AI-01107 Framing Concept

👥 Owner	Ⓡ Rigel Arcayan
☰ Tags	Psychology
🕐 Created time	@August 25, 2024 10:24 AM

Explain the framing concept in Psychology.

Framing in Psychology

Framing in psychology refers to the way information is presented or packaged, which can significantly influence how people perceive and respond to it. The concept suggests that people's decisions and attitudes are often shaped by the context in which information is presented, rather than the objective content itself.

Key aspects of framing:

- **Presentation:** The way information is presented, such as through words, images, or metaphors.

- **Context:** The surrounding circumstances or environment in which the information is presented.

- **Perception:** How individuals interpret and understand the information based on the framing.

- **Decision-making:** The choices people make as a result of the framing.

Examples of framing:

- **Gain vs. Loss:** People are more risk-averse when faced with potential losses, but more risk-seeking when faced with potential gains. For example, people are more likely to choose a sure win of $100 over a 50% chance of winning $200, but they are more likely to choose a 50% chance of losing $100 over a sure loss of $50.

- **Positive vs. Negative:** People are more likely to support a policy if it is framed in positive terms (e.g., "This policy will save lives") than if it is framed in

negative terms (e.g., "This policy will prevent deaths").

- **Defaults:** People are more likely to choose the default option presented to them, even if they have no strong preference. For example, people are more likely to donate organs if they are automatically enrolled as organ donors unless they opt out, rather than having to actively opt in.

Implications of framing:

- **Persuasion:** Framing can be used to influence people's attitudes, beliefs, and behaviors.

- **Decision-making:** Framing can affect the choices people make, often without their awareness.

- **Policy-making:** Framing can be used to shape public opinion and support for policies.

In summary, framing is a powerful psychological concept that demonstrates how the way information is presented can significantly impact our perceptions and decisions. Understanding framing can help us become more aware of how we and others are influenced by the way information is presented.

List 20 examples of the framing concept

20 Examples of the Framing Concept
Gain vs. Loss Frames

1.
Medical Treatment: Presenting the benefits of a treatment as a gain (e.g., "This treatment will improve your quality of life") is more effective than focusing on the potential risks (e.g., "This treatment may have side effects").
2.
Investment: Framing investment options as potential gains (e.g., "You could earn a high return") is more appealing than focusing on potential losses (e.g., "You could lose your investment").
3.
Product Marketing: Emphasizing the positive features and benefits of a product (e.g., "This product is energy-efficient") is more persuasive than focusing on its drawbacks (e.g., "This product is slightly more expensive").

Positive vs. Negative Framing

1.
Environmental Messages: Framing environmental issues in positive terms (e.g., "We can create a sustainable future") is more motivating than focusing on negative consequences (e.g., "The planet is facing destruction").
2.
Health Campaigns: Emphasizing the positive benefits of healthy behaviors (e.g., "Exercise can improve your mood") is more effective than focusing on the negative consequences of unhealthy behaviors (e.g., "Smoking can cause cancer").
3.
Political Messaging: Framing political candidates or policies in positive terms (e.g., "This candidate will create jobs") is more appealing than focusing on negative aspects (e.g., "This candidate will raise taxes").

Defaults and Status Quo Bias

1.
Organ Donation: People are more likely to donate organs if they are automatically enrolled as donors unless they opt out, rather than having to actively opt in.
2.
Subscription Services: Offering a free trial period with automatic renewal is more effective than requiring upfront payment.
3.
Retirement Savings: Defaulting employees into retirement savings plans with automatic contributions is more likely to increase savings rates.

Other Framing Examples

1.
Anchoring Bias: People's estimates of a quantity are influenced by an initial anchor, even if it is irrelevant. For example, people are more likely to estimate the price of a house higher if they are shown a high-priced house first.
2.
Contrast Effects: The perception of an item is influenced by its comparison to other items. For example, a product appears more expensive if it is compared to a cheaper product.

3.

Spin Control: The way information is presented can be used to shape public opinion and influence decision-making.

4.

Framing of Questions: The way a question is phrased can influence the answers people give. For example, asking "How often do you exercise?" might elicit a different response than asking "How many times a week do you exercise?"

5.

Loss Aversion: People are more motivated to avoid losses than to seek gains. For example, people are more likely to accept a smaller discount to avoid a loss than to receive a larger discount to make a gain.

6.

Scarcity Heuristic: People are more likely to value items that are perceived as scarce or limited in availability.

7.

Endowment Effect: People tend to overvalue items that they own or possess.

8.

Availability Heuristic: People tend to overestimate the likelihood of events that are easily recalled from memory.

9.

Representativeness Heuristic: People tend to judge the likelihood of an event based on how well it matches a prototype or stereotype.

10.

Confirmation Bias: People tend to seek information that confirms their existing beliefs and avoid information that contradicts them.

11.

Hindsight Bias: People tend to overestimate their ability to have predicted an event after it has occurred.