THE LEGITIMIZATION BY AMERICAN NEWSPAPERS OF EMPLOYEES WHO ARE FIRED FOR SOCIAL MEDIA POSTING AND THE EMPLOYERS WHO FIRED THEM: A FRAMING ANALYSIS

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ABSTRACT

After studying 20 articles published in two newspapers, the present research suggests that the New York Times and the Wall Street Journal both indicate social media policies are necessary in the American business world. Five distinct frames emerge after studying articles within each that attest to this. The papers do, however, differ on the reasons for these policies. After performing a framing analysis of 20 news stories guided by the social construction of reality, this research concluded that the New York Times typically chooses to legitimize the actions of employees, while the Wall Street Journal chooses to legitimize the actions of employers. These findings imply that the news media are playing an active role in creating the societal stance of cases involving employees who are fired due to social media posting.