

LabView: Analyzing Media Frames of News Reports on the DOST- PCIEERD Institution Development Program

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Republic of the Philippines

DEPARTMENT OF SCIENCE AND TECHNOLOGY

PHILIPPINE COUNCIL FOR INDUSTRY, ENERGY AND
EMERGING TECHNOLOGY RESEARCH AND DEVELOPMENT

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BAGONG PILIPINAS

Who is DOST-PCIEERD?



The **Philippine Council for Industry, Energy, and Emerging Technology Research and Development** (PCIEERD) is one of the three sectoral planning councils of the Department of Science and Technology (DOST).

Our Mandate



Support for Research and Development



Human Resource and Institution Development



S&T Information Dissemination and Promotion



Support for Technology Transfer and Commercialization



Policy Development and Advocacy

R&D Priorities

ENERGY



Energy Efficiency



Transportation



Electronic & Semiconductor Industries



Mining & Minerals



Metals & Engineering



Food Processing



Process

INDUSTRY

EMERGING TECHNOLOGIES



Materials Science/
Nanotechnology



Genomics/
Biotechnology



Information & Communications
Technology



Space
Technology
Application



Photonics



Artificial
Intelligence



Data
Science

SPECIAL CONCERNS



Climate
Change
Adaptation



Disaster Risk
Reduction &
Management



Environment



Human Security



Creative
Industries



Science
Communication



Policy

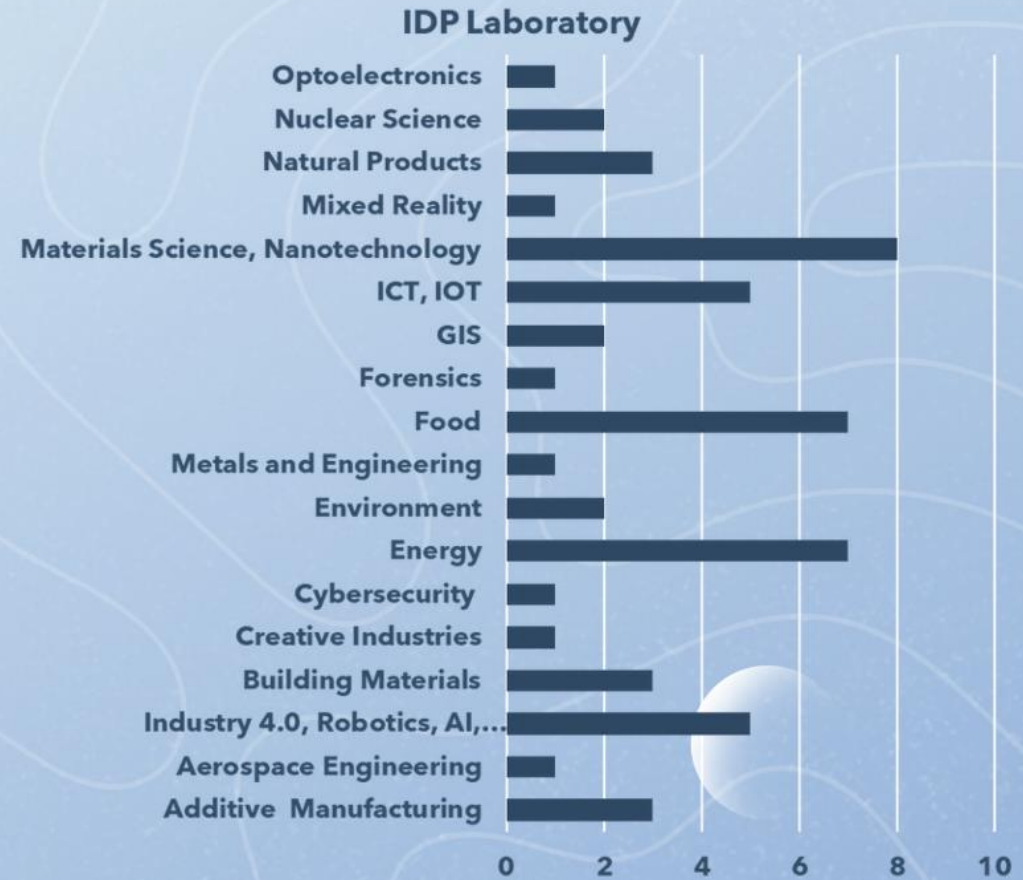


56 IDP LABORATORIES (AS OF 2024)

LABORATORY SUPPORTED PER REGION



LABORATORY SUPPORTED PER AREA OF SPECIALIZATION



PCIEERD IDP in the Media Analysis

Total Media Values	Average Reach
P2, 648, 399.934 (USD 44, 925.34)	200, 000

Table 1. Frames in policy debates [Nisbet, 2009].

<i>Progress</i>	science topics are presented as an improvement of the quality of life or a solution to a problem, as social and scientific progress.
<i>Economic development / competitiveness</i>	Science topics are presented as economic investments, market benefits or risks, and as local, national or global competitiveness.
<i>Morality / Ethics</i>	science topics are presented in terms of right or wrong, respecting or crossing ethical limits.
<i>Scientific / technical uncertainty</i>	science contents are presented as a matter of expert understanding, as what is known versus unknown, invoking or undermining expert consensus, through scientific evaluation
<i>Pandora's Box / Frankenstein's Monster / runaway science</i>	science topics are presented as a call for precaution in face of a possible impact, out-of-control activities, the works of Frankenstein, or as fatalism.
<i>Public accountability</i>	research in the public good or serving private interests
<i>Conflict / strategy</i>	science topics are treated as games among elites, battles of personalities or groups.
<i>Middle way / alternative paths</i>	science topics are presented as finding a compromise between conflicting, polarized views.

Source: Nisbet [2009].

Frame	Frequency	Percentage
Public Accountability	13	40.625%
Progress	19	59.375%
Total	32	100%

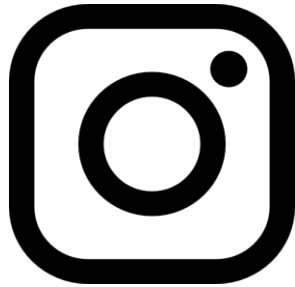


Ways Forward

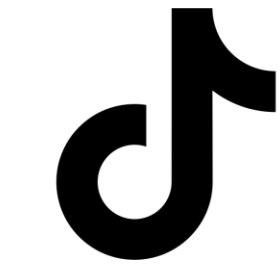
- Re-examine media framing of press releases
- Tailor-fit press releases to make it adhere to editorial taste of news organizations
- Explore collaboration with news organization in doing science communication



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