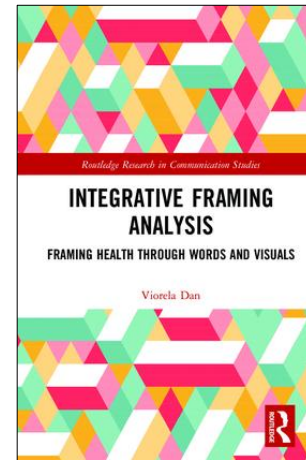


Viorela Dan, **Integrative Framing Analysis: Framing Health Through Words and Visuals**, 2017, New York, NY: Routledge, 170 pp., \$145.00 (hardcover), \$49.46 (ebook).

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Critiques of exclusively verbal research inquiries in media and communication studies are certainly not new. While scholars have not shied away from noting the importance of visual analysis, a significant stream of empirical inquiries is still based on verbal data, reducing the exclusion of visuals to a limitation and an opportunity for future study. Notably, this limitation is not just a product of research scope. The ability to collect and process large quantities of visual data has also contributed to the general acceptance of these limitations. However, new data collection capacities afforded through technological advancements have helped dissolve some of the barriers visual data collection creates, and researchers are capable of simultaneously analyzing visual/verbal data sets now more than ever before.



Visual communication scholars have long taken on the work of analyzing visual modality. Like their verbal counterparts, many scholars have separated visuals from bodies of text and verbal modes of communication, deciphering meaning from only the visual messages. Again, the obvious limitation of exclusive approaches is the absence of the other mode of communication in the analyses and interpretations. These limitations can divide a field, and in many ways, they already have. Ultimately, for researchers to understand the true complexity of media in today's society, we have to study verbal and visual modes together. The digital context magnifies the need for systematic methodological approaches that allow for the simultaneous considerations of visual and verbal modalities.

This context is precisely why Viorela Dan's book, **Integrative Framing Analysis: Framing Health Through Words and Visuals**, fills such an important gap in the literature. The book serves primarily as a much-needed methodological guide for scholars to pursue the goal of quantitative verbal-visual content analysis. Dan's book begins with an introduction of her line of inquiry and sheds light on the history of text-only and image-only methodological justifications in framing research. Because text-based inquiries are still more common than visual-based inquiries, Dan reviews a line of research that shows visuals are powerful indicators of message attention, memory recall, and behavioral intention (chapter 2). Chapter 3 positions the call to study verbal and visual communication within the framing program, paying special attention to the different kinds of frame measurements in verbal and visual modes. Dan offers six approaches for verbal framing analysis and five for visual framing analysis, and she includes the strengths and weaknesses of each approach. Following, chapter 4 gives a brief but comprehensive explanation for frame development and the positionalities of framing research. This review gives a much-needed update on the essential readings and more recent work about visual, verbal, and integrated framing. Both chapters 3 and 4 would be extremely useful foundational reading for a graduate student seminar or a researcher interested in framing analysis.

The true goal of Dan's literature review is to argue for the integrated analysis—one that considers the nuance of both modalities including contextual and technical structure. However, Dan says that approaches that merely adapt "methods of the analysis of words to that of visuals is not a viable solution" (p. 25). Dan outlines two approaches to integrative framing analyses offered in the existing literature, ultimately concluding that without methodological guidance, integrative analysis will continue to be inaccurately simplified or avoided altogether.

Chapter 5 outlines the very meticulous process of Dan's integrative methodological approach and procedures. The procedure first separates visual and verbal protocol during the data collection stage and includes considerations for variable congruency that might allow data to be considered together during later analysis. Dan argues the approach is critical so that researchers do more than "simply cast the verbal research instrument into a visual mold, forcing visual meaning into the categories derived verbally" (p. 46). Because of this, she argues that building the research instrument is the most challenging part of the methodological process, which is qualified by the discussion of the conceptual and methodological fragmentation in framing research in the prior chapters. Once visual and verbal data sets are collected, comparisons of visual and verbal modes are possible. Dan also recommends that researchers look for frame congruency in visual and verbal modes and provides a formula to achieve a congruency analysis. Importantly, this chapter provides scrupulous details about study preparation, data collection, and data analysis that act as step-by-step guidelines needed to systematically develop integrative analyses in the context of framing and beyond.

A discussion about the methodological procedure's complication of intercoder reliability would have been a welcomed addition to this chapter. Dan's proposed approach doubles the scope and size of the codebook (the verbal and visual codebook built for her application study sums 50 variables). Using two sets of trained coders, Dan reports incredible reliability scores in her applied analysis. However, the methodological expectations of quantitative coding have notably evolved in the information age. Digital affordances and media diversity have allowed researchers to identify larger populations. As such, sample sizes have increased, making inter- and intracoder reliability scores more difficult to achieve and maintain with human coders. How can this be reconciled alongside the expanded coding procedures? Ultimately, for scholars interested in pursuing this methodological approach (especially for researchers interested in variables that have latent properties), a careful examination of the feasibility of achieving reliability should be considered.

In the final chapters of the book, Dan applies her proposed methodological procedure, examining how communication professionals and news organizations frame people living with HIV/AIDS. The results highlight the differences between visual and verbal modes and indicate that visual/verbal congruency is significantly higher in public service announcements. She speculates these congruency differences are likely a product of communication production norms and routines, an area for future study. In fact, many of Dan's findings lead her to suggest paths for integrating data with other methodological approaches such as experimental designs for framing effects questions, and interview and survey work for questions about production norms. These suggestions are valid and important. However, Dan's paths for future study speak to the problem of content analysis studies that do not engage in data linkage through different domains of the communication process (e.g., producer → message → decoder). In fact, many of the areas for future

study that Dan suggests are supportive of Neuendorf's (2017) recommendation that content analysis data should accompany extramessage data. For content analysis in media studies, Neuendorf argues "all attempts at collating content analysis data and extramessage [*sic*] data are improvements over simple message description and unwarranted inference to source and receiver" (p. 52). Though Dan makes many logical and theoretical linkages, there is much more room for debate about the benefits of Dan's integrative framing analysis alongside the integrative models for which Neuendorf advocates.

Nonetheless, there is much to appreciate about *Integrative Framing Analysis*, especially the level of craft, transparency, and detail Dan gives in each chapter. Overall, Dan provides a pristine methodological map for scholars to follow. Her transparency throughout the book leaves very few questions about her consideration of different perspectives, the validation of her final decisions, and the organization of the two-step coding procedure. This book should be particularly useful for researchers interested in the construction of more comprehensive and programmatic research designs that are inclusive of visual and verbal modalities.

Reference

Neuendorf, K. A. (2017). *The content analysis guidebook*. Thousand Oaks, CA: SAGE Publications.