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Social Media Effects Through Framing, Hostile Press, Selectivity, and Spiral of Silence

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Abstract — *In this presentation, We will explain how social media through Media Framing, Hostile Press Perceptions, Selectivity, and Spiral of Silence with the goal of connecting our theories and social media.*

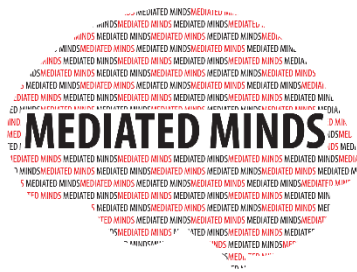
I. INTRODUCTION

Framing is way in which a message is constructed and understood. Messages on social media can be tweets or Facebook posts for everyone to see. Frames can be difficult to identify unless they're really blatant, so in social media the post has to be very blatant to get the message across to the audience.

Hostile press is when we see the news as less sympathetic and more hostile to our opinions and our point of view. I think it would a good thing to educate the users about hostile press so that maybe they can think twice when on social media the next time.

Media selectivity is when someone decides what they want to expose themselves to. There are many other resources that you could use throughout the social media world that could be examples of media selectivity.

Spiral of Silence is a theory stating that those who believe they are in the minority with their opinions will lie in fear of isolation or being considered an outcast. Media was definitely a role in this occurrence because of opinions created through posts, blogs, and documentation of the traumatic event. Many shared their opinions, and if it was in the minorities views - it was shut down by the majority. This created the fear of isolation among others who disagreed.



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II. FINDINGS

1. Media Framing - Twitter can be connected, different tweets portray different messages.
2. Hostile Press Perceptions - People can become hostile to different message seen across all social media platforms. We only like to agree with things that correspond with our opinion.
3. Selectivity - We can choose what we want to view on social media. We have the ability to block out certain things that can be threatening or harmful to us.
4. Spiral of Silence - People are less likely to express their opinions on social media in the fear of being ostracized. We can choose what we want to be involved with on social media.

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Social Media Effects
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Press, Selectivity, and the
Spiral of Silence

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Social Media



Media Framing

- The way a message is constructed and understood. People can choose how they want to frame certain stories on social media. Leaving the viewer to possibly miss important factors on the story.



Hostile Press

- People seeing the news as less sympathetic and more hostile to their opinions and their point of view. Social media is seen by everyone as biased regardless of the circumstances, which leads to people becoming hostile towards other opinions



Selectivity

- Deciding what they want themselves to be exposed to. People can choose who they want to follow and view things that they want to see. People can block out things that they see as harmful or against what they believe



Spiral of Silence

- We believe that we are the minority with our opinions and will stay quiet in fear of isolation. People can avoid stating certain opinions on social media in order to prevent being ostracized



Question & Answers

