Hello everyone, we are group 4 and this is our topic: analysis of framing effect in real life applications.(翻页)This is our content（翻页) The first part is our introduction(翻页)Our research aims to find and prove three applications of framing in real lives related to economics. Now I’m going to introduce framing effect. Framing effect is the differences in the way problems are presented can systematically change decision-making preferences through psychological mechanisms, and there are several types of framing, like attribute framing, goal framing, risk choice framing, and price framing.(翻页) These are the definitions of different types of framing, but because they are not really important to our conclusion, I will not introduce them. You guys can just look at them for a while(停留10秒左右，翻页)。We choose this topic because framing effect is widespread in real life. A deep understanding of its practical application can help people to achieve their ideal goals by ~~strategically~~ applying framing techniques(翻页). Here are our three applications, framing of advertisement, framing of accounting information and ambiguity, and framing of vaccination messages(翻页)The first application is framing of advertisement(翻页)

The research investigates how framing impacts advertising effectiveness through two critical questions. First, examining whether positive or negative framing is more effective, and second, examing whether discounts presented as percentages or monetary amounts are more attractive to people.(翻页)

In the first study, 300 students evaluated toothpaste ads in a 2×2 factorial design comparing attribute or goal framing with positive or negative framing. Three indicators were measured: each participants’ Purchase Intention, Product Attitude, Ad Favourability towards the toothpaste were measure by using Likert scale that have 7 points.（翻页）

Positive attribute framing emphasized gains ('removes 99% of cavities') while negative highlighted shortcomings ('fails to remove 1%'); similarly, positive goal framing focused on achieved benefits ('avoid decay, gain fresh breath') and negative ones shows the bad consequences of inaction ('tooth decay, bad breath'). （翻页）This is a table shows all the statistical data, we can see that all the values have p-values less than 0.025(翻页)Results consistently favored positive framing across purchase intention, product attitude, and ad favorability—for example, purchase intention was significantly higher for positive attribute framing (3.084 vs 2.453) and ad favorability for positive goal framing (3.857 vs 2.297)—leading to the conclusion that positive framing dominates for low-involvement products.（翻页） However, these two researchers’ study demonstrates negative framing becoming more effective in high-involvement, self-relevant contexts like health warnings. （翻页）

In the second experiment with 119 students tested discounts on high-price product (an expensive computer )and low-price product(a cheap disk) with identical discount values (10% = dollar). It used 2\*2\*2 experiment design,but only the discount format and price of products is what we needed.(翻页)According to the table and results shown in the passage, the purchase likelihood showed no significant difference, which means that presenting the discount in dollar price or percentage will not affect people's preference to buy the product.(翻页)

However, discount significance varied between two groups: dollar discounts felt more substantial for the high-price product (5.93 vs 5.43) whereas percentage discounts behaves better for the low-price product (5.67 vs 4.93).

These findings provide a guidance: employ dollar discounts for luxury goods and use percentage discounts for everyday items might attract more consumers