1. Objective and Research Question

- Chiropractic has professional tensions with other medical disciplines.
- This may set up a biased globalized media framing of information about such issues as the relation between chiropractic treatment and stroke.
- So, how do saliences of online media frames affect Google PageRank in the context of this relation?

2. Theory and Operationalization

- “Framing essentially involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text” (Entman, 1993, italics in original).
- A frame is a central organizing word, phrase, image, symbol, etc. (Gamson, 2001).
- Frames = Keywords (chiropract and stroke, transient ischemic attack, torn artery, etc.)

3. Design and Method

- We built a research design of quantitative content analysis of online media coverage of chiropractic throughout the year 2015, from January 1 to December 31, using Google news search results.
- Sample size was the entire population for 2015 at 146 online media texts.
- Saliences of frames were measured as frequencies and placements of keywords.

4. Result and Conclusion

- Tagging links and headlines of online media texts with specific keywords (i.e., frames) offer these keywords high relative placement in the texts, associating them with a higher Google PageRank in the context of this relation.
- Saliences of certain frames reveal underlying online media bias toward chiropractic, and this bias slips to the way Google PageRank associates chiropractic treatment with stroke.

5. Descriptive Statistics and Correlations

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<tr>
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<th>Keywords in Links</th>
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<th>PageRank of Texts</th>
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<tr>
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6. Keywords in Links and Headlines

7. PageRank of Texts

8. References