

Although science-based and science-denier blogs may draw on similar examples, they frame their claims differently. For example, scientific blogs provide context and associated evidence, whereas denier blogs often remove context or misinterpret examples. Frame analysis reveals how communicators present messages to audiences with the intention of influencing how the content is ultimately interpreted. Although frame analysis sometimes focuses on the dynamic process through which ideas are developed, the examination of blogs requires a focus on the written communication strategies used. Most importantly, any topic can be framed in exactly the way a communicator desires if it is not presented objectively, honestly, and with context. The same frame can be presented in both negative and positive ways, depending on the types of evidence and claims that a writer or speaker makes.