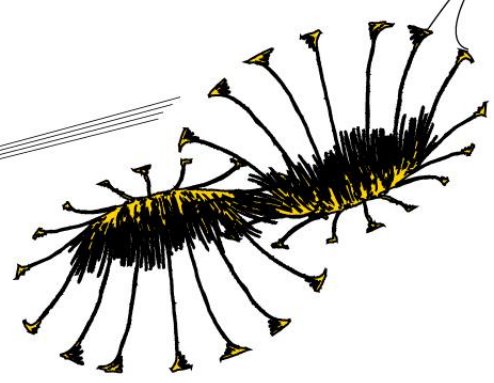




THE ROLE OF MEDIA ORGANIZATIONS IN FRAMING A 'CORPORATE SCANDAL'



Student:	Fleur Fransen
Student number:	s1736639
Examiners:	Dr. ir. Tijs van den Broek Dr. Paul Benneworth
Education:	MSc Business Administration
Track:	Entrepreneurship, Innovation and Strategy
Date:	August 29, 2017

Table of Contents

Abstract	1
1. Introduction	2
2. Theoretical Background	5
2.1 Corporate scandals	5
2.1.1 What are corporate scandals?	5
2.1.2 Types of corporate scandals	5
2.1.3 What conditions cause corporate scandals?	6
2.1.4 Role of the media in corporate scandals	6
2.2 Social movements	7
2.2.1 What are social movements?	7
2.2.2 Tactics of social movements	7
2.2.3 Use of the media by social movements	8
2.3 Framing	8
2.3.1 What is framing?	9
2.3.2 How does framing works? The core framing tasks	9
2.3.3 How can framing be used?	10
2.3.4 Media framing	10
2.4 Conceptual model	11
3. Methods	13
3.1 Research Design	13
3.2 Data Collection	13
3.2.1 Case selection	14
3.2.2 Time dimension	14
3.2.3 Data sources	14
3.3 Data analysis	15
3.4 Case description	16
3.4.1 Actors involved	16
3.4.2 Timeline case	17
4. Results	20
4.1 Media usage (descriptives)	20
4.2 Process maps	21
4.3 Role of actors in frame building	24
4.3.1 The Corporation and The Consultancy Firm	24
4.3.2 Citizens, The SMO, Politics and Municipalities	25
4.3.3 The Central Government	25
4.3.4 The Media	26

4.3.5	Summary	27
5.	Analysis	29
5.1	Stylized facts	29
5.2	Findings.....	30
5.2.1	How does the case evolve over time?	31
5.2.2	What actors are involved in the case?	32
5.2.3	How does the frame of the corporate scandal in the media change over time? ..	34
5.2.4	What is the framing presence of the actors?.....	35
6.	Discussion and conclusion	37
6.1	Theoretical contributions	37
6.2	Practical contributions	38
6.3	Limitations and future research	39
6.4	Conclusion	40
	References	41
	Appendices	50
I.	Process model of framing by Scheufele (1999)	50
II.	Guidelines research	50
III.	Interview questions.....	51
IV.	Coding scheme	53
V.	Framing scheme.....	54
VI.	Cohen's Kappa in SPSS (interrater reliability)	59
VII.	Process maps	60

Abbreviations

The Corporation	The corporation where this study is about, the one which faced a ‘corporate scandal’
Corporations	Corporations in general
The SMO	The social movement organization of this particular case
Social movement (organizations)	Social movement organizations in general
The Central Government	The Dutch government involved in the case
Government	Government in general
The Media	Media outlets of this particular case
Media organizations	Media outlets in general
Politics/Politicians	Politics/Politicians involved in this case

List of figures

Figure 1: process of generating petroleum	2
Figure 2: transportation of production water.....	2
Figure 3: process of production water injection	2
Figure 4: conceptual model	12
Figure 5: data analysis	16
Figure 6: published news articles	20
Figure 7: media attention.....	20
Figure 8: simplified process map stage 1	22
Figure 9: simplified process map stage 2	22
Figure 10: simplified process map stage 3	22
Figure 11: simplified process map stage 4	22
Figure 12: simplified process map stage 5	22

List of tables

Table 1: most important events	18
Table 2: stages in case	21
Table 3: overview results chapter.....	28
Table 4: stylized facts belonging to research question 1	31
Table 5: three stages	32
Table 6: stylized facts belonging to research question 2.....	32
Table 7: stylized facts belonging to research question 3.....	34
Table 8: stylized facts belonging to research question 4.....	35

Abstract

According to Michael Kinsley (2013) “the scandal is not what is illegal, it is what is legal”. Corporate scandals can occur in a so called ‘gray area’ in which there is a discussion of what is publicly acceptable and what is not (Bruhn, 2009). The use of specific frames by media organizations can influence the opinion of citizens as media outlets are often their only source of information. According to Scheufele (1999), a research gap exists in the process that influence the creation of frames or changes in those frames. In order to address this gap, the main research question of this study is: “*How do media organizations play a role in framing a ‘corporate scandal’?*”. According to Clemente and Gabbioneta (2017), more attention should be given to the media in the study of scandals and organizational wrongdoing. This paper contributes to literature by defining how media organizations can play a role in drawing the lines in the so called ‘gray area’. This paper also focuses on corporate scandals whereas previous research mostly focused on sport and politics (Whetten, 1989). A single case study is performed which contains the elements of a scandal, media attention, a social movement organization (SMO) and framing. Although the corporation in this case is not performing any illegal activities, they do perform activities in the ‘gray area’ which caused media attention. This has led to public discussions and involvement of government and politics. Therefore, this study is telling an example of the relationship between corporations and other actors. Regarding the practical contributions of this paper, there can be said that corporations should not underestimate the role of media organizations. As image and credentials are very important for corporations, it is important to organize their corporate business ethics properly. Corporate business ethics refers to how corporations internally organize themselves (Hancock, 2008; Philips & Margolis, 1999). Moreover, by the amount of attention media organizations give to a certain topic and by the frame and tone they use, media organizations have the power to draw the line in the ‘gray area’ of what is publicly acceptable and what is not.

With the help of semi structured interviews with involved actors and by analyzing the published news articles, it can be said that there are four actors involved: (1) The Corporation and The Consultancy Firm, (2) The SMO, Citizens, Politics and Municipalities, (3) The Central Government and (4) The Media. Furthermore, six stylized facts are defined which are simplified presentations of the empirical findings. These stylized facts are not full-fledged theories but they are regularities where social scientists build theories and models on in order to explain certain topics or situations (Hirschman, 2016). The stylized facts in this paper are as follows: (1) there was a clear transition in type of frame of the news articles, (2) there might be three stages in the case based on the framing type, (3) the sentiment of the news articles depend on the type of frame, (4) the case is mainly driven by (negative) events, (5) there is a clear change in tone in the news articles during the course of the case, (6) the actors who speak in the news articles influence the sentiment of that article.

To conclude, there can be said that The Media played a major role in creating awareness for the topic of this case but they did not influenced the final decision whether to continue with water injection or not. Moreover, because of The Media, three stages can be defined in the case according their type of frame. There can also be said that media organizations have the power to draw the line in the gray area of what is acceptable by their amount of attention to the case, their use of sensational words and by the choice of interviewees in their news articles.

1. Introduction

As columnist Michael Kinsley once said: “the scandal is not what is illegal, it is what is legal” (Toobin, 2013). Scandals can be situated in a so called ‘gray area’ in which a corporation is not performing any illegal activities but in which there is a discussion about what is acceptable or not in case of controversial behavior. According to Brun (2009), a ‘gray area’ is “the border between two or more things that are undefined, hard to define, impossible to define, or where the border changes” (p. 206). In such situations, the society determines the prevailing ethical standards of time by choosing what to punish and what not (Toobin, 2013). According to Entman (2012), media organizations have the power to create such a scandal by paying enough attention to the case and when they apply a certain scandal frame. Additionally, as media outlets are often the only source of information available to most of the public, they have a great influence on how people think about a specific topic (Puglisi & Snyder, 2011). This paper will look at where the lines are drawn in the ‘gray area’ and what the role of media organizations is in that process. In order to investigate this, a single case study is performed.

The case of this study is about a Dutch Corporation which is among other things generating petroleum in Schoonebeek, Drenthe. A couple of years ago, the well was empty and all petroleum was generated. However, by using a new technique of pumping steam into the soil, the last leftovers of stuck petroleum can easily flow to the surface. This can be seen in figure 1.

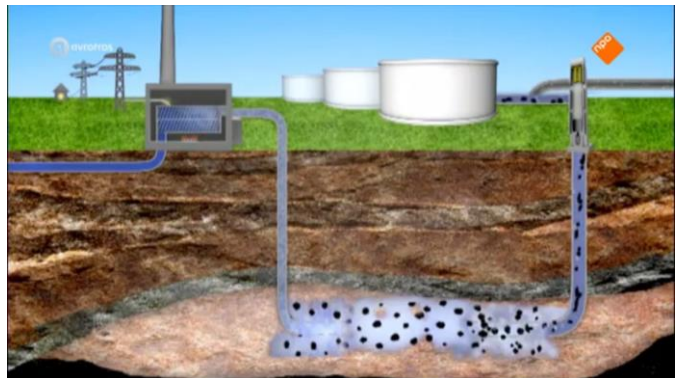


Figure 1: process of generating petroleum

When the petroleum flows to the surface, the water which remains from the steam and the petroleum are separated. This remaining water is called production water and is then transported via a pipeline of 45 kilometers to several areas in Twente which is shown in figure 2.



Figure 2: transportation of production water

Subsequently, the production water is injected in empty gas fields which can be seen in figure 3. According to opponents, these injections can cause among other things earthquakes, damage to houses and contamination in drinking water. They argue that the water injections should stop or at least the production water should be purified.

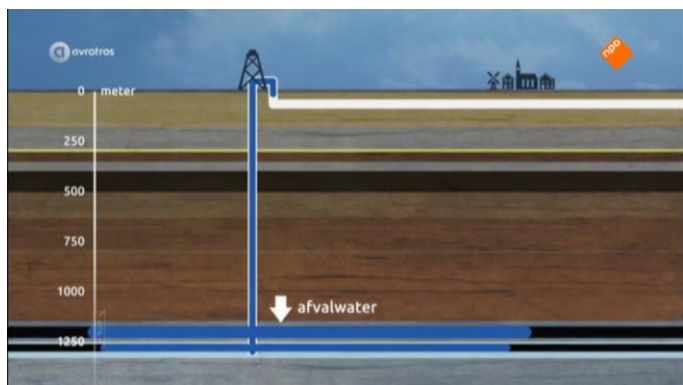


Figure 3: process of production water injection

By the end of December 2014, The Media published a triptych on television which created the first awareness of the situation and its possible consequences. Since then, The Media played a major role by the way and the quantity they presented news. Since December 2015, the pressure on The Corporation is exerted by mainly The Social Movement Organization (SMO) which is an initiative of distressed civilians. With the help of The Media, The SMO wanted to cause a discussion in society. The Media were responsible for creating the first awareness and during the case they paid lots of attention to the topic. This created an advantage for The SMO as communication in The Media is very important in order to find support in their process (Friedman, 1999; King & Pearce, 2010; Stone, 1993). According to Clemente and Gabbioneta (2017), the role of media organizations is fundamental to the knowledge and perception of organizational wrongdoing for at least two reasons. First, by acting as a gatekeeper media organizations have the power to decide what will be made publicly known and what not (White, 1964). Second, by using different frames media organizations have the power to influence the perception of people about a specific topic (Clemente & Gabbioneta, 2017; Goffman, 1974; Price, Tewksbury, & Powers, 1995). According to Scheufele (1999), a gap in research exists in the process that influence the creation of frames or changes in those frames. This paper addresses this gap by exploring the concept of frame building, frame setting, media frames, audience frames and the influence of the journalists.

In general, social movements are a key factor within corporate scandals as they force organizations to change or stop certain activities (Den Hond & De Bakker, 2007). Eventually this can lead to a broader institutional change at the societal level (Clemente, Durand & Roulet, 2017). Social movements and their interaction with firms is an important topic in organization studies. However, often, the role of media organizations received little attention (Williams, 2008), despite the fact that media outlets are the most important medium through which opinions and ideas are legitimated (Parsons, 1989). Few studies have specifically looked at the role of media organizations in the framing of a corporate scandal (Cohen, Ding, Lesage & Stollowy, 2015; Jonsson, Greve & Fujiwara-Greve, 2009; Roulet, 2015). According to Clemente and Gabbioneta (2017), media framing is key in the construction of the scandal. Media organizations influence the perception of a scandal, its magnitude, and its consequences. Furthermore, according to Whetten (1989), most studies on scandals are performed in the field of politics or sports, leaving understudied the question of how framing occurs in other types of settings. This paper contributes to theory by investigating the role of media organizations in framing corporate scandals. Moreover, this paper also contributes to literature by defining where the lines in the 'gray area' are drawn of what is publicly acceptable and what is not.

The results of this study are interesting for both corporations, media organizations and SMOs. There can be said that the role of media organizations and a SMO should not be underestimated. Media organizations can damage the image of a corporation which is performing activities in a 'gray area'. This is an area of uncertainty and risk, which should be managed well (Bruhn, 2008). This can be done via corporate business ethics which is about how corporations organize themselves internally to improve their ethical practice, credentials, and public image (Hancock, 2008; Philips & Margolis, 1999). When corporations get involved in a scandal, they should be involved in the media outlets as soon as possible. Media organizations have a lot of power to make or break an image of a corporation. However, they should apply the adversarial process in order to maintain their reliability. Moreover, the SMO

can both influence the perception of citizens and the processes of a corporation (Clemente & Gabbioneta, 2017). For a SMO, media organizations could serve as an echo chamber by repeating the statements and goals of the movement. Via this way, the SMO can find support for their goals. As the relationship between the SMO and media organizations is an asymmetrical one in which the SMO need media organizations far more than the other way around, it is important for the SMO to have a good relation with media organizations (Gamson & Wolfsfeld, 1993). Additionally, the SMO should be organized well in order to operate efficiently.

As frames determine the way how people interpret certain situations and activities, it is interesting to investigate how media organizations play a role in framing ‘corporate scandals’. Corporate scandals is written within quotation marks because in this study it refers to controversial or socially debatable activities which are officially legal but which are situated in a so called ‘gray area’. This leads to the following main research question of this paper:

“How do media organizations play a role in framing a ‘corporate scandal’?”

This main question will be answered with the help of the following research questions:

1. How does the case evolve over time?
2. What actors are involved in the case?
3. How does the frame of the corporate scandal in the media change over time?
4. What is the framing presence of the actors?

2. Theoretical Background

The following chapter presents a review of relevant literature on the topic of this research. It critically compares, contrasts and connects various sources and it will correctly identify the key concepts. As the topic of this research is the role of media organizations in framing a corporate scandal, the theoretical background will be divided into three different topics. The first part of this chapter will provide a description of what corporate scandals are. Secondly, the concept of social movements is discussed and the third part deals with the framing. This chapter will end with a presentation and description of the conceptual model.

2.1 Corporate scandals

In this part of the report, a definition of what corporate scandals are is given. Moreover, different types of scandals are discussed, what conditions cause corporate scandals and the influence of media organizations on its emergence.

2.1.1 What are corporate scandals?

Corporate scandals can be defined as unusual or rare actions that a person or persons within a firm engage in (Coffee, 2005). These actions often occur when firms are on top of their performance and they are often allegedly or actually proven to be illegal. It is also possible that those actions are legal but that they are about controversial behavior. They occur in a so called 'gray area' of what is publicly acceptable and what is not. According to Brun (2009), a 'gray area' is "the border between two or more things that are undefined, hard to define, impossible to define, or where the border changes" (p.206). Corporate scandals are arising from accusations about behavior or for example ethical practices (Zona, Minoja, & Coda, 2013). Other scholars have already proven that successful, fast growing companies are more likely to face such situations, which are often caused by corporate misconduct (Baucus & Near, 1991; MacLean, 2008). More recently, a new perspective appeared which states that organizational wrongdoing is a result of a two-way interaction between companies and social-control agents (Greve, Palmer & Pozner, 2010; Palmer, 2012). Social-control agents are organizations that fulfill the institutional role of drawing the lines that define legal, ethical, and socially responsible behaviors. Moreover, they assess whether corporations violate such lines (Greve et al., 2010). Examples of such social-control agents are the state or professional associations that have sanctioning power but it also includes media organizations as they can affect image and reputation of a corporation (Clemente & Gabbioneta, 2017). In this paper it is interesting to study when and why some actions become perceived as wrong in public perception and others not.

2.1.2 Types of corporate scandals

Corporate scandals can damage a corporation and its individuals in different ways. A corporate scandal affects the reputation of the company, a loss in stock value can be experienced and legal punishment is a possibility as well (Karpoff, Lee & Vondracek, 1999; Sullivan, Haunschild & Page, 2007). Individuals can lose their position in the organization, their seat in the board, or they can face difficulties in finding another equivalent job (Desai, Hogan, & Wilkins, 2006). Additionally, Hung, Wong and Zhang (2015) distinguished three types of corporate scandals: relationship scandals, market scandals and mixed scandals. *Relationship scandals* primarily

damage the ability of the firm to conduct relationship based contracting. This means that people misuse their own network in order to achieve certain goals. *Market scandals* primarily affect the ability of the firm to conduct market based contracting. This entails misrepresentation of certain facts or information to the general public. *Mixed scandals* are scandals that affect the ability of the firm to conduct both relationship based and market based contracting. (Bonini & Boraschi, 2010).

2.1.3 What conditions cause corporate scandals?

Focusing on the entire organization, previous studies have shown that organizations which are operating in less generous environments and where resources are scarce, are more likely to engage in wrongdoing (Staw & Sz wajkowski, 1975). In contrast to this, Baucus and Near (1991) found out that companies perform those kind of activities when they are operating in a dynamic environment with large other companies. Another well-studied main cause of organizational wrongdoing is organizational culture (Greve, Palmer, & Pozner, 2010). Organizational culture can support organizational wrongdoing when for example ambitious ends are rewarded without taking into consideration the means used to achieve them (Kulik, 2005; Sims & Brinkmann, 2003).

Moreover, since the 1990s, corporate misconduct behavior increased because the strategies of big firms were shifting their focus from a focus on diversification and expansion to a focus on ‘shareholder value’ (Dobbin & Zorn, 2005). In short, it means that companies should solely focus on making profit by viewing shareholders as the engine of their organization. However, as already mentioned, it is possible that corporations perform activities which are officially legal but which are about controversial behavior. These activities can raise questions from society as they occur in a so called ‘gray area’ in which it is difficult to judge what is right and what is wrong. According to Bruhn (2009), all organizations do have such areas where a major part of the decision making takes place. These are areas of uncertainty and risk and when they are poorly managed, they can easily become a handicap for the organization (Bruhn, 2009).

2.1.4 Role of the media in corporate scandals

Not all corporate socially debatable activities are turning out into a corporate scandal. When a corporate misconduct turns out to become public knowledge, it emergence in a corporate scandal (Zona, Minoja, & Coda, 2013). This can only happen when media organizations pay enough attention to the wrongdoing and when they apply particular frame which presents the activities as something that challenges existing norms (Entman, 2012). Media organizations are also playing a central role in creating such a scandal as media attention increases after it took place (Greve, Palmer, & Pozner, 2010; Desai, 2001). “*Unless effectively publicized, a transgression will not generate a scandal. No publicity, no scandal*” (Adut, 2008). A key feature of a scandal is that dominant frames are developed which means that an ideology is created whereby certain beliefs and values are shared by the majority of the population (Abercrombie & Turner, 1978).

Media organizations have a lot of power as they can decide to disclose corporate socially debatable activities or not. Journalists can decide to ignore a certain situation, however, this can also lead to the fear of being seen as negligent when it eventually becomes publicly known

(Adut, 2005). This function of media organizations is called gatekeeper, which means that they can decide which information will go forward, and which not (White, 1964). Moreover, media outlets are often the only source of information available to most of the public and especially with the help of framing, they have a great influence on how people think about a particular subject. This means that the way media organizations present a certain issue and the frequency of paying attention to it, can play a role in constructing corporate scandals (Puglisi & Snyder, 2011). Besides, the bigger the gap between actual and perceived performance, and the larger and well-known the firm is, the more dramatic and significant the corporate scandal (Zona, Minoja, & Coda, 2013).

2.2 Social movements

In previous section, the concept of corporate scandals and its features are described. This means that the corporation which performs socially debatable activities is situated on one side. On the other side, the social movements and media organizations are situated. In this section of the report, the concept of social movements will be described by defining social movements, their tactics and how they can make use of media.

2.2.1 What are social movements?

Social movements are defined as “a broad set of sustained organizational efforts to change the structure of society or the distribution of society’s resources” (Coglianese, 2001). Besides, a social movement has a shared belief about a preferred state of the world and it is able to mobilize people into an organized setting in order to solve social problems or even to transform the social order (McCarthy & Zald, 1977). One of the main goals of social movements is to attain institutional change (Hall & Martin, 2005; Hargrave & Van de Ven, 2006; King & Soule, 2007; King, 2008b). The objective of a social movement determines the strategy and tactic of that group (Barkan, 1979; Mannheim, 2000; Smith, 2001). King and Pearce (2010) defined three types of strategies which social movements use to target firms: (a) addressing corporations directly, (b) creation of transnational systems of private regulation, and (c) the creation of market alternatives through institutional entrepreneurs. According to Zald and McCarthy (1997), multiple social movement organizations (SMO) are present within one social movement. Those SMOs share the goals of the movement and mostly fulfil coordinating tasks in order to ensure the survival and success of the social movement (Zald & McCarthy, 1997).

2.2.2 Tactics of social movements

As a first step, SMOs often show their dissatisfaction directly against certain corporations. When this does not provide the desired outcome, more radical actions are undertaken (della Porta & Diani; Tarrow, 1998). One can think of lobbying and petitions to more violent tactics as sabotage and confrontations (Rochon, 1988).

There are two different aims regarding types of activism: symbolic and material damage (Friedman, 1999; Taylor & van Dyke, 2004). The aim of *symbolic damage* is to break down ideologies, values, or meanings (Morrill, Zald, & Rao, 2003). This type of activism attracts more participants as it is often not disturbing, does not need many resources and is not time-consuming. Therefore, symbolic damage is commonly the starting point for SMOs. According to Den Hond and De Bakker (2007), symbolic damage can lead to *material damage*. Reason

for this is that material damage is often a result of symbolic damage when for instance people do not buy certain products anymore. On the other hand, symbolic gain may cause material gain when for example a positive reputation leads to more turnover (Den Hond & De Bakker, 2007).

2.2.3 Use of the media by social movements

Often, the first step of SMOs is trying to change the behaviour of specific companies via legal regulations (Den Hond & De Bakker, 2007). When this does not work out, people can use media organizations to force the company to behave in ethical ways (Carroll & Ratner, 1996b). One of the biggest advantages of media is the opportunity to reach many people in a short period of time (Illia, 2003; Taylor & van Dyke, 2004). There are also other forms of activism applied by SMOs, such as non-participatory protest. These protests do not rely on large numbers of participants, but on the quality of resources which are brought in by a small number of members of the SMOs (Rucht, 1999). These resources might include specific expertise, lobbying, high quality information or access to mass media.

The communication and the strategies via media organizations are very important for SMOs in order to find support in their process (Friedman, 1999; King & Pearce, 2010; Stone, 1993). They can gain public attention with the help of media organizations, hoping that people will support their objectives (Koopmans, 2004). Additionally, Gamson and Wolfsfeld (1993) argue that the relation between media organizations and social movements is one of asymmetrical dependency which means that social movements need media organizations far more than the other way around. This gives media organizations a lot of power. Within this relationship, social movements need media organizations for three reasons: mobilization, validation and to enlarge the scope of the conflict (Gamson & Wolfsfeld, 1993). The three main concerns of social movements are that media organizations allow them to: (1) standing, which refers to the quantity of coverage with public attention, (2) preferred framing, which refers the way how media construct the news and (3) sympathy, which refers to the amount of public which shows sympathy for the aim of the activist group (Gamson & Wolfsfeld, 1993). This means that media organizations have the power to draw the line of what is acceptable and not in public opinion. Framing will therefore be used to see how and when these lines are drawn.

Research has shown that social movements can face some difficulties with ‘mainstream’ media organizations as they often ignore, stigmatize or change the viewpoints (Stein, 2009). This problem is also called ‘protest paradigm’ which refers to the pattern of delegitimizing news coverage of protest and dissent (Chan & Lee, 1984). As a result, social movements often make use of alternative media forms in order to more effectively achieve their goals. These alternative media forms provide a different viewpoint than what is presented in the ‘mainstream’ media. Examples of alternative media are video recordings, podcasts, blogs, street art, radio and music (Waltz, 2005).

2.3 Framing

As mentioned before, the corporation which performs socially debatable activities stands on one side whereby social movements and media organizations are situated on the other side. Social movements look after the role of societal interests while media organizations are where the battle is fought out. In this part of the report, the concept of framing will be explained. Framing is the focus of this study and can be used as a proxy for discussions about where the

lines in the 'gray area' are drawn. Therefore, first a description of framing will be given and how it might vary in different situations. Secondly, the different types of framing are discussed and hereafter, an explanation is provided of how framing can be used. Lastly, the concept of media framing is described.

2.3.1 What is framing?

Finding support and mobilizing people is very important for social movements and therefore framing plays a prominent role in their existence. According to Snow and Benford (1988), framing is defined as "an active, processual phenomenon that implies agency and contention at the level of reality construction" (p. 614). The basis of the framing theory is the way how people understand certain situations and activities (Goffman, 1974). The results which are derived from these framing activities, are called 'collective action frames'. Collective action frames are a set of meanings and beliefs that encourages and legitimates actions of social movements by being action-oriented (Benford & Snow, 2000).

Frames may vary in terms of problem identification, direction of attribution, flexibility, rigidity, inclusivity, exclusivity, scope, influence and resonance (Benford & Snow, 2000). Resonance can be achieved by the credibility of the specific frame and the prominence of it (Benford & Snow, 2000). There are three factors which affect the credibility of the frame: (1) *Empirical credibility*, which refers to the fit between the framing and the events in the world (Benford & Snow, 2000) and whether frames can be indicated as 'real' (Gamson, 1992b). (2) *Frame consistency* refers to the transparency of contradictions. (3) Research has also shown that *leaders* who are characterized as being more credible, are more persuasive (Hovland & Weiss, 1951; Aronson & Goldon, 1962). In turn, persuasiveness is determined by status and knowledge (Hass, 1981; McGuire, 1985). Theoretically, the higher the status and/or the greater the perceived knowledge of the frame leader or the organization they represent, the more believable and resonant the frame is (Benford & Snow, 2000).

The resonance of a collective action frame is also determined by the prominence of it which consists of three dimensions: (1) *Centrality*, which refers to how important the values, ideas and beliefs of the frame are to the audience. (2) *Experiential commensurability*, which means that the frame is appropriate to the daily lives of the audience. (3) *Narrative fidelity* contains the question to what extent does the frame fit in the targets' ideology (Snow & Benford, 1988).

2.3.2 How does framing works? The core framing tasks

Collective action frames are formed by two aspects: the core framing tasks of the social movement and the interactive framing processes that assist these core framing tasks (Gamson, 1992a). This section will focus on the core framing tasks.

According to Rao et al. (2000), there are three issues which are faced when developing a vision for the action of the social movement: (1) the framing of the problem the social movement is addressing, (2) the solution or change should be better than existing ones and (3) there should be good arguments and motivations for change. These three issues lead to three forms of framing: diagnostic framing, motivational framing and prognostic framing (Markowitz, 2007; Misangyi, Weaver, & Elms, 2008).

The purpose of *diagnostic framing* is to blame, show problems and present failing of an existing organization (Suddaby & Greenwood, 2005). In *motivational framing*, reasons and arguments are given why people should become active and participate within the movement (Benford & Snow, 2000; Misangyi et al., 2008). The last framing type is called *prognostic framing* and within this framing type, social movements frame what the desirable solution or outcome to a specific problem is (Benford & Snow, 2000). The frame shows that this specific solution or outcome is superior compared to previous solutions or the current situation (Creed, Scully, & Austin, 2002). These different framing types can lead to a certain battle whereby the actors can apply different frames in which they want more resonance or prominence.

2.3.3 How can framing be used?

As already mentioned, collective action frames are formed by two aspects: the core framing tasks of the social movement and the interactive framing processes that assist these core framing tasks (Gamson, 1992a). Previous section described the core framing tasks and this section will describe the three interactive framing processes which assist these core framing tasks. As collective frames are not static, they develop, transform and change over time. Therefore, the interactive framing processes may also change over time (Benford & Snow, 2000; Gamson, 1992a; Johnston & Snow, 1998; White, 1999).

Discursive processes are about conversations or written communication between members of a social movement that take place in relation to the activities of the movement (Benford & Snow, 2000). *Strategic processes* involve processes of framing which are designed in order to achieve a certain goal or purpose. The strategic activities taken by social movements in order to attract potential participants, are called ‘frame alignment processes’ (Snow, Rochford, Worden, & Benford, 1986). Lastly, many researchers agreed that the development, generation and elaboration of collective action frames are *contested processes* which include many challenges (Benford & Snow, 2000). Those challenges can be distinguished into: counterframing by movement opponents, challenges between members and media organizations and frame differences within movement (Goffman, 1974; Benford, 1993a).

2.3.4 Media framing

Several studies have provided evidence that media organizations can shape public opinion with the help of framing (Entman & Rojecki, 1993; Entman, 1993; Fiss & Hirsch, 2005; Gamson & Modigliani, 1989; Matthes, 2009; Pan & Kosicki, 1993). The basis of framing theory is that media organizations give attention to a specific subject or case and therefore it consciously or unconsciously gives a certain meaning to it. It means that how something is presented by media organizations (= the frame), is influencing the way people think about a specific subject or case (Goffman, 1974). According to Clemente and Gabbioneta (2017), media framing is key in the social construction of organizational wrongdoing (p. 287). Moreover, media frames are particularly important in case of crises as they are able to mobilize people (An & Gower, 2009; Garcia, 2001).

Media organizations are providing its public with schemas and they are organizing the reality by classifying information (Gitlin, 1980; Tuchman 1978). Entman (1993) argued that there are two essential factors of how media organizations provide the public with those schemas: selection and salience. This means that the way if and how often information is

presented and framed, influences how the public understand and interpret the given information (Price, Tewksbury, & Powers, 1995).

Furthermore, frames could also be viewed as dependent or independent variables. Regarding framing as a dependent variable, it is possible that the used frames of a journalist are influenced by its social norms and values, organizational pressure and constraints, pressures of interest groups, journalistic routines or its own ideology or political preference (Shoemaker & Reese, 1996; Tuchman, 1978). On the other hand, frames could also serve as independent variables. In that case, the effects of framing are of most importance. Those effects can be achieved by the setting of the words, the general newsworthiness, the use of quotes or by choices made regarding style (Pan & Kosicki, 1993). This means that dependent variables concern the journalist and independent variables concern the public (Scheufele, 1999).

2.4 Conceptual model

The conceptual model of this study is presented in figure 4 and is based on the existing model of Scheufele which can be found in appendix I. Within this model, framing is conceptualized as a continuous process by which the outcome of a specific process serves as an input for the next process. According to Gans (1979) and Shoemaker and Reese (1996), *frame building* has three potential sources of influence: (1) the influence of the journalist as his or her construction of frames is determined by own ideology, attitude and professional norms (Donsbach, 1981), (2) the influence of organizational routines, like political preference (Gans, 1979) and (3) the external sources like authority, political players or interest groups (Scheufele, 1999). This process of frame building leads to *media frames* which is defined as “the process by which a communication source, such as a news organization, defines and constructs a political issue or public controversy” (Nelson, Clawson, & Oxley, 1997, p.567). Media frames lead to *audience frames* which is about how the audience interprets the given information. In between, the *frame setting* process takes place which means that the selection and salience of a news item determines the audience frame (McCombs, Llamas, Lopez-Escobar, & Rey, 1997). Moreover, by applying a prognostic, diagnostic or motivational frame, the audience is influenced as well. The *individual-level effects of framing* mean that personal interests and ideologies determine the attitude, behaviour and opinions of both the citizens and the journalists. Lastly, the *journalists as audiences*, refers to the fact that journalists are also citizens which means they are also influenced by internal and external variables. This will again influence the frame building and the process will start over again (Fishman, 1977, 1980; Rhodebeck, 1998).

The red boxes in the conceptual model refer to the actors involved in the particular case of this study. With the help of media organizations, the process of water injection became publicly known which caused anger and anxiety among citizens. This resulted in the establishment of The SMO. Due to questions and pressure of this SMO, The Central Government became involved which required reaction and involvement of The Corporation. These three actors influenced the building of frames by for example actively making use of media organizations. This process of influencing the news articles by using frames, can eventually lead to the perception of a corporate scandal.

As described in previous sections, frames can be seen as dependent and independent variables. Within this study, framing is the dependent variable because the frames are influenced by many other variables. These variables include for example the personal interests

of the journalist, the environment, and organizational routines. Moreover, this model serves as the core of the research and will help in answering the research questions. By studying how the case evolved over time, the different actors involved will be discovered as well. By analysing the published news articles, the frame setting and type of frame will be determined. Via this way, the framing presence of the actors can also be defined.

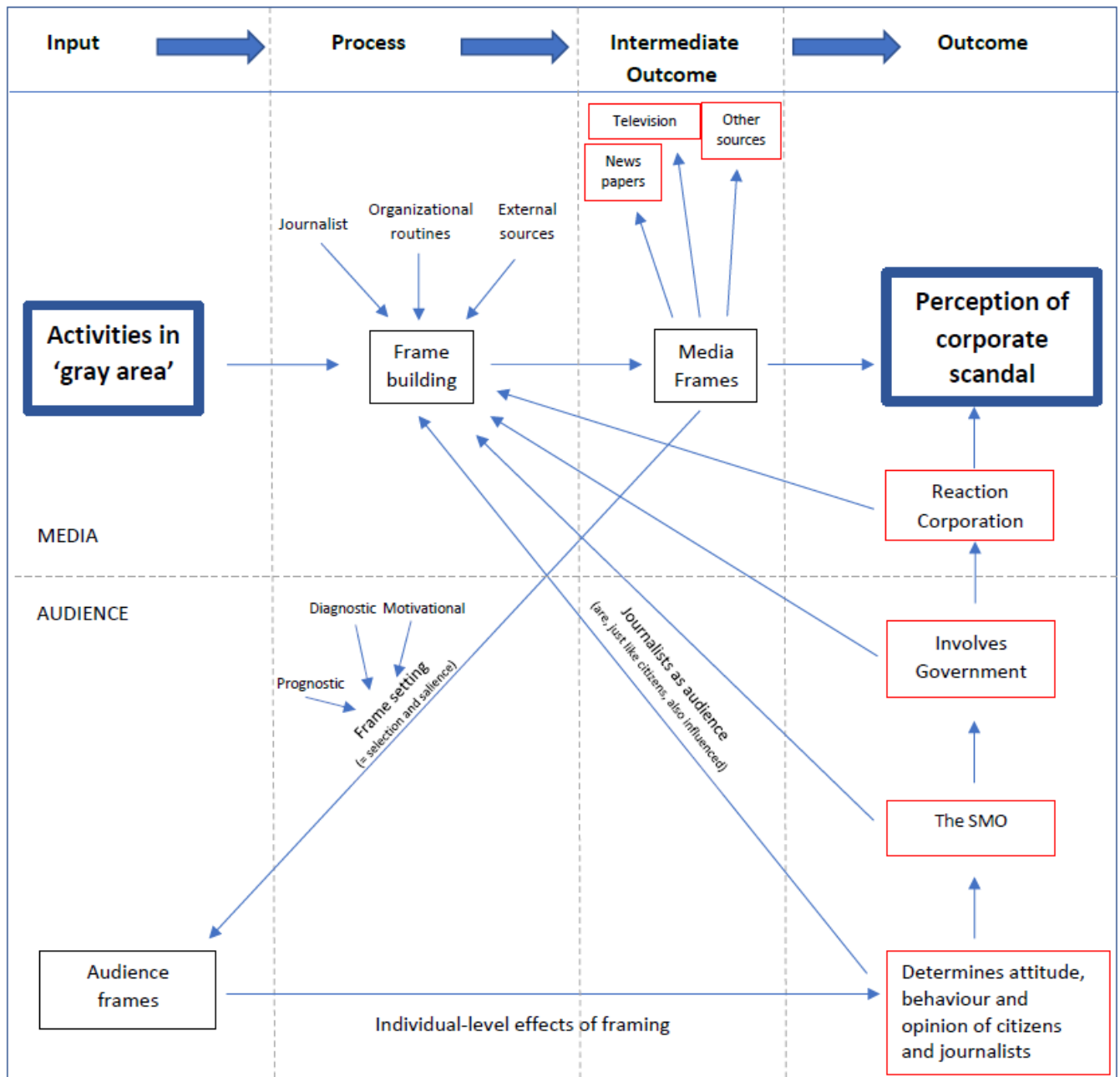


Figure 4: conceptual model

3. Methods

This chapter provides information about how the study was carried out. It identifies and clarifies the type of research design, data collection technique and the strategies in data analysis. At the end of this chapter, an overview of the specific case is given which provides the reader with a timeline and a description of the actors involved. In appendix II a table can be found which served as a guideline for this research (Atkins & Sampson, 2002).

3.1 Research Design

In order to answer the main research question of *how* media organizations play a role in the framing of a corporate scandal, a case should be chosen which fulfils several requirements. The case for this study was about a Dutch petroleum Corporation which is injecting production water into the soil in the Twente region. The case received a lot of media attention because the activities of The Corporation were questioned. Moreover, as the main research question is dealing with how things change and develop over time, a process study was applicable (Van de Ven, 2007).

According to van de Ven (1992), there are two different definitions of ‘process’: (1) a category of concepts or variables that concern actions and activities; and (2) a narrative description of how things develop and change. In this study, both descriptions were applicable as the outcome of the research was explained by the variance in the dependent variable (framing) due to variance in the independent variables. These independent variables are derived from the model of Scheufele (1999). Because the research question entails *how*, and not *if*, a change took place, which means the answer also requires a narrative description of the sequence of events that were unfolded during the period of change (Abbott, 1988; Van de Ven & Huber, 1990; Van de Ven A. H., 2007).

According to Scheufele (1999), a gap in research exists in the process that influence the creation or changes of frames. Therefore, this study used a qualitative research design, more specifically, an explorative one. In order to gain in-depth data, an inductive approach was used. Furthermore, the aim of this study was not to find concrete answer on how media organizations played a role in the framing of a corporate scandal, as this was due to time and resources limitations not feasible. This study provided an in-depth analysis of one specific case which can be used for future research.

Thus, as the focus of this research was on the process of media usage, a process study was developed in order to study the development of the aforementioned case. Moreover, the case study was able to provide an extensive empirical description of the case itself and the influence of media organizations. In order to verify the results from the process study, interviews are conducted as well.

3.2 Data Collection

In this part of the report, the plan of attack of this study is described. A description will be given of how the data is collected and how this study fulfils the criteria of a proper case study. Moreover, the degree of convergence and closure in findings will be discussed. In order to create a better overview, the following sections are made: case selection, time dimension and data sources.

3.2.1 Case selection

This research contained a single case study in order to gain a detailed and extensive overview (Morris & Wood, 1991). It is important that the chosen case represents the theory of framing which was the focus of this study. In order to find out how media organizations played a role in the framing of a ‘corporate scandal’, a case is chosen which received a lot of media attention. Furthermore, the case should be about a controversial subject in order to determine the role of media organizations in the development towards a ‘corporate scandal’. Although it is difficult to generalise a single case study (Yin, 1994), this study could serve as a basis for future research with the help of a detailed description of this particular case.

Moreover, the case must have been active for a longer period of time in order to analyse any developments or changes. People who are involved in the case should also be easily accessible for the researcher in order to gain as much as possible information. Lastly, this case is chosen because during time of writing, the case was high profile. In January, a meeting with The Government, The SMO and The Media was organized at the University of Twente. This took place in the same period as writing the proposal. Additionally, previous research in this particular case within the faculty of the University of Twente was already done a couple of years ago.

3.2.2 Time dimension

When studying change and using a process methodology, it entails the collection of longitudinal data (Van de Ven A.H., 2007; Poole, Van de Ven, Dooley, & Holmes, 2000). The data in this research is conducted via a retrospective way as the researcher will rely on archival data. This data mainly contained news articles from December 2014 till March 2017 and is derived by national and local media sources. The information about the case is gathered in April, May and June 2017. In order to verify this information, interviews are held with all actors involved. Both types of research are gathered within a period of 10 weeks.

3.2.3 Data sources

The theoretical background is written in order to gain knowledge and provide information about the research topic(s). In order to find as many relevant studies as possible, the databases Scopus and Google Scholar were used. As can be read in the theoretical background chapter, three main topics were developed: corporate scandals, social movements and framing. These topics were then all linked to media or the influence of media on it. Articles which seemed to be relevant, were downloaded and after reading the abstract, the researcher determined whether to use the article or not. This process is often repeated, until sufficient articles were found. The research questions were answered with the help of desk research and interviews. Desk research was gained via all available media sources. The news articles were analysed with the help of a self-developed coding scheme. Lastly, there was already a media dossier from previous research of this case from December 2014 until Summer 2016. This media dossier has been made up to date which resulted in a total of 349 news articles.

In order to verify the information found in the news articles and in order to find mediators or moderators between causes and consequences, eight semi-structured face-to-face interviews, one Skype interview and two telephone interviews were performed. A more detailed description of the interviews is provided in the next section. All the interviews were recorded,

fully written out, coded, and the researcher made notes as well. The interview questions can be found in appendix III. In this appendix can also be seen how the interview questions are derived from theory.

3.3 Data analysis

The aim of this research was not to give a concrete answer on the main research question. The aim was to provide information about the role of media organizations in framing a 'corporate scandal' which can be used in future research. The data analysis process consisted of six steps.

The first step was finalizing the already existing media overview so that all published news articles are taken into account. The news articles are derived via the websites of the media outlets itself and via Google. The overview contains both national and regional news articles. In this chronological overview, the heading of the news article, the media source, an URL link and the publication date is mentioned.

The second step was executing the interviews with all possible stakeholders in this case. The sample was chosen with the help of non-probability sampling. For this study, quota sampling was used as the aim of quota sampling is to produce a sample that reflects a population (Bryman & Bell, 2007). In quota sampling, the selection of people is left up to the interviewer. Out of the news articles, the different actors are defined and specific names of people involved in the case are identified. Ten persons were invited for an interview via email. From these 10 persons, eight were willing to cooperate in this research. One person was not willing to cooperate and one person did not react at all. Hereafter, snowball sampling is applied, which means that the researcher makes initial contact with a small group of people and then uses these connections to establish contacts with others (Bryman & Bell, 2007). This resulted in a total of 11 performed interviews with an average duration of 45 minutes. Within these interviews, personal questions, questions about the case, their opinion about the role of media organizations, and the role of framing were discussed. The interview questions and how they are derived from theory, can be found in appendix III. All interviews are recorded and coded with the help of the software program atlas.ti.

The third step was defining the most important events in the case. These events were determined with the help of news articles and the interviews. Based on these events, a timeline is created. Within process theory, it is useful to make a distinction between incidents and events (Abbott, 1988). Incidents are operational empirical observations whereas events are abstract concepts of bracketed or coded sets of incidents. Incidents are directly observable, a first-order set of activities (Van de Ven, 2007). This study focuses on events as events are constructs indicated by incidents. The case in this study faced multiple important and significant incidents which have led to several minor incidents. Taking these important and minor incidents together, events are created.

In the fourth step, stages are created within the developed timeline. These stages are based on previous steps whereby the most important events are identified. Within each stage, another subject is of most importance.

In the fifth step, the frame of the news articles was determined. In order to determine this frame, a coding scheme was developed. This scheme can be found in appendix IV and includes five categories of how a frame of a news article can be interpreted, ranging from very positive about The Corporation till very negative about The Corporation. Moreover, with the

help of listed words, a determination was made whether the frame is diagnostic, motivational or prognostic. Based on its availability, length and media source, five news articles were chosen per important event, unless no more articles were available. An overview of these framed news articles per event can be found in appendix V. The validity of the coding scheme was checked with independent verification (see appendix VI).

The sixth step includes an analysis on the basis of created process maps. These process maps can be found in appendix VII. Each process map shows the news articles of a specific stage which are defined in step 4. The colour of the boxes correspond with the sentiment of the news article which is operationalized with the coding scheme in appendix IV. On the X-axis, the time in months is presented. The Y axis is nominal and contains the diagnostic, motivational and prognostic frame. With the help of this visual presentation, the change in frame over time is explored.

In order to provide a clear overview, the steps in data analysis are displayed in figure 5.



Figure 5: data analysis

3.4 Case description

In order to provide the reader with background information about the case, first a description of the case and its involved actors is given. Hereafter, a timeline of the case is created which shows the 13 most important events.

3.4.1 Actors involved

The Corporation is generating petroleum in Drenthe, a province in the Netherlands. In order to generate petroleum, water is pumped into the soil so that the petroleum easily flows to the surface. After the petroleum is generated, production water remains and via a pipeline of 45 kilometres long this water is injected in multiple empty gas fields in Twente. This process causes a lot of resistance among citizens in Twente which resulted in the establishment of The SMO. With the help of petitions and The Media, The SMO wanted to convince The Corporation and The Central Government of the harmfulness of production water injections. According to The SMO, the production water contains chemicals which can contaminate drinking water and certain nature areas. Moreover, they argue that it might lead to earthquakes and landslides. The aim of The SMO is to stop the injection or at least find alternatives, preferably water purification. However, according to an examination commissioned by The Corporation, this alternative is not feasible due to the high costs of 501 million euros. In contrast to that, The SMO argues the costs are only 45 million euros. Currently, water injection is the most environmental friendly and safest solution of production water according to The Corporation. The SMO still advocate for other alternatives and an independent investigation by an examination which is not selected by The Corporation.

Within this case, there are four parties are involved. The first party consists of The Corporation and The Consultancy Firm. The Corporation is the large Dutch firm which is generating petroleum and extracting natural gas. The Corporation is the one which is performing socially debatable activities in the ‘gray area’. The Consultancy Firm is chosen by The Corporation to perform an investigation whether the current way of working is still the most suitable way.

The second party consists of The Citizens of Twente, The SMO, Politics and Municipalities. The whole process of water injection caused anger and anxiety among Citizens. According to The Consultancy Firm, public support would be important in the decision process whether to continue with the injection or not. This resulted in the establishment of The SMO. This SMO is part of a wider environmental movement in the Netherlands which is striving for a more sustainable society. Multiple Politicians support this goal and started to ask questions in Dutch parliament. The last actor in this party are the Municipalities, which also show resistance against the process of water injection. The Municipalities organized information meetings for anxious citizens and submit motions with the aim of stopping the water injection process. The cooperation between involved Municipalities is experienced as a unique situation.

The third party is The Central Government. They are responsible for the final decision whether to continue with water injection or to try an alternative. However, the oil and gas extraction is of great importance for the Government as they receive 90% of the total revenue. This leads to the discussion of what is more important; worried Citizens and environment or economic benefits for the country.

The fourth and last party is The Media. The Media is responsible for making the situation of water injection and its consequences publicly known. The regional media was constantly actively involved in the process and they paid lots of attention to the case. The national media is moderately involved in the process. Moreover, The Media are able to redefine the boundaries of the ‘gray area’ of what is acceptable and what is not.

3.4.2 Timeline case

Out of the interviews and on the basis of the amount of published news articles, 13 most important events are identified. Table 1 shows how many interviewees identified these events as important and how many news articles are written about that subject. These events can be seen as moments which has changed the case somehow.

When	Event	Nr of interviewees agreed	Nr of news articles published
12-2014	Triptych: public awareness	7	21
01-2015	Information meeting Tubbergen	5	7
03-2015	Damages houses Rossum	2	15
04-2015	Leak Holthene	9	12
06-2015	Temporarily stop water injection	7	10
08-2015	Evaluation put forward with 1 year	5	4
11-2015	Information meeting and establishment of The SMO	9	1
03-2016	30.000 signatures offered to Central Government by SMO	6	10
06-2016	Intermediate evaluation report: water injection is still most suitable solution	3	4

08/09-2016	Continue water injection	7	23
10-2016	Lawsuit	3	19
01-2017	SMO quits with 'klankbord groep' and offers own research to Central Government: alternative of water purification	5	5
02-2017	Central Government decides to continue with water injection and a proposal is adopted to see whether decision is irreversible or not in case of a new parliament	9	8

Table 1: most important events

Already in October 2006, the case received its first attention. A newspaper article was published with the first announcement of the plans of The Corporation to inject production water in empty gas fields in Twente. This production water remains after petroleum generation in Drenthe.

In 2007, The Corporation started with the permit process. A few citizens made objections against this permit process, but these were rejected. This eventually resulted in multiple permits for water injection in 2011, granted by The Province. In that same year, The Corporation started with petroleum generation in Schoonebeek and therefore also with the transportation and injection of production water in Twente. In these first years, The Media did not pay any attention to the case. Moreover, nothing remarkable happened and no active resistance from for example Citizens was experienced in this period.

In August 2014, a journalist became aware of what was going on with the water injection by means of an anonymous informer. In December 2014, The Media broadcasted a triptych on television to inform Citizens about the situation. In this triptych, 3 experts came to the floor and according to one of those experts, the substances in the water were radioactive and could be harmful. This broadcast and the opinion of experts can be seen as the beginning of the commotion as it caused agitation among citizens.

In January 2015, Dutch politicians started to ask questions in the Dutch parliament about production water injection in the Netherlands and the consequences of it. Reason for these questions was a visit to the United States where a lot of production water remains after shale gas extraction. Along with the commotion in Groningen about earthquakes at that time, Citizens in Twente also started to ask questions about drinking water, safety, possible earthquakes, soil contamination and sinkholes. Several municipalities and political parties insisted on an independent investigation for assessing potential risks. However, The Central Government refused this. In this same month, an information evening was organized by The Municipality Tubbergen in order to reassure citizens. This evening did not have the desired effect and caused even more questions and distrust against The Corporation.

In March 2015, The Media reported that several houses in Rossum were damaged because of the water injection by The Corporation. Besides, The Corporation announced to perform a new investigation if water injection is still the best and most environmental friendly way to process this type of water.

In April 2015, a leak in the pipeline was discovered in Holthene, nearby Hardenberg, due to corrosion.

Because of this leak, The Corporation decided in June 2015 to temporarily stop all petroleum generation in Schoonebeek and therefore also stop the production water injection in Twente. This was an important event in the case, also because this leak caused questions in the

Dutch parliament. According to the permit, an evaluation should take place in 2016 whether water injection is still the most suitable solution.

In response to the leak in Holthene, The Central Government decided in August 2015 to carry out the evaluation in 2015 instead of 2016. A guidance committee was established to ensure a transparent research process. This guidance committee consisted out of Aldermen and Deputies.

In November 2015, an information meeting was organized to inform Citizens about the evaluation which was carried out by The Consultancy Firm. During this meeting, it became clear that public support was important in the assessment whether to continue with production water injection.

In December 2015, The SMO was established. In January 2016, The SMO started raising signatures to show there is no public support for production water injection.

In March 2016, The SMO collected 30.000 signatures to proof a lack of public support for production water injection and these signatures were offered to The Central Government.

In June 2016, The Consultancy Firm published an intermediate report which argues that water injection is still the most environmental friendly and cheapest solution for production water. In August 2016, The SMO meets The Central Government for the 2nd time to present their contributions to the evaluation process and the intermediate report. They wanted to convince The Central Government to stop with water injection.

By September 2016, The Corporation was allowed to inject water again because the whole pipeline was renewed after the leak in Holthene. In reaction, The Dutch parliament, The Province, The SMO and three Municipalities applied a short trial against The Corporation.

In October 2016, the judge decided that The Corporation is again allowed to continue with water injection because the pipeline fulfils all requirements. Since then, The SMO is promoting an alternative for production water injection, namely water purification. This alternative is supported by several Municipalities, The Province and Deputies. According to The Corporation, the alternative of water purification is too expensive whereas a Dutch water treatment plant indicated to be able to purify production water against less costs.

In January 2017, The SMO offered its own report to The Central Government in reaction to the final report of The Consultancy Firm. Out of that final report could be concluded that water injection is more environmental friendly and safer than water purification. This was also the reason why The SMO decides to quit with the 'klankbordgroep'. The report of The SMO contains calculations for purification which give other, lower, outcomes than the calculations of The Consultancy Firm. Moreover, within the report of The SMO a call was made to listen to worried Citizens.

In February 2017, The Central Government decided again to continue with production water injection by stating that there was no reason to withdraw the permit of The Corporation. According to The Central Government, water purification is not a realistic option as it is not sufficiently developed yet. By the end of February 2017, the Dutch parliament adopted a resolution which says that The Central Government is not allowed to take any irreversible decisions concerning water injection. This should be left over to the new parliament. At the moment of writing, this parliament is not chosen yet.

4. Results

In this chapter, the findings of the research are presented and analysed. This will be done according the subjects of the conceptual model. First, some descriptives of the media usage in this case are given. Secondly, the created process maps are presented and analysed in which the frame setting is of most importance. Thirdly, the role of the four different actors in frame building is identified. The chapter will end with a table which provides a short summary.

4.1 Media usage (descriptives)

The particular case mostly received regional media attention. In total, 349 news articles are published between October 2006 and March 2017. In figure 6 can be seen that from those news articles, 54% was published by RTV Oost and 37% by Tubantia. The case also received some national media attention, although this was not much, namely 10%.

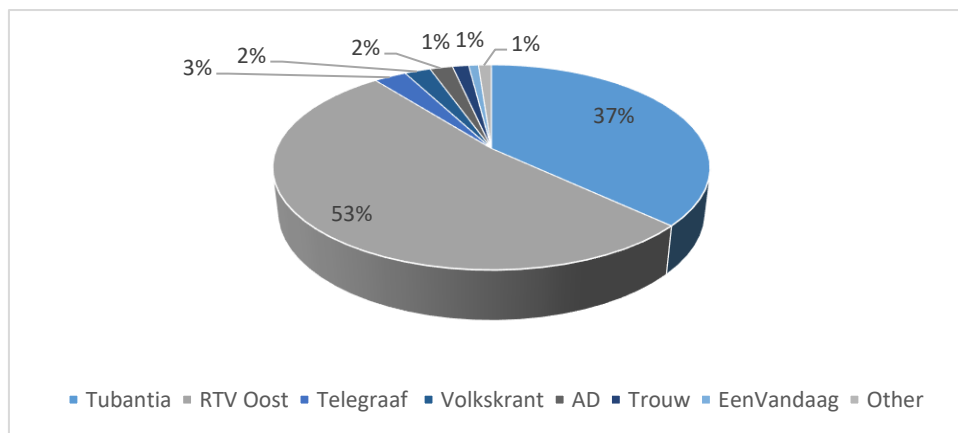


Figure 6: published news articles

In section 3.4.2 the most important events are described and as can be seen in figure 7, there was more media attention in times of those events. The most remarkable outlier is in December 2014 when the triptych was broadcasted on television. Since March 2017, there is little to no attention because The Central Government made the decision to continue with production water injection. Another reason is because of the formation of a new parliament. This new parliament has the opportunity to make another decision concerning injection.

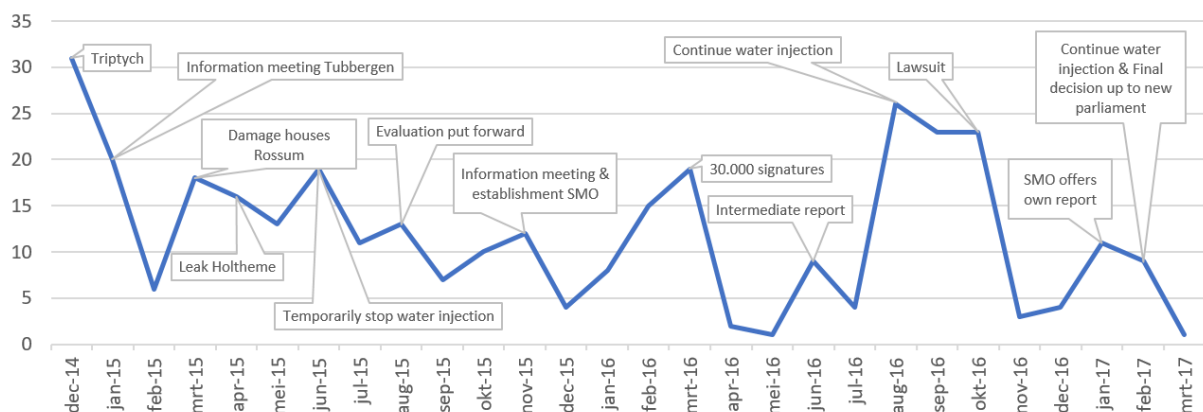


Figure 7: media attention

4.2 Process maps

Based on the previous described 13 most important events and their impact, 5 stages are identified. These stages are defined on the basis of events which changed the situation of the case. In each stage another topic is central: (1) creating awareness, (2) leak in Holthene which lead to shocked citizens, (3) citizen mobilization, (4) convergence in which decision making is important and (5) the final decision to continue with water injections. These stages are defined by the researcher which means that these periods might not be completely ‘real’ and might be interpreted differently by other persons. The stages can be found in table 2 and as can be seen, every stage takes 4 or 5 months.

The first stage is called initial shock as in this stage the first awareness is created. The triptych on television caused anger and anxiety among Citizens. People were shocked because they were not aware of what was happening in their environment. The second stage is called escalation or intervention. When discovering the leak in the pipeline, the distrust against The Corporation grew even more as they said before that everything was safe. The seriousness of the situation became clear in this stage. Within the third stage, The SMO was established. As public support was important in making the final decision about the continuation, Citizens joined together in order to let The Corporation stop with the injection of production water. The fourth stage is called convergence as within this stage the decision is made by The Central Government to continue with the process of water injection. This decision is based on the evaluation report of The Consultancy Firm. The last stage is called closure because a final decision is made to continue with petroleum generation and therefore with water injection. This stage is not officially finished yet because there is a chance that the new parliament revises the decision.

Stage	Month	Event
INITIAL SHOCK	12-2014	Triptych on television
	01-2015	Information meeting Tubbergen
	03-2015	Damage houses Rossum
ESCALATION / INTERVENTION	04-2015	Leak Holthene
	06-2015	Water injection temporarily stopped
	08-2015	Early evaluation
CITIZEN MOBILIZATION	11-2015	Information meeting Reutum → establishment SMO
	03-2016	SMO offers 30.000 signatures
CONVERGENCE	06-2016	Intermediate report Consultancy Firm
	08/09-2016	Continue water injection
	10-2016	Lawsuit
CLOSURE	01-2017	SMO offers own report
	02-2017	- Definitely continue water injection - New parliament makes final decision

Table 2: stages in case

In appendix V one can find a separate process map for each stage. On the x-axis, time is presented and on the y-axis, the nominal values diagnostic, motivational and prognostic are presented. On these process maps, news articles are being displayed in a box. These boxes have

colours which correspond with the coding scheme in appendix III. The colours represent the sentiment of the message. Furthermore, the actors who get the floor in those articles are presented.

As this section focuses on frame setting, the type of frame is of most importance. As described earlier there are three types of frames: diagnostic, motivational and prognostic. In order to determine the type of frame of the news article, a selection five articles per important event are chosen. The choice for five articles is made based of the average number of published news articles and due to the limited time period of this study. This selection is based on availability, length of the article and its source. As regional media sources paid most attention to the case, at least two news articles from RTV Oost and two news articles from Tubantia are chosen. Additionally, dependent on the amount of published news articles, one or two articles of national media sources are selected. The selection of news articles and their frame, can be found in appendix IV. Below, five simplified versions of the process maps are presented to provide a quick overview.

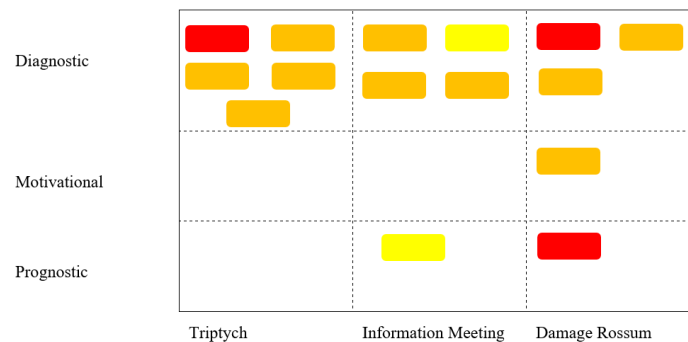


Figure 8: simplified process map stage 1

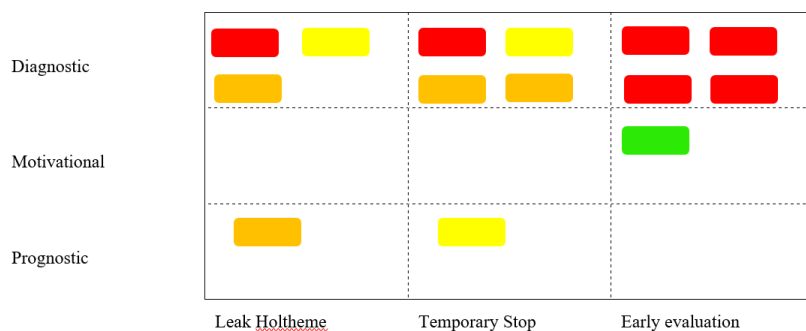


Figure 9: simplified process map stage 2

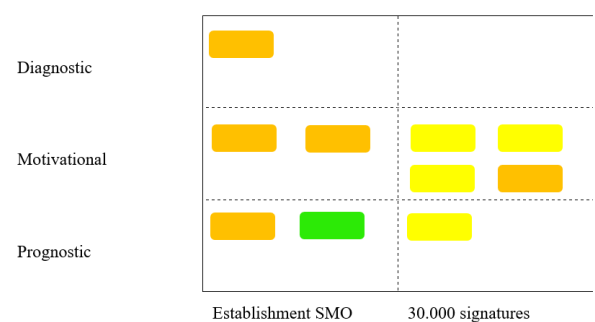


Figure 10: simplified process map stage 3

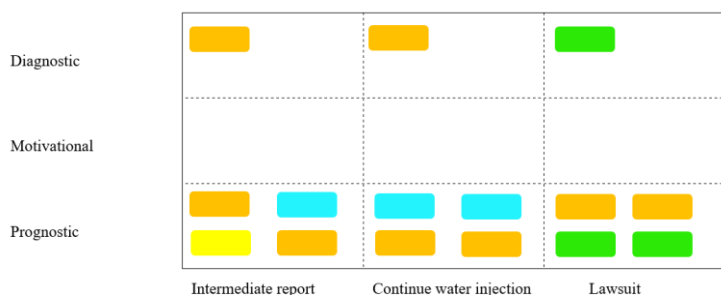


Figure 10: simplified process map stage 4



Figure 11: simplified process map stage 5

Process map 1 shows the news articles in the initial shock stage. As can be seen, most news articles are written with a diagnostic frame. This means that the article is written to blame, show problems and present the failing of The Corporation. The diagnostic frame is explainable because this process map represents the initial shock stage. Within this stage, first awareness among citizens is created and because of the pre-planned strategy of The Media, the aim was to wake up citizens by reporting in a sensational way. Moreover, most news articles do have an orange colour which means that they negatively report about The Corporation. This is in line with the initial shock stage as well. In appendix V can also be seen that within the first stage the floor is mostly given to politics. This is explainable as this actor started to ask questions in inter alia the Dutch parliament. The Corporation was only able to speak in 2 of the 15 articles. This means that within this stage, mostly unilateral information is given because one side of the story is barely told.

Process map 2 shows the news articles in the escalation/intervention stage. The most remarkable event in this stage is the leak in the pipeline. Due to this leak, the water injection temporarily stopped and the evaluation is put forward with one year. Most news articles in this stage are again written with a diagnostic frame. This is in line with the red coloured boxes as The Media extremely negatively reported about The Corporation. In these news articles, the side of The Corporation is not been taken into account. The Media presented the failing of The Corporation by using sensational phrases like *“could influence the nervous system of all life on earth”* and *“threat to ecological system”*. In appendix V can be seen that within this stage, the floor is given to different kind of actors in which the province is prevailing. Especially in the yellow coloured articles, The Corporation was able to speak.

Process map 3 shows the news articles in the citizen mobilization stage. As can be seen, a shift occurred from the diagnostic frame towards a motivational frame. Within a motivational frame, reasons and arguments are given why people should become active and participate. This shift is not difficult to explain as within the citizen mobilization stage The SMO was established. Citizens became actively involved in the case, among other things by raising signatures to show the lack of public support for water injection. This can also be seen in the actors which were invited to speak in the news articles. The opinion of The SMO and Citizens are presented more often. Furthermore, there are no red boxes anymore which means that The Media wrote less negative about The Corporation. Especially during the period of offering 30.000 signatures to The Central Government, most boxes are coloured yellow. This means that those articles are neutrally written by presenting facts only. In the third stage, the floor was given to The Corporation more often compared to other stages.

Process map 4 shows the news articles in the convergence stage. A shift occurred from a motivational frame towards a prognostic frame. Within a prognostic frame, a desirable solution or outcome is described. This can be explained by the fact that within the fourth stage, all attention was put on the outcome of the intermediate evaluation report. Due to this outcome, The Central Government decided to continue with water injection. Because of that, The province, parliament, The SMO and three Municipalities started a lawsuit. Remarkable in this stage are the different sentiments of the news articles. For the first time, the news articles are coloured green or blue. This suggests that The Media wrote positive about The Corporation because the judge decided that injection is the most suitable way for production water. Within these blue coloured news articles, the floor is given to The Consultancy Firm and The

Corporation. There are also two green articles in which no actors are sharing their point of view. This means that these news articles are solely presenting facts.

Process map 5 shows the news articles in the closure stage and as can be seen, less articles are written in this stage. The news articles that are written in this stage, do have a diagnostic or prognostic frame. News articles are written with a diagnostic frame because several parties do not agree with the decision of the judge. Within one of those articles, an expert calls it a shame to continue with the water injection. News articles are written with a prognostic frame to show the option of water purification, which is preferred among Municipalities, The SMO, Citizens and the parliament. Citizens, The SMO, Politics and Municipalities spoke the most in this stage. The Corporation was able to speak only twice.

Out of this can be concluded that news articles in stage 1 and 2 mainly contain a diagnostic frame. In stage 3, citizens are mobilized which led to a motivational frame. The last two stages mainly contain a prognostic frame which is focused on a solution or outcome. Moreover, there is no clear structure in which actor is speaking in the news articles along the different stages. However, there can be said that within the red coloured boxes, the side of the story according to The Corporation is not presented as the colour red represents a negative sentiment towards The Corporation. When the boxes are coloured green or blue, the side of the story according to The Corporation is mostly taken into account as these colours represent a more positive sentiment towards The Corporation.

4.3 Role of actors in frame building

Previous section described the frame setting of this particular case. In this section, the role of the four different actors in frame building is described. As described earlier, frame building has three potential sources of influence: the journalist, organizational routines and external sources (Donsbach, 1981; Gans, 1979; Scheufele, 1999).

4.3.1 The Corporation and The Consultancy Firm

According to The Corporation itself, they previously had the image of being a reliable and professional party. However, since 2012, when Groningen and its earthquakes became publicly known, people start asking questions and distrust occurs against The Corporation. Although The Corporation is not performing any illegal activities, they received an unreliable image because of what people read in the media.

Naturally, The Corporation tried to restore its image by using The Media. The Corporation often directly contacts The Media in times of negative reporting. Not to react on that negative article, but by spreading news with a positive character. Via this way, they tried to influence the frame of the news article. Image building is very important for The Corporation and this was not only done via media outlets, but also by for example financing sustainable citizen initiatives or changing stickers at production water injection locations. These stickers change the word waste water into production water and it tells that it is not dangerous. Via this way, The Corporation tries to restore its image.

According to The Corporation itself, they had the feeling of not being heard by The Media. News articles were published without verifying the presented information. This means that the principle of an adversarial process was not always met according to The Corporation. This caused distrust and frustration towards The Media.

The role of The Corporation in frame building can be defined as average or little as in many news articles, their side of the story is not been told as also can be seen in table 3. According to themselves, they were involved in the process too late by which they could not influence the audience frame anymore. By bringing out news in a sensational way and by giving the floor to experts who disagree with the water injection process, the diagnostic frame receives more credibility. This ensures that the frame is sooner believed by Citizens and therefore more difficult to dispute by The Corporation. However, also because The Corporation has a certain authority in the Netherlands and because it linked to The Central Government, they sometimes got the chance to speak. In that case, they spread positive news about themselves as image is very important for The Corporation.

4.3.2 Citizens, The SMO, Politics and Municipalities

Mainly at the beginning of the case, The Citizens had the feeling of not being heard by The Central Government and this caused that they started to use The Media. Citizens were starting to inform The Media themselves when there was a leak or when something else remarkable happened. As Citizens wanted something to change, they became actively involved in the process which made their role in frame building great.

The SMO was dependent on The Media in carrying out their message and in finding support. Therefore, they actively made use of The Media. Their first goal was to make as much as possible publicly known and to generate as much as possible attention. The SMO even has someone who is responsible for contact with The Media. This means that The SMO was constantly thinking about how to generate extra media attention. Even when no significant events took place, The SMO called The Media to inform them about an action they were planning to organize so that the subject receives attention again. At the beginning, The SMO and Citizens were hoping for a change through The Media; *“if there is enough attention, if everybody knows, things will change”*. However, this did not happen. Because journalists also had personal interest in the case, the role of The SMO in frame building can be defined as great. According to The SMO, everything they submitted was repeated in The Media indiscriminately. Because in many news articles only the side of the story of The SMO was told, citizens felt involved in the process and they became active. Moreover, the values, ideas and beliefs in this process were important for the audience. This means that the centrality of the frame played a major role.

Most Politicians and Municipalities agreed with The SMO to stop water injection, or at least to purify the production water. Although the floor was given often to Politicians in news articles, they did not actively contacted The Media themselves. As they mostly agreed with The SMO and talked negative about the water injection process, they influenced the audience frame which means their role in frame building is great as well.

4.3.3 The Central Government

Among Citizens there was a distrustful feeling against the independency of The Central Government. Within The Central Government there is a party which is responsible for monitoring and controlling The Corporation. However, this parties is aligned to The Central Government which has a great economic interest in gas and oil extraction. This gives Citizens the feeling of marking your own paper.

The Central Government did not contact The Media by themselves and therefore there can be said that their influence in frame building is little. They often refused to talk to the press and once they did, they presented a well prepared message with solely facts and figures. Their disadvantage was the distrustful feeling of Citizens against them and the personal preference of journalists. This made it happen they received a negative image.

Although The Media did not influence the final decision about water injection, they did influence the behaviour of The Central Government. Once, The Central Government refused to accept the signatures which were collected by The SMO. The Media enlarged this in the press by using the following heading: *“Minister doesn’t want to listen to citizens”*. The next day, The Central Government was willing to invite The SMO which is unique as this not regularly occur.

4.3.4 The Media

Already in 2006 and 2007, The Media paid attention to the case. However, these news articles did not cause any resistance or protest. Because of that, the triptych on television in December 2014 was part of a larger strategy. This triptych was deliberately put down in a sensational way which immediately caused anger and anxiety among citizens and politics towards The Corporation. Also by giving the floor to experts, the seriousness of the situation became clear among Citizens. Those experts reinforced the credibility of the frame. In this first period, The Media consciously kept some news behind in order to spread news facts over a longer period of time. This was done in order to constantly feed Citizens with news facts so the subject does not disappear to the background. The Media published every detail in very small articles which did not stand out immediately, but by making sure the audience gets in contact with the topic on a daily basis.

In line with the predetermined strategy of The Media, the news articles in the beginning of the case contained more sensational words like ‘poisonous’, ‘chemical’ and ‘contaminated’. During the course of the case, The Media became more critical and published news in a less sensational way. According to a journalist, it is not possible to be completely objective. When publishing or broadcasting about a certain subject, specific choices have to be made. These choices concern for example the use of the term production water or waste water and such choices influence the audience frame.

This all means that the role of The Media in frame building in this particular case can be defined as leading. By publishing especially the first news articles in a very sensational way, the first awareness and interest for the topic among Citizens was created. Personal interests and political preferences of The Media played a major role in this way of reporting. Journalists were convinced that the water injection had to stop. Although The Media did not influence the final decision, they played a major role by constantly paying attention to the case and let experts speak. This reinforced the worried feeling of Citizens because what is written in The Media, is soon believed by Citizens. The statements, headers, interviews and amount of attention for the case in The Media were seen as an important determinant for the image of The Corporation.

4.3.5 Summary

In the period between October 2006 and March 2017, 349 news articles were published about the case whereby 91% was published by a regional media source. Within this period, 13 most important events can be recognized on the basis of media attention. The event which received most media attention is the broadcast of the triptych on television in December 2014.

Based on those 13 most important events, 5 stages of each 4 or 5 months can be defined. The first awareness for the topic is created in stage 1. Therefore, this stage is called 'initial shock/awareness'. In stage 2, a leak in the pipeline was discovered which caused more anger, anxiety and distrust among citizens for the situation. Because of this leak, the water injection temporarily stopped. Therefore, this stage is called 'escalation/intervention'. Because it was announced that public support would be taken into consideration in making the decision whether to continue with injections or not, The SMO was established in stage 3. Therefore, the third stage is called 'citizen mobilization'. In stage 4, The SMO applied for a lawsuit in order to stop the water injections or at least purify the production water. As within this stage, the actors come together, the stage is called 'convergence'. Based on the judge and the evaluation report of The Consultancy Firm, the decision is made to continue with water injection. In the last stage, The SMO offered an own report in which they advocate for water purification. However, according to The Central Government, water injection is still the most environmental friendly and suitable solution for production water. Therefore, this stage is called 'closure'.

In order to come to an answer on the main question regarding the role of media organizations in framing a 'corporate scandal', 5 process maps are created. This means that each stage has its own process maps with news articles. With the help of the coding scheme in appendix IV, the sentiment of the news articles is determined. Moreover, the articles are categorized as diagnostic, motivational or prognostic. Out of these process maps can be concluded that within the first two stages, the articles mainly contained a diagnostic frame and they were negatively written about The Corporation. This is explainable as The Media consciously published news in a sensational way in order to create awareness. Within the third stage, the articles were mostly written with a motivational frame as citizen mobilization was important. These articles were more neutrally written. In the fourth and fifth stage, the articles mostly had a prognostic frame as within this period, the final decision was a widely discussed topic.

As described earlier, there are roughly 4 actors involved in the case. Regarding the influence on frame building of these actors, there can be said that for The Corporation, image is of most importance. By spreading positive news, they tried to restore their damaged image. However, as can be seen in table 4 they did not often get the chance to speak in the news articles. Regarding the Citizens, The SMO, Politics and Municipalities, there can be said that their role in frame building is great. Because The SMO was dependent on The Media to express their point of view, they were actively involved in getting contact with The Media. Moreover, because of personal interests of the journalists, they often got the chance to speak in the news articles. As can be seen in table 3, sometimes the number of how often they spoke is higher than the total amount of analysed news articles in that stage. Reason for this are the multiple actors within one group. For example, it is possible that within one news article Citizens, The SMO and Politics were able to speak. This is then counted as three. This is especially the case in stage 2 and 3 when citizens were mobilized and the SMO was established. In contrast to the

second actor, the role of The Central Government in frame building was low. There was a distrustful feeling among Citizens against the independency of The Central Government. Again, due to personal interests of the journalists, they were not often speaking in the news articles which can also be seen in table 3. Lastly, the influence of The Media in frame building is predominant. In order to create awareness and to mobilize people, The Media used a predetermined strategy. This strategy entailed using sensational words, giving the floor to experts and constantly paying attention to the subject. As there was so much media attention, citizens felt involved in the case and started to participate in the protest. This also led to involvement of other actors such as The Central Government and Politics.

	Stage 1: Initial Shock	Stage 2: Escalation / Intervention	Stage 3: Citizen Mobilization	Stage 4: Convergence	Stage 5: Closure
Period	December 2014 – March 2015	April 2015 – August 2015	November 2015 – March 2016	June 2016 – October 2016	January 2015 – February 2014
Important events	- Triptych on television - Information meeting Tubbergen - Damage houses Rossum	- Leak Holthene - Water injection temporarily stopped - Early evaluation	- Establishment SMO - 30.000 signatures offered	- Intermediate report Consultancy Firm - Continue water injection - Lawsuit	- SMO offers own report - Definitive continue water injection / new parliament makes final decision
Frame setting	Diagnostic	Diagnostic	Motivational	Prognostic	Prognostic
Most common colours	1) Orange 2) Red 3) Yellow	1) Red 2) Orange 3) Yellow 4) Green	1) Orange 2) Yellow 3) Green	1) Orange 2) Green / Blue 3) Yellow	1) Orange 2) Red
Spoken in article:					
The Corporation & The Consultancy Firm	5/15	8/14	7/10	10/15	2/8
Citizen, The SMO, Politics and Municipalities	16/15	18/14	11/10	19/15	12/8
The Central Government	2/15	-/14	3/10	2/15	3/8

Table 3: overview results chapter

5. Analysis

In order to answer the research questions, this study will make use of stylized facts. These stylized facts are not full-fledged theories but they are regularities where social scientists build theories and models on in order to explain certain topics or situations (Hirschman, 2016).

This chapter will first describe the created stylized facts for this study. Secondly, the findings per research question are presented whereby the stylized facts are linked to each question.

5.1 Stylized facts

Stylized facts can be used for synthesising a complex reality towards a set of common tendencies, without necessarily claiming that these stylized facts represent the truth. According to Hirschman (2016), stylized facts are “*pervasive features of contemporary canonical social scientific research*” (p.621). With the help of stylized facts, the research questions of this study can be answered. Out of the results chapter, six stylized facts of the case can be recognized.

The first stylized fact is the change in frame. As can be seen in appendix VII and figure 6 to 10, the news articles within the first two stages mainly contained a diagnostic frame. In these news articles The Corporation was blamed and their failing was presented. This was consciously done by The Media in order to create interest for the topic and to show that something had to be changed. The news articles in the third stage mainly contained a motivational frame. The Media played a major role in mobilizing people. By showing that public support was very important in the final decision, Citizens mobilized which resulted in the establishment of The SMO. The news articles in the last two stages were mainly written with a prognostic frame which means that the desirable solution or outcome is presented. It became clear that stopping with water injection was difficult to achieve due to regulations and the economic benefits of petroleum generation. By writing the news articles with a prognostic frame, the option of water purification was discussed. This option is investigated extensively by The SMO which resulted in their own report. This report is also offered to The Central Government.

The second stylized fact is that there might not be five stages, but three. Initially, as also can be seen in table 2, five stage were defined based on important events. However, as described with the first stylized fact, there is a clear shift in the use of frames during the case. The first two stages have diagnostic frame, stage three has a motivational frame and the last two stages mainly have a prognostic frame. This might indicate that the case can be divided in three stage instead of five. These three stages are then based on the type of frame instead of important events.

The third stylized fact is that the sentiment of the news articles depend on the type of frame. In appendix IV a coding scheme is developed whereby the colours represent the sentiment of the media message. In appendix V the news articles are coded and as can be seen, most of the news articles with a diagnostic and prognostic frame were written in a negative way about The Corporation. This can also easily be seen in figure 6 to 10 whereby the colour red and orange represent the news articles which spoke negative about The Corporation and its water injections. This is mainly caused by personal interests of journalists. As journalists were convinced that water injection is not the right solution for processing production water, they tried to create awareness by consciously writing in a sensational way. In contrast, as also can

be seen in figure 6 to 10, the news articles in the motivational frame were written more positive or in a more neutral way about The Corporation.

The fourth stylized fact is that the case is mostly driven by (negative) important events. As described earlier, 13 most important events were identified. As can be seen in figure 7, there was more media attention in time of those events. Additionally, when nothing remarkable happened there was less media attention. Because of the predetermined strategy of The Media, these events were mostly written in a sensational and negative way about The Corporation. This means that the audience frame is influenced by this negative way of writing. Moreover, because of those important events, people started to react which led to another important event. For example, due to the triptych on television, the information meeting in Tubbergen was organized. Or due to the leak in Holthene, the water injection process temporarily stopped and the evaluation was put forward with 1 year. This also resulted in the establishment of The SMO.

The fifth stylized fact is the change in tone in the course of the case. At the beginning of the case the news articles were consciously written in a sensational way in order to create interest for the topic. The Media decided to report in a way that immediately would attract the attention of people. This means that they used words and phrases like ‘poisonous’, ‘earthquakes’, ‘contaminated’ or ‘danger for man and nature’. By using such words, people saw the gravity of the situation and started to mobilize. Moreover, The Media paid lots of attention to the case in the first few months after the triptych which caused that the topic did not disappear to the background. Over time the tone of the messages changed in a more neutral tone as journalists became more critical as well. Because journalists are also citizens, they are also influenced by the audience frames. At the end of the case, the goal of The Media was not to create awareness anymore but to inform citizens about the gradient of the case.

The sixth stylized fact is that the actors who got the chance to speak in the articles influenced the sentiment of that news article. This already started with the triptych on television in December 2014. In this triptych, the floor was given to three experts who all disagreed with the process of water injection. They all had arguments to stop with injecting and they mentioned different possible consequences. As can be seen in table 3, the floor was mostly given to the second actor which consists of Citizens, The SMO, Politics and Municipalities. This actor is strongly against water injection and by giving them the opportunity to speak in most of the news articles, the sentiment of that article is influenced. This led to the fact that more negative articles about The Corporation are published. As also can be seen in table 3, is that The Corporation and The Consultancy Firm did not often have the chance to speak. This means that they were not able to react or refute the presented information.

5.2 Findings

In this section, the main findings per research question will be discussed. This will be done according to the sixth stylized facts which are described in previous section. Each paragraph in this section will therefore start with an overview of applicable stylized facts. The research questions of this study are as follows:

1. How does the case evolve over time?
2. What actors are involved in the case?
3. How does the frame of the corporate scandal in the media change over time?

4. What is the framing presence of the actors?

The six stylized facts defined in previous section are:

6. The change in frame: diagnostic → motivational → prognostic
6. There might be three stages instead of five
6. The sentiment of the news article depend on the type of frame
6. The case is driven by (negative) important events
6. The change in tone during the case
6. The actors spoken in the news article influence the sentiment of the frame

5.2.1 How does the case evolve over time?

1	The change in frame: diagnostic → motivational → prognostic
2	There might be three stages instead of five
4	The case is driven by (negative) important events
5	The change in tone during the case

Table 4: stylized facts belonging to research question 1

A corporate scandal can be defined as unusual or rare actions that a person or persons within a firm engage in (Coffee, 2005). These actions can be illegal and legal. The Corporation in this case is performing activities which can be located in a so called ‘gray area’. Within this area there is a battle whether something is publicly acceptable or not. More recently, a new perspective appeared which states that organizational wrongdoing is a result of a two-way interaction between companies and social-control agents (Greve, Palmer & Pozner, 2010; Palmer, 2012). Social-control agents are organizations that fulfill the institutional role of drawing the lines that define legal, ethical, and socially responsible behaviors. Moreover, they assess whether corporations violate such lines (Greve et al., 2010). Examples of such social-control agents are the state or professional associations that have sanctioning power but it also includes the media as they can affect image and reputation of a corporation (Clemente & Gabbioneta, 2017).

The most important stylized fact for this research question is that the case is driven by important (negative) events. In total, 13 most important events are recognized whereby most events are a reaction on a previous event. For example, due to the leak in Holthème, the water injection temporarily stopped which resulted in the fact that the evaluation was put forward with 1 year. Furthermore, as can be seen in figure 7, the case received more media attention in time of those 13 events. This means that when people read about the topic, it is mostly in a negative way because that is how The Media mostly reported about this case. By consciously writing in a sensational way the first few months, awareness was created. Moreover, it have led to anger and anxiety among citizens of the possible consequences. Within this case, The Media performed the function of a gatekeeper as they decided to publish what and how much information. They also performed the role of a social-control agent by drawing the line in the ‘gray area’ as they were convinced that water injections were wrong. The Media wrote about it as a corporate scandal, although The Corporation did not even perform illegal activities, which

led to public discussions. Additionally, by giving the floor to three different experts, the credibility of their frame was increased (Benford & Snow, 2000).

The second stylized fact applicable to this question is that there might be three instead of five stages. Initially, five stages were developed based on the important events. The first public awareness is created in the first stage. Due to the triptych on television, Citizens were informed about the consequences of water injection in Twente. This created anxiety and anger among Citizens. In stage 2 the leak in Holthene was discovered which caused even more disbelief. Within this stage the seriousness of the situation became clear as the evaluation was put forward with 1 year and the water injection temporarily stopped. In stage 3 the Citizens became involved as it was announced that public support was taken into consideration in making the final decision about water injection. This resulted in the establishment of The SMO. In stage 4 The Central Government decided to continue with petroleum generation and therefore also with water injection. In stage 5 alternatives for water injection are offered to The Central Government. Eventually the decision was made that the new parliament is able to make further decisions regarding case. However, it is also possible to use the framing type to define the stages. In that case there can be said that there are three stages instead of five. The news articles in stage 1 have a diagnostic frame, the news articles in stage 2 a motivational frame and the news articles in stage 3 a prognostic frame. This leads to the following overview:

	Frame	From	Till
Stage 1	Diagnostic frame	December 2014	August 2015
Stage 2	Motivational frame	November 2015	March 2016
Stage 3	Prognostic frame	June 2016	February 2017

Table 5: three stages

The change in frame and the change in tone will be further explained in one of the next paragraphs.

5.2.2 What actors are involved in the case?

4	The case is driven by (negative) important events
6	The actors spoken in the news article influence the sentiment of the frame

Table 6: stylized facts belonging to research question 2

As described in earlier chapters, there are four parties involved in this case. The first party consists of The Corporation and The Consultancy Firm. The activities of The Corporation can be defined as a corporate scandal, not because they are illegal but because they are situated in a so called 'gray area'. The Consultancy Firm was responsible for conducting the investigation whether water injection is still the most suitable solution for production water.

The second party consists of The Citizens of Twente, The SMO, Politics and Municipalities. Citizens became involved in the process because of all the media attention which created anxiety and anger. It became known that public support would be taken into consideration when making the final decision whether to continue with injecting production water or not. This have led to the establishment of The SMO. Social movements are defined as

“a broad set of sustained organizational efforts to change the structure of society or the distribution of society’s resources” (Coglianese, 2001). One of their main goals is to attain institutional change (Hall & Martin, 2005; Hargrave & Van de Ven, 2006; King & Soule, 2007; King, 2008b). The SMO in this case tried to achieve this institutional change by actively using The Media. As social movements are dependent on the media in communicating their point of view, The SMO constantly contacted journalists by themselves. As more and more people were getting involved in the case, questions were asked in the Dutch parliament which resulted in the involvement of Politics as well. Furthermore, several Municipalities organized information meetings for worried citizens. Besides, they also applied for a lawsuit, together with The SMO, to stop the process of water injection. This was a unique collaboration.

The third party consists of The Central Government. This party is responsible for the final decision what to do with the water injection. However, this party also earns a lot of money on petroleum extraction causing that it seems that economical interest are more important than concerns of Citizens.

The fourth party is The Media and can be seen as the most important and influential party. Because of The Media, the situation became publicly known which caused resistance among Citizens. Mainly the regional media was actively involved by paying lots of attention to the case. Because media outlets are often the only source of information Citizens have, media organizations have a lot of power. The way how media organizations present certain information influences the way people how people think about a certain topic. The image of The Corporation is damaged because The Media often negatively reported about them and they did not get the chance to react on the news articles.

The first stylized fact belonging to this research question is the same as in research question 1. The case is driven by (negative) events which means that most important events are a reaction on previous events. This is also the case with actors involved. First, only The Media and The Corporation were involved. By writing in a sensational way, Citizens became angry and scared which resulted in information evenings organized by Municipalities. It became clear that public support was important, which resulted in the establishment of The SMO. This again led to questions in the parliament causing the involvement of Politics and The Central Government.

The second stylized fact is that the actors spoken in the news article, influence the sentiment of frame. As also can be seen in table 3, The SMO, Citizens, Politics and Municipalities were able to speak the most in the articles. Because this actor was against water injection, most articles were written negative about The Corporation and its activities. The Corporation did not have the chance to react or refute much on the articles. Moreover, as the second actors is better represented, their point of view is often shared in The Media. Regarding media presence of The SMO, there can be said that the communication and strategies via The Media are very important for them in order to find support in their process (Friedman, 1999; King & Pearce, 2010; Stone, 1993). The SMO in this case actively made use of The Media. They were trying to gain as much attention as possible, also by approaching The Media themselves. As can be seen in table 3, The Corporation had less opportunities to defend themselves or to react on the news articles. When they did speak in the articles, they mostly shared positive information about their business with the aim to restore their damaged image.

5.2.3 How does the frame of the corporate scandal in the media change over time?

1	The change in frame: diagnostic → motivational → prognostic
2	There might be three stages instead of five
3	The sentiment of the news article depend on the type of frame
5	The change in tone during the case
6	The actors spoken in the news articles influence the sentiment of the frame

Table 7: stylized facts belonging to research question 3

Several studies have provided evidence that the media can shape public opinion with the help of framing (Entman & Rojecki, 1993; Entman, 1993; Fiss & Hirsch, 2005; Gamson & Modigliani, 1989; Matthes, 2009; Pan & Kosicki, 1993). The basis of the framing theory is that the media give attention to a specific subject or case and therefore it consciously or unconsciously gives a certain meaning to it. It means that how something is presented by de media (= the frame), is influencing the way people think about a specific subject or case (Goffman, 1974).

The media are providing its public with schemas and they are organizing the reality by classifying information (Gitlin, 1980; Tuchman 1978). Entman (1993) argued that there are two essential factors of how the media provide the public with those schemas: selection and salience. This means that the way if and how often information is presented and framed, influences how the public understand and interpret the given information (Price, Tewksbury, & Powers, 1995).

Furthermore, there are three types of framing: diagnostic framing, motivational framing and prognostic framing (Markowitz, 2007; Misangyi, Weaver, & Elms, 2008). Within the case of this study, there is a clear change in media frames over time which leads us to the first stylized fact. At the beginning of the case, the news articles mainly contained a diagnostic frame. This frame blames, shows problems and presents the failing of an existing organization (Suddaby & Greenwood, 2005). This is easy to explain as this is the stage wherein The Media published the news for the first time. In order to show the seriousness of the situation, sensational words and phrases are used. Furthermore, the frequency of news articles was high. During the course of the case, the frame switched from a diagnostic frame towards a motivational frame. Within this frame, reasons and arguments are given why people should become active and participate within the movement (Benford & Snow, 2000; Misangyi et al., 2008). Again, this is in line with the events happening as in this period: The SMO was established and signatures were offered to The Central Government. In order to raise as many signatures as possible, it was important to show the importance of the involvement of Citizens. At the end of the case, the prognostic frame was most common in which the desirable solution or outcome is presented (Benford & Snow, 2000). This is also in line with the events in this period as the evaluation report was published and the decision was made to continue with the water injection. The most desirable solution for The SMO is the purification of production water. Also Municipalities and Politicians are supporting this solution.

The second stylized fact for this research question is that there might be three stages instead of five. These three stages are then based on the type of frame instead of important events. The third stylized fact belong to this research question is that the sentiment of the news articles depend on the type of frame. The diagnostic and prognostic frame contain more

negative news articles about The Corporation and the motivational frame contains more neutrally written news articles. This is in line with the goals of those frames. The diagnostic frame wants to blame The Corporation. The prognostic frame wants to show the desirable solution or outcome. As the decision was made to continue with the water injections, The Media started again to write negative about The Corporation in order to convince people of the water purification option. The motivational frame was written more neutrally by presenting mostly facts in order to give reasons to citizens to become active. Furthermore, in line with the pre-planned strategy of The Media, the tone of the news articles changed during the course of the case. This leads us to the fourth stylized fact of this question. In order to create awareness for the topic, The Media paid lots of attention to the case in the beginning. At that time, they also applied a sensational way of writing in order to generate even more interest for the topic. The Media used phrases like *“a serious threat for all human life and nature”*, *“citizens are not safe anymore”* or *“injection of waste water has serious consequences”*. These kind of phrases and words do influence the feeling of citizens as it concerns their daily life, environment and future perspective. It caused that people are concerned about the situation and become actively involved in the process. As the case progressed, journalists became more critical and used less sensational wording.

The actors spoken in the articles also influenced the frame of the corporate scandal in the news articles. By letting three experts speak in the triptych, the credibility of the frame was strong from the beginning. This is further explained in previous paragraphs in this section.

5.2.4 What is the framing presence of the actors?

3	The sentiment of the news article depend on the type of frame
4	The case is driven by (negative) important events
6	The actors spoken in the news article influence the sentiment of the frame

Table 8: stylized facts belonging to research question 4

As described above, there are four parties involved in this case. Media outlets are often the only source of information available to most of the public and especially with the help of framing, they have a great influence on how people think about a particular subject. This means that the way how media organizations are presenting a certain issue and the frequency of paying attention to it, can play a role in constructing corporate scandals (Puglisi & Snyder, 2011). Moreover, selection and salience are important aspects of how people understand and interpret information. This means that the amount of attention and the frame of presenting news, are important elements. Regarding the framing presence of the actors there can be said that within this case, The Media used a pre-planned strategy by bringing out news in a sensational way in order to create awareness. Reason for this strategy is that a few years earlier, the case received attention as well which did not had the desired impact. Therefore, by presenting news in a sensational way and by letting experts speak, The Media wanted to create awareness and agitation so that at least more investigation is done on for example alternatives. At the same moment, The Media consciously kept some news behind in order to feed people with ‘new’ facts over a longer period of time. From the use of the motivational frame, The Media used less sensational words and sentences but they still paid a lot of attention to the topic. This is in line with the first stylized fact of this research question. The news articles with a diagnostic and

prognostic frame are mostly written in a negative way about The Corporation. The news articles with a motivational frame are written in a more neutral way.

Regarding the framing presence of The SMO there can be said that social movements need media for three reasons: mobilization, validation and to enlarge the scope of the conflict (Gamson & Wolfsfeld, 1993). Within this case, The SMO was trying to mobilize people by making information as much as possible publicly known and to show the audience the possible consequences of water injection. The SMO organized events, they advertised and made active use of social media. According to King and Pearce (2010), there are three types of strategies which social movements use: addressing corporations directly, creation of transnational system of private regulation, and the creation of market alternatives through institutional entrepreneurs (King & Pearce, 2010). The SMO in this case uses the strategy of creating market alternatives. Their alternative is about water purification. In order to promote this alternative, they made use of the reputation of a well-known public person. Out of the news articles and the interviews with journalists can be concluded that The Central Government did not contact The Media by themselves. Also The Corporation was less active in contacting The Media. They even argue that they were too late in giving a response in The Media.

The stylized facts related to this research question are already described in previous paragraphs. In short there can be said that the diagnostic and prognostic frame mainly wrote negative about The Corporation. Secondly, the case is driven by 13 (negative) events. Often, a specific event is a consequence of a previous event. There can also be said that the case received more media attention in time of such events. Thirdly, the actors spoken in the news articles influence the sentiment of the frame due to their own preference or goal in production water solution. This means that the sentiment of the news article is influenced by the frame and by the actors who were given the floor to.

6. Discussion and conclusion

In this chapter discussions and conclusions of the founded results in relation to both the research questions and the existing knowledge of the literature review are given. First, the theoretical contributions are presented after which the practical contributions are discussed. Thirdly, the limitations of this study will be described as well as suggestions for future research. This chapter will end with a brief conclusion. The main research question of this study was: *“How do media organizations play a role in framing a ‘corporate scandal’?”*.

6.1 Theoretical contributions

Social movements and their interaction with firms is an important topic in organization studies. Although the media are the most important medium through which opinions and ideas are legitimated, their role received little attention in previous research. According to Williams (2008), more research is preferred about the role of the media as an active player that shapes regulatory meanings and moves markets. This study addressed this gap by performing a single case study in the role of media organizations in framing a ‘corporate scandal’. Therefore, the first theoretical contribution is that the findings illustrate that the media play a major role in informing people and make certain information publicly known. This is called the gatekeeper function of the media. In this case, the media also performed the function of a social-control agent by drawing the line that defines legal, ethical, and socially responsible behaviors. The media assessed in this case that The Corporation violated such lines even if The Corporation did not perform any illegal activities (Greve et al., 2010).

Secondly, according to Scheufele (1999), a research gap exists in the process that influence the creation of frames. This study addressed this gap by showing that many different factors influence this process. The most important influence is the journalist as he or she has the power and the resources to make something publicly known. Moreover, as personal interests might play a role, a certain frame can be applied. This frame influences how people interpret the given information. Additionally, the selection and salience of the topic influence the frame as well. This might force the involvement of other parties as well, such as government, politics or citizens. The involvement of such actors might influence the creation of frames again. This whole process of influences can be found in figure 4.

Thirdly, according to Clemente & Gabbioneta (2017), more attention should be given to the media in the study of scandals and organizational wrongdoing. Clemente & Gabbioneta (2017), studied a corporate scandal in Germany. According to them, more research is preferred to scandals in other countries. As this study contains a scandal in the Netherlands, it contributes to this field in literature.

Fourthly, according to Whetten (1989) most studies on scandals focused on sports and politics. As this study focuses on corporate scandals, it provides theoretical contributions.

Fifthly, according to Zona, Minoja and Coda (2013), it would be interesting to see how legal activities can lead to corporate scandals as in most of cases scandals are consequences of illegal activities. The corporation in this study did not perform any illegal activities and was in possession of several licenses for their activities. This study contributes to literature by showing that also legal activities can lead to a corporate scandal when the media apply a certain scandal frame. This means that the media have the power to draw lines in the so called ‘gray area’ of what is publicly acceptable or not. Activities in this ‘gray area’ are often about controversial

behaviour which cause questions from for example the society. When the media give a lot of attention to a specific topic by using a certain frame, they influence people's opinion.

Lastly, this study contributes to social movement theory by exploring one single case in depth and thereby addressing the recommendation of Den Hond and De Bakker (2007). Their recommendation was to look at the development of campaigns over time to provide insight into different tactics that are applied at different stages of the institutional change process. By analysing this case, several stages are identified. The establishment of The SMO is an important event in the case and their influence in the decision making process is noteworthy. Their strategy, way of working and use of the media are interesting contributions.

6.2 Practical contributions

As already mentioned, there are roughly two sides of the debate in this case. On one side The Corporation is situated and The Media and The SMO are on the other side. The results of this study are interesting for all involved parties. Regarding corporations there can be said that the role of the media and the social movement organizations should not be underestimated, especially during activities which are performed in the 'gray area'. This is an area of uncertainty and risk, which should be managed well by corporations (Bruhn, 2008). As image and credentials are very important for corporations, it is important to organize their corporate business ethics properly. Corporate business ethics refer to how corporations internally organize themselves (Hancock, 2008; Philips & Margolis, 1999). This should be organized in such a way that the corporation can prevent negative media attention. However, sometimes it is not possible to prevent this negative media attention. In such case, the corporation should be prepared to limit the damage and solve the problem as soon as possible. One can learn from this specific case that the corporations should get involved in the process immediately after the scandal has been announced. The Corporation in this case did not do this which caused they were already one step behind the other party.

Regarding media organizations in general, it can be said that they have the power to make or break a corporation. Corporations which are operating in a so called 'gray area' are vulnerable for negative media attention. By not respecting the principle of an adversarial process and by presenting unilateral information, the news articles could be coloured. These coloured news articles influence the social perception as media outlets are often the only source of information for the general public. Furthermore, by applying a certain frame, media organizations can influence the social perception of people even more. A practical contribution of this study is that the media should try to report as objective as possible so that people can form their own opinion without being pushed in a certain direction.

Regarding practical contributions for social movement organizations, there can be said that their influence could be leading as long as the movement is organized properly. A good understanding with the media could be valuable as the relationship between a social movement organization and the media is an asymmetrical one. For a social movement organization, the media could serve as an echo chamber by repeating the statements and goals of the movement. Via this way, they can find support for their goals. Moreover, collaboration with other actors like municipalities, government or public figures might increase the credibility of the movement. When the movement has more credibility, their influence will be more as well. The social movement can also influence the perception and the processes of a corporation. This is

the case when symbolic damage can eventually lead to material damage. With symbolic damage one can think of breaking down a reputation or ideology. With material damage one can think of not buying products anymore or the destruction of things.

6.3 Limitations and future research

As in every other research, several limitations were faced during the process. The first limitation concerns the interviews. One source of bias is that not all people that were approached for an interview responded or people were not willing to cooperate. Due to this, no interviews were held with actors in the third party (The Central Government). Furthermore, as the selection of the sample is not random, there is a possibility that human judgement will affect the selection process, making some members of the population more likely to be selected than others (Bryman & Bell, 2007). Also the social desirability bias comes into play when performing the interviews. Some people might answer the questions related to their perception of social desirability of those answers (Bryman & Bell, 2007). Moreover, the researcher did not have prior training or experience in executing interviews. Training would probably have led to better results as the researcher may have developed techniques to gain more in-depth information. The reliability of the study would increase when more researchers would have been involved. Moreover, as the interviews were semi-structured, the reliability is reduced. Lastly, some interviews are carried out with two persons at the same time or via Skype or telephone. This could have influenced the results because facial expression and body language cannot be analyzed in these situations. Besides, the persons could also influence each other causing that the reliability decreases. Future research would therefore be necessary to interview all actors face-to-face, by using professional interview techniques and involving more researchers. Also the use of probability sampling would be recommended.

A second limitation deals with the type of research. As this was a single process study carried out in the Netherlands, it is difficult to generalize the results. One of the main concerns of a single case study is the external validity. It is difficult to say if the conclusions of this study hold for other cases, countries and at other times as every scandal is different. When more cases would have been analyzed, the generalizability of the research would increase. Moreover, it is difficult to define a cause/effect of a case study which affects the internal validity. It is possible that there is more than one possible independent variable which is acting at the same time and which is influencing the dependent variable (=framing). Future research is therefore needed to compare several corporate scandals and the role of media organizations in framing those scandals.

A third limitation deals with time as this research is carried out in only 10 weeks. Due to this, only 11 interviews could be performed and not all news articles could have been analyzed. Therefore, the choice is made to analyze only five news articles per critical event. These news articles are chosen by the researcher based on length, importance and source of the article. In order to increase the reliability, more researchers should analyze the same articles. Future research could be performed by interviewing more actors and by analyzing all 349 news articles. Furthermore, future research could also focus on the use of other types of media such as social media or alternative media forms.

Lastly, the research deals with a sensitive subject which has not officially been completed yet. Also because all interviews were recorded, it is possible that the interviewees

did not feel free to discuss everything. This means that it might be possible that not all opinions and information is gathered which might have caused a bias in the results. Future research could be done to corporate scandals which are already finished and where people are more willing to talk about.

6.4 Conclusion

This study investigated the role of media organizations in framing a ‘corporate scandal’. Although The Corporation in this study did not perform any illegal activities, they do perform activities in a so called ‘gray area’. In this area, there is a discussion about the acceptability in public opinion. On one hand, this study has proven that media organizations did play a major role in creating awareness for the topic and in mobilizing people. These Media constantly reinforced the anxious and worried feeling among citizens by publishing a high amount of news articles during the whole course of the case. Moreover, The Media used a predetermined strategy of using sensational words, giving the floor the experts and by constantly paying attention to the topic. This has partly led to citizen participation and the establishment of The SMO. Besides, the reputation of The Corporation is damaged which possibly can influence their future plans and actions. On the other hand, The Media did not influenced the final decision concerning water injection. Petroleum is still being extracted and water is still being injected in the soil.

This eventually minimum influence of The Media goes hand in hand with the change in frames of the news articles. Along with their predetermined strategy, the news articles mostly had a diagnostic frame in the beginning of the case. Later on, this frame switched towards a motivational frame in order to stimulate participation of citizens. At the end of the case the prognostic frame was commonplace which is easy explainable as in this period, the final decision was of most importance.

Furthermore, there can be concluded that because of all media attention, The Corporation was forced to undertake action and respond to the society. As The Corporation did not perform any illegal activities, there was no direct reason to create so much media attention. However, because the activities called up questions and were about controversial behaviour, The Media had the power to draw the line of what is acceptable in public opinion and what is not. By constantly reinforcing the worried feeling of citizens and by using scandal frames, the media tried to convince the society that something needed to change concerning the water injections. These scandal frames are influenced by involved actors, personal interests of the journalists, the selection and salience of the news articles and the type of applied frame. This all means that although something might not be illegal, it can still cause tension and even institutional changes. Thus this case provides evidence that media organizations can function as a social-control agent by fulfilling the institutional role of drawing the line that defines legal, ethical, and socially responsible behaviors. Media organizations have the power to assess whether corporations violate such lines by using certain frames.

References

- Abbott, A. (1988). Transcending General Linear Reality. *Sociological Theory*, 6(2), 169-186.
- Abercrombie, N., & Turner, B. (1978). The Dominant Ideology Thesis. *The British Journal of Sociology*, 29(2), 149-179. doi:10.2307/589886
- Adut, A. (2005). A theory of scandal: Victorians, homosexuality, and the fall of Oscar Wilde. *American Journal of Sociology*, 111, 213-248.
- Adut, A. (2008). *On Scandal: Moral Disturbances in Society, Politics and Art*. New York: Cambridge University Press.
- Alinsky, S. (1971). *Rules for Radicals: A Pragmatic Primer for Realistic Radicals*. New York: Random House.
- An, S., & Gower, K. (2009). How do the news media frame crises? A content analysis of crises news coverage. *Public Relations Review*, 35, 107-112.
- Aquino, K., & Reed, A. (2002). The self-importance of moral identity. *Journal of Personality and Social Psychology*, 83, 1423-1440.
- Aronson, E., & Golden, B. (1962). The effect of relevant and irrelevant aspects of communicator credibility on opinion change. *Journal of Personality*, 30(2), 325-342. doi:10.1111/j.1467-6494.1962.tb01680.x
- Ashforth, B., Gioia, D., Robinson, S., & Trevino, L. (2008). Re-viewing organizational corruption. *Academy of Management Review*, 33(3), 670-684.
- Atkins, C., & Sampson, J. (2002). Critical appraisal guidelines for single case study approach. *ECIS*, 100-109.
- Balakrishnan, K., Ghose, A., & Ipeirotis, P. (2008). *The Impact of Information Disclosure on Stock Market Returns: The Sarbanes-Oxley Act and the Role of Media as an Information Intermediary*. Hannover: Seventh Workshop on Economics of Information Security.
- Barkan, S. (1979). Strategic, tactical and organizational dilemmas of the protest movement against nuclear power. *Social Problems*, 19-37.
- Baucus, M., & Near, J. (1991). Can illegal corporate behavior be predicted? An event history analysis. *Academy of Management Journal*, 34(1), 9-36. doi:10.2307/256300
- Baylor, T. (1996). Media framing of movement protest: the case of American Indian protest. *The Social Science Journal*, 33(3), 241-255. doi:10.1016/S0362-3319(96)90021-X
- Benford, R. (1987). *Framing activity, meaning and social movement participation: the nuclear disarmament movement*. Austin: University of Texas.
- Benford, R. (1993a). Frame disputes within the nuclear disarmament movement. *Social Forces*, 71(3), 677-701. doi:10.2307/2579890
- Benford, R., & Snow, D. (2000). Framing Processes and Social Movements: An Overview and Assessment. *Annual Review of Sociology*, 26, 611-639.

- Boeije, H. (2010). *Analysis of qualitative research*. London: Sage .
- Bonini, S., & Boraschi, D. (2010). Corporate Scandals and Capital Structure. *Journal of Business Ethics*, 95(2), 241-269. doi:10.1007/s10551-011-0856-3
- Bruhn, J. G. (2009). The Functionality of Gray Area Ethics in Organizations. *Journal of Business Ethics*, 89, 205-214. doi:10.1007/s10551-008-9994-7
- Bryman, A., & Bell, E. (2007). *Business Research Methods* . New York: Oxford University Press.
- Carroll, W. K., & Ratner, R. (1999). Media Strategies and Political Projects: A Comparative Study of Social Movements. *Canadian Journal of Sociology*, 24(1), 1-34.
- Carroll, W., & Ratner, R. (1996b). Master Framing and Cross-Movement Networking in Contemporary Social Movements. *The Sociological Quarterly*, 37(4), 601-625.
- Carson, T. (2003). Self-interest and business ethics: Some lessons of the recent corporate scandals. *Journal of Business Ethics*, 43, 389-394.
- Chan, J., & Lee, C. (1984). Journalistic paradigms on civil protests: A case study of Hong Kong. In A. Arno, & W. Dissanayake, *The news media in national and international conflict* (pp. 183-202). Boulder: Westview Press.
- Clemens, E. (1993). Organizational repertoires and institutional change: Women's groups and the transformation of U.S. politics. *American Journal of Sociology*, 98, 755-798.
- Clemente, M., & Gabbioneta, C. (2017). How does the media frame corporate scandals? The case of German newspapers and the Volkswagen Diesel scandal. *Journal of Management Inquiry*, 26(3), 287-302. doi:10.1177/1056492616689304
- Clemente, M., Durand, R., & Roulet, T. (2017). The recursive nature of institutional change: An Annales School perspective. *Journal of Management Inquiry*, 26(1), 17-31.
- Coffee, J. C. (2005). A Theory of Corporate Scandals: Why the USA and Europe Differ. *Oxford Review of Economic Policy*, 21(2), 198-211. doi:10.1093/oxrep/gri012
- Coglianesi, C. (2001). Social Movements, Law, and Society: The Institutionalization of the Environmental Movement. *University of Pennsylvania Law Review*, 150(1), 85-118.
- Cohen, J., Ding, Y., Lesage, C., & Stolowy, H. (2015). Media bias and the persistence of the expectation gap: An analysis of press articles on corporate fraud. *Journal of Business Ethics*, 1-23. doi:10.1007/s10551-015-2851-6
- Dahoub, A., Rasheed, A., Priem, R., & Gray, D. (1995). Top management team characteristics and corporate illegal activity. *Academy of Management Review*, 20(1), 138-170.
- Davies, S. (1999). From moral duty to cultural rights: a case study of political framing in education. *Sociology Education*, 72(1), 1-21. doi:10.2307/2673183
- Della Porta, D., & Diani, M. (1999). *Social movements: An introduction*. Oxford: Blackwell.

- Den Hond, F., & De Bakker, F. G. (2007). Ideologically motivated activism: how activist groups influence corporate social change activities. *Academy of Management Review*, 32(3), 901-924.
- Desai, H., Hogan, C., & Wilkins, M. (2006). The reputational penalty for aggressive accounting: Earnings restatements and management turnover. *The Accounting Review*, 81, 83-112.
- Desai, W. (2011). Mass Media and Massive Failures: Determining Organizational Efforts to Defend Field Legitimacy Following Crisis. *Academy of Management Journal*, 54(2), 263-278.
- Dobbin, F., & Zorn, D. (2005). Corporate Malfeasance and the Myth of Shareholder Value. *Political Power and Social Theory*, 17, 179-198. doi:10.1016/S0198-8719(04)17006-3
- Donsbach, W. (1981). Legitimacy through competence rather than value judgements: The concept of professionalization reconsidered. *Gazette*, 27, 47-67.
- Dooley, D. (2009). *Social Research Methods*. Harlow: Pearson Education Limited .
- Eisenberg, N. (2000). Emotion, regulation, and moral development. *Annual Review of Psychology*, 51, 665-697.
- Entman, R. (1993). Framing: Towards clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51-58. doi:10.1111/j.1460-2466.1993.tb01304.x
- Entman, R., & Rojecki, A. (1992). Freezing out the public: elite and media framing of the U.S. anti-nuclear movement. *Political Communication*, 10(2), 155-173.
- Erwin, L. (1993). Neoconservatism and the Canadian pro-family movement. *Canadian Review of Sociology*, 30(3), 401-420. doi:10.1111/j.1755-618X.1993.tb00944.x
- Fishman, M. (1977). Crime waves as ideology. *Social Problems*, 1, 531-543.
- Fishman, M. (1980). *Manufacturing the news*. Austin: University of Texas Press.
- Fiss, P., & Hirsch, P. (2005). The discourse of globalization: Framing and sensemaking of an emerging concept. *American Sociological Review*, 70, 29-52.
- Fitzgerald, K., & Rodgers, D. (2000). Radical social movement organizations: A theoretical model. *Sociological Quarterly*, 41, 573-592.
- Fraser, N. (1995). From redistribution to recognition? Dilemmas of justice in a 'post-socialist' age. *New Left Review*, 212, 68-93.
- Friedland, L., & Zhong, M. (1996). International television coverage of Beijing Spring 1989: A comparative approach. *Journalism & Mass Communication Monographs*, 156, 1-60.
- Friedman, M. (1962). *Capitalism and Freedom*. Chicago: University of Chicago Press.
- Friedman, M. (1999). *Consumer boycotts: Effecting change through the marketplace and the media*. London: Routledge.

- Frost, A., & Rafilson, F. (1989). Overt integrity tests versus personality-based measures of delinquency: An empirical comparison. *Journal of Business and Psychology*, 3, 269-277.
- Gamson, W. (1992a). *Talking Politics*. New York: Cambridge University Press.
- Gamson, W., & Modigliani, A. (1987). The changing culture of affirmative action. *Research in political sociology*, 3, 137-177.
- Gamson, W., & Modigliani, A. (1989). Media discourse and public opinion on nuclear power: A constructionist approach. *American Journal of Sociology*, 95, 1-37.
- Gamson, W., & Wolfsfeld, G. (1993). Movements and media as interacting systems. *Annals of the American Academy of Political and Social Science*, 528, 114-127.
- Gans, H. (1979). *Deciding what's news*. New York: Patheon.
- Garcia, M. (2011). Perception is truth: How U.S. newspapers framed the "go green" conflict between BP and Greenpeace. *Public Relations Review*, 37, 57-59.
- Gitlin, T. (1980). *The whole world is watching: Mass media in the making & unmaking of the new left*. Berkeley: University of California Press.
- Goffman, E. (1974). *Frame analysis*. Cambridge : Harvard University Press.
- Gordon, J. (1996). *A diagnostic approach to organizational behavior*. Upper Saddle River: NJ: Prentice-Hall.
- Greve, H., Palmer, D., & Pozner, J.-E. (2010). Organizations Gone Wild: The Causes, Processes, and Consequences of Organizational Misconduct. *The Academy of Management Awards*, 4(1), 53-107. doi:10.1080/19416521003654186
- Hall, J., & Martin, M. (2005). Disruptive technologies, stakeholders and the innovation value-added chain: a framework for evaluating radical technology development. *R and D Management*, 35(3), 273-284. doi:10.1111/j.1467-9319.2005.00389.x
- Hancock, P. (2008). Embodied generosity and an ethics of organization. *Organization Studies*, 29, 1357-1373.
- Hanson, K., & Velasquez, M. (1988). The Boeing company: Managing ethics and values. *Corporate ethics: A prime business asset*.
- Hargrave, T., & Van de Ven, A. (2006). A Collective Action Model of Institutional Innovation. *Academy of Management Review*, 31(4), 864-888.
- Harre, R., & Madden, E. (1975). *Causal Powers*. Totowa: Littlefield Adams.
- Hass, R. (1981). Effects of source characteristics on cognitive responses and persuasion. In T. Ostrom, & T. Brock, *Cognitive Responses in Persuasion* (pp. 141-174). Hillsdale: Erlbaum.
- Hirschman, D. (2016). Stylized Facts in the Social Sciences. *Sociological Science*, 3, 604-626. doi:10.15195/v3.a26

- Hood, J. (2003). The relationship of leadership style and CEO values to ethical practices in organizations. *Journal of Business Ethics*, 43, 263-273.
- Hovland, C., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15, 635-650.
- Hung, M., Wong, T., & Zhang, F. (2015). The Value of Relationship-based and Market-based Contracting: Evidence from Corporate Scandals in China. *Contemporary Accounting Research*, 32(4), 1641-1675. doi:10.1111/1911-3846.12134
- Illia, L. (2003). Passage to cyberactivism: How dynamics of activism change. *Journal of Public Affairs*, 3, 326-337.
- Jensen, M., & Meckling, W. (1976). Theory of the firm: Managerial behavior, agency costs and ownership structure. *Journal of Financial Economics*, 3, 305-360.
- Johnson, V. (1997). Operation rescue, vocabularies of motive, and tactical action: a study of movement framing in the practice of quasi-nonviolence. *Research in Social Movements, Conflict and Change*, 20, 103-150.
- Johnston, H., & Snow, D. (1998). Subcultures and the emergence of the Estonian nationalist opposition. *Sociological Perspectives*, 41(3), 473-497.
- Jonsson, S., Greve, H., & Fuijwara-Greve, T. (2009). Undeserved loss: The spread of legitimacy loss to innocent organizations in response to reported corporate deviance. *Administrative Science Quarterly*, 195-228.
- Karpoff, J., Lee, D., & Vondra, V. (1999). Defense procurement fraud, penalties, and contractor influence. *Journal of Political Economy*, 107, 809-842.
- King, B. (2008b). A Social Movement Perspective of Stakeholder Collective Action and Influence. *Business & Society*, 47(1), 21-49. doi:10.1177/0007650307306636
- King, B., & Pearce, N. (2010). The Contentiousness of Markets: Politics, Social Movements, and Institutional Change in Markets. *Annual Review of Sociology*, 36(1), 249-267. doi:10.1093/infdi/jis900
- King, B., & Soule, S. (2007). Social Movement as Extra-Institutional Entrepreneurs: The Effects of Protests on Stock Price Returns. *Administrative Science Quarterly*, 52(3), 413-442. doi:10.2189/asqu.52.3.413
- Kolers, A. (2016). Social Movements. *Philosophy Compass*, 11(10), 580-590. doi:10.1111/phc3.12351
- Koopmans, R. (2004). Movements and media: Selection processes and evolutionary dynamics in the public sphere. *Theory and Society*, 33, 367-391.
- Kulik, B. (2005). Agency theory, reasoning and culture at Enron: In search of a Solution. *Journal of Business Ethics*, 59, 347-360.
- Landis, J., & Koch, G. (1977). The Measurement of Observer Agreement for Categorical Data. *Biometrics*, 33(1), 159-174. doi:10.2307/2529310

- Langley, A. (1999). Strategies for Theorizing from Process Data. *The Academy of Management Review*, 24(4), 691. doi:10.2307/259349
- Lounsbury, M., Ventresca, M., & Hirsch, P. (2003). Social movements, field frames and industry emergence: A cultural-political perspective on U.S. recycling. *Socio-Economic Review*, 1, 71-104.
- MacLean, T. (2008). Framing and organizational misconduct: A symbolic interactionist study. *Journal of Business Ethics*, 78, 3-16. doi:10.1007/s10551-006-9324-x
- Manheim, J. (2000). *The death of a thousand cuts: Corporate campaigns and the attack on the corporation*. Routledge.
- Marcus, B., & Schuler, H. (2004). Antecedents of counterproductive behavior at work: A general perspective. *Journal of Applied Psychology*, 89, 647-660.
- Markowitz, L. (2007). Structural innovators and core-framing tasks: How socially responsible mutual fund companies build identity among investors. *Sociological Perspectives*, 50(1), 131-153.
- Matthes, J. (2009). What's in a frame? A content analysis of media framing studies in the world's leading communication journals, 1990-2005. *Journalism & Mass Communication Quarterly*, 86, 349-367.
- McCallion, M., & Maines, D. (1999). The liturgical social movement in the Vatican II Catholic Church. *Research in Social Movements, Conflicts and Change*, 21, 125-149.
- McCarthy, J., & Zald, M. (1977). Resource mobilization and social movements: A partila theory. *American Journal of Sociology*, 82, 1212-1241.
- McCombs, M., Llamas, J., Lopez-Escobar, E., & Rey, F. (1997). Candidate images in Spanish elections: Second-level agenda-setting effects. *Journalism & Mass Communication Quarterly*, 74, 703-717.
- McGuire, W. (1985). Attitudes and attitude change. In G. Lindzey, & E. Aronson, *Handbook of Social Psychology* (pp. 233-346). New York: Random House.
- Misangyi, V., Weaver, G., & Elms, H. (2008). Ending corruption: The interplay among institutional logics, resources, and institutional entrepreneurs. *Academy of Management Review*, 33(3), 750-770.
- Morrill, C., Zald, M., & Rao, H. (2003). Covert political conflict in organizations: Challenging from below. *Annual Review of Sociology*, 29, 391-415. doi:10.1146/annurev.soc.29.010202.095927
- Morris, T., & Wood, S. (1991). Testing the survey method: continuity and change in British industrial relations. *Work Employment and Society*, 5(2), 259-282.
- Nelson, T., Clawson, R., & Oxley, Z. (1997). Media framing of a civil liberties conflict and its effect on tolerance. *American Political Science Review*, 91, 567-583.
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469.

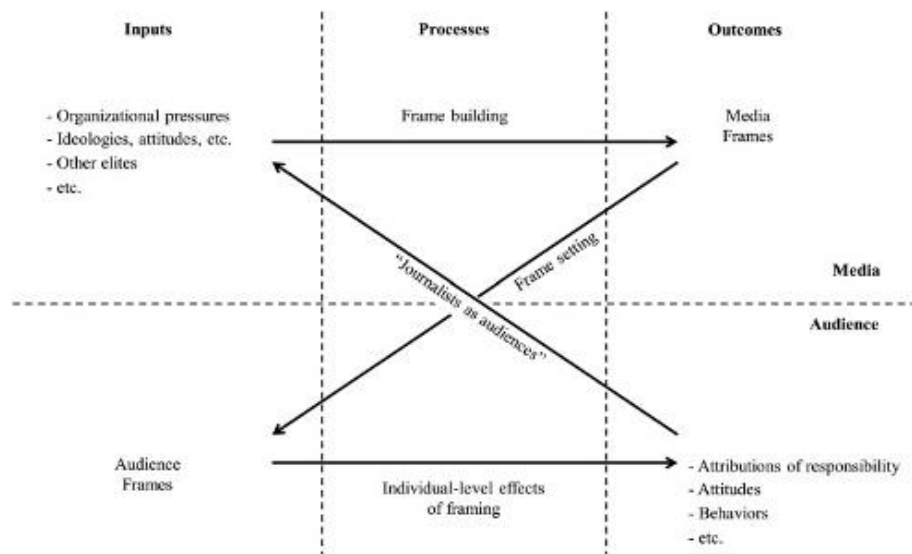
- Palmer, D. (2012). *Normal organizational wrongdoing*. Oxford, UK: Oxford University Press.
- Pan, Z., & Kosicki, G. (1993). Framing analysis: An approach to news discourse. *Political Communication*, 10(1), 55-75.
- Park, K. (1998). The religious construction of sanctuary provision in two congregations. *Sociological Spectrum*, 18(4), 393-421. doi:10.1080/02732173.1998.9982205
- Parsons, W. (1989). *The Power of the Financial Press: Journalism and Economic Opinion in Britain and America*. New Brunswick: Rutgers University Press.
- Pentland, B. (1999). Building Process Theory with Narrative: From Description to Explanation. *Academy of Management Review*, 24(4), 711-724.
- Philips, R., & Margolis, J. (1999). Toward an ethics of organization. *Business Ethics Quarterly*, 9, 619-638.
- Pinto, J., Leana, C., & Pil, F. (2008). Corrupt organizations or organizations of corrupt individuals? Two types of organization level corruption. *Academy of Management Review*, 33(3), 685-709.
- Poole, M., Van de Ven, A., Dooley, K., & Holmes, M. (2000). *Organizational Change and Innovation Processes: Theory and Methods for Research*. New York: Oxford University Press.
- Price, V., Tewksbury, D., & Powers, E. (1995). Switching trains of thought: The impact of news frames on readers' cognitive responses. *Annual Conference of the Midwest Association for Public Opinion Research*.
- Puglisi, R., & Snyder, J. M. (2011). Media coverage of political scandals. *The Journal of Politics*, 73(3), 931-950. doi:10.1017/s0022381611000569
- Rao, H., Morrill, C., & Zald, M. (2000). Power plays: How social movements and collective action create new organizational forms. In B. Staw, & R. Sutton, *Research in organizational behavior* (pp. 239-282). New York: JAI Press.
- Rhodebeck, L. (1998). Framing policy debates on old age. *Paper presented at the annual conference of the Midwest Political Science Association*, Chicago.
- Rochon, T. (1988). *Between society and state: Mobilizing for peace in Western Europe*. Princeton: Princeton University Press.
- Roulet, T. (2015). "What is good in wall street?" Institutional contradiction and the diffusion of the stigma over the finance industry. *Journal of Business Ethics*, 130, 389-402.
- Rucht, D. (1999). Linking organization and mobilization: Michels's iron law of oligarchy reconsidered. *Mobilization: An International Journal*, 4, 151-169.
- Ryan, C., & Gamson, W. (2006). The art of reframing political debates. *American Sociological Association*, 5(1), 13-18.
- Scheufele, D. (1999). Framing as a Theory of Media Effects. *Journal of Communication*, 49(1), 103-122. doi:10.1111/j.1460-2466.1999.tb02784.x

- Shoemaker, P., & Reese, S. (1996). *Mediating the message*. New York: Longman.
- Sims, R., & Brinkmann, J. (2003). Enron ethics: (or: Culture matters more than codes). *Journal of Business Ethics*, 45, 243-256.
- Smith, J. (2001). Globalizing resistance: The battle of Seattle and the future of social movements. *Mobilization: An International Quarterly*, 6(1), 1-19.
- Snow, D. (2004). Framing processes, ideology, and discursive field. In D. Snow, S. Soule, & H. Kriesi, *Blackwell companion to social movements* (pp. 380-412). Oxford: Blackwell.
- Snow, D. A., Rochford, B. R., Worden, S. K., & Benford, R. D. (1986). Frame Alignment Processes, Micromobilization, and Movement Participation. *American Sociological Review*, 464-481.
- Snow, D., & Benford, R. (1988). Ideology, frame resonance, and participation mobilization. *International Social Movement Research*, 197-218.
- Staggenborg, S. (2008). *Social Movements*. New York: Oxford University Press.
- Stake, R. (1995). *The Art of Case Study Research*. Thousand Oaks: Sage.
- Staw, B., & Sz wajkowski, E. (1975). The scarcity-munifence component of organizational environments and the commission of illegal acts. *Administrative Science Quarterly*, 20(3), 345-354.
- Stein, L. (2009). Social movement web use in theory and practice: A content analysis of US movement websites. *New Media & Society*, 11(5), 749-771.
doi:10.1177/1461444809105350
- Stone, S. D. (1993). Getting the message out: Feminists, the press and violence against women. *Canadian Review of Sociology and Anthropology*, 30, 377-400.
- Stop Afvalwater Twente. (2017, January 11). Retrieved from
<http://www.stopafvalwatertwente.nl/contact.html>
- Strauss, A., & Corbin, J. (1998). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. Thousand Oaks : Sage .
- Suddaby, R., & Greenwood, R. (2005). Rhetoric Strategies of Legitimacy. *Administrative Science Quarterly*, 50(2), 35-67. doi:10.2189/asqu.2005.50.1.35
- Sullivan, B., Haunschild, P., & Page, K. (2007). Organizations non gratae? The impact of unethical corporate acts on interorganizational networks. *Organization Science*, 18, 55-70.
- Swart, W. (1995). The League of Nations and the Irish question: master frames, cycles of protest, and 'master frame alignment'. *The Sociological Quarterly*, 36(3), 465-481.
- Taylor, V., & van Dyke, N. (2004). "Get up, stand up": Tactical repertoires of social movements. In D. Snow, S. Soule, & H. Kriesi, *Blackwell companion to social movements* (pp. 262-293). Oxford: Blackwell.

- Tilly, C., & Tarrow, S. (2015). *Contentious Politics* (2 ed.). New York: Oxford University Press.
- Toobin, J. (2013, May 13). *The New Yorker*. Retrieved from The Real I.R.S. Scandal : <http://www.newyorker.com/news/daily-comment/the-real-i-r-s-scandal>
- Tsoukas, H. (1989). The Validity of Idiographic Research Explanations. *Academy of Management Review*, 14(4), 551-561.
- Tuchman, G. (1978). *Making news: A study in the construction of reality*. New York: Free Press.
- Van de Ven, A. (1992). Suggestions for Studying Strategy Process: A Research Note. *Strategic Management Journal*, 13\, 169-188.
- Van de Ven, A. H. (2007). *Engaged Scholarship: A guide for organizational and social research*. New York: Oxford University Press.
- Van de Ven, A., & Huber, G. (1990). Longitudinal Field Research Methods for Studying Processes of Organizational Change. *Organization Science*, 1(3), 213-219.
- Waltz, M. (2005). *Alternative and Activist Media*. Edinburgh: Edinburgh University Press.
- Wartick, S. (1992). The relationship between intense media exposure and change in corporate reputation. *Business and Society*, 31(1), 33-49.
- White, A. (1999). Talking black: micromobilization processes in collective protest against rape. *Gender & Society*, 13(1), 77-100.
- White, D. (1964). The 'Gatekeeper': A Case Study In the Selection of News. In L. A. Dexter, & D. M. White, *People, Society and Mass Communications* (pp. 160-172). London.
- Williams, J. W. (2008). The lessons of 'Enron': Media accounts, corporate crimes and financial markets. *Theoretical Criminology*, 12(4), 471-499.
doi:10.1177/1362480608097153
- Yin, R. (1994). *Case Study Research*. Newbury Park: Sage.
- Zald, M. N., & McCarthy, J. D. (1997). *Social Movements in an Organizational Society: Collected Essays*. Transaction Publishers.
- Zald, M., & McCarthy, J. (1980). Social movements industries: Competition and cooperation among movement organizations. *Research in Social Movements, Conflicts and Change*, 3, 1-20.
- Zona, F., Minoja, M., & Coda, V. (2013). Antecedents of Corporate Scandals: CEOs' Personal Traits, Stakeholders' Cohesion, Managerial Fraud, and Imbalanced Corporate Strategy. *Journal of Business Ethics*, 113, 265-283. doi:10.1007/s10551-012-1294-6
- Zuo, J., & Benford, R. (1995). Mobilization processes and the 1989 Chinese democracy movement. *The Sociological Quarterly*, 36(1), 131-156.

Appendices

I. Process model of framing by Scheufele (1999)



II. Guidelines research

Element	Guideline	Authors
Way of thinking	Provide an argument for why a case study is appropriate.	Greenhalgh (1997), Darke <i>et al.</i> (1998).
	State philosophical stance and perspective. Take account of bias when performing data analysis.	Walsham (1995); Klein & Myers (1999).
Way of controlling	Define and use some form of quality control measures.	Greenhalgh, Miles & Huberman (1994), Yin (1984).
	Ensure that the results are credible.	Greenhalgh, Moody & Buist (1999), Mays & Pope (1996).
	Determine how to draw conclusions and justify the results through the appropriate use of theory.	Walsham (1995), Carroll & Swatman (2000).
Way of working	Construct a clearly formulated question that describes an important IS issue or problem of interest.	Greenhalgh, Yin, Darke <i>et al.</i> (1998).
	Create a first cut conceptual framework	Miles & Huberman, Carroll & Swatman
	Devise first cut case study questions.	
	Make explicit the research approach.	Shanks <i>et al.</i> (1997)
	Perform a pilot case study	Yin
	Determine criteria for selecting the appropriate case and participants.	Greenhalgh, Patton, (1990) Maxwell (1996).
	Refine the case study questions based on lessons learnt from the pilot study.	
	Revisit the research purpose/question and modify the conceptual framework as necessary.	Greenhalgh, Klein & Myers, Miles & Huberman, Carroll & Swatman.
Way of supporting	Choose appropriate methods for collecting data.	Greenhalgh, Walsham
	Ensure that these are described in enough detail.	
	Employ a systematic way to analyse the data.	Greenhalgh, Richards (1997), Miles & Huberman.
Way of communicating	Ensure that these are described in enough detail	
	Create a plan for the final report.	Yin, Walsham.
	Determine how the case study findings might be transferable to other settings.	Greenhalgh, Miles & Huberman.
	Determine how to present the findings to the academic and practitioner communities.	Darke <i>et al.</i> , Miles & Huberman.

III. Interview questions

Introductie

- Wat kunt u over uzelf vertellen?
- Wanneer ben u zich gaan interesseren voor de NAM versus Twente casus?
- Wat is uw rol in deze casus?
- Wat zijn uw doelstellingen m.b.t. deze casus?
- Wat is volgens u de oplossing en waarom zet u zich hiervoor in?
- Welke partijen/stakeholders zijn er bij deze zaak betrokken?

Belangrijke gebeurtenissen en verloop casus

- Kunt u beschrijven hoe deze zaak is verlopen?
- Was er een duidelijk begin- en eindpunt in deze zaak? Dus een duidelijke oorzaak?
- Wat zijn volgens u de meest belangrijke gebeurtenissen geweest in deze zaak?
- Waarom zijn dit in uw ogen de belangrijkste gebeurtenissen?
- Wat was het gevolg van deze gebeurtenissen?
- Wat was uw rol tijdens deze gebeurtenissen?
- Wat is volgens u de invloed geweest van het burger initiatief 'Stop Afvalwater Twente'?

Media

- Welke soorten media zijn er tijdens deze casus gebruikt?
- Op welke manier hebben jullie gebruik gemaakt van de media in deze casus?
- Hebben jullie hier speciale strategieën of tactieken voor toegepast?
- Zo ja, welke en op welke manier?
- Denkt u dat de media een grote rol heeft gespeeld in deze zaak?
- Zo ja, waarom denkt u dat? En is dit een positieve of negatieve rol vanuit uw perspectief?
- Hoe is de rol van de media gedurende de zaak veranderd?
- Zijn er volgens u specifieke artikelen die de zaak hebben veranderd?

Framing

- Hoe denkt u over de objectiviteit en betrouwbaarheid van de media?
- In hoeverre denkt u dat de media objectief hebben bericht of de NAM casus?
- In hoeverre denkt u dat de achtergrond (normen, waarden, politieke/ideologische voorkeur) van de journalist invloed heeft gehad op de berichtgeving rondom de NAM?
- In hoeverre denkt u dat de druk van SAT invloed heeft gehad op de berichtgeving rondom de NAM?
- Denkt u dat de zaak anders was gelopen wanneer de media er geen enkele aandacht aan had besteed?
- Zo ja, op welke manier?

How are the questions derived from theory?

Variable	Definition	Operationalisation	Interview question
Corporate scandal	“unusual or rare actions that a person or persons within a firm engage in”	Case study: NAM versus Twente	<ul style="list-style-type: none"> - Welke partijen/stakeholders zijn er bij deze zaak betrokken? - Kunt u beschrijven hoe deze zaak is verlopen? - Was er een duidelijk begin- en eindpunt in deze zaak? Dus een duidelijke oorzaak?
Social movements	“a broad set of sustained organizational efforts to change the structure of society or the distribution of society’s resources”	Stop Afvalwater Twente (SAT)	<ul style="list-style-type: none"> - Wat is volgens u de invloed geweest van het burger initiatief ‘Stop Afvalwater Twente’? - Welke partijen/stakeholders zijn er bij deze zaak betrokken?
Media use of social movements	“social movements need media for: mobilization, validation and to enlarge the scope of the conflict”	How is the foundation ‘Stop Afvalwater Twente’ using the media?	<ul style="list-style-type: none"> - Welke soorten media zijn er tijdens deze casus gebruikt? - Op welke manier hebben jullie gebruik gemaakt van de media in deze casus? - Hebben jullie hier speciale strategieën of tactieken voor toegepast?
Media framing	“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”	How are news articles published? Operationalized with developed coding scheme	<ul style="list-style-type: none"> - Denkt u dat de media een grote rol heeft gespeeld in deze zaak? - Zo ja, waarom denkt u dat? En is dit een positieve of negatieve rol vanuit uw perspectief? - Hoe is de rol van de media gedurende de zaak veranderd?
Audience framing	“how something is interpreted and understood by the audience”	Compare outcomes of interpretation news articles with what is said in interviews	<ul style="list-style-type: none"> - Waarom zijn dit in uw ogen de belangrijkste gebeurtenissen? - Wat was het gevolg van deze gebeurtenissen? - Zijn er volgens u specifieke artikelen die de zaak hebben veranderd?
Frame building	“how a frame is constructed is influenced by: journalist, organizational routines and external sources”	Interviews with journalists: Leo van Raaij (Tubantia) and Oscar Siep (RTV Oost)	<ul style="list-style-type: none"> - In hoeverre denkt u dat de achtergrond (normen, waarden, politieke/ideologische voorkeur) van de journalist invloed heeft gehad op de berichtgeving rondom de NAM? - In hoeverre denkt u dat de druk van SAT invloed heeft gehad op de berichtgeving rondom de NAM?
Frame setting	“salience and selection of news items”	Use of terms ‘afvalwater’ and ‘productiewater’	<ul style="list-style-type: none"> - Zijn er volgens u specifieke artikelen die de zaak hebben veranderd? - Denkt u dat de zaak anders was gelopen wanneer de media er geen enkele aandacht aan had besteed?
Individual-level effects of framing	“attitudes, behaviour and cognition are determined by a frame”	Interviews with all stakeholders	<ul style="list-style-type: none"> - Hoe denkt u over de objectiviteit en betrouwbaarheid van de media? - In hoeverre denkt u dat de media objectief hebben bericht of de NAM casus?
Journalists as audience	“journalists also fulfil the role of citizen, which means they are also influenced by internal and external variables”	Interviews with journalists: Leo van Raaij (Tubantia) and Oscar Siep (RTV Oost)	<ul style="list-style-type: none"> - Wanneer ben u zich gaan interesseren voor de NAM versus Twente casus? - Wat is uw rol in deze casus? - Wat zijn uw doelstellingen m.b.t. deze casus?

IV. Coding scheme

		OPERATIONALIZATION		
Frame	Description of the frame	List of words indicating diagnostic frame	List of words indicating motivational frame	List of words indicating prognostic frame
1	Very positive about NAM / Government	<ul style="list-style-type: none"> - Injectiewater - Rechter stelt NAM in het gelijk - Aardbevingen / trillingen niet veroorzaakt door NAM - Aardbevingen en/of explosies niet mogelijk - NAM werkt volgens milieuvriendelijke standaards 	<ul style="list-style-type: none"> - NAM creëert werkgelegenheid - NAM stelt geld beschikbaar voor projecten in Twentse buurten 	<ul style="list-style-type: none"> - De huidige situatie is de beste oplossing - Huidige manier is volkomen veilig en er is geen reden voor nader onderzoek - Dit is de meest milieuvriendelijkste en goedkoopste oplossing
2	Positive about NAM / Government	<ul style="list-style-type: none"> - Productiewater - Veilig - NAM voldoet aan alle regels - Onafhankelijk onderzoek - Geen negatieve gevolgen voor mens, milieu en natuur - Deskundigen geven aan dat er geen reden voor paniek/onrust is 	<ul style="list-style-type: none"> - Brengt productiewater terug waar het vandaan kwam: in diepe ondergrond 	<ul style="list-style-type: none"> - Geen reden tot onrust - Huidige manier van injecteren is niet schadelijk - Geen reden voor verandering
3	Neutral	<ul style="list-style-type: none"> - Productie water en afvalwater - Vergunning destijds eerlijk verkregen - Injecteren - Oliewinning - Verwerking injectiewater - Transportleiding 	<ul style="list-style-type: none"> - Experts zeggen... (zodat lezers zelf een mening kunnen vormen) 	<ul style="list-style-type: none"> - De huidige situatie en alle alternatieven moeten worden onderzocht door een onafhankelijk onderzoeksbureau - Kamp mag geen beslissing nemen
4	Negative about NAM / Government	<ul style="list-style-type: none"> - Afvalwater - Leidingbreuk - Vervuild water - Schade - Lekkage - Doofpot - NAM is niet transparant en onbetrouwbaar - NAM geeft geen antwoord - Aardbevingen 	<ul style="list-style-type: none"> - Scheuren aan huizen - Draagvlak is belangrijk - 30.000 handtekeningen 	<ul style="list-style-type: none"> - Er moet onderzoek gedaan worden naar alternatieven - Liefst gaan zuiveren, of in ieder geval de pilot uitvoeren
5	Very negative about NAM / Government	<ul style="list-style-type: none"> - NAM vindt geld belangrijker dan welzijn Twentenaren - NAM sjoemelt met informatie - NAM houdt informatie achter - Ernstige milieuverontreiniging - Aantasting drinkwater - Agressieve chemicaliën - NAM speelt onder één hoedje met EZ - Totaal niet onafhankelijk - Radio actief - Giftig - Explosies 	<ul style="list-style-type: none"> - Negatieve gevolgen voor mens en natuur - Toekomst van Twente onzeker - Herman Finkers - Link met Groningen, Amstvenn, AkzoNobel, zoutkavernes 	<ul style="list-style-type: none"> - Stoppen is de enige optie want afvalwater hoort niet in de grond - NAM zegt dat zuiveren te duur is - Duurzame energiebronnen i.p.v. fossiele brandstoffen

V. Framing scheme

MONTH	EVENT	ARTICLE	FRAME
12-2014	Triptych RTV Oost: public awareness	RTV Oost: Bodem in Twente bedreigd door giftig afvalwater uit Drentse oliewinning: http://www.rtvoost.nl/nieuws/default.aspx?nid=204655	Diagnostic frame Zwaar verontreinigd afvalwater, aardbevingen, bodemdaling, chemicaliën, radio-actief, risico's voor natuur, gifcocktail, scheuren in aardlagen
		RTV Oost: GroenLinks wil direct maatregelen tegen lek giftig afvalwater: http://www.rtvoost.nl/dossiers/default.aspx?nid=206629&cat=857	Diagnostic frame Giftig afvalwater, lekkende injectieput, situatie onverantwoord, chemisch, zwaar verontreinigd, NAM is roekeloos
		Tubantia: Ophef over giftig oliewater en Twentse aardbevingen: http://www.tubantia.nl/overig/ophef-rond-giftig-oliewater-en-twentse-aardbevingen~a4c9ee85/	Diagnostic frame Giftig afvalwater, aardbevingen, ophef oogt merkwaardig, vergunning gegeven na openbare procedures. Toen geen bezwaren
		Tubantia: 'Is er in Twente kans op een aardbeving?' http://www.tubantia.nl/dinkelland/is-er-in-twentse-kans-op-een-aardbeving~a96006f3/	Diagnostic frame Vervuild afvalwater, chemische stoffen, gunstig geologisch profiel, geen fatsoenlijk antwoord NAM, waterinjectie
		Trouw: Lozing vuil water baart Twente zorgen: https://www.trouw.nl/home/lozing-vuil-water-baart-twentse-zorgen~adbef3f0/	Diagnostic frame Legale lozing, proceswater, lekkages, waterinjectie, afvalwater met olierestjes, bodemdaling, aardbeving, NAM zegt dat zuiveren te duur is, D66 wil dat het stopt
		Volkskrant: Overijssel bezorgd over gevolgen injecteren afvalwater in bodem: http://www.volkskrant.nl/binnenland/overijssel-bezorgd-over-gevolgen-injecteren-afvalwater-in-bodem~a3808366/	Diagnostic frame Onafhankelijk onderzoek, afvalwater, chemicaliën, productiewater, kans op aardbevingen is klein zegt NAM, kleine lekkages, drinkwater, natuurgebieden
01-2015	Information meeting Tubbergen	RTV Oost: Statenfractie D66: Overijssel moet zelf onafhankelijk onderzoek doen naar opslag giftig afvalwater: https://www.rtvoost.nl/nieuws/208409/statenfractie-d66-overijssel-moet-zelf-onafhankelijk-onderzoek-doen-naar-opslag-giftig-afvalwater	Prognostic frame Vervuild afvalwater, alleen oog voor economische baten en niet voor risico's, D66 wil echt onafhankelijk onderzoek
		RTV Oost: Roep om onafhankelijk onderzoek afvalwater steeds groter: http://www.rtvoost.nl/dossiers/default.aspx?nid=208298&cat=857	Diagnostic frame Chemisch verontreinigd afvalwater, wantrouwen, cynisch, grimmig, onrust niet weggenomen, NAM geen antwoord gegeven, geen vertrouwen in informatievoorziening NAM, Kamp wil geen onderzoek.
		Tubantia: Horecazaak Tubbergen klaar voor drukte NAM-presentatie http://www.tubantia.nl/tubbergen/horecazaak-tubbergen-klaar-voor-drukke-nam-presentatie~ad9085fc/	Diagnostic frame Oliehoudend afvalwater, inwoners maken zich zorgen, afvaardiging van NAM aanwezig, openbare bijeenkomst
		Tubantia: Hoorzitting Tweede Kamer over dumpen afvalwater Twente: http://www.tubantia.nl/overig/hoorzitting-tweede-kamer-over-dumpen-afvalwater-twentse~a41c8999/	Diagnostic frame Dumpen, afvalwater, lekkage, giftig, grondwater, aardbevingen
		Volkskrant: De onrust over diepe afvalwaterinjectie is terecht: http://www.volkskrant.nl/opinie/de-onrust-over-diepe-afvalwaterinjectie-is-terecht~a3838464/	Diagnostic frame Afvalwater, aardbevingen, grondwatervervuiling, lekkages, zuiveren vindt NAM te duur
03-2015	Damages houses Rossum	RTV Oost:	Diagnostic frame

		<p>“Scheuren in huizen Rossum veroorzaakt door activiteiten NAM” http://www.rtvoost.nl/dossiers/default.aspx?nid=212134&cat=857</p>	<p>Bodemverzakkingen, vervuild afvalwater, verhoogde waarden van zink, barium en zware metalen in de grond, bewoners niet serieus genomen</p>
		<p>RTV Oost:</p> <p>Petitie tegen afvalwater in bodem Twente door ruim vierhonderd mensen ondertekend http://www.rtvoost.nl/dossiers/default.aspx?nid=213306&cat=857</p>	<p>Motivational frame</p> <p>Afvalwater, verontreinigd, aardverzakkingen, scheuren aan huizen, vraag onafhankelijk onderzoek aan dovemansoren gericht</p>
		<p>Tubantia:</p> <p>Leeggezogen gasveld zorgt voor verzakkingen in Rossum http://www.tubantia.nl/dinkelland/leeggezogen-gasveld-zorgt-voor-verzakkingen-in-rossum~a0315403/</p>	<p>Motivational frame</p> <p>Scheuren aan huizen, verzakkingen, afvalwater, ‘voor Twente wordt niks geregeld’</p>
		<p>Tubantia:</p> <p>GroenLinks in Oldenzaal: ‘Stop met onzin van afvalwater in bodem’ http://www.tubantia.nl/regio/oldenzaal/groenlinks-in-oldenzaal-stop-met-onzin-van-afvalwater-in-bodem-1.4797557</p>	<p>Prognostic frame</p> <p>Vervuild water, afvalwater, ontoelaatbare hoeveelheden waterstoffluoride, radio-actief strontium en zoutzuur, zoutcavernes,</p>
		<p>Telegraaf:</p> <p>Scheuren door waterinjectie in Twente http://www.telegraaf.nl/tv/nieuws/binnenland/23752935/_Scheuren_door_waterinjectie_in_Twente_.html</p>	<p>Diagnostic frame</p> <p>Afvalwater, schade aan huizen, water injectie</p>
04-2015	Leak Holtheme	<p>RTV Oost:</p> <p>Giftig afvalwater stroomt weg door lek in leiding bij Hardenberg http://www.rtvoost.nl/dossiers/default.aspx?nid=216350&cat=857</p>	<p>Diagnostic frame</p> <p>Chemisch afvalwater, gevolgen nog onbekend</p>
		<p>RTV Oost:</p> <p>Minister Kamp wil petitie ‘Stop dumpen afvalwater in onze bodem’ niet in ontvangst nemen http://www.rtvoost.nl/dossiers/default.aspx?nid=216459&cat=857</p>	<p>Diagnostic frame</p> <p>Giftig afvalwater, vertrouwen burgers in de NAM erg laag, zo’n opstelling van minister draagt niet bij aan vertrouwen,</p>
		<p>Tubantia:</p> <p>Stegers: NAM moet argwaan wegnemen met warme keukentafelgesprekken http://www.tubantia.nl/tubbergen/stegers-nam-moet-argwaan-wegnemen-met-warme-keukentafelgesprekken~a4d86198/</p>	<p>Prognostic frame</p> <p>Vervuild afvalwater, integriteit NAM in het geding, geen vertrouwen in NAM, beschadigde woningen, alleen onafhankelijk onderzoek kan vertrouwen terugwinnen, NAM claimt dat injecteren meest milieuvriendelijkste manier is</p>
		<p>Tubantia:</p> <p>Mysterie opgelost: NAM liet drone eigen locaties vastleggen http://www.tubantia.nl/tubbergen/mysterie-opgelost-nam-liet-drone-eigen-locaties-vastleggen~a8e839cc/</p>	<p>Diagnostic frame</p> <p>Vervuild afvalwater, geheimzinnigheid NAM,</p>
06-2015	Temporarily stop water injection	<p>RTV Oost:</p> <p>NAM legt olieproductie Schoonebeek volledig stil, geen afvalwater meer naar Twente http://www.rtvoost.nl/dossiers/default.aspx?nid=219539&cat=857</p>	<p>Diagnostic frame</p> <p>Afvalwater, pijpleiding aangetast, microbiologische activiteit, bacteriën, geslaagde druktest, pijpleiding is veilig</p>
		<p>RTV Oost:</p> <p>‘NAM moet onderzoek naar lekkende afvalwaterleiding openbaar maken’ http://www.rtvoost.nl/dossiers/default.aspx?nid=219654&cat=857</p>	<p>Diagnostic frame</p> <p>Lek in afvalwaterleiding, giftige afvalwater, bedreiging voor inwoners, natuur, landbouw én drinkwatervoorziening, hoogste tijd dat veiligheid van inwoners, natuur en drinkwater nu de grootste rol gaat spelen in plaats van belangen van oliebedrijven.</p>
		<p>Tubantia:</p> <p>Zorgen over injectie afvalwater in bodem Twente http://www.tubantia.nl/regio/zorgen-over-injectie-afvalwater-in-bodem-twente-1.4972137</p>	<p>Diagnostic frame</p> <p>Miljoenen liters afvalwater, scheuren in huizen, olie en chemicaliën, ook de NAM wil de onderste steen boven, corrosie, vertrouwen in NAM en overheid is verloren, gevolgen zoetwaterwinning</p>

		Tubantia: Intrekken vergunning injecties afvalwater in Twente ‘te kostbaar’ http://www.tubantia.nl/overig/intrekken-vergunning-injecties-afvalwater-in-twente-te-kostbaar~a069abad/	Diagnostic frame Afvalwater, corrosie, lekkage, transportleiding, honoreren van aanvraag kost provincie een miljoen euro per dag te voldoen aan de NAM
		RTV Drenthe: Injecties afvalwater NAM onderzocht door internationale wetenschappers http://www.rtvdrenthe.nl/nieuws/95909/Injecties-afvalwater-NAM-onderzocht-door-internationale-wetenschappers	Prognostic frame Internationale wetenschappers, second opinion, lekkage transportleiding, bacterie, roest, aardbevingen en verzakkingen, open proces, opties voor zuiveren
08-2015	Evaluation is put forward with 1 year	RTV Oost: Enorme bodemverontreiniging op oude gaswinningslocatie Tubbergen http://www.rtvoost.nl/dossiers/default.aspx?nid=223412&cat=857	Diagnostic frame Ernstig verontreinigd, brengt natuurgebied in gevaar, direct contact met grondwaterlagen, grote concentratie schadelijke stoffen, barium kan invloed hebben op het zenuwstelsel van al het leven op aarde, bedreiging voor het ecologische stelsel, grondwater flink verontreinigd
		RTV Oost: ‘Meer betrokkenheid van bewoners bij evaluatie afvalwater’ http://www.rtvoost.nl/dossiers/default.aspx?nid=224821&cat=857	Motivational frame Zuiveren, commissie ingesteld die evaluatie kritisch volgt, externe deskundigen voor onafhankelijk onderzoek,
		Tubantia: NAM locatie in Tubbergen ‘ernstig vervuild’, GroenLinks slaat alarm http://www.tubantia.nl/tubbergen/nam-locatie-in-tubbergen-ernstig-vervuild-groenlinks-slaat-alarm~aa522af6/	Diagnostic frame Al enkele decennia ernstig vervuild met zware metalen, niet ver van kwetsbare natuurgebieden, onaanvaardbare risico’s op verspreiding, op steenworp afstand van drinkwatergebied, lichte aardbevingen
		Tubantia: Tubbergse wethouder wil opheldering over vervuiling put http://www.tubantia.nl/tubbergen/tubbergse-wethouder-wil-opheldering-over-vervuiling-put~a6c3c4b3/	Diagnostic frame Ernstig vervuilde put, biologisch slecht afbreekbare minerale oliën, metaal barium, giftige benzeen, bodemverontreiniging, dichtbij kwetsbaar natuurgebied en drinkwatergebied,
		EenVandaag: Aardbevingsrisico door waterinjecties Twente http://binnenland.eenvandaag.nl/tv-items/61081/aardbevingsrisico_door_waterinjecties_twente	Diagnostic frame Afvalwaterinjecties, dagelijks 4 miljoen liter, risico aardbevingen, Oklahoma, tweede Groningen, milieuschade, leiding aangetast, giftig, 2000 kub olie per dag verlies voor NAM, schade aan huizen
11-2015	Information meeting and establishment of ‘Stop Afvalwater Twente’	RTV Oost: Mogelijk juridische procedure tegen afvalwaterinjecties Twente http://www.rtvoost.nl/dossiers/default.aspx?nid=230863&cat=857	Prognostic frame Afvalwater, pijpleiding aangetast, lekkages, vervuild water, aardbevingen, ernstige milieuverontreiniging, onderzoek naar alternatieven
		RTV Oost: Petitie voor stopzetten afvalwaterinjectie NAM in Twente http://www.rtvoost.nl/dossiers/default.aspx?nid=232909&cat=857	Motivational frame Afvalwater, NAM richt zich op geldelijk gewin en nemen niet hun verantwoordelijkheid voor veiligheid, maatschappelijk draagvlak vergroten, grote gevaren voor gezondheid van mens, dier en natuur
		Tubantia: NAM wil geen informatie lekken over afvalwaterinjectie http://www.tubantia.nl/overig/nam-wil-geen-informatie-lekken-over-afvalwaterinjectie~ab086462/	Diagnostic frame Lekkages, negatieve publiciteit voor NAM, WOB-procedure, NAM wil pas weer communiceren als er een oplossing is
		Tubantia: Burgerinitiatief STOP Injectie Afvalwater Twente strijdt met petitie tegen NAM	Motivational frame Injecteren van afvalwater, geen draagvlak voor 5000 kuub afvalwater per dag, doorgeroest, NAM beschikt over vergunning, buizenstelsel gerenoveerd, gevolgen langere termijn

		http://www.tubantia.nl/overig/burgerinitiatief-stop-injectie-afvalwater-twente-strijdt-met-petitie-tegen-nam-afcd3a8/	onduidelijk, reinigen is duurder dan in de grond stoppen,
		AD: Waterleiding NAM van Schoonebeek naar Twente wordt hersteld http://www.ad.nl/enschede/waterleiding-nam-van-schoonebeek-naar-twente-wordt-hersteld-afbaf9e/	Prognostic frame Uitgebreid onderzoek, gehele renovatie van bestaande leiding, risico lekkage wordt sterk verminderd, geen definitieve oplossing langere termijn,
03-2016	30.000 signatures offered to Minister Kamp by SAT	RTV Oost: Petitie tegen afvalwater in Twentse bodem aangeboden in Den Haag, morgen debat http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/239125/petitie-tegen-afvalwater-in-twentse-bodem-aangeboden-in-den-haag-morgen-debat	Motivational frame 30.000 handtekeningen, geen draagvlak in Twente voor dumpen afvalwater
		RTV Oost: Steeds meer gemeenten in Twente tegen afvalwaterinjectie NAM http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/240826/steeds-meer-gemeenten-in-twente-tegen-afvalwaterinjectie-nam	Motivational frame 5 gemeenten identieke motie unaniem aangenomen, veel weerstand in Twente tegen afvalwater, SAT mag meepraten over onderzoek alternatieven, breuk in leiding
		Tubantia: MER: onderzoek alternatieven injecteren afvalwater in Twente http://www.tubantia.nl/nieuws/mer-onderzoek-alternatieven-injecteren-afvalwater-in-twente-a4747486/	Prognostic frame Alternatieven voor injecteren, afvalwater, zesjaarlijkse evaluatie, alternatieve verwerkmethode
		Tubantia: 'Stop Afvalwater' mag meepraten over injecties in Twentse gasvelden http://www.tubantia.nl/overig/stop-afvalwater-mag-meepraten-over-injecties-in-twentse-gasvelden-a09846e1/	Motivational frame Stopzetten, afvalwater, 30.000 protest handtekeningen, SAT mag zelf deskundige aandragen, draagvlak niet bepalend
		EenVandaag: Twente vreest 'tweede Groningen' http://binnenland.eenvandaag.nl/radio-items/65787/twente_vreest_tweede_groningen	Motivational frame Tweede Groningen, 80 miljoen kuub afvalwater, 30.000 handtekeningen, acties, chemicaliën, olieresten, anti corrosiemiddelen, bodemdaling/verzakking, aardbeving, VS, kunnen foute dingen gebeuren
06-2016	Intermediate evaluation report: water injection is still most suitable solution	RTV Oost: 'Afvalwaterinjectie milieuvriendelijkste en goedkoopste oplossing van afvalwater' http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/247372/afvalwaterinjectie-milieuvriendelijkste-en-goedkoopste-oplossing-voor-afvalwater	Prognostic frame Giftige reststoffen, tussenrapportage, risico's aardverzakkingen en bevingen, volledig zuiveren is geen optie, vervuild water, ernstige milieuverontreiniging, alternatieven voor injecteren zijn niet bijzonder schadelijk, geluidsoverlast
		Tubantia: Stop Afvalwater wil werk NAM onmiddellijk stilleggen http://www.tubantia.nl/tubbergen/stop-afvalwater-wil-werk-nam-onmiddellijk-stilleggen-ad38c72b/	Prognostic frame Lekkende pijpleiding, Natura 2000 gebieden, stoppen met klus, burgers buitenspel,
		Tubantia: Injecteren in Twentse bodem lijkt beste te scoren http://www.tubantia.nl/overig/injecteren-in-twentse-bodem-likt-beste-te-scoren-ac85b11a/	Prognostic frame Injecteren is goedkoper en minder belastend voor milieu, niemand geeft zekerheid of garantie, milieutechnisch is het beter die stoffen weer in diepe ondergrond terug te brengen
		Tubantia: Ruim 100 bezoekers open huis NAM in Manderveen http://www.tubantia.nl/tubbergen/ruim-100-bezoekers-open-huis-nam-in-manderveen-a0d41f1b/	Diagnostic frame Vermeende lekkage, oplosbaarheid zout, wantrouwen, langetermijnevolgen onduidelijk, grote toekomstige ellende
		AD: Motie vanuit Enschede tegen injectie afvalwater http://www.ad.nl/enschede/motie-vanuit-enschede-tegen-injectie-afvalwater-add2bb6e/	Prognostic frame Motie aangenomen waarin injectie van afvalwater wordt afgewezen, te weinig aandacht voor effecten afvalwaterinjectie op lange termijn

08/09-2016	Continue water injection	RTV Oost: NAM: afvalwaterinjectie in Twente nu veiligste manier en dus gaan we door http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/250476/nam-afvalwaterinjectie-in-twente-nu-veiligste-manier-en-dus-gaan-we-door	Prognostic frame Meest veilige manier, oliewinning hervat, afvalwater, buis-in-buis constructie goedgekeurd, creëert werkgelegenheid,
		RTV Oost: NAM hervat oliewinning Schoonebeek en afvalwaterinjectie in Twente http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/252544/nam-hervat-oliwinning-schoonebeek-en-afvalwaterinjectie-in-twente	Prognostic frame Lek, afvalwater, toestemming om pijpleiding in gebruik te nemen, werkgelegenheid in Zuidoost Drenthe
		Tubantia: Afvalwater vanaf half september weer naar Twente http://www.tubantia.nl/dinkelland/afvalwater-vanaf-half-september-weer-naar-twente~ad4baf1d/	Prognostic frame Afvalwaterinjectie, positief advies voor ingebruikname van vernieuwde leiding tussen Drenthe en Twente, stevige vragen gesteld, Kamp niet aan belofte gehouden
		Tubantia: NAM herstart zaterdag oliewinning, afvalwater in Rossum de bodem in http://www.tubantia.nl/dinkelland/nam-herstart-zaterdag-oliwinning-afvalwater-in-rossum-de-bodem-in~a630687d/	Diagnostic frame Afvalwater, kort geding, besluit NAM uitermate onverstandig, SAT woedend, onfatsoenlijk, schande voor de democratie, gaat alleen maar om geld
		AD: Minister Kamp: NAM kan gang gaan in Twente http://www.ad.nl/enschede/minister-kamp-nam-kan-gang-gaan-in-twente~aa06c033/	Prognostic frame Afvalwater, onrust in Twente, lekkages, reparatie pijpleiding, teleurgesteld in Kamp,
10-2016	Lawsuit	RTV Oost: Stop Afvalwater Twente wil rechter overtuigen NAM te laten stoppen met injecteren afvalwater http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/254081/stop-afvalwater-twente-wil-rechter-overtuigen-nam-te-laten-stoppen-met-injecteren-afvalwater	Prognostic frame Afvalwaterinjecties, afvalwaterlozingen, kort geding, NAM moet afval zuiveren en hoort niet in de bodem, NAM gaat voorbij aan Tweede Kamer, provincie, stichting en 3 gemeenten, Sodm en EZ zijn onzorgvuldig geweest, grote risico's
		RTV Oost: Steeds meer steun voor zuiveren afvalwater NAM; gedeputeerde wil serieuze proef http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/255080/steeds-meer-steun-voor-zuiveren-afvalwater-nam-gedeputeerde-wil-serieuze-proef	Prognostic frame Overheden spreken zich openlijk uit tegen injectie afvalwater, bedrijf uit Sneek zegt goed te kunnen zuiveren tegen lagere kosten, provincie Drenthe wil liever zuiveren dan injecteren
		Tubantia: Afvalwaterinjectie: waarom provincie en gemeenten kansloos zijn http://www.tubantia.nl/overig/afvalwaterinjectie-waarom-provincie-en-gemeenten-kansloos-zijn~a17507d5/	Diagnostic frame Afvalwaterinjectie, rechtszaak, lek, water niet schoon, onduidelijkheid over aardbevingen, onafhankelijk keuringsinstituut, kansloze onderneming
		Tubantia: Rechtbank beslist: injectie afvalwater NAM in Twente mag doorgaan http://www.tubantia.nl/overig/rechtbank-beslist-injectie-afvalwater-nam-in-twente-mag-doorgaan~ac36bec0/	Prognostic frame Afvalwater, kans op aardbeving, heringebruikname vanherstelde leiding, lek, geen reden om injectie tegen te houden,
		Volkskrant: Afvalwater in Twentse bodem blijft voorlopig http://www.volkskrant.nl/binnenland/afvalwater-in-twentse-bodem-blijft-voorlopig~a4395842/	Prognostic frame Afvalwaterinjecties, miljoenen liters vervuild water, lek, stilleggen kost NAM 4 tot 5 miljoen euro per maand, banen lopen in gevaar, stilleggen en opstarten kost NAM 2 miljoen euro
01-2017	SAT quits with 'klankbord groep' and offers own research to Minister Kamp: alternative of	RTV Oost: 'Zuiveren afvalwater krijgt geen serieuze kans' http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/260745/zuiveren-afvalwater-krijgt-geen-serieuze-kans	Diagnostic frame Provincie teleurgesteld, zuiveren niet haalbaar, geen serieuze kans, waarom zuiveren 635 miljoen euro kost terwijl bedrijf in Twente zegt dat het goedkoper kan, onrust, kritische publicaties in media,

	water purification		
		RTV Oost: Stichting Stop Afvalwater Twente biedt minister Kamp eigen rapport aan http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/261488/stichting-stop-afvalwater-twente-biedt-minister-kamp-eigen-rapport-aan	Prognostic frame Adviesbureau concludeert dat afvalwaterinjectie is meest milieuvriendelijke en veilige verwerking van productiewater, bedreiging van natuur, dieren en mensen, afvalstoffen, zuiveren via Salttech
		Tubantia: Stichting stapt boos uit klankbordgroep http://www.tubantia.nl/regio/stichting-stapt-boos-uit-klankbordgroep~a37a9019/	Diagnostic frame Afvalwaterinjectie, zuiveringsvariant kapot gerekend, mogelijk toekomstige ellende,
		Tubantia: Boodschap regio aan Kamp: 'Kies voor zuiveren afvalwater' http://www.tubantia.nl/regio/boodschap-regio-aan-kamp-kies-voor-zuiveren-afvalwater~a10e9be0/	Prognostic frame Afvalwater, oneens met rapport dat zuiveren veel duurder en milieuvriendelijker is dan injecteren, gebaseerd op informatie van NAM, hoog energieverbruik van zuiveren, zuiveren geen kans
02-2017	Minister Kamp decides to continue with water injection and a proposal is adopted to see whether decision is irreversible or not in case of a new parliament	RTV Oost: NAM kan doorgaan met lozen afvalwater onder Twente http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/262696/nam-kan-doorgaan-met-lozen-afvalwater-onder-twente	Prognostic frame Lozen, afvalwater, productiewater, veel protest, bang voor gevolgen langere termijn, verzakking bodem, vervuiling grondwater, Kamp biedt opening naar alternatieven, Salttech claimt goedkopere en milieuvriendelijke oplossing te hebben, Kamp: oplossing nog niet voldoende doorontwikkeld
		RTV Oost: Hoogleraar Reijnders over besluit minister Kamp: "Dit kan niet, het is een schande" http://www.rtvoost.nl/dossiers/afvalwater-nam-in-twente/263479/hoogleraar-reijnders-over-besluit-minister-kamp-dit-kan-niet-het-is-een-schande	Diagnostic frame Onderzoek Royal Haskoning is prutswork, afvalwaterinjectie, een schande, wie betaalt, die bepaalt, gekleurde oordelen van de NAM, forse problemen bij injectie, grotere risico's, wat hier gebeurd kan niet
		Tubantia: NAM kan doorgaan met injecteren afvalwater in Twente http://www.tubantia.nl/dinkelland/nam-kan-doorgaan-met-injecteren-afvalwater-in-twente~aefca7d8/	Prognostic frame Olie-afvalwater, SAT teleurgesteld, zuiveren is volgens minister veel duurder en milieuvriendelijker, vuistdikke rapporten opgesteld door adviesbureaus als TNO, Deltares, RoyalHaskoningDHV, rapporten allemaal gebaseerd op informatie van de NAM, niets onafhankelijk aan
		Tubantia: Afvalinjecties in regio zaak nieuwe kabinet http://www.tubantia.nl/enschede/afvalinjecties-in-regio-zaak-nieuwe-kabinet~a4c0720c/	Prognostic frame Afvalwaterinjecties, geen onomkeerbare beslissingen te nemen

VI. Cohen's Kappa in SPSS (interrater reliability)

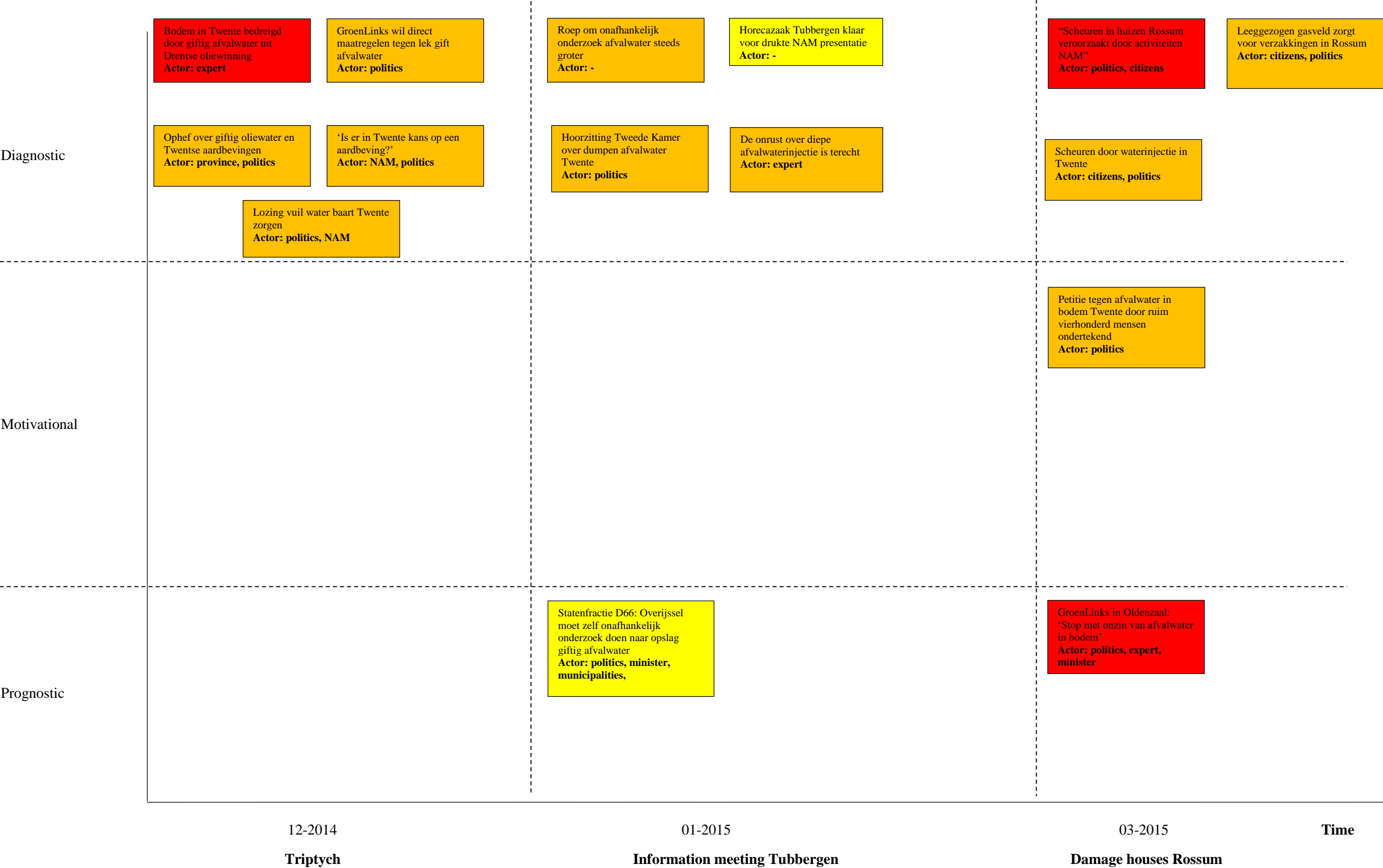
		Symmetric Measures			
		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Measure of Agreement	Kappa	,730	,165	4,098	,000
N of Valid Cases		10			

a. Not assuming the null hypothesis.

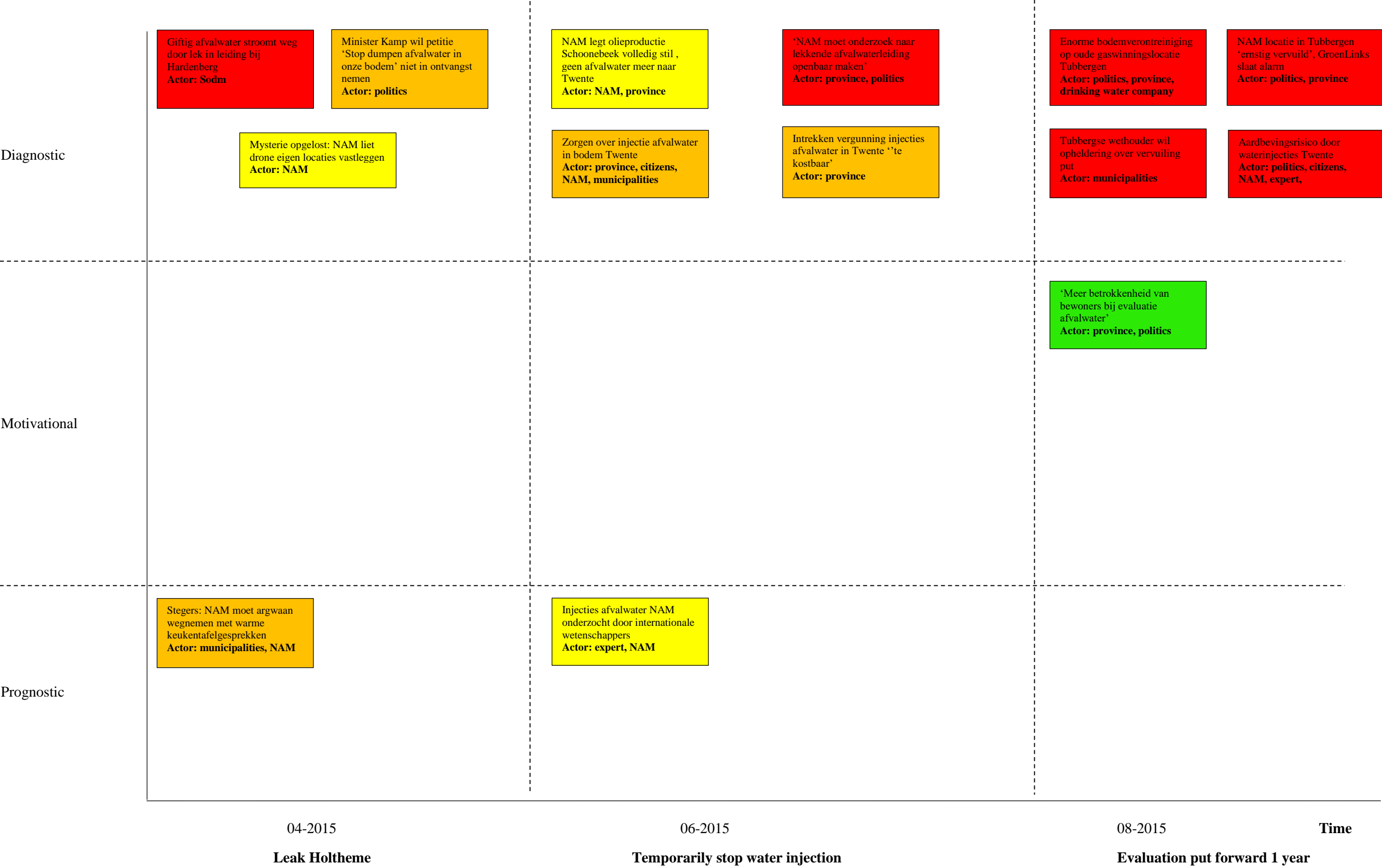
b. Using the asymptotic standard error assuming the null hypothesis.

VII. Process maps

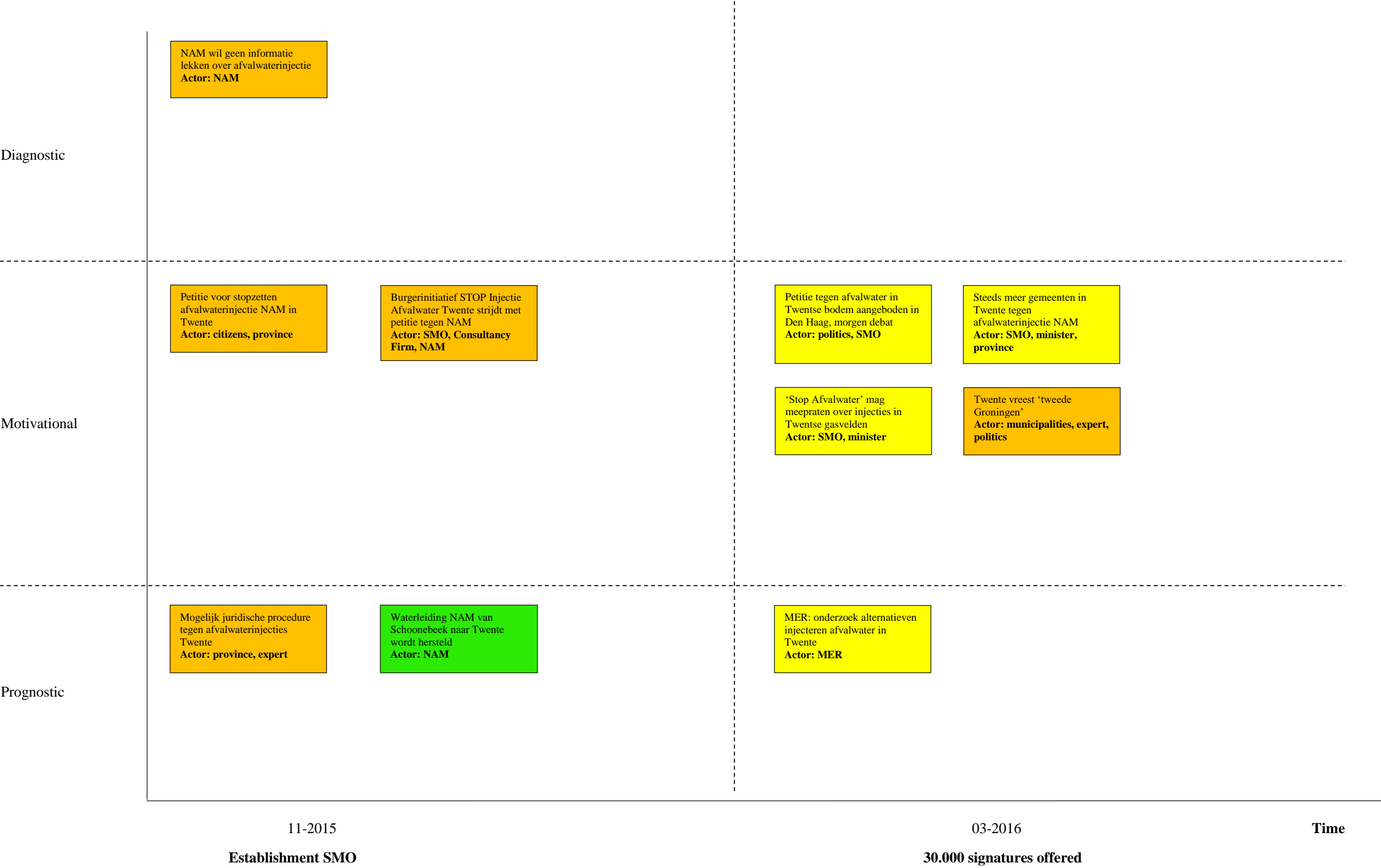
Process map stage 1: Initial Shock



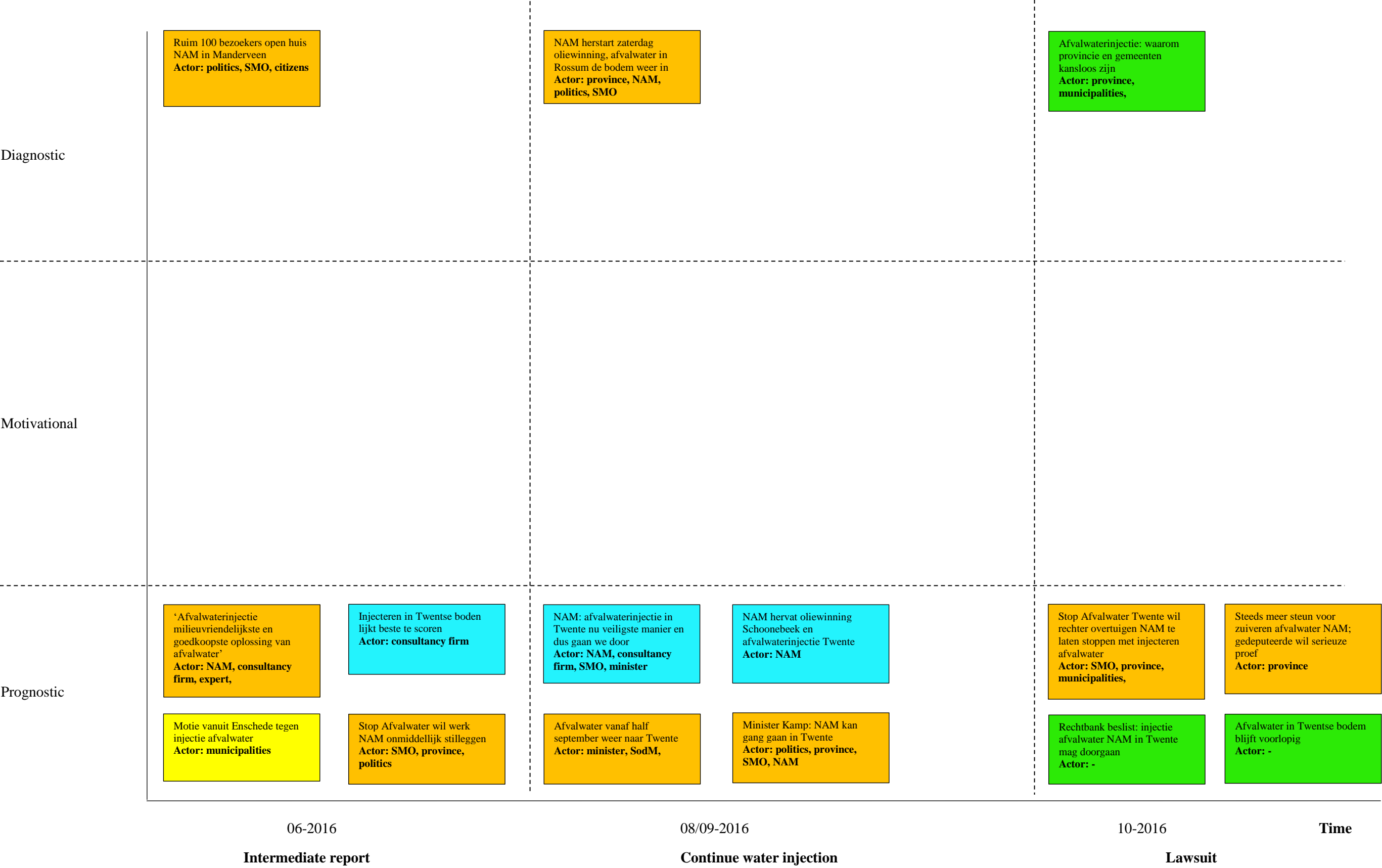
Process map stage 2: Escalation / intervention



Process map stage 3: Citizen mobilization



Process map stage 4: Convergence



Process map stage 5: Closure

