

Reviewer-1

Yes, the article is important. It introduces a new approach that combines policy entrepreneur analysis with open coding on an intact sample of public discourse, filling the gaps left by traditional methods. It demonstrates that methodological choices produce unique results, as a priori methods tend to underrepresent the frequency of framing and downplay the role of context in frame creation. However, the focus and the resulting bibliography do not take into account more recent studies on social media and the importance of the audience in framing.

Yes, the title is appropriate. 'A Research Note on Framing' adequately reflects the manuscript's objective of analysing how researchers identify frames and comparing different methodological approaches.

The abstract is missing.

Generally, yes, but minor revisions are necessary. Some grammatical errors and typos were found (see the next section for details).

The sections are appropriate and follow a clear logic, moving from a review of the literature and existing methods to a presentation of the comparative methodology and, finally, to a detailed presentation of the results demonstrating the differences between the various approaches. However, as already mentioned, an important section on more recent studies is missing.

As specified, there are no references after 2013.

Specific Comments:

Errors

1. Grammatical/Lexical Error: In Section 2, the sentence reads: 'The answer to the first part of the question is much easier to address then the second.' The correct word for comparison is "than" (rather than), not 'then' (later/after).
2. Spelling/Plural Error: In Section 2b, the sentence states: '...led researches to exclude foreign policy related speeches'. The correct term is 'researchers'.
3. Typing Error (Double Word): In Section 4a, the expression '...but the major speeches do show show a significant amount of framing discipline...' is found. There is an unnecessary repetition of 'show' and the word "discipline" is misspelled ('disipline').
4. Spelling Error: Again in Section 4a, it reads: 'Thus researchers studing all frames may miss the importance of certain frames...'. The correct word is 'studying'.

Bibliography to be added

1. Revision of Cascading Activation:

o Entman's (2003) “cascading activation” model has been revised to take into account changes introduced by social media, particularly with the publication of Entman and Usher (2018: “Framing in a Fractured Democracy: Impacts of Digital Technology on Ideology, Power and Cascading Network Activation,” published in the Journal of Communication), which recognises greater audience influence (upwards influence).

o A study by Landis and Allen (2022) revisited the concept of cascading activation, examining how audiences contribute to news agendas through social media: Cascading Activation Revisited: How Audiences Contribute to News Agendas Using Social Media, Digital Journalism, 10:4, 537-555

2. Framing, Public Opinion and Democracy:

o Framing has been studied in relation to deliberation, with references in drafts such as Leeper and Slothuus (2016): Motivated Responses to Political Communications: Framing, Party Cues, and Science Information.

o D'angelo (2018) contributed a definition of news framing from a sociological perspective, focusing on how journalists, their sources, and the public operate in conditions that shape messages: Doing News Framing Analysis II: Empirical and Theoretical Perspectives.

3. Moral Framing:

Studies on moral framing have emerged to understand how moral values influence political attitudes.

o Feinberg & Willer (2019): Moral reframing: A technique for effective and persuasive communication across political divides. Social and Personality Psychology Compass. 13.;

o Voelkel & Feiberg (2017): Morally Reframed Arguments Can Affect Support for Political Candidates. Social Psychological and Personality Science, 9(8), 917-924.

o Isiminger & Giner-Sorolla (2024): Willingness to Use Moral Reframing: Support Comes From Perceived Effectiveness, Opposition Comes From Integrity Concerns, Social Psychological Bulletin, 2024, Vol. 19, Article e13053, <https://doi.org/10.32872/spb.13053>