

ALLERGY

FRAMING

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As a particular view, [framing](#) comprises a set of concepts and theoretical perspectives on how individuals, groups, and societies, organize, perceive, and communicate about reality. I believe it is not an inherent aspect of social sciences but of science in general. Take for an example allergy research: Framing in 1980 was air pollution, in 2000 it was hygiene and in 2018 it is omics while [basic research](#) is being largely ignored. So we could rewrite the framing article

Framing involves construction of a scientific reality- by pubmed, congresses, mass media, funding agencies, prize winners, or other scientists and organizations. Participation in a language community necessarily influences an individual scientists's perception of the meanings attributed to words or phrases. Politically, the language communities of science, advertising, religion, and mass media are highly contested and evolve imperceptibly and organically over cultural time frames.

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