Newspaper Frames of Plane Crashes and Travel Decision of Experienced and Prospective Air Travelers

Ugbor, Ikechukwu Peter
Department of Mass Communication, University of Nigeria Nsukka
Correspondence to ike.ugbor@unn.edu.ng

Abstract
Journalism and the transportation sector have a close relationship. We explored this relationship with particular attention to how newspapers frame plane crashes and the impact of such frames on the travel decision of experienced and prospective air travelers through the airways. We combined content analysis and a pre-test/post-test experimental design to implement the study. We focused on four different plane crashes namely October 22, 2005 Bellview plane crash, December 10 Sosoliso plane crash, June 3, 2012 Dana plane and the March 10, 2019 Ethiopian plane crash. We found that newspaper mainly use the horror frame in reporting plane crashes. However, the frame changed to sympathy frame in the last four days of the seven days of the plane crashes studied. We also found that newspaper frames significantly influence the travel decision of prospective air travelers but not their experienced counterparts. The implications of these results on social responsibility and framing theories have been explored.
Keywords: experienced, newspaper, frames, plane crash, prospective, travel decision.

Introduction

Journalism practice is regarded as one of the professions that strive to make the society a better place. This partly explains why journalism has a relationship with almost every other spheres of the society. The role of journalism and by extension, journalists in ensuring the betterment of the society is well articulated by the social responsibility theory (See McQuail, 2005, Asemah, 2011). The theory, which is an outcome of a commission of communication gurus known as the Hutchins Commission of inquiry of 1947, points out the key journalistic standards that the press should seek to maintain. Critical to this postulation is the need to report issues using a solution-based approach rather than creating more problems through journalistic reports. One of such sensitive that journalists should report with caution is plane crashes.

When a plane crashes, the news spreads across the length and breadth of the entire planet. Even when a plane does an emergency landing, it makes headlines in the in the news. Primo and Cobb (2016) hold the view that regardless of the fact concerning the safety of air travel, each time a plane crash takes place, it make huge news in the media, especially about the casualty figures. Van der Meer, Kroon, Verhoeven and Jonkman, (2019) aver that the exact number of casualties of plane crashes are not important when discussing how the public reacts to media reports on plane crashes. That is to say that the reaction that the general public may have concerning plane crashes may not be dependent on the number of casualties as reported in the media, for as long as a plane crashes and the media report casualties, the public will be bothered. Meer et al add that journalists trigger fear through their reports, the patronage that airline received may

be significantly associated with media reports. Each time plane crash occurs, attention shifts to airline safety, news stories of the impact of the crashes becomes the major issues of discussion and interpretation of the event based on the perceived understanding of the public; generating influence of behavior which tend to determine their choice of travel modes.

The type of frames that newspapers used to frame such crashes is important because it is likely to influence the thinking of the general public. Evidence in literature (Chong & Druckman, 2007; Lee, McLeod, & Shah, 2008) point to the fact media frames are associated with public opinion. What this means is that media frames of plane crashes is likely to have effect on the general public.

Framing is a critical mechanism which journalists deploy in their journalistic practice to highlight important aspects of a story. It is an approach which journalists use to draw the attention of media consumers to certain aspects of a story. Scholars (Gever, 2018; Druckman, 2007) are of the view that framing is a strategy which journalists use to project some aspects of an issue. This is articulated by the framing theory (see Entman, 1993, 2007). Through the instrumentality of framing, two media houses could report the same issue but the public will understand it differently. Such a difference in understanding may also affect the decision of those exposed to such stories. Through the act of framing, the media may come up with frames. Such frames are the central messages that journalists report about an issue. For example, when newspapers frame plane crashes, there may be frames such as fear frames, safety frames, poor maintenance frames, among others.

Newspaper frames of plane crashes and the travel decision of experience and prospective air travelers is worth investigating because of three broad reasons. First, literature focusing on the issue largely paid attention to newspaper framing of plane crashes without examining how such stories impact on the travel decision of both experience and prospective air travelers. This gap in literature has denied readers knowledge of how both experience travelers and prospective one may differ on the type of influence that media frames have on them. Therefore, this study filled an important gap in literature. In the second place, comparing both experience and prospective air travelers is important because such information could be useful to aviation officials and airline operators in their bid to convince air travelers on the safety measures that they take to guarantee a safe trip through the airways. Theoretically, a study of the association between newspaper frames and air travel decision could provide empirical evidence for understanding framing theory as well as the social responsibility theory.

Objectives of the Study

The general objective of this study was to ascertain newspaper frames of plane crashes and how such frames influence the travel decision of both experienced and prospective air travelers.

Research Questions

Based on the objective of the study, the researcher sought answers to the following questions:
1. What are the sources of newspaper stories in plane crashes in Nigeria?
2. What frames do newspapers use to report plane crashes in Nigeria?

3. What is the relationship between such frames and the travel decision of experienced and prospective air travelers?

Research Hypotheses
Based on the objective of the study and the researcher questions raised, the researchers postulated the following hypotheses:

H1: There is an association between story source and newspaper frames of plane crashes in Nigeria.
H2: Time significantly changes the newspaper frames used in reporting plane crashes in Nigeria.
Ho3: There is a significant relationship between newspaper frames and the travel decision of experienced and prospective air travelers.

Significance of the Study to Media and Journalism Field
A study of newspaper framing of plane crashes and how such frames influence travel behaviour is essential in the field of media and journalism in three broad ways. First, such a study will highlight the contribution of the media in the aviation sector. This is important because of the critical role that aviation sector plays in the economy of nations. Conversely, the more people fly, the more money airline operators make and the likely the possibility that they will pay staff salaries as well as pay their taxes. Therefore, framing of plane crashes is essential for understanding the role of the media in influencing air travel. Secondly, such a study is important because is important because it will be relevant for assessing how the media play their social responsibility to the society through the instrument of framing. This is particularly so because the media have a responsibility to support the aviation industry and not to bring it down. Finally, media framing of plane crashes and how this influence travel decision is relevant for enriching literature on media effect.

Overview of Plane Crashes
Plane crashes take place all over the world. The incidence is not peculiar to any country or even journey distance. That is to say that both domestic and international air travel are susceptible to crashes. For example, on October 22, 2005, a Bellview Airlines Flight 210 with 111 passengers and 6 crew members on board was scheduled as domestic passenger flight to Nnamdi Azikiwe International Airport in Abuja from the Murtala Muhammed International Airport in Lagos. The flight departed Lagos at night 20:35 local time but could not make a successful landing. It crashed at Lisa Village, Ogun State with no survival. The plane itself was completely destroyed. The crash made news in major local and even international media.

In less than three months of the same year, another plane crash took place. It happened on December 10, when Sosoliso Airlines Flight 1145, a scheduled domestic passenger flight, left for Port Harcourt International Airport from the Nnamdi Azikiwe International Airport, The flight had on board 103 passengers and 7 crew members. Unfortunately, it crashed before landing, leading to the death of 108 people, with 7 injured and only two survivals.

Barely a year after the two incidence explained above, another plane crash took place. This was on Sunday, October 29, 2006. It was a domestic flight involving Aviation

Development Company Airlines 53 which took off to Sokoto with 100 passengers and five crew members on board from Nnamdi Azikiwe International Airport in Abuja. The plane crashed with 96 fatalities. All these domestic plane crashes are often reported in the media using different frames. Media consumers also get exposed to such media reports.

Apart from domestic plane crashes, international flights have also crashed with many casualties recorded. Such crashes have also been reported in the media in Nigeria. In some of the   instances, Nigerians were not necessarily part of those on board but Nigerian journalists   reported it to draw the attention of the public to the happenings in the aviation sector.

For example, on July 24, 2014, a scheduled international passenger flight, Air Algerie Flight 5017 departed Ouagadougou, Burkina Faso to Algiers, Algeria with 110 passengers and six crew members on board. The plane crashed and all the people on board lost their lives. Also on March 24, 2015, a scheduled international passenger flight, Germanwings Flight 9525 took off from Barcelona-El Prat Airport in Spain to Dusseldorf Airport in Germany with 144 passengers and six crew members. The plane crashed and all the people on board lost their lives. On March 10, 2019, an international passenger flight, Ethiopian   Airlines   Flight   302 departed from   Addis   Ababa   Bole   International Airport in Ethiopia to Jomo Kenyatta International Airport in Nairobi, Kenya with 149 passengers and 8 crew members on board. The plane crashed barely few minutes after departure and all the people on board died.

Also on June 3, 2012, a scheduled domestic commercial passenger flight, Dana Air Flight 992 took off for Lagos Airport to Nnamdi Azikiwe International Airport in Abuja with 147 passengers and 6 crew members on board. The plane crashed before landing and all the people are board died.

The manner in which journalists report these plane crashes is important because it their report may have impact on the aviation sector. This may eventually have a negative economic consequence. This is because the aviation sector contributes largely to the Gross Domestic products of countries with huge economic impact. For example, according Aviation Benefits (2017) the aviation sector creates 62.7 million jobs, contributes 3.5% to global GDP with 2.7 trillion economic impacts.   Also, travel through the airways is important and even inevitable for long distances. For example a person travelling from United States of America to the Federal Republic of Nigeria does not have an option of road transportation. He or she may be limited to only air transportation. So also is a travelling from Ghana to Canada, he or she must use air travel. For such distance journeys, air travel is compulsory and not optional. This is means that interactions among world leaders, business tycoons, sportswomen and men and other persons across the world can only be possible through the airways. For this reason and many more, the relationship between journalism practice and the aviation sector has implications on the global community and global economy. Journalists themselves need air travel to transport to other countries and report foreign news. They are also often times part of the entourage of chief executives or   religious missions such as holy pilgrimages. Again, this points to the fact that journalism practice and aviation sector, and indeed transportation have a very close relationship.

At the domestic level, air travel may also be needed to make journeys fast. For example a road trip from Enugu State to Lagos by road lasts for hours. But by air is just 55

minutes. This means that travelling by air may save valuable time. Such time could be invested in doing business with a corresponding impact on the economy. In addition, long distance road travel may put too much pressure on the travellers, thus making them stressed out.

Experienced Vs Prospective Air Travelers
Although air travelers can be classified using different criteria, the use of experienced vs. prospective air travelers best categorized those who travel through the air ways. This categorization is done based on the experience of people with air transportation. To start with, everybody is a prospective air traveler. It could be domestic air travel or air international travel. However, there are people who have had one reason or the other to travel through the air. There are others who have not traveled through the air at all. In this study, those who have traveled through the air for least once either domestic or international travel were classified as experienced air travelers. Those who have not traveled through the air at all for even once were classified as prospective air travelers. They are prospective air travelers because for as long as they are alive, they are likely to travel through the air.

Scholars (Gentile, Spiller, & Noci, 2007; Johnston & Kong, 2011; Meyer & Schwager, 2007; Schmitt, 1999, 2003) regard experience as the meaning that individuals attach to cognitions which they are exposed to. It is also argued that experience is depended on the perception of persons (Cutler & Carmichael, 2010; Dube & Helkkula, 2015; Cutler & Carmichael, 2010; Volo, 2009). Experience has been examined within the context of air travelers but not for the purposes of classifying them. Caves and Pickard (2001) are usually regarded as among the early scholars to examine experience within the context of air travel. The researchers examined the navigation of experience in airport terminals from the perspective of the comfort and relation that airport terminals provide for air travelers. Harrison, Popovic and Kraal, (2015) examined the experience of air travelers and suggested that passengers should be categorized based time and engagement. Their categorized was mainly based on the experience of air travelers. That is the time they arrive the airport as well as their level of engagement with the airport. Although these explanations of experience do not necessarily address the categorization of air travelers based on experienced and prospective air travelers, they offer insight into the role that experience play in air travel. That is, it highlights the importance of experience in air travel.

Prospective air travelers typically will like to research before making a decision on their air travel. They usually will need information regarding the airline to use. Wilfing (2012) calls them potential air travelers. The researcher carried out a study to examine how prospective air travelers get information about airlines operators. The result of the study revealed that prospective air travelers make conscious efforts to source for information about airlines. They even search the Internet with a view to getting information about airlines before making a decision about their travel plans. It should be noted that Wilfing did not specify if the potential air travelers did not have previous air travel experience. Nonetheless, the study offers insight into the efforts that prospective

air travelers make in getting information about airlines before finally deciding on if to fly or not.

In contemporary journalism practice where almost all journalism contents are permanently available online, negative media frames of plane crashes will readily be available for prospective air travelers to access. Their access to such media contents may have an influence on their travel decision.

Journalism Practice and Framing of Disaster
One of the areas that journalism practice covers is reporting disaster and other unforeseen circumstances. Disasters describe a serious traumatic incidence that is collectively experienced. Such an experience is usually sudden from the beginning. Disasters can be natural such as floods, earthquakes or attributed to man such as plane crashes (Norris, Friedma, Watson Byrne, Diaz & Kaniasty, 2002). Disasters have serious traumatic impact on those who experience it directly or indirectly. Such negative impact may be both short term and long term. Evidence in literature (Rubonis, & Bickman, 1991; Dew & Bromet 1993) point to the fact that disasters have traumatic effects on victims. This goes to show that media frames of disaster could also have a traumatic effect on media consumers. That is to say that when people are exposed to media contents on disaster, it is likely to have an effect on them. This assumption is supported by evidence in literature as scholars (Ahern, Galea, Resnick, Kilpatrick. Bucuvalas, Gold, Vlahov. 2002; Silver, Holman & McIntosh, 2002 ;) report that when TV viewers are exposed to media contents on disaster, it will have a traumatic effect on them.

Going by the nature of their work, journalists are expected to report disaster in a manner that does not worsen the situation, instead help in addressing it. Therefore, the frames to be used in reporting disaster must be such that do not aggravate the situation. Media frames of disaster are particularly important because when a disaster occurs, people typically try to make meaning of the situation. They attempt to understand the cause, solutions as well as other issues related to the disaster. People are also interested in how to avoid future occurrence. Entman (1993) corroborates that the overall aim of media framing of disaster is to highlight the issue, define the problem properly, interpret it as well as make suggestions. Suffice it to say that journalism practice places the responsibility of agenda setting into the hands of journalists, it follows that journalists are equally in a position to set frames (see Dearing, Rogers, 1996, Murdock, Petts Horlick-Jones, 2003). In the process of reporting disaster, journalists make use of different narrative approaches which sometimes made up of images and metaphors. Rodriguez Diaz, Aguirre (2004) aver that media reports can be presented using a balanced frame in which case stories about disaster reported in proper perspective.

One of the important considerations in the study of media frame is the source. The source is important because journalism journalists depend on sources to report. By the nature of journalism profession, journalists have to cite sources in their stories. Journalists get information from sources which they acknowledge in their reports. Gever (2018) point out the importance of the source in framing notes that the source is the frame. Author also reported that a significant association exists between the source of

stories and the frames adopted. See also Carragee and Roefs (2004), Gever, Ukonu and Oyeoku (2019), Kee, Ibrahim, Ahmad and Khiang, (2012).

Media frames of plane crashes have received attention in literature. Although it is not significant when compared to the magnitude of impact that media frames of plane crashes may have on the economy and the general public. Yan and Yeojin (2015) did a comparative study of newspaper frame of the Asiana crash in the USA, Korea, and China. The researchers reported that newspapers from both countries differed in their frames used in reporting the crash. In particular, the researchers reported that even though the responsibility frame was mostly used among the newspapers studied, the attribution of responsibility differed. While the newspapers from United States attributed the crash to errors from the Pilot, Korean newspapers attributed the cause of the frame as open to may explanations. Kim and Lee (2003) also found a difference in the framing of August 6, 1997 crash of Korean Air Flight 801 which took place in Guam, United States of America. Bier Park and Palenchar, (2017) examined newspaper frames in reporting the disappearance of flight MH370 and reported that attribution of responsibility was the dominant frame used across the newspapers studied.

From the studies on media framing of plane crashes reviewed so far, it is evident that results of most studies point to the fact that the responsibility frame was most used by journalists in reporting plane crashes. While such information is important, researchers are yet to focus on other frames beyond the most used (responsibility, human interest, conflict, morality, economic).Also, studies are yet to significantly examine how media frames influence the travel decision of experienced and prospective air travelers.

Theoretical framework

The researchers made use of two complementary theories in this study. They are social responsibility and framing theories. The social responsibility theory is attributed to the efforts of a communication commission called the Hutchins Commission of inquiry of 1947. The commission resulted to the idea of a responsible journalism practice by suggesting the fundamental standards that journalism practice should strictly observe. It suggests that freedom comes with a corresponding responsibility, hence the need for media practitioners to conduct themselves professionally else, they will be forced to do so (See McQuail, 2005). Professional conduct here includes how the media frame issues. In the process of practicing journalism, media practitioners are expected to frame disaster using frames that contribute in addressing the problem and not causing more problems. Within the context of media frames of plane crashes, journalists in their practice have a responsibility to frame plane crashes such that it does not cause traumatic effect to either experienced or prospective air travelers. This is because doing so will amount to chasing airline operators out of business thereby denying the government revenue in tax in addition to making people lose their jobs. Therefore, the media, arguing from the perspective of social responsibility theory, are expected to frame plane crashes responsibly. To augment the social responsibility theory, the framing theory was used.

The framing theory was suggested by Erving Goffman in 1974 (Druckman, 2001). Goffman. Goffman argues that people interpret what is going on around their environment using their primary framework. The theory holds that people make sense of their experiences through interpretational packages called frames. The media can then

create such packages through their reports. Framing theory does not pay attention to the frequency of report of an issue, rather, the angle that media reports assume. In other words, it focuses on the central messages in media reports. Within the context of plane crashes, there may be different dimensions to a plane crash incidence but the media may decide to focus it frames on either the causes, or solution or reactions of the general public concerning the incidence.

Methodology
Two different studies were conducted and reported in this paper. The first one was a content analysis while the second was a pre/post test experiment. Both studies complemented each other.

Study 1
The researcher content analysed newspaper stories on four plane crashes as reported in four randomly selected national newspapers in Nigeria. The plane crashes are the October 22, 2005 Bellview plane crash, December 10 Sosoliso plane crash, June 3, 2012 Dana plane and the March 10, 2019 Ethiopian plane crash. These plane crashes were selected because of the high fatality rates that resulted from them and the perceived high volume of media attention that they received. The randomly selected newspapers are *The Guardian*, Vanguard, Daily Sun and the *Nation* newspapers. To sample the editions of the newspapers, the researchers selected the first seven days of the plane crashes studied. This is illustrated in the table below:

Table 1: Selected Days (edition) for the selected Newspapers.

October, 2005 Bellview Plane Crash						
22nd Sat (Oct.)	23rd Sun (Oct.)	24th Mon (Oct.)	25th Tue (Oct.)	26th Wed (Oct.)	27th Thurs (Oct.)	28th Fri (Oct.)
29th Sat (Oct.)	30th Sun (Oct.)	31st Mon (Oct.)	1st Tue (Nov)	2nd Wed. (Nov)	3rd Thurs. (Nov)	4th Fri (Nov)
December, 2005 Sosoliso Plane Crash						
10th Sat (Dec)	11th Sun. (Dec)	12th Mon. (Dec)	13th Tue. (Dec)	14th Wed. (Dec)	15th Thurs. (Dec)	16th Fri. (Dec)
17th Sat (Dec)	18th Sun (Dec)	19th Mon. (Dec)	20th Tue. (Dec)	21st Wed. (Dec)	22nd Thurs. (Dec)	23rd Fri. (Dec)
June, 2012 Dana Plane Crash						
3rd Sun (June)	4th Mon. (June)	5th Tue. (June)	6th Wed. (June)	7th Thurs. (June)	8th Fri. (June)	9th Sat. (June)
10th Sun. (June)	11th Mon. (June)	12th Tue. (June)	13th Wed. (June)	14th Thurs. (June)	15th Fri. (June)	16th Sat. (June)
March, 2019 Ethiopian Plane Crash						
10th Sun (March)	11th Mon. (March)	12th Tue. (March)	13th Wed. (March)	14th Thurs. (March)	15th Fri.	16th Sat. (March)

17th Sun. (March)	18th Mon. (March)	19th Tue. (March)	20th Wed. (March)	21st Thurs. (March)	22nd Fri. (March)	23rd Sat. (March)

The instrument for data collection was a self-developed code sheet. The inter-code reliability of the instrument was determined using percentage agreement. Therefore, two independent coders coded 25% (as recommended by Wimmer & Dominick, 2013) of the stories and their percentage agreement yielded 81%, an indication of high reliability. Allen (2017) avers that percentage agreement is one of the most efficient approaches through which communication researchers ascertain the inter coder reliability of contents. The newspaper frames on plane crashes were coded as follows:

Sources of Stories

Government officials: These are stories that cite serving government officials such as aviation authorities, political office holders, among others.

Airline operators: These are sources from airline officials.

Victims' family relations: Stories that cite family members of the victims.

Prominent persons: These are sources from prominent persons like former public office holders, celebrities, businessmen and captains of industries.

It should be noted that in cases were one story had more than one source; each source cited was counted as an independent source.

Frames

The researchers developed and used the following frames:

Cause frame: These are stories that focus attention on the cause of the air clash.

Solution frame: These are stories that recommend solutions to the problem of plane crash.

Horror frame: These are stories that paint a gory picture of the plane crash.

Sympathy frame: These are stories that reveal the outpour of sympathies from Nigerians.

Measuring the Effect of time in framing

We decided to determine if the frames used in reporting the plane crashes changed over time. We decided to categorize the time into first 3 days and last four days.

In the analysis of the study, the researcher used descriptive and inferential statistics while Results were presented in tables.

Results

We examined the selected editions from the four newspapers studied for the duration of the study. The result of study one is presented below:

Table 2: Sources of Stories on Plane Crash

			Source				
			Government officials	Airline operators	Family relations of victims	Prominent Nigerians	Total
News paper	*Vanguard*	Count	55	30	10	13	108
		% of Total	13.9%	7.6%	2.5%	3.3%	27.2%

The Guardian	Count	22	36	19	19	96	
	% of Total	5.5%	9.1%	4.8%	4.8%	24.2%	
Daily Sun	Count	40	20	6	15	81	
	% of Total	10.1%	5.0%	1.5%	3.8%	20.4%	
Nation	Count	43	22	24	23	112	
	% of Total	10.8%	5.5%	6.0%	5.8%	28.2%	
Total	Count	160	108	59	70	397	
	% of Total	40.3%	27.2%	14.9%	17.6%	100.0%	

The objective of the table above was to ascertain the sources of newspaper stories on plane crashes. It was found that most of the newspapers examined made use of government sources followed by airline operators. We further examined result to ascertain the association between the newspapers and the sources of stories they cited. We found a significant association ($p < 0.5$, $X^2 = 31.151$ at 9 df) between the sources of stories and the newspapers examined. For example, while the *Guardian* cited mostly government sources, the *Vanguard* cited mostly Airline operators.

Table 3: Chi-Square test analysis of the relationship between story source and frame used

Grouping	X^{2cal}	Df	Critical value	Decision
Source	401.351	7	3.841	Sig
Frame				

The result from the table above reveals that the calculated X2 value (401.351) is greater than the critical value (3.841) at 7 degree of freedom (df) and 0.05 confidence level. The first null hypothesis is therefore rejected and the researcher concludes that there is a significant statistical relationship between story source and frame used in reporting plane crashes.

Table 4: Newspaper frames of plane crashes

			Frame				
			Cause frame	Solution frame	Sympathy frame	Horror frame	Total
Newspaper	*Vanguard*	Count	20	19	32	37	108
		% of Total	5.0%	4.8%	8.1%	9.3%	27.2%
	The Guardian	Count	9	15	25	47	96
		% of Total	2.3%	3.8%	6.3%	11.8%	24.2%
	Daily Sun	Count	14	24	9	34	81
		% of Total	3.5%	6.0%	2.3%	8.6%	20.4%
	Nation	Count	12	18	49	33	112
		% of Total	3.0%	4.5%	12.3%	8.3%	28.2%
Total		Count	55	76	115	151	397
		% of Total	13.9%	19.1%	29.0%	38.0%	100.0%

The table above was computed to ascertain newspaper frames of plane crashes with particular attention to four selected plane crashes. It was found that the horror frame dominated the frame used followed by the sympathy frame.   We further examined the stories to ascertain if the frames used changed over time. We divided the time into first three days and last four days. We then ascertained if an association existed between the time and frames used. The outcome is presented in the table below:

Table 5: A cross tabulation between the time and frames used

			Frame				
			Cause frame	Solution frame	Horror frame	Sympathy frame	Total
Time	First three days	Count	9	54	141	41	245
		% of Total	2.3%	13.6%	35.5%	10.3%	61.7%
	Last four days	Count	6	22	10	114	152

	% of Total	1.5%	5.5%	2.5%	28.7%	38.3%
Total	Count	15	76	151	155	397
	% of Total	3.8%	19.1%	38.0%	39.0%	100.0%

The table above revealed that most of the frames were in the first three days. That is to say that most of the newspaper stories about plane crashes appeared in the first three days. In addition, the frames used in the first three days differed with the once used in the last four days examined. In particular, it was found that in the first three days, the newspapers used mainly the horror frame while in the last four days, they used sympathy frame. The result was further subjected to a Chi-square analysis and the result shoed that a significant relationship (X^2= 164.011; P< 0.05 at 3 df) exists between time and frame used. The degree of the relationship was found to be high (eta =.612). Meaning that there is 61% chances that time significantly influence the frames newspapers use to frame disaster. As the days go by, the frames begin to change.   Therefore, the second assumption was supported and the researcher concludes with 95% confidence that a significant relationship exists between the time and the frame used.

Study 2
In study 2, the researchers examined the impact of newspaper stories on plane crashes on the travel decision of both experienced and prospective air travelers. To ascertain if the sample was enough for the study, we carried out a priori power analyses with the G*power program (Faul, Erdfelder, Buchner, & Lang, 2007). The parameters were set with power (1 − β) at 0.90, 0.30 effect size f, and α = .05. The results indicated that a total sample size of 470 participants was needed to detect statistical differences at the .05.

Therefore, a total of 235 (118 male and 117 female) experienced air travelers and 235 (117 male and 118 female) air travelers took part in the study. The mean age for the experienced air travelers was 40 years (range 30 years and 50 years). The means age for the prospective air travelers was 26 years (range 20 and 32 years). The frequency of air travel for the experienced air travels was at least once every three months. The average reported distance of travel by road for the prospective air travelers was 1, 345 mi every three months. All the respondents had no immediate travel plan through the air.

Treatment Procedure
Before the treatment commenced, all the respondents filled a travel decision questionnaire. The questionnaire sought to determine the travel decision of the respondents if they will be willing to travel through the air or not. It also sought to determine if they will be willing to travel using the four airlines (Dana Airline, Ethiopian Airline, Bellview Airline or Sosoliso Airline) studied or not. After the respondents (both experienced and prospective air travelers) had completed their questionnaire at first baseline, we sampled the newspaper stories on the four plane crashes studied. We then scanned and sent to the email addresses of all the study participants. We decided that the use of email address was best for the study so that the participants do not have to discuss the issue among them. We also reasoned that it was best to send the stories to the email

addresses of the study participants so that they will go through them over and over again. The sending of stories to the participants was done in batches as the participants were not sent all the stories in a day. This lasted for a period of four weeks. At regular intervals, we were sending reminders to the participants. Immediately after we finished sending the stories to the respondents, the questionnaire on their travel decision was again administered to them (baseline 2).

Table 6: Mean and t-test results on the travel decision among participants at baseline (Time 1) according to group

Groups	Measure	N	Mean	SD	df	t	Sig	95% CI
Experienced air travelers		235	3.0	1.2				
	Travel Decision							
Prospective air traveler		235	3.1	1.3	58	.74	.42	-1.03343

t-test statistics, SD standard deviation, CI

The essence of table above was to ascertain the baseline (Time 1) of the travel decision of both experienced air travelers and prospective ones. The result showed that there was no significant statistical difference in the travel decision of the respondents regarding their readiness to travel through the airways. Therefore, the travel decision of both groups was not significantly different at pre-treatment stage.

Table 7: Mean and t-test results on the travel decision through the airways among participants at post treatment (Time 2) according to group

Groups	Measure	N	Mean	SD	Df	t	Sig	95% CI
Experienced air travelers		235	3.0	.89				
	Travel Decision							
Prospective air travelers		235	2.1	.78	34	.03	.40	1.1219

t-test statistics, SD standard deviation, CI

In the table above, we ascertained the impact that newspaper frames of plane crashes have on both experienced and prospective air travelers (Time 2) regarding their travel decision through the air ways. The result showed that there was a significant statistical difference in the travel decision of the respondents regarding their readiness to travel through the airways. Therefore, the result of the study showed that when both experienced and prospective air travelers are exposed to newspaper frames of plane crashes, it is likely to discourage the prospective air travelers from traveling through the air than their experienced counterparts. Therefore, the third assumption was supported

and we conclude that with 95% confidence that there is a significant relationship between newspaper frames of plane crashes and the travel decision of prospective air travelers.

We further examined the experienced air travelers to ascertain if newspaper frames influence their patronage of the affected airlines. We found that all of them reported that they will change airline operator. That is to say that while media frames of plane crash may not stop experienced air travelers from using flight, it influences their choice of airline.

Discussion of Findings

This study examined newspaper frames of plane crashes and how such coverage influences the travel decision of both experienced and prospective air travelers. We focused attention on four plane crashes that took place at different times. They include the October 22, 2005 Bellview plane crash, December 10 Sosoliso plane crash, June 3, 2012 Dana plane and the March 10, 2019 Ethiopian plane crash. The four newspapers were examined are the *Guardian, Vanguard, Nation and Daily Sun.* The results of the study showed that the newspapers examined cited mostly government sources in their stories. The result of this study is similar to that of Kee et al (2012) whose study also ranked government sources ahead of all others. We also found that a significant relationship exists between sources cited and frames used. This result is similar to that of Carragee, and Roefs, (2004), Authors (YYYY). It was also found that the newspapers largely made use of horror frame in reportage of plane crashes. However, the frame changed after the first three days to sympathy frame. The results of this study have implications on both the social responsibility and framing theories. Concerning the social responsibility theory, the result of this study has shown that the newspapers examined did not exercise their responsibility to the society well because frames (such as cause and solution frames) that could help in the understanding of the plane crashes were not properly highlighted in media reports. This has contributed to our understanding of how the media exercise their social responsibility role to the society regarding disasters like plane crashes. Concerning the framing theory, the result of this study has shown how journalists deploy the mechanism of framing in their practice to projects aspects of airways disaster. The result also revealed that there was a change in frame used over time. It changed from horror frame in the first three days to   sympathy frame in the last four days of the plane crashes examined.

We measured the impact of the frames on experienced and prospective air travelers. We found that while both the experienced and the prospective air travelers did not significantly differ regarding their travel decision through the airways at baseline, but they significantly differ at post treatment. That is to say that media frame of plane crashes significantly influenced the travel decision of prospective air travelers through the air, unlike their experience counterparts. This result points to the fact that media frames of plane crashes significantly affect   the possibility that people who have not had air travel experience will travel through the air. The result of this study is similar to that of other researchers (Chong & Druckman, 2007; Lee et al, 2008) found that media frames have impact on media consumers. However, the current study has provided evidence regarding how media frames of disaster such as plane crash could impact on the decision of people who have not had air travel experience. We have also developed new frames that may be

useful to future researchers who may be interested in examining media framing of disaster.

Conclusion/Recommendations

Based on the results of this study, the researcher concludes that although plane crashes are widely reported in the media, the frames deployed in reporting such crashes are capable of discouraging people who have not had the experience of traveling through the air to think that air travel is not safe, hence avoid traveling through the airways. Even those who have had air travel experience will change their choice of airline operator. The researchers, thus concludes that media frames of plane crashes have a negative effect on the aviation industry because it discourages new people from using air travel as a means of transportation. The results of this study have theoretical, scholarly and practical contributions. Theoretically, the results of this study have shown that the social responsibility and framing theories could offer useful frameworks for understanding media frames of disaster with specific attention to developing countries like Nigeria. Practically, this study has highlighted the role of media frames regarding the first flight experience of air travelers. In particular, the study has shown that media frames play a significant role in air travel patronage. This suggests that a close collaboration between airline operators and the media will be useful for encouraging patronage of the airways. Finally, this study makes contribution to the body of literature on media framing of disaster as well as the impact of media frames on decision making. Three recommendations are highlighted. Journalists should exercise caution in the type of frames they use to report plane crashes as such frames have influence on the travel decision of prospective air travelers. Airlines operators should form a synergy with the media, especially in time of plane crashes so that negative frames will not be used in reporting plane crashes. Other researcher should examine the moderating role of journal distance and perceived importance of journal on the influence that media frames have on prospective air travelers. There may also be need to interrogate the role that income play as a moderating variable that influence the travel decision through the air among media consumers who are exposed to frames on plane crash.

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