Comparative Framing and Sentiment Analysis of Trump's 2nd of April Tariff Announcement

Tom Treep

Department of Communication Science, University of Twente

Bachelor Thesis COM, 202420200

Anne Dijkstra

June 30th, 2025

Word count: 8919

Abstract

This research investigates how U.S. media outlets with different ideologies framed President Donald J. Trump's tariffs on April 2, 2025, and how the public responded to this policy. This media analysis contains a qualitative framing analysis of 30 news articles, ten per media outlet, varying from left-leaning (The New York Times), center-leaning (The Hill), and right-leaning outlets (Deseret News). These articles were coded by Entman's framing functions and Semetko & Valkenburg's generic frames. The findings indicate that media outlets framed the event in distinct ways aligned with their beliefs. Left outlets framed tariffs as an economic risk and moral criticism, centrist outlets focused on facts and uncertainty, while right-leaning outlets framed tariffs as a justified response against fair trade. All outlets did acknowledge the uncertainty and fast decisions of Trump. After the framing analysis, a lexicon-based quantitative sentiment analysis was executed, focusing on 7,000 comments on YouTube covering the announcement live. This showed a near-perfect polarity (473 positive vs. 450 negative). The sentiment analysis of YouTube videos indicated a polarized picture of positive and negative public reactions, with emotions such as trust, anticipation, anger, and fear being most present. Together, results highlight that partisan media frames quickly influence the feelings people express online, and those reactions in turn reinforce the news narratives. Future research is needed to track how this feedback loop evolves over a longer period.

Keywords: sentiment analysis, media framing, public opinion, political communication, YouTube, polarization, Trump, tariffs, digital media, media outlets.

Table of contents

1. Introduction

In the 2024 U.S. presidential election between Kamala Harris and Donald J. Trump, Donald J. Trump won with 49.8% of the national votes. This made Trump the first Republican since 2004 to win the popular vote for president. (CNN, 2024). From the start of Trump's presidency on January 20, 2025, Trump has filed multiple significant policy changes across multiple domains. These changes include defense, immigration, tariffs, climate policy, diversity, social media, and government spending. (BBC News, 2025). These rather fast reformations have a significant impact on the public sentiment of not only the United States but also globally (Pew Research Center, 2025). One of the biggest policy changes so far was the introduction of new tariffs on April 2, 2025. These changes are expected to have a major impact on multiple countries and thus were extensively discussed in the news, which caught the attention of the public. Tariffs on electronics, automobiles, and steel have an impact on global supply chains. They push prices up, reduce trade, and lower confidence, which impacts the global economy. According to CNN (2025), the tariffs that were announced by President Trump on the 2nd of April 2025 included a 20% tariff on Chinese electronics and a 25% tariff on car imports from Europe. In the speech, Trump framed these measures as a return to American greatness through industrial strength, which creates self-reliance. (CNN, 2025). The BBC (2025) reported a mixed international response, with European and Asian trade ministers wanting to take retaliatory actions. Public interest has increased significantly when major news outlets covered the tariffs extensively. (PublicRelay, 2025).

Nowadays media environments are saturated with information. This also applies to policy shifts, making it more challenging for citizens to distinguish real information from misinformation (Béland et al., 2025). According to the World Economic Forum's Global Risks Report (2024), misinformation and disinformation will be ranked as the highest global risk for the upcoming two years. This highlights the importance of misinformation and disinformation to societies and how both can shape what people think about a certain issue.

Several communication theories explain how media narratives and political messaging can influence public opinion. For example, the framing theory from Entman (1993) explains how frames can alter how the public understands issues and how they feel about that specific issue. In relation to tariffs, this could imply that tariffs may have a negative economic effect due to increased product prices. However, tariffs can also be seen as beneficial, as they can stimulate

national production, which enhances the economic growth for the Americans. Besides framing, priming and agenda-setting theories are considered as the three complementary processes in shaping public opinion (Weaver, 2007). According to Weaver (2007), they influence what people think about (agenda-setting), increase the importance of an issue through repeated exposure (priming), and shape how individuals interpret and react to that specific issue (framing). Given the media's power to shape public opinion through mechanisms with these latest advancements, it is considered an interesting topic to research how media shapes opinion based on the tariff announcements from April 2nd.

Previous research has explored individual pieces of the puzzle. While various aspects of these variables have been studied, there is a lack of research on how major policy changes like the tariffs are framed across different media outlets and how social media responds to such information and changes. The introduction of President Trump's new tariffs on April 2, 2025, provides an opportunity to examine this highly relevant topic. Media outlets, varying from left-leaning to right-leaning, may frame tariff announcements in distinct ways, potentially focusing on different aspects.

At the same time, the public can react on platforms like YouTube, which can be measured to analyze the sentiment towards the tariffs. To address this gap accordingly, the study will focus on Trump's tariff announcement on April 2nd. It will investigate the original sentiment of the speech and how left-, center-, and right-leaning U.S. media outlets framed this event and what media discourse surrounded the tariffs. Additionally, there will be a search for relationships between the framing of the tariffs by the news outlet and the public sentiment. By analyzing political communication, media framing, and sentiment on YouTube, the aim is to find real-time information about the way political news is framed and how this correlates with the public sentiment on the political-oriented social media platform YouTube.

This leads to the central research question:

How was the introduction of Trump's new tariffs on April 2, 2025, framed by left-, right-, and center-leaning U.S. media, and what sentiment prevailed in the YouTube discourse surrounding this event?

Nowadays, people are surrounded by large amounts of information, and some of it is misleading and false. This creates a high importance of how economic policies are shaped, communicated, and how the people respond to them. According to the World Economic Forum's Global Risks Report (2024), misinformation and disinformation are among the

greatest threats globally. This shows the urgency and relevancy of studying how the media shapes public understanding of important issues like the tariffs. The research is useful for multiple groups of people. Policymakers, journalists, platform designers, and regulators can use the information on how online systems and media outlets can amplify public opinion and the spread of information. By studying the link between media framing and public sentiment, this research can help explain how messages with a focus on a political implication, like the tariffs, can be understood in the digital media.

To address the identified research problem, this thesis pursues the following objectives: (1.) Analyze framing strategies employed in President Trump's April 2, 2025, tariff speech. (2.) Examine and compare how left-, center-, and right-leaning U.S. media outlets framed the tariff announcement. (3.) The emotions of the public sentiment in YouTube comment sections about the announcement. (4.) Investigate the extent to which media framing correlates with public sentiment expressed on YouTube.

This study contributes to the field of political communication and media studies by examining how media framing analysis and social media sentiment analysis come together. While framing has been used widely in the political field, there is still room for empirical research examining the ideologically diverse media outlets about the impact of economic policies and how these interact with the sentiment on social media platforms. Furthermore, in comparison with Twitter, YouTube is an understudied environment within framing and sentiment analysis around political discourse. While there is still a lot of information available regarding politics and economics. This thesis addresses these gaps by offering an approach that combines communication theories, computational analysis, and media ideology within the context of an economic event.

2. Theoretical Framework

2.1 Media Framing Theory in Political News

Media framing theory claims that the way news is presented through selective exposure to a certain aspect of an issue can significantly shape the public interpretation and opinion (Entman, 1993; Chon & Druckman, 2007). To frame a specific issue is to "select some aspect of a perceived reality and make them more salient in a communicating text" (Entman, 1993, p. 52). This is done to promote a certain problem definition, causal interpretation, moral evaluation, or policy recommendation, according to Entman (1993). This means that frames function to define problems, diagnose causes, make moral judgments, and suggest remedies within the narrative of media and news outlets (Entman, 1993). Practically, this means that the same event can be portrayed in multiple ways depending on how the situation is portrayed. A major finding of the framing theory is that the issue can be viewed from multiple angles and linked to a considerable number of values or considerations (Chong & Druckman, 2007). By highlighting a certain attribute of an event and downplaying another, media frames guide their audience in how to understand and evaluate that certain event. Research has indicated that exposure to different kinds of frames can affect an individual's perspective and emotional response towards an event, in this scenario a political issue (Gross & D'Ambrosio, 2004; Chong & Druckman, 2007). To advance deeper into context, a policy like a tariff increase might be framed in economic terms as a possibility to increase the jobs within America. On the other hand, it can also be framed as raising the consumer prices (fair trade vs. isolationism).

Entman's four-part framing model offers a lens for exploring media text's constructions by focusing on specific aspects. Framing, in Entman's (1993) view, performs four core functions: (1.) problem definition, highlighting what is at stake and why the issue gets attention (2.) causal interpretation focusing on the responsibility towards specific actors, structures, or events. (3.) Moral evaluation, aiming at judgments that signal whether the situation is acceptable or reprehensible. (4.) treatment recommendation, which concentrates on possible remedies, policy responses, or courses of action. These elements work together, each highlighting and eliminating certain aspects of the story. Using this helps the research compare different news outlets and how they construct the story around the tariffs.

Studies have identified several generic news frames that are commonly used across political issues, including the so-called conflict frame, economic consequences frame, human

interest frame, morality frame, and responsibility frame (Semetko & Valkenburg, 2000). The conflict frame focuses on the disagreement and confrontation, thus on conflict between the U.S. and China (trade war), while the economic consequence frame focuses on the financial or material impacts on society (Semetko & Valkenburg, 2000). These frames are used by journalists or media outlets to wrap information in familiar narrative frames.

Previous content analyses support that in controversial implementation of new policies, news outlets tend to gravitate toward conflict and economic frames to attract audience attention (Semetko & Valkenburg, 2000; de Vreese, 2005). Another important point is that the selection of frames is never neutral; it reflects on the outlet's stance or ideological leaning. Left, neutral, or right-oriented people may choose different frames for the same event that align with their political standpoint and audience expectations. (Entman, 2007; Iyengar & Hahn, 2009). For example, a left-oriented outlet might frame new tariffs as harmful to consumers or international relations. Meanwhile, right-oriented media outlets can frame it as protecting national industries and jobs. This closely aligns with theories of media bias and slant, which indicate that media outlets highlight aspects of a story that resonate with their ideological beliefs or audiences' core values (Gentzkow & Shapiro, 2010; Groeling, 2013). Based on this background, the framing of President Trump's announcement on April 3, 2025, is expected to vary by media outlet ideological beliefs. Framing differences originate from each outlet's backstory, beliefs, and identity, which converge with the framing choice, which determines the reality and public discourse and shapes public opinion. (Chong & Druckman, 2007; Zaller, 1992).

Frames point out certain information but also have an evaluative tone toward the subject. Entman (2007) argues that framing works effectively when it is activated by certain beliefs or feelings in the audience. A news frame can be positive, negative, or neutral in its sentiment by telling the audience to view the issues as either favorable or unfavorable (de Vreese, 2005; Matthes, 2012). There is an overlap with the concept of slant or media tone, whether media coverage is supportive or critical. In partisan media, the tone and frame cooperate. For example, Kellstedt (2003) demonstrated in his research that shifts in media framing of racial problems led to shifts in public attitudes over time. His analysis highlights that changes within the media frame were connected to the changes in public support. Kellstedt's (2003) research indicates that media content was driving opinion rather than merely reflecting it, which shows how important and powerful consistent framing and tone can be in shaping public perception of policies like tariffs.

However, the model of Zaller (1992) suggests not all persons are influenced by media frames equally. Recent studies further elaborate that people are more prone to accept frames aligned with their beliefs and identities than those challenging their ideological view. (Leeper & Slothuus, 2020) In a media environment that is polarized, the public tends to select themselves into a right or left ideological media ecosystem (Stroud, 2010). What we can learn from the theoretical implication is that tariffs will be processed by the frames of each media outlet, eventually causing different understandings and opinions among the public.

2.2 Sentiment Analysis and Public Sentiment in the Digital Age

Although the framing theory addresses what is being highlighted in the media content, a sentiment analysis can measure the emotional effects on the receiver from the media outlets. Sentiment analysis is also known as opinion mining, which is the structured study of people's opinions, emotions, and attitudes in text (Liu, 2012). It involves classifying and categorizing textual data by its sentiment or by the intensity of its emotions. (Liu, 2012; Pang & Lee, 2008). When focused on media studies, sentiment analysis can be applied in both news content (the tone and frame of an issue) and social media content (reactions and public opinion about an issue). Both are relevant to the research question, which focuses on media framing and on the social media discourse around Trump's tariff announcement on the 2nd of April. Universities' interest in using sentiment analysis has grown since the rise of social media. Platforms like X, Facebook, and Reddit generate massive volumes of public commentary on political events. Scientists have found that social media data can serve as a real parameter for public opinion and emotional response (O'Connor et al., 2010; Ceron et al., 2014).

The research of O'Connor et al. (2010) indicates that the sentiment of X posts is in relation with the traditional opinion poll trends on presidential approval. By comparing the positive and negative words in posts, the research was able to track attitudes of the public about economic and political matters (O'Connor et al., 2010). Ceron et al. (2014) adds to this by explaining that analyzing the sentiment of social media posts can improve predictions of election outcomes. These findings are suggesting that despite the biases, social media contains meaningful data to touch upon the public sentiment. Performing a sentiment analysis through the use of social media does not come without any methodological challenges. In comparison with news articles, social media text is created by users and is informal and noisy. It contains slang, misspellings, sarcasm, and abbreviations, making it harder to interpret sentiment (Singh et al., 2020). Sarcasm or irony will be processed as the literal phrase, interpreting the

sentiment of a message incorrectly. A nuance that algorithms have trouble deciphering (Mukherjee & Bhattacharyya, 2013). Additionally, the text on most social media tends to be brief. Some even have a character limit, which forces algorithms to work with limited cues. (Mukherjee & Bhattacharyya, 2013; Singh et al., 2020).

2.3 Social media platform

The platform that is going to be used for the sentiment analysis is YouTube. With approximately 2.7 billion monthly users, it makes it one of the largest social media platforms worldwide (Backlinko Team, 2025). The reason why YouTube is chosen in comparison with other social media platforms like X, Reddit, or Facebook is because of the ability to perform livestreams. With YouTube it is possible to cast a live event with a chat in which people can respond immediately. This is beneficial for this research because the immediate sentiment toward tariffs can be measured. With other platforms, like X, there is always room for being exposed to other opinions or framings by media channels. This can change somebody's real feelings towards the subject because they are, for example, not knowledgeable about a certain subject like tariffs, which makes them more exposed to observing and adopting the opinions of others. YouTube is not exposed to the reactions of other people, only those from within the chat. Additionally, because it is a live broadcast, the viewer does not have time or other information available other than the livestream. This makes measuring the true sentiment about the announcement more accurate than other platforms like X, Reddit, or Facebook, due to the exposure of other beliefs and opinions.

While the YouTube audience is enormous, it does not represent society at large. Usage is higher among younger people. In the United States, 93% of adults aged between 18 and 29 and 94% of those between the ages of 30 and 49 say they use the platform. Compared to 65 years and older, only 65% report using it. Adoption also is higher among people who have higher education and income, indicating that some are more privileged to use this platform than others (Pew Research Center, 2024). The skew is even sharper among teenagers, with reports stating 3 out of 4 teenagers using this platform daily, making their voices far more prominent in comment sections than those of older age groups. (Del Valle, 2024). Because of this skew in YouTube commenters, the attitudes seen there reflect that specific group and not the whole population.

2.4 Media Landscape & Political Orientations.

Research indicates that the U.S. media landscape is sorted into multiple audiences, with each having their own opinions and beliefs that can fit a certain ideological view, creating their own segment. In each of these landscapes or ideological bubbles, the audience is exposed to different ways of framing, agenda-setting theory, and priming, each forming their own beliefs and opinions about their political views. The media outlets have a reciprocal relationship with their audiences. The content mostly matches the opinions and political beliefs of the audience, but at the same time, the media advises the audience to look at a topic in a positive or negative way and suggests what to think about a certain topic (Gentzkow & Shapiro, 2010). To add to this, people in general tend to prefer news that aligns with their own beliefs. This phenomenon is also known as selective exposure (Iyengar & Hahn, 2009). Selective exposure indicates how one's own beliefs and opinions can get an individual drawn into a segment and how people can stay there due to preference of alignment of their own beliefs. Liberal audiences tend to consume left outlets like The New York Times, while conservatives often turn to right outlets like Fox News (Pew Research Center, 2020).

Focusing more closely on political polarization, it is shown in research from the Pew Research Center (2020) that the polarized views of liberal and conservative beliefs are stronger as social media is widely adopted around the world. The reason for stronger polarization since the rise of social media has to do with multiple factors, but the most important ones are algorithms, filter bubbles, and misinformation (Bail et al. 2021).

According to Hallin (2025), the media landscape is being radically reshaped by three forces that connect with each other. First, technology combines multiple channels and blurs lines between print, broadcast, and digital platforms. Secondly, an economic shift toward platform-centric tech giants that changes the advertising models of media. Lastly, the news market is breaking up into rival camps instead of focusing on everyone at once. The New York Times reaches 11 million digital-only subscribers and roughly 625 million website visits each month (Similarweb, n.d.; The New York Times Company, 2025). The Hill, a centrist outlet, has around 32.6 million visits each month (Similarweb, n.d.). While the right media outlet, Deseret News, has around 8 million visits each month (SimilarWeb, n.d.).

Thus, each media outlet 'focuses on a specific frame that reflects the audience's beliefs. With The New York Times focusing on social justice and institutional accountability when they report on an economic or worldwide problem. (Jamieson & Cappella, 2008).

Studies indicate that repeated exposure to media channels or news that fits one's beliefs can strengthen partisan beliefs and increase polarization between groups. (Levendusky, 2013; Kubin & von Sikorski, 2021). Relating this literature to the research, there is a possibility of Trump's tariffs being framed in various ways, with the left, center, and right political beliefs as a foundation. Combining this, it explains the media dynamics, which are fundamental for exploring how the media outlets frame the media landscape and influence the sentiment.

2.5 Emotions

Human emotions can be conceptualized in multiple ways due to their complex psychological nature. Mostly in a sentiment analysis, emotions are categorized as either positive or negative. "Valence, the degree to which an emotion feels pleasant or unpleasant, remains a core dimension of affective experience" (Barret, 2006, p. 36). Traditionally, sentiment analysis methods focus on detecting an overall polarity in language, identifying if the sentiment is favorable (positive) or unfavorable (negative). Pang & Lee's (2008) research indicates that measuring emotions can be useful for measuring the general opinion. Measuring the general opinion around Trump's announcement on the 2nd of April can be useful to measure the influence of the media outlets.

Valence alone does not contain the total explanation of emotions. For example, two texts can both be negative, but these can contain two different emotions. (e.g., anger vs. sadness). There are more nuanced models of emotions to explain more detailed emotions within this research. To gather insights into the general opinion around the announcement of Trump, underlying emotions will be analyzed. The palette of emotions that is conceptualized within this research is based on the basic emotion of words. This set of emotions has a resemblance to Plutchik's (1980) wheel of emotions, which can capture not only valence but also the underlying emotions.

The set of emotions consists of 8 categories: joy, trust, anticipation, and surprise as positive emotions, while anger, fear, sadness, and disgust belong to the negative emotions. This is important to see what correlates with the negative or positive sentiment to get a better understanding of the general opinion. Instead of merely scoring the sentiment as "negative," we can identify whether its negativity comes from certain emotions like anger, fear, sadness, or disgust, which can contribute to a deeper understanding of the findings regarding the overall sentiment about the announcement of the tariffs.

3. Methodology

3.1 Media analysis

This study will carry out a media analysis using a research design that combines both qualitative and quantitative research. The qualitative research will consist of a content analysis of media frames in news articles available in the Nexus Uni database. The quantitative research will involve a sentiment analysis of comments posted on YouTube.

The reasoning for using this approach is based on the principle of triangulation. By examining the phenomenon through multiple methods and sources of data, the chances are more likely to gather a validated understanding of the situation. By analyzing input from media outlets alongside audience responses, this research will cover a broad and nuanced overview of the tariff announcement on 2 April. The qualitative component (framing analysis) will provide in-depth information and context, revealing how news about tariffs is portrayed on various media outlets. The quantitative research (sentiment analysis) will provide context for the interpretation of the frames and thus how the people reacted emotionally on a large scale. Together, these methods address the research question from multiple angles, one from the message side (media outlets) and one from the audience side, which enhances the study's richness and the study's internal validity.

First, the content analysis of media frames will be executed, followed by the sentiment analysis of the social media platform YouTube. Analyzing the findings will be parallel and then interpreted in relation to each other. With the use of two different methods, the limitations of both will be mitigated. Relying only on one method risks bias or creating an incomplete picture, whereas two work complementary towards each other. By integrating findings, the aim is to enrich the results. Although the qualitative and quantitative information is drawn from different datasets, agreement between the news articles dominant frames and the prevailing sentiments in the YouTube comments would still offer a powerful form of cross-validation, which strengthens the study's credibility.

3.2 Data Collection

The dataset for this study draws its data from two distinct sources that match the two research methods. News media articles from left, neutral, and right-wing media outlets will be used for the framing analysis. For the sentiment analysis, social media comments from the livestream of Trump's tariffs announcement will be gathered and merged into a single dataset. In both

data-gathering methods, careful sampling strategies will be used to ensure relevancy and sufficiency within the scope and time of the research to avoid unnecessary bias of the data.

3.3 Framing Analysis

The data collection method for the framing analysis will be focused on the event about the tariff announcement from President Donald Trump on April 2, 2025. The sampling aimed to capture a range of political orientations. First the speech will be analyzed; when that is done, the articles of left, neutral, and right-wing news channels will be analyzed. The sample includes The New York Times as a left-wing news channel, The Hill as a neutral outlet, and Deseret News as a right-wing outlet. The selection of different outlets represents different ideologies. This is vital to analyze diverse frames and reduce the risk of a one-sided interpretation or a single frame of the event. The dataset is gathered from Nexus Uni, a database for gathering data on all news articles. The steps that were taken are available in Table 1. This table shows the steps taken in the selection and processing of data.

In total, N = 30 news articles were gathered (10 from each ideological category). Because of the project's timeline and resources, one coder was permitted for this research. Formal intercoder reliability was not calculated. Instead, the coder first ran a pilot to refine the codebook and then recoded 20% after a two-week interval. While this procedure reduces the risk of inconsistent coding, the absence of an independent second coder remains a key limitation, which will be discussed later in the research. Ten articles were selected due to three criteria. First, conceptual saturation, in which no new frame categories emerge. Second, an equal number of newspapers were selected across left-, center-, and right-leaning outlets. Lastly, frame coding is labor-intensive; limiting it to 30 articles keeps the workload balanced and permits a reliability check through recoding after the pilot. Together, these considerations make N=30 a balanced and reachable design within the study's constraints.

To prioritize which news articles to analyze, major news channels were chosen. By anchoring the sample to the event date and including multiple perspectives, the aim of the research is to capture a comprehensive explanation of a timestamp to gather information on how the issue was framed by the media. Additionally, the approach facilitates the possibility to compare multiple ideologies, which is important for interpreting and understanding the media frames.

Table 1. Overview of data selection and processing.

Step	Description	Results/Details
1. **Initial search**	Search keyword 'tariff announcements' in Nexus Uni	Above 10,000 articles
2. **Date filter**	Articles between 3rd and 6th of April 2025	6,675 articles
3. **Geographic**	Articles from North America	4,809 articles
4. **Language**	English only.	4,804 articles
5. **Source selection**	The available left, neutral, and right articles were selected	New York Times, The Hill, and Deseret News
6. **Character count**	At least 500 words	3,604 articles
7. **Data optimization**	Preferably on the 4th of April	
8. **Sample size**	Number of articles	N=30, 10 per news ideology
9. **Coding framework**	Framing analysis	- Mechanisms - types - Strategic vs. Issue - Issue-specific frame
10. **Coding process**	Steps taken in analysis	1. Reading 2. Coding 3. Framing analysis 4. Quote extraction

3.3.1 Codebook

Earlier studies provide the foundation for our theoretical framework, which then determines the coding scheme. Following Entman (1993), we code each article for three framing functions: problem definitions, causal interpretation, and moral evaluation. Using Semetko & Valkenburg (2000), those functions are being framed into four generic news frames: economic, human interest, conflict, morality, and responsibility. During coding, multiple frames can be used by the media outlets, and thus, in the framing analysis, multiple frames are

selected. After the initial identification of the framing mechanisms of Entman (1993) and the typologies of Semetko & Valkenburg (2000), the analysis continues.

By analyzing the articles thoroughly, the distinction between two categories of storytelling will be made. These categories exist out of strategic framing and issue-level framing. This is executed to indicate whether the media focuses on the political or tactical motivations behind the policy (strategic) or on the problem of the content and implications of the policy (issue-level). To capture the overall story and the way this story was written, within the codebook a category theme is being used.

During the analysis, not only framing but also the emotional valence is important. How news channels write articles is important to later analyze if these emotions are related to the emotions of the sentiment during the sentiment analysis on YouTube. This is why also a category of sentiment is added to the codebook. All the categories within the codebook are highlighted in Appendix A. The main objective is to indicate the frames of each media outlet to see how they differ. Later, the focus will be on how these media outlets' framing corresponds with the sentiment on social media.

3.3.2 News Outlets on Nexus Uni

The news outlets that were analyzed in this study were retrieved from the Nexus Uni database. This is a database that provides a wide range of worldwide outlets and U.S. news outlets talking about the tariffs. Based on the already researched classification of media outlets' ideological beliefs, the outlets were grouped into left-leaning, center, and right-leaning categories. The New York Times represents the left-leaning TheHill.com as center, and the right-leaning group includes Deseret News. Deseret News is not considered as big as Fox News or The New York Times. This is also the reason why the outlets were chosen due to the size and availability of the news channels. This said, the sample available on Nexis Uni may limit the research due to the representation of ideological orientations of media channels. Within Appendix B, all the available media outlets are captured within a table, which indicates an overrepresentation of left-oriented and center-oriented media outlets in comparison to the right-oriented media outlet. This can influence the scope by not fully capturing all the framing approaches present in the media landscape. These sampling boundaries are further elaborated in the discussion after interpreting the findings.

3.4 Sentiment analysis

The sentiment analysis will be quantitative, gathering comments from multiple videos from YouTube. Using the search string "trump tariff announcement 2nd April live" and filtering on most views, videos of two major media channels were analyzed. The analysis targeted English-speaking, U.S.-based media channels that broadcasted the announcement about tariffs live. This moment caught the peak of the tariff debate and the instant reactions of the receivers of the announcement. The full set of comments was imported into RStudio, which helps analyze the comments in detail and uncover patterns within the data. The two major media channels that were analyzed were Fox News and Sky News, with the channel names LiveNOW from FOXNews and Sky News, with a total of 1.8 million views together. After scraping the data, a large dataset was found with approximately N=7000 comments. The large volume of comments provides sufficient sample data to analyze patterns and trends regarding the video about the announcement of the tariffs. This analysis is limited in scope and is not generalizable to the overall population, as found in previous research.

To create the best and most accurate outcomes for sentiment analysis, multiple livestreams are merged within one dataset. One livestream comes from one channel; this channel can overrepresent certain demographics of people, which can skew the results of sentiment analysis in a certain way. For example, FoxNews is the right party. This can indicate that the channel will be overrepresented with right-wing beliefs and opinions, which will turn the sentiment more towards positive. While selecting the New York Times, the sentiment could be more negative. To reduce bias and improve accuracy, sentiment analysis will be carried out across multiple livestreams.

3.4.1 Procedure sentiment analysis

To minimize the effects of partisan comments and the overrepresentation of one media channel, the media outlets of two different ideological outlets were chosen. The steps of the sentiment analysis can be found in table 3. (1). The YouTube Data API V3 was installed through Google Cloud. This was required to export data from YouTube towards R (statistical programming tool). (2). Unnecessary data was filtered by characters, URLs, hashtags, accounts, and digits. This was needed to split up sentences into words to start the sentiment analysis. (3). Gather the most frequent words to see the most discussed topics. (4). The basic sentiment analysis was executed by R to see the dispersion in positive, negative, and neutral words. (5.) A deepened sentiment analysis was executed to gather more information about the

emotions around the videos of the announcement of the tariffs. The exact steps and packages used in RStudio can be found in Appendix D.

Table 3. Procedure sentiment analysis

Steps	Description	Results/details
Step 1	Creating an API	APA created on Google Cloud
Step 2	Usage of videos	Mostly watch videos from media channels that were selected
Step 3	Gather data on R	Data was imported into R
Step 4	Filter data	The data was filtered
Step 4	Most frequent words	An analysis about the most frequent words was being executed
Step 5	Sentiment analysis	A sentiment analysis was executed
Step 6	Deep sentiment analysis	Emotions were being analyzed

3.4 Data Integration and analysis

The qualitative and quantitative analyses are conducted separately, but their results will be integrated during the interpretation. This will be the final analysis phase where the patterns are being compared. The central research question, examined through both methods, is whether specific news frames shape audience sentiment. The research design gives the possibility to use qualitative insights to explain the quantitative patterns and vice versa. While direct causality cannot be proven, it strengthens the causal inference. Keeping this in mind, it is important to also be aware of possible factors like external influences or counter frames. For example, the comments of an influencer or public figure can moderate the public sentiment on the announcement while the frame was negative.

4. Results

4.1 Framing analysis

This section will provide information on the outcomes of the framing analysis on 30 news articles that discuss the announcement of tariffs on April 2nd, 2025. These articles were drawn from different media outlets. Left-leaning, center/neutral, and right-leaning, ten articles each. Each article was analyzed using Entman's four framing dimensions (problem definition, causal interpretation, moral evaluation, and treatment recommendation). Additionally, the storytelling (issue vs. strategy) and the salience of the general frames (economic, human interest, conflict, responsibility, morality, and human interest frame) were coded. Differences in Entman's dimensions were found across the media outlets. Additionally, all outlets acknowledged the economic problems and possible consequences of the tariff policy. But they did differ in tone, framing nuance, and focus.

Table 4: Framing Coding Overview per outlet

Framing Dimension	Left-Leaning Media	Centrist Media	Right-Leaning Media
Problem Definition	Focused on market instability, consumer costs	Emphasized uncertainty and diplomacy	Balanced between disruption and trade fairness
Causal Interpretation	Blamed Trump's unilateral decisions	Balanced view: Trump cited + analysts' input	Blamed foreign trade systems, partly Trump
Moral Evaluation	Highly critical, used strong evaluative language	Moderate tone, often through quotations	Mixed tone: patriotism vs. criticism
Treatment Recommendation	Called for rollback or negotiation	Reported possible outcomes without preference	Justified tariffs, hinted at eventual talks

Storytelling Level	Mostly issue-focused (9/10 articles)	Issue-focused with some strategic framing (7/10)	Issue-focused with 3/10 strategic articles
Economic Frame	Present in all articles	Present in all articles	Present in all articles
Conflict Frame	Present in most articles	Present in most articles	Present in most articles
Responsibility Frame	Focused blame on Trump	Shared responsibility	Attribution spread across actors
Morality Frame	Very frequent	Moderate presence	Moderate to high
Human Interest Frame	Occasionally present	Rarely present	More frequent than center/left

4.1.1 Generic frames

Across all the 30 articles, common themes were found in all political outlets. The economic consequences frame was found most. Every article from the left, center, and right talked about the financial impact of the tariffs. This included market reactions, price changes, and overall economic effects. There was an ideological difference in the human-interest element. It appeared in 4 right-leaning articles, 3 left-leaning articles, and only 1 time in the center articles. When present, these human-interest elements were about the personal stories or anecdotes. For example, affected workers, consumers, or small businesses can visualize the impact of tariffs on the people. Finally, morality frames (ethical judgments) appeared in the majority of articles across all ideologies, but more frequently in left-leaning articles. About 90% of left-leaning articles contained moral evaluations, compared to 70% of centrist and right-leaning articles.

4.1.2 Storytelling issue vs. strategic framing

The analysis shows a clear distinction between media outlets. Left-leaning media was overwhelmingly issue-focused. 9 out of 10 articles focused on policy details and substantive implications rather than political strategy. These articles delved into what the tariff policies would do. Economic effect, industry reactions, and the global response against the tariffs,

rather than why Trump might have made these implications. Both center- and right-leaning outlets employed a mix of strategic and issue framing. While the majority of the articles were issue-oriented, about 30% of both center- and right-leaning articles adopted a strategic frame. Here the tariffs were discussed as tactical advantages or political calculations. Strategy narratives examined the issue in depth, investigating the motives, timing, and strategic context of the decision about the tariffs.

4.1.3 Framing elements

All news outlets fulfill the basic framing function of defining problems and finding causes, yet the frames vary between ideological leanings. The problem definitions on the left and center explained problems in terms of negative consequences or risks from the new tariffs. While some of the right-leaning articles frame tariffs as a response to an existing problem. However, even Deseret News articles described the tariffs as a creator of uncertainty. Key issues that they described were the backlash of world leaders and tensions.

Talking about the causal interpretation (responsibility), all media outlets centered around President Trump and his staff as the main driver but varied context. Left-leaning articles framed Trump as mostly deciding on his own without much input from others. The articles suggested that his fast decision-making and America-first thinking led to problems like economic uncertainty and the conflict with other countries. Some articles also indicated that Trump may have done this to fulfill his promises in the campaign, which they say is part of the problem. Right-leaning articles from the Deseret News often repeated the story as something that had to be executed due to the years of unfair trade from other countries. Some articles stated problems of foreign governments and policies that led to these tariffs but did not ignore their criticism of Trump. The Hill gave a more balanced explanation, stating that he acted because of unfair trade but also included other reasons that may have played a role, like the global economy or the decisions made by other countries.

The usage of moral language between the media outlets varied. From the left media, 90% of the articles used strong evaluative and negative wording to describe the policies around the tariffs. Examples are terms like "extreme," "harmful," and "reckless." The right-leaning media used moral language in 70% of the articles but presented more balanced framing. Using terms like "righteous," "fairness," and "just." Within the center media outlets, the moral evaluations were also 70% of the articles, but they did that more indirectly. For example, one article referred to the plan as "bold."

The treatment recommendation between outlets also varied. Left-leaning media framed that action was needed to reduce harm caused by the tariffs. Multiple articles quoted economists urging to negotiate with trade partners and roll back the tariffs. Some explicitly pointed out that no clear remedy was found, creating tension. The right-leaning outlets, while more supportive, framed the tariffs as part of a larger strategic approach. These articles often advised patience and non-retaliation. They also acknowledged that future negotiations or adjustments might be necessary, suggesting willingness for changes despite their support. The center media outlet described possible outcomes without any recommendation. Their focus was on the next steps, such as expected negotiations, delays, or predictions, rather than if these steps were desirable or justified.

4.2 Sentiment analysis

In addition to the framing analysis of news articles, a sentiment analysis was executed on public reaction to Trump's announcement on the 2nd of April about the tariffs on YouTube comments. The 20 most frequent words and the classification of positive and negative comments were used, and at last a deep sentiment word-count distribution was visualized. Together, these reveal both the emotional texture and valence of the online discourse.

4.2.1   Deep Sentiment Distribution

Using an emotion lexicon approach, each comment was split into words and was tokenized and classified into categories. The lexicon sentiment analysis showed a polarized emotional response to the announcement of Trump about the tariffs. Sentiment between positive and negative was almost evenly split. 473 positive words vs. 450 negative words were found. This balanced outcome, with only 23 more positive words than negative, suggests that the public opinion within the YouTube comment section was deeply divided.

Analyzing the specific emotions, the data shows a rich emotional division that aligns with the split of negative and positive emotions. Trust is the most frequent emotion category in the comments, with a total of 332. This high count suggests that many commenters thought about confidence, agreement, or hope around the tariffs. It is likely that a part of the audience trusted Trump's decision or the framing of Trump's speech. Trump claimed the tariffs were a good thing that would help American greatness to focus on self-reliance and injustice. 179 words expressed joy, which is lower than trust but can imply emotions like satisfaction or excitement. Alongside positive emotions, anticipation also scored high with 226 occurrences.

This points to a forward-looking perspective with consideration of the downturns with the usage of critical thinking. This strong occurrence of anticipation suggests that people within the comments were highly engaged and looked critically at the situation.

In the lexicon-based sentiment analysis, negative emotions were also found in the public reactions. The analysis showed 204 fear-related words and 198 words related to anger, indicating the prominent presence of negative words. The high amount of fear-related words indicates that a large group felt worried or alarmed about the tariffs. Next to fear, anger-related words indicate widespread outrage or frustration among individuals. This can suggest that people were angry at the policy itself or viewed tariffs as misguided or harmful to themselves or the country. Additionally, sadness was found 197 times in the analysis, suggesting some commenters felt disappointed or troubled. Disgust was the least analyzed emotion, with 160 occurrences. It does suggest that a subcategory of comments felt moral resentment or hostility towards the tariffs. Overall, trust words appeared twice as often as disgust words (322 vs. 160). This suggests that words of confidence outweighed words of resentment. On the contrary, words of sadness lightly exceeded those of joy, fear, and anger. The overview of the numbers and emotional words can be found in Table 5. For a more visualized version of the deeper sentiment, Figure 2 is created.

Table 5. Emotions and word count on the YouTube comments

| Emotion	Count
Positive	473
Negative	450
Trust	322
Surprise	236
Anticipation	226
Fear	204
Anger	198
Sadness	197
Joy	179
Disgust	160
Polarity	23

Figure 2. Deep sentiment analysis in a graph.
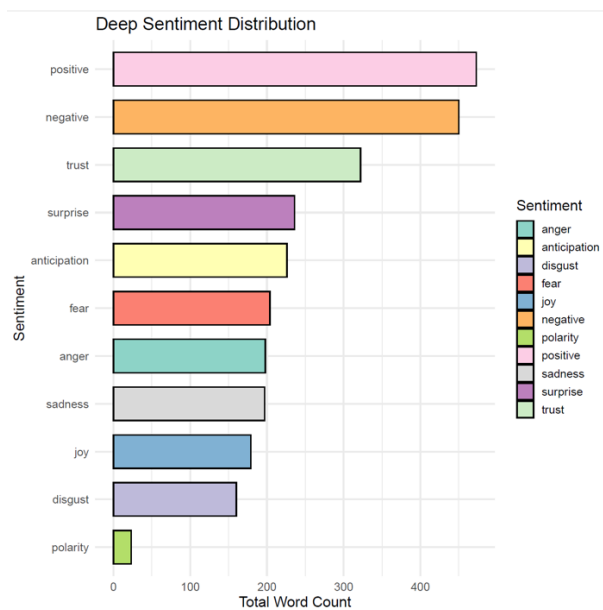
4.2.2 Most frequent words

The lexical analysis of the YouTube comments provides further insights into themes and concerns driving emotions. The top 20 most frequently used words demonstrate a discussion around the event itself. The most common words were "Trump" and "tariffs." Beyond these most common words, the presence of comments related to the economic and social impact was found. Words like "prices" and "trade" indicate an economic topic within the comments. Additionally, the analysis highlights the presence of a societal perspective in the public reaction. Words like "people" and "countries" were used, which suggests a societal focus. *Figure 3* shows the total overview of the most frequently used words in the YouTube comments. Overall, the top words suggest that the YouTube comments were issue-focused and reflect the key themes of the tariff announcement. The most dominant theme around the words would be the economical theme, followed up with a societal theme.

Figure 3. Most frequent words in YouTube comments of the tariff announcement.

Top 20 Most Frequent Words in YouTube Comments
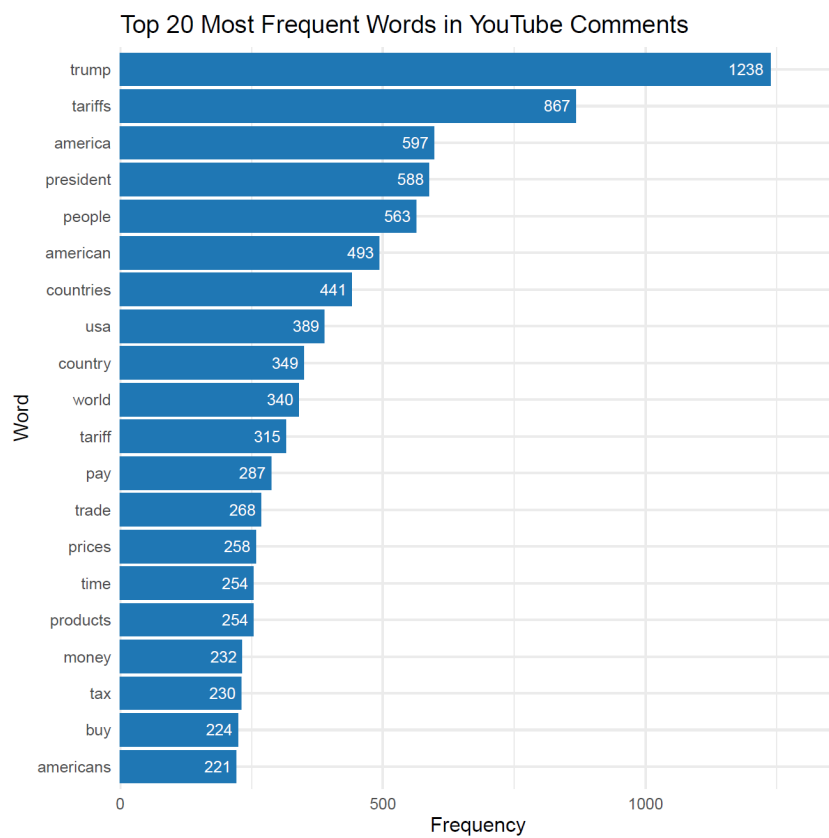
5. Discussion

The media framing analysis showed that President Trump's announcement on the 2nd of April 2025, was a highly discussed topic by left-, center-, and right-leaning U.S. news outlets. All outlets recognized the high impact and the controversy of the new policies. The findings of this thesis reinforce the power of media framing. The results showed that the articles reported differently with the usage of different lenses. This showed how different outlets constructed frames to focus on part of the reality. Left-leaning media highlighted their criticism and the risk, showing the harm and international effects on other countries. Centrist outlets adopted a more neutral tone, which was more fact-oriented. The right-wing outlet acknowledged the controversy; it emphasized themes of economic justification and national interest. These are not just reporting differences but show the media framing in real time.

The findings of the sentiment analysis show that the public discourse around the tariffs focuses on economic topics and emotional responses. Frequent mentions of words like "prices" and "trade" indicate a strong public awareness of the economic implications. This can suggest awareness about the concerns of rising prices, reduced trade, and lower consumer confidence, which can harm the economy.

The framing choices align with the outlet's political leanings and beliefs, which also match the audience's beliefs. In this way, the study confirms that news narratives around the same event can diverge dramatically, shaping how the policy is portrayed. This could be a "bold corrective" or a "reckless gamble." This thesis is not only interested in describing media frames but is also interested in how they correlate with public sentiment. This sentiment analysis of online reactions revealed a sharply divided discourse, with positive and negative opinions. This polarity was almost in balance, describing almost the same number of negative as positive comments, which is a clear indicator of the fundamental thoughts on the tariffs. This polarized public sentiment indicates differences in opinions about the announcement. This split in sentiment suggests the divide seen in media coverage showing how news outlets framed the tariffs likely also shapes how people feel about them.

According to the framing theory, media frames help audiences understand and see events. Entman (1993) also indicates how frames guide the focus of the public and how they will interpret that information. The findings support this, with the sentiment analysis showing a polarized view between the people. Iyenngar and Hahn (2009) indicate that people choose

media that match their views, which can strengthen certain opinions, and because they accept messages that align with their beliefs, polarized views emerge.

5.2 Practical implications

The findings from the framing analysis of the news articles discussing the tariff announcement provide several practical implications for media professionals, public communication, and consumers of media. Media professionals must recognize the varied media landscapes and engage with different framing. For left-leaning audiences, clear evidence, explanations, and political responses addressing economic and moral concerns are essential. Right-leaning audiences are more prone to strategic benefits and national interests. Centrists' media can better focus on narratives for transparent and objective communication.

Additionally, the findings from the sentiment analysis from YouTube reinforce this. The divided sentiment highlights the need for communicators to address public emotions. Given the results of almost an equal balance in positive and negative reactions, it is crucial to acknowledge concerns and address emotions such as fear and anger by outlining the impacts of the event. Focusing on trust and positive outcomes and acknowledging the possible outcomes of economic stability and societal well-being enhance the beliefs of the target audience.

Finally, media and the public mutually shape each other in this polarized media landscape. Recognizing selective exposure by the reader can improve critical media consumption. Audiences should be encouraged to compare multiple media outlets to get a better understanding of the issue. Reflective questions like "How else could this be written?" or "Are there other angles towards this topic?" could help enhance critical thinking and create a more enhanced public understanding. Promoting media through active and critical engagement with multiple viewpoints can help the polarized media landscape effectively.

5.3 Limitations

This research design has multiple limitations. The situation surrounding the tariffs is an ongoing and emerging event at the time of the analysis; this makes it very relevant but also means that not everything is measured and captured. With the negotiations and possible consequences, the sentiment could change. This research is a snapshot of a moment and does not capture the whole timeframe, which can mean that the findings do not capture the whole story. Secondly, scraping YouTube comments has some drawbacks when it comes to analyzing the public, and those who choose to comment are not representative of the general

population. Online comment sections can be skewed. They might include highly engaged and opinionated users, which can lead to more extreme viewpoints. While the YouTube analysis gave us valuable insights into online reaction, it should not be taken as an exact representation of the overall public sentiment. Thirdly, the farming analysis was limited in sources.

Only one researcher coded the 30 articles; no formal intercoder reliability statistics were produced. Although a pilot pass and a 20% test-retest check were completed, the absence of a second coder means some frame assignments may reflect individual judgments rather than shared standards. Additionally, the existing frames from Entman (1993) and Semetko & Valkenburg (2000) could overlook some new frames that could possibly have emerged from the 2025 tariff coverage.

We analyzed 30 articles from three outlets representing right, center, and left, with 10 articles each. This does not cover the full spectrum of outlets. The database, Nexus Uni, had an imbalance in available sources. There were a lot of left- and center-leaning articles available, but fewer right-leaning articles (see Appendix B). This forced the research to take up on only one media outlet per ideology, and the Deseret News is slightly more center-right oriented than FoxNews for example. This indicates that the right-oriented outlet may not fully capture the far-right beliefs, which can skew the results towards more centric beliefs. Different outlets from the same ideology may frame tariffs differently.

Due to the limitations of available sources and the number of sources, the findings could be influenced. Finally, the methodological constraints are also a limitation of this research. A lexicon-based approach to detect emotions and sentiment may misinterpret sarcasm or slang. For example, "Great job, totally what we needed" could be interpreted as positive by the algorithm when it is meant negatively. While the emotions gave more detail than a basic positive/negative reading, the lexicon-based approach has its imperfections and cannot capture the full sentiment perfectly accurately.

5.4 Future Research

Building on this study, future research could explore multiple facets to deepen the understanding of media framing and public sentiment around economic policy announcements. One suggestion for future research would be to track changes over time. A longitudinal study could capture how media frames and social media sentiment evolve with changes in tariff policies instead of capturing one specific moment. This would highlight

whether initial emotions will stay or evolve when framing or public opinion moves in other directions with new information.

Another angle future research could look into is comparing multiple online platforms about the sentiment of a single event. Each social media platform has a user base with certain demographics that can capture different views. Additionally, surveys could help to validate the sentiment trends on a social media platform. To finalize, a case study of a single event about Trump's tariffs generated polarized media narratives and mixed public reactions. While the research captured the key patterns in framing and sentiment, continuing with this topic will expand the results. More data over a longer period would enhance the method and paint a better picture of the framing and public sentiment in the digital world.

6. Conclusion

The study aims to answer the research question: How was the introduction of Trump's new tariffs on April 3, 2025, framed by left-, right-, and center-leaning U.S. media, and what sentiment prevailed in social media discourse surrounding this event?

Looking at media framing and public sentiment together, the study provides a more broadened picture of how political messages and public opinion shape each other over time. It indicates that news stories don't tell people only what happened; they shape the way they see, think, and feel about a certain topic. In the meantime, public reactions give instant measurement of support or resistance to the problem. Regarding the research about the tariffs, it shows how media framing and public reactions shape each other.

The findings indicate that media outlets framed the tariffs in distinct ways based on their political orientations. Right-leaning outlets framed the policy as a justified move to protect national interest. Centrists reported more facts, while the left media were largely critical, highlighting economic risks. Among these differences, all outlets were skeptical about the outcomes and decisions made. On YouTube, the comments were polarized and divided. Together these analyses indicate how traditional and social media interact to construct political meaning for the audience.

7. Reference list

Bail, C. A., Argyle, L. P., Brown, T. W., Bumpus, J. P., Chen, H., Hunzaker, M. B. F., Lee, J., Mann, M., Merhout, F., & Volfovsky, A. (2021). How social media shapes polarization. Trends in Cognitive Sciences, 25(11), 913–922. https://doi.org/10.1016/j.tics.2021.08.006

Barrett, L. F. (2006). Valence is a basic building block of emotional life. *Journal of Research in Personality, 40*(1), 35–55. https://doi.org/10.1016/j.jrp.2005.08.006

Ceron, A., Curini, L., Iacus, S. M., & Porro, G. (2014). Every tweet counts? How sentiment analysis of social media can improve our knowledge of citizens' political preferences with an application to Italy and France. New Media & Society, 16(2), 340–358.

Chong, D., & Druckman, J. N. (2007). Framing theory. Annual Review of Political Science, 10, 103–126. https://doi.org/10.1146/annurev.polisci.10.072805.103054

CNN. (2024). Presidential election results 2024. https://edition.cnn.com/election/2024/results/president

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4), 51–58. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x

Entman, R. M. (2007). Framing bias: Media in the distribution of power. Journal of Communication, 57(1), 163–173.

Gentzkow, M., & Shapiro, J. M. (2010). What drives media slant? Evidence from US daily newspapers. Econometrica, 78(1), 35–71.

Groeling, T. (2013). Media bias by the numbers: Challenges and opportunities in the empirical study of partisan news. Annual Review of Political Science, 16(1), 129–151.

Gross, K., & D'Ambrosio, L. (2004). Framing emotional response. Political Psychology, 25(1), 1–29.

Iyengar, S., & Hahn, K. S. (2009). Red media, blue media: Evidence of ideological selectivity in media use. Journal of Communication, 59(1), 19–39.

Kellstedt, P. M. (2003). The Mass Media and the Dynamics of American Racial Attitudes. Cambridge University Press.

Liu, B. (2012). Sentiment analysis and opinion mining. Morgan & Claypool Publishers.

Matthes, J. (2012). Framing politics: An integrative approach. American Behavioral Scientist, 56(3), 247–259.

Mukherjee, S., & Bhattacharyya, P. (2013). Sentiment analysis and opinion mining: A survey. Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery, 3(4), 327–338.

O'Connor, B., Balasubramanyan, R., Routledge, B. R., & Smith, N. A. (2010). From tweets to polls: Linking text sentiment to public opinion time series. Proceedings of the International AAAI Conference on Web and Social Media, 4(1), 122–129.

Pang, B., & Lee, L. (2008). Opinion mining and sentiment analysis. Foundations and Trends in Information Retrieval, 2(1–2), 1–135.

Pew Research Center. (2024, November 13). *Social media fact sheet*. Retrieved June 28, 2025, from https://www.pewresearch.org/internet/fact-sheet/social-media/

Pew Research Center. (2025, April 23). Trump's job rating drops; key policies draw majority disapproval as he nears 100 days. https://www.pewresearch.org/politics/2025/04/23/trumps-job-rating-drops-key-policies-draw-majority-disapproval-as-he-nears-100-days/

PublicRelay. (2025, April 2). *How different sectors are navigating the tariffs media cycle.* PublicRelay. https://publicrelay.com/blog/how-different-sectors-are-navigating-the-tariffs-media-cycle/

Semetko, H. A., & Valkenburg, P. M. (2000). Framing European politics: A content analysis of press and television news. Journal of Communication, 50(2), 93–109.

Singh, N., Tomar, D. S., & Kumar, A. (2020). Sentiment analysis: A review and comparative analysis over social media. Journal of Ambient Intelligence and Humanized Computing, 11(S3), 97–117.

Similarweb. (n.d.). *thehill.com traffic analytics & market share*. Similarweb. Retrieved June 28, 2025, from https://www.similarweb.com/company/thehill.com/

Similarweb. (n.d.). *deseret.com competitors – top sites like deseret.com*. Similarweb. Retrieved June 28, 2025, from https://www.similarweb.com/website/deseret.com/competitors/

Similarweb. (n.d.). *nytimes.com traffic analytics, ranking & audience [May 2025]*. Retrieved June 28, 2025, from https://www.similarweb.com/website/nytimes.com/

Stroud, N. J. (2010). Polarization and partisan selective exposure. Journal of Communication, 60(3), 556–576.

Weaver, D. H. (2007). Thoughts about agenda setting, framing, and priming. Journal of Communication, 57(1), 142–147. https://doi.org/10.1111/j.1460-2466.2006.00333.x

World Economic Forum. (2024). Global risks report 2024. https://www.weforum.org/publications/global-risks-report-2024/

8. Appendix

Appendix A

Categories of the codebook

Code Category	Description	Reason of inclusion
Problem definition	How the issue is introduced.	Identify how media sources interpret the tariffs.
Causal Interpretation	What or who is the cause of the problem?	Explanations of the media outlet about who gets blamed (e.g., Trump).
Moral Evaluation	Is it ethical? (good/bad, right/wrong).	Helps detect emotional framing around the policy.
Treatment Recommendation	Proposed or implied solutions or responses.	Shows the media critique or support of the media for the issue
Economic	Is the article using economic consequences? (prices, jobs, markets).	Highlights economic focus and what outlets think about financial impacts.
HumanInterest	Is the article writing about personal stories or what it will do to individuals?	Captures framing aimed at empathy and what it will do to individuals often used to personalize abstract policies.
Conflict	Is the article focused on disagreements, tensions, or disputes?	Identifies whether the framing is focused on problems that can boost the engagement and polarization.
Morality	Is the article using ethical or moral arguments?	Crucial for spotting norm-based framing, particularly in narratives that contrast conservative and progressive viewpoints.
Responsibility	Does the article blame or focus on accountability?	Who is held accountable and why is crucial to comprehending perceived agency.
Storytelling Level	Whether the article takes an issue or strategic approach	distinguishes between emotional coverage and in-depth analytical framing (issue-level).
Issue-Specific Frames	Unique frames related specifically to the tariff event.	Captures the variety of interpretations of the tariffs from many sources.
Themes (Narrative Explanation)	Overall storyline or narrative logic used in the article.	Helpful for observing broad media narratives and qualitatively grouping articles.
Sentiment	The general emotion or tone of the article (positive, negative, neutral, skeptical, etc.).	provides a measure for correlation with sentiment analysis of the general public (e.g., on YouTube).

Code Category	Description	Reason of inclusion
Left-leaning Comparison	Observed comparison or contrast with left-leaning media coverage.	Helps detect polarization and framing asymmetries.
Right-leaning Comparison	Observed comparison or contrast with right-leaning media coverage.	Enables contrastive framing analysis across ideological lines.

Appendix B

Table of available news outlets on Nexus Uni

Left-Leaning	Center/Neutral	Right-Leaning
The New York Times	University Wire	The Deseret News
The Baltimore Sun	USA Today Online / USA Today	ASEAN Tribune (unclear lean)
Los Angeles Times	The Columbian (Vancouver, WA)	
The Morning Call	Telegraph Herald (Dubuque, IA)	
Daily News (New York)	The TheHill.com	
Chicago Daily Herald	The Bismarck Tribune	
The Hartford Courant	Star Tribune (Minneapolis MN)	
St. Louis Post-Dispatch (Missouri)	Tribune-Review	
The Philadelphia Daily News	ContentEngine Think Tank Newswire English	
	Pressherald.com	
	CE Noticias Financieras Spanish	
	The Christian Science Monitor	
	CE Noticias Financieras Portuguese	
	Wisconsin State Journal	
	Pantagraph (Bloomington, Illinois)	

Appendix C

Sentiment analysis output emotions

A tibble: 11 × 2

sentiment	`sum(sentiment_load)`
<chr>	*<dbl>*
1 anger	198
2 anticipation	226
3 disgust	160
4 fear	204
5 joy	179
6 negative	450
7 polarity	23
8 positive	473
9 sadness	197
10 surprise	236
11 trust	322

Appendix D

Search log

Date	Database	Search string	Total hits	Remarks
~23.04.2025	Springer	"Social media" AND "Polarization	150	~ 25 relevant articles
~23.04.2025	Google Scholar	"Framing theory"	2.800.200	~
~28.04.2025	Scopus	"Media Framing" AND "public opinion"	190	~ 20 relevant articles
~28.04.2025	Google Scholar	"Sentiment analysis" AND "politics"	59.400	~
~1.05.2025	Google Scholar	"Media Bias" AND "partisan news"	2110	~
~1.05.2025	Scopus	"Framing"	399	~20 relevant articles
~2.04.2025	Springer	"Sentiment analysis"	280	~
~3.04.2025	Google scholar	"Priming"	2.100.700	~
~3.04.2025	Google Scholar	"Agenda-setting theory"	4,410.00	~

Most data were gathered from Springer, Scopus, and Google Scholar. When selecting sources, attention was focused on the number of citations, relevancy, and newness of the articles. However, some foundational theories, like Entman's framing theory, are old but still proven relevant. The search log was created after the research, but the table shows what the search looked like.

Appendix E

AI statement

AI tools were used in the thesis to assist with certain elements. QuillBot was used to correct grammar and readability (https://quillbot.com/grammar-check). This was used due to the financial costs of having the UT language center involved. While using QuillBot, the focus was on not creating other sentences and only focusing on the grammar mistakes within the thesis.

Early-stage brainstorming was used by ChatGPT (https://chatgpt.com/) to come up with certain ideas. Why the topics were introduced by myself: I used ChatGPT to gain an overview of the existing theories and literature. Additionally, I used it to gather feedback if I was lost or going in the right direction. While some suggestions were made by ChatGPT, I always revised them and gave them my personal take if implementing.