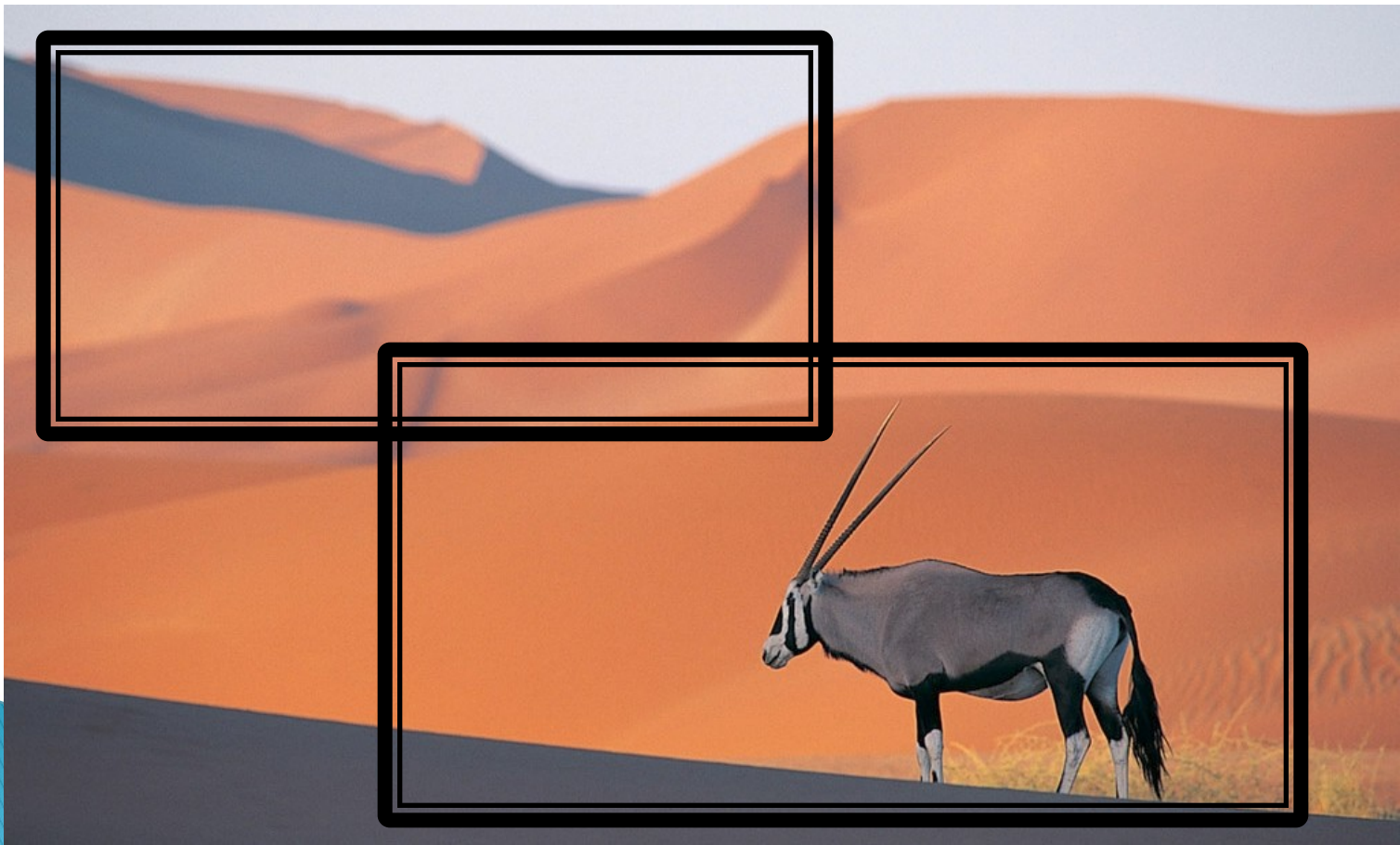


Framing

- ▶ Frame = schema of interpretation (based on beliefs, values, attitudes, mental models, etc.)



Framing in politics

- ▶ A **frame** is the central organizing idea for making sense of relevant events and suggesting what is important. By **framing** an issue in one way rather than another, candidate make certain aspects of an issue more salient.

Death tax
instead of
Estate tax



Framing in media

- ▶ the media focuses attention on certain events and then presenting them in certain meaning.



Framing

(Kahneman & Tversky)



- If Program A is adopted, 200 people will be saved
- If Program B is adopted, there is a one-third probability that 600 people will be saved and two-thirds probability that no people will be saved

72% chose Program A

- If Program A is adopted, 400 people will die
- If Program B is adopted, there is a one-third probability that nobody will die and two-thirds probability that 600 people will die

78% chose Program B

People dislike losses and seek to avoid them.

The first policy decision was worded so that Program B looked like the bigger loss; the second version was phrased so that Program A looked like sure loss. Defining the issue as “losing something” was more persuasive than stating it in terms of gain.



Framing

(Kahneman & Tversky)

A: A sure gain of \$240

B: A 25% chance to gain \$1000 and 75% chance of getting nothing.

C: A sure loss of 750

D: A 75% chance of losing \$1000 and a 25% chance to lose nothing.

84% of people chose A

73% of people chose D

Applications



- ▶ *Risk aversion behavior* – presentation of options as sure gains

We prefer sure gains to gambling for more

- ▶ *Riskier behavior* – presentation as the relative likelihood of losses. We are willing to gamble in order to avoid losses.

We prefer gambling than sure losses.

PEOPLE WANT TO AVOID LOSSES

Framing



“No other pain reliever is stronger and more effective”



Doublespeak (euphemism)

- ▶ Pass away = die
- ▶ Fatal injury = death
- ▶ Active defending = attacking
- ▶ Associate = low-level employee
- ▶ Efficient = profitable
- ▶ Enhanced interrogation = torture
- ▶ Executive assistant = secretary
- ▶ Job flexibility = lack of job security
- ▶ Pre-owned = used
- ▶ Operátor výroby = práce u pásu

What sounds better?

Free guide to Brno clubs

or

Advertising material sponsored by several Brno clubs

Support our freedom fighters

or

Support the army

Cordless device

or

Runs on two AA batteries

Framing the price of whiskey



89,- CZK



1490,- CZK

Cvičenie:

- ▶ Vytvorte družstvá po troch
- ▶ Vytvorte zoznam čo najhorších vecí, ktoré sa môžu stať
- ▶ Vymyslite čo najviac označení toho istého, no však v pozitívnom svetle
- ▶ **Minimálne 3 pre každé a buďte čo najkreatívnejší!**

Emotion & Cognition



Evidence



*"LOST 51 LBS!"
Weight: 120 lbs. Size 4 Petite
Photo: December 2007*



- ▶ Facts
 - ▶ Quantitative information
 - ▶ Eyewitness statements
 - ▶ Testimonials
 - ▶ Credible source's opinion
-
- ❖ The use of evidence is effective
 - ❖ Evidence is especially persuasive when attributed to highly credible source


GRAPHIC NARRATIVES

are


more compelling than

STATISTICS

Dostupnost studijních zdrojů velmi špatně dostupné ... *(*)X**.. velmi dobře dostupné
Jako učitel ... vlně špatně ... *(*)X**.. vynikající
Učitel jako odborník není odborníkem(*)..**X* je odborníkem



That class
really sucks!
I had it!



Hm... He
must be
right!

<http://www.youtube.com/watch?v=otgH6sFECoM>

<http://www.ceskatelevize.cz/i-vysilani/20756223041000-3-stop/>

<http://www.youtube.com/watch?v=qpYq9CBZoKQ>