

VU Research Portal

The Dynamics of Framing: Image, Emotion and the European Migration Crisis

Klein, Janina; Amis, John Matthew

published in

Academy of Management Journal
2021

DOI (link to publisher)

[10.5465/amj.2017.0510](https://doi.org/10.5465/amj.2017.0510)

document version

Publisher's PDF, also known as Version of record

document license

Article 25fa Dutch Copyright Act

[Link to publication in VU Research Portal](#)

citation for published version (APA)

Klein, J., & Amis, J. M. (2021). The Dynamics of Framing: Image, Emotion and the European Migration Crisis. *Academy of Management Journal*, 64(5), 1324-1354. <https://doi.org/10.5465/amj.2017.0510>

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal ?

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

E-mail address:

vuresearchportal.ub@vu.nl



The Dynamics of Framing: Image, Emotion and the European Migration Crisis

Journal:	<i>Academy of Management Journal</i>
Manuscript ID	AMJ-2017-0510.R5
Manuscript Type:	Revision
Keywords:	Social issues in management (General) < Social Issues in Management < Topic Areas, Adaptation/Change < Organization and Management Theory < Topic Areas, Qualitative orientation (General) < Qualitative Orientation < Research Methods
Abstract:	<p>The macro-framing literature presents something of a theoretical conundrum. While an inherently dynamic concept, most work has treated frames as static. In addition to leaving our theories of framing underspecified, this also has implications for how we go about understanding and resolving our major societal problems, including flows of displaced people, the setting for this paper. We also lack insight into the ways in which media organizations, some of the most important arbiters of understanding in our society, shape the framing process. We address these points by investigating the ways in which the photograph of Alan Kurdi lying dead on a beach in Turkey radically transformed the framing of the European migration crisis by UK newspapers. In so doing, we develop theory about two important aspects of framing change. First, in showing how macro-frames are more malleable than often perceived, we develop the concept of an emotional array that we show is central to understanding how frame composition changes over time. Second, we expose the distinct mechanisms by which framing change takes place in media organizations characterized by different ideologies.</p>

1
2
3
4
5
6
7

The Dynamics of Framing: Image, Emotion, and the European Migration Crisis

8
9

Janina Klein

Vrije Universiteit Amsterdam
De Boelelaan 1105
1081 HV Amsterdam, Netherlands
Tel.: +31 (0) 20 59 88 336
j.klein@vu.nl

16
17

John M. Amis

University of Edinburgh
29 Buccleuch Place,
Edinburgh, EH8 9JS. UK.
Tel.: +44 (0)131 651 5545
john.amis@ed.ac.uk

23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

We gratefully acknowledge the research assistance provided by Najmeh Hafezieh and the insights generously provided on earlier drafts of the paper by Shaz Ansari, Bernard Forgues, Royston Greenwood, Martin Kornberger, Nelson Phillips, Michael Smets, Madeline Toubiana, Paul Tracey and Filippo Wezel. We are also most appreciative of the discussions with faculty and graduate students following presentations at Baruch College, EM Lyon, and the University of Aberdeen, and comments received during presentations of versions of the paper at the University of Edinburgh Business School Writing Workshop on ‘Organisational and Institutional Change’; the University of Cambridge Judge Business School seminar on ‘Organizing in Refugee Crises’; the 2016 EGOS sub-theme 38 ‘Bringing Emotions out of the Shadows of Institutions’; and, the 2016 Academy of Management Annual Meeting symposium ‘Organizing and Administration in Refugee Crises’. Finally, we are indebted to the comments of our three excellent reviewers and the expert insight and patience of our Editor, Eero Vaara.

THE DYNAMICS OF FRAMING: IMAGE, EMOTION AND THE EUROPEAN MIGRATION CRISIS

ABSTRACT

The macro-framing literature presents something of a theoretical conundrum. While an inherently dynamic concept, most work has treated frames as static. In addition to leaving our theories of framing underspecified, this also has implications for how we go about understanding and resolving our major societal problems, including flows of displaced people, the setting for this paper. We also lack insight into the ways in which media organizations, some of the most important arbiters of understanding in our society, shape the framing process. We address these points by investigating the ways in which the photograph of Alan Kurdi lying dead on a beach in Turkey radically transformed the framing of the European migration crisis by UK newspapers. In so doing, we develop theory about two important aspects of framing change. First, in showing how macro-frames are more malleable than often perceived, we develop the concept of an emotional array that we show is central to understanding how frame composition changes over time. Second, we expose the distinct mechanisms by which framing change takes place in media organizations characterized by different ideologies.

What we need are gunships sending these boats back to their own country... Some of our towns are festering sores, plagued by swarms of migrants and asylum seekers, shelling out benefits like Monopoly money. Make no mistake, these migrants are like cockroaches (The Sun, 17th April 2015¹).

Aylan Kurdi² has shaken us from a national stupor. The image of the three-year-old, face down in the sea, has finally made visible the fact we have so often ignored - that thousands of refugees die in their desperate attempts to reach safety. ... we finally see the "swarms" of "migrants" as people, human beings, just like us, but in need of help (The Guardian, 8th September 2015).

How societal issues are framed matters. Organizational, public policy and social outcomes are invariably contingent upon the ways in which associated issues are framed (e.g., Ansari, Wijen & Gray, 2013; Furnari, 2018; Meyer & Höllerer, 2010; Lounsbury, Ventresca & Hirsch, 2003). In this sense, frames are rhetorical devices used by actors to try to convince others of the utility of a position (Fiss & Zajac, 2006) by creating a context that determines what constitutes meaningful models of legitimate activity (Hirsch, 1986).

¹ This paper draws on online versions of published articles therefore page numbers are not included.

² 'Aylan' was used in some of the initial newspaper coverage but his name was in fact 'Alan'.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32

However, our understanding of how and why the framing of societal issues, particularly contentious ones, changes over time remains nascent. This is primarily because our conceptualization of macro-level frames and the meanings associated with the issues that they present are largely static with a focus on outcomes rather than processes (Cornelissen & Werner, 2014; Hahn, Preuss, Pinkse & Figge, 2014; Litrico & David, 2017; Polletta, 2019). Litrico and David (2017) have provided one of the only studies that has adopted a dynamic approach to track “trajectories” of macro-frames over time, but what remains lacking here and across the framing literature is understanding how and why frame composition changes, and how this influences frame prominence. This is significant because without insight into these issues, not only will our theories of framing remain incomplete but so also will our understanding of how to reach agreement on pressing societal concerns (Furnari, 2018; Litrico & David, 2017). The ongoing inability of European governments to deal effectively with the migration crisis, the focus of our study, is an excellent, and tragic, example of this.

33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

In our heavily mediated world (Luhmann, 2000), discerning how framing takes place necessitates a close understanding of the workings of the media, powerful social arbiters that not only reflect but actively craft societal opinion (Bail, 2012; Bednar, 2012; Steidley & Colen, 2017). However, our understanding of what drives changes in media framing remains underdeveloped. As the opening quotes to the paper indicate, the framing of an issue can change quickly and fundamentally. In our case, the pivotal event that precipitated change in the framing of the European migration crisis was the publication of the photograph of three-year-old Alan Kurdi lying dead on a Turkish beach. The responses to the photograph point not only to the importance of understanding the dynamics of framing change, but also to the potential role of emotions in driving such change, again something that is not well understood (Lok, Creed, DeJordy & Voronov, 2017;

1
2
3 Zietsma, Toubiana, Voronov & Roberts, 2019). Therefore, our purpose in this paper is to develop
4 theory regarding the dynamics of framing, and in particular the role of emotions, in media
5 organizations.
6
7
8
9

10 Our investigation allows us to make theoretical contributions to an emerging understanding of
11 framing as an inherently dynamic process. First, we reveal frames to be much more malleable than
12 previously understood with the possibility of rapid changes to their composition and prominence.
13 We show that central to this revised understanding of framing change is the concept of an
14 emotional array. Second, we expose the mechanisms by which framing change takes place in
15 media organizations. We show how iconic images can exert powerful emotional and instrumental
16 effects on media organizations and how the ideologies of those organizations impact the duration
17 of framing change.
18
19
20
21
22
23
24
25
26
27

28 **THEORETICAL FRAMING**

29
30 Our theoretical starting point is that societal issues, such as the European migration crisis, are
31 not objective facts but rather are given meaning by those who have an interest in them (Bansal &
32 Penner, 2002; Blumer, 1971). Thus, important in understanding how change takes place is to
33 uncover how significant issues and associated events are framed and contested by constituent
34 groups (Furnari, 2018; Lounsbury et al., 2003).
35
36
37
38
39
40

41 **Frames and Framing**

42 While introduced as a concept by Burke (1937), it is Goffman (1974) who can be credited
43 with more fully articulating an approach to frames and framing that has subsequently been
44 developed across the social sciences, including communication, economics, linguistics,
45 organization theory, psychology, and sociology (see Cornelissen & Werner, 2014, for a review).
46 According to Goffman (1974: 21), frames are “schemata of interpretation” that are continually in
47 use and allow users “to locate, perceive, identify, and label a seemingly infinite number of
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 occurrences defined in its terms.” This definition of frames was further developed by Entman
4
5 (1993: 52, emphasis in original) who noted that “to frame is to *select some aspects of a perceived*
6
7 *reality and make them more salient.*” In this way, frames can simplify and condense aspects of the
8
9 world in ways that can mobilize potential supporters and “demobilize antagonists” (Snow &
10
11 Benford, 1988: 198). Frames can thus be seen as representations of the exercise of power (Butler,
12
13 1997).
14
15

16
17 Work in this tradition has developed insight into the ways in which actors engage in “framing
18
19 contests” to advance their positions (Kaplan, 2008; see also Gurses & Ozcan, 2015). Often key to
20
21 the outcome of such contests is the shifting of structural conditions, as Kellogg (2011) showed in
22
23 demonstrating how hospital reforms only gained traction when societal discourse shifted to support
24
25 them. However, as Cornelissen and Werner (2014) pointed out, understanding of how such
26
27 conditions influence framing struggles over time remains nascent. A significant reason for this is
28
29 that the conceptualization of *a frame* has been predominantly static. This has led to calls for
30
31 research to examine framing as a more dynamic process (Cornelissen & Werner, 2014; Furnari,
32
33 2018; Giorgi, 2017; Reinecke & Ansari, 2020).
34
35
36

37
38 Litrico and David’s (2017) study of environmental issues of noise and emissions in the civil
39
40 aviation industry is a rare empirical investigation of how issues and associated “framing
41
42 trajectories” can evolve over time. Ansari et al.’s (2013: 1018) work on climate change also
43
44 conceptualized a more dynamic approach to framing showing how frame convergence can lead to
45
46 greater institutional stability. Reinecke and Ansari (2020) further encourage us to go beyond static
47
48 conceptualizations of frames and demonstrate how frames can emerge from interactions between
49
50 framing agents and their constituents. While these papers all provide important insights into
51
52 framing processes, understanding of the ways in which the composition of frames change over
53
54
55
56
57
58
59
60

1
2
3 time remains lacking. Not only is there a scarcity of studies that provide comparative analyses of
4 the content of frames but the ways in which such content changes and the influence of this on
5 processes of framing change remain largely unknown. There is therefore a need for research into
6 the dynamics of framing that compares how different frames change at different speeds in different
7 patterns (Furnari, 2018). We build on this line of thought with a similar belief that examining how
8 and why framing changes over time can help us uncover why some issues trigger change but others
9 do not.

19 **Emotions**

21 In addition to the lack of attention accorded to understanding the dynamics of framing, we
22 also lack insight into the role of emotions in framing processes. Noting how preferencing the
23 cognitive has resulted in emotional mechanisms largely going unacknowledged, Jasper (2011:
24 286) lamented “virtually all the cultural models and concepts currently in use (e.g., frames,
25 identities, narratives) are misspecified if they do not include explicit emotional causal mechanisms.
26 Yet few of them do.” Collins (2004: 103) similarly noted that while emotions have often been
27 overlooked in favor of the structural and cognitive in sociological theorizing, “the emotional part
28 gives us something essential for a realistic theory—its dynamics.” Giorgi (2017) also pointed to the
29 importance of uncovering the emotional resonance of frames, but most recent work that has
30 advanced our understanding of frames and framing has been almost entirely silent on the role of
31 emotions (e.g., Cornelissen & Werner, 2014; Furnari, 2018; Hahn et al., 2014; Litrico & David,
32 2017).

33 In pursuing our interest in emotions, we adopt a sociological approach whereby emotions,
34 while they may be sensed individually, are inherently social and potentially political because they
35 are experienced in a world of interactions (Collins, 2004; Emirbayer & Goldberg, 2005; Voronov,
36 2014) and relationships (Goodwin, Jasper & Polletta, 2001; Stets & Turner, 2014; Voronov &
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Weber, 2016). Thus, emotions are “conditioned by one’s place in the social world and one’s
4 relationship with others, especially the groups to which one belongs” (Zietsma et al., 2019: 4). In
5 this respect, emotions are not only the “glue” that bind people together but also the mechanisms
6 that generate commitment to social and cultural structures (Turner & Stets, 2006). Collins (2004:
7 104) contended that such mechanisms are most intensely exposed when existing understandings
8 of social reality are “broken”. This is exemplified in Cornelissen, Mantere and Vaara’s (2014)
9 account of the 2005 Stockwell shooting that showed how shared emotions were pivotal in pushing
10 individuals into a collective, and tragically erroneous, framing of a situation.

11
12 Social interactions and the accompanying shared emotional experiences have been theorized
13 to be important in the eventual institutionalization of micro-level frames (Gray, Purdy & Ansari,
14 2015) and the growth of social movements, often articulated in the context of motivational frames.
15 Weber, Heinze and DeSoucey (2008), for example, suggested that the producers of grass-fed meat
16 and dairy products were motivated to continue by a strong emotional connection to their work.
17 Sine and Lee (2009: 136) made a similar observation, suggesting that the construction and spread
18 of motivational frames in the US wind energy industry depended on “affective processes of
19 persuasion and socialization.” In this sense, emotions “give symbols, identities, narratives, and
20 other carriers of culture their power to move people” (Jasper & Polletta, 2019: 64; see also Gould,
21 2009; Summers-Effler, 2010).

22
23 Thus, emotions can provide energy to bring about shifts in understanding or approach (Collins,
24 2004; Fan & Zietsma, 2017; Toubiana & Zietsma, 2017) depending on audience receptivity (Bail,
25 Brown & Mann, 2017; Massa, Helms, Voronov & Wang, 2017). Emotions can impact our feelings
26 of solidarity with group members (Collins, 2004; Creed, Hudson, Okhuysen & Smith-Crowe,
27 2014) and encourage moral judgements of what is right or wrong, and hence legitimate (Wright et
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 al., 2017; Zietsma & Tobiana, 2018). It is important to point out, however, that those espousing
4
5 ‘positive’ emotions can be opposed by those promoting alternate emotions, such as resentment or
6
7 hate (Betz, 1994; Fetner, 2008; Greenfield, 1992).
8
9

10 Whether positive or negative, the emotional response to an event is often rapid (Huy, Corley
11
12 & Kraatz, 2014) but usually fleeting. Ekman (1999: 54), for example, noted that emotions are
13
14 triggered very quickly and have an effect that lasts “not hours or days but more in the realm of
15
16 minutes and seconds.” Some emotions, though, can be longer lasting, sitting in the “background”
17
18 to help shape ongoing reactions to events (Jasper & Polletta, 2019). These shared emotional
19
20 interactions can link individuals across time and space (Friedland, Mohr, Roose & Gardinali, 2014;
21
22 Gray et al., 2015). Yet, we know little about how these processes unfurl over time (Toubiana &
23
24 Zietsma, 2017) suggesting a need to “rethink” our conception of frames to uncover the emotional
25
26 processes “hidden inside” (Jasper, 2011: 299). As Zietsma et al. (2019: 8) noted, “enriching our
27
28 theories with a better understanding of emotions and their influences represents an important
29
30 challenge and opportunity.”
31
32
33
34

35 **Framing and the Media**

36
37 The media are central to the framing of issues but there has been surprisingly little explicit
38
39 investigation in the organization and management literature of how the media shape public
40
41 understanding of particular issues. We have even less understanding of the factors that influence
42
43 the role of the media in the framing process. Roulet and Clemente (2018) in fact described the
44
45 media as a “black box” in need of opening up to uncover how influence flows from and to them.
46
47 There is, however, acknowledgement that the media play a defining role in framing public events
48
49 (Bail, 2012; Scheufele, 1999), able to “accelerate, impede or set the policy agenda” (Lenette &
50
51 Miskovic, 2018: 114). The media, therefore, do not just reflect societal opinion, but are actively
52
53 involved in its crafting (Bail, 2012; Matthes & Kohring, 2008; Steidley & Colen, 2017).
54
55
56
57
58
59
60

1
2
3 The media attach meaning to and understanding of a story through two mechanisms (Clemente
4 & Roulet, 2015). On the one hand, they create “common knowledge” by forging connections
5 between what is otherwise a fragmented audience; on the other, they provide legitimacy by
6 creating confidence in an audience that what is presented “is worthy of being told” (see also
7 Bitekine & Haack, 2015). This is particularly the case with the mainstream ‘quality press’³, that
8 are seen to have an authority and reliability that other media, in particular social media, lack (EBU,
9 2018; van der Meer & Verhoeven, 2013).

19 Roulet and Clemente (2018) have criticized much existing research for treating the media as
20 a “homogenous ensemble” suggesting that we need work that examines media organizations as
21 individual actors. This is evidenced by considering how the media engage with similar issues in
22 different ways with the ideology of media owners, editors, and journalists often influencing
23 content. Fryberg et al. (2012), for example, showed how the political ideology of newspapers
24 framed the way they reported on an Arizona anti-immigration bill. It has also been suggested that
25 journalists impose their own cognitive frames on the stories that they write (D’Angelo & Kuypers,
26 2010; Engesser & Brüggemann, 2015; Gamson & Modigliani, 1989). However, Vossen, van Gorp
27 and Schulpen (2018) found only a weak correlation between journalists’ frames and the framing
28 of their stories. More significant are editors, able to exert influence based on to whom they give a
29 voice and how they subsequently position attributed comments (Patriotta, Gond & Schulz, 2011).
30 These actions are carried out in the understanding that each media organization not only serves to
31 connect its followers but must also comply with demands from, among others, suppliers, customers
32 and regulators (Roulet & Clemente, 2018).

3 The ‘quality press’ are the more ‘serious’ newspapers, in contrast to the sensationalist ‘tabloids.’

1
2
3 While pressure on media organizations to accede to the wishes of key stakeholders can be
4 pronounced, Vaara, Tiernari and Laurila (2006: 804) showed in their work on a merger between
5 Finnish and Swedish pulp and paper firms, that journalists' "use of specific legitimating strategies
6 is not likely to be fully intentional or conscious." Thus, the behaviors of media actors are, at least
7 in part, shaped by the norms and values of the organizations in which they work (Bitekine &
8 Haack, 2015). Further, media actors' understanding of issues is also an outcome of the evolving
9 public discourse that they help to construct (Gamson & Modigliani, 1989). As such, the ways in
10 which issues are framed by media actors will vary according to internal and external norms and
11 expectations. However, we have little insight into how these evolving pressures influence, and are
12 influenced by, changes in framing over time.
13
14
15
16
17
18
19
20
21
22
23
24
25

26 An important aspect of the way in which the media frame issues is through their use of images,
27 particularly during times of crises. Boltanski (1999) characterized this as "moral spectatorship"
28 with the media presenting from a distance "images of unbearable suffering and inhumanity"
29 (Mortensen & Trenz, 2016: 345; see also Courpasson, 2016). It is also logical to assume that
30 photographs will directly influence media actors, but how this process works and the duration of
31 any such influence remain open questions.
32
33
34
35
36
37
38
39

40 The impact of photographs is driven by several distinct characteristics. First, whereas verbal
41 text is consumed sequentially, images appear immediately in full and are processed very quickly
42 to allow an audience to potentially receive a mass of historical, cultural, political, ideological and
43 other contextual information (Doelker, 2002; Meamber, 2014; Meyer, Jancsary, Höllerer &
44 Boxenbaum, 2018). Further, this material can also be simultaneously consumed by otherwise
45 disconnected individuals.
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

Second, photographs become inserted into a set of relationships within an ideology (Burgin, 1992; Hariman & Lucaites, 2007), often being successively reconstituted according to varied political and public interests. This is particularly true when photographs become viewed as “iconic” as a consequence of their frequent appearances in the media, representation of a significant event, and propensity for social impact (Perlmutter, 1998; Prøitz, 2018). This was famously illustrated in the photograph of naked nine-year-old Phan Thi Kim Phúc running in terror from a napalm attack that came for some to personify the injustice of the Vietnam War. In this respect, we can see that what is depicted in a photograph is not neutral but socially and culturally located within a system of representation.

Third, images have the potential to both communicate and activate emotions (Doelker, 2002; Meyer et al., 2013). In fact, it has been theorized that images can create a powerful emotional impact that precedes active awareness. In this way, audiences can become affectively, aesthetically and corporeally engaged in a way that surpasses purely cognitive processing of an image’s content (Konstantinidou, 2008; Meyer et al., 2018). It is thus apparent that photographs can trigger emotional responses but we are at a nascent stage of understanding how such responses influence framing (Jones et al., 2017). This lack of insight is even more marked when considering the influence of photographs and emotions on media actors.

In summary, it is apparent that despite a significant body of work on frames and framing, there remain notable gaps in our understanding. First, we lack insight into how and why the composition of frames change over time. Second, while it has recently become apparent that emotions can play an important role in providing the energy to initiate change in social settings, the ways in which emotions may catalyze framing change has not been developed. Third, while we know that mediated images can have an emotional impact on those who see them, the ways in which

1
2
3 photographs – or indeed other artefacts – can create an emotional response that influences how
4
5 media firms may alter their framing of a contentious issue remain unknown. Our paper develops
6
7 theory across these areas.
8
9

10 **METHODS**

11 **Research Setting**

12 Our interest is in the impact of a disruptive event, the publication of the photograph of Alan
13
14 Kurdi lying dead on a Turkish beach, on the framing of the European migration crisis by the United
15
16 Kingdom (UK) media. What is important in this context is that frames, as all social phenomena,
17
18 are understood in their historical context. Therefore, our first task was to uncover the ways in
19
20 which migration has been represented over time in the UK. Particularly important in this process
21
22 is the role of the State in representing groups in particular ways, a process in which policy acts as
23
24 central framing mechanism by which the ontological status of whole populations can be
25
26 constructed (see, for example, Butler, 2009).
27
28
29
30
31

32 *Historical Representation of Migration in the UK.* We conducted a search of policy
33
34 documents, media reporting, and academic writing to uncover the ways in which migration has
35
36 been represented in the UK. Two themes clearly emerged: one presented migrants as relocating to
37
38 increase their economic resources and thus a potential threat to the way of life of UK citizens; the
39
40 other positioned them as desperate people in need of a refuge to escape a threat. We briefly discuss
41
42 each of these framings in turn.
43
44
45

46 Our assessment revealed a long history of politicians and others espousing a need to control
47
48 access of potential immigrants to the UK going back to the 1905 Aliens Act as the first legislative
49
50 attempt at modern-day immigration control (Pellew, 1989). The debate during the passage of the
51
52 Aliens Act through the House of Lords centered on the ways in which new arrivals, primarily from
53
54 Eastern Europe, were taking housing and jobs from British nationals, and driving down wages
55
56
57
58
59
60

1
2
3 (Hansard, 1905). Subsequently, the 1919 Aliens Restriction Act, passed in the context of mass
4 unemployment following World War I, was designed to exert stringent controls on who could
5 enter and work in the UK. The Act was reviewed annually until 1971 when it was replaced by the
6 Immigration Act, again designed primarily to control the entrance of economic migrants to the UK
7 (Adams, 2015). The Parliamentary and public debates that accompanied these pieces of legislation
8 described migrants as threatening the employment of local people and placing unsustainable
9 strains on public services, most notably health, education, and housing. More recently, then Home
10 Secretary Theresa May's ambition in 2012 to create a "really hostile environment for illegal
11 immigrants" (Kirkup & Winnett, 2012) and the 2016 Referendum in which a majority voted for
12 the UK to leave the European Union both reflected a desire among many UK citizens to reduce
13 the inflow of migrants.
14
15
16
17
18
19
20
21
22
23
24
25
26
27

28 By contrast, there is also an established tradition of the UK offering a safe-haven to those
29 facing trouble in their home countries. These have included the 100,000 Huguenots fleeing religious
30 oppression in France in 1572 (Wilson, 2014) and the tens of thousands of Jews escaping
31 persecution, first from regimes in Eastern Europe in the late nineteenth and early twentieth
32 centuries and then from Nazi Germany in the 1930s (Knox, 1997). Further, following Kristallnacht
33 in 1938, Parliament passed a bill that allowed children, most of whom were Jewish, to be relocated
34 to the UK from Germany, Austria, Poland and Czechoslovakia through the 'Kindertransport'.
35 Hundreds of people volunteered to act as foster parents in a process that resulted in an influx of
36 approximately 10,000 children (Trueman, 2015). Prior to this, refugees from the Greco-Turkish
37 war arrived in the 1920s, while in May 1937 more than 4,000 Basque children entered the UK to
38 escape the Spanish Civil War (Sim, 2015). The UK also adopted the 1951 Refugee Convention
39 and 1967 Protocol agreeing to take in and protect those persecuted in their home countries.
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Recently, refugees escaping war and oppression in Vietnam, Uganda and Kosovo, among others,
4 have also been welcomed to the UK (Sim, 2015). Thus, there is a tradition of UK policy making
5 and public action assisting displaced people.
6
7
8

9
10 ***The European Migration Crisis and Alan Kurdi.*** In 2015, armed conflicts in several countries,
11 particularly those in Syria, Afghanistan, and Iraq, led to a sharp increase in people fleeing their
12 home countries and searching for shelter in Europe. According to figures from the International
13 Organization for Migration (IOM, 2015), a total of 1,046,599 displaced people arrived in Europe
14 in 2015, up from 280,000 the previous year (BBC, 2016). The vast majority of these, 1,011,712 in
15 2015, arrived by sea (IOM, 2015); thousands more died on the journey. According to data from
16 the United Nations High Commissioner for Refugees (UNHCR, 2015), in April 2015 alone, 1,308
17 people lost their lives trying to cross the Mediterranean Sea (see Kingsley, 2016, for more details).
18
19
20
21
22
23
24
25
26
27

28 Among these travelers was three-year-old Alan Kurdi. Shortly after leaving Bodrum, Turkey,
29 on September 2nd, 2015, destined for the Greek island of Kos, the small, overcrowded dinghy
30 carrying Alan and his family capsized. Most of the people in the boat died, including Alan, his
31 older brother Ghalib and his mother Rehana; Alan's father, Abdullah, survived. The picture of
32 Alan Kurdi washed up on a Bodrum beach (see figure 1) and another of him being carried away
33 by a policeman were taken by Turkish photojournalist Nilüfer Demir and quickly spread across
34 the globe. Demonstrating the level of interest in the UK, 24% of the global total of photographs of
35 Alan Kurdi shared on Twitter emanated from UK accounts (Vis, 2015); further, the UK was among
36 the top five countries in numbers of people who searched for Alan Kurdi on Google in the 24 hours
37 after the story broke (Rogers, 2015).
38
39
40
41
42
43
44
45
46
47
48
49
50

51 Please insert Figure 1 about here
52
53
54
55
56
57
58
59
60

1
2
3 The photograph rapidly triggered reactions worldwide (see Mortensen, 2017). Charitable
4 donations for refugee organizations soared (e.g., Merrill, 2015; Slovic, Västfjäll, Erlandsson &
5 Gregory, 2017), artists created sand sculptures of him (BBC, 2015), and artwork was produced
6 based on the photograph, often showing Alan as an angel. More than 140,000 people signed a UK
7 petition asking Parliament to “accept more asylum seekers and increase support for refugee
8 migrants in the UK” (*The Guardian*, September 3rd, 2015). Irish musician Bob Geldof, politicians
9 Yvette Cooper and Nicola Sturgeon, and more than 2,000 UK citizens offered to house refugees
10 in their homes (*Daily Star*, September 7th, 2015). Two days after the photograph appeared, Prime
11 Minister David Cameron “bowed to mounting public and political pressure, saying Britain would
12 accept thousands more Syrian refugees” (*Financial Times*, September 5th, 2015). At the same time,
13 the nature of the debate on migration changed markedly.

28 **Data Sources**

29
30 In order to capture the changes in the UK media’s framing of the European migration crisis, we
31 drew on two sources of data: newspaper articles and semi-structured interviews. The methods that
32 we employed developed as we moved back and forth between data collection and analysis in order
33 to understand the ways in which frames are constructed and changed.

34
35 *Newspaper Articles.* We analyzed newspaper articles from the ten UK national newspapers
36 with sales of over 100,000 daily copies (see Sweney, 2016). These comprised the right-favoring
37 *The Sun*, *Daily Mail*, *The Daily Telegraph*, *Daily Star*, *Daily Express*, *The Times*, *The Financial*
38 *Times*, the left-leaning *The Guardian* and *Daily Mirror*, and the centerist *The Independent* (see
39 Cushion, Kilby, Thomas, Morani & Sambrook, 2018; Smith, 2017). Newspapers constitute a
40 valuable source of data for studying framing because they “are forums in which stakeholders
41 provide, directly or indirectly, accounts and rationales for their positions during controversies”
42 (Patriotta et al., 2011: 1813). The media constitute “the court of public opinion” (Habermas,
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Lennox & Lennox, 1974) and can “both influence and reflect societal values” (Lamin & Zaheer,
4
5 2012: 56).
6

7
8 Following protocols established elsewhere (Bansal & Clelland, 2004; Lamin & Zaheer, 2012),
9
10 we conducted a keyword search on LexisNexis to identify relevant articles in each newspaper. The
11
12 following keywords were used: migration OR immigration OR migrant OR refugee OR asylum.
13
14 In order to uncover the framing before the release of the image, articles in the time period of May
15
16 8th to September 2nd, 2015, were analyzed. We chose to start data collection one day after the UK
17
18 General Election, held on May 7th, 2015, in order to avoid articles that might be distorted by
19
20 election campaign activities. For analysis after the release of the image, we selected the time period
21
22 September 3rd, 2015, to September 2nd, 2016. This represents 118 days before and 366 days after
23
24 the publication, allowing us to assess the effects of the image over an extended period. This
25
26 generated 1,032 articles prior to the release of the image, and 3,826 articles afterwards. We only
27
28 included articles in our analyses in which the keywords were present in the article headline. In
29
30 addition to allowing us to capture the most relevant articles, this also constituted an effective data
31
32 reduction technique that allowed us to handle the massive amount of data available. Litrico and
33
34 David (2017) and Höllerer, Jancsary and Grafström (2018) have used similar approaches.
35
36
37
38
39

40 From our data set of ten newspapers, we created a subset consisting of articles published in the
41
42 leftist *The Guardian* and the right-favoring *The Daily Telegraph*. These newspapers not only offer
43
44 an ideological balance, they also have a tradition of serious and considered engagement with major
45
46 societal issues, rather than the more sensationalist approach adopted by many other UK
47
48 newspapers. Identical articles that appeared in more than one issue of a newspaper (e.g., an earlier
49
50 and later or national and regional editions) were only included once in our analyses. The subset
51
52 consisted of 382 articles prior to the release of the image, and 1,573 articles afterwards. We
53
54
55
56
57
58
59
60

1
2
3 combined a qualitative analysis of all articles published in these two newspapers with a content
4
5 analysis of the entire data set to develop the depth and breadth of analysis we felt was necessary
6
7
8 to reveal framing change across the UK newspaper industry.
9

10 ***Semi-structured Interviews.*** As we gained insight into the framing of the crisis, it became
11
12 apparent that we needed greater understanding of decision-making processes and behaviors of
13
14 those in newspaper organizations. We therefore conducted seventeen semi-structured interviews
15
16 with editors and journalists who were involved with newspapers during the European migration
17
18 crisis. Those interviewed were drawn from a range of organizations including *The Guardian*, *The*
19
20 *Daily Telegraph*, *The Independent*, *The Times*, *The Sun*, *Daily Mail*, and *Daily Mirror*. Most of
21
22 those we interviewed had held multiple positions across different organizations allowing us to
23
24 gather a broad range of informed views. Interviews lasted between 30 and 60 minutes and were
25
26 fully transcribed with the transcript being returned to the interviewee for checking. Interviews were
27
28 continued until it became apparent that no new insights into newspaper practices were emerging.
29
30
31 These interviews thus enabled us to look inside Roulet and Clemente's (2018) media "black box"
32
33 and gain additional insights into why and how the ways in which the media framed the European
34
35 migration crisis changed over time.
36
37
38

39 **Data Analyses**

40
41 Our approach to data analysis was iterative as we moved back and forth between an emergent
42
43 understanding and a need to collect more data to further develop our insights. This resulted in a
44
45 novel approach that spanned five different phases of data analysis.
46
47

48 ***Step 1: Identification of frames.*** In order to capture the ways in which the mass displacement
49
50 of people was framed we built on our analysis of the historical context and engaged in a detailed
51
52 qualitative analysis of our subset of articles published in *The Guardian* and *The Daily Telegraph*.
53
54 Following Litrico and David (2017) and Creed, Scully and Austin (2002) we initially coded our
55
56
57
58
59
60

1
2
3 data in order to uncover the idea elements that form the “building blocks” of frames in use. In so
4
5 doing, we applied a constant comparative analysis approach (Glaser & Strauss, 1967) to identify
6
7 contradictions and inconsistencies within the frames. We developed descriptions for each frame
8
9 that we refined iteratively as we analyzed our data. Following Lincoln and Guba (1985), we
10
11 engaged in two methods to check the robustness of our approach. First, we laid out our findings
12
13 and method to a “disinterested peer”, a highly experienced qualitative scholar not involved in our
14
15 study. Second, we described the two frames to an industry insider, an experienced former editor
16
17 of a quality newspaper.
18
19

20
21 In line with our historical investigation, we found that displaced people arriving in the UK in
22
23 2015 and 2016 were framed as either ‘migrants’ pursuing a better way of life or ‘refugees’ fleeing
24
25 a perilous situation in their home countries. Our classification was confirmed by a UNHCR (2016)
26
27 report that defined migrants as being subject to pull-factors based on a desire to relocate to another
28
29 country to improve their economic condition, and refugees responding to push-factors that have
30
31 caused them to flee their homeland because of a fear of being harmed.
32
33

34
35 ***Step 2: Determining frame prominence.*** In order to ascertain the relative prominence of the
36
37 migrant and refugee frames we engaged in two data analyses. First, using the subset of data from
38
39 *The Guardian* and *The Daily Telegraph*, and following Lamin and Zaheer (2012), Litrico and
40
41 David (2017) and Toubiana and Zietsma (2017), we applied a pattern-deducing approach (Reay &
42
43 Jones, 2016). Using the descriptions of each frame we had developed in step one, we coded
44
45 newspaper articles as representing the refugee or migrant frames, as neutral, or irrelevant. The first
46
47 author coded each of the 1,955 articles; the second author coded 10% selected at random to provide
48
49 a coding check; the coding agreement was 95.1% giving us confidence that our classification was
50
51 appropriate. Articles coded as irrelevant were excluded from all subsequent analyses. The insights
52
53
54
55
56
57
58
59
60

1
2
3 from this analysis revealed that a change in the use of the two frames had taken place in both
4
5 newspapers after publication of the Kurdi image.
6

7
8 Building on these findings, we analyzed all articles from our dataset of ten newspapers. Here
9
10 we followed Jones and Livne-Tarandach's (2008) argument that frames are revealed in actors'
11
12 choices of keywords and vocabularies and Loewenstein, Ocasio and Jones' (2012) contention that
13
14 shifts in the use of words are both reflective and determinant of cultural changes. We counted the
15
16 occurrences of the keywords "migrant(s)" and "refugee(s)" in each of the 4,858 articles, allowing
17
18 us to capture any change in vocabulary over time. We then collated the results according to the
19
20 ideological position of the newspaper described earlier: *The Sun*, *Daily Mail*, *The Daily Telegraph*,
21
22 *Daily Star*, *Daily Express*, *The Times*, and *The Financial Times* constituted the right-leaning group;
23
24 *The Guardian* and *Daily Mirror* made-up the left-favoring group; *The Independent* was excluded
25
26 because of its centrist positioning. This allowed us to ascertain the influence of the image across
27
28 newspapers that embrace different ideologies. In line with our qualitative analysis of articles
29
30 published in *The Daily Telegraph* and *The Guardian*, the findings from our content analysis of the
31
32 entire data set revealed that the framing of the European migration crisis changed profoundly after
33
34 publication of the photograph.
35
36
37
38
39

40 While our analyses provided us with important insights into changes in frame prevalence, we
41
42 lacked understanding of *why* the image had such a profound impact and *how* change occurred. To
43
44 uncover this, we engaged in qualitative analyses of newspaper articles and interview data.
45
46

47 ***Step 3: Uncovering emotions.*** In our analyses of frame prevalence, we had noticed the
48
49 potential importance of emotional expression in the framing of the crisis. Since emotions also
50
51 emerged strongly from our interview data and our own engagement with the image, we returned
52
53 to our subset of newspaper articles from *The Guardian* and *The Daily Telegraph* and reanalyzed
54
55
56
57
58
59
60

1
2
3 the articles that were classified as constituting the migrant and refugee frames to uncover which
4 emotions were prevalent in the framing of the crisis and how emotional expression had potentially
5 changed after publication of the image. A total of 709 articles were analyzed in this step, 199
6 articles before and 510 articles after publication of the image.
7
8
9
10

11
12 We first inductively coded the text in each article in order to uncover the emotions associated
13 with each frame. In so doing, we focused on the use of language in context. Thus, while the use of
14 words that specified emotions, such as fear, anger, or shame, were often helpful, it was also
15 important to assess the way in which one or more emotions were expressed in the wider text.
16 Manning and Kunkel (2018: 59), in their description of emotion coding, stress the importance of
17 capturing not just words but the “social scene”, noting how emotions can be “explicitly articulated,
18 made evident through discourse, or observed through action.” We therefore captured all three types
19 of emotional expression: specific emotional utterances, descriptions of emotional encounters, and
20 accounts of activities expressing emotions. In total, we isolated 3,006 passages of text in which
21 emotions were present.
22
23
24
25
26
27
28
29
30
31
32
33
34

35
36 Seven prevalent emotions emerged from this analysis: anger, fear and disgust were associated
37 with the migrant frame while compassion, solidarity, anger and shame aligned with the refugee
38 frame. What was also apparent was that these emotions were expressed with varying levels of
39 intensity, something that appeared important to understanding the framing change process. We
40 therefore engaged in further analyses to examine emotional intensity before and after publication
41 of the photograph.
42
43
44
45
46
47
48

49
50 To assess, we engaged in a novel form of emotional “magnitude coding” (Saldaña, 2013). In
51 line with our approach for uncovering the emotions, here our coding drew again not just on words
52 that specified emotions but on the entire discursive context in which emotions were articulated
53
54
55
56
57
58
59
60

1
2
3 (Manning & Kunkel, 2018). This we felt was a more robust method of capturing the changing
4 levels of intensity at which emotions were expressed as opposed to simply relying on detached
5 comments. Further, this approach allowed us to capture any changes in the use of language
6 associated with different emotions.
7
8
9
10

11
12 In order to determine what constituted a lower or higher level of emotional intensity, we created
13 an emotions coding book with descriptions for different levels of intensity of each emotion we had
14 uncovered. The coding book was created following a review of the emotions literature that we then
15 operationalized for our context. The first author coded text passages containing emotions from 20
16 articles which were then independently coded by the second author and discussed. While we
17 started with a four-point scale, we found it difficult to consistently differentiate between levels of
18 intensity, hence we reverted to a three-point scale with scores assigned to each emotion of 1 (low),
19 2 (medium) and 3 (high).
20
21
22
23
24
25
26
27
28
29

30
31 The first author then coded all text passages containing emotions using the coding book and
32 assigned each an emotion intensity score. For example, a text passage was coded as ‘Compassion3’
33 if it recorded a very high level of compassion. We found that our coding sometimes revealed
34 multiple emotions at varying levels of intensity, for example, ‘Fear2, Anger3’, in the same passage.
35 The second author then analyzed 336 passages, over 10% for each emotion. Our coding agreement
36 was 95.8% giving us confidence in the robustness of our approach. This analysis revealed distinct
37 patterns of change in emotional intensity for each frame across the duration of the study.
38
39
40
41
42
43
44
45

46
47 **Step 4: Visual analysis.** Given our observations regarding the impact of the Kurdi photograph,
48 we wanted to further asses why it had such a profound effect. Burgin (1992) holds that as soon as
49 they are perceived, objects within a photograph need to be understood within a constituent system
50 of relationships and an underlying ideology (see also Barthes, 1972). This points to a need to
51
52
53
54
55
56
57
58
59
60

1
2
3 uncover both the signifier and the signified: the representative and what it represents. A proponent
4 of this approach, Barthes (1981) articulated photography as constituting a relationship between the
5 photographer or “operator”, the viewer or “spectator”, and the object or person being
6 photographed, the “spectrum.” The spectrum, in turn, consists of two elements, the “studium” and
7 the “punctum”. The studium constitutes a body of information that is recognizable, contextualized,
8 and open to immediate interpretation based on one’s “sovereign consciousness.” By contrast, the
9 punctum “rises from the scene, shoots out of it like an arrow, and pierces” the spectator, but in a
10 way that is only available upon reflection, “after the fact” (Barthes, 1981: 26 & 53). Thus, the
11 studium is “rational, coded and cultural” while the punctum is “emotional, uncoded and personal”
12 (Davison, 2014: 38). Our coding of the photograph, therefore, focused on the objects and
13 relationships that were apparent within the photograph and that engaged us as “spectators”. This
14 analysis was informed by a consideration of the surrounding discursive elements that necessarily
15 shaped our understanding of what was happening and why.

16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33 ***Step 5: The mechanisms of framing change.*** The final step of our analysis involved
34 qualitatively uncovering the mechanisms of framing change across newspaper organizations. For
35 this, we lent heavily on the interview data collected from editors and reporters supplemented with
36 articles published in newspapers that related to the impact of the photograph.

37
38
39
40
41
42 As data collection proceeded, we iteratively travelled back and forth between our data and the
43 literature to align our empirical understanding with our emergent theorizing (Miles & Huberman,
44 1994). In line with established procedures of qualitative data analysis, the first author coded the
45 data adopting a constant comparison approach (Glaser & Strauss, 1967). The data were reviewed
46 to identify initial concepts that were noted using *in vivo* (Strauss & Corbin, 1998) or first order
47 (van Maanen, 1979) codes. The first order codes were then systematically grouped together
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 through successive rounds of axial coding (Strauss & Corbin, 1998) that generated higher-order
4 themes (see Gioia, Corley & Hamilton, 2013). At each stage, the process was continued until the
5 first author was satisfied that no new themes were emerging. The entire process and results were
6 then laid out for the second author to review. This included independently coding 10% of the
7 sample and examining the identification and amalgamation of the emergent themes; no new themes
8 emerged as a result of this process.
9

10
11 This analysis revealed the varying ways in which the photograph was perceived within, and
12 subsequently impacted upon, different newspaper organizations. As we explain below, this became
13 revealed in different drivers of framing change. First, we uncover how the emotional and
14 instrumental impacts of the image, internally among newspaper staff and externally among
15 newspaper readers, created the initial impetus for change. Second, we show how this resulted in
16 corresponding changes in behaviors, such as rapid shifts in resource allocations and the initiation
17 of campaigns for direct action to help the displaced people that Alan Kurdi was seen to represent.
18 Third, we discerned different influences on the duration of effect of the photograph across different
19 newspapers. These were primarily the ideology of the organization and the emotional fatigue
20 among those who engaged with the story over a sustained period, both of which increased the
21 likelihood of coverage of displaced people being supplanted by other emerging issues. Because of
22 the lack of previous work on the mechanisms of framing change, we also engaged in a further
23 process of sensemaking by testing our emerging ideas in discussions with others involved in
24 framing research who confirmed the rigor of our method and logic of our findings.
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48

49 **FINDINGS**

50
51 We break down our findings into three main parts that collectively reveal insights into the
52 dynamics of framing by UK newspaper organizations. First, we demonstrate the ways in which
53 the Kurdi photograph precipitated a rapid change in the emphasis given within newspaper
54
55
56
57
58
59
60

1
2
3 organizations to the different ways in which flows of people moving across Europe were framed.
4
5 Second, we reveal the pivotal role of *emotional arrays* in understanding the process of framing
6
7 change. Finally, we uncover how and why framing change took place.
8
9

10 **Changing Frame Emphasis**

11 Our first finding concerns the remarkable speed with which the Kurdi photograph led to
12 newspaper organizations supplanting the previously dominant migrant frame with the refugee
13 frame. It is then also apparent how ideology influenced the framing process. Our coding of articles
14 in *The Guardian* and *The Daily Telegraph* showed a dramatic shift in frame prominence after the
15 image was published. Of the 382 collated articles published prior to the death of Alan Kurdi, 138
16 (36.13%) were coded as constitutive of the migrant frame, 61 (15.97%) of the refugee frame; 105
17 (27.49%) as neutral in that they presented a balanced account, and 78 (20.42%) as irrelevant since
18 they covered an issue unrelated to the crisis. For the period after the release of the image, 1,573
19 articles were analyzed. The first three days saw a tremendous upsurge of articles coded as featuring
20 the refugee frame (35 of the 49 articles published, or 71.43%). In this same period, only 3 articles
21 (6.12%) were coded as exemplifying the migrant frame, 10 (20.41%) were neutral and one (2.04%)
22 was irrelevant. In total, after the image was published, 133 (8.46%) articles were coded as
23 characteristic of the migrant frame, 377 (23.97%) were coded as featuring the refugee frame, 541
24 (34.39%) were coded as neutral and 522 (33.19%) of the articles were coded as irrelevant. Figure
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

2 provides a monthly assessment of the coded articles, vividly demonstrating the dramatic swing that took place in September 2015 in the prevalence of frame use. From that point on, the refugee frame remained dominant only dropping below the migrant frame in August 2016.

Please insert Figure 2 about here

The use of the keywords “migrant(s)” and “refugee(s)” in the entire data set is similarly revealing. In the 118 days prior to the release of the image, we identified 1,032 articles that focused

1
2
3 on the crisis; this number increased to 3,826 for the 366 days afterwards, a rise from 8.74 articles
4 on average per day to 10.45. Before the picture was published, the word “migrant(s)” was used
5
6 4,393 times (average of 4.26 times per article) compared to 9,867 (average of 2.58 times per article)
7
8 times afterwards. The word “refugee(s)” had been used 1,409 times (average of 1.37 times per
9
10 article) before the publication of the picture and 12,376 times (average of 3.23 times per article)
11
12 afterwards. Thus, at a macro level, it is apparent that a pronounced shift in the use of available
13
14 frames happened after the publication of the image.
15
16
17
18

19 The shift in frame use is also vividly illustrated when we assess each individual newspaper’s
20
21 coverage of the crisis with “migrant(s)” used more often than “refugee(s)” in all ten of the UK’s
22
23 major newspapers before the image was published. After publication this trend reversed, with all
24
25 newspapers initially using “refugee” more often than “migrant”, something that was sustained in
26
27 four of the ten newspapers over the entire study period (*Daily Mirror*, *The Independent*, *The*
28
29 *Guardian*, and *Financial Times*). We also found that the use of the word “refugee(s)” increased,
30
31 and the use of “migrant(s)” decreased, after the release of the image compared to before, in *every*
32
33 newspaper. Our findings are supported by a report by Vis and Goriunova (2015) that revealed that
34
35 following the release of the image, Google searches for the term “refugee” significantly increased
36
37 compared to that of “migrant”. In a similar way, a shift in dominant vocabulary on social media –
38
39 from “migrant” to “refugee”– occurred in the two months immediately after Alan Kurdi’s death
40
41 (D’Orazio, 2015). Our results become even more revelatory when we collate the ways in which
42
43 newspapers from different ideological positions emphasized the frames. Figure 3 shows the
44
45 average use, in our sample of articles, of the words “migrant(s)” and “refugee(s)” each month in
46
47 politically right-leaning newspapers; figure 4 reveals this average use of terms in the newspapers
48
49 positioned to the political left.
50
51
52
53
54
55
56
57
58
59
60

Please insert Figures 3 & 4 about here

Several important findings stand out. First, it can be seen in coverage prior to the publication of the Kurdi photograph that both sets of newspapers favored the word “migrant(s)” and used it at similar levels. Second, while the use of “migrant(s)” as a descriptor was dominant in the left-leaning newspapers, they used “refugee(s)” more often than those on the right. Third, upon publication of the photograph, the word “refugee(s)” became immediately dominant, irrespective of ideology. The photograph clearly cut through the ideological leanings of newspapers to indicate a marked shift in framing of the crisis. However, our fourth finding is that the increase was markedly more extreme among the left-leaning newspapers than those to the right. Fifth, we see that after the initial shift to favoring “refugee(s)”, the right-oriented newspapers rapidly returned to preferencing the use of “migrant(s)”, but in a way less polarized with “migrant(s)” used less and “refugee(s)” more than before the publication of the photograph. Finally, among the left-oriented newspapers, we see the use of “refugee(s)” retain an almost entirely unbroken dominant position over the course of the year while the use of “migrant(s)” as a descriptor never reached the levels prior to publication of the photograph.

Also apparent from our data is that there was no incident that had a similar impact to the Kurdi photograph over the study period. Thus, although there had been thousands of pictures of the crisis, including dead children, published before and after the death of Alan Kurdi during the period of our study, none of them had the same impact.

Changing Emotional Arrays

Critical to this changing frame emphasis was a shift in the emotional characteristics of each frame. Our qualitative analysis of the newspaper data revealed that emotions formed a major component of both frames. These findings were supported by our interview data. Each frame was notable for having three characteristics: a set of emotions; a level of intensity at which each

1
2
3 individual emotion was expressed; and, a distinctive corresponding language. These three
4
5 constituents coalesced to form what we term an *emotional array*. Particularly revealing is the way
6
7 in which the emotional arrays changed as a consequence of the publication of the Kurdi
8
9 photograph. We depict this first with figures 5 and 6, showing the percentage of articles in which
10
11 individual emotions were expressed and their associated levels of intensity each month, and second
12
13 with the changes in the use of language (see tables 1 and 2 for exemplary data).
14
15

16
17 ***Migrant frame.*** Prior to publication of the Kurdi photograph, migrants were predominantly
18
19 framed as a homogeneous group journeying with the ultimate goal of illegally entering the UK and
20
21 thus constituting a threat to the socio-economic well-being of UK citizens. The prevalent emotions
22
23 that emerged were anger, fear and disgust. These emotions were not mutually exclusive, with anger
24
25 and fear in particular often appearing in the same text passage. The levels at which these emotions
26
27 were expressed were often extreme with the language used regularly dehumanizing and generally
28
29 avoiding the identification of individuals.
30
31

32
33 Please insert Figure 5 and Table 1 about here
34

35
36 The dominant emotion in the migrant frame was anger. This was directed at those who were
37
38 positioned as causing disruption to the UK and a threat to lives and livelihoods, as here.
39

40 [Member of Parliament Liz] Kendall used the toughest language by highlighting the “anger and
41
42 concern” people were feeling. “They are angry about people trying to get into this country
43
44 illegally, scrambling on to lorries in Calais” (*The Guardian*, June 18th, 2015).
45

46
47 Fear was also heavily constituted in the migrant frame. Articles regularly featured stories that
48
49 suggested migrants were intimidating and posed an imminent danger.
50

51 Migrants are “threatening” staff at the Channel Tunnel near [the French port of] Calais as they
52
53 attempt to break into Britain on a nightly basis, David Cameron has warned amid claims that
54
55 one asylum seeker turned a gun on an MEP (*The Daily Telegraph*, August 11th, 2015).
56
57
58
59
60

1
2
3 The emotion of disgust was directed at migrants in two ways. First, and most directly, it concerned
4 behaviors that had been engaged in that were deemed unacceptable when compared to UK norms.
5
6
7 Second, migrants were presented as the ‘other’, a homogenous group very different to the civilized
8
9 citizens of the UK and Europe.
10

11
12 More of Britain's overseas aid budget should be used to discourage mass migration from
13 Africa so that the UK does not have to “fish” refugees out of the Mediterranean, Michael
14 Fallon, the defence secretary, has suggested (*The Guardian*, June 21st, 2015).
15

16
17 Further, heavy use was made of dehumanizing language:
18

19 The Prime Minister, who is on a visit to Vietnam, faced controversy when he said the problem
20 had become worse in recent months because “you have got a swarm of people coming across
21 the Mediterranean, seeking a better life, wanting to come to Britain” (*The Daily Telegraph*, July
22 31st, 2015).
23

24
25 The foreign secretary, Philip Hammond, has weighed in to the debate over migration with some
26 of the government’s strongest language yet, claiming millions of marauding African migrants
27 pose a threat to the EU’s standard of living and social structure (*The Guardian*, August 11th,
28 2015a).
29

30
31 The opening quote to the paper further illustrates the dominant themes and language used. Sean, a
32 senior editor at a ‘quality’ newspaper, supported the findings from our newspaper analysis,
33 suggesting that “really significant dehumanizing language ... was occurring in various media
34 outlets” and that “what seems to be driving the narrative is this kind of, in some parts of the media,
35 this public representation of [traveling people] as animals”.
36
37
38
39
40

41
42 After the Kurdi photograph was published, a notable shift in the emotional array of the migrant
43 frame took place with changes to the set of emotions constitutive of the frame, the level of intensity
44 at which these were expressed, and the language used. Most notably perhaps, we did not uncover
45 any expressions of disgust during the entire year. Furthermore, the levels of intensity at which both
46 anger and fear were expressed significantly reduced, as we show in figure 5; dehumanizing
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 language was also notably absent. As the piece below demonstrates, while anger was still present,
4
5 articles lacked the highly emotive rhetoric previously apparent.
6

7
8 John Batt, a retired panel beater, said: “It's just falling to pieces. The refugees are just walking
9 around. This lot lay about all day long. All they do is sit about on the walls all day long, and
10 they get fed, they get housed” (*The Daily Telegraph*, October 16th, 2015a).
11

12 Further, there was more emphasis on factual reporting rather than the use of emotive comments.
13

14 The Home Office disclosed that over the past three years more than 7,000 people have made
15 their way into Britain through ferry ports. Just over half of them were caught at the ports, while
16 the remainder were found elsewhere in the UK (*The Daily Telegraph*, May 3rd, 2016).
17
18

19 The change in language was also picked up in parts of the media.
20

21 A backlash against dehumanising refugees has begun - we must seize the moment. One week
22 it's skivers, the next migrants. Now the death of Aylan Kurdi has helped to expose the rhetoric,
23 and we have a chance to change the lives of those suffering in our midst (*The Guardian*,
24 September 8th, 2015).
25
26

27 Importantly, the image had led to editorial discussions about the language to be used. John, a senior
28 journalist, told us: “We have a morning conference every day and ... we had quite a few
29 discussions about exactly what language we should be using and how we should be using it.”
30
31
32

33
34 ***Refugee frame.*** With the refugee frame, people journeying to the UK were described as being
35 forced to flee their countries for their own well-being. Further, new arrivals were portrayed as
36 beneficial for the UK economy and its social infrastructure rather than posing a threat. Our analysis
37 revealed four constituent emotions: compassion, solidarity, shame and anger. The levels at which
38 these emotions were expressed were low prior to Alan Kurdi's death with the language used
39 focused on the portrayal of people as human beings with a family, a background and stories to
40 share.
41
42
43
44
45
46
47
48
49

50 Please insert Figure 6 and Table 2 about here
51

52 The most widely expressed emotion in the refugee frame was compassion:
53
54
55
56
57
58
59
60

1
2
3 “We are witnessing the worst refugee crisis of our era, with millions of women, men and
4 children struggling to survive amidst brutal wars, networks of people traffickers and
5 governments who pursue selfish political interests instead of ... compassion,” said Salil Shetty,
6 Amnesty International 's secretary general (*The Guardian*, June 15th, 2015).
7

8
9 The second most prevalent emotion was solidarity. Similar to expressions of compassion, most
10 passages containing solidarity were more general expressions of a need to align with refugees.
11

12
13 Andy Burnham, the Labour leadership candidate, called [Cameron’s] remarks [in which he
14 referred to migrants as ‘a swarm of people’] “disgraceful”, while Tim Farron, the new leader of
15 the Liberal Democrats, said Mr Cameron risked “dehumanising some of the world's most
16 desperate people”. “We are talking about human beings here, not insects”, he said (*The Daily*
17 *Telegraph*, July 31st, 2015).
18
19

20 Anger was generally directed at institutions, such as the UK or European governments for inaction,
21 making poor decisions, and/or making inappropriate or inaccurate statements:
22

23
24 Does it not occur to the British cabinet that people do not leave their homes and undertake
25 perilous journeys that often take much more than a year, simply to seek a better standard of
26 living? (*The Guardian*, August 28th, 2015).
27
28

29 Finally, shame was closely aligned with anger in our analysis, but this occurred only sporadically
30 before the Kurdi image: “The government's impractical and frankly shameful response to Calais
31 is unacceptable” (*The Guardian*, August 11th, 2015).
32
33

34
35 The language used in the refugee frame often focused on attempting to humanize the debate.
36 News reporting therefore often described individuals who had journeyed to Europe, the challenges
37 they faced on their travels, and their fears. Peter, a reporter on a national quality paper, often
38 portrayed people he met on their journeys in his articles:
39
40

41
42 [I was driven by a] desire to create empathy between the reader and the protagonist of particular
43 articles. ... it would range from ... trying to be sure to say what job someone had, and
44 something about their life back home that would show this person [as] a human being with a
45 hinterland.
46
47

48
49 This language directly opposed, often explicitly, the dehumanizing language that was prevalent in
50 the migrant frame before the Kurdi image.
51
52
53
54
55
56
57
58
59
60

1
2
3 As with the migrant frame, the emotional array of the refugee frame changed after publication
4 of the image. While all four constituent emotions of the refugee frame remained, the levels of
5 intensity at which these emotions were expressed became much more extreme. Expressions of
6 compassion particularly increased in intensity immediately following the publication of the Kurdi
7 photograph. Indeed, we coded only two passages as ‘Compassion3’, both in the same article, prior
8 to publication of the photograph compared to 46 afterwards. This passage illustrates this emotion.
9
10
11
12
13
14
15
16

17 Britain to take more refugees; Thousands more Syrians welcomed in ‘moral’ response; PM was
18 ‘moved as a father’ by images of lifeless boy on beach. ... In a marked shift in tone, the
19 Government is preparing plans to resettle the refugees fleeing Isil jihadists in the region in an
20 attempt to fulfil its “moral obligation” (*The Daily Telegraph*, September 4th, 2015).
21
22
23

24 The emotion of shame was also much more evident and pronounced. For example, all passages
25 coded as ‘Shame3’ occurred after the photograph with quotes like this one, in a letter to *The*
26 *Guardian*, tapping into a common theme.
27
28
29

30 That boy was someone’s son, someone’s grandson - he was one of us. To state that we should
31 all be ashamed to bear witness is an understatement ... Today, I am ashamed to be British (*The*
32 *Guardian*, September 3rd, 2015).
33
34

35 In sum, the most extreme levels of solidarity and shame were only expressed after the Kurdi image
36 was published and while there were some expressions of extreme compassion and anger
37 beforehand, these were much more frequent afterwards.
38
39
40

41 A further notable shift was the use of language attempting to humanize the debate as reporter
42 Peter explained:
43
44

45 I think it felt like ... this involves like many more human beings than we thought, who are not
46 just faceless people, not just dots in a photo in the distance, but those dots are faces, and those
47 faces have human beings sitting behind them.
48
49
50

51 Robert, a senior international editor, confirmed our findings, suggesting: “So this picture in my
52 mind humanized the story and changed the conversation about the immigrant crisis.” Ian, editor at
53 a quality newspaper, agreed:
54
55
56
57
58
59
60

1
2
3 This [picture] humanized the thing, the shock factor. ... a lot of editors took the decision that
4 this has got to be told, people have got to be informed that this is happening. We need to let
5 them know about the cruelty and the barbaric nature of what's going on in another part of the
6 world we don't really know much about, and it's driving people to get their kids into little boats
7 and try and get a new life in Europe because their own life is so untenable and hellish in their
8 homeland. I think that is what a lot of editors used to justify it, probably quite rightly. And it
9 did, it changed the narrative of the whole subject.
10
11

12 While our findings indicate that the language used before the image was published emphasized a
13 personal account of people, this became much more pronounced afterwards.
14

15 **Drivers of Framing Change**

16
17 Having laid out the shifts in frame prominence and emotional arrays, we now turn to an analysis
18 of what drove these changes. We first assess the photograph of Alan Kurdi and detail the emotional
19 and instrumental impact that it had inside newspaper organizations. We then show the changes in
20 behaviors that emerged across companies and examine the factors that influenced the duration of
21 the effect of the image across organizations.
22
23
24
25
26
27
28
29

30 *The iconic photograph.* In analyzing the photograph, we see Alan at the center of an apparently
31 peaceful scene. His clothing and the lack of geographic markers make him universally
32 representative rather than nationally coded: he could be anywhere and anyone. The bare facts of
33 the photograph are apparent when looking at the spectrum, the little boy, more closely. On the one
34 hand, the studium parts are clearly visible: his bare legs, his wet clothes, his closed eyes. The
35 representative punctum, on the other hand, hits us after the conscious reflection and realization
36 that this boy is not sleeping but dead. Our emotional involvement is heightened. A little boy is
37 lying alone on a beach. No parents or guardians are there to protect him. He is lying in a place that
38 would usually be associated with happy moments: children playing on a beach, having fun in the
39 water, enjoying themselves. But this is not the case here. Here is a child that has been neglected,
40 left alone, dead.
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Emotionally-charged questions come to mind: Why is the boy alone? What happened to him?
4
5 Why is there nobody to protect him? The compassion and empathy that are triggered are very
6
7 powerful. Upon reflection, there is also anger at how this has been allowed to happen, even shame
8
9 at our own inaction. Alan can be seen to represent the innocence of all children and their
10
11 vulnerability in the migration crisis. It was not his decision to leave his country, or get on a boat,
12
13 or fall into the sea. He cannot be positioned as part of a “swarm” trying to illegally enter the UK;
14
15 rather, we are drawn to him, with a protective urge. The photograph therefore has an ascribed set
16
17 of powerful emotions embedded within it, capable of triggering an emotional response among
18
19 those who viewed it.
20
21
22

23
24 ***Emotional impact of the photograph.*** Our data consistently point to the powerful emotional
25
26 impact the image had, both on those within newspaper organizations and outside. Prime Minister
27
28 David Cameron, whose son Ivan had died just before his seventh birthday, stated that “as a father”
29
30 he was “deeply moved” by the image (*The Guardian*, September 4th, 2015b). The photograph also
31
32 influenced those previously unaffected:
33
34

35 The pictures of Aylan ... hit a raw nerve, as they did for thousands of other British parents. ...
36 The photo of his limp body pierced the jaded apathy I had previously felt seeing images of
37 migrants storming Calais, or refugees flooding Greek islands. For the first time, I gave thought
38 to the individuals behind the headlines (*The Daily Telegraph*, October 3rd, 2015).
39
40

41 All of the editors and journalists that we spoke to reported that they were similarly affected.

42
43
44 Laura recalled the emotions in the newsroom on the day the picture came in:
45

46 The picture was shown in our midday news conference ... the room fell very silent. ...
47 Everybody who saw that picture, in the first instance they were very shocked, really moved.
48 And there is something about a photograph that really stops you in your tracks.
49

50
51 John, an editor at a quality newspaper, told us that “people [in the newsroom] cried and were very
52
53 upset by it”. Ian explained the impact the image had in terms of triggering emotions:
54
55
56
57
58
59
60

1
2
3 I think there was more empathy, more sympathy for people. ... there was a shift ... saying,
4 'Listen people, these aren't just illegal immigrants that are trying to come here to get social
5 security and a nice steady life. These are people who are fleeing horrendous regimes, wars,
6 famines, refugee problems, crisis, horrible camps, trying to get a better life for their kids.' I
7 think there was an element that that picture changed or helped change attitudes.
8
9

10 Editors and journalists also offered explanations as to why the image had such a profound
11 emotional impact. Kyle, a reporter, felt that it was significant that Alan looked like "one of us"
12 (see El-Enany, 2016, for an analysis of the potential impact of Alan's light skin color):
13
14

15
16
17 Well first and foremost he's got Western clothes on. ... he doesn't look like he was somebody
18 who was from [afar]. ... When you're looking at that from a Western point of view you say,
19 'Oh gosh! He just looks like one of our type of kids'.
20

21 Adam, editor at a quality newspaper, made a connection to his own children, "I think those of us
22 who had children did feel very strongly that this, it looked like any one of our children fast asleep
23 ... and that was a fairly haunting thing to think about." Laura, a picture editor, opined:
24
25

26
27
28 I think the picture was very stark. I think the solitude of the child's body on the beach, it was
29 something that really touched everybody's sense of humanity that this shouldn't be happening,
30 and that people were taking such extraordinary risks, not just with their own lives as adults but
31 with the lives of their children.
32
33

34 Brad, an editor at a right-leaning quality newspaper, suggested that the image even outweighed
35 political positions that are usually constitutive of framing in the media:
36
37

38
39 The fact that you've got a photograph of a young boy cuts through any political debate and
40 therefore that's probably why you found it used on every front page. ... it's just a very, very
41 moving story and everyone's heart would go out to that boy and his family and indeed to all the
42 other people stuck in that trap. Politics doesn't come into it.
43
44

45 These data point to the powerful emotional impact the photograph had across media organizations.
46 Not only did it prompt publication of the identifiable face of a dead child, something we were
47 consistently informed is almost unheard of among newspaper companies, but, as we will show, it
48 also energized some of those within newspaper organizations to act.
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 ***Instrumental impact of the photograph.*** In addition to the emotional impact of the photograph,
4
5 those we interviewed also attested to the fact that they perceived that the expectations of their
6
7 readership had been altered by the image. Adam, an editor at a quality newspaper, explained:
8
9

10 I think the truth is that there was certainly a shift in [our readers'] mood across the board and I
11 think there was a recognition that actually lives were being lost and the British government,
12 along with other European governments, did have a responsibility to act.
13

14 Paul Johnson, Deputy Editor at *The Guardian*, expressed similar comments in an editorial:
15
16

17 The enormous poignancy and potential power of the photographs was evident from the start.
18 Could they be the images that provided a tipping point? Would public sympathy, and perhaps
19 anger at Britain's role as an apparent bystander in this saga, be moved by them? We decided
20 that both of these were highly likely (*The Guardian*, September 7th, 2015).
21
22

23 Philip, editor at a tabloid newspaper, also pointed to the need to align with the readership:
24

25 “Sometimes one image can just move things high up the news agenda, and really resonate with
26 readers in an easy to understand way, and an emotional way.” Ian supported this view, suggesting:
27
28 “People ... from that moment on started phoning around European leaders and saying, ‘We’d
29 better do something here.’ Because the public backlash to that picture was very significant, and it
30 did change minds and attitudes.”
31
32
33
34
35

36 This perceived change in readership expectations was what, according to many, triggered a
37 rapid shift in the reporting on the crisis, including those newspapers that had previously displayed
38
39 a hard-line stance against immigration:
40
41
42

43 There will also be some anger in [government] at the speed with which newspapers - for
44 decades demanding more action to create a hostile environment to migrants - can overnight
45 conduct a total U-turn and demand the government show greater charity to refugees. But no
46 one in politics should expect the press to display consistency, or logic. It is their prerogative,
47 and almost democratic duty, to capture the contradictory public mood (*The Guardian*,
48 September 3rd, 2015).
49
50

51 The turnaround in the British tabloid press has been astonishing. The ‘Murdoch’ Sun, which
52 just months ago published a column describing the refugees as “cockroaches” by a woman
53 boasting that her heart could not be touched by drowning children, now puts “For Aylan” on
54
55
56
57
58
59
60

1
2
3 its front page and demands that the government provide places for 3,000 orphans (*The*
4 *Guardian*, September 4th, 2015).
5

6
7 The need to meet reader expectations among those working for organizations that had previously
8
9 favoured the migrant frame was similarly highlighted by Peter, a reporter:

10
11 I think even [right-wing newspaper] *The Mail* also had some kind of campaign or pseudo
12 campaign about letting in more refugees under the resettlement programme. Who knows the
13 reasons for that, maybe the journalists or the editors there felt much more sympathetic about
14 the subject themselves, maybe they felt this was good business, you know, the readers wanted
15 to see more sympathetic coverage.
16

17 The instrumental impact, aligned with the emotional effect of the photograph described earlier,
18
19 resulted in changing behaviors within newspaper organizations.
20

21
22 ***Changing behaviors.*** As the emotional and instrumental impacts of the image on unfolded, we
23
24 observed several changes in behaviour inside newspaper organizations. Most notably, more
25
26 resources and space were devoted to reporting on the crisis, and several newspapers engaged in
27
28 activities that appeared to be directed at initiating societal change.
29

30
31 The increase in resources directly impacted reporting, as editors at two quality newspapers
32
33 explained:
34

35
36 We put more people on the ground to cover it and part of that was trying to tell [Alan's] story
37 and tell the story of some of those other people at the same time around him, and that kind of
38 thing, so there was immediate resource thrown into that for sure (John).
39

40
41 All news organizations would have had more reporters covering this than they might have done
42 otherwise. You react to events. So every time there is a big story you have to, as a serious news
43 organization, you want to ensure your coverage is the best (Brad).
44

45 The use of more on-the-ground and local freelance journalists impacted how the crisis was framed
46
47 by providing more insight into the local context and personal stories of those traveling. To
48
49 accompany this, more space in newspapers was devoted to the crisis. Ian explained:

50
51
52 Newspapers and TV companies especially were sending out more and more reporters and film
53 crews to cover that and bring home the reality of what brought that baby to that beach in
54 [Turkey] by showing what was going on in their homelands.
55
56
57
58
59
60

1
2
3 Another notable change was that several newspaper organizations set up petitions and
4 campaigns in the direct aftermath of the image. These were strategically orchestrated to either
5 align with perceived readership expectations or reflect the moral outrage within the organization
6 and attempt to initiate societal change. Adam explained what happened at his newspaper:
7
8
9
10
11

12 The other thing that we did on that day [of publication] was to set up a petition calling on the
13 government to take a fair share of refugees. ... So, I think it became for us basically a
14 campaigning issue, which it probably hadn't been prior to the decision to publish that image.
15
16

17 In a similar vein, Sean, an editor, told us that the photograph reinforced the moral position held
18 within the newspaper about supporting refugees and motivated people to act. He also explained
19 that being one of the first newspapers to publish the photograph and setting up a campaign for
20 change gave his newspaper legitimacy with the story:
21
22
23
24
25

26 [Publication of the photograph] gave us a degree of authority over that story. ... The way we
27 tackled it, the way we launched a campaign on that evening, and got that up and running, gave
28 us an authority. It opened doors with a number of other people, you know, MPs, experts who
29 felt equally passionate about that crisis. And it allowed us to cover that issue in a lot more depth,
30 and we did stuff off the back of it. ... And I'm just not sure that would necessarily have happened
31 with that story without Alan Kurdi.
32
33

34 Such initiatives were widely covered in the news, likely giving them further traction:
35
36

37 A parliamentary petition calling on Cameron to accept more asylum seekers had attracted more
38 than 191,000 signatures on Thursday afternoon, after an image of the body of a small boy
39 drowned and washed up on a Turkish beach appeared in the press and on social media. A
40 separate change.org petition calling on the home secretary, Theresa May, to give "immediate
41 sanctuary to refugees fleeing war and violence" had topped 184,000 signatures by Thursday
42 (*The Guardian*, September 4th, 2015).
43
44

45 Another activity that media organizations engaged in to initiate change was directly calling on
46 their readers to use the momentum of the image to put pressure on the government:
47
48

49 In this moment when the humanity of refugees is finally being recognised across Europe, we
50 should feel exercised to argue and protest against an immigration system that feels justified in
51 treating people like rubbish (*The Guardian*, September 8th, 2015).
52
53
54
55
56
57
58
59
60

1
2
3 Our data indicate that left-leaning newspapers tended to engage more in activities to initiate
4 change, compared to right-leaning newspapers. While our data do not allow us to derive ultimate
5 conclusions on this point, they point to more symbolic changes in behavior by right-leaning
6 organizations. This is something that becomes more apparent when analyzing the two factors that
7 significantly influenced the duration of the change, ideology and emotional fatigue.
8
9

10
11
12 ***Duration of impact.*** As we show in figures 3 and 4, the ideology of the newspapers played an
13 important role in the duration of the photograph's impact. John explained that, for some
14 newspapers, the shift in framing was relatively short-lived:
15
16

17
18
19 A lot of ... papers had been producing very unsympathetic coverage of the migrant crisis at
20 that juncture. Alan Kurdi happened and there was suddenly, 'How is this allowed to happen?
21 Shock and horror.' But then within a week or two we're back to, 'the hordes arriving on our
22 shores' kind of thing.
23
24
25
26

27 In line with John's statement, we found that those newspapers that had been sympathetic towards
28 refugees before the image used the momentum the image created to get their own voices heard, to
29 initiate change and to reframe the debate. Others, which had been less sympathetic towards the
30 plight of those traveling, engaged in a more symbolic and temporary reframing with some
31 disagreeing with the decision to publish the image, as Adam told us:
32
33
34
35
36
37
38

39 I think there were certainly some people who felt that it was almost a case of emotional
40 blackmail. I remember having one conversation with somebody at a different newspaper who
41 said, 'I just don't think you should have published the image you did' because, he said, 'I think
42 it is actually, it's too emotive and you're creating a sense that people should respond in a
43 particular way when actually this is one particular tragic example.'
44
45

46 Political orientation and general position on the migration crisis, therefore, had a huge influence
47 on reporting. Tabloid editor Philip explained:
48
49

50 Everyone has a good idea of the DNA and characteristics of each [media] platform. ... We all
51 know from top to bottom ... what [this newspaper] stands for, and what the policies that we
52 agree with or disagree with [are], and we know who we're supporting in the election and all.
53 So [a story] goes through lots of filters, everyone will know. By the time it appears in the paper
54 it will have gone through those filters.
55
56
57
58
59
60

1
2
3
4 This view was shared by David, who has worked as a journalist on various newspapers for over
5
6 50 years: “The tone of the paper is always set by the editor. But the editor’s tone is set by the paper.
7
8 It’s almost chicken and egg.” This view was confirmed by Ian, who suggested: “Editors will ask
9
10 for stuff to be written to an agenda, there’s no question about that.”
11
12

13 We did find evidence of dissonance between a reporter’s position and that of the newspaper, as
14
15 Nat, a journalist who disagreed with the editorial stance of his newspaper, explained:
16
17

18 So, I told the story as I saw it. You know, personally I had great sympathy for refugees coming
19
20 from Syria, Iraq, Afghanistan, and I was never given any sort of an editorial line from London.
21
22 ... I mean I just don’t read the editorials anymore because I can’t bear it.

23 This, however, was unusual. Steve, a well-travelled reporter and editor, told us that the editorial
24
25 line was set by the owner and the editor. The editor would then create an environment and
26
27 expectation of what position the newspaper would take on particular issues. Our data show that,
28
29 while the editorial stance of the newspaper might alter and thus lead to a change in framing, the
30
31 duration of such a change was heavily influenced by the ideological position of the newspaper.
32
33

34 Our findings also revealed that emotional fatigue influenced the duration of the impact of the
35
36 image inside some newspaper organizations. Peter explained:
37
38

39 The analysis I’ve come to really is that it’s quite hard to feel empathy for a sustained period
40
41 of time. It’s really tiring. ... So you start to switch off, particularly if you don’t understand
42
43 how you can help ... Readers get emotionally tired, and they can get empathy overload ...
44
45 and editors will respond accordingly and direct resources to elsewhere and start to return to
46
47 more negative lines of reporting.

48 Nat provided support for this line of thought, suggesting:
49
50

51 Children are still drowning every single week now, coming across from the Turkish coast to
52
53 places like Lesbos, Samos, Kos, Chios. It’s just that, I don’t know, whether, you know, people
54
55 have run out of empathy or sympathy for it.

56 Ian suggested: “I think people still have a residual sympathy, but there’s been so many cases where
57
58 there have been, significant numbers of lives have been lost in the last few years, but inevitably
59
60

1
2
3 the familiarity breeds contempt with these kind of things.” Thus, emotional fatigue not only
4
5 effected readers, but also those involved in the reporting, as Peter explained:
6
7

8 Editors themselves or reporters themselves maybe get tired of emoting and trying to produce
9 more nuanced or more positive coverage or more empathetic coverage. . . . And it’s exhausting
10 writing about things that you don’t feel are really changing the narrative. Like, I set out at the
11 beginning with this intention of humanising the situation and trying to find ways of telling the
12 story that might strike a chord with people. But eventually feeling like this wasn’t really
13 working.
14

15
16 What is important to highlight in this context is the connection between emotional fatigue,
17 ideological commitment to the story, and being “on the ground” where the crisis is unfurling.
18
19 Those reporting from a distance, and in a newspaper that did not stay with the story over an
20 extended period, did not experience emotional fatigue in the same way, if at all.
21
22
23
24

25 **DISCUSSION**

26
27 Our data allow us to develop theory about two important aspects of framing change. First, we
28 show how even long-standing macro-level frames are much more malleable than previously
29 thought with the potential of disruptive events, in our case the photograph of Alan Kurdi, to bring
30 about rapid changes in frame composition and emphasis. Central to this is a frame’s emotional
31 array. Second, we lay out the distinct mechanisms through which framing change takes place in
32 media organizations characterized by different ideologies. In sum, we contribute to our inchoate
33 understanding of framing as an inherently dynamic process.
34
35
36
37
38
39
40
41
42

43 **Framing Change and Emotional Arrays**

44
45 In line with Polletta’s (2019) call to consider cultural understandings as a sense of becoming
46 rather than solely being, we theorize that the composition of macro-level frames is always subject
47 to change. We extend current thinking by contending that frames are much more plastic and
48 malleable than previously assumed. Our study thus supports work that has adopted a more dynamic
49 approach to understanding framing (Ansari et al., 2013; Litrico & David, 2017; Reinecke &
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Ansari, 2020). Central to our theorizing is that frames are continually subject to revision as new
4 material becomes available and is used in a framing bricolage informed by the ideological position
5 of the framing agent. Thus, framing is a dynamic process with the integration of new material
6 potentially causing rapid change to the emphasis and presentation of available frames over time.
7
8
9

10
11
12 Emotional arrays play a key role in this revised conceptualization. As we noted earlier, an
13 emotional array is constituted of three things: a set of emotions, the level of intensity of these
14 emotions, and a distinctive associated language. Collectively, these provide meaning and
15 legitimacy for a frame, create a connection with an audience, and shape appropriate behaviors.
16 Given their contextual specificity, each frame's emotional array will almost certainly be unique: it
17 is also subject to being changed by, as in our case, an iconic photograph that can supercharge the
18 emotional array of an emotionally aligned frame and degrade the array of a competing frame. This
19 is apparent in the altering of intensity of emotions and use of language. Thus, rather than being
20 static, the dynamic nature of the emotional array is reflected in how pieces can be added and
21 removed, emphasized and deemphasized, altering the frame's composition.
22
23
24
25
26
27
28
29
30
31
32
33
34

35 In our case, we saw a shift in the emotional arrays of both frames. In the migrant frame,
36 'disgust' disappeared completely, 'anger' and 'fear' were significantly degraded, and the use of
37 dehumanizing language was almost eradicated. The emotional array of the refugee frame, on the
38 other hand, became amplified with all of the emotions constitutive of the frame gaining in intensity.
39 Further, the shift in emotional intensity was accompanied by a change in language as emphasis
40 was placed on specific events, people and organizations. In this we offer support for work that has
41 suggested that emotions can be a source of motivation for social change (Collins, 2004; Weber et
42 al., 2008; Zietsma et al., 2019) and extend it by unveiling how this can happen.
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Frames have been classically theorized as devices that can render events meaningful and thus
4 organize experience and action (Benford & Snow, 2000). Images are similarly regarded as
5 “repositories of meaning” (Grady, 1996: 10) able to shape cultural understanding by transmitting
6 information in an apparently undoctored way with a “fact-like character” (Höllerer et al., 2013;
7 see also Burri, 2012). We show that photographs also have latent emotional cues embedded within
8 them that are available for interpretation. Here we build on Helmers’ (2010: 197) observation that
9 engagement with a photograph is a transaction between the viewer and the photograph such that
10 “the image constitutes the spectator as an active creator of meaning.” In our case, the Kurdi
11 photograph evoked compassion, solidarity, anger and shame. More generally, we theorize that
12 individual emotions carried by a photograph will vary in intensity depending upon the content of
13 the photograph and the perceived temporal, geographic and emotional proximity of the framing
14 agent.
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29

30 While the effect of a photograph on framing change will atrophy over time, this is more complex
31 than previously thought. The framing of an issue is influenced by the ideology of a newspaper,
32 although it will also be subject to competing personal and organizational pressures exerted on
33 media owners, editors and journalists (Briggs & Burke, 2009; McLeod & Hertog, 1992; Roulet &
34 Clement, 2018). This is no less true with media-generated images than it is with other forms of
35 text (Gamson, Croteau, Hoynes & Sasson, 1992). Thus, a photograph will likely have a
36 significantly more pronounced impact over a longer time if a framing agent has been emotionally
37 impacted and is in an organization with an ideology that is receptive to it.
38
39
40
41
42
43
44
45
46
47
48

49 An important facet of our theorizing is that emotions are socially experienced by people
50 coalescing around a common symbolic event or artifact. Collins (2004) suggested that symbols
51 that represent a group draw people together through a common emotional attachment. Iconic
52
53
54
55
56
57
58
59
60

1
2
3 photographs are a special case of this in that they can create and mobilize a group around what it
4
5 considers to be (un)acceptable and thus initiate change in the emotional array of frames. Our case
6
7 demonstrates how a “violation of expectation” (Toubiana & Zietsma, 2017; see also Barthes, 1981)
8
9 – such as a photograph of a small boy washed up on a beach – can trigger an emotive response. As
10
11 with the photograph of Phan Thi Kim Phúc in the Vietnam War, the violation of expected social
12
13 norms is marked: “It is a picture that shouldn’t be shown of an event that shouldn’t have happened”
14
15 (Hariman & Lucaites, 2003: 41). However, photographs in and of themselves are not inherently
16
17 disruptive—(re)framing requires the appropriation and articulation of images.
18
19

20
21
22 There are two further considerations here with regards to a photograph or conceivably other
23
24 forms of disruptive text or event. First, as we noted earlier, it may generate a sufficiently intense
25
26 emotional impact to bring about a change in emphasis that may then lead to a revised use of frames
27
28 by a media outlet. Second, it may cause a shift in what is considered appropriate in a given context
29
30 and thus trigger a change in the frame’s emotional array. We theorize that such change in emotional
31
32 arrays in the media requires a shared emotional experience. While emotions may be individually
33
34 experienced, they are social because they reside in a system of relationships (Jasper & Polletta,
35
36 2019; Zietsma & Toubiana, 2018). It is the shared emotional experience that is particularly
37
38 important in not only filtering information but in potentially shifting legitimacy in the framing of
39
40 an issue. This depends on the extent to which an audience identifies with a message (Creed et al.,
41
42 2002; Gould, 2009; Massa et al., 2017; Summers-Effler, 2010). While such identification can be
43
44 cognitive, we align with Collins (2004) in holding that an emotional association will elicit a
45
46 stronger subject interaction. If an emotional impact is powerful enough, it can precipitate a shift in
47
48 the emotional array of a frame that can be retained even beyond a shift in frame preference.
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 The duration of emotional impacts is unclear but it has long been thought that the emotional
4 effects of a photograph will be short-lived (e.g., Ekman, 1999). Even other work that has examined
5 the impact of the Kurdi photograph on, for example, donations to the Swedish Red Cross, suggests
6 that “the response diminish[ed] rapidly as the image fades from memory” (Slovic et al., 2017: 16).
7
8 Our work suggests that this is not necessarily the case. The photograph continued to have an effect
9 one year after publication even among media firms that returned to favoring the migrant frame.
10
11 Further, the emotional arrays of both frames remained significantly altered until the end of our
12 study period. Thus, iconic photographs can have a more pronounced and longer lasting effect on
13 the framing of contentious issues than previously assumed.
14
15
16
17
18
19
20
21
22

23 **Mechanisms of Framing Change**

24 We have demonstrated above that frames are much more plastic than has previously been
25 revealed and that central to understanding the changing composition of a frame is its emotional
26 array. We now extend these ideas to explain the mechanisms underlying framing change. As we
27 show, the accepted position that ideology shapes outcomes must now come with an important
28 caveat: there are some situations in which ideology will have little or no influence on how an issue
29 is framed. Our findings show that an iconic photograph has the potential to supercharge the
30 emotional array of a frame if the two are sufficiently emotionally aligned. Simultaneously, the
31 emotional arrays of other, even previously dominant, frames, can be degraded resulting in a
32 precipitous decline in use. If sufficiently intense, these effects will occur irrespective of ideology.
33
34 It is important to point out though that ideology still matters, influencing both the mechanisms by
35 and the speed at which a shift in frame emphasis takes place, and the duration of the change. It is
36 to a more detailed examination of these pathways that we now turn.
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51

52
53 ***Receptive ideology.*** As we depict in figure 7, in a media organization that has a dominant
54 ideology that is receptive to and aligned with the emotions of an iconic image, there is likely to be
55
56
57
58
59
60

1
2
3 a powerful emotional response within the organization. There are two contributing factors to this.
4
5 First, the image will infuse those within the organization with emotional energy (Collins, 2004). It
6
7 appears that this will be particularly extreme among those who collectively engage with the
8
9 photograph, such as at a morning news briefing or editorial conference. The reciprocal emotional
10
11 interaction can play a key role in mobilizing the group (e.g., Gould, 2009; Summers-Effler, 2010).
12
13
14 Second, there will also be an enhanced justification among those within the organization that their
15
16 preferred framing of the issue is morally appropriate.
17
18

19 Please insert Figure 7 about here
20

21 This infusion of energy can lead to a supercharging of the emotional array of the frame aligned
22
23 with the image and a corresponding change in framing emphasis. As the frame is subsequently
24
25 reemphasized and represented, the clarity of the frame is developed through a continual refinement
26
27 of the emotional array's components: the emotions expressed, the intensity of those emotions and
28
29 the associated language. These, in turn, further enhance frame emphasis. By contrast, any
30
31 competing ways of framing the contentious issue will be immediately deemphasized with
32
33 accompanying changes to the frame's emotional arrays.
34
35
36

37 These shifts in frame emphasis and emotional arrays will generate changes in behavior. For
38
39 example, new resources will likely be devoted to gathering information, greater space will be
40
41 accorded to stories about the (re)framed issue, and policy changes may be made in how to actively
42
43 frame the issue through, for example, revisions in language use. Further, the enhanced legitimacy
44
45 accruing from driving a reframing of the issue may allow the organization to build alliances with
46
47 other influential actors and engage in campaigns for further associated action. These in turn will
48
49 help further clarify the emotional array and how the frame can be used.
50
51
52
53
54
55
56
57
58
59
60

1
2
3 Those within the media organization may also be instrumental as they take advantage of the
4 new framing of an issue to engage in strategies that will advance the organization and the issue
5 with which it is engaged. For example, by promoting its revised framing of an issue, it may seek
6 to appeal to potential readers who have been influenced by the photograph. Over time, however,
7 the emotional impact is likely to gradually diminish as emotional fatigue sets in and other
8 newsworthy issues emerge. This is likely to influence future frame emphasis and associated
9 behaviors. A gradual decline in focus on the issue is likely to happen along with the reallocation
10 of resources to emerging issues and the curtailing of associated campaigning.
11
12
13
14
15
16
17
18
19
20

21 *Non-receptive ideology.* In a similar way, iconic images with sufficiently powerful emotions
22 suffused within them can initiate framing change of a contentious issue in a media organization
23 that has a non-receptive ideology, as depicted in figure 8.
24
25
26
27

28 Please insert Figure 8 about here
29

30 The influences and processes at play, however, differ from those we described above in several
31 critical ways. In this we build on Bitekine and Haack's (2015) observation that different
32 organizations will develop norms that support their framing of events. While an image may also
33 create an emotional impact on those within a media organization with a non-receptive ideology, it
34 will almost inevitably lack sufficient emotional energy to shift the dominant perception of an issue.
35 However, it will likely cause some reflection on it accompanied by a recognition that, with
36 widespread publication of the photograph, non-publication is likely not possible. Further there may
37 be a perception that readership expectations will have changed. As a consequence, media
38 organizations' editorial and other staff will quickly realise that their preferred framing – often
39 designed to align with the organization's established interests (Entman, 2012; Groeling, 2013) –
40 does not reflect the dominant view of the readership anymore or might even have been rendered
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

1
2
3 morally untenable. This will lead to an instrumentally-driven change in framing emphasis,
4
5 intended to meet the perceived expectations of the readership.
6

7
8 More specifically, as certain emotions and the ways they have been expressed appear to be no
9
10 longer morally appropriate, the emotional array of the preferred frame may be refined in terms of
11
12 the emotions expressed within it, the intensity of those emotions and the associated language. If
13
14 the change in emotional array of the frame is sufficient to make the frame appear appropriate in
15
16 light of changed readership expectations, the use of the frame will increase. As the frame is
17
18 repeatedly emphasized and externally presented, so the emotional array will be further clarified in
19
20 line with perceived readership expectations.
21
22

23
24 Similar to organizations with supportive ideologies, these shifts in frame emphasis and
25
26 emotional arrays will also generate changes in behavior, but while they may be ostensibly similar
27
28 to those in organizations with receptive ideologies, they will only be adopted temporarily. For
29
30 example, while more resources will likely be immediately devoted to reporting on a contentious
31
32 issue in greater depth, these will be quickly reallocated when focus shifts to another issue. Further,
33
34 any additional strategies of action will also be curtailed when change is made back to emphasizing
35
36 the frame aligned with the organization's ideology.
37
38

39
40 Overall, in contrast to the more gradual diminishing observed in media organizations with a
41
42 receptive ideology, the framing change in organizations with a non-receptive ideology is
43
44 characterized by rapid temporal diminishing. Clemente and Roulet (2015: 105) suggested that
45
46 when opinion on a given issue "becomes hostile to a practice, the practice is likely to be
47
48 abandoned." Our work provides an important caveat to this by showing when a position is likely
49
50 to be only temporarily dropped rather than completely abandoned. Because instrumental
51
52 opportunism rather than the emotional impact of the image is dominant, a media organization with
53
54
55
56
57
58
59
60

1
2
3 a non-receptive ideology will likely return to an ideologically sustainable position as soon as it
4
5 deems it morally acceptable to its readership. However, while the preferred frame will again
6
7 become dominant, it will likely also have been clarified for use in what has become a changed
8
9 environment with potential changes to the emotional array likely being retained.
10

11 12 **CONCLUSION**

13
14 Our purpose in this paper has been to develop theory that advances our understanding of
15
16 framing as an inherently dynamic process. Without this, not only do our theories of framing remain
17
18 incomplete but our ability to understand how entrenched positions become established is
19
20 significantly limited. The European migration crisis is one example that has become a
21
22 humanitarian tragedy for those attempting to relocate from war-torn countries and a seemingly
23
24 intractable problem for Europe's political leaders. As we have examined the framing of the crisis,
25
26 we have been able to develop novel insights into the dynamic nature of framing processes that are
27
28 pivotal to understanding our most pressing societal issues.
29
30

31
32 Our work has significant implications for practitioners, particularly those engaged in
33
34 constructing and trying to influence policy development. First of all, actors need to be aware not
35
36 just that iconic photographs can rapidly shift the framing of an issue but how the mechanisms that
37
38 drive change vary across different organizations. The powerful emotional impact that prompts
39
40 framing change in ideologically receptive organizations will likely have a longer lasting impact on
41
42 framing than the more instrumental effects in non-receptive organizations. Further, the emotional
43
44 array of a frame can remain changed even when framing priorities have shifted. This can affect the
45
46 range of emotions that are expressed, the intensity of those emotions and the language used. These
47
48 points have important strategic considerations for those seeking to realize change both in the
49
50 timing of their activities and the ways in which they are positioned. It may be, for example, that
51
52
53
54
55
56
57
58
59
60

1
2
3 first, the window of opportunity for action may be longer than previously realized, and second, it
4
5 may be possible to quickly reestablish a frame's prominence through a subsequent related event.
6

7
8 While we feel that our theoretical inferences further our understanding of framing as an
9
10 inherently dynamic process, there are inevitable scope conditions that should be considered and
11
12 that also point to opportunities for future research. There are three things to consider: the focal
13
14 organizations, the medium of the photograph, and the extreme nature of the case. First, newspapers
15
16 have traditionally been, and remain, powerful framing agents. However, it would be interesting to
17
18 test our theorizing with other framing organizations, including social media, television companies,
19
20 governments, non-governmental organizations, and so on. With social media platforms regarded
21
22 as suspicious in terms of the reliability of their content, examining how they influence the framing
23
24 of societal issues would be of particular interest.
25
26

27
28 Second, pushing beyond photographs to other forms of textual representation is also important.
29
30 Still photographs, as we have discussed in this paper, have a resonance that other forms of media
31
32 lack. However, as increasingly sophisticated forms of (re)presentation become available through
33
34 technologies such as 5G and various forms of artificial intelligence, so ways of framing will also
35
36 likely emerge to challenge our theorizing. It will also open up further opportunities for developing
37
38 insights into multimodal aspects of framing change (see, for example, Höllerer et al., 2018; Meyer
39
40 et al., 2013).
41
42
43

44
45 Third, while the case of Alan Kurdi is undoubtedly revelatory, it is also extreme, with the power
46
47 to create an impact irrespective of the ideology of individuals or organizations. Testing the
48
49 boundaries of different content, and the contexts in which it is created, would further add to our
50
51 understanding of the dynamics of framing.
52
53
54
55
56
57
58
59
60

1
2
3 Our work also points to other opportunities for future work. In particular, while we show the
4 existence of emotional arrays and the mechanisms that connect photographs with the dynamic
5 effects of framing change, it would be useful to tease out variations across frames, even going
6 beyond the 484 days of our study. For example, we consider framing as a process of bricolage and
7 frames as plastic. It would be interesting to test the boundaries of this flexibility over time and also
8 examine the potential existence of hybrids that draw elements from different, even conflicting,
9 frames. The ways in which variations in emotional array exact different social outcomes is also of
10 interest. Further, the differing causes and durations of emotional fatigue and their impact on
11 framing also constitute important areas of future study.

12
13 Finally, our revelatory qualitative analysis, aimed at theory building, has integrated insights
14 from different theoretical and methodological approaches. This has enabled us to gain novel
15 insights into framing processes, and in particular the role of emotions. As has been highlighted by
16 others, capturing emotions remains a challenge in our field, in particular when trying to uncover
17 the mutually constitutive interaction of individual representations with wider framing processes.
18 While we hope that our approach may prove useful for future research in this area, studies could
19 also draw on other methods, such as recent developments in topic modelling or sentiment analysis,
20 to detect patterns in even larger data sets. As such work furthers our understanding of the dynamics
21 of framing, so we will be better positioned to address the societal challenges that confront us.

22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 **REFERENCES**

49 Adams, C. 2015. Patriality, work permits and the European Economic Community: The
50 introduction of the 1971 Immigration Act. *Contemporary British History*, 29: 508-538.
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Ansari, S. M., Wijen, F. & Gray, B. 2013. Averting the “tragedy of the commons”: An institutional
4 perspective on the construction and governance of transnational commons. *Organization*
5 *Science*, 24: 1014–1040.
- 6
7 Bail, C.A. 2012. The fringe effect: Civil Society Organizations and the evolution of media
8 discourse about Islam since the September 11th attacks. *American Sociological Review*, 77:
9 855-79.
- 10
11 Bail, C.A., Brown, T.W. & Mann, M. 2017. Channelling hearts and minds: Cognitive-emotional
12 currents and public deliberation on social media. *American Sociological Review*, 82: 1188–
13 1213.
- 14
15 Bansal, P. & Clelland, I. 2004. Talking trash: Legitimacy, impression management, and
16 unsystematic risk in the context of the natural environment. *Academy of Management*
17 *Journal*, 47: 93-103.
- 18
19 Bansal, P. & Penner, W.J. 2002. Interpretations of institutions: The case of recycled newsprint. In
20 A.J. Hoffman & M.J. Ventresca (Eds.) *Organizations, policy and the natural environment*:
21 311–326. Stanford, CA: Stanford University Press.
- 22
23 Barthes, R. 1972. *Mythologies* (A. Lavers, Trans.). New York, NY: Hill & Wang.
- 24
25 Barthes, R. 1981. *Camera lucida: Reflections on photography*. (R. Howard translation). New
26 York: Noonday Press.
- 27
28 BBC News. 2015. Alan Kurdi: *Why one picture cut through*. Available at:
29 <http://www.bbc.co.uk/news/world-europe-34150419> (accessed 25 May 2018).
- 30
31 BBC. 2016. *Migrant crisis: Migration to Europe explained in seven charts*. Available at
32 <http://www.bbc.co.uk/news/world-europe-34131911> (accessed 16 June 2016).
- 33
34 Bednar, M.K. 2012. Watchdog or lapdog? A behavioral view of the media as a corporate
35 governance mechanism. *Academy of Management Journal*, 55: 131-150.
- 36
37 Benford, R.D., & Snow, D.A. 2000. Framing processes and social movements: An overview and
38 assessment. *Annual Review of Sociology*, 26: 611–639.
- 39
40 Betz, H.-G. 1994. *Radical right wing populism in Western Europe*. New York: St. Martin’s Press.
- 41
42 Bitektine, A. & Haack, P. 2015. The “macro” and the “micro” of legitimacy: Toward a multilevel
43 theory of the legitimacy process. *Academy of Management Review*, 40: 49–75.
- 44
45 Blumer, H. 1971. Social problems as collective behaviour. *Social Problems*, 18: 298–306.
- 46
47 Boltanski, L. 1999. *Distant suffering: Morality, media and politics*. Cambridge, UK: Cambridge
48 University Press.
- 49
50 Briggs, A. & Burke, P. 2009. *A social history of the media: From Gutenberg to the internet*.
51 Cambridge, UK: Polity.
- 52
53 Burgin, V. 1992. Looking at photographs. In V. Burgin (Ed.) *Thinking photography*: 142-153.
54 London: MacMillan.
- 55
56 Burke, K. 1937. *Attitudes towards history*. New York: New Republic.
- 57
58 Burri, R.V. 2012. Visual rationalities: Towards a sociology of images. *Current Sociology*, 60: 45-
59 60.
- 60
61 Butler, J. 2009. *Frames of war: When is life grievable?* London: Verso.
- 62
63 Butler, J., 1997. *The psychic life of power: theories in subjection*. London: Routledge.
- 64
65 Clemente, M. & Roulet, T.J. 2015. Public opinion as a source of deinstitutionalization: A “Spiral
66 of Silence” approach. *Academy of Management Review*, 40: 96–114.
- 67
68 Collins, R. 2004. *Interaction ritual chains*. Princeton, NJ: Princeton University Press.

- 1
2
3 Cornelissen, J.P., Mantere, S. & Vaara, E. 2014. The contraction of meaning: The combined effect
4 of communication, emotions, and materiality on sensemaking in the Stockwell shooting.
5 *Journal of Management Studies*, 51, 699-736.
- 6
7 Cornelissen, J.P. & Werner, M.D. 2014. Putting framing in perspective: A review of framing and
8 frame analysis across the management and organizational literature. *Academy of*
9 *Management Annals*, 8: 181–235.
- 10
11 Courpasson, D. 2016. Looking away? Civilized indifference and the carnal relationships of the
12 contemporary workplace. *Journal of Management Studies*, 53: 1094–1100.
- 13
14 Creed, W.E.D., Hudson, B.A., Okhuysen, G.O. & Smith-Crowe, K. 2014. Swimming in a sea of
15 shame: Incorporating emotion into explanations of institutional reproduction and change.
16 *Academy of Management Review*, 39: 275-301.
- 17
18 Creed, W.E.D., Scully, M.A. & Austin, J.R. 2002. Clothes make the person? The tailoring of
19 legitimating accounts and the social construction of identity. *Organization Science*, 13: 475-
20 496.
- 21
22 Cushion, S., Kilby, A., Thomas, R., Morani, M. & Sambrook, R. 2018. Newspapers, impartiality
23 and television news. *Journalism Studies*, 19: 2, 162-181.
- 24
25 D'Angelo, P. & Kuypers, J.A. (Eds.) 2010. *Doing news framing analysis: Empirical and*
26 *theoretical perspectives*. New York: Routledge.
- 27
28 Davison, J. 2014. The visual organization: Barthesian perspectives. In E. Bell, S. Warren & J.
29 Schroeder (Eds.), *The Routledge companion to the visual organization* (pp.33-45). London:
30 Routledge.
- 31
32 Doelker, C. 2002. *Ein Bild ist mehr als ein Bild. Visuelle Kompetenz in der Multimedia-*
33 *gesellschaft*. Stuttgart: Klett-Cotta.
- 34
35 D'Orazio, F. 2015. Journey of an image: From a beach in Bodrum to twenty million screens across
36 the world. In F. Vis & O. Goriunova (Eds.), *The iconic image on social media: A rapid*
37 *research response to the death of Aylan Kurdi*: 11-18. Sheffield: Visual Social Media Lab.
- 38
39 EBU. 2018. *Trust in media 2018*. Geneva: Switzerland: European Broadcasting Union.
- 40
41 Ekman, P. 1999. Basic emotions. In T. Dalgleish & M. Power (Eds.) *Handbook of cognition and*
42 *emotion*: 45-60. Chichester, England: John Wiley & Sons.
- 43
44 El-Enany, N. 2016. Aylan Kurdi: The human refugee. *Law Critique*, 27:13–15.
- 45
46 Emirbayer, M. & Goldberg C.A. 2005. Pragmatism, Bourdieu, and collective emotions in
47 contentious politics. *Theory and Society*, 34: 469-518.
- 48
49 Engesser, S. & Brüggemann, M. 2015. Mapping the minds of the mediators: The cognitive frames
50 of climate journalists from five countries. *Public Understanding of Science*.
- 51
52 Entman, R.M. 1993. Framing: Towards clarification of a fractured paradigm. *Journal of*
53 *Communication*, 43: 51–58.
- 54
55 Entman, R. 2012. *Scandal and silence: Media responses to presidential misconduct*. Cambridge:
56 Polity Press.
- 57
58 Fan, G.H. & Zietsma, C. 2017. Constructing a shared governance logic: The role of emotions in
59 enabling dually embedded agency. *Academy of Management Journal*. 60: 2321–2351.
- 60
61 Fetner, T. 2008. *How the religious right shaped lesbian and gay activism*. London: University of
62 Minnesota Press.
- 63
64 Fiss, P.C. & Zajac, E.J. 2006. The symbolic management of strategic change: Sensegiving via
65 framing and decoupling. *Academy of Management Journal*, 49: 1173–93.
- 66
67 Friedland, R., Mohr, J., Roose, H. & Gardinali, P. 2014. The institutional logics of love: Measuring
68 intimate life. *Theory and Society*, 43: 333–370.

- 1
2
3 Fryberg, S.A., Stephens, N.M., Covarrubias, R., Markus, H.R., Carter, E.D., Laiduc, G.A. & Salido,
4 A.J. 2012. How the media frames the immigration debate: The critical role of location and
5 politics. *Analyses of Social Issues and Public Policy*, 12: 96-112.
- 6 Furnari, S. 2018. When does an issue trigger change in a field? A comparative approach to issue
7 frames, field structures and types of field change. *Human Relations*, 71: 321–348.
- 8 Gamson, W.A., Croteau, D., Hoynes, W. & Sasson, T. 1992. Media images and the social
9 construction of reality. *Annual Review of Sociology*, 18: 373-393.
- 10 Gamson, W.A. & Modigliani, A. 1989. Media discourse and public opinion on nuclear power: A
11 constructionist approach. *American Journal of Sociology*, 95:1–37.
- 12 Gioia, D.A., Corley, K.G. & Hamilton, A.L. 2013. Seeking qualitative rigor in inductive research:
13 Notes on the Gioia methodology. *Organizational Research Methods*, 16: 15-31.
- 14 Giorgi, S. 2017. The mind and heart of resonance: The role of cognition and emotions in frame
15 effectiveness. *Journal of Management Studies*, 54: 711-738.
- 16 Glaser, B.G. & Strauss, A.L. 1967. *The discovery of grounded theory: Strategies for qualitative*
17 *research*. Chicago, IL: Aldine.
- 18 Goffman, E. 1974. *Frame analysis. An essay on the organisation of experience*. Harper & Row.
19 New York.
- 20 Goodwin, J., Jasper, J.M. & Polletta, F. 2001. *Passionate politics: Emotions and social*
21 *movements*. Chicago: University Press of Chicago.
- 22 Gould, D.B. 2009. *Moving politics*. Chicago: University of Chicago Press.
- 23 Grady, J. 1996. The scope of visual sociology. *Visual Sociology*, 11(2): 10-24.
- 24 Gray, B., Purdy, J.M. & Ansari, S. 2015. From interactions to institutions: Microprocesses of
25 framing and mechanisms for the structuring of institutional fields. *Academy of Management*
26 *Review*, 40: 115– 143.
- 27 Greenfeld, L. 1992. *Nationalism*. Cambridge, MA: Harvard University Press.
- 28 Greenwood, M., Jack, G. & Haylock, B. 2019. Toward a methodology for analyzing visual rhetoric
29 in corporate reports. *Organizational Research Methods*, 22: 798-827.
- 30 Groeling, T. 2013. Media bias by the numbers: Challenges and opportunities in the empirical study
31 of partisan news. *Political Science*, 16: 129–151.
- 32 Gurses, K. & Ozcan, P. 2015. Entrepreneurship in regulated markets: Framing contests and
33 collective action to introduce Pay TV in the US. *Academy of Management Journal*, 58:
34 1709–1739.
- 35 Habermas J., Lennox S. & Lennox F. 1974. The public sphere: An encyclopedia article (1964).
36 *New German Critique*, 3: 49-55.
- 37 Hahn, T., Preuss, L., Pinkse, J. & Figge, F. 2014. Cognitive frames in corporate sustainability:
38 Managerial sensemaking with paradoxical and business case frames. *Academy of*
39 *Management Review*, 39: 463–487.
- 40 Hansard. 1905. Second reading, Aliens Bill, House of Lords (28th July). Available at
41 [http://hansard.millbanksystems.com/lords/1905/jul/28/second-](http://hansard.millbanksystems.com/lords/1905/jul/28/second-reading#S4V0150P0_1905072_8_HOL_40)
42 [reading#S4V0150P0_1905072_8_HOL_40](http://hansard.millbanksystems.com/lords/1905/jul/28/second-reading#S4V0150P0_1905072_8_HOL_40) (accessed 1st February, 2017).
- 43 Hariman, R. & Lucaites, J.L. 2003. Public identity and collective memory in U.S. iconic
44 photography: The image of “Accidental Napalm.” *Critical Studies in Media Communication*,
45 20: 35-66.
- 46 Hariman, R. & Lucaites, J. 2007. *No caption needed: Iconic photographs, public culture, and*
47 *liberal democracy*. Chicago, IL: University of Chicago Press.
- 48
49
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Helmers, M. 2010. Iconic images of wounded soldiers by Henry Tonks. *Journal of War & Culture*
4 *Studies*, 3: 181-199.
- 5 Hirsch, P.M. 1986. From ambushes to golden parachutes: Corporate takeovers as an instance of
6 cultural framing and institutional integration. *American Journal of Sociology*, 91: 800–837.
- 7 Höllerer, M.A., Jancsary, D. & Grafström. 2018. ‘A picture is worth a thousand words’:
8 Multimodal sensemaking of the global financial crisis. *Organization Studies*, 39: 617-644.
- 9 Höllerer, M.A., Jancsary, D., Meyer, R.E., & Vettori, O. 2013. Imageries of corporate social
10 responsibility: Visual re-contextualization and field-level meaning. *Research in the*
11 *Sociology of Organizations*, 39(B): 139–147.
- 12 Huy, Q.N., Corley, K.G. & Kraatz, M.S. 2014. From support to mutiny: Shifting legitimacy
13 judgments and emotional reactions impacting the implementation of radical change. *Academy*
14 *of Management Journal*, 57: 1650–1680.
- 15 International Organization for Migration. 2015. *Mixed migration flows in the Mediterranean and*
16 *beyond. Compilation of available data and information*. Available at [http://](http://doe.iom.int/docs/Flows%20Compilation%202015%20Overview.pdf)
17 doe.iom.int/docs/Flows%20Compilation%202015%20Overview.pdf (accessed 14 June
18 2016).
- 19 Jasper, J.M. 2011. Emotions and social movements: twenty years of theory and research. *Annual*
20 *Review of Sociology*, 37: 285-303.
- 21 Jasper, J.M. & Polletta, F. 2019. The cultural context of social movements. In Snow, D.A, Soule,
22 S.A., Kriesi, H. & McCammon, H.J. (Eds). *The Wiley Blackwell Companion to Social*
23 *Movements* (pp. 63-78). Oxford, UK: John Wiley & Sons Ltd.
- 24 Jones, C. & Livne-Tarandach, R. 2008. Designing a frame: rhetorical strategies of architects.
25 *Journal of Organizational Behaviour*. 29: 1075-1099.
- 26 Jones, C., Meyer, R.E. Jancsary, D. & Höllerer, M.A. 2017. The Material and Visual Basis of
27 Institutions. In R. Greenwood, C. Oliver, T.B. Lawrence & R.E. Meyer (Eds.) *The Sage*
28 *Handbook of Organizational Institutionalism* (pp.621-646). London: Sage.
- 29 Kaplan, S. 2008. Framing contests: Strategy making under uncertainty. *Organization Science*, 19:
30 729–752.
- 31 Kellogg, K.C. 2011. Hot lights and cold steel: Cultural and political toolkits for practice change in
32 surgery. *Organization Science*, 22: 482–502.
- 33 Kingsley, P. 2016. *The new odyssey: The story of Europe’s refugee crisis*. London: Guardian
34 Books.
- 35 Kirkup, J. & Winnett, R. 2012. Theresa May interview: ‘We’re going to give illegal migrants a
36 really hostile reception’. *Daily Telegraph*, 25th May.
- 37 Knox, K. 1997. *Credit to the nation: A study of refugees in the United Kingdom*. London: British
38 Refugee Council.
- 39 Konstantinidou, C. 2008. The spectacle of suffering and death: The photographic representation
40 of war in Greek newspapers. *Visual Communication*, 7: 143-169.
- 41 Lamin, A. & Zaheer, S. 2012. Wall Street vs. Main Street: Firm strategies for defending legitimacy
42 and their impact on different stakeholders. *Organization Science*, 23: 47-66.
- 43 Lenette, C. & Miskovic, N. 2018. ‘Some viewers may find the following images disturbing’:
44 Visual representations of refugee deaths at border crossings. *Crime Media Culture*, 14: 111–
45 120.
- 46 Lincoln, Y. & Guba, E. 1985. *Naturalistic inquiry*. Beverly Hills, CA: Sage.
- 47
48
49
50
51
52
53
54
55
56
57
58
59
60

- 1
2
3 Litrico, J.-B. & David, R.J. 2017. The evolution of issue interpretation within organizational fields:
4 Actor positions, framing trajectories, and field settlement. *Academy of Management Journal*,
5 60: 986–1015.
6
7 Loewenstein, J., Ocasio, W. & Jones, C. 2012. Vocabularies and vocabulary structure: A new
8 approach linking categories, practices, and institutions. *Academy of Management Annals*, 6:
9 41-86.
10
11 Lok, J., Creed, W.E.D., DeJordy, R. & Voronov, M. 2017. Living institutions: Bringing emotions
12 into organizational institutionalism. In R. Greenwood, C. Oliver, T.B. Lawrence & R.E.
13 Meyer (Eds.) *The Sage Handbook of Organizational Institutionalism* (pp.591-620). London:
14 Sage.
15
16 Lounsbury, M., Ventresca, M. & Hirsch, P.M. 2003. Movements, field frames and industry
17 emergent: a cultural-political perspective on US recycling. *Socio-Economic Review*, 1: 71–
18 104.
19
20 Luhmann, N. 2000. *The reality of the mass media*. Cambridge, UK: Polity Press.
21
22 Massa, F.G., Helms, W.S., Voronov, M. & Wang, L. 2017. Emotions uncorked: Inspiring
23 evangelism for the emerging practice of cool-climate winemaking in Ontario. *Academy of*
24 *Management Journal*, 60: 461-499.
25
26 Matthes, J. & Kohring, M. 2008. The content analysis of media frames: Toward improving
27 reliability and validity. *Journal of Communication*, 58: 258-279.
28
29 McLeod, D.M. & Hertog, J.K. 1992. The manufacture of ‘public opinion’ by reporters: informal
30 cues for public perceptions of protest groups. *Discourse & Society*, 3: 259-275.
31
32 Meamber, L.A. 2014. Cultural production and consumption of images in the marketplace. In E.
33 Bell, S. Warren & J. Schroeder (Eds.) *The Routledge companion to vision organization*: 96-
34 115. Routledge: New York.
35
36 Merrill, J. 2015. Refugee aid charities see surge in donations after image of drowned Syrian toddler
37 Aylan Kurdi moves the nation. *The Independent*, 3rd September.
38
39 Meyer, R.E & Höllerer, M.A. 2010. Meaning structures in a contested issue field: A topographic
40 map of shareholder value in Austria. *Academy of Management Journal*, 53: 1241-1262.
41
42 Meyer, R.E., Höllerer, M.A., Jancsary, D. & Van Leeuwen, T. 2013. The visual dimension in
43 organizing, organization, and organization research: Core ideas, current developments, and
44 promising avenues. *Academy of Management Annals*, 7: 489-555.
45
46 Meyer, R.E., Jancsary, D., Höllerer, M.A. & Boxenbaum, E. 2018. The role of verbal and visual
47 text in the process of institutionalization. *Academy of Management Review*, 43: 392-418.
48
49 Miles, M. & Huberman, M. 1994. *Qualitative data analysis: An expanded sourcebook* (2nd
50 edition). Newbury Park, CA: Sage.
51
52 Mortensen, M. 2017. Constructing, confirming, and contesting icons: the Alan Kurdi imagery
53 appropriated by #humanitywashedashore, Ai Weiwei, and *Charlie Hebdo*. *Media, Culture &*
54 *Society*, 39: 1142–1161.
55
56 Mortensen, M. & Trenz, H-J. 2016. Media morality and visual icons in the age of social media:
57 Alan Kurdi and the emergence of an impromptu public of moral spectatorship. *Javnost - The*
58 *Public*, 23: 343-362.
59
60 Patriotta, G., Gond, J.P. & Schultz, F. 2011. Maintaining legitimacy: Controversies, orders of
worth, and public justifications. *Journal of Management Studies*, 48: 1804–1836.
Pellew, J. 1989. The Home Office and the Aliens Act, 1905. *The Historical Journal*, 32: 369-385.
Perlmutter, D.D. 1998. *Photojournalism and foreign policy: Icons of outrage in international*
crises. Westport, CT: Praeger.

- 1
2
3 Polletta, F. 2019. Stories of (and instead of) process. In Reay, T., Zilber, T.B, Langley, A. &
4 Tsoukas, H. (Eds.) *Institutions and organizations: A process view* (pp.61-78). Oxford, UK:
5 Oxford University Press.
- 6
7 Prøitz, L. 2018. Visual social media and affectivity: The impact of the image of Alan Kurdi and
8 young people's response to the refugee crisis in Oslo and Sheffield. *Information,*
9 *Communication & Society*, 21: 548-563.
- 10
11 Reay, T. & Jones, C. 2016. Qualitatively capturing institutional logics. *Strategic Organization*,
12 14: 441-454.
- 13
14 Reinecke, J. & Ansari, S. 2020. Microfoundations of framing: The interactional production of
15 collective action frames in the occupy movement. *Academy of Management Journal* (in
16 press).
- 17
18 Rogers, S. 2015. What can search data tell us about how the story of Aylan Kurdi spread around
19 the world? In F. Vis & O. Goriunova (Eds.) *The Iconic Image on Social Media: A Rapid*
20 *Research Response to the Death of Aylan Kurdi* (pp. 19-26). Sheffield: Visual Social Media
21 Lab.
- 22
23 Roulet, T.J. & Clemente, M. 2018. Dialogue: Let's open the media's black box: the media as a set
24 of heterogeneous actors and not only as a homogenous ensemble. *Academy of Management*
25 *Review*, 43: 327-332.
- 26
27 Saldaña, J. 2013. *The coding manual for qualitative researchers* (2nd ed). London: Sage.
- 28
29 Scheufele, D. 1999. Framing as a theory of media effects. *Journal of Communication*, 49: 103-
30 122.
- 31
32 Sim, D. 2015. Migrant crisis: A reminder of Britain's long history of welcoming refugees.
33 *International Business Times*, 29th August. Available at: [http://www.ibtimes.co.uk/migrant-](http://www.ibtimes.co.uk/migrant-crisis-reminder-britains-long-history-welcoming-refugees-photo-report-1517648)
34 [crisis-reminder-britains-long-history-welcoming-refugees-photo-report-1517648](http://www.ibtimes.co.uk/migrant-crisis-reminder-britains-long-history-welcoming-refugees-photo-report-1517648) (accessed
35 19 January 2017).
- 36
37 Sine, W.D & Lee, B.H. 2009. Tilting at Windmills? The Environmental Movement and the
38 Emergence of the U.S. Wind Energy Sector. *Administrative Science Quarterly*, 54: 123-155.
- 39
40 Slovic, P., Västfjäll, D., Erlandsson, A. & Gregory, R. 2017. Iconic photographs and the ebb and
41 flow of empathic response to humanitarian disasters. *Proceedings of the National Academy*
42 *of Sciences of the United States of America*, 114(8): 640-644.
- 43
44 Smith, M. 2017. How left or right-wing are Britain's newspapers? *The Times*, 6th March.
- 45
46 Snow, D.A. & Benford, R.D. 1988. Ideology, frame resonance, and participant mobilization.
47 *International Social Movement Research*, 1: 197-217.
- 48
49 Steidley, T. & Colen, C.G. 2017. Framing the gun control debate: Press releases and framing
50 strategies of the National Rifle Association and the Brady Campaign. *Social Science*
51 *Quarterly*, 98: 608-627.
- 52
53 Stets, J. E. & Turner, J. H. 2014. Introduction. In J. E. Stets and J. H. Turner (Eds.) *Handbook of*
54 *the Sociology of Emotions* (pp.1-7). Vol. II. Dordrecht: Springer.
- 55
56 Strauss, A. & Corbin, J. 1998. **Basics of qualitative research: Techniques and procedures for**
57 **developing grounded theory** (2nd edition). Newbury Park, CA: Sage.
- 58
59 Summers-Effler, E. (2010). *Laughing saints and righteous heroes: Emotional rhythms in social*
60 *movement groups*. Chicago, IL: University of Chicago Press.
- 61
62 Sweney, M. 2016. Times, FT and Guardian are biggest risers as Independent sees final sales lift.
63 *The Guardian*, 21st April.
- 64
65 Toubiana, M. & Zietsma, C. 2017. The message is on the wall? Emotions, social media and the
66 dynamics of institutional complexity. *Academy of Management Journal*, 60: 922-953.

- 1
2
3 Trueeman, C.N. 2015. *Kindertransport. The History Learning Site*. Available at <http://www.historylearningsite.co.uk/nazi-germany/kindertransport/> (accessed 14 December 2016).
- 4
5 Turner, J.H. & Stets, J.E. 2006. Moral emotions. In: J. H. Turner & J. E. Stets (Eds.), *Handbook of the sociology of emotions*: 544-566. New York: Springer.
- 6
7
8 UNHCR. 2015. *The sea route to Europe: The Mediterranean passage in the age of refugees*. Available at: <http://www.unhcr.org/en-us/protection/operations/56bb369c9/press-coverage-refugee-migrant-crisis-eu-content-analysis-five-european.html> (accessed 4 June 2016).
- 9
10
11 UNHCR. 2016. *UNHCR viewpoint: 'Refugee' or 'migrant' – Which is right?* Available at: <http://www.unhcr.org/uk/news/latest/2016/7/55df0e556/unhcr-viewpoint-refugee-migrant-rig.ht.html#> (accessed 17th May 2018).
- 12
13
14
15 Vaara, E., Tienari, J. & Laurila, J. 2006. Pulp and paper fiction: On the discursive legitimation of global industrial restructuring. *Organization Studies*, 27: 789-810.
- 16
17 Van der Meer, T.G.L.A. & Verhoeven, P. 2013. Public framing organizational crisis situations: Social media versus news media. *Public Relations Review*, 39: 229– 231.
- 18
19 Van Maanen, J. 1979. The fact or fiction of organizational ethnography. *Administrative Science Quarterly*, 24: 539-550.
- 20
21
22 Vis, F. 2015. Examining the hundred most shared images of Aylan Kurdi on Twitter. In F. Vis & O. Goriunova (Eds.) *The Iconic Image on Social Media: A Rapid Research Response to the Death of Aylan Kurdi*: 27-30. Sheffield: Visual Social Media Lab.
- 23
24
25 Vis, F. & Goriunova, O. (Eds.) 2015. *The iconic image on social media: a rapid research response to the death of Aylan Kurdi*. Sheffield: Visual Social Media Lab.
- 26
27 Voronov, M. 2014. Toward a toolkit for emotionalizing institutional theory. *Research on Emotion in Organizations*, 10: 167-196.
- 28
29
30 Voronov, M. & Weber, K. 2016. The heart of institutions: Emotional competence and institutional actorhood. *Academy of Management Review*, 41: 456-478.
- 31
32 Vossen, M., van Gorp, B. & Schulpen, L. 2018. Thinking and writing about global poverty. *Journalism Studies*, 19(14): 2088-2107.
- 33
34
35 Weber, K., Heinze, K.L., DeSoucey, M. 2008. Forage for thought: Mobilizing codes in the movement for grass-fed meat and dairy products. *Administrative Science Quarterly*, 53: 529-567.
- 36
37
38 Wilson, A.N. 2014. Britain has always provided a haven for refugees. *The Telegraph*, 29th January.
- 39
40 Wright, A.L., Zammuto, R.F. & Liesch, P.W. 2017. Maintaining the values of a profession: Institutional work and moral emotions in the emergency department. *Academy of Management Journal*, 60: 200-237.
- 41
42
43
44
45 Zietsma, C. & Toubiana, M. 2018. The valuable, the constitutive, and the energetic: Exploring the impact and importance of studying emotions and institutions. *Organization Studies*, 39: 427-443.
- 46
47
48
49
50
51
52
53
54
55
56
57
58
59
60 Zietsma, C., Toubiana, M., Voronov, M. & Roberts, A. 2019. *Emotions in Organization Theory*. Cambridge, UK: Cambridge University Press.

Figure 1. Alan Kurdi.



Photograph provided by, and used with permission of, DHA (Doğan Haber Ajansı – Dogan News Agency).

Figure 2. Proportion of coded articles published in *The Guardian* and *The Daily Telegraph* supporting the migrant and refugee frames each month.

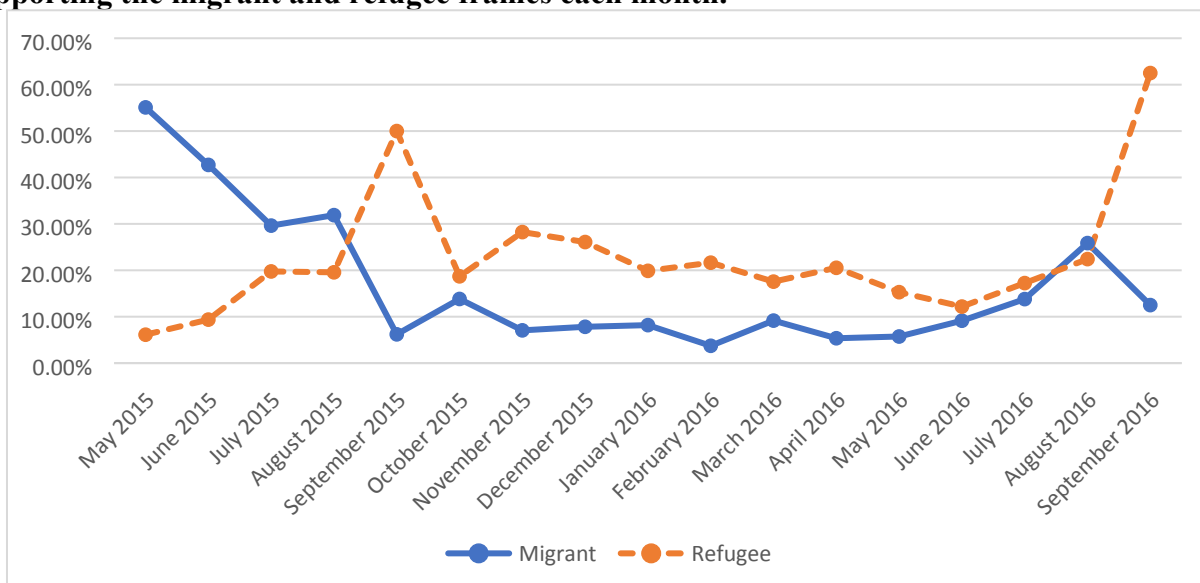


Figure 3. Average use per coded article of the terms “migrant(s)” and “refugee(s)” by newspapers to the ideological right each month.

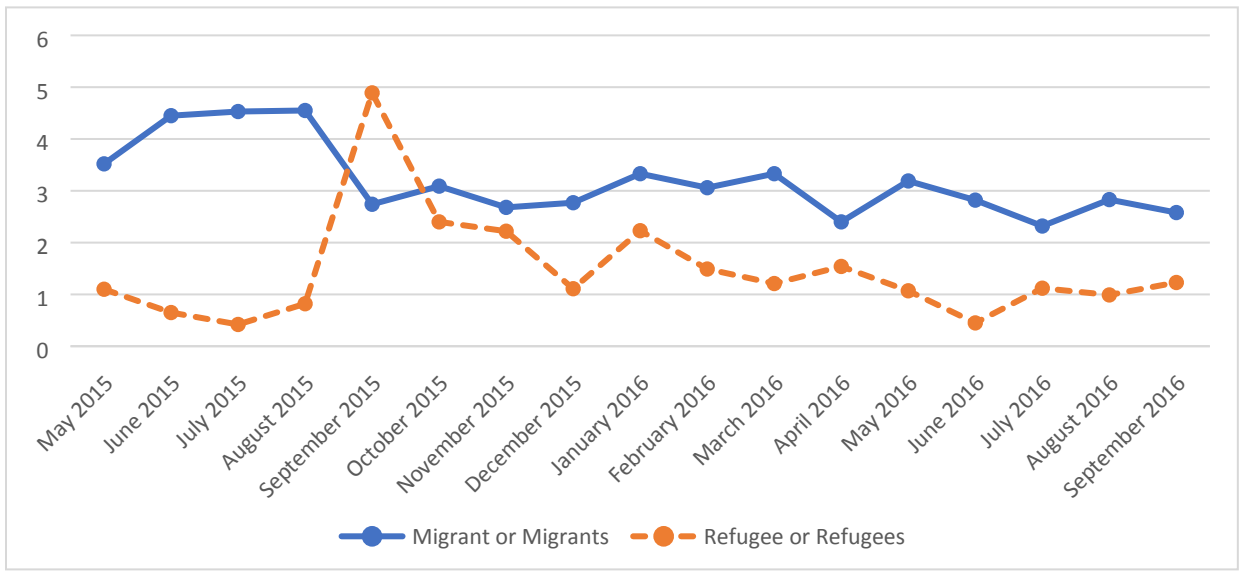


Figure 4. Average use per coded article of the terms “migrant(s)” and “refugee(s)” by newspapers to the ideological left each month.

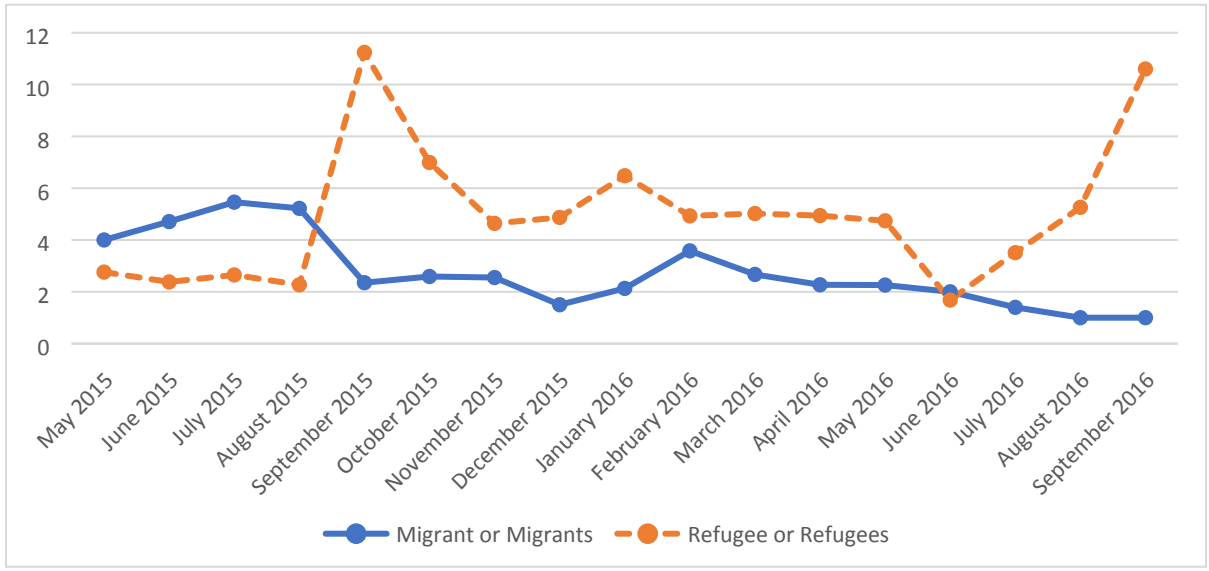


Figure 5. Proportion of articles in which different intensity levels of emotions constitutive of the migrant frame were present each month.

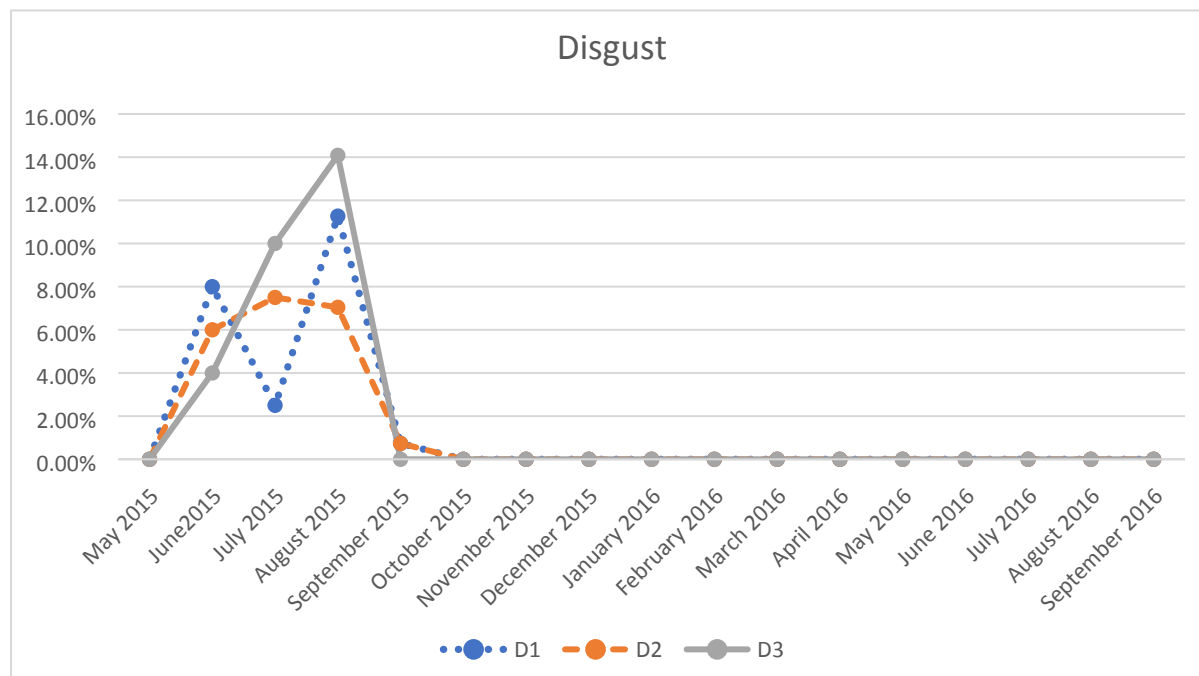
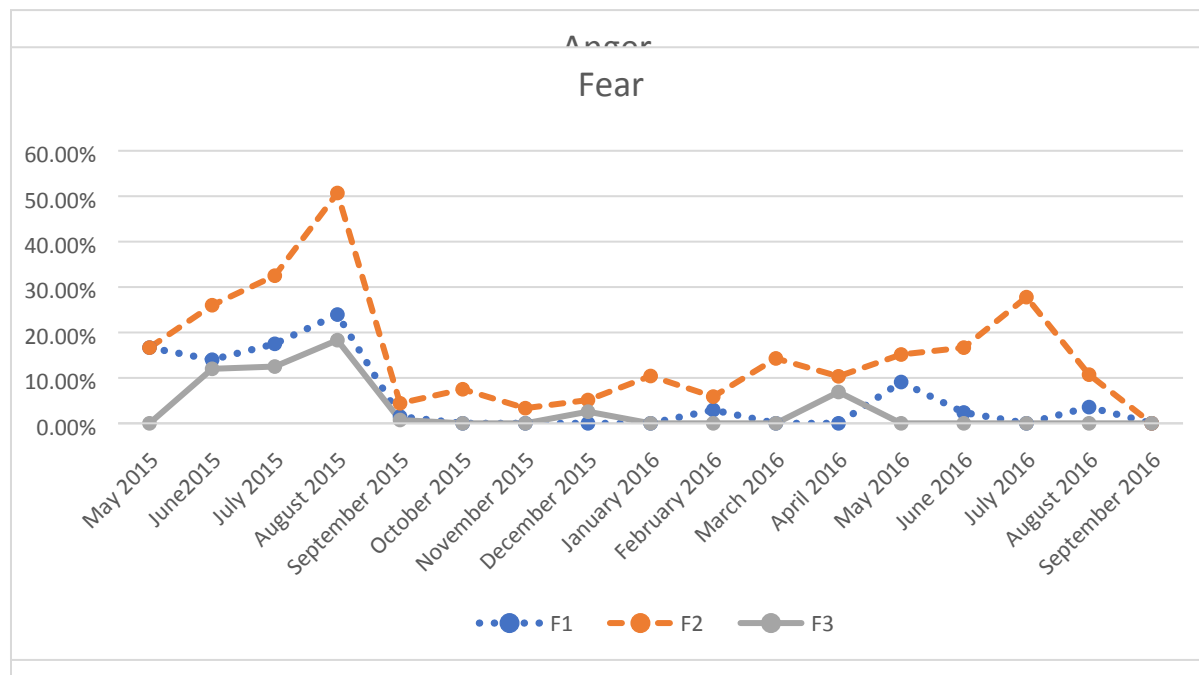
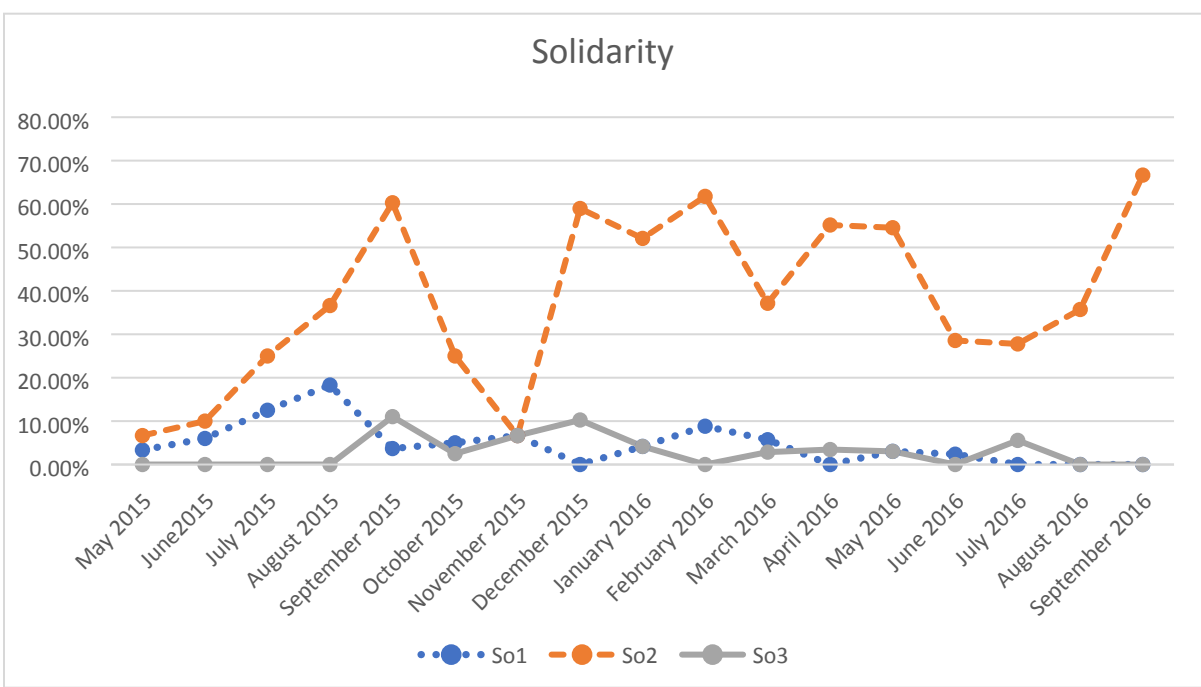
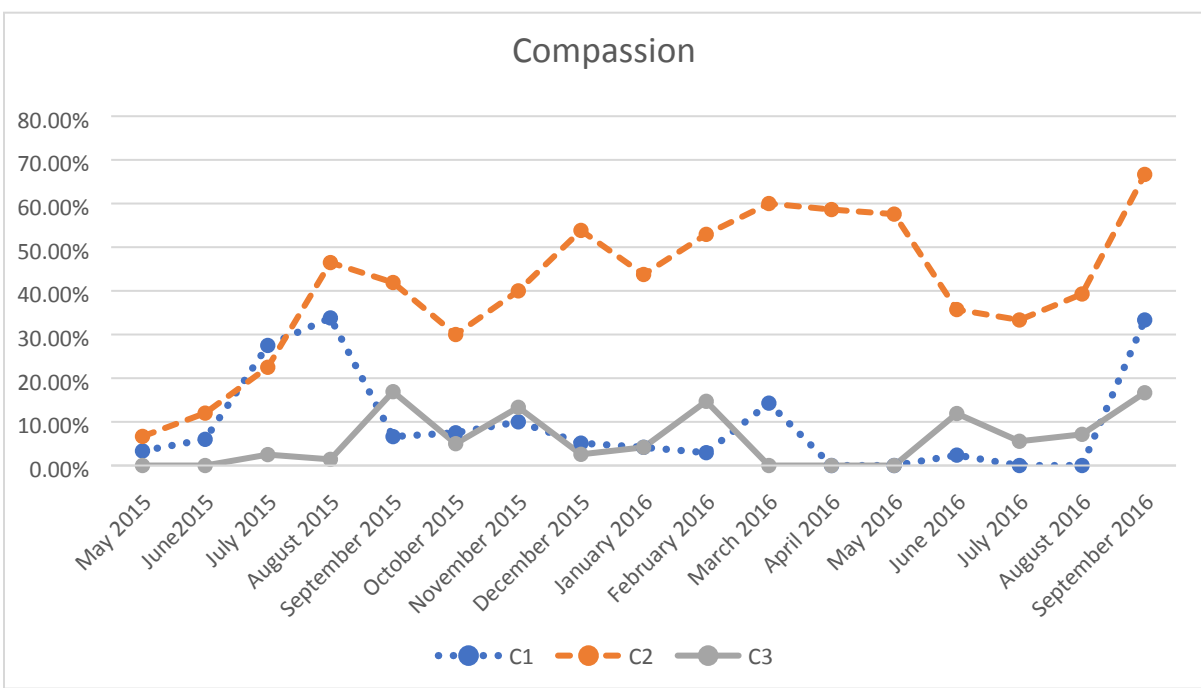


Figure 6. Proportion of articles in which different intensity levels of emotions constitutive of the refugee frame were present each month.



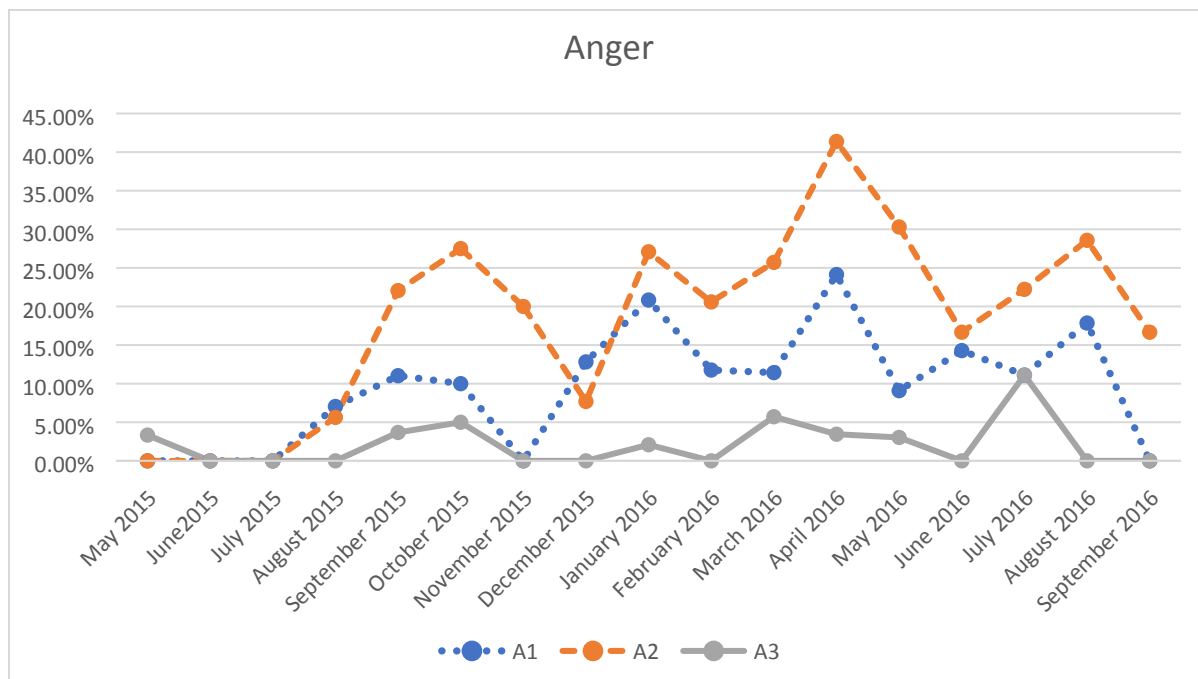
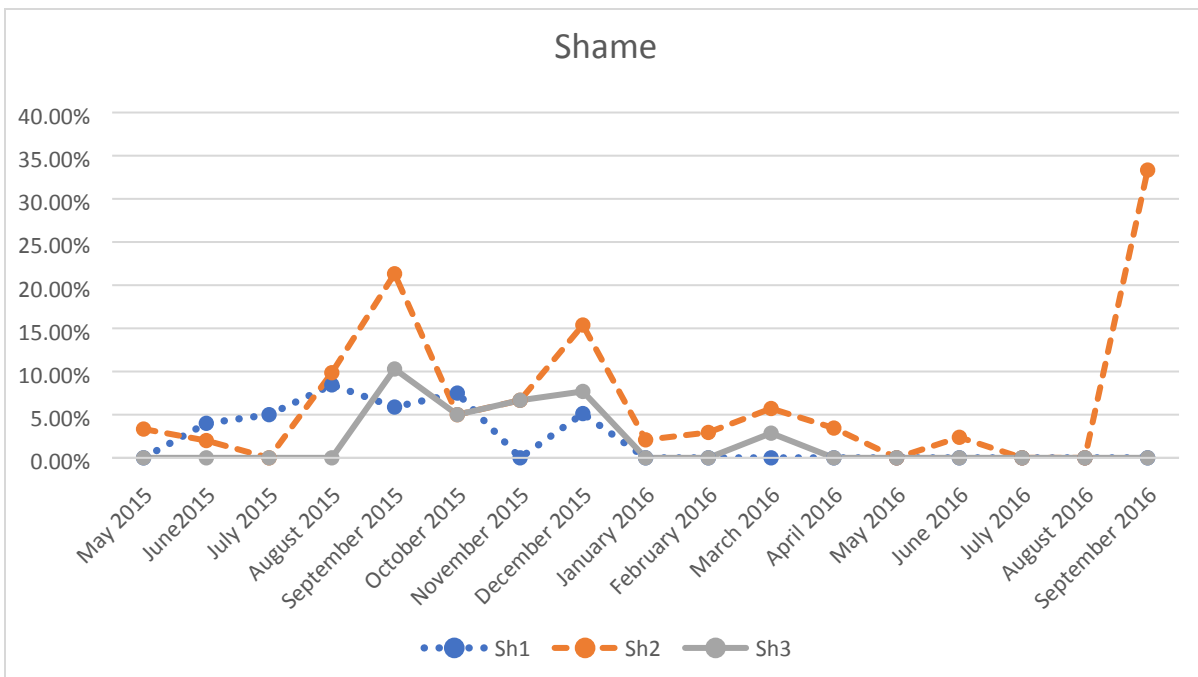
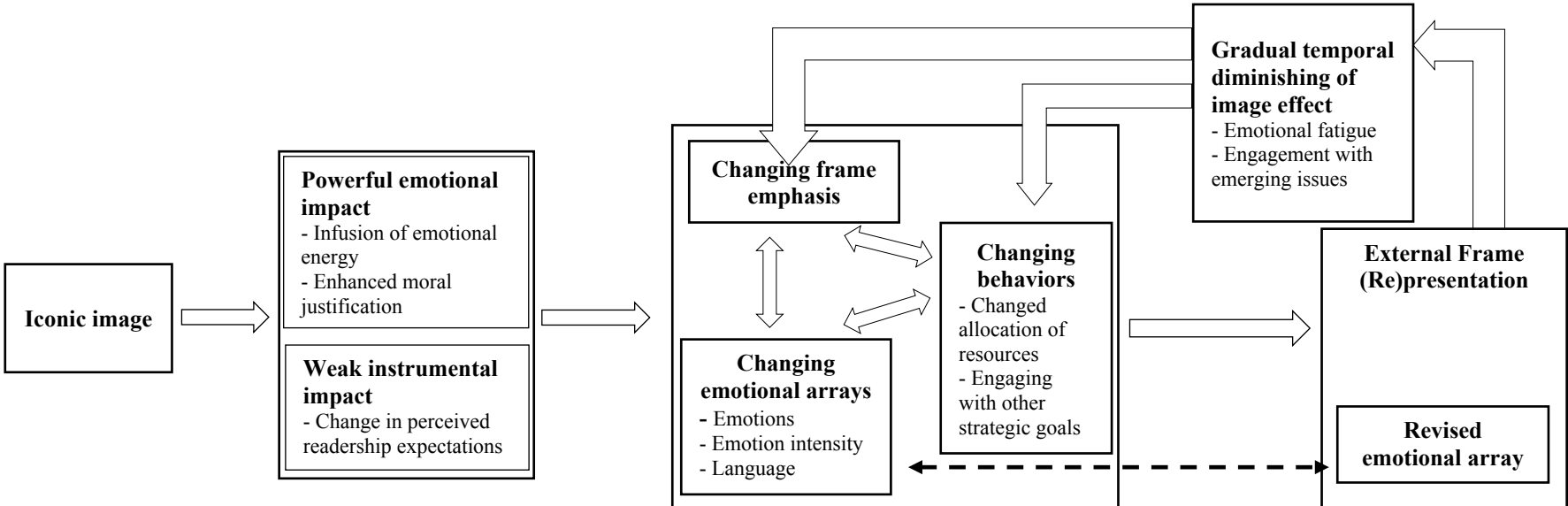
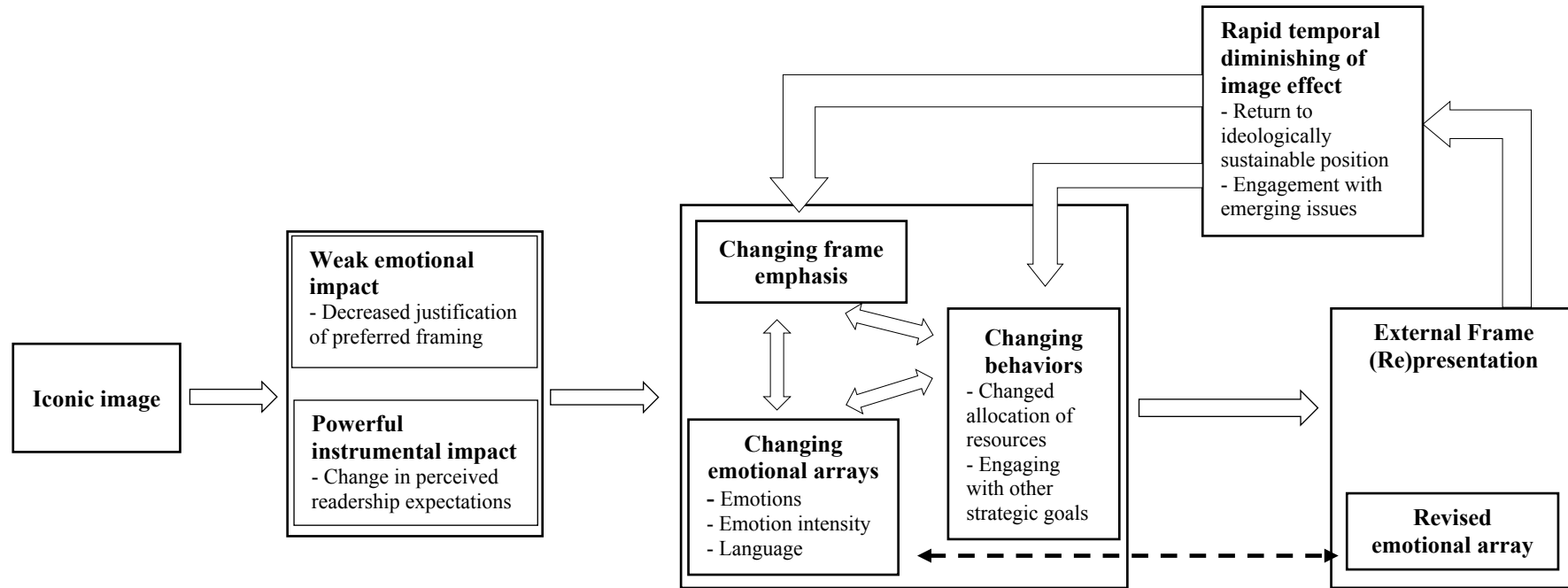


Figure 7. Mechanisms of framing change in organization with a receptive ideology.



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46

Figure 8. Mechanisms of framing change in organization with a non-receptive ideology.



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46

Table 1. Supporting data for emotions constitutive of the migrant frame**Anger***Anger 1*

Channel Tunnel to shut at night; Sudanese migrant arrested after walking almost 31 miles through tunnel from France to England. Others have walked through tunnel, say French police (*The Daily Telegraph*, August 7th, 2015).

The migrant crisis could push Britain out of Europe, as it makes voters think “get me out of here”, David Cameron has warned (*The Daily Telegraph*, December 10th, 2015).

Anger 2

Record numbers of migrants sought to sneak into the Eurotunnel site this summer to reach trains and lorries going through the Channel Tunnel. The break-ins have caused delays to thousands of Britons going to and from France (*The Daily Telegraph*, September 1st, 2015).

Every Syrian refugee who comes to Britain will cost taxpayers up to £24,000 a year, according to official figures which suggest the total bill is likely to rise to hundreds of millions of pounds. (*The Daily Telegraph*, October 20th, 2015).

Anger 3

Local services are said to have reached “breaking point”, as the number of asylum-seeking children in Kent county council's care rose from 368 in March to 629 at the end of last week (*The Daily Telegraph*, August 3rd, 2015).

The home secretary, Theresa May, is to deliver her toughest warning yet that the era of mass migration of the past decade is no longer sustainable and is threatening Britain's cohesion. She is to claim that mass migration leads to the undercutting of the wages of some low-paid workers and is forcing thousands of others out of work altogether (*The Guardian*, October 6th, 2015)

Fear*Fear 1*

Medical staff in Calais say they are struggling to cope with the number of seriously injured migrants, who are taking ever greater risks attempting to get to the UK (*The Guardian*, July 30th, 2015).

Arrivals of illegal immigrants by ferry double; Migrants now try to enter from Dunkirk (*The Daily Telegraph*, May 5th, 2016).

Fear 2

Hertfordshire police have questioned a Polish lorry driver after finding at least 18 migrants in the back of his vehicle amid warnings from the foreign secretary, Philip Hammond, that Europe cannot absorb “millions” of Africans (*The Guardian*, August 9th, 2015).

Fears over Libyan migrant route revival; Crackdown on the Greek border means more migrant boats from Libya, bringing terrorist danger (*The Daily Telegraph*, April 13th, 2016).

Fear 3

“When IS [Islamic State] say they will use this crisis to flood Europe with their own jihadists, I suspect we should believe them,” [UKIP leader Nigel Farage] said (*The Guardian*, July 16th, 2015).

[A British lorry driver said] “This will not end any time soon, it's like a war zone and needs the army in to help control it. I do not want to be using the Calais port when heading back into the UK.” (*The Guardian*, December 18th, 2015).

Disgust**Disgust 1**

Calais closed down as migrants swarm (*The Daily Telegraph*, June 24th, 2015).

We've been in this 'Jungle' before: now it's time for tough decisions (*The Daily Telegraph*, August 4th, 2015).

Disgust 2

In his speech, [UKIP leader Nigel] Farage intensified some of his previous warnings about immigration to the UK, saying Europe was facing an influx of “genuinely Old Testament, biblical proportions” (*The Guardian*, July 16th, 2015).

The EU is to grant France an extra (EURO)5 million (£3.65 million) to turn the sprawling tent city known as “The Jungle” into a “refugee camp” for migrants seeking to reach Britain illegally (*The Daily Telegraph*, September 1st, 2015).

Disgust 3

More of Britain's overseas aid budget should be used to discourage mass migration from Africa so that the UK does not have to “fish” refugees out of the Mediterranean, Michael Fallon, the defence secretary, has suggested. (*The Guardian*, June 21st, 2015).

David Cameron, who remains in Britain this week on the first stage of his summer holiday, has said that the government will leave no stone unturned as it responds to what he described as the “swarm of people” from Calais. A new fence to protect the entrance to the Channel tunnel on the French side will be completed on Friday (*The Guardian*, August 6th, 2015).

Table 2. Supporting data for emotions constitutive of the migrant frame**Compassion***Compassion 1*

Growing numbers of unaccompanied children and young people are living in...squalid conditions in a huge makeshift camp for migrants in Calais (*The Guardian*, July 15th, 2015).

[Scottish First Minister] Sturgeon said Scotland should follow the example of its patron saint, who she said was responsible for drawing attention to the existence of the loaves and fishes which fed the 5,000, especially at a time when “the world is touched by terror and people are fleeing their homeland in search of peace” (*The Daily Telegraph*, November 30th, 2015).

Compassion 2

More than 3,000 people - including children as young as 12 and 13 - who have fled war, poverty and oppression are living in a sprawling camp known locally as Jungle 2 (*The Guardian*, July 15th, 2015).

The pictures encapsulated the human cost of the crisis and prompted debate over whether Britain was accepting its “fair share” of refugees (*The Daily Telegraph*, Sept. 4th, 2015).

Compassion 3

My instinct when I see images of desperate people trying to make Britain their home is to greet them and try to make them feel welcome (*The Guardian*, July 2nd, 2015).

Few will have been left unmoved by the sight of the hundreds of thousands of refugees fleeing Syria's civil war crisis - the biggest humanitarian emergency in the world and the worst that Europe has faced since the Second World War (*The Daily Telegraph*, November 12th, 2015).

Solidarity*Solidarity 1*

Those heading for Britain are a minuscule proportion of the world's refugee population. Disproportionately, they tend to be educated; with a grasp of English that they believe will make it easier to settle down and get in work (*The Guardian*, August 7th, 2015).

The First Minister, who has chaired three meetings of the Scottish Government's resilience committee in the past three days, said: “Our response [to protests against refugees] must be one of defiance and solidarity not of fear and division” (*The Daily Telegraph*, November 18th, 2015).

Solidarity 2

Yvette Cooper, the shadow home secretary and Labour leadership candidate...said that Britain had a proud tradition of taking in refugees and that it was time to resurrect it (*The Guardian*, September 1st, 2015).

Britain has announced a further £5 million in emergency relief to help alleviate Europe's refugee crisis as the approach of winter brings further misery and danger to thousands trudging through the western Balkans (*The Daily Telegraph*, November 2nd, 2015).

Solidarity 3

The volunteers include doctors, teachers, social workers, psychotherapists, counsellors and community organisers, who can give practical help, including spare rooms in their homes, English tuition and help with resettlement (*The Guardian*, September 4th, 2015).

1
2
3 Senior politicians have joined thousands of people offering to house refugees in their own
4 homes, before an expected government decision to give refuge to around 10,000 fleeing the
5 war in Syria (*The Daily Telegraph*, September 7th, 2015).

7 **Anger**

8 *Anger 1*

9
10 Labour leadership candidate blasts dehumanising rhetoric used by foreign secretary Philip
11 Hammond as she seeks to implement 'proper humanitarian plan' (*The Guardian*, August 11th,
12 2015).

13
14 British councillors are to today visit the notorious "Jungle" in Calais for a crisis meeting on
15 its unaccompanied refugee children, as charities say numbers at the camp have doubled to
16 9,000 in recent months. The meeting comes as a camp census by NGOs found the migrant
17 population, who are mostly waiting for a chance to sneak into England on the back of a lorry,
18 had jumped by 29 percent in the last month alone (*The Daily Telegraph*, August 18th, 2016).

19 *Anger 2*

20
21 If you feel more emotion looking at a picture of queuing lorries than a picture of desperate
22 humans living in a lay-by, you need to check your bedtime routine for someone beating you
23 round the head with a meat tenderiser (*The Guardian*, August 6th, 2015).

24
25 It all seems so laughable now, doesn't it? All that fuss about the people forced to spend a
26 shocking five hours on a Eurostar train in sweltering carriages with no lights? The stories of
27 passengers terrified by the "migrants" climbing on the roof of the train, as if they were
28 zombies or vampires ready to suck the life out of everyone, rather than young men desperate
29 for a life that doesn't involve beheading and raping? (Please can we start calling the men at
30 Calais refugees, too?) (*The Daily Telegraph*, September 5th, 2015).

31 *Anger 3*

32
33 Reading of the horrendous suffering engendered by the refugee crisis, we wonder how,
34 exactly, does the callous indifference of the British government towards people fleeing
35 persecution and violence differ from that of the brutal people-traffickers exploiting their
36 plight? (*The Guardian*, September 3rd, 2015).

37
38 [Filippo Grandi, UN Refugees chief said] "50,000 refugees are now left stranded in Greece
39 living in dire conditions. We cannot respond to refugee crises by closing doors and building
40 fences." (*The Guardian*, March 30th, 2016).

41 **Shame**

42 *Shame 1*

43
44 Four million people have left their war-torn homeland - the UK has offered shelter to just
45 187, leaving more to risk their lives getting here on unsafe boats or smuggled in lorries (*The*
46 *Guardian*, July 3rd, 2015).

47
48 Germany has given more sanctuary to Syrians in a month than we have in a year (*The*
49 *Guardian*, September 1st, 2015).

50 *Shame 2*

51
52 The lifeless body of Aylan Kurdi has changed everything. How can we care about the
53 inconveniences that befall holiday-makers when three-year-olds are washing up on beaches?
54 (*The Daily Telegraph*, September 5th, 2015).

1
2
3 The father of Alan Kurdi, the young Syrian boy pictured washed up on a Turkish beach who
4 became a symbol of the refugee crisis, has accused the world of turning its back on Syria as
5 people continue to die (*The Daily Telegraph*, September 2nd, 2016).

6
7 *Shame 3*

8
9 The shadow home secretary, Yvette Cooper, stepped up her criticism of his refusal to accept
10 more than a few hundred refugees. “It is shameful, utterly shameful, that our prime minister
11 is just turning his back,” she said (*The Guardian*, September 3rd, 2015).

12
13 [Actor Juliet Stevenson said] “Many people feel ashamed to be in a country where we say
14 we will only take 20,000 people over five years... your house is being bombed this week, you
15 are living in a refugee camp where typhoid is rife - it is no good to say we will come back in
16 five years” (*The Guardian*, October 19th, 2015).

17
18
19
20
21
22
23
24
25 **Janina Klein** (j.klein@vu.nl) is an assistant professor of organizational change at Vrije
26 Universiteit Amsterdam, School of Business and Economics. She obtained her PhD from the
27 University of Edinburgh Business School. Her research examines organizational change in
28 the context of societal challenges with a focus on the role of emotions, organization design
29 and identity. She is passionate about conducting research that is meaningful for society and
30 practice, and the related questions of rigor–relevance and knowledge co-creation.

31
32
33 **John Amis** (john.amis@ed.ac.uk) is Professor of Strategic Management and Organisation
34 and Co-Director of the Centre for Strategic Leadership at the University of Edinburgh
35 Business School. He holds a PhD from the University of Alberta. An Associate Editor with
36 *Academy of Management Review*, his research interests center on issues of large-scale
37 organizational, institutional and societal change.
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60