

SUPPLEMENTARY  
MATERIAL

# FRAMING OF BRAZIL'S 2022 PRESIDENTIAL ELECTIONS IN U.S. NEWSPAPERS COVERAGE



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## 1. Purpose of the Study

**This content analysis of online U.S. newspaper coverage of the 2022 Brazilian presidential elections focuses on frames previously categorized in political communication research. The study includes online articles from The New York Times, USA Today, The Washington Post, The Wall Street Journal, and The Los Angeles Times published from September 1 to October 31, 2022. The coders will use an online coding sheet listing all identified articles.**

## 2. Sampling

The coding sheet Excel file will reference articles by headline and URLs. A number will be assigned to each article, starting with 1, until the last article.

Observe the total number of units collected for each publication. Calculate 10% of the total number. Round up: for 36 articles, for example, round up (3.6) to 4. This number we will call *n*. Using Google Random Number Generator (<https://g.co/kgs/4fjp9z>), generate *n* random numbers. Check the Excel file for the corresponding article URL for each number generated.

### 3. Coding categories: frames and themes

#### 3.1 Metaframing

Metaframes have two possible values: game metaframe or issue metaframe,

and are coded on a dominant basis. Metaframes are mutually exclusive (game metaframe = 1, issue metaframe = 2).

The game metaframe “refers to news stories that frame politics in terms of a game, personality contest, strategy, or personal relationships between political actors not related to issue positions” (Strömbäck & Dimitrova, 2006, p. 138). This broad category includes all stories that discuss political strategy, politicians’ images, the “horserace” frame (dispute for the “first place), and personal stories and relationships between political key players unrelated to broader issues.

The issue metaframe “includes stories that focus on issues and issue positions” (Strömbäck & Dimitrova, 2006, p. 138). This metaframe “includes news stories that focus on issues and issue positions, on real-life conditions with relevance for issue positions, and on what has happened or what someone has said and done to the extent that it deals with or is depicted as relevant for the political issues” (Strömbäck, 2012, p. 20).

#### 3.2 Contextual

Second, code for the context in which the news story is presented, choosing between (1) episodic framing, (2) half episodic framing and half thematic framing, (3) thematic framing, or (4) cannot be determined (Strömbäck, 2012).

Episodic framing references reporting that isolates an event from the broader issue—for example, a story about a man who lost his job, as opposed to the overarching theme of unemployment and its causes. Possible indicators include focusing on an individual.

Thematic framing references news stories that cover issues from a broader perspective, pointing to their causes and implications for society (Iyengar, 1990; Strömbäck & Dimitrova; Strömbäck, 2012). Possible indicators include charts with statistical or other data, with experts as sources.

#### **4 Election-specific frames as defined by Strömbäck and Dimitrova (2006)**

Coded on a presence-absence basis (present = 1, absent = 0)

- Sensationalism describes news stories with a certain “breathlessness” to them.
- “Horserace” is present in news stories about winning or losing.
- “Politicians as individuals” is present in stories about the politicians’ personal histories and characters, as opposed to their views and plans.
- “Political strategy” is present in stories that focus on the strategy for winning.
- “News management” is present in stories about how candidates react to negative news coverage and promote positive news about themselves or their party.
- Conflict applies to articles in which conflict between individuals or groups is central.