



# TOOLKIT

# IDENTIFYING FRAMED NARRATIVES IN AI CHATBOTS

## Short introduction

AI chatbots can provide accurate information, but sometimes they frame responses in a way that favors a particular viewpoint. This toolkit helps you quickly detect when a narrative is biased, distorted, or designed to influence perception.

# KEY SIGNS OF A FRAMED NARRATIVE

## 1 REPETITION OF THE SAME ANGLE

The AI keeps pushing the discussion toward a single interpretation, even when the question changes.



# 1

# 2

## 2 EXAGGERATED EMOTIONAL TONE

Increased fear, panic, hope, drama, or moral urgency.



# 3

## 3 BROAD GENERALIZATIONS

Using terms like "always," "never," "everyone," "no one."



# 5



## 5 CLEAR POLARIZATION

Artificial division into "us vs them," "good vs bad".

# 4

## 4 SELECTIVE USE OF FACTS

Only provides information that supports one side and omits important context.



# 6

## 6 OVERSIMPLIFICATION OF COMPLEX ISSUES

Turning nuanced topics into very short, absolute conclusions.

## 7 FALSE SENSE OF AUTHORITY

# 7

Showing excessive confidence in areas that require nuance or uncertainty.

## QUICK VERIFICATION PROCESS

### Check the question

Is the question emotionally charged or biased, pushing the AI toward a narrative?

### Examine the AI's language

Does it steer the discussion toward a single viewpoint?

### Ask for sources

Does it provide credible, verifiable sources? Or does it avoid them?

### Request alternative perspectives

Ask:

*"Are there other valid viewpoints?"*

If the answer shifts significantly → the narrative was unstable or framed.

### Compare repeated answers

If small changes in the prompt alter the AI's narrative, the framing is likely weak or unintentional.

## TWO SHORT EXAMPLES

### ✗ Example of a Framed Narrative

*"Small organizations never have any real impact on disinformation. Only governments can solve this issue".*

#### Why it's framed:

- Absolute generalization
- Minimizes other actors
- Creates polarization (governments vs NGOs)

### ✓ Balanced Version

*"Small organizations often have limited resources, but they play an important role through local fact-checking and media literacy efforts. Governments address the issue at a broader, structural level".*

#### Why it's balanced:

- Contains nuance
- Avoids absolutes
- Recognizes multiple contributors

## QUICK CHECKLIST FOR USERS

- Does it use emotional language?
- ✓ Does it generalize heavily?
- ✓ Does it provide only selective facts?
- ✓ Is there visible polarization?
- ✓ Is the answer overly confident or absolute?
- ✓ Does it avoid proper sources?
- ✓ Does it seem to persuade rather than inform?

If many boxes are ✓ → the narrative is likely framed.

## Common Framing Techniques Used by Chatbots

01

### Emotional framing

Amplifying fear, anger, hope, or sympathy.

02

### Selective framing

Using only facts that fit one side of the narrative.

03

### Simplification framing

Reducing complex problems into overly simple conclusions.

04

### Confirmation framing

Providing answers that match the user's expectations or beliefs.

## TIPS FOR TRAINERS

*(for workshops and teaching use)*



Use real AI-generated examples.



Compare biased and balanced responses.



Run "spot the narrative" exercises.



Use visuals (icons, arrows, contrasts).



Focus on interpretation, not the technology.

## MINI-FAQ

### Are chatbots always neutral?

- No — neutrality depends on training data, prompts, and model limitations.

### Do chatbots frame narratives intentionally?

- Usually not — framing emerges from biases in data or interpretation.

### How do I distinguish a narrative from a neutral answer?

- A framed narrative influences and redirects; a neutral answer informs.