

**“IT’S NOT WHAT YOU SAY, BUT HOW YOU SAY IT” –
FRAMES IN UN WOMEN FINLAND ORANGE DAYS
CAMPAIGN ON INSTAGRAM**

**Jyväskylä University
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ABSTRACT

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Title “It’s not what you say but how you say it” - Frames in UN Women Finland Orange days campaign on Instagram	
Subject Digital Marketing and Corporate Communication	Type of work Master’s thesis
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Abstract <p>This thesis utilized framing theory, commonly used in communication studies, to examine what frames were used in UN Women Finland communication on Instagram during the Orange days campaign week (25.11-10.12.2023), and what framing effects could be identified in the user-generated reactions and comments. The orange days campaign is a public campaign, which highlights the violence women face. As framing theory suggests the narratives used by the organization can have a major impact on the public opinion, attitudes and behavior. Thus, by examining the frames and the framing effects this thesis aimed to understand what narratives the organization uses to achieve its goal and what are the responses to those narratives. The data used in this thesis was collected manually and consisted of 18 Instagram posts with textual description texts, and visual material containing 27 photographs and illustrations. Analysis was conducted by using qualitative methods, which included thematic and content analysis. The results present four main frames and three sub frames. A single post could contain several frames, potentially overlapping each other. The main frames consisted of personal narratives, where personal stories, quotations or engaging questions were used; confrontation frame, where ideas or parties were placed in an opposing setting; responsibility frame, which includes known characters and entities that have taken responsibility over societal issue, and the invitation or demand for others to do the same; and problem frame, that defines the issue, the underlying causes, what consequences it has and to whom, and suggests potential remedies to fix the problem. The identified sub frames were morality, which directly gives a moral judgement or indicates morals indirectly; evidence sub frame includes the use of survey or statistical data; and society, which discusses the parties or issues influencing the society. The framing effects show mainly supportive and positive responses towards the organization and their cause. A few negative reactions were observed that question the organization’s trustworthiness and criticise their actions. This thesis contributes to the lack of integrative framing analysis, which utilizes both written and visual content to identify frames, and to the inadequate research of framing effects on the public in the natural setting.</p>	
Key words Framing theory, framing effects, visual framing, UN Women Finland, Orange days, social media, Instagram	
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TIIVISTELMÄ

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Tiivistelmä <p>Tässä opinnäytetyössä hyödynnettiin viestintätutkimuksissa yleisesti käytettyä kehysteoriaa, jonka avulla selvitettiin, mitä kehyksiä käytettiin UN Women Finland -viestinnässä Instagramissa Oranssin päivät -kampanjaviikolla (25.11-10.12.2023) ja mitä kehystämisaikutuksia käyttäjien reaktioissa ja kommentteissa oli havaittavissa. Oranssit päivät -kampanja on julkinen tapahtuma, joka tuo esiin naisten kohtaamaa väkivaltaa. Kehysteorian mukaan organisaation käyttämällä narratiiveilla voi olla suuri vaikutus yleiseen mielipiteeseen, asenteisiin ja käyttäytymiseen. Tutkimalla kehyksiä ja kehystysvaikutuksia pyrkimys oli ymmärtää, mitä narratiiveja organisaatio käyttää tavoitteensa saavuttamiseksi ja millaisia reaktiota ne aiheuttavat. Materiaalit kerättiin manuaalisesti ja niihin sisältyi kuvaustekstit ja visuaalinen aineisto, joka sisälsi 27 valokuvaa ja sekä kuvitusta. Analyysi tehtiin laadullisin menetelmin, joihin sisältyi teemaattinen ja sisältöanalyysi. Lopputuloksena havaittiin neljä pääkehystä ja kolme alakehystä. Yksi Instagram postaus saattoi sisältää useita kehyksiä sekä päällekkäisyyksiä. Pääkehys henkilökohtainen narratiivi, sisältää henkilötarinoita, lainauksia tai yleisöä aktivoivia kysymyksiä. Vastakkainasettelukehys asettaa ideat tai osapuolet vastakkaiseen asetelmaan. Vastuullisuuskehys sisältää tunnettuja henkilöitä ja osapuolia, jotka ovat ottaneet vastuuta yhteiskunnallisista asioista, sekä kutsun tai vaatimuksen muille tekemään samoin. Ongelmakehys määrittelee ongelman, taustalla olevat syyt, seuraamukset ja keneen ongelma kohdistuu, sekä ehdottaa korjauskeinoja. Alakehystenä ovat moraalit, joihin sisältyy moraaliset arviot sekä viitaukset. Todisteiden alakehys käyttää kyselyjä tai tilastotietoja. Yhteiskunta alakehysten keskiössä on yhteiskuntaan vaikuttavat osapuolet tai asiat. Kehysvaikutuksissa havaittiin pääasiassa tukevia ja positiivisia reaktioita organisaatiota kohtaan. Negatiiviset reaktiot kyseenalaistivat organisaation luotettavuuden ja kritisoivat sen toimintaa. Tämä opinnäytetyö vastaa vähäiseen kehysanalyysitutkimukseen, joka hyödyntää sekä kirjallista että visuaalista sisältöä kehysten identifioimiseksi. Lisäksi se osallistuu kehystämisaikutusten tutkimukseen luontaisessa ympäristössä.</p>	
Asiasanat Kehysteoria, kehysvaikutukset, visuaalinen kehystäminen, UN Women Suomi, Oranssit päivät, sosiaalinen media, Instagram	
Säilytyspaikka	

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1 INTRODUCTION

This thesis presents the organization UN Women Finland and its pivotal work that aims to end violence experienced by women, which is a major issue in Finland according to statistics. To understand what strategies the organization uses in their communication to the public regarding the issue this thesis utilizes framing theory, which focuses on the identification of frames; chosen narratives that impact how the audience perceive an issue. In addition, the framing effects, reactions from the audience will be analyzed and discussed to draw a holistic view of framing in the case of Orange days campaign communication by UN Women Finland on Instagram.

1.1 Background of the study

For the seventh year in a row the world happiness report declared Finland to be the happiest country in the world (Helliwell et al., 2024), and according to the social progress index Finland is one of the best countries when it comes to quality of life, ranking third right after Denmark and Norway (Social Progress Imperative, 2024). The European Institute for Gender equality report compared the gender equality factors across the EU countries, resulting the EU average to be 70,2%. Finland received a score of 74,4%, which placed the country in the 8th place (EIGE, 2023). All these statistics paint relatively positive image of the country. However, these statistics are only one side of the whole truth.

Finland's population makes about 1,2% of the total population in the European union, and thus ranks 18th of the total 27 EU countries by population (Worldometer, 2023). Despite the country's small population, Finland ranked 2014 as the second most violent country for women in terms of physical and sexual violence, right after Danish women (Yle, 2015). The second place on violence statistics does not end there. In 2020, the FRA - European Union Agency for Fundamental Rights conducted a 'Experiences of physical violence in the past 5 years' -survey in which Finland also holds the second place right after Estonia.

Since 2014 survey, the trend of abusing women in Finland has not changed, and nearly half of Finnish women have encountered some form of abuse since turning fifteen years of age. Since 2014, the number of services available for abuse victims have been developed and are more available, however, this has not had a decreasing impact on abuse cases. Thus, there is a call for increasing ways to help the abusers in order to cut the cycle of violence (Helsinki Times, 2023.)

All genders can be the victims of violence, however, the studies repeatedly show that the number of female victims outnumber males when it comes to domestic violence and sexual assault (FRA, 2014; FRA, 2017; FRA, 2021; Clausnitzer, 2024). In Finland, 2022, 69 per cent of domestic violence victims were women (Clausnitzer, 2024). On the European level, more than 80 per cent of women who have experienced some forms of violence do not turn to professional help. Only 22 per cent of those women who encounter violence by their partners, resolve into reporting it to the authorities (European Union, 2022.) Based on these statistics one might wonder how high would the number of female victims be if all cases were reported?

According to the research survey conducted by UN Women Finland and Eeva.fi, 88 per cent of Finnish women has experienced sexual harassment (Caglayan, 2023). The covid-19 pandemic had a major global impact on women's and girls' lives, not just due to increased care responsibility (Mesiäislehto et al., 2022), but also in terms of reported sexual assault cases, domestic violence and increase in violence against women online and social media (European Parliament, 2022; EIGE, 2024). In Finland the covid-19 impact can be seen for example in the reported sexual assault statistics; in 2020 the number of reported sexual assault cases was 1450, increasing drastically in 2021 to 1851 cases. In 2022, the growing trend however, took a decreasing turn. (Statista, 2024.)

In the EU the cases of domestic violence are also on the rise; 2022 France reported 15% increase since 2017, totaling 244,000 victims out of which 87% were women, Portugal had 30,000 recorded domestic violence cases, out of which 28 were fatal, and in Italy the yearly trend of more than 100 deaths in intimate context continued with 102 female homicides (United Nations, 2023). According to Eurostat 2018 report more than 600 women were murdered by their partners or relatives within 14 EU member states. Out of these cases, 35 per cent occurred within the woman's home (United Nations, 2023). In the year 2021, the number of female murder victims had increased to 720 within 17 member states. These crimes were committed by a partner, member of the family or relative. (EIGE, 2023.) In Finland, 2017, out of 23 women victims of homicide, 14 were killed by their intimate partner (EIGE, 2018).

Not only does abuse affect the victims and those who have witnessed it, but violence causes major monetary costs to the society. The annual societal cost estimation on EU level is 290 billion euros, out of which the criminal justice has portion of 67 per cent. (European Union, 2022.) In 2014, the European Institute of Equality had calculated the estimate for the cost of domestic violence in Finland to be around 1,4 billion euros (Siltala et al., 2023). Thus, violence against women has tremendous impact on society that has far reaching consequences.

Since violence and abuse have such a tremendous impact on society, and particularly affects women, it is essential to have organizations that focus on

mitigating these effects and support the victims of such acts. One of the most known organizations that aim to end violence toward women and girls, is UN Women, which is a global organization with operations in several countries including Finland.

Yearly, UN Women organizes a campaign called Orange days (*oranssit päivät* in Finnish), which starts every year 25th of November and ends 10th of December. The campaign is advertised in several media outlets, such as TV, newspapers and in social media. The campaign is highly visible and raised to public discussion as politicians and other public figures take part by advocating the campaign or making a statement on the issue of violence against women. Thus, it is important to understand how the issue of violence against women is framed in the media by the leading organization as it has the power to shape perceptions, attitudes and ultimately behavior. The organization UN Women, and its operations are introduced in more detail in the following chapter.

1.2 UN Women and the Orange days -campaign

UN Women is part of the United Nations organization established to advance and support the lives of women and girls globally. UN Women were established 2010 by the United Nations general assembly to better tackle the challenges of promoting gender equality (UN Women, n.d.)

Within the member states of the United Nations, UN Women work towards making the standards of gender equality a reality for women and girls. The four strategic priorities within this scope are listed on their website as follows:

- *“Women lead, participate in and benefit equally from governance systems*
- *Women have income security, decent work and economic autonomy*
- *All women and girls live a life free from all forms of violence*
- *Women and girls contribute to and have greater influence in building sustainable peace and resilience and benefit equally from the prevention of natural disasters and conflicts and humanitarian action.”*

(UN Women, n.d.)

UN Women Finland (2023b) is the national branch of the international UN Women organization, and a non-governmental entity that has a consultative role in the United Nations Economic and Social Council, ECOSOC (UN Women Suomi, 2023a). The national branch mainly performs informative communications which support their fund gathering efforts. As their main channels of communication, the national branch uses their website and their social media channels in Facebook, Instagram, Twitter and LinkedIn. The supporters of UN Women Finland also receive a newsletter. (UN Women Suomi, 2023b.)

The main fund gathering campaigns are *‘Naistenpäivät’* (women’s day) and *‘Oranssit Päivät’* (orange days). Other forms of gathering funds are monthly subscriptions, one-time donations, business donations and local organizations fund gathering events. As a new way of donations, UN Women have included testament/last will donations. In addition to gathering funds, the UN women

Finland coordinates the Finnish Women, peace and security -network. (UN Women Suomi, 2023b.)

In 2023 several celebrities and public figures participated in the UN Women Finland campaign Orange Days, which is held every year. During the campaign in total of 80 buildings or public sights were lit up in orange color. The color orange symbolizes the hope for a life without violence or the fear of it. In addition, the UN Women Finland advertised the campaign in several media channels, such as TV, newspapers, billboards and various social media channels. Majority of the advertisements had public figures as spokesmen to advocate the campaign and to support the cause of mitigating and ending violence against women. The 2023 main campaign slogan was "Safe everywhere". The goal of the campaign was to advocate every woman's and girl's right to exist safely in every space and every situation. (Caglayan, 2023.)

1.3 Research aim

According to the framing theory, the selected frames in a publication influence how a recipient perceives and interprets a message (Wood, Van Ness & Taylor, 2018). Robert Entman (1993) explains that a frame is created when certain aspects of a story or news are chosen to create a narrative. The framed narrative is then interpreted by the receiver, causing an emotional, behavioral or other response, also referred as a framing effect (Ardèvol-Abreu, 2015). Visual content has stronger framing effect due to the faster processing of images and their ability to stir instant emotional responses (Schwalbe & Dougherty, 2015). As research and statistics show, violence and harassment towards women is a highly common and serious problem in Finland. Therefore, the mitigating work of UN Women Finland becomes pivotal. The analysis of the Instagram content posted by UN Women Finland during the 2023 Orange days campaign, can shed light into understanding what framing strategies the organization utilizes to achieve its main goal: ending violence against women.

Thus, this thesis utilizes framing theory to analyze the textual and visual content of UN Women Finland's Instagram posts during the Orange days campaign 25.11-10.12.2023. In addition, the user-generated comments and reactions will be analyzed to identify the framing effects the used frames have on the audience. Thus, this thesis contributes to the framing research in terms of integrated textual and visual analysis (Dan, 2018) and the framing effect studies that have majorly been conducted in controlled laboratory settings (Lecheler & de Vreese, 2016), and thus lacks research done in natural environment (Ardèvol-Abreu, 2015). As the methodology this thesis uses qualitative methods as in this type of research, the study focus is on questions relating to what, why, how, where and when (Grbich, 2013).

The research questions thus are;

1. What frames can be identified in the textual and visual content of UN Women Finland Instagram posts?
2. What framing effects can be observed in the user comments and reactions?

The textual content regarding Instagram description text is analyzed by utilizing thematic analysis as instructed by Braun and Clarke (2006). The visual material incorporates visual content analysis model developed by Rodriguez and Dimitrova (2011). Similarly, the user-generated comments and reactions are examined with content analysis, which allows the researcher to dive deeper into the meanings of what is being said (Eriksson & Kovalainen, 2008). In addition, both inductive and deductive methods are used to ensure reliability and validity the results as recommended by Van Gorp (2010) and Rabadán (2022).

1.4 Structure of the thesis

In the following chapter the theoretical framework introduces the origins of framing theory, presents the definitions of central concepts and discusses its development in the field of political communications and the changes social media has brought to framing research. As framing theory is often linked with agenda setting, the main differences of the two theories is explained. Next, framing analysis is introduced in terms of what types of methodologies prior framing research has utilized, in what type of scenarios, and what benefits and disadvantages each method has. The previously identified frames and their effects in social media are then discussed. The data and methodology section explains how the data was selected and collected for analysis. Then the analysis methods, namely thematic analysis, visual content analysis and framing effects are introduced. Finally, the results are presented with ending conclusions that also discusses the implications and limitations of this research.

2 THEORETICAL FRAMEWORK

This thesis is based on the framing theory, which was first introduced by Erving Goffman in the year 1974 (Güran & Özarlan, 2022). The theory is commonly used in communications studies and has attained much attention especially in the field of politics. First, the framing theory's background is introduced, followed by the generic and specific frames that are commonly used in scholarly research. As framing theory is closely linked with agenda setting, the most prominent differences of the two are explained. However, in this thesis the focus is solely on framing approach. Thus, the analysis methods in both inductive and deductive research are introduced. Lastly, some of the scholarly work focused on social media framing and its framing effects will be presented.

2.1 Framing Theory

Erving Goffman was the first to systematically organize the concept of frames and framing into a theory in 1974 (Güran & Özarlan, 2022). He defined frames as "*schemata of interpretation*" (Goffman, 1974, 21, as cited in Güran & Özarlan, 2022), a psychological action where a person uses their prior knowledge and memory, *schema*, to process new information (Wood et al., 2018). Goffman's framework was further developed by Robert Entman, who focused on media and journalism. According to Entman (1993, 52), frames *define problems, diagnose causes, make moral judgements, and suggest remedies*. He described the process of framing as "*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 recommendation for the item described.*" (Entman, 1993, 52). Thus, it can be stated that frames are present in the individual and public level (Wood et al., 2018), and framing theory covers the whole process of communication, which includes the *sender, receiver, the message and culture* (Ardèvol-Abreu, 2015, 423).

Since its origin in sociology (D'Angelo, 2002), framing research has mainly been developed in the field of communication most notably in political discourse (Brugman et al., 2017), and journalism (Entman & Usher, 2018). According to D'Angelo (2012), the prior framing studies have heavily focused on connecting and clarifying the global processes involved in the creation of political information, its dissemination and consumption. Additionally, by analyzing the social construction of public discourse and the strategic orientation of the journalistic message framing studies have produced noteworthy findings. However, Muñiz (2020 as cited in Rabadán, 2022), points out that other important aspects have received less attention in the scholarly research, such as the examination of the audience frame and its effects.

Framing research has also advanced thanks to the expansion of digital environments and especially social media (Casero-Ripollés, 2022). A major shift can be seen in the decreased monopoly of the mass media over the handling current affairs, and how their influential power has become limited as citizens and public figures can now reach large audiences and thus attain stronger stance in the public discourse (Rabadán, 2022).

According to Rabadán (2022), the key components of the framing process have been animated by the communicative hybridization, which has created new professional connections and influences, communication emphases and content types, in addition to a new distinct field of study that links the rise of disinformation tactics and fake news to the changes in the way the communication system operates. In this setting, social media research has emerged as a dynamic component of framing studies. (Casero-Ripollés, 2022; Rabadán, 2022.)

The study of strategies used by social movements in social media is expanding in the field of framing, in addition to the analysis of debates between citizens in the online environment (Snow et al., 2018). Studies concerning social movements have been conducted regarding climate change (Vu et al., 2021; Van Eck, Mulder & Dewulf, 2020) and #Meetoo (Li, Cho, Qin & Chen, 2021; Xiong, Cho & Boatwright, 2019). When it comes to the online debates, example studies can be found regarding discussions over Covid-19 in Twitter (current X) as warfare (Wicke & Bolognesi, 2020) and Facebook users arguing about same-sex marriage bill in Taiwan (Wang, 2019). In this new phase of framing research, the relationship between traditional media and social media may now be the most pertinent research topic. Nevertheless, framing studies in the context of social media are still heavily focused on the political sphere. (Rabadán, 2022.)

2.1.1 Media frames and audience frames

Scholarly researchers differentiate between *media frames and audience frames* (Ardèvol-Abreu, 2015, 425). Gamson and Modigliani were the first ones to introduce media frames concept in 1987. They defined media frames as “*a central organizing idea or story line that provides meaning to an unfolding strip of events . . . The frame suggests what the controversy is about, the essence of the issue*” (Gamson & Modigliani, 1987, 143 as cited in Güran & Özarlan, 2022). In other words, journalists produce news articles from a selected perspective, in order to create a narrative structure that is understandable and acceptable to the society. Thus,

the narrative structure creates a frame, which intentionally directs attention to selected aspects by neglecting others and is likely to influence the audiences understanding and interpretation of the issue. (Ardèvol-Abreu, 2015; Kinder, 2007; Rhee, 1997.)

Paul D'Angelo (2017), notes that the term media frame is interchangeably used with the term *news frame* in scholarly literature and is consequently linked to journalism. He distinguishes these two concepts and defines media frame as a textual, verbal, visual or graphical *message modality that a communicator uses to contextualize a topic ... within a text transmitted to receivers by means of mediation* (D'Angelo, 2017, 1). Thus, D'Angelo does not limit media frame to the news or journalism as anyone can be a communicator. He states that the role of *the communicator* changes in the media framing process between being a sender to becoming a recipient, as in the internet era the audience is equipped with the means of creating and sending media frames, and practically anyone can reach an audience. Thus, D'Angelo goes further in his definitions and takes into consideration the interactive relationship between the communicator and the audience, which has become more prominent in the age of the internet and social media. (D'Angelo, 2017.) The news framing, however, according to D'Angelo (2017), is limited to the knowledge of journalist and the protocols of the newsroom. (D'Angelo & Shaw, 2018; D'Angelo, 2017.)

Media frames can be referred as *macro-constructs* (Ardèvol-Abreu, 2015, 431) since they are created with a set processes and newsroom protocols. These frames are comprised of a narrative and supportive visuals and possibly even sounds, that guide and restrict the recipient's interpretation process. Therefore, the frames used in the media are *attributes of the news* themselves and have a tangible presence. (ibid.)

In figure 2-1 is presented the process of creating **media frames** according to Ardèvol-Abreu. This process is also at times referred as *agenda building*. (Ardèvol-Abreu, 2015, 425.)

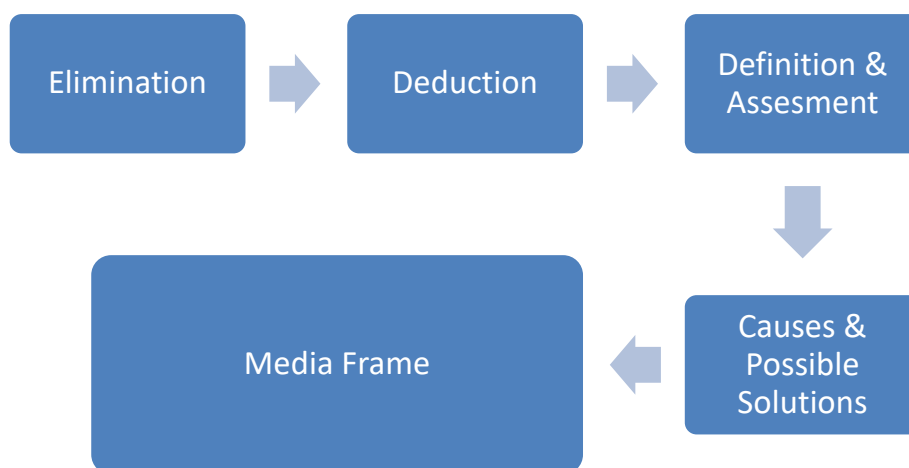


Figure 2-1 Media frame creation process as described by Ardèvol-Abreu, 2015 (425)

As an example in the case of journalism, the process of creating a media frame begins by the elimination of news topics and choosing e.g. one topic, that will be featured in the news. The frame forms initially in the mind of the journalist, whose job is to select what aspects of the reality is told and in what way. The prevailing culture is deeply embedded in the process of framing by being a source of frames and by providing boundaries as the journalist must consider what is deemed acceptable by the society. (Ardèvol-Abreu, 2015; Kinder, 2007.) In addition, the journalist is constricted by the protocols of the newsroom (D'Angelo & Shaw, 2018). To form an understandable and coherent article, the journalist deducts aspects by emphasizing certain angles of the news and leaving out others. He thus defines the problem and assesses it by identifying the potential causes and presents the possible solutions. This process, therefore, creates a coherent story, a narrative which forms the media frame. (Ardèvol-Abreu, 2015.) Therefore, the media frame creation process occurs every time a coherent story is being created and told even in the case of academic research.

The *audience frames*, also referred as *individual frames*, are a person's unique discernment of reality and do not have a tangible presence and are thus *micro-constructs* (Ardèvol-Abreu, 201, 431). These frames are psychological schemas where information is processed, and they impact the individual's mental outlook and ultimately their behavior (Wood et al., 2018). As an individual interacts and is part of their environment, the prevailing culture also affects these mental processes, and are thus, present in an individual's frames (Ardèvol-Abreu, 2015).

2.1.2 Frame setting and framing affects

The empirical research of framing has mainly focused on the identification of media frames, their quantification and comparison (e.g. see D'Haenens & de Lange, 2015; Semetko & Valkenburg, 2000). Some studies have tested how individuals react to differently framed messages (Dickinson, Crain, Yalowitz & Cherry, 2013). However, these tests have been conducted in controlled research conditions (Lecheler & de Vreese, 2016; Edy & Meirick, 2007). Ardèvol-Abreu (2015) points out that there is a lack of framing research on how media frames evolve into public frames studied in a naturalistic manner. This process is called frame setting where *media frames become public frames* and affect an individual's and society's *attitudes, opinions, and behavior* (Ardèvol-Abreu, 2015, 434).

According to Rhee (1997), there are three steps to framing: (1) receiving information, (2) adaptation of new information with previous knowledge and (3) the creation of an applicable mental model. Thus, firstly the frame contained in the message triggers the interpretation process in the recipient. The frame evidently contains cultural cues that guide the interpretation process implicitly. These cues are embedded in the analogies, arguments, visuals, choices of words etc., and do not need repetition in the main text, which contains the actual invitation to the *path of reasoning*. (Ardèvol-Abreu, 2015, 435; Rhee, 1997.)

However, not all individuals interpret the frame similarly. One could take the framed message as is, factual. Whereas another could question the presented issue and its causes, and the suggested handling of the issue. For

example, the individual's moral perspective, beliefs, socio-demographics, and prior interaction with frames have an impact on the frame interpretation process. Thus, the process of frame adaptation from media frames to individual frames is a complicated occurrence. (Ardèvol-Abreu, 2015; Edy & Meirick, 2007.)

According to Ardèvol-Abreu (2015, 436), the media can greatly influence individuals and the society's perception on issues, and thus research refers to *strong effects* and *weak effects*. The strong effects of media framing can be seen in the study by Ogbodo et al., (2020) concerning the media online coverage on Covid-19 Pandemic. Their study found that the frames used by the media caused increased stress in people and the number of reported panic attacks had multiplied due to the high news coverage of the negative effects the pandemic caused to individuals, businesses and the economy. Similarly, the social media study on media's framing choices in cases of war and conflict by Makhortykh and Sydorova (2017), claim that media can determine not only how the public perceives an issue, but also what kind of decisions are made by the government and potentially determine the outcome of a conflict, and thus influence how the historical records will remember the issue. In this perspective, it would be somewhat correct to assume that the media framing is effective in shaping public opinions and behavior.

However, the studies on the true effectiveness on framing are contradictory (Ardèvol-Abreu, 2015; D'Haenens & De Lange, 2015). As an example from the political communications studies, Kinder (2007), found that when people are exposed to frames, they perceived as helpful, and which aided them to connect a political offer to their personal interests, the likeliness of forming an opinion grew. If the exposure to these frames continued, the opinions became more fixed and committed to the political interests offered. (Kinder, 2007.) The longitudinal exposure effects to frames studies support Kinder's findings as frames that are coherent with an individual's perceptions and repeated overtime have a stronger and longer lasting effect. These studies have also found that news that are framed negatively have a stronger impact than positively framed ones. (Lecheler & de Vreese, 2016.) This is also the case of online publications (Vardikou & Konidaris, 2023).

Other studies have experimented on comparing frames that discuss the same issue but differ in perspective (Kinder, 2007). Druckman (2004), performed one of the initial studies on the effects of framing, and based on the results, he claims that framing in political sphere influences the populace far less than previously believed. He found that the social interactions and the competition among the elites, diminish framing efforts. However, he also noted that in the case of prevailing framing, which encourages a person's convictions, over time they become more persistent sentiments, and the effect can become detrimental. (Druckman, 2004.) This frame alignment to an individual's preferences effect also reflects to online sharing behavior which is discussed in a later chapter.

Since the majority of studies on framing effects arrive from experiments and not from the everyday life, the results can be overstated (Ardèvol-Abreu, 2015). Although experiments have their advantages, such as the ability to copy reality and attain results from a representable group, they do not have the

limitations of the everyday life. (Lecheler & de Vreese, 2016.) In reality, not every person receives the framed narrative like they do in a research setting, and when they do, it is possible for the individual to dismiss the message. In addition, people are exposed to various messages frequently, especially in this era of social media, which also shapes a person's perception of the framed messages. Therefore, there is a major need for research on framing in the contemporary society to have more reliable results on the impact of framing. (Ardèvol-Abreu, 2015.)

2.1.3 Framing theory vs. Agenda setting

There has been much debate whether framing theory and agenda setting are the same, related, complementary, or completely different (Edy & Meirick, 2007). Currently, however the dominating consensus states that the *theories are complementary but autonomous* (Ardèvol-Abreu, 2015, 427).

Agenda setting focuses on the comparison of media relevance and perceived relevance by the audience on a certain topic. The affects are dependent on how often the topic or news is repeated and on the recipient's frequency of exposure (D'Haenens & de Lange, 2015). On the contrary, framing theory focuses on the capability of creating comprehensible narratives that can be used in various occasions (Ardèvol-Abreu, 2015).

Thus, in agenda setting the main consideration is focused on the amount of publicity a topic or some of its attributes receive in the media, and on the time the audience's is exposed to the topic. However, according to Ardèvol-Abreu, (2015) the two theories cannot be completely excluded from one another since the frequency of exposure on understandable narrative will increase the probability of the application of the received information.

2.2 Framing Analysis

The previously conducted framing studies have utilized various methodologies, such as quantitative computer-assisted frame mapping or content analysis, and qualitative interpretation approach (Linström & Marais, 2012). The choice of methodology depends on the research aim. However, frames can be identified from data by utilizing either *inductive* or *deductive methods* (Ardèvol-Abreu, 2015, 433). According to Van Gorp (2010), deductive method has attained more regular standing in framing research. In this method, the frames exist prior to the analysis and are then then quantified. Deductive method does not seek to answer questions that call for understanding where the frames originate from but instead measures the extent they are used (Van Gorp, 2010). In this type of research, the results are easily comparable, and the method can be used in large data sets (Semetko & Valkenburg, 2000). When researcher decides to use the deductive analysis method, they must first consider the topic under investigation and reflect on the suitability of prior studied frames and choose the ones that are most applicable (Linström & Marais, 2012; Van Gorp, 2010). The predefined

frames, however, create a limitation as other un-defined frames will not be noted and thus, it is possible that important information is missed (Igartua & Humanes, 2004 as cited in Ardèvol-Abreu, 2015).

In the inductive method, the frames are found within the data (Linström & Marais, 2012). The researcher reviews the data several times and uses open approach to draw emerging frames from the sample. Typically, the frames are only applicable to the specific data set and often times not replicable. Inductive method is mostly used for smaller data sets as the identification process is laborious. (Ardèvol-Abreu, 2015.)

According to Van Gorp (2007), the definite frames cannot always be found directly in the sample text as they are latent. Instead, the used phrases, analogies, argumentations, quotations, and illustrations, whether they are implicit or explicit, are clues that lead to the frames. He suggests the researcher to find *elements* from carefully selected news, which can then be used as strategic reasoning tools to identify the frames. Furthermore, it is important for the researcher to note the connections the elements have, as according to Van Gorp, the frame will ultimately arise from those connections. He also alerts the researcher to use caution when naming the connection aka frame. The name should be general and abstract enough so it could potentially be used in similar cases. (Van Gorp, 2007; Ardèvol-Abreu, 2015.)

Van Gorp (2010), states that for a framing analysis to attain certain level of subjectivity and reliability the researcher should utilize both methods, inductive and deductive. He explains that by inductively analyzing frame packages from the text the frames can be identified and their reliability can be ensured by conducting deductive content analysis. (Van Gorp, 2010, 85.) Similarly, Rabadán (2022), suggests using both inductive and deductive methods when possible, to attain more holistic view.

2.2.1 Generic and specific frames

Scholarly literature tends to differentiate *generic and specific frames* (Ardèvol-Abreu, 2015, 423). Specific frames are also referred as issue-frames (Linström & Marais, 2012). Generic frames provide flexibility that allows their use in various situations and environments. They also enable possible result comparison between research works that differ in topic and location. In contrast, the specific frames are restricted to be used in set cases. However, they provide a systematic way to study how the media covers a certain subject matter. (Ardèvol-Abreu, 2015.)

The most frequently used generic frames used by the media were identified by Neuman, Just and Crigler in 1992.

- Human impact: describes how an issue impacts groups and individuals.
- Powerlessness: refers to the ruling over weaker groups and individuals.
- Economics: focuses on profit and loss.
- Moral values: describes moral and social norms.
- Conflict: media's portrayal of the political sphere as a competition ground with winners and losers.

(Neuman, Just & Crigler, 1992 as cited in Linström & Marais, 2012, 23.)

Below, in table 2-1 is presented the most used generic frames, their definitions and authors. Similar table of the specific frames can be found on page

Table 2-1 Comparison of generic frames. Please note that the list is not conclusive but provides theoretical examples.

Comparison of generic frames		
Attribution of responsibility	Focuses on attaching credit or blame on an individual, group or an entity by identifying who is responsible for fixing or initiating an issue.	Semetko & Valkenburg (2000)
Powerlessness	Illustrates power disparities in society and focuses on domination or power of an individual or a group over weaker ones.	Neuman, Just & Crigler (1992)
Issue frame	Main focus is on institutions, their role in society, and what kind of implications their plans and actions can have.	June Woong Rhee (1997)
Human interest	Emphasizes emotions and personal experiences and aims to engage with a relatable emotional narrative.	Semetko & Valkenburg (2000)
Human impact	Focuses on the impact of an issue on an individual or a group. Uses personal narratives and relatable human stories.	Neuman, Just & Crigler (1992)
Strategy frame	Focal point is on personal aspects of political candidates, such as their style and electoral campaign strategies.	June Woong Rhee (1997)
Economic consequences	Focal point is on economic impact of an event or issue. Informs by referring to benefits, costs and implications on the economy.	Semetko & Valkenburg (2000)
Economics	Highlights the economic impact of an issue and refers to costs, profits and losses.	Neuman, Just & Crigler (1992)
Morality	Has a moral and ethical perspective. Often emphasizes right and wrong or societal values and invites to reflect on issue's moral aspects.	Semetko & Valkenburg (2000)
Moral values	Aims to resonate with the sense of morality by presenting issues in moral and social	Neuman, Just & Crigler (1992)

	norms perspective. Focal point is on aspects of right and wrong.	
Conflict	Presents topics and issues by focusing on opposing parties or interests. Has aspects that present tension, competition and struggle	Semetko & Valkenburg (2000)
Conflict	Has an emphasis on competition in the political field and refers to winners and losers.	Neuman, Just & Crigler (1992)

Neuman et al., (1992) frames have been used since in several framing studies with some alternations. Semetko and Valkenburg (2000), developed Neuman et al., (1992), work by focusing on European politics and identified five general frames: attribution of responsibility, human interest, economic consequences, morality and conflict. The definitions are very similar to those presented by Neuman et al., (1992), however, human interest frame they define as presenting an issue or an event at individual level or by using an emotional lens. The conflict frame refers to the clashing of countries, institutions, groups, or individuals. The powerlessness frame, Semetko and Valkenburg (2000) replaced with attribution of responsibility, which places causal responsibility to an individual, group or to the government, or demands either party to solve an issue. (Semetko & Valkenburg, 2000.)

In political communication research, most used generic frames are the *strategy frame* and the *issue frame* that were introduced by Rhee in 1997. The strategy frame focuses on the personal side of the political candidates, and emphasizes their personalities, style and the strategies employed in their electoral campaigns. The typical word choices in this type of framing revolve around combat and games. The issue frame, however, emphasizes institutions and their role. The focus is on the core information, such as the potential outcomes of a suggested policy or the means to mitigate social issues. (Ardèvol-Abreu, 2015; Rhee, 1997.)

In table 2-2 is presented two cases of specific frame research. The frames and authors are discussed below.

Table 2-2 Specific frame examples

Specific frames	
Noakes & Wilkins (2002)	
Positive Frames	
Victims	Palestinians were referred to as victims in the press.
Legitimate (PLO)	The Palestinian liberation organizations was considered as legitimate.
Justified (struggle)	The Palestinians fighting was referred as justified.

Legitimate (state)	Their longing for their own Palestinian state was referred as legitimate.
Negative Frames	
Terrorists	Palestinians were pictures as terrorists.
Violent/combatants	Palestinians are violent.
Cause of problem	They are the to blame.
Tang, Bie & Zhi (2018)	
News update frame	Tweets that contained news and updates of the measles outbreak. Does not contain any personal opinions.
Public health frame	Medical information concerning prevention, symptoms and treatment methods.
Vaccine frame	Tweets concerning vaccinations, their safety and necessity. Often included emotional aspects.
Political frame	Tweets that contained political aspects, such as blaming illegal immigration, demands of tighter border control and discussions concerning policies on vaccinations.

The seven frames introduced by Noakes and Wilkins (2002), is an example of specific frames, which are used in a specific setting. They analyzed how media, namely the New York times and the Associated Press, framed the demands made by the Palestinians. Their study used deductive methods and drew frames from prior research concerning similar situations. In Noakes and Wilkins (2002) study these frames were further divided into positive and negative ones from the Palestinians perspective. In the positive frames the Palestinians were referred as *'victims'*, whereas in the negative frames, they were *'terrorists'*, *'violent'*, *'combatants'* and *'cause of the problem'*. The positive frames also referred their movement as a *'legitimate' one*, their fighting as *'justified'* and their longing for a state of their own as a *'legitimate'*. (Noakes & Wilkins, 2002, 662.)

Tang, Bie and Zhi (2018) conducted a quantitative semantic network analysis on tweets concerning measles and used inductive methods to identify the frames used by the twitter users during an outbreak in the USA in 2015. The frames they drew from the collected sample of tweets, were news update frame, public health frame, vaccine frame and political frame. (Tang et al., 2018, 1377-1378.)

2.2.2 Frames, virality and effects in social media

Conflict frame is commonly used in public affairs and in political news coverage (Bartholomé, Lecheler & de Vreese, 2015), as it emphasizes the seriousness of the news piece and gives it added value (Burscher, Odijk, Vliegenthart, De Rijke, & de Vreese, 2014). Bartholomé et al. (2015) found in their study that

news journalists take an active conflict framing role as they tend to use strong phrases and exaggerate the conflict in order to make the news as interesting to readers as possible without compromising facts.

Valenzuela, Piña and Ramirez (2017) found that the use of conflict frame can potentially increase virality of a news piece. This type of frame tends to have a negative point of view and studies have found that negatively charged publications are more likely to receive more attention than positive or neutral ones (Vardikou & Konidaris, 2023; Zillmann, Chen, Knobloch, & Callison, 2004). This claim is coherent with Weber's (2014) observation that if an online news piece has controversies the likeliness of repeated commenting increases.

Trilling et al., (2017), studied the 'shareworthiness' of news and noted that publications with conflict frame, had an increased sharing in Facebook and Twitter compared to other types of information. In their study, they noted that Twitter sharing had 11 per cent increase and 9 per cent in Facebook when conflict frame was used. Valenzuela et al. (2017), speculates that for a social media user to share news with the conflict frame, it is likely that they are motivated to advocate social harmony due to their conflict avoiding nature.

However, some research suggests that conflict can hinder the likeliness of sharing in social media as people prefer to create positive self-image online (Cappella et al., 2015; Berger, 2014), and consequently more positive content is shared than negative (Zheng, et al., 2021; Xu & Zhang, 2018). Valenzuela et al. (2017), point out that it is possible that the likeliness of sharing is also dependent on the platform being used. For example, sharing in X (former Twitter) the user has very little control over what audiences they reach. Whereas for example in Facebook, the audiences are typically close friends, family and co-workers. Thus, the importance of public image becomes more evident in Facebook and can have an impact on what is shared and where. (Valenzuela, et al., 2017.)

According to Wasike (2013), social media editors tend to choose other frames rather than the conflict frame when selecting what to share in their feeds. In his study he found that the human interest frame was the most shared frame. This frame has been found to affect learning from news (Jebril, de Vreese, Dalen & Albæk, 2013), and to increase psychological involvement (Valenzuela et al., 2017; Hong, 2013). In addition, human interest frame has an increased virality potential due to its ability to trigger emotional responses (Valenzuela et al., 2017). This claim is coherent with Trilling et al. (2017), findings of news shared in Facebook. Those news with the human interest frame were shared 33 per cent more compared to other types of frames.

Scholarly research has shown that the morality frame is the least used generic frame in the news due to its tendency to conflict with the journalistic aim to remain objective (Valenzuela et al., 2017). In Wasike's (2013) study, the morality frame was one of the least used frames by social media editors. However, when it comes to the audience, research has shown that the morality frame is commonly used to interpret the news (De Vreese, 2012).

According to the conducted framing research in political psychology indicates that there is a clear relationship between the morality frame and online sharing (Valenzuela et al. (2017), as social media users tend to share news that align with their personal convictions (Arendt, Steindl, & Kümpel, 2016).

Therefore, the narratives that include the morality frame ought to go viral due to the tendency to arouse strong emotions, such as shock, and since it is typical for moral frameworks to elicit feelings that drive people to take action (Valenzuela et al., 2017.) In other words, when the social media user's preexisting value dispositions align with the morality frame, it can result in news sharing (Valenzuela et al., 2017) and henceforth the likeliness of the narrative becoming viral will increase (Brady, Wills, Jost, Tucker, & Van Bavela, 2017).

Valenzuela et al. (2017) found in their study that social media users shared news with the morality frame 75 per cent more often in Facebook than news with other type of frame, and in Twitter the sharing result was 54 per cent more. They speculate that the likely motivation for a social media user to share news with the morality frame is their need to convey a certain type of identity online (Valenzuela et al., 2017).

The economic consequences frame is often regarded somewhat abstract and thus less appealing by social media users; however, it is more utilized in news articles (Valenzuela et al., 2017). Wasike (2013) found in his study that economic consequences frame was the least used frame by social media editors. In addition, this type of frame tends to have statistical and other less entertaining content, which diminishes the likeliness of sharing (Valenzuela et al., 2017).

In overall, to increase the likeliness of sharing in social media feeds, the narrative should include frames that emphasize particular goals, such as socializing, status-seeking, entertainment (Valenzuela et al., 2017), and arouse emotional responses (Esteban-Bravo, Jiménez-Rubido & Vidal-Sanz, 2024). The discussed frames and their virality is presented in the table 2-3. The gain and loss frames are discussed after the table.

Table 2-3 Frames and their virality effect

Frame	Used by	Virality
Conflict frame	Often used in news coverage	Increases virality in cases of news -dependent on online platform (Valenzuela et al., 2017; Trilling et al., 2017)
Human interest frame	Used in news coverage and by social media editors	Increases virality -most shared frame (Valenzuela et al., 2017; Wasike, 2013)
Morality frame	Least used frame by journalists and social media editors	Increases virality with social media users (Valenzuela et al., 2017; Brady et al., 2017)
Economic consequences frame	Mostly used in news articles Least used frame by social media editors	Decreased likeliness of sharing (Valenzuela et al., 2017; Wasike, 2013)
Gain and loss frames	Mostly used in healthcare communications	Gain framed messages have more positive results

		(Van T'Riet et al., 2016; Yilmaz & Blackburn, 2022)
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According to D'Angelo (2017, 2), the use of *gain* and *loss* framing is commonly used in healthcare messages. Yilmaz & Blackburn, 2022 explain, that the gain framed narratives point out the potential benefits when committing to a recommended behavior, whereas the loss frame focuses on the negative consequences if a person does not comply. Studies have shown that gain frame results in more positive behavior when it comes to messages regarding preventing diseases (Van T'Riet et al., 2016; O'Keefe & Jensen, 2009). However, the results are somewhat inconsistent and Yilmaz and Blackburn (2022), speculate that the successful persuasion of a gain-loss messages is dependent on its context.

Yilmaz and Blackburn, (2022), conducted a study concerning donation campaigns that had utilized gain and loss framed messages, and found that gain framed messages increased the likeliness to donate especially when written in exclusive way (using words like 'you'). When it came to loss framed narratives inclusive language (we, us) attained the best results for donation intentions.

2.2.3 Visual framing

Majority of framing studies have focused on textual and verbal forms, and the research concerning visuals has been so far highly limited (Makhortykh & Sydorova, 2017; Neumann & Fahmy, 2012), and only 17 per cent of framing research focus on visuals (Palacios, 2015 as cited in Amores et al., 2020). Images, however, can have a significant impact on the framing process (Amores et al., 2020), due to their high memorability (Parry, 2011), faster processing and ability to arouse instant emotional responses (Schwalbe & Dougherty, 2015). The likeliness of the audience to accept a frame increases with visual content compared to textual and verbal media (Rodríguez & Dimitrova, 2011). With the expansion of digital technologies and smart phones equipped with cameras, societies have become more visual than ever before (Amores et al., 2020), and thus research concerning the impactful framing effects of images has become highly important field of study.

The framing effects of visuals have been majorly studied concerning immigrants and refugees (Amores et al., 2020; Parrot, Hoewe, Fan & Huffman, 2019; Guidry et al., 2018), asylum seekers (Dan, Grabe & Hale, 2020; Tirosch & Klein-Avraham, 2019), politics (Melek & Raza, 2023), sports (Smith, Clavio & Lang, 2021), and in the cases of conflict ((Makhortykh & Sydorova, 2017; Schwalbe & Dougherty, 2015; Neumann & Fahmy, 2012). Majority of the studies have utilized the content available in the news media and social media visuals have received less attention (Makhortykh & Sydorova, 2017), despite the fact that in online environment visuals are quickly reproduced and circulated (Schwalbe et al., 2008).

Rodríguez and Dimitrova (2011) created a model for the analysis of visual contents based on a review of prior visual research. Their model includes four levels of analysis, namely denotative, stylistic-semiotic, connotative and ideological level. The model is presented briefly in table 3-1 found in page 32.

In the denotative level all the present objects and other elements are identified from the visual content, and factually described. The supportive textual content, such as titles, descriptions or captions can be taken into consideration when the frames are being drawn, as the themes which arise from the objects observed in the visual and the accompanying textual content comprise the frame. (Rodríguez & Dimitrova, 2011.) Textual inclusion however is not always necessary. Denotative research can be divided into inductive and deductive methods. (Dan, 2018.)

The stylistic-semiotic level analyzes the camera angles, distances and non-verbal behavior present in the image (Rodríguez and Dimitrova, 2011). For example, the camera angle, whether it is high, low or at an eye level will influence how the visual is interpreted (Dan, 2018). At the connotative level, the researcher focuses on the symbols imbedded in the visual content. This type of research is highly culturally bound as symbols are interpreted differently depending on the cultural context. (Rodríguez and Dimitrova, 2011.) On the ideological level, the focus is on the power construct present in the visual (Dan, 2018). This level is more holistic and aims to understand whose voice is being heard or whose interests the image serves. (Rodríguez and Dimitrova, 2011.)

Amores et al., (2020) study uses the Rodríguez and Dimitrova (2011) model in their study focusing on how immigrants and refugees are portrayed in the visuals of mainstream media in three countries, Spain, Italy and Greece. Their analysis however focused only on the connotative frame of images, and utilized prior research to measure to what extent previously identified frames are used in the mass media. These frames were *victimization*, *burden*, *threat* and *normalization* (Amores et al., 2020, 8). The results showed that victimization was the most used frame, appearing in 294 images which contributes 81,7 per cent of the total number. Burden was present in 273 photos (75,8%), normalization in 182 (50,6%), and threat frame in 180 images (50%). (Amores et al., 2020, 9.) The researchers state that based on the results the used visuals in the mass media can be linked to the increased hate speech and crimes against immigrants and refugees as the images used mainly contain a negative frame.

In their study of the visual framing effects in the Donbas conflict, Makhortykh & Sydorova (2017), utilized prior studies focusing on conflicts (e.g. Schwalbe & Dougherty, 2015; Parry, 2011) to conduct their thematic analysis of more than 1500 images collected from Vkontakte of two opposing groups (pro-Ukrainian and Pro-Russian). They identified fifteen (15) different thematic categories and noted the differences between the images used by the mainstream media and the online content in Vkontakte. The media utilized more images of known personalities related to the conflict whereas the images in Vkontakte had more regular soldiers and civilians. In addition, the online contents were more graphic portraying images of the deceased. The frequency of posting also varied significantly. The study findings support Cappella et al. (2015) and Berger's (2014) notions on positive sharing, as the posts containing light-hearted

images received more likes, whereas the graphic content received more commenting, which correlates with Vardikou & Konidaris (2023) Zheng et al., (2021) and Weber (2014) findings on textual contents.

Thus, the visual analysis model by Rodriguez and Dimitrova (2011) can be used to examine any visual content to draw underlying frames. The connection between the visual and textual contents will be reflected to draw the final frames. Below is presented the concept map used in this thesis.

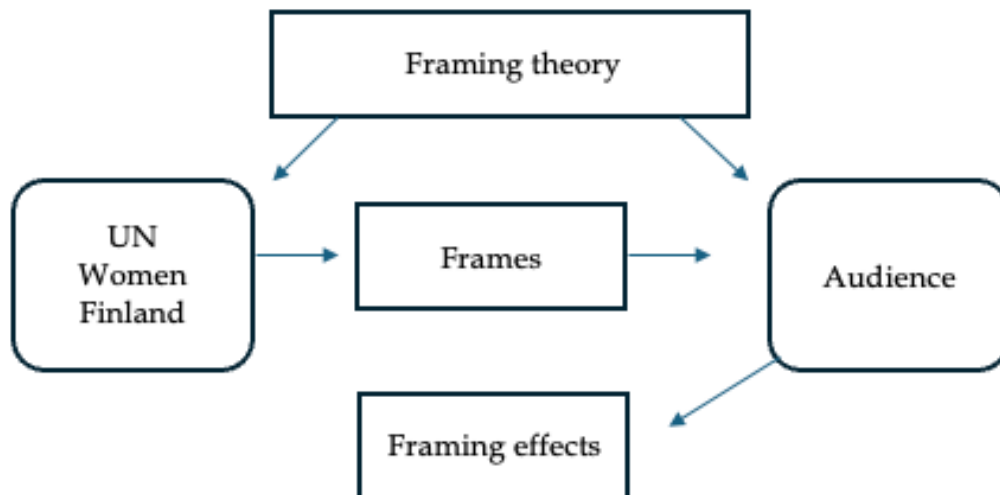


Figure 2-2 Concept map

As presented in figure 2-2, this thesis utilizes framing theory to analyze the frames present in UN Women Finland's Instagram posts both in textual and visual content. In addition, the framing theory is used to study the potential framing effects observable in the audience responses and thus to draw the framing effects caused by the framed messages of UN Women Finland in their Orange days campaign communications.

3 DATA AND METHODOLOGY

In the following chapter, the case organization and their social media will be briefly introduced and justifications for choosing this specific entity and the communication channel for data collection are presented. For the researcher to attain a certain level of creditability and reliability, it is necessary to reveal all the events and processes that occurred during the study (Cardano, 2020). Thus, the data content and collection method are explained, including data handling to ensure ethicality especially in the care of user-generated content.

3.1 Data selection and collection

Of the Finnish population 80,4 per cent uses social media in some form, and Instagram is Finland's third most used social media platform with 2,2 million users, majority of them being women by 58,9 per cent (Kemp, 2024). The mobile app is mainly used for sharing videos and photos and only people above 13-years of age are eligible to create an account (Meta, 2024). UN Women Finland has an Instagram account with approximately 45 400 followers (UN Women Suomi, n.d.-b). The organization also uses other social media channels, such as LinkedIn, Twitter (UN Women Suomi, n.d.), and Facebook, which has about 21 000 followers (UN Women Suomi, n.d.-a). After a review of available content in both platforms, the number of comments in the campaign posts were found to be more numerous in Instagram compared to Facebook. Thus, considering the number of followers and data available, the UN Women Finland Instagram was chosen as a source for this thesis.

UN Women Finland posts content relating to their Orange days campaign throughout the year. However, the main event week starts from 25th of November and lasts until 10th of December each year. During this time, the campaign message and the organization are most visible in media and attains much attention due to the participating public figures, orange lit buildings and advertisements in several media channels (Caglayan, 2023). It can be therefore assumed that what is being said and how it is being said during this time of vast

attention has a major impact on the organization's efforts. Thus, this thesis analyses only posts published during the campaign week with the hashtag #oranssitpäivät (*orange days*).

The use of hashtags allows users to categorize and give meaning to their post. It also functions as a link that makes content more searchable. (Flick, 2022.) UN Women Finland does have video content with the same hashtag, however, the posts containing video were left out and only still visual photos and drawings were included. This is due to the researcher's limited experience in analyzing visual content, and according to Flick (2022) the analysis of video content is challenging, and its methodology is still under development.

When a researcher collects data, they must consider the ethical implications of their research. Typically, studies use informed consent, however, UN Women Finland is a public organization and aims to reach as much audience as possible, their posts can be considered as public, and no informed consent is needed. (Flick, 2022.) Thus, the empirical secondary data was collected manually from the UN Women Suomi Instagram page, consisting of textual and visual content. The description texts and screenshots of images were inserted into an excel file where they were further analyzed. The data initially consisted of 20 Instagram posts made by UN Women Suomi during their Orange Days campaign, which occurred 25.11-10.12.2023. For the Instagram post to be included in the data collection the hashtag #oranssitpäivät (*orange days*) had to be present in the textual and visual content.

After the collection phase, and thorough review of the materials, two Instagram posts out of the initial 20 were excluded from the analysis due to their limited and repetitive, advertising content. A notable aspect in the UN Women Finland posts, is that they contain mostly textual content although Instagram is a highly visual platform. Thus, the final analysis consists of 18 Instagram posts including textual and visual materials. The visual content comprises of 27 photographs/drawings. In addition, the user-generated comments and reactions were collected to an excel file by only copying the reaction text or emoji. Thus, any identification factors were excluded. The engagement data, such as number of likes was not always available and were therefore not taken into consideration.

3.2 Thematic Analysis

According to Aspers & Corte (2019), qualitative research questions existing variables and distinguishes new ones from any phenomenon by collecting empirical data, comparing to prior research and ultimately relates to theory. Qualitative research has a subjective, interpretative approach which aims to understand behavior and phenomenon's (Cassell, Cunliffe & Grandy, 2018). Therefore, this thesis utilized qualitative methods to understand what frames UN Women Finland uses in their Orange days -campaign communication, and what kind of framing effects can be observed in the user comments.

The analysis of textual data was conducted by using thematic analysis, which aims to recognize emerging themes and patterns from the data set. The analysis can be done either inductively or deductively. (Thompson, 2022.) In this thesis both methods are utilized as recommended by Van Gorp (2010) and Rabadán (2022) to attain more holistic, subjective and reliable results. The thematic analysis method is highly flexible but follows six step process in order to be comparable to similar studies. (Braun & Clarke, 2006.) These steps are presented briefly in figure 3-1.

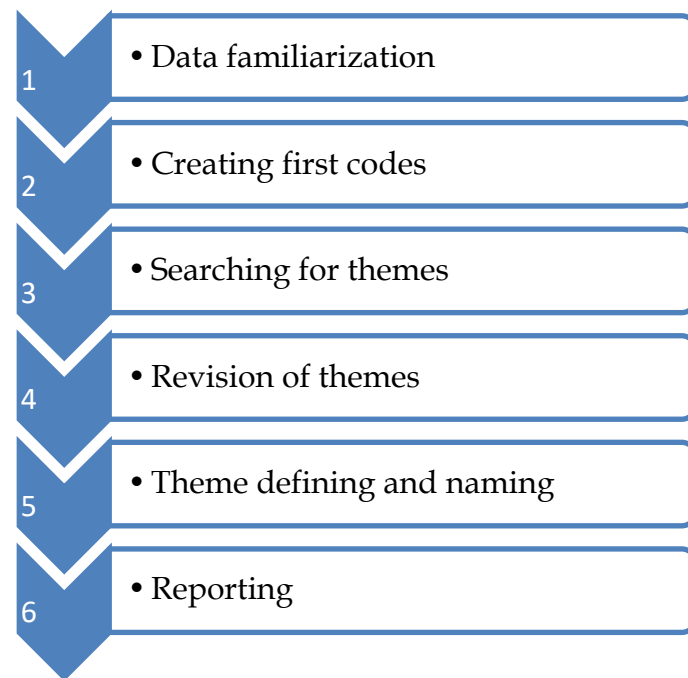


Figure 3-1 Six (6) steps of Thematic analysis (Braun & Clarke, 2006; O’Gorman & MacIntosh, 2015)

According to Braun and Clarke (2006) in the first stage of thematic analysis, it is important for the researcher to get familiar with the material, and depending on the scale of data set it is possible that several rounds of reading are necessary for proper understanding and familiarity. The analysis process is not entirely linear but rather interactive and may require repeated revisions in later phases as well (Kiger & Varpio, 2020). However, it is important to start making notes from the beginning. (O’Gorman & MacIntosh, 2015.) Thus, the textual content used in the analysis was reviewed two times, and initial notes, questions and thoughts were written down. This was conducted inductively, which means that the remarks came from the data. An example snapshot of this process can be viewed in the appendices; appendix 1.

In the second step, according to Braun and Clarke (2006), the entire material must be handled systematically, and the first codes containing latent or semantic information are formed. These codes are then organized into themed groups in the third step, where it becomes evident that some themes occur more often than others, thus forming main and sub-themes (Kiger & Varpio, 2020; O’Gorman &

MacIntosh, 2015). To attain as much information as possible from the data set, two separate mind maps were formed. The first mind map is presented in figure 3-2.

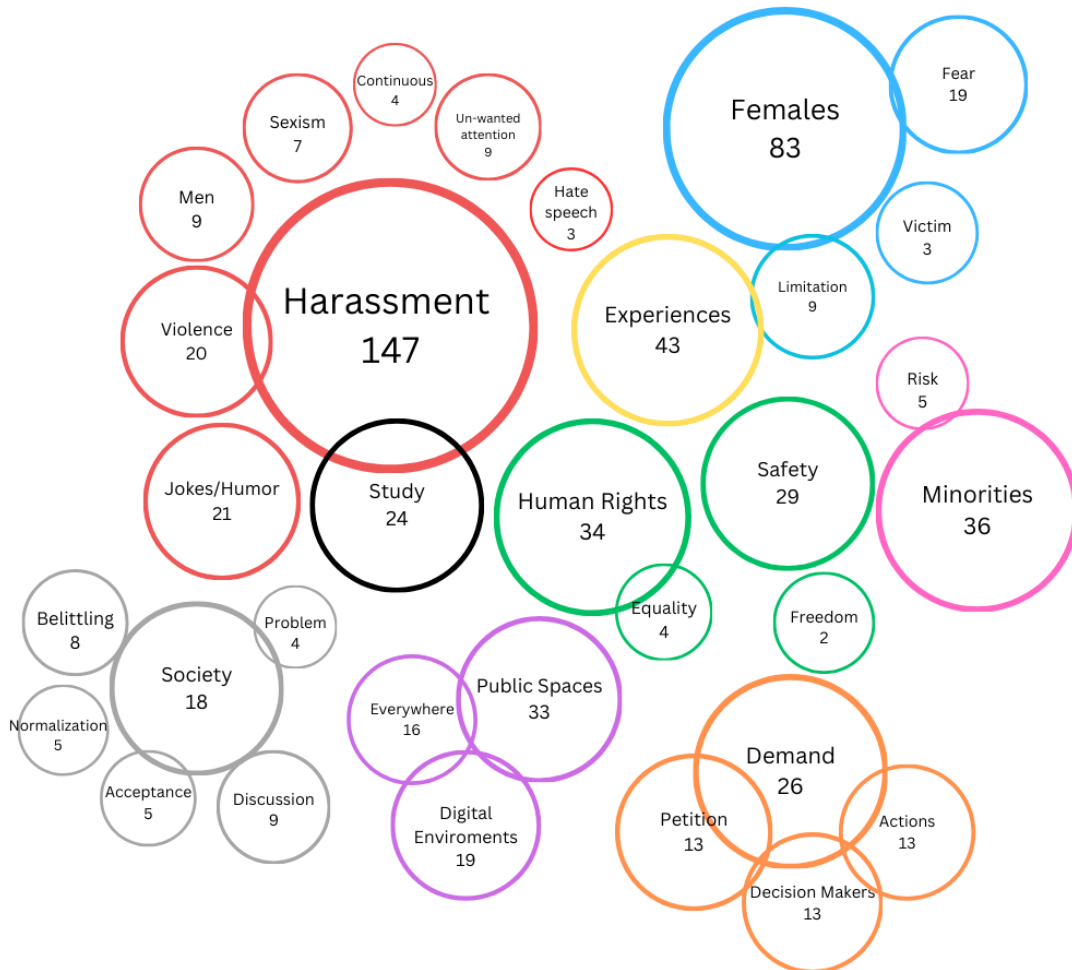


Figure 3-2 Semantic map of Thematic analysis phase two

The first mind map was formed by manually calculating the most used phrases, words and notable disparities found in the data set. The number of times the words or ideas were referred to is presented in the map. These findings were then grouped, and color coded for further understanding.



Figure 3-3 Map of initial notes and latent aspects in Thematic Analysis phase two

The second map presented in figure 3-3 utilized the initial, inductive notes done in the excel file, and new notes of the second review that focused on the latent aspects identified in the data. Unlike the first map the second aimed to dig deeper and not only focus on the visible aspects evident in the text. These were used to form the first codes. For the third step these two maps were then compared, and first main and sub-themes emerged. The main themes comprise of “gendered violence”, “victims”, “moral judgements” and “society”. The sub-themes were identified as “harassment”, “females”, “minorities”, “defenders” and “equality”.

The fourth step includes the revision of the themes and codes. Some themes can be found to lack supportive evidence, others overlap, and others can differ strongly and do not have meaningful connection. (Kiger & Varpio, 2020; O’Gorman & MacIntosh, 2015.) According to Braun and Clarke (2006), in this revision phase the researcher should be able to form a thematic map, which correlates with the overall data set. If it does not, the researcher must return to previous phases to refine the codes and themes. The goal is to have clear themes in the fifth step, which correlate with the research question, and tells the final report reader ‘*the story of the data*’ (O’Gorman & MacIntosh, 2015, 146). The final thematic map with the found frames is presented in results in figure 3-4, and its relation to framing theory is discussed.

3.3 Visual content analysis

The visual material was analyzed with content analysis, which is a systematic way to describe the data and its meaning (Schreier, 2012). This content analysis incorporated the visual analysis model introduced by Rodríguez and Dimitrova (2011) where visual content can be analyzed in terms of four distinctive layers to identify the underlying frames. The four layers used in visual content analysis, namely denotative, stylistic-semiotic, connotative and ideological are presented briefly in table 3-1.

Table 3-1 Four (4) levels of visual content analysis model by Rodríguez & Dimitrova (2011, 52-59)

Visual content analysis model	
Denotative	All content is factually described. Can include textual content, such as descriptions. Frames are drawn from themes noted from the visual objects and text. Can be used in deductive and inductive research.
Stylistic-semiotic	Observes the used camera angle, distance between camera and object and non-verbal behavior present in the image.
Connotative	Focuses on symbols. Highly culturally bound interpretation.
Ideological	Aims to understand the power construct; whose voice and interest the image serves.

In this thesis the visual content consists of 27 photographs and illustrations, which were analyzed in the denotative, stylistic-semiotic and ideological level as instructed by Rodríguez and Dimitrova (2011). Thus, the supportive textual content was included to derive the underlying frames. The textual material does not include the description texts, which were handled by using thematic analysis. In total there were 21 supportive textual posts. One of the UN Women Finland Instagram publications does not include photography or illustrations and is comprised of only textual content. This particular post was analyzed on the denotative and ideological level. Also, out of the 27 visuals nine (9) did not contain any textual material overlapping the image. Another typical feature for the visual content was that majority of photos and illustrations have orange filter to signal the post belonging to the UN Women Finland Orange days campaign. Examples of the visual content can be seen in appendices 2.

The analysis began from the denotative level and each of the visuals were factually described. During this description phase the other analysis levels, stylistic-semiotic and ideological were taken into consideration and thus, the non-verbal behavior, and possible power construct were included in the

descriptions. The camera angles and distances were not included in the stylistic-semiotic level. The descriptive observations were conducted twice to ensure gathering as much information as possible. On the second round also, the supportive textual content was taken into consideration. The results are discussed in the following chapter.

3.4 Framing effects

As the final step of the analysis concerning UN Women Finland Instagram posts the user generated comments found in the collected posts were analyzed using content analysis. Out of the 18 posts only 11 had comments or other type of reactions. These were collected to a excel file, where they were translated into English and all identification aspects, such as usernames were excluded. An example snapshot of the excel file can be viewed in the appendices; appendix 3.

The goal was to identify what kind of framing effects can be seen in the comment sections by determining them as either positive, negative or neutral. For the comment or reaction to be considered positive it had to include a supportive message towards the content. This included also emojis, such as hearts, thumbs up and smileys. For a reaction to be negative the user-generated content had to include criticism or emojis that could be interpreted as negative responses, such as thumbs down, frowning smileys, skulls etc. Neutral effects contained questions targeted to either the organization or the audience. The framing effect results are presented and discussed after the textual and visual analysis results.

4 RESULTS

In the following the results concerning the research question “what frames can be identified in UN Women textual and visual content?” are presented and discussed. First the focus is on the textual results drawn with thematic analysis as directed by Braun and Clarke (2006). Also, the results of content analysis of the visual material are presented and their relation to the textual data is discussed. The final thematic map is shown in figure 3-4 and the final four main frames and two sub frames are reflected upon.

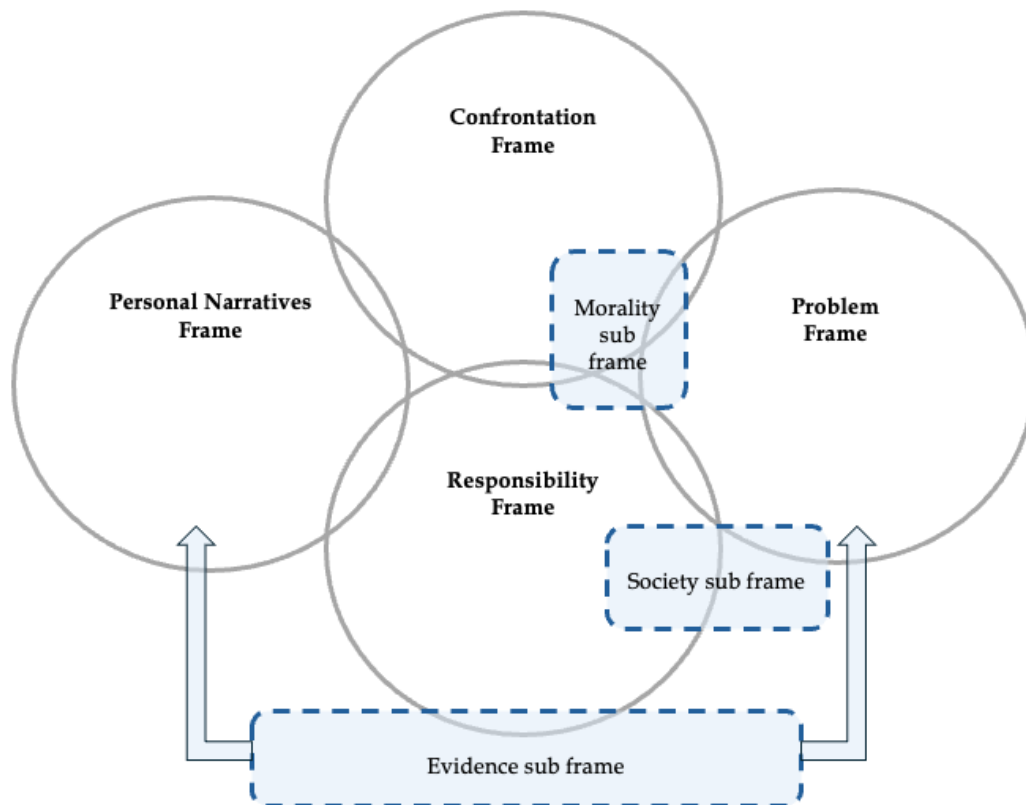


Figure 4-1 Found main frames and sub frames

In the third phase of thematic analysis the initial main themes were “gendered violence”, “victims”, “moral judgements” and “society”. The sub-themes were identified as “harassment”, “females”, “minorities”, “defenders” and “equality”. However, when these themes were refined and reflected upon with framing theory to form frames the outcome resulted in four main frames; **personal narratives frame, responsibility frame, confrontation frame** and **problem frame** as presented in figure 3-4. As sub-frames three distinctive themes emerged, namely **evidence, morality** and **society** sub frames.

Table 4-1 Number of times each main and sub frame occur in textual and visual content

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Main frames				
	Personal narratives	Confrontation	Problem	Responsibility
Textual	18	18	18	18
Visual	26	14	13	23
Sub-frames				
	Evidence	Morality	Society	
Textual	15	18	15	
Visual	4	10	12	

The number of times each of the main and sub-frames emerged is presented in table 3-2. A post could contain several frames in either textual or visual form or both. In the following chapters each of the frames are introduced and supportive evidence is presented. In the table 3-3 is presented brief definitions of each of the main and sub frames found in the data set.

Table 4-2 Brief definitions of the resulted main and sub frames

Brief definitions of the main and sub frames	
Personal narratives main frame	Uses known public figures as representatives of an issue. Typically has personal stories. Includes person introductions, quotations, descriptive fictional scenarios with a human actors and viewer engaging questions. Does not necessarily include emotional appeals.
Responsibility main frame	Places responsibility over an issue to an entity or group either in negative or positive context. Also includes actors who have already taken responsibility over an issue and invites others to do the same. Calls to choose a side. Occasionally has a strong link to the morality sub frame.
Problem main frame	Defines what the problem is, how and where it occurs and to whom (target). It also discusses the implications the problem has to individuals, groups or society. The frame also presents the underlying reasons why the problem manifests and what are the potential ways to solve the problem. Has a strong link to the morality frame and evidence frame.
Confrontation main frame	Places opposing parties or views in a confrontative setting, such as men vs. women or acceptance vs. judgement. Can use latent or direct indications.
Evidence sub frame	Mainly uses survey or other statistical data to support claims or to scale issues. Contains also experience statements.
Morality sub frame	Statements of right and wrong. Calls for a moral judgement or directly presents one. Has a strong

	correlation with morality frame by Semetko & Valkenburg (2000).
Society sub frame	Includes societal issues and influential actors within society.

4.1.1 Personal narratives frame

This frame consists of person introductions, quotations, personal stories, descriptive scenarios and viewer engaging questions, and was thus found in each of the 18 textual materials. It includes the initially identified main theme “*victims*” and sub-themes “*females*”, “*minorities*” and “*defenders*”. Once the themes were refined and reflected upon it was obvious that these themes belong to a similar group. In the reflection, both inductive and deductive methods were used to derive the frame **personal narratives**, as recommended by Van Gorp (2007 and Rabadán (2020). The inductive method used the data set, found themes and codes which were then reflected to prior framing theory. The frame shares similarities with the *human interest frame* by Semetko and Valkenburg (2000) by using personal experiences and emotional appeals. However, there are some differences and overlapping aspects with the other frames, which will be discussed further.

Out of the 18 textual posts nine (9) introduces female public figures in their content, some of them belonging to minority groups such as same-sex couples and transgender women. Many of them have experienced harassment themselves, thus giving the content emotional appeal and a personal story. Each of these figures take part in public discussions and aim to make a difference in society. Therefore, these women can be interpreted to be *defenders* of justice and equality alongside with the organization UN Women Finland, which fights for social change. In this regard, the personal narrative frame slightly overlaps with responsibility frame as they can be considered to be taking responsibility over an issue by participating in driving a change. However, the responsibility frame will be discussed in more detail later on. Below is presented an example of the introduction texts.

1. --" Sara Al Husaini is a writer, feminist and activist who has spoken out bravely, especially against honor violence and forced marriages. Al Husaini has been awarded Refugee Woman of the Year in 2021."--

Some stories used in the content are written by UN Women Finland to paint the viewer a scenario where many women feel unsafe. In addition, UN Women Finland uses quotations from a sexual harassment survey they conducted together with Eeva media. Thus, the personal narratives frame has a connection to the evidence sub-frame as shown in figure 3-4. Some of the quotes are taken from social media comments regarding sexual harassment. There are also emotionally triggering questions. Below are some examples of each of these.

2. --*"Ansku and Ellu are active participants in social discussions. They have spoken especially about the rights of sexual minorities and the discrimination and harassment sexual minorities face, which they have also experienced themselves."*--
3. --*"Known for her courage and outspokenness, Sointu has had to face frequent belittling, sexism and outright sexual harassment during her career, including in work life."*--
4. --*"Nyström has spoken for the rights of trans athletes and made hate speech and bullying visible. He has openly talked about the harassment he has faced, for example, in Yle's documentary series "Jade", which documents his everyday life. The series show how a group of men begins to follow her and her friend's trip to the bathroom, how the men send her rancid pictures on Snapchat, and how a man touched himself after first following Jade for a long time."*--
5. --*"In the morning, I leave home, and I feel good. That is, until someone whistles on the street. A girl walking down the road warns me not to go into the tunnel ahead. There's a harasser. On the way home, a group of boys are shouting rancid things and a man coming towards me stops in front of me, blocking my way. I wonder if I'll make it home."*--
6. --*"Today, countless women and girls experience sexual harassment and violence. Today, a woman walks through the parking lot with her keys in hand to protect herself. Today, a woman changes her clothes at the last minute to avoid sexual harassment. Today, a woman skips a workplace party to avoid being harassed. Today, a woman receives a message from her friend that says "text when you're home". Today, a woman feels an uninvited hand on her thigh or lower back"*--
7. --*"According to one respondent, it is overwhelming for men to accept that she is not interested in the opposite sex. Rejecting men's intimate approaches has caused an aggressive backlash, which has even required help from outsiders."*--
8. --*"What were you wearing? Were you drunk? Women like it! You should be flattered! It was just a joke. You should have some sense of humor! Boys are boys."*--
9. --*"Have you ever not published a post or written a comment because you have experienced anxiety beforehand about the harassment that will follow? Have you reduced your use of a social media channel after being harassed?"*--

The personal narratives main frame was present in 26 visual presentations out of the 27 photographs and illustrations. Those posts that exhibited a public figure known for their work in society were considered to belong in personal narratives frame due to their public image and familiarity to the audience. Similarly, as these figures partake in social issues and are part of the UN Women Finland Orange days campaign, those images were also included in the society sub-frame, which totaled 12 posts. This is due to two posts belonging to personal narratives frame contained stock photos and well-known fictional characters, thus still providing relatable human aspect.

4.1.2 Responsibility frame

This frame was identified by reviewing the initial themes with prior codes and the overall data content in addition to reflecting it deductively to framing theory. It shares similarities with attribution of responsibility frame by Semetko and Valkenburg (2000), which focuses on appointing blame or credit to a certain entity or parties. However, in this case the responsibility frame consists of actors introduced as already taking part in fixing an issue and who also invite other parties to do the same; in a sense to choose a side, which will be discussed further in confrontation frame. Thus, this frame is present in all textual content of the 18 Instagram posts used as analysis material. Below are some examples of texts where this frame is present in semantic or latent form.

1. --*"Rahkonen is a Finnish influencer who discusses social issues on her social media channels, such as mental health issues and harassment against women. Rahkonen's street harassment campaign gained widespread national attention in 2022."*--
2. --*"Eskola actively takes a stand for the rights and status of disabled people in society, especially from the point of view of sexual rights. Also, the harassment experienced by other minorities comes up in Eskola's content."*--
3. --*"We say: #NytRiittää (enough now). Women and girls have the right to live without constant fear of sexual harassment."*--
4. --*"We say: #NytRiittää (enough now). Six years of #MeToo campaign, and yet we're still having the same conversation. Sexual harassment is not a joke, acceptable or funny, under any circumstances."*--
5. --*"With the latest @f_virallinen song, we want to remind you of few basic things."*--
6. --*"When we published the results of UN Women Finland and eeva.fin's survey on sexual harassment, we received a lot of belittling, explanatory and angry comments."*--
7. --*"The Orange Days campaign ends today, but our work to end sexual harassment and violence continues 365 days a year. We demand that the decision-makers take concrete measures to eradicate sexual harassment from public spaces."*--

The invitations to join the cause includes call to action phrases and sentences that induce moral judgements. Thus, the responsibility frame overlaps with the morality sub frame, which correlates directly with Semetko and Valkenburg's (2000) definition. In addition, the responsibility frame uses the survey data in an emotional and morals inducing manner to convince the viewer to take action and join the cause. Therefore, also the evidence sub-frame overlaps with the responsibility main frame. Below are some examples on how this occurs.

8. --*"Almost 40 percent of girls and young women have experienced harassment on social media, online or on the phone (THL). We say that #NytRiittää (enough now) because the web should be a safe place for everyone. Sign up for the Turvassa Netissä (safe online) webinar"*--
9. --*"Sign up now and join us in building a safer network for everyone!"*--

10. --*"In the last few days, there has been a public debate about whether it is appropriate to joke about sexual harassment. Somehow, one would hope that in 2023 we would no longer have to have these discussions - but here we are. Again. -- No - sexual harassment is NOT A JOKE. Sexual harassment is NOT FUN. Sexual harassment is not harmless, trivial, a joke or acceptable in any situation. -- We say that #NytRiittää (enough now). Sexual harassment must be stopped so that women and girls can live as equals in society. Everyone has the right to enjoy public spaces and life without fear of sexual harassment or violence. Demand with us that your local decision-makers take concrete measures to end sexual harassment in public spaces. Sign the petition on our website."*--

The responsibility frame also consists of appointing responsibility on society in terms of being part of the problem and being the solution. Thus, the sub frame society overlaps with the responsibility and problem main frames, both in semantic and latent forms. The society sub-frame is mainly discussed in relation to the problem main frame, however, the sub-frame can be seen in latent form in the prior examples already presented in terms of being the solution. This result was derived by the interpretation that all the actors; UN Women Finland, the public figures presented, and the invited individuals are all part of society. Also, by appointing responsibility to decision makers who play a pivotal role in driving societal change, the forces joining the solution increases. In other words, society is a collection of actors, each of them having various levels of influence how the society operates. Thus, if majority of actors in that society make a collective decision to drive a change it is more likely that change will occur. The problem frame in terms of society will be discussed in the following chapter.

In the visual content the responsibility frame was evident in 23 posts all containing photographs of the publicly known figures who have taken responsibility to drive social change and defend human rights in various ways. In addition, the visual content was analyzed on the ideological level, which aims to understand whose voice the image serves. In majority of the photos UN Women Finland's logo and the color orange was used thus indicating that the images have the organization's voice and speaks for their cause. The responsibility frame was also present in the supportive textual material accompanying the images. An example of this is the post containing the photograph of Tuija Pehkonen, who is a well-known reporter and media personality. She sits in a chair in a manner what would traditionally be judged as unsuitable for a woman; she is facing the back of a chair, her arms are on the chair rest and her legs are spread on both sides. The overlapping text states *"Sexual harassment is often excused as humor or state of drunkenness, although it is always wrong. At the same time, it opens a way to commit even more serious acts of violence. Almost every woman in Finland has experienced sexual harassment. It must end."*

Thus, the example post contains responsibility frame also in the supportive text by demanding change. confrontation frame in a latent form as her position breaks gender roles and expectations, and the posture is typically seen with men. The text supports the confrontation frame as it presents opposing views on sexual harassment. The post also contains the morality sub frame by stating sexual

harassment to be always wrong. The problem main frame is also present as the text mentions sexual harassment and is found in latent form in the visual content as it presents a person who is known for defending women's rights along with the logo of a known organization UN Women Finland, the problem main frame is discussed further in the next chapter.

4.1.3 Problem frame

Out the initial themes, this frame consists of "gendered violence" main theme and "harassment", "females", "minorities" and "equality" sub-themes. The problem frame has a central presence in all of the 18 Instagram posts as it defines what the problem is, who are the targets, how and where does it occur, why and what are the consequences. This frame overlaps with the evidence, morality and society sub frames. Below are examples of how this frame occurs.

1. --"UN Women Finland's and *eeva.fin*'s research on sexual harassment was published this week. -- The research results are shocking, but not surprising: 9/10 women living in Finland have experienced sexual harassment. Women under the age of 35 (up to 94%) and women belonging to minority groups (95%) experience significant amount of sexual harassment."--
2. --"In her book, Al Husaini tells the story of countless girls and women whose experiences of honor violence and harassment go unnoticed by the majority population."--
3. --"Sexual harassment and gender-based violence affect countless women, but different backgrounds, such as belonging to a minority group or having an immigrant background, can affect both the nature of the harassment and violence, as well as the opportunities for women and girls to seek help."--
4. --"Women who speak publicly about sexual harassment are almost without exception subjected to a significant amount of hate speech, insults, questioning of their credibility and outright attacks."--

As these examples show, the problem frame covers the different forms of violence women experience, such as honor violence, sexual harassment, hate speech. In addition, physical and mental violence is mentioned in the data. To scale the extent of the problem UN Women Finland uses the survey data, which overlaps with the evidence sub frame. The prior examples also show who are targets of the problem, violence in its various forms. These are women and girls including those belonging to minority groups. Below are examples of the how and where the problem manifests most commonly according to the data.

1. --"The most common forms of sexual harassment are unwanted touching or groping, yelling or whistling, as well as inappropriate and disturbing comments and/or jokes with sexual connotations."--
2. --"2/3 of women under the age of 25 have received both unwanted sexually suggestive images or videos and unwanted sexually suggestive messages or comments online."--

3. --"The most sexual harassment is experienced in public outdoor spaces, such as streets or parks, as well as in bars, clubs and restaurants. Sexual harassment experienced at the workplace was also emphasized in the responses."--
4. --"Sexual harassment is present in the lives of women and girls every day, everywhere."--
5. --"Sexual harassment occurring online is also a significant issue"--
6. --"We will work tirelessly to ensure that all women and girls have the right to live in safety everywhere, including in politics."--

The problem frame also includes aspects relating to the consequences the problem causes mainly to the targets of violence. These include living in fear, refrain staying out during dark, avoiding certain places, being cautious what to wear, not posting online, not holding hands with a same-sex partner and using various safety measures. In addition, violence in its various forms hinders human rights such as equality, freedom, justice and self-determination. Thus, the frame overlaps with the morality sub frame. Below are some examples from the data.

7. --"It (SH) limits the space and status of women and girls in society."--
8. --"Sexual harassment must be stopped so that women and girls can live as equals in society. Everyone has the right to enjoy public spaces and life without fear of being subjected to sexual harassment or violence."--
9. --"We do not want to live in a society where almost every woman experiences sexual harassment in her life, and where public spaces are not safe for women and girls."--
10. --"Sexual harassment is a manifestation of gender-based violence and a phenomenon that limits women's lives, safety and sense of security in many ways."--
11. --"37 percent of women have limited their movement in the dark or in certain places because of sexual harassment or the threat of it. -- 34 percent of women have used security measures when moving alone outside because of harassment or the threat of harassment. In the open answers to the survey commissioned by @eevamedia and @unwomensuomi, many say that they carry safety spray with them or that they have considered getting one."--
12. --"For many, a key security measure is a phone, which can be used to share one's location information, send split-time information to friends or call for help if necessary. Talking on the phone may be pretended to increase the feeling of security."--

UN Women Finland highlights in their posts how deeply rooted in society the problem is. According to the data society belittles, normalizes and accepts violence, especially sexual harassment (SH) towards women. SH is considered as a humorous thing, a joke and women who call it sexual harassment are seen as humourless people causing ruckus over nothing. Thus, the problem frame overlaps with the society sub frame. Below are examples from the data.

13. --"Sexual harassment is so common and everyday in our society because it is belittled and normalized. Sexual harassment happens all the time, every day, in all kinds of spaces and to all kinds of women and girls, because it is excused and accepted."--

14. --"Women who speak publicly about sexual harassment are almost invariably subjected to a significant amount of hate speech, insults, questioning of their credibility and outright attacks. Women rarely have much to "gain" by going public with their experiences of sexual harassment, but they have a lot to lose."--
15. --"Many seem to think that "now it has gone too far". Many think that women and girls exaggerate their experiences of sexual harassment, or are just too sensitive and humorless."--
16. --"Sexist and demeaning lyrics normalize sexual harassment and the objectification of women."--
17. --"Disabled women who tell about sexual harassment are not always believed, or the victims are blamed. Sometimes it may even be thought that women with disabilities should be satisfied with the 'attention they receive'."--

The problem frame was present in 13 visual content and was often supported by text. For example, a post containing a image collage of characters from the TV series Friends, namely Pheobe and Joey presents the two characters disagreeing on what sexual harrasment is. One aspect of the problem frame is that violence, especially sexual harassment is being normalized, excused and belittled. This image also contains the confrontation frame as the characters disagree in views but also due to the woman vs. men setting, which will be discussed further in the next chapter.

Another example where the problem frame is present is a post with two images, the first containing a stock image of a young woman walking outside alone late at night and she is smiling. The supportive text states "*How women should be able to walk home*". The second picture also contains a stock photo where a woman is walking alone late at night through a parking lot and she looks behind her with an alarmed expression. The inserted text in the image states "*How women have to walk home.*" Thus, the images indicate the issue of fearing violence, such as harassment. By having these two different photos the viewer is also perceives a morality aspect as having to live in fear is not morally right. Therefore, this particular image also belongs to the morality sub frame.

4.1.4 Confrontation frame

This frame includes elements from each of the initially identified themes and has a strong correlation with the conflict frame by Semetko and Valkenburg (2000) by presenting opposing views and interest. However, this confrontation frame differs by including also latent aspects found in the data. As Connolly-Ahem & Broadway (2008) state, it is important for the researcher to note what is potentially left out as aspects most frequently repeated are not necessarily the most important ones. Similarly, Van Gorp (2007) points out that definite frames are not always found directly, and focus should also be in latent elements and their connections that will enable frame identification. Thus, the confrontation frame includes interpretation of the latent aspects as well as semantic evidence.

One of the most striking confrontative aspect of the UN Women Finland Instagram posts are some of the chosen example narratives, which portray men

as the perpetrators. Out of the 18 posts five (5) mentions men. What is also notable is that typically UN Women Finland tends to use neutral language without directly blaming anyone. However, the chosen narratives and highlighting women and girls, including those belonging to a minority group do create a confrontative setting between men and women. Below are the examples how this occurs in the data.

1. --*"Boys will be boys."*--
2. --*"For example, one of the survey respondents said that she noticed that men do not need to limit themselves in the same way"*--
3. --*"Rejecting men's intimate approaches caused an aggressive backlash, which has even required help from outsiders."*--
4. --*"On the way home, a group of boys are shouting rancid things, and a man stops in front of me, blocking my way."*--
5. --*"The series show how a group of men followed her and her friend's trip to the bathroom, how the men sent her rancid pictures on Snapchat, and how a man touched himself after first following Jade for a long time."*--

Another confrontative aspect is how society can be interpreted to be divided into two groups; those going against violence and defending the rights of women and girls versus those who belittle, normalize and accept violence, such as sexual harassment. As mentioned in the responsibility frame, the invitation to join the UN Women Finland's cause can be also interpreted as an invitation to choose a side. This also overlaps with the morality sub frame, which was found in all 18 posts as the confronting aspects are often portrayed in right and wrong setting. See the examples below.

6. --*"It was just a joke, you should have some sense of humor!"*--
7. --*"We live in a society where 88% of women have experienced sexual harassment..."*--
8. --*"Sexual harassment was discussed in the Mahadura & Özberkan podcast several times and over many years, which is an indication of how persistent, deep-rooted and society-wide a problem sexual harassment is."*--
9. --*"Belittling and normalizing sexual harassment also lowers the threshold for more serious acts of violence."*--
10. --*"Disabled women who tell about sexual harassment are not always believed, or the victims are blamed. Sometimes it may be thought that women with disabilities should be satisfied with the 'attention they receive'."*--
11. --*"Yeah yeah, it's not my fault, you think silence is consent. Newsflash: it's not."*--

12. --" Sexist jokes are not funny. The state of drunkenness does not justify harassment. Senior position does not justify harassment. Sexual harassment and sexism are not jokes nor humor."--

The confrontation frame also includes several other opposing aspects that can be identified in the data set. For example, references to winning and losing, victims and perpetrators, safety, fear and violence and accepting versus condemning to mention a few. More of these examples are presented in table 3-4.

Table 4-3 Confrontation frame additional opposing aspects identified in data set

Opposing aspects	Short description
Victim - Perpetrator	Women and girls are victims of violence and men are typical perpetrators.
Winning - Losing	Women going public about SH have very little to gain but a lot to lose. The defenders want to win the battle against violence towards women.
Acceptance - Condemnation	There are those who accept SH and those who judge it to be wrong.
Safety - Violence, fear	Everyone has the right to be and feel safe, whereas women and girls face violence and fear.
Equality - Inequality	Everyone should be treated equally but this does not the reality for women and girls and minorities.
Publicity - Silence	Related to winning and losing aspect. In addition, harassment and the fear of it prevents women from participating in public discussions and posting online (for example).
Freedom - Limitations, oppression	Everyone should have the freedom to dress how they choose and enjoy public spaces. The various forms of violence prevent women from doing that.
Human rights - Abuse, discrimination	Basic human rights are not reality for women and minorities in Finland due to the extent of different forms of violence that occurs, and due to the negative attitudes towards victims.
Defending - Attacking	Related to winning and losing, publicity and silence. Also, those who defend victims of violence get attacked.
We, us - They, them	Grouping into distinctive opposing group, such as defenders.

The confrontation frame appears in 14 visual presentations. One example post, where this frame is highly visible, contains two overlapping illustrations. On the background there is an image, most likely taken from a children's TV series, of several spidermen standing in a circle all pointing at each other. On top of this image is an illustration done in varying orange colors of two women with their fists up in the air. The supportive text placed on top of each of the spidermen states starting from the top left to the center right "Women like it!", "Did you flirt?", "What did you wear?", "It was just a joke!", "You should feel flattered!" and "You can't say anything anymore!". At the central bottom on top of the women illustration is a supportive text that states "Sexual harassment is not acceptable in any situation, and it is never the victims fault!". Thus, this visual content contains the confrontation frame in terms of genders and attitudes towards sexual harassment and how it is viewed. This particular image also contains the morality sub-frame by stating that sexual harassment is never acceptable. The post also has responsibility main frame as the supportive text states the demand for decision makers to take concrete actions to end sexual harassment in public spaces. The text also invites the viewer to sign a petition and thus take responsibility on changing how things currently are.

4.1.5 Framing effects

The analysis of framing effects focused on the user-generated reactions found in the 18 Instagram posts by UN Women Finland. These reactions were collected into an excel file where they were translated, when necessary, into English language and emoticons were verbally described. In case the comment was already written in English the possible typos or grammatical mistakes were not corrected.

In total there were 59 reactions consisting of comments and emoticons. Out of the total 59 seven (7) reactions were found to be negative and ten (10) were neutral. Thus, majority of the reactions were positive and supportive towards UN Women Finland totaling in 42 positive effects. An example of the analysis file can be seen in the appendices; appendix 3. Below are presented examples of the negative, neutral and positive reactions.

The negative reactions consisted of direct criticism toward the organization, questioning their creditability and trustworthiness. It also contains comments that can be regarded as trolling and emoticons with negative correlation. See the examples below.

1. "Not for Israeli women and girls unwomen antisemitic organization."
2. "It is boondoggle research if the data is not usable to the academic community to solve problems."
3. "Every day because I am a man"
4. "That is not the way the lines go, sad frowning emoji."

The neutral reactions had questions directed to the organization and other users. The comments contained also discussions between users, which were not considered as particularly directed towards the organization. In some cases, the discussion did not concern the matter of violence or harassment. See the examples.

5. *"Since our placenta days we have absorbed a delusional thought that men do bad things to women?"*
6. *"Thought distortion was perhaps a slightly insensitive choice of words. What I meant is that it would be good to find out the difference between rational and irrational fears, and also the difference between material security and psychological security. This information and further research would facilitate the development of solutions."*
7. *"Is this site supported/funded by the UN?"*

Positive reactions contained mainly emoticons, such as hearts, raised hands (celebratory), happy smileys and clapping hands. The verbal reactions expressed gratitude towards the organization and their work, and the public figures participating in the campaign. In addition, some posts engaged the audience to share their experiences regarding harassment and what it means to them. There were also cases where mild dispute between commenters is noticeable, however, these cases were classified depending on the tone towards the organization and their cause. Below are some examples.

8. *"Thank you @unwomensuomi for the honor of being involved in a topic that is very important to me (3 heart emojis)"*
9. *"Congratulations @unwomensuomi for having @yacinesamb as part of this important campaign. #nytriittä is a great example of bringing data, empathy and people together to drive societal change."*
10. *"No, this is not a gender thing. It's a completely different way of being systematic towards women, and as a man, denying this only makes you part of the problem."*
11. *"Yes exactly (smiley and a heart)"*
12. *"What if I raped you? police humor in a state of drunkenness!!"*

What was notable in the user comments is that in a post where the confrontation frame was displayed both in textual and visual manner in a sense of women versus men, thus also including the personal narratives frame, the user reactions reflect strong emotional responses and users were triggered to share their experiences. In this particular post, the morality sub frame is strongly present as well making the results correlate with the findings of Weber (2014), who noted that online publications, which contain controversies cause repeated commenting in the audience.

5 CONCLUSIONS

The focus of this master's thesis was on the identification of textual and visual frames in the context of UN Women Finland's Instagram posts, and to recognize some of the framing effects the used frames have on the audience. Thus, the research questions were 1) What frames can be identified in the textual and visual content of UN Women Finland Instagram posts? 2) What framing effects can be observed in the user comments and reactions?

The analysis of the textual and visual data set resulted in four main frames; namely personal narratives, responsibility, confrontation and problem frame. The most prominent frame being the personal narratives frame. In addition, three sub-frames were identified. These were morality, society and evidence sub frames. A post could contain several frames as they would often overlap with each other in the content. Each of the frames were drawn inductively, however, their reliability and validity were tested by comparing them to previously identified frames by Semetko & Valkenburg (2000). Several similarities were found, however, the identified frames also have significant differences and thus the results derived by inductive methods cannot be ignored. In addition, the data set is relatively small, and the case organization and its cause has unique characteristics, which support the use of inductive methods.

When it comes to the framing effects the audience mainly reacted positively and showed support to the organization, participating public figures and to the general cause of the campaign. However, some negative reactions were also observed that mainly reflected questioning the organization's reliability and trustworthiness. The identified neutral reactions contained questions targeted to UN Women Finland or to other users.

In overall, the identified frames and the framing effects support previously made notions, such as that content with human aspect and morality arouse strong emotional reactions and posts containing negative aspect receive more attention than positive ones (Valenzuela et al., 2017; Weber, 2014). For example, in the case of a post where confrontative aspects, men versus women, were present in both textual and visual content the audience had strong positive reactions in terms of the organization and its cause, and even shared their personal experiences. In this case, also the morality sub frame was strongly

present visually and in text, which according to Valenzuela et al., (2017) has the tendency to arouse strong emotions that push people to take action.

To ensure reliability and validity, the research process has been opened to scrutiny as much as possible by presenting quotations and other supportive evidence in the form of figures, tables and attachments found in the appendices. This thesis has aimed to contribute to the framing research in the field of social media, visual contents and framing effects. When it comes to the limitations of this research the size of the data sample must be noted. Since the collection and analysis was mainly conducted manually the sample was scaled to cover the campaign week and only posts containing text, photographs or illustrations were included. Thus, excluding video content. In addition, the researcher utilized framing theory for the first time and had not conducted visual analysis previously. These limitations are mitigated by providing transparency of the research process and by reflecting results to prior research.

For future research, it is suggested to conduct similar type of framing study with a larger sample set in the case of non-profit organizations. In the case of UN Women Finland, the data set could cover multiple social media platforms and longer data collection period to attain deeper understanding of the organization's choices of framing and the effects these frames have on various audiences. It is possible that reactions and comments vary depending on the social media platform used as suggested by Valenzuela et al., (2017). In addition, any available video content should also be utilized in the future analysis.

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APPENDICES

APPENDIX 1: “First phase of Thematic Analysis”

unwomensuomi		
Se oli vaan vitsi! Mitään ei saa enää sanoa! Huumorintajutonta sakkia. Naiset kehojaa sitä. Olisivat imameluja.	Quoting, from where and by who? Excuses, accusative, belittling	
Viime päivinä julkisuudessa on keskusteltu siitä, onko seksuaalisella häirinnällä sopivaa vitsailua. Jotenkin sitä toivoisi, että vuonna 2023 meidän ei tarvisi enää käydä näitä keskusteluja - mutta tässä sitä ollaan. Taas.	Public debate, discussions. Sexual harassment a joke? Continuuous, hope for change frustration	Public issue, attitudes. Society.
Ei - seksuaalinen häirintä EI OLE VITSI. Seksuaalinen häirintä EI OLE HAUSKAA. Seksuaalinen häirintä ei ole harmitonta, vähäpätöistä, läppä tai missään tilanteessa hyväksyttävää.	Argumentation, debate, being against someone? Morals, acceptance, belittling, joke	
<u>Me elämme yhteiskunnassa</u> , jossa... X 88% naisista on kokenut seksuaalista häirintää X 94% alle 35-vuotiaista naisista on kokenut seksuaalista häirintää X 95% yhteen tai useampaan vähemmistöryhmään kuuluvista naisista on kokenut seksuaalista häirintää X Suurin osa seksuaalisesta häirinnästä tapahtuu julkisissa tai puolijulkisissa tiloissa, kuten kadulla, puistoissa, baareissa tai ravintoloissa	We, us - they, them? community, society experiences by women harassment minorities (women) harassment	DATA
X Alle 25-vuotiaista naisista 2/3 on vastaanottanut sekä ei-toivottuja seksuaalisia ävytteisiä kuvia tai videoita että ei-toivottuja seksuaalisia ävytteisiä viestejä tai kommentteja verkossa	Forms of harassment un-wanted sexual comments, content online, mobile	
Seksuaalinen häirintä on <u>yhteiskunnassamme</u> niin yleistä ja arkipäiväistä, koska sitä vähätellään ja normalisoidaan. Seksuaalista häirintää tapahtuu jatkuvasti, joka päivä, kaikenlaisissa tiloissa ja kaikenlaisille naisille ja tytöille, koska sitä selitellään ja se hyväksytään. TÄMÄ EI VOI JATKUA.	Society, society's attitude towards SH; belittling, normalization, excuses, acceptance common, daily, all kind of spaces; culture? all kinds of girls and women, victims? Demand for change	Factually formed sentence, this is the situation now, why it happens, where it happens, to whom it happens, why it happens
Me sanomme, että #Nyrjittää. Seksuaalinen häirintä on saatava loppumaan, jotta naiset ja tytöt voivat elää tasa-arvoisina yhteiskunnassa. <u>Kaikkilla on oikeus</u> nauttia julkisissa tiloissa ja elämästä ilman pelkoa seksuaalisen häirinnän tai väkivallan kohteeksi joutumisesta.	We say, us, community demand for change, ending SH women and girls, equality, rights everyone public spaces, shared spaces, life in general fear, violence	Gives a sense of conflict, us vs them. Defending position, safeguarding women and girls, against? Interpretation goes towards men but text does not mention men directly. Talks about equality and everyone; men, women and minorities. Speaks about SH being restrictive aspect in life and enjoying life for women and girls. They are targets, victims of SH. Lack of equality in society.
Vaadi kanssamme paikkakuntasi päättäjiä ryhtymään konkreettisiin toimiin seksuaalisen häirinnän lopettamiseksi julkisista tiloista. <u>Allekirjoita</u> vetoomus sivullamme: unwomen.fi/nyrjittaa	Demand, with us, join us decision makers responsibility to end SH in public spaces call to action; you do something, with us, demand, defend	Calls for action, and to take responsibility. Delegates responsibility to decision makers and to the viewer to take action. To join the defenders as they are. SH needs to stop because it is wrong; moral judgement. What kind of concrete actions should DM make? Isn't SH deeply rooted in culture? needs attitude changes in society.
Lähde: UN Women Suomen ja @eevamedia tilaama kyselytutkimus. Tutkimuksen toteutti @dagmar_fi		

Appendix 2: "Excel file - Visual content analysis"

F	G	H	I
 <p>Mukaan jokainen suomalainen nainen on kärsinyt seksuaalista häirintää, ja seksuaaliharjoittelunsa koulutusta, taitoja häirintään riittää jättä sukkamail. Kukaan ei ole koskaan, ja sitä koskaan myöskin ei ole ja rakastaa ihmisen jalkaa seksuaaliseen häirintään.</p>	<p>JULKISTEN TILOJEN ON OLTAVA TURVALLISIA - KAIKILLE.</p> <p>Vaadi konkreettisia tekoja seksuaalisen häirinnän lopettamiseksi - allekirjoita vetoamus.</p> <p>www.unwomen.fi</p>		
 <p>Seksuaalinen häirintä ei ole vitsi! Seksuaalinen häirintä ei ole vitsi! Seksuaalinen häirintä ei ole vitsi! Seksuaalinen häirintä ei ole vitsi!</p>	<p>Seksuaalinen häirintä ei ole vitsi, läppä, harmitonta, hauskaa, vaaratonta tai missään tilanteessa hyväksyttävää.</p> <p>www.unwomen.fi</p>	<p>Vaadi konkreettisia tekoja seksuaalisen häirinnän lopettamiseksi - allekirjoita vetoamus.</p> <p>www.unwomen.fi</p>	
 <p>Nainen ei pitäisi joutua kestämään seksuaalista häirintää ikään kuin se olisi jokin normaali kokemus. Seksuaalinen häirintä on valian väärinkäyttöä, eikä sitä saa normalisoida tai hyväksyä missään tilanteessa.</p> <p>SCENTU RACIO</p>	<p>Vaadi konkreettisia tekoja seksuaalisen häirinnän lopettamiseksi - allekirjoita vetoamus.</p> <p>www.unwomen.fi</p>		
 <p>Lähies jokainen suomalainen nainen joutuu elämänsä aikana kokemaan seksuaalista häirintää. Tämä ei voi jatkua. Seksuaalinen häirintä on ihmiskokemuksena - se rikoo yksilön ihmisarvoa ja oikeuksia, ja sitä ei saa hyväksyä missään tilanteessa.</p> <p>SUSAN MAHADURA</p>	<p>Vaadi konkreettisia tekoja seksuaalisen häirinnän lopettamiseksi - allekirjoita vetoamus.</p> <p>www.unwomen.fi</p>		
 <p>Seksuaalinen häirintä kuitataan usein huumorilla tai humalalla, vaikka se on aina väkivaltaisesti väärin. Samalla se on myös oikea väkivalta väkivaltaa teolle. Lähies jokainen nainen Suomessa on kokennut seksuaalista häirintää. Se on lopetettava.</p> <p>TULLA PEIKONEN</p>	<p>Vaadi konkreettisia tekoja seksuaalisen häirinnän lopettamiseksi - allekirjoita vetoamus.</p> <p>www.unwomen.fi</p>		
 <p>KIITOS</p> <p>Kuukalle yli 400:lle osallistujalle Turvassa poliittisessa lähtösuhtein.</p>			

Appendix 3: “Excel file - Framing effects analysis”

User-generated comments	Framing effect
Uncomfortable smiley emoji	Negative
Thank you for this campaign	positive
Heart emoji	positive
Clapping hands	positive
Not for Israeli women and girls unwomen antisemitic organization	Negative
Thank you @unwomensuomi for the honor of being involved in a topic that is very important to me (3 heart emojis)	positive
five clapping hands emojis	positive
two emojis of raised hands (means celebration: google)	positive
Thank you again for the important speech. You do important work @unwomensuomi and @yacinesamb	positive
Congratulations @unwomensuomi for having @yacinesamb as part of this important campaign. #nytriittää is a great example of bringing data, empathy and people together to drive societal change.	positive
raised hands and two heart emojis	positive
two heart emojis	positive
So is this about the effects of anxiety experienced in the persons innerworld which reflects on their behavior or the effect of real external threats on behavior? What was the research method and experimental setup that you used to exclude thought distortions from the data?	Neutral
It is boondoggle research if the data is not usable to the academic community to solve problems	Negative
As for whether men restrict from walking on dark, remote streets, moving around in dangerous neighborhoods and strange cities. What research are you referring to when you postulate that men do not practice self-regulation regarding route choices?	Negative
Since our placenta days we have absorbed a delusional thought that men do bad things to women?	Neutral
Thought distortion was perhaps a slightly insensitive choice of words. What I meant is that it would be good to find out the	