NEWS FRAMING ON SOCIAL MEDIA: A CASE STUDY OF RUSSIA-UKRAINE WAR NARRATION ON FACEBOOK IN VIETNAM

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1   Objective

This study aims first to uncover the dominant discourses surrounding the Russia-Ukraine war on Facebook within Vietnam's regulated social media landscape. Furthermore, it seeks to identify the trend in frame distribution by investigating how Facebook news coverage of the Russia-Ukraine war has evolved in Vietnam. Lastly, it examines how the image of Vietnam is shaped in the context of the Russia-Ukraine war.

2   Methods

This study will use quantitative analysis to provide statistical information from collected data. The data collection period has been particularly set as one year from the beginning of the war, February 24, 2022. Four Vietnam-based Facebook pages with at least 100,000 followers that update Russia-Ukraine war news were randomly chosen. Two hundred fifty-five posts on these pages are manually gathered and filtered by searching for Russia-Ukraine war related terms such as *"Nga-Ukraine"* (Russia-Ukraine), *"Nga"* (Russia), *"Ukraine",* and *"chiến sự/chiến tranh Nga-Ukraine"* (Russia-Ukraine warfare/war). Tankard (2001)'s devices to detect news frames were used to categorize these posts. Statistical tests using MedCalc and Excel were employed to analyze and categorize data to show the main narratives of the Russia-Ukraine war on Facebook in Vietnam.

3   Results

The posts collected in this study revealed eight main frames narrated on Facebook in Vietnam including: *Anti-European countries sentiment; Anti-US sentiment; Anti-Ukraine sentiment; Disparaging Zelensky; Pro-Russia; War aftermaths; Shaping Vietnam's image* and *Other aspects*. Among these frames, the category of *Anti-European countries sentiment* was the most prevalent, with 61 posts covering war-related news, accounting for 23.92% of the total. When analyzing the data on a monthly basis, the study observed a downward trend in the distribution of these news frames. The first three months since the beginning of the war accounted for the majority of posts, with 151 featuring all eight frames. Additionally, the study found a significant correlation between the volume of posts containing the *Anti-Ukraine sentiment* and *Pro-Russia* frames ($p < 0.05$). Regarding 41 posts dedicated to the *Shaping of Vietnam's image* during the Russia-Ukraine war, the study noted that this main frame is supported by minor frames, primarily the one of *Justifying Vietnam's stance*, which accounted for 29.27%.

4   Conclusion

This study identified eight major frames that dominated narratives on Facebook regarding the Russia-Ukraine war in Vietnam. Frame distribution significantly decreased over time, particularly following the first three months of the war. The correlation between *Anti-Ukraine sentiment* and *Pro-Russia* frames also emerged, suggesting that Vietnam's social media narratives of the war has limited neutrality. The research also looked at how Vietnam is portrayed in the context of the Russia-Ukraine war, identifying a few minor frames, most notably *Justifying Vietnam's stance*. This underscores Facebook's function in communicating Vietnam's political position within a regulated social media environment. These findings offer insights into the narration of a global issue within Vietnam's online sphere and the strategic portrayal of Vietnam's image amid complex geopolitical dynamics.

References: Tankard W. James (2001) The empirical approach into the study of media framing. In Reese D. Stephen, Gandy H. Oscar & Grant E. August (2001) *Framing public life* (pp. 95–105). Mahwah, NJ: Lawrence Erlbaum