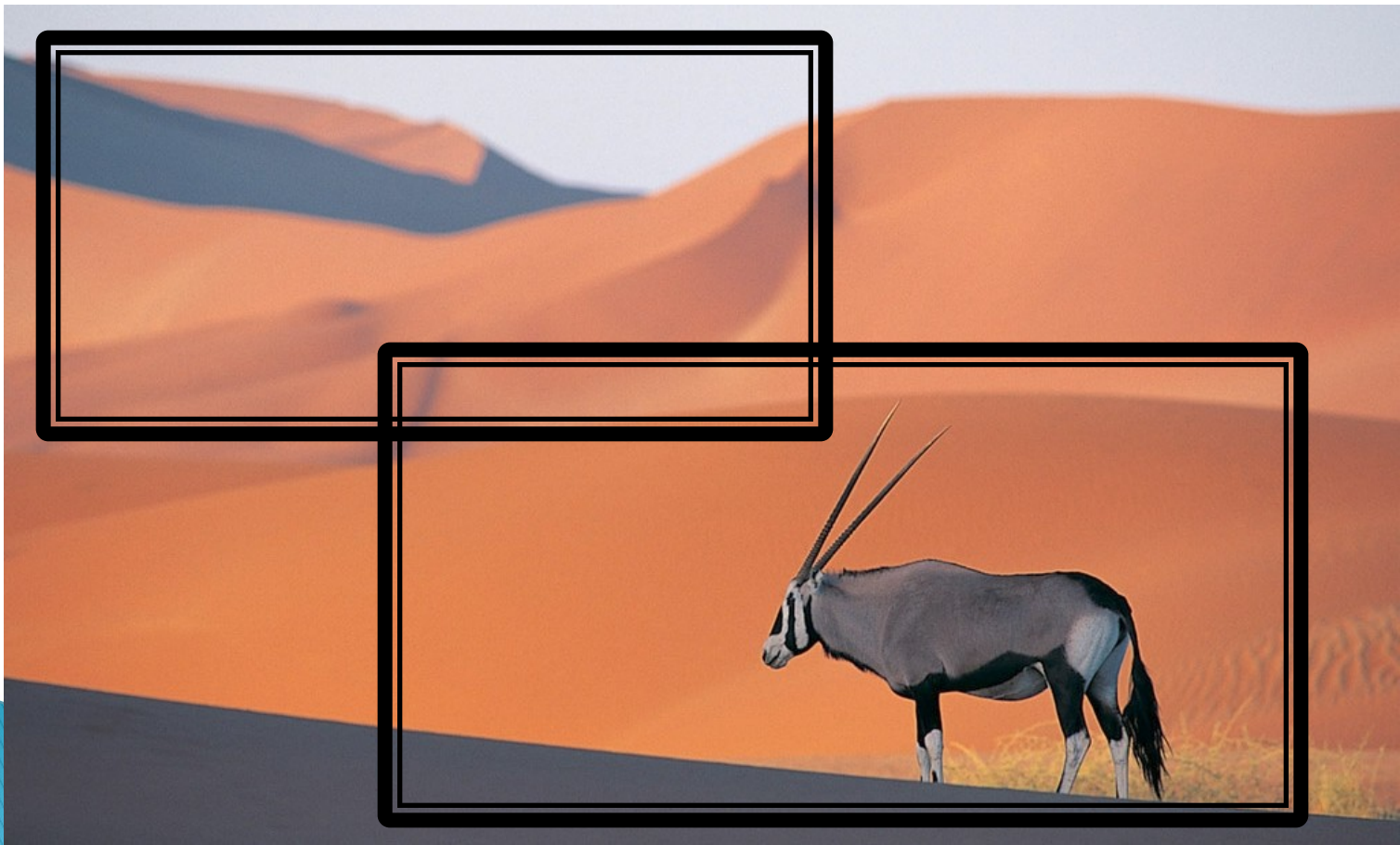


# Framing

- ▶ 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 ... velmi 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>