effect size of target was found greater than language in explaining the variances.

Mempribumikan Ilmu Pembingkaian dari Analisis Kandungan Pembingkaian Weblog CHEDET.COM

Abstrak

Pembingkaian (*framing*) dipercayai merupakan pendekatan kajian gunaan yang diterima umum dalam bidang sains komunikasi pada masa kini (Bryant & Miron, 2004). Proses pembingkaian dalam komunikasi boleh dilihat dari pandangan pembinaan bingkai dan penentuan bingkai oleh ahli-ahli komunikasi (de Vreese, 2005). Banyak kajian telah dilakukan untuk meneliti bingkai berita dari pemahaman tingkahlaku pembinaan bingkai oleh organisasi media. Penyelidik-penyelidik kajian ini pernah mengenalpasti sumber maklumat turut memainkan peranan penting dalam mempromosi bingkai-bingkai yang ingin ditonjolkan (Chang et al, 2009). Tun Dr. Mahathir Mohamad yang pernah memimpin negara ini menjadi seorang pengkritik dasar kerajaan yang aktif dalam menyuarakan pendapatnya melalui aktiviti blogging atas chedet.com sejak Mei 2008. Adalah dipercayai bahawa bingkai sumber yang menonjol juga dipaparkan oleh beliau melalui media interaktif sosial atas talian. Penelitian empirikal atas kandungan weblog dengan pengukuran lima bingkai umum yang dibentuk oleh Semetko & Valkenburg (2000) membolehkan penjelasan fenomena dalam sfera blog. Kejelasan bingkai-

bingkai dibandingkan dengan dua bahasa yang berbeza serta dengan orang dan organisasi yang dijadikan sasaran dalam weblog ini dari Mei hingga Disember 2008. Hasil kajian menunjukkan bahawa kedua-dua bahasa dan sasaran mempunyai impak terhadap kejelasan bingkai. Di samping itu, saiz kesan oleh sasaran adalah didapati lebih besar daripada bahasa dalam penjelasan varians.

Introduction

Media are known for having the capacity to tell their audience what to think about and not just to tell what to think only. This communication phenomenon was encountered by McCombs & Shaw (1972) in their Chapel Hill study of the 1968 United States Presidential Election. This study has set the milestone in the mass communication school with the emergence of Agenda Setting theory. This theory is in line with Bernard Cohen's "limited effects" paradigm which emphasises on media pervasiveness rather than persuasiveness (Baran & Davis, 2003; Dearing & Rogers, 1996; Littlejohn, 2002; Miller, 2002).

Numerous studies have been conducted ever since the Agenda Setting theory was unearthed in the 1970s. However, the glory of agenda-setting study came to a stage of plateau since the 1990s. From a meta-analysis of research articles that published in selected communication journals, framing study was found to level off agenda-setting study in the first half of the 1990s (Weaver, 2007). The growth of framing study has escalated more than two folds as compared to a decade ago. Framing, in present day, is believed to be the universally applied research approach in the field of communication science (Bryant & Miron, 2004).

Scheufele & Tewksbury (2007) reveal that the emergence of agenda setting, framing, and priming has signalled a paradigm shift in political-communication research. While agenda setting is based on the notion that media have limited effects, both priming and framing talk about the potentially strong attitudinal effects of media and these effects depend heavily on audience's schemata or human frames. Furthermore, agenda setting emphasises on the transfer of news salience by media, whereas framing extends further by stressing on the transfer of salience of news attributes. If the Agenda Setting theory highlights on what the audience tend to think about, then the Framing theory explains how to think about by the audience (Baran & Davis, 2003; Miller, 2002).

In explicating the relationships among the concepts in framing, Scheufele & Tewksbury (2007) raise three important questions for reasoning: How are news messages created? How are they processed? How are the effects produced? Prior to that, de Vreese (2005) forwarded an illustration in explaining the whole framing process which is able to answer the above-mentioned questions. Frame building aims to answer how news messages are created and processed, while frame setting tends to look at the effects that are produced. The integrated process of framing is represented in Figure 1.
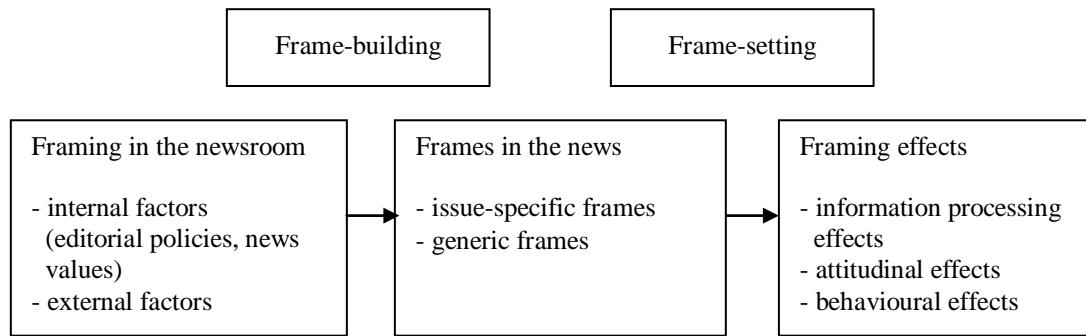
Frame-building	Frame-setting

Framing in the newsroom	Frames in the news	Framing effects
- internal factors (editorial policies, news values) - external factors	- issue-specific frames - generic frames	- information processing effects - attitudinal effects - behavioural effects

Figure 1: The Integrated Process of Framing

(Source: de Vreese, 2005, p. 52)

With the above framing typology, the authors have studied both internal and external factors in the newsroom or workplace in terms of influencing the framing-building process. From an analysis of framing in news slants on an educational issue, news sources were found to have greater impact than media in framing the news stories although both are playing their parts in determining the frames on news (Chang et al., 2009). In another research on framing in the initial advertisements published by the Special Taskforce to Facilitate Business, communication strategy was ascertained to have performed by the advertiser who acts as the source of information (Chang, Tan & Mohd Zaid, 2009). Hence, source of information in a communication process is unquestionable for playing an important role in promoting some predominant frames.

Many media studies have examined news frames from the perspective of framing by media. Meanwhile, numerous efforts have also been put forward by the authors to scrutinise the news frames from the perspective of framing through media. The authors are endured to discover the role of news sources in using media to frame news stories. The problem of the present study is the gap between framing in thought and framing in communication, i.e. the considerations of a source in determining his/her message in a communication process. In this context, would language and target become the considerations in influencing the frames by a news source? This has triggered the authors' interest to examine the weblog frames built on *chedet.com*. The authors are to ascertain whether the blogger, Tun Dr. Mahathir Mohamad, builds the weblog frames with significant pattern depending on the language used and the target being highlighted on web.

The general objective of this study is to examine the framing pattern of this famous weblog in Malaysia. With close examination on its contents, it is believed to be able to reveal the framing performed by the source or the owner of this weblog. Specifically, the authors aim to enhance the framing knowledge in encountering the factors in frame-building process as follows:

- to ascertain the effect of language on building the weblog frames;
- to ascertain the effect of target on building the weblog frames; and
- to ascertain the interaction effect of both on building the weblog frames.

Literature on framing

Framing theory is considered as having originated by Erving Goffman in introducing the framing approach in social and economic studies for decision-making (Carragee & Roefs,

2004; Endres, 2004; Scheff, 2005; Simon & Xenos, 2000). In his classical work on framing, Goffman (1974) elaborates on how new information could be successfully processed by people in applying human interpretive schemata to organise information and interpret it meaningfully. Subsequently, Tuchman (1978) examines framing in journalistic practices for the factors in influencing the construction of news. Media workers are seen to be bound by their workplace cultures in reporting an issue. The appearance of a news item in media has been described by Reese (2007) as "active forces of order that bracket out certain happening via routinised, legitimised and institutionalised structure that favour certain ways of seeing" (p. 149).

In his earlier definition, frames are delineated by Reese (2001) as "organising principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world" (p. 11). This definition articulates frames as being used to organise information into useful groupings by the media workers and that these groupings of information are also recognised as useful by readers in which the usefulness of these groupings is preserved for over a period of time. Besides that, frames are also considered as "symbolic forms of expression" (Reese, 2001, p. 12) by ways of using words or visuals to entail patterns or categorisations of pictures in their heads. Framing in a communication process, "refers to the way events and issues are organised and made sense of, especially by media, media professionals, and their audiences" (Reese, 2001, p. 7).

Frames, be it published on media or submerged in human mind, are thus the cognitive shortcuts that people employ to understand the complex world. Frames help journalists to describe or explain the happenings of an event and thereon audience interpret them in order to understand the world which is far beyond their reaching. They help people to organise the multifaceted occurrences into simple, consistent, and understandable categories. In other words, framing involves both constructing the interpretive frames and then representing them to others in mediated communication processes. Framing studies in communication are seen as lacking the distinctness and require comprehensive nature of the term (D'Angelo, 2002; Scheufele, 1999, 2000). This could be the reason why framing has become more popular than agenda setting and priming in the past decade (Weaver, 2007).

According to Scheufele (2000), McCombs has earlier attempted to include Framing theory into expanding and developing the existing Agenda Setting theory. In a paper presented at Chicago in August 1997, McCombs further defines that framing is "the selection of a restricted number of thematically related attributes for inclusion on the media agenda when a particular object is discussed" (quoted in Scheufele, 2000, pp. 297-298). In his argument, framing together with priming should be adopted into the family of agenda-setting paradigm and regarded as the second-level agenda setting. If the original theory, i.e. first-level agenda setting, is concerned with the salience of issues, then this extended second-level agenda-setting study should emphasise on the salience of issue attributes.

Although there are efforts to absorb these two approaches under a broad concept of agenda setting, Scheufele (2000) believes that the integration of agenda setting, priming, and framing into a single model is inappropriate. The attempts to combine them as one entity have largely ignored the differences among the theoretical premises of these three models. Despite some similarities, framing is indeed a distinctive by-product of the agenda-setting model. Scheufele (2000) asserts that agenda setting and priming are based "on the notion of attitude accessibility" (p. 309), while framing assumes "subtle changes in the wording of the

description of a situation might affect how audience members interpret this situation" (p. 309).

Framing, by itself, can take place at various levels and by a range of groups of people (Miller & Riechert, 2001; Tankard, 2001). Researchers from a range of communication fields recognise that journalists select information and organise it, rather than simply repeating it (Gans, 1979, Shoemaker & Reese, 1996). Meanwhile, Pan & Kosicki (1993) regard framing as a strategic action in which participants manoeuvre strategically to achieve their political and communicative objectives. They see the contest as successfully judged by the media workers who choose to accept one set of terms over the other.

According to Entman (1993), to frame a news story 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 recommendation for the item described" (p. 52). This famous quote has been widely used as to exhibit the importance of journalists' organisational skills in representing a perceived reality. The organisational skills involve a process of selection, emphasis, interpretation, and exclusion. This indeed denotes frame as both the psychological and sociological constructs as explained by Iyengar & Simon (1993).

To bring the framing concept closer to our daily life, Gitlin (1980) defines the function of news frames to "make the world beyond direct experience look natural" (p. 6). Frames, the various aspects of messages that brought by various types of media, serve to trigger the audience schemata into understanding the surroundings that could be beyond their physical touches. Hence, according to Kinder (2007), "…in modern society, ordinary citizens must rely on others for their news of national and world affairs" (p. 155). This phenomenon is in line with the famous quote of "pseudo-environment" carrying the meaning of "the world out there and the picture in our head" as expounded by Lippmann (1997, p. 3) in the understanding of the formation of public opinion since the 1920s.

Background of *chedet.com*
Mahathir is a well-known political figure for his criticisms towards the West and a leader who cannot be silent with his intended target audience. As highlighted in his weblog, *chedet.com*, the site is dedicated to publishing all his writings as and when he is able to pen down his thoughts and opinions. Mahathir started blogging since 1 May 2008. He said he was encouraged by friends to do so after the poor 2008 General Election of Barisan Nasional (BN).

Mahathir, the longest-serving Prime Minister of Malaysia, led the country for more than 22 years from 16 July 1981 to 31 Oct 2003. He handed over the country premiership and United Malay National Organisation (UMNO) party leadership to Tun Abdullah Ahmad Badawi. According to Mahathir (2008), after retirement, he thought fondly of communicating with his former colleagues in the government and members in the party but he was treated like an enemy to these two entities. He put the blame on his successor for having caused the blockage and censorship in mainstream media.

All those "hindrances" failed to stop Mahathir from communicating or expressing his opinions. On the other hand, it has caused the birth of an independent news portal and hence made a former country premier to become a policy critic on web. The website was initially named *chedet.com* and later on changed to *chedet.co.cc* since 1 January 2009. The web name

of *chedet* comes from Che Det or Mr. Det, which is the nickname of Mahathir. This nickname was pseudonymously used when Mahathir contributed his writings to the Singapore-based *Straits Times* during his student days at King Edward VII Medical College in Singapore in the 1940s.

After having his own weblog, Mahathir gains the freedom in making his voice heard. He has successfully removed his discomfort over the mainstream media for not publishing anything he says and does. Mahathir was shocked at the response when his first article appeared on web and he just could not respond to all those comments received from the audience. Within less than a month, *chedet.com* had more than one million hits. It grew to 18,710,769 hits as noticed in Mahathir's "Thank You!" message to visitors while celebrating the first anniversary of the weblog published on 6 May 2009. This overwhelming record has made *chedet.com* the fastest growing news portal in the country.

Mahathir is no doubt a great thinker and writer. He writes the articles himself long hand and someone does the typing work. Mahathir writes well in both English and Malaysia language which has never interrupted his flow of thoughts. The first article entitled "The Appointment of Judges" published on 1 May 2008 was written in English. The second article published on the following day was also written in English with the title "A Weak Government is not good for Multi-racial Malaysia," in which this article was subsequently re-written in Malay and the title was "Kerajaan yang lemah tidak baik bagi negara berbilang kaum seperti Malaysia." Condemnations on the then Prime Minister, Abdullah, and the Malaysian Government were obvious in these initial articles. His criticism on web has just begun. It has gone further to include UMNO and its BN component parties as well as the people he disapproves with. This is interesting to find out how framing in the thoughts of Mahathir as an information source has connection to framing in his communication on web.

Method

This research uses content analysis to scrutinise the frames portrayed in Mahathir's weblog articles. This method is an objective and systematic procedure that examines the content of recorded information (Babbie, 2004; Walizer & Wienir, 1978). It can quantitatively describe the manifest content of communication (Berelson, 1952) and objectively study the overt behaviour of communicators or sources in news contents (Budd, Thorp, & Donohew, 1967). In the present study of examining the weblog frames, two independent variables, i.e. Language and Target, are measured. The languages used in blogging by Mahathir are English and Malay language. Meanwhile, the coding scheme for target in this empirical study was derived from the players, either individuals or organisations, who were involved in the issue. There were three categories under this construct of target in Mahathir's weblog articles. Abdullah, the then Prime Minister cum UMNO President, makes the first category. Office-bearers and agencies in the Government is another category while politicians in UMNO and members of the BN component parties were grouped under the category of Party. This can be illustrated in Table 1.

Table 1: Explanation of Target

Target	Explanation
Abdullah	Tun Abdullah Ahmad Badawi, who was the Prime Minister, UMNO President, and BN Chairman.
Government	Office-bearers and agencies in the Malaysian government.
Party	Politicians and members of UMNO and BN component parties.

Research framework plays an important role by providing a structure in detailing the linkages among the variables in this study. Figure 2 depicts the work that was carried out to analyse the weblog contents. As stated in the framework, all contents during the eight-month study period of May 2008 to December 2008 were scrutinised.
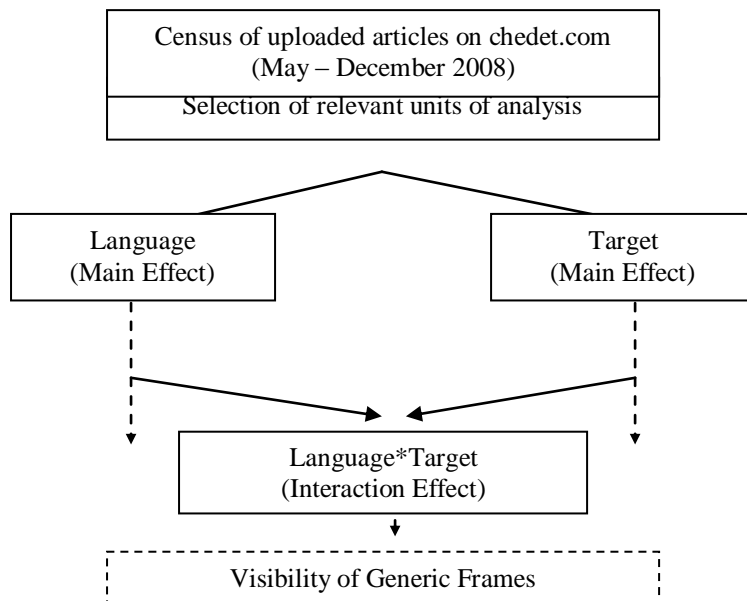

Figure 2: Research Framework

Two pairs of coders were engaged to carry out the coding of data from the uploaded articles. They were all familiar with blogging and understand the contemporary issues. None of them was affiliated to the blogger nor engaged in any issues discussed. Prior to coding, all coders were trained for important concepts and procedures in content analysis. The instruction in choosing a unit of analysis was made clear to all coders. They were told of what was to be studied after which they could only determine on the unit to be recorded. The recording unit could be by word count; area of coverage for print media; or duration of broadcast time for electronic media. Many scholars of similar research study (e.g. Berelson, 1952; Weber, 1990) listed down some common choices of units, i.e. word, word sense, sentence, theme, paragraph, whole text, character, item, space, and time. In this study, paragraphs contained in the relevant articles were taken as units of analysis for further measurements.

Many media studies have examined news frames from various standpoints. Some researchers interpret the frames from the issue-specific perspectives (e.g. Entman, 1991; Norris, 1995), while others measure the frames in the generic manner (e.g. Hallahan, 1999; Iyengar, 1987, 1991; Semetko & Valkenburg, 2000). This research study applied the generic-frame measurements developed by Semetko & Valkenburg (2000) in which five news frames had been investigated were Responsibility, Conflict, Human Interest, Morality, and Economic Consequences. These five generic frames with their attribute statements (adapted from Semetko & Valkenburg, 2000, pp. 95-96, 100) were further explicated as shown in Table 2.

Table 2: Generic Frames with Attribute Statements

Frame	Attribute
Responsibility	1. The story suggests that a certain level of government/organisation/individual has the ability to alleviate the problem. 2. The story suggests that a certain level of the government/organisation/individual is responsible for the issue/problem. 3. The story suggests solution(s) to the issue/problem. 4. The story suggests that an individual (or a group of people in society) is responsible for the issue/problem.
Conflict	1. The story reflects disagreement between parties, individuals, and/or groups. 2. Party, individual, or group reproaches one another. 3. The story offers specific social prescription about how to behave.
Human interest	1. The story provides a human example or "human face" on the issue. 2. The story employs adjectives or personal vignettes that generate feelings of outrage, empathy caring, sympathy, or compassion. 3. The story emphasises how individuals and groups are affected by the issue/problem. 4. The story goes into the private or personal lives of the actors. 5. The story contains visual information that might generate feelings of outrage, empathy, caring, sympathy, or compassion.
Morality	1. The story contains moral message. 2. The story makes references to morality, God, and other religious tenets. 3. The story offers specific social prescription about how to behave.
Economic consequences	1. There is a mention of financial losses or gains now or in the future. 2. There is a mention of the costs or degree of expense involved. 3. There is a reference to economic consequences or pursuing or not pursuing a course of action.

The scheme for coding the frames applied the format of taking the marks by ticking "yes" or "no" for the attribute statements that corresponded with the unit of analysis. The construction of scale to measure the frames applied the same procedure as in the researches of Semetko & Valkenburg (2000), and Valkenburg, Semetko, & de Vreese (1999). The simple yes-no categories were chosen to measure the occurrence of frames in the weblog articles. The coders recorded "1" score for an answer of "yes" in corresponding to the statement, while "0" score was for answering "no." Scale constructed for each of the five frames was done by averaging the scores on the statements that were placed under the factor they were predefined. The values range from "0" to indicate that a particular frame did not exist to a perfect "1" to indicate the frame was fully present.

Human Interest frame had five attribute statements, in which each affirmative answer to the attribute statement contributed .2 score to the frame. If all five statements were ticked "yes," it indicated the Human Interest frame was fully present. The four attribute statements in Responsibility frame carried a weight of .25 score each, while three attribute statements in

Conflict, Morality, and Economic Consequences frame gave .33 score each. In every unit of analysis, five scores were obtained and a high score reflected a high degree of visibility of the particular frame.

In categorising and measuring a content element, there is always a risk of subjectivity in interpreting the context units. The defect of wrong decision will definitely bring to a low-quality research outcome. To overcome this issue of reliability, inter-coding between two coders is one of the approaches to identify and to correct semantic problems. To ensure high reliability in this study, inter-coder reliability tests were conducted prior to the data collection process. The coders' decisions were checked against each other and Holsti's (1969) percent agreement index was applied in this statistical procedure. The results yielded an agreement of more than .7, which is the acceptable level by convention.

Findings

Three thousand and nine paragraphs from 155 weblog articles uploaded onto *chedet.com* were identified. A total of 1,793 paragraphs had no direct mention on the predetermined target. Consequently, 1,216 paragraphs were taken as the units of analysis in this study. The tabulation of Language and Target with their respective categories in the relevant units of analysis is presented in Table 3. Within the Malay language, the distribution was quite evenly spread throughout the three predetermined targets in which Abdullah = 31.0%, Government = 33.5%, and Party =35.5%. Meanwhile, within the English texts, emphasis was on the target from Government (56.3%) and less on Party (18.8%). Abdullah was given almost a quarter (24.8%) of allocation from the English contents in *chedet.com*.

If we were to look at the percentages within the variable of Target, both Abdullah and Party were highlighted more in the Malay articles in which Abdullah received 58.8% and Party received 68.2% from their respective sectors. Meanwhile, Government was the focus more on the English contents with the value of 59.6%. A Chi-Square test was conducted based on the cross-tabulation. The test statistics of χ^2 (2, N=1216) = 70.216 and $p < .05$, in which a significant association between Language and Target was established.

Table 3: Cross-Tabulation of Language and Target

Target / Language	Abdullah	Government	Party	Total
Malay	201 (31.0%) (58.8%)	217 (33.5%) (40.4%)	230 (35.5%) (68.2%)	648 (100.0%) (53.3%)
English	141 (24.8%) (41.2%)	320 (56.3%) (59.6%)	107 (18.8%) (31.8%)	568 (100.0%) (46.7%)
Total	342 (28.1%) (100.0%)	537 (44.2%) (100.0%)	337 (27.7%) (100.0%)	1216 (100.0%) (100.0%)

Note: Values in upper parentheses represent percentages within Language;
values in lower parentheses represent percentages within Target.

The research questions concern the Language and Target as the possible factors on framing, i.e. the portrayal of frames comprising Responsibility, Human Interest, Conflict, Morality,

and Economic Consequences. The following questions are to be tested with a multivariate analysis:

- RQ_1 : Is there a main effect of Language?
- RQ_2 : Is there a main effect of Target?
- RQ_3 : Is there an interaction effect of Language and Target?

A 2 X 3 Factorial Multivariate Analysis of Variance (MANOVA) is applied for the above-mentioned purpose. General Linear Model is executed on SPSS. The *Box's Test* of equality of covariance matrices is performed in which the test result is significant and hence rejects the null hypothesis of equality of covariance matrices. This means it has contravened the condition of similarity of covariance matrices for MANOVA test. In other words, the various frames differ in their covariance matrices. However, the *F* test is quite robust even when there are departures from this constraint.

MANOVA also assumes that each dependent variable will have similar variances for all groups. The *Levene's* test statistic for Responsibility frame is not significant and hence fulfils the requirement. However, the statistics for other frames reject the null hypotheses that the groups have equal variances or homogeneity of variances. Failure to meet the assumption is not fatal as this procedure of analysis uses the Enter method.

Multivariate Tests are conducted in testing the above hypotheses. The result of *Pillai's Trace* for "Language" [F (5, 1206) = 4.060, $p < .05$] shows that there is an overall main effect of Language on the dependent variables, i.e. the visibility of frames. Likewise, the result of *Pillai's Trace* for "Target" [F (10, 2414) = 40.263, $p < .05$] shows that there is an overall main effect of Target on the above-mentioned dependent variables. However, the result of *Pillai's Trace* for "Language*Target" [F (10, 2414) = 1.323, $p > .05$] shows that there is no overall interaction effect.

In measuring the portrayal of these frames in the study, Table 4 below demonstrates the overall Estimated Marginal Means of the visibility of frames according to Language, Target, and their interaction. These values are to be elaborated in the latter section of this report.

Table 4: Estimated Marginal Means for Visibility of Frames

Frames	Responsibility	Human	Conflict	Morality	Economic	N
Main Effect (Language)						
Malay	.289 (.009)	.275 (.010)	.242 (.012)	.050 (.005)	.056 (.007)	648
English	.284 (.011)	.332 (.012)	.281 (.014)	.031 (.006)	.053 (.009)	568
Main Effect (Target)						
Abdullah	.242 (.013)	.404 (.015)	.337 (.017)	.031 (.007)	.029 (.010)	342
Government	.394 (.010)	.114 (.012)	.136 (.013)	.032 (.006)	.121 (.008)	537
Party	.225 (.014)	.392 (.016)	.311 (.018)	.058 (.008)	.013 (.011)	337
Interaction (Language*Target)						
Malay*Abdullah	.251 (.017)	.379 (.019)	.320 (.021)	.046 (.009)	.020 (.013)	201
English*Abdullah	.232 (.020)	.429 (.022)	.355 (.025)	.017 (.011)	.038 (.016)	141
Malay*Government	.403 (.016)	.101 (.018)	.134 (.020)	.034 (.009)	.127 (.013)	217
English*Government	.384 (.013)	.127 (.015)	.139 (.017)	.030 (.007)	.114 (.011)	320
Malay*Party	.213 (.015)	.345 (.017)	.272 (.020)	.070 (.009)	.020 (.012)	230
English*Party	.236 (.023)	.439 (.026)	.349 (.029)	.047 (.013)	.006 (.018)	107

Note: Values in parentheses represent standard errors.

With reference to the estimated marginal mean scores, inferential tests have ascertained significant difference within Language and Target, but not their interaction. As illustrated in Table 5 below, three frames marked with * and ** in the Language section denote a significant difference at 95% and 99% confident levels respectively. These three frames are Human Interest, Conflict, and Morality. Target shows a greater effect in which all frames demonstrate significant differences among the categories contained in this section.

Table 5: ANOVA Table for Determining Differences in Language and Target

Frame		SS	df	MS	F	p	η_p^2
Responsibility	Language	.007	1	.007	.120	.729	.000
	** Target	7.295	2	.3648	66.246	.000	.099
	Interaction	.095	2	.048	.864	.422	.001
	Error	66.622	1210	.055			
Human Interest	** Language	.859	1	.859	12.234	.000	.010
	** Target	22.904	2	11.452	163.153	.000	.212
	Interaction	.225	2	.113	1.606	.201	.003
	Error	84.932	1210	.070			
Conflict	* Language	.401	1	.401	4.387	.036	.004
	** Target	10.184	2	5.092	55.842	.000	.085
	Interaction	.240	2	.120	1.315	.269	.002
	Error	110.338	1210	.091			
Morality	* Language	.095	1	.095	5.432	.020	.004
	* Target	.151	2	.075	4.329	.013	.007
	Interaction	.039	2	.020	1.128	.324	.002
	Error	21.086	1210	.017			
Economic Consequences	Language	.003	1	.003	.086	.770	.000
	** Target	2.807	2	1.403	39.625	.000	.061
	Interaction	.060	2	.030	.845	.430	.001
	Error	42.856	1210	.035			

Note: * significant at 95% confident level; ** significant at 99% confident level.

To compare the effects between the two independent variables on the five generic frames, the traditional cut-offs for effect sizes of Partial Eta-squared η_p^2 in which .01 as small, .06 as medium, and .14 as large are applied. Unlike Language which does not show any significant difference in Responsibility frame, the test statistics for Target, i.e. F_{Target} (2, 1210) = 66.246, $p < .01$, $\eta_p^2 = .099$, show a medium effect size. The estimated marginal means obtained for Government $M = .394$ ($SE = .010$), Abdullah $M = .242$ ($SE = .013$), and Party $M = .225$ ($SE = .014$). The *Post Hoc* test has established that Government is more prominent than Abdullah and Party in determining this Responsibility frame.

Both Language and Target have ascertained significant differences in Human Interest frame. To compare the statistics of $F_{Language}$ (1, 1210) = 12.234, $p < .01$ with F_{Target} (2, 1210) = 163.153, $p < .01$, it is clearly stated that the large effect size for Target ($\eta_p^2 = .212$) gives more impact than Language which receives only a small effect size ($\eta_p^2 = .010$). The score for English $M = .332$ ($SE = .012$) is greater than Malay $M = .275$ ($SE = .010$). Meanwhile, the scores for Abdullah $M = .404$ ($SE = .015$) and Party $M = .392$ ($SE = .016$) are greater than Government $M = .114$ ($SE = .012$) in highlighting this frame.

As for the Conflict frame, English $M = .281$ ($SE = .014$) is still more prominent than Malay $M = .242$ ($SE = .012$). However the effect size is very small in which $F_{Language}$ (1, 1210) = 4.397, $p < .05$, $\eta_p^2 = .004$. On the other hand, the Target section remains stable with a medium effect size and the test statistics are F_{Target} (2, 1210) = 55.842, $p < .01$, $\eta_p^2 = .085$. Again, the scores for Abdullah $M = .337$ ($SE = .017$) and Party $M = .311$ ($SE = .018$) are greater than Government $M = .136$ ($SE = .013$), which means the former targets are projected with more Conflict frame than the latter.

Again, the Language section exhibits a very small effect size ($\eta_p^2 = .004$) in explaining the differences in Morality frame. Its test statistics are $F_{Language}$ (1, 1210) = 5.432, $p < .05$ and the score for English $M = .031$ ($SE = .006$) is lower than Malay $M = .050$ ($SE = .005$). The Target section also receives a very small effect size ($\eta_p^2 = .007$) with the test statistics of F_{Target} (2, 1210) = 4.329, $p < .05$. The score for Party $M = .058$ ($SE = .008$) is found to be greater than both Government $M = .032$ ($SE = .006$) and Abdullah $M = .031$ ($SE = .007$).

Finally, for the Economic Consequences frame, only the Target section established a significant difference among the categories. It is similar to the Responsibility frame where Government $M = .121$ ($SE = .008$) has more influence than both Abdullah $M = .029$ ($SE = .010$) and Party $M = .013$ ($SE = .011$) in projecting this Economic Consequences frame. This significant difference receives a medium effect size in which F_{Target} (2, 1210) = 39.625, $p < .01$, $\eta_p^2 = .061$.

Discussion and conclusion

The first two research questions are successfully accepted to have effects on the dependent variables while the third one is rejected. This indicates that there are main effects of both Language and Target in determining the visibility of frames, but not their interaction. In other words, Language and Target are certainly the contributing factors in the frame-building process by a communication source.

In this present study of *chedet.com*, three Univariate Tests for Language are significant, i.e. Human Interest, Conflict, and Morality frames. Although they are found significantly different between English and Malay language, their effect sizes are at small and even very

small levels. Apart from that, two tests are not significant and the frames involved are Responsibility and Economic Consequences. On the other hand, all Univariate Tests for Target are significant and their effects sizes are large and medium, except for Morality frame which receives a small size of effect. The tests revealed that Target has greater effects and more influence than Language.

The pattern of frames on *chedet.com* is uncovered from the results of the above statistical tests. In the Language aspect, English articles are more prominent in the Human Interest and Conflict frames whereas Malay articles are more visible in Morality frame. The comparisons are made against their counterparts. Meanwhile, in evaluating the Target being highlighted on web, Government shows more prominent in the Responsibility and Economic Consequences frames. Abdullah and the Party are given more emphasis on Human Interest and Conflict frames while the Party alone is seen as to have been stressed on Morality frame. With the above findings, it can be summarised that the blogger Mahathir has framed the contents in the following manners:

- The Malaysian Government is targeted with Responsibility and Economic Consequences frames.
- The then Prime Minister, Tun Abdullah Ahmad Badawi, and his Party (BN and UMNO) are targeted with Human Interest and Conflict frames.
- The ruling Party (mainly UMNO) alone is targeted with Morality frame.

In conclusion, this research has successfully responded to the research problem discussed earlier. The data collected from the field has met the research objective in trying to understand frame-building process performed by Mahathir who is an active policy critic in framing the messages through the new media. The indigenous knowledge gained from this empirical study unearths two determining factors of language and target for source framing. In addition, the frame-building process can be expounded that the strength of target being highlighted is greater than the language used for an information source to frame his/her stories.

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