Framing International Extension:
A Comprehensive Look at Frames Used in Communicating International Extension

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In 2002, the Cooperative State Research, Education, and Extension Service of the USDA joined with the Aspen Institute to support their Global Interdependence Initiative (GII) with the goal of engaging the American public more effectively on global issues. The FrameWorks Institute, commissioned by the Aspen Institute, conducted research on public, policymaker, and media opinions of global issues, and how that information is given and received. This research uses the idea of “frames” to look at these research questions.

The communications approach used by FrameWorks, strategic frame analysis, is based on analyzing and understanding public assumptions and worldviews. This approach looks at the language, visuals, and spokespersons used in communicating about a topic. Also, framing analysis looks at what information is included and excluded. The way information is framed is the way people come to understand that issue. FrameWorks’ research looked at the “frames” through which Americans think about international issues, how they categorize and organize their thoughts. Their research identified common frames used in communicating about international affairs. These frames are important because once the frame is determined the audience’s ability to understand information outside the frame is limited.

Purpose of Poster
The purpose of this poster is to introduce the concept of framing in international extension, and to lay the groundwork for future research collaboration to determine the influence of framing in international extension and how framing can be used to communicate a spirit of engagement, cooperation, and mutual respect with other countries to the general public.

Major Points
• What is Framing? An introduction to the concept of framing and how framing is used in international extension.
• Common frames, as identified by FrameWorks, used in communicating about international extension.
• Examples of framing in international extension.
• Plans for future research this area.

Conclusions
Frames identified by the FrameWorks Institute include Global Mayhem, Global Environment, Moral Norms, Self-Interest, Ruthless Competition, Security/Terrorism, Democracy, Teamwork/Partnership, Group Members, Teachers, Mentoring for Autonomy, and Neighbors.

Educational Importance
The frames used determine the boundaries within which extension audiences and the general public understand and perceive international extension. This poster will provide education on what frames are currently being used. Future research in this area will look at the effectiveness of these frames and how frames can be used to engage the attention of extension audiences and the general public to international extension.