



## **Framing Effects of Online News Survey Results on Individual Heuristics**

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**Submitted:** May 09, 2019, **Revised:** June 16, **Accepted:** June 26, 2019

Accredited by Kemristekdikti No. 30/E/KPT/2018

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### **Abstract**

Indonesians often consume online news presenting figures of survey results, not only political news but other news as well, for instance, a news headline stated that 63 percent of people on average agreed to a cabinet reshuffle. Strangely enough, it was not stated 37 percent of people on average did not agree to a cabinet reshuffle, which has the same meaning. An attractive frame of online news will potentially get clicks from its audience. In theories of framing effect, news framing in general has a cognitive effect on the audience, including the framing of survey results. However, an opposing view suggests that the advent of new media, especially the internet and Web 2.0 technology, has changed the fundamental order of mass communication, which leads to a minimum effect of new media framing and difficulty in measuring them due to the emergence of preference-based effects as a natural attribute of the online media environment. This interesting research tries to examine the effects of framing in the realm of psychology, which is still quite rarely done in studies on framing effects, by using experimental quantitative methods that test individual evaluation heuristics. The framing of survey results turned out to have an effect on the heuristic assessment of the individual reader. The study prove that the framing effects remain even in new media platforms. The findings presented in this article are expected to contribute to the development of framing theories and media effects.

**Keywords:** Framing, New Media, Online News, Media Effect, Heuristics

### **Abstrak**

Masyarakat di Indonesia kerap kali mengonsumsi berita-berita online yang memaparkan angka hasil survei, baik berita politik namun juga berita lainnya, contohnya judul berita rata-rata 63 persen masyarakat setuju adanya perombakan kabinet. Anehnya, bukan dibuat judul 37 persen masyarakat tidak setuju perombakan kabinet, yang maknanya juga sama. Berita-berita online yang memiliki bingkai menarik akan berpotensi mendapatkan klik dari audiensnya. Dalam teori-teori efek pembingkai pada umumnya, pembingkai berita memiliki efek kognitif bagi audiens pembacanya, termasuk bingkai hasil survei. Namun, ada pandangan berbeda yang mengatakan bahwa kehadiran media baru, khususnya internet dan teknologi Web 2.0, telah mengubah tatanan fundamental komunikasi massa yang membuat efek pembingkai media baru minimal dan sulit diukur karena munculnya preference-based effects yang merupakan sifat alamiah lingkungan media online. Penelitian ini menarik karena mencoba menelaah efek pembingkai dalam ranah psikologi, yang masih cukup jarang dilakukan dalam penelitian-penelitian efek pembingkai, dengan menggunakan metode kuantitatif eksperimen yang menguji penilaian-penilaian heuristik individu. Pembingkai dengan hasil survei ternyata memiliki efek terhadap

penilaian heuristik individu yang membacanya. Hasil penelitian membuktikan bahwa efek pembingkaiannya itu tetap ada walaupun dalam platform media baru. Temuan-temuan dalam artikel ini diharapkan dapat berkontribusi terhadap pengembangan teori-teori tentang pembingkaiannya dan efek media.

**Kata kunci:** Framing, Media Baru, Berita Daring, Efek Media, *Heuristics*

## Introduction

Online media has rapidly developed in Indonesia since the 2000s during the dot-com boom. According to the 2018 Internet World Stats survey, Indonesia is recorded to have the third largest internet users in Asia, meanwhile 55.3 percent of internet users utilize the internet to seek articles on line according to a survey by the Indonesian Internet Service Providers Association (APJII, 2017, Syaefganti, 2018). Online media has always displayed diverse varieties of news frames, both in their titles and in their contents. One that we often encounter is the framing of headings and leads to a news article by proclaiming survey results. Headlines or leads that contain survey data are considered interesting and they consequently generate numerous clicks from the audience (Margianto & Syaefullah, 2011: 32). Online news containing survey results are frequently found to present political figures, political conditions, as well as other issues that provide information relating to survey results, such as the amount of sample and population or average survey result, for example:

**Table 1.** Frames of Survey Results in Online News

Survey with Sample and Population	<p><i>"...The director of Y Publica Rudi Hartono mentioned that Jokowi-Maruf's electability is at 53.5 percent and Prabowo-Sandiaga's at 31.9 percent..."</i></p> <p><i>As many as 1,200 respondents took the survey. The multistage random sampling method was used with a margin error of approximately 2.98 percent and a trust level reaching 95 percent..."</i></p>
Average survey result	<p><i>"...in the 2017 IKPHDI survey, the satisfaction index of the hajj pilgrims reached 84.46..."</i></p> <p><i>The survey was conducted in 13 hajj embarkation area by involving 21,087 hajj pilgrims from May 7 to 22 of 2018..."</i></p>

Source: cnn.indonesia.com and news.okezone.com

Word choices followed by survey result data on the headlines are also considered as news framing. For instance, the framing of news headline in

*kompas.com*, Survey: *People Satisfied with the Performance of Jokowi-JK Less Than 60 Percent*. In reporting the satisfaction level towards Jokowi-JK's administration, *kompas.com* used the frame that satisfaction with the government is less than 60 percent. It's rather unique, instead of saying that the number of people unsatisfied with Jokowi-JK's administration is 40 percent. Similar framing was found in online media, such as *detik.com*, which reported *Poll-tracking Survey: 41.8% of the Public Agree to Jokowi's Cabinet Reshuffle*. The framing was done by reporting that 41.8 percent of the public agreed to cabinet reshuffle while there were still 59 percent of the public who did not agree.

Citing the number of respondents and average value of surveys in online news is called the framing of sample-population and the framing of value-distribution in theories of heuristic framing, which is believed to have substantial effect on individual evaluation heuristics. According to Kahneman (2015: 9), evaluation heuristics generates evaluation bias and it tends to find the easiest means in making predictions when confronted with information.

The advent of new media has led to a great debate concerning the framing effects of news. Bennett & Iyengar (2008) in Holbert et. al. (2010) argue that media is currently entering a new era with minimum effects. New media, particularly the internet and Web 2.0 technology, has altered the fundamental order of mass communication. The internet will become the backbone of mediated communication in the future. Now there is a turning point, not only in terms of the ever-developing communication technology, but also in terms of identity and social structure impacting the audience's behavior. An individual's selection in processing information via the internet produces a space of particular vision within the individual's mind. The personalization of news creates a blind spot of certain pieces of information on the individual, hence given the freedom new media users have to interact with messages, the news effects of new media are difficult to measure and traditional effect model should be reconsidered (Holbert, et. al, 2010; Shehata & Strömbäck, 2013; Cacciato, 2016).

The framing concept in this article refers to the various techniques employed in delivering news, both in electronic or print media, that is implemented on online media. So far, news framing is considered to have significant influence on the audience as it accentuates how a particular news is presented and which part is considered essential by its creator by making the information more striking, have stronger meaning, or more easily memorized by the public so that research on framing effects in online news become interesting.

## **Theoretical Framework**

### **1. Framing Concept**

The framing concept has been studied a great deal in various literature of several science disciplines. However, framing studies are still rarely based on a tradition of thought that relates to the field of psychology. The study conducted by Kahneman and Tversky (1982) is considered as the pioneer of framing studies associated with the field of psychology (Cacciatore, 2016: 9).

In McQuail (2010: 380), it is explained that framing is a means to emphasize or accentuate a number of interpretations for facts isolated in a news report. The objective of framing is how a news report or message can be received by the audience effectively through framing (D'Angelo & Kuypers, 2010: 44). Frame in media news messages correlates with cognitive elements. In Ariestya (2016: 102) it is mentioned that a research was conducted which found that news frames have an effect on individuals at the cognitive level. The effect of news frames is related with the persuasion effect and it works through a heuristic process.

News frames may play a role as both independent and dependent variable, and also as an attribute of agenda setting, which functions at the second level. The idea behind agenda setting is that the media informs people what they should be thinking about based on issues that are more frequently or more prominently discussed. Therefore, the media has transferred the prominent issues to the audience (Cacciatore, 2016: 11). As an independent variable, frame is understood as a part of accentuated news text, which is capable of affecting the reception process and has an effect on the users. This is the part that is often studied in relation to the framing effect (Igartua, 2013; Borah, 2011), including this article. News framing may influence a person's mind (in their cognitive response) and it may influence their perceptions and

beliefs concerning issues discussed within a particular news, which ultimately may lead to changes in behavior and belief. (Igartua et al., 2011: 175; Igartua, 2013: 600).

The framing process begins with journalists defining the information received and subsequently selecting the information by referring to a criteria of news value. These journalists are involved in the process of determining what issues are present in the public debate and they then passively convey their interpretations, which is known as frame sending. Subsequently, the following process involves providing the audience with the journalist's interpretation in relation to a certain situation, this is called frame setting. At this stage, frame setting and media frame by journalists have been received by individuals. The processing of information in this individual frame has an effect at the individual level that influences their cognition (Brüggemann, 2014: 62-64).

Cacciatore (2016: 15-20) states that there is a paradigm shift in measuring current framing effects. There is a new paradigm called preference-based effects in observing framing effects. The environment created out of Web 2.0 technology, particularly online media, has produced more reinforcing effects that lead to media and audience interactions which amplify the various possibilities of sending persuasive messages inconsistent with the beliefs of the audiences.

The speed of online news, which is based on an extremely short amount of time in the process of information reception between the news producers and the news consumers, entails that the news be published instantly within a continuous news cycle. Metzger, as cited in Nabi & Oliver (2009: 563), states that new media, particularly online news, is characterized as having diverse contents and perspectives among online news, which are gathered through audience selectivity and control. In the digital era, the web page of an online media may have hundreds of framing categorized based on the topic of selection. Individuals consume online news based on their preferred issues and topics of choice. Kovach and Rosenstiel (2010) say that the concept of mass communication in new media, such as online news, has experienced a shift. In new media, the gatekeeper function is lost due to the surge of information and the need for speed. This significantly impacts the reception of news. However, a different perspective from Brüggemann (2014) states that losing the power as a gatekeeper may not be the most threatening

aspect to news effects, merely on account of the speed of online news.

## 2. Evaluation Heuristics

In Kahneman (2015: 113), evaluation heuristics refer to a strategy that relies on cognitive evaluation or assessment in estimating or predicting something. The difference is that heuristics are automatic and used to produce a tendency of assessment or evaluation unconsciously. In heuristic evaluation, two brain systems (system 1 and system 2) function. The function of system 1 is to create impressions, generate feelings, and tendencies; when they are approved by system 2, they will become beliefs, attitude, and intent. System 1 operates automatically and quickly, with cognitive ease, illusion of truth, and joy. System 1 also exaggerates small probabilities and frames decisive issues in a narrow manner, separated from others.

Kahneman and Tversky (1982) state that evaluation heuristics, some among them, are evaluation based on representations of correlation between sample-population and value-distribution. The framing of value-distribution is dominated by perceptions related with frequency or statistical data. Frequency is an effective reminder of representative relations. We rely on data or frequency values in explaining probabilities.

As an example in his study, Hillel (1982) in Kahneman and Tversky (1982) prepared a statement that there are two survey results estimating the proportion of voters who chose *yes* in a referendum. Survey A was said to have been done by taking a sample of 400 individuals. Survey B was mentioned to have been done by taking a sample of 1000 individuals. The subjects were then asked which estimate do you believe is acceptable. There were three answer choices: Survey A, Survey B, or both are the same. The result, out of 72 subjects, 80% declared that they believe in survey B while 4% believe in Survey A and the remaining believe that they are the same.

In another study by Hillel, the subjects were given the statement that the average height of American college students is 175 cm. Three data were then presented. The first data consisted of John – 178 cm, Mike – 170 cm, and Bob – 176 cm. While the second data consisted of John – 175 cm, Mike – 175 cm, and Bob – 175 cm. Once the data were given, the subjects were presented with the question of which average result between the first and second data is the most appropriate with the statement that

the average height of American college students is 175 cm. the study result shows that the percentage of respondents who answered that the height distribution of the first data is the average height of American college students was as many as 97% and for the second data as many as 3%. The second treatment was carried out by providing the data John – 178 cm, Mike – 170 cm, and Bob – 176 cm. While the second data consisted of John – 178 cm, Mike – 170 cm, and Bob – 178 cm. The respondents were then given the same question. As a result, the percentage of respondents who answered that the height distribution of the first data is the average height of American college students was as many as 76% while for the second data it was as many as 24%, and the more distributed the height data was the more the respondents prefer them.

The theoretical hypothesis from the study conducted by Hillel (1982) explains that judgment or decisions that individuals make by looking at samples size when confronted with a survey result and framing with sample-population have an effect on the individual's evaluation heuristics. This explains the premise that in a heuristic assessment, something is considered representative or otherwise based on the similarity or proximity of statistical data samples with the population parameter, or in other words people consider that a large sample is more representative than a small one. The assessment that large samples are believed to be more representative than small samples is because the sample's expectation describes the population before the actual facts have been delivered. Additionally, the respondents' judgment or decisions are also determined by frequency of value and distribution, which is why framing with value-distribution has an effect on the individual's evaluation heuristics. What differentiates Hillel's study and the previous news frame is that that this research examines new media and frame of survey results, which has not been done before. This study proves that the effect or influence of framing remains despite being on a new media platform.

## Material and Methodology

The initial hypothesis of this study is that online news framing affects individual evaluation heuristics. As an independent variable, news frame contains texts capable of generating certain effects. This is mentioned in framing elements as syntactic structure. In a syntactic structure there is the headline, which is the news discourse with a high

degree of prominence and it displays the news' tendency. Then there is the lead, which is another framing mechanism used to identify the focus point of the news (Reese, et.al, 2001: 101). These headlines and leads serve as the research instrument in this study. Eriyanto (2002) states that headlines have a strong framing function. Whereas the lead is the first paragraph in news that support the headline.

There are at least two forms of lead and headline framing in this research, namely: sample-population versus non sample-population and value-distribution versus non value-distribution. Frame induces a cognitive effect on the message recipient to assess and perceive the messages received. At this stage, the frame arrangement of media frame received by frame audiences (individuals) is then processed and would ultimately have an effect at the individual level and influence variables such as behavior, attitude, or cognition. One of the types of assessment that has long been recognized is evaluation heuristics, which is a quick and automatic evaluation in predicting or looking at probabilities of things that entirely involves the system 1 brain and also involves the system 2 brain in making considerations.

The method used in this research is the quantitative experimental with a within-subjects study design. By using this method, the same respondent is tested twice or more with the advantage of not requiring too many respondents to see the reaction from the experimental trial conducted (Newman, 2011: 282; Treadwell, 2015: 519). In the within-subjects model, there is a risk of the study results generating false effects, which are called demand effect. The participants of the experiment interpret the intent of the trials and change their behavior accordingly, either consciously or unconsciously, and they try to provide answers to satisfy the researcher's expectations (Charness, 2012). Counterbalance (Newman, 2011) is employed in this study to minimize this effect, which entails the respondents' suspicion that they are being tested, or the feeling of boredom that makes them tend to pick answers that only fulfill the researcher's expectation making the study less objective.

The experimental study then tested the effects of the independent variables on the dependent ones, what would happen if treatment were employed and what would happen if treatment were not employed. The independent variables are causal factors while the dependent variables are effects or consequences. According to the theoretical hypothesis by Hillel (1982), to prove whether effects caused by frames of

online media survey results on individuals exist, the researcher made the following research hypothesis: 1) Evaluation heuristics of sample-population frame is different from non sample-population frame; and 2) Evaluation heuristics of value-distribution frame is different from non value-distribution frame. Chi-square test was conducted and the hypothesis was accepted if the probability (Value of significance)  $< 0.05$  and rejected if the probability (Value of significance)  $> 0.05$ .

There was a total of 85 respondents in this study which were distributed into the experimental group and the control group. The recruitment and selection of the respondent groups was done through random sampling by using open recruitment. The characteristics of both groups are similar, wherein most of them are bachelor and master degree students/graduates in Jakarta.

The experiment tested the relationship between the independent variable (X) and the dependent variable (Y) by employing treatment eight times to all the respondents. Each respondent was given access to a computer and asked to open eight manipulative news with varying frames via the computer, which was connected to the internet. Every respondent in the experimental group was instructed to read manipulative articles, wherein four articles were with frames and the other four are without by opening pages of news websites that can be clicked using the computer alternately (see Table 2). Meanwhile, the control group was asked to open four manipulative news without frames. The test on the control group was done to identify that the acquired study results are truly influenced by the independent variable and no other existing variables.

The respondents were then requested to answer a questionnaire with multiple choice answers relating to which one they believe or do not believe. In answering the questionnaire, the respondents were only given 90 seconds. This was implemented so that the respondents would conduct their assessment quickly in line to the concept of heuristics. The results were subsequently quantified to answer the research hypothesis. In order to address the issue of validity, in accordance with Newman (2011), manipulation test with pretest was carried out in this study. In addition, since the aim of experimental research is to generalize the results of real situations at any level, then the situation during the research had to be arranged accordingly so that it aligned with actual conditions. In conducting the trials, double-blind experiment also had to be done. The research

assistant helped to run the test without being informed of the research's true intent and objective. The assistant was only provided with the information

that the trial is done in order to test whether the online news website, which is to be launched, is functional or not.

**Table 2.** Manipulative Online News without the Framing of the Survey Results Versus with the Framing of the Survey Results

<b>Without the Framing of the Sample-Population</b>	<b>With Framing of the Sample-Population</b>
<p><b>Survey Data of Centris Network and IPI Differs Concerning the Public's Negative Response on the Revision of the Law on KPK (Corruption Eradication Commission)</b></p> <p>The Centris Network survey result shows that as many as 60% of the public agree that the revision of KPK will weaken KPK as an anti corruption institution in Indonesia.</p> <p>The above differs from the survey result published by Indikator Performa Indonesia (IPI), the plan to revise this Law shows as many as 52% of public response, from a sample of 1,600 randomly selected individuals, who consider the revision of the law will weaken KPK.</p> <p>"Although the survey data differs, the majority of citizens who understand about some of the authorities that KPK has and are proposed to be revised, disagree if its authority were restricted," revealed LIPI senior researcher Hendro Prasetyo in response to the publication of both survey results in his office in Central Jakarta on Monday (8/2).</p> <p>The population of both surveys were citizens who were above 17 years old, with a 2.5% margin of error at 95% confidence level.</p> <p>Pros and cons regarding the plan to revise Law 30/2002 on the Corruption Eradication Commission (KPK) is currently still under discussion. According to some people, the revision of this Law will strengthen KPK in eradicating corruption, while others assume that it would constrict the authorities of KPK instead.</p>	<p><b>Survey Data of ISI and IPI Differs Concerning the Public's Negative Response on the Revision of the Law on KPK</b></p> <p>According to a survey result published by the Indonesia Survey Institute (ISI), the plan to revise the Law on KPK, which is currently debated, shows negative response from the public. As many as 55% of the public, from a sample of 3,000 individuals randomly selected, consider the revision of the Law will weaken KPK.</p> <p>Meanwhile, Indikator Performa Indonesia (IPI) has published its finding, in which as many as 52% of the public, from a sample of 1,600 individuals randomly selected, assume that the revision of KPK will weaken KPK as an anti corruption institution in Indonesia.</p> <p>"Although the survey data differs, the majority of citizens who understand about some of the authorities that KPK has and are proposed to be revised, disagree if its authority were restricted," revealed LIPI senior researcher Hendro Prasetyo in response to the publication of both survey results in his office in Central Jakarta on Monday (8/2).</p> <p>The population of both surveys were citizens who were above 17 years old, with a 2.5% margin of error at 95% confidence level.</p> <p>Pros and cons regarding the plan to revise Law 30/2002 on the Corruption Eradication Commission (KPK) is currently still under discussion. According to some people, the revision of this Law will strengthen KPK in eradicating corruption, while others assume that it would constrict the authorities of KPK instead.</p>
<p><b>Without the Framing of the Value-Distribution</b></p> <p><b>54.6% of People in West are Dissatisfied with the Performance of Aher-Deddy's Administration</b></p> <p>The National Survey Agency <i>Kelompok Diskusi dan Kajian Opini Publik Indonesia</i> (KedaiKopi) reported its survey result indicating that the people of West Java are disappointed with the performance of Ahmad Heryawan and Deddy Mizwar's administration.</p> <p>The survey result was published ahead of the commemoration of the two-years period of Aher-Deddy's administration since they took the seat on June 13, 2013.</p> <p>"KedaiKopi's survey result shows that 54.6 percent of the public were dissatisfied with Aher-Deddy's performance," revealed KedaiKopi's spokesperson, Hendri Satrio, during the launch of their survey result entitled 'What Does the Public Have to Say about the</p>	<p><b>With the Framing of the Value-Distribution</b></p> <p><b>Survey: An Average of 45.4 % of People in West Java are Satisfied with Aher-Deddy's Administration</b></p> <p>A survey result by Lembaga Peduli Indonesia (LPI) shows that an average of 45.4 percent of respondents stated their satisfaction with the two-years performance of the administration of the elected Governor and Vice-Governor, Ahmad Heryawan-Deddy Mizwar.</p> <p>"People who are satisfied averaged 45.4 percent," said the Executive Director of LPI Djayadi Asnan during the press conference on the Performance of Regional Government National Public Evaluation in Cikini, Jakarta on Tuesday (23/02/2016).</p> <p>In his opinion, the percentage of people satisfied with the performance of Aher-Deddy's administration is nearly the same as the votes they acquired in the 2013 Regional Election.</p>

Direct Regional Election?’ at the Dua Nyonya Restaurant in Cikini, Central Jakarta, on Sunday (21/02/2016).

In his opinion, the percentage of people satisfied with the performance of Aher-Deddy’s administration is nearly the same as the vote they acquired in the 2013 Regional Election.

The survey was conducted since January 8, 2016 until January 15, 2016 throughout the entire Regencies/Municipalities of West Java.

"By using multistage random samples, the margin of error (MoE) of this survey is less than five percent with a confidence level of 95 percent," said Hendri who is also a lecturer at Paramadina University.

Hendri stated that the samples were collected by considering aspects of gender, ethnicity, social status, religion, education, income, demography, age, and party.

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"By using multistage random samples, the margin of error (MoE) of this survey is less than five percent with a confidence level of 95 percent," said Djayadi.

Djayadi added that the samples were collected by considering aspects of gender, ethnicity, social status, religion, education, income, demography, age, and party.

## Results and Discussion

### 1. Experimental Study Result

Based on the experimental study carried out, it is known that the frequency of respondents’ responses differs. In the non sample-population frame, 56.8% of respondents replied that they believe the survey result of Indikator Performa Indonesia (IPI) more than that of Centris Network, which was only believed by 15.9% of respondents. The condition differed when the respondents were given sample-population frame, wherein only 22.7% of respondents believed in the survey result published by Indikator Performa Indonesia (IPI), while as many as 59.1% of respondents believed in the survey result of Indonesia Survey Institute (ISI) more (see Figure 1).

The result is emphasized by data from the control group, which explains that the respondents’ evaluation was not influenced by other variables outside those introduced in the research. Not a single survey result was selected by more than 50% of respondents. This data is accentuated even more given that the majority (47.7%) of respondents had chosen an unclear response instead.

Once cross tabulation was conducted, the experimental data result was known and it indicates a significance value of Pearson Chi-Square at 0.000 with 4 degrees of freedom (df) (see Table 3). Therefore, the result shows a significant figure. Since the probability significance value < 0.05 then H1 is accepted. In line with the research hypothesis, if H1 is accepted then the evaluation heuristics of online news sample-population frame is different from non sample-population frame.



Figure 1. Comparison of Respondents’ Response on Sample-Population Survey Frame

Table 3. Chi-Square Test Result Respondents’ Response in Sample-Population Frame

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.664 <sup>a</sup>	6	.000
Likelihood Ratio	80.421	6	.000
Linear-by-Linear Association	6.176	1	.013
N of Valid Cases	126		

The findings in the experimental study of the sample-population frame and the non sample-population frame indicate a uniqueness. In the non sample-population frame, it shows that 25 (56.8%) respondents replied they believe Indikator Performa Indonesia’s (IPI) survey result than that of Centris Network, which only gained the belief of merely 7 (15.9%) respondents. This data was obtained when Centris Network released its survey result without presenting the data on the amount of samples in the

survey. Meanwhile, Indikator Performa Indonesia (IPI) was also reported to have released its survey result by presenting information about the number of samples in the survey. In this case, the availability of sample data in the survey influenced the respondents' choice. People tend to trust surveys with sample data more than they do those without.

Findings of the sample-population frame in the second frame indicate that only as many as 10 (22.7%) respondents believed in the survey result published by Indikator Performa Indonesia (IPI), the remaining 26 (59.1%) respondents tend to trust the survey result of Indonesia Survey Institute (ISI) more. This data was obtained when IPI and ISI were concurrently reported to have released their survey result by presenting sample data. However, the number of samples/respondents in ISI's survey was greater than that of IPI. The majority of respondents preferred larger amount of samples when choosing a more trusted survey.

Another fact was also found in the non value-distribution frame. The response frequency of respondents who believe that Aher-Deddy's administration had failed was at 52.3% while those who did not believe so was as many as 27.3%, and 13.6% of respondents were undecided. This result indicates that in the non value-distribution frame, the majority of respondents believed that Aher-Deddy's administration had failed.

Once the value-distribution frame was given, the scheme had changed. Only as many as 34.1% of respondents believed that Aher-Deddy's administration had failed, 38.6% of respondents did not believe that it failed, and 20.5% of respondents were undecided. This finding indicates a change in the responses of the respondents, in which formerly most of the respondents believed that Aher-Deddy's administration had failed and this had changed to them believing otherwise (see Figure 2).

The results of the control group also indicate that the respondents' evaluation was not influenced by other variables outside those introduced in the research. Not a single survey result was selected by more than 50% of respondents.

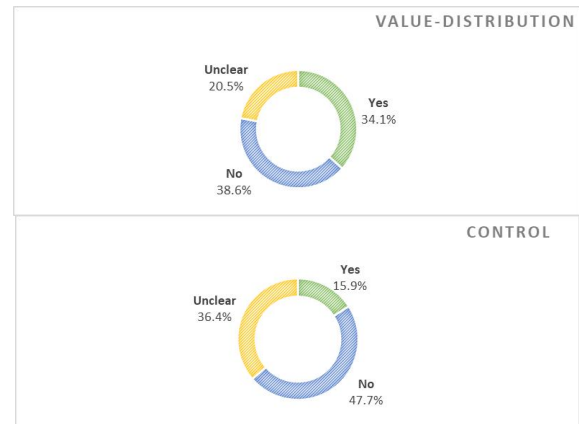
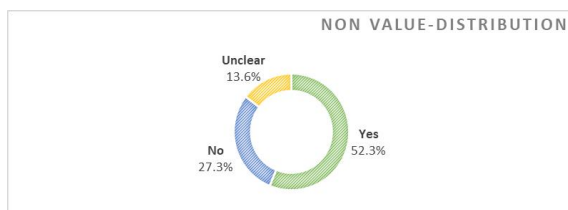


Figure 2. Comparison of Respondents' Response on Value-Distribution Survey Frame

Experimental data result also shows the significance value of Pearson Chi-Square at 0.003 with 4 degree of freedom (df) indicating a significant number (see Table 4). Since the probability significance value < 0.05, then H2 is accepted, which indicates that evaluation heuristics in value-distribution frame is different from non value-distribution frame.

Table 4. Chi-Square Test Result Respondents' Response in Value-Distribution Frame

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.036 <sup>a</sup>	4	.003
Likelihood Ratio	16.451	4	.002
Linear-by-Linear Association	13.831	1	.000
N of Valid Cases	126		

2. Frame Effect of Survey Result

The findings of the experimental test can be analyzed as such. First, in the initial frame the test was done by providing the respondents with the choice of survey results from Centris Network that released a survey result amounting to 60% without sample/respondent data and from IPI that released a survey result amounting to 52% yet information on the amount of samples was given. Both survey results lead to the same evaluation, which is the revision of the Law on KPK will weaken KPK. Upon closer inspection, Centris Network's survey result indicates greater amount in the survey (60%), yet the respondents trusted the IPI survey result more despite it having smaller quantity (52%).

The findings in the second frame (of sample-population) were instead the opposite. The respondents were given a survey result published by ISI which is greater than that of IPI and showing information of larger sample quantity. As a result, the respondents chose to believe in ISI's survey result



than IPI's one. This finding indicates the respondents believed in survey results that have smaller values but information of larger data samples more.

In accordance with the research premise conducted by Hillel (1982), there is a tendency for people to believe in survey results with the largest amount of samples despite a small sample size is quite sufficient to fulfill the research requirements. People consider that research with larger amount of sample is more representative as it is closer to the actual population amount. One's evaluation of a survey result is determined by the sample size. This study has proven that Hillel's (1982) premise is right, wherein people tend to instead heuristically judge survey results based on the size of the sample. The greater the amount of sample is, the more trusted the survey result will be.

In the second experimental test on the value-distribution frame, the framing of value-distribution was dominated by evaluation based on related data or frequency, one of them was the mean value. According to Tversky and Kahneman (1982), people rely on mean value or frequency data in explaining probability. The study results show that this frame is effective in changing the respondents' evaluation when they were presented with two varying news frames. While in fact, both frames hold the same definition, which is the public majority is not satisfied with Aher-Deddy's administration. However, a different frame with added mean value actually had an impact. Some of the respondents changed their evaluation from considering the administration had failed to that of the opposite.

Such difference was possible on account of the premise mentioned by Hillel (1982), which states that a sample with mean value is considered to have reliable data or value distribution representing the population. The respondents' evaluation is determined by the value and distribution. In the value-distribution frame of this study, the average value of 45.4% of people were satisfied with Aher-Deddy's administration is considered as a value with normal distribution so that it represents the population more. As a result, when the value-distribution frame was given to the respondents who had read the previous news frame, a difference in evaluation occurred.

Subsequently, in line with Kahneman (2015), there are two cognitive systems that function in cognitive evaluation. System 1 is intuition and system 2 is reflection. The evaluation process comprises of two things, namely characteristic of the

evaluation process itself and the content that makes the process work. There are several processes and contents explained by Kahneman. In relation to the context of the sample-population frame, evaluation heuristics require a quick, associative, and automatic process that functions in system 1 by involving specific and concrete content in the process. The specific and concrete contents in this study are the survey figures and information on data sample. The respondents conducted evaluation heuristics based on these two things. Additionally, the mean value of a value-distribution news frame also had concrete figures to process evaluation. Due to the automatic and quick process of evaluation heuristics, the assessment thus became biased and the assessment was not based on the evaluation of whether the two frames have the same meaning but more based on what information is more easily processed in a concrete and specific manner, which is mean value and the following words in a sentence.

Therefore, the study results have overturned the view stating that the advent of the internet and Web 2.0 technology, particularly online media, has created a new era of media with minimum effect and has changed the fundamental order of mass communication.

In addition, the study results have also refuted the preference-based effects paradigm in measuring framing effects, which states that Web 2.0 technology, particularly online news, creates more reinforcing effects that lead to media-audience interactions amplifying the various possibilities of sending persuasive messages that are inconsistent with the beliefs of the audiences. The results also disproved that an individual's selection in processing information via the internet produces a specific vision space within the individual's thought, which then creates a blind spot of information making it difficult to measure the effects of new media.

As it turns out, the experimental study results indicate that the studies conducted by Hillel, Kahneman, and Tversky are in most part substantiated (see Table 5). This shows that news frame (specifically of online media) still has an effect on an individual's evaluation, as news framing does on readers in general.

**Table 5.** Summary of Research Results According to the Theoretical Hypothesis

Theoretical Hypothesis	Research Results
Individual assessment is done by observing sample size when confronted	Proven

with a decisive situation of a survey result, hence the framing of sample-population has an effect on the individual's evaluation heuristics.	
The respondents' evaluation is determined by the frequency of value and distribution, therefore framing of value-distribution has an effect on the individual's evaluation heuristics.	Proven

This study argues that news frame of online media has an effect on one's evaluation because, heuristically speaking, a person's evaluation is often acquired through an instantaneous and automatic process by observing specific and concrete contents of information. News frame is an arrangement of information that is highlighted in news reports, while the nature of evaluation heuristics is fast (automatic and quick) and frugal, which utilizes some pieces of information from an entire part of information to respond to problems under uncertain conditions (Kahneman, 2015). Framing of survey results in online media reporting paves the way for individuals to conduct quick evaluation of from information that are easiest to see or remember. These individuals will then draw a conclusion from what has been read and link them to other information frames that have been stored in the memories of their brain.

## Conclusion

In the current era of new media, the framing of online news using survey results is often found on a daily basis. Based on numerous information and studies conducted on frame analysis, news frame is understood to have an effect on its recipient. As elaborated in Brüggemann (2013) that there is a framing process in the media, starting with frame sending and frame setting, which subsequently produces an effect on individuals. Framing provides more emphasis on how a text is conveyed and which part is considered substantial by the writer of the text by making the information more apparent, more meaningful, or more easily remembered. News frame specifically has an effect on an individual's evaluation heuristics.

The results of the current experimental study provide evidences that individuals evaluate differently based on the survey frame of the online

news they read. Therefore, online news frame with survey results citing samples and population and those that provide information relating to mean value, both have an effect on the individual's evaluation heuristics (see Table 4).

New media and the surge of information do indeed allow a gap for individuals to access numerous news frames. The gatekeeper function, which is gradually weakening in presenting information among the public due to the sheer magnitude of selectivity individuals have over news reports they want to consume and online media constantly compete with haste, does not entirely remove the framing effects of news reports.

The conclusion drawn in this study surely contributes to the literature on media effects theory, particularly on news frame and new media theory. Reese et al. (2001: 71-73) has stated that the effects induced by framing is a cognitive one. Frames encourage people to think about social phenomenon in a certain way that is at times psychologically biased.

Researches on news frame effects that have been developing as of current focus on analyses of how and why are frames created, and also in the context of conventional media. Meanwhile, studies pertaining to frame effects on individuals of new media remains quite a rarity. This study is, hence, expected to provide new insight concerning online news frame effects in individual heuristics studies which is most interesting to theoretically examine. It is also hope to encourage subsequent research so that the practical implications of this study can lead to a theory of frame effects in new media, which can further be used in designing a communication strategy, particularly in political communication or social marketing communication. The fact that an individual's evaluation heuristics can be determined or influenced by how the survey result frame is made may be utilized as a strategy in creating the image of a political figure or public opinion.

This study undoubtedly has its limitations that may be the basis for future research. A number of issues were not addressed in this study such as, which part of framing has the most effect in the frame (headline or lead) when the news frame affects an individual's evaluation. Furthermore, this study is also limited in exploring whether the value-distribution frame effect was actually caused by the presented mean value or by the news frame that was made positively (or negatively) by emphasizing words correlating with the raised issue instead.

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