

Framing the message

Framing

- the Framing effect is where people are presented with two or more options, but the outcome is the same
- options are worded differently (framed) so that they appeal to peoples' biases
- people tend to value options that are framed positively
- people tend to choose options that have higher numbers, as the belief is that higher is better.

Mac book costs £500



SALE

20% OFF!

VS



SALE

\$120 OFF!

- Under £100 is more appealing as a percentage i.e. for an item costing £10, 10% off is more appealing than £1 off
- Goods over £100 then the money discount is more appealing than the percentage.



Not framed by the framing effect – two studies...

- *“Autism Spectrum Disorder subjects show a reduced susceptibility to the framing effect” and, “susceptibility to the frame manipulation was markedly reduced in the ASD group”* ([De Martino et al., 2008](#))
- *“The framing effect was, in line with previous data, significantly smaller in autistic individuals”* (Shah et al., 2016)

Recent study 2017 - advertising

- product colour, packaging, advertising “blurb”
- ingredients, price, necessity of owning the product...

Everyone frames the Christian message...

- lots of advice on framing sermons...
- putting a frame around the Christian message to sell it
- avoid the framing biases
- more logical or less illogical?

References

- 1. <https://www.psychologicalscience.org/news/releases/adults-with-autism-make-more-consistent-choices.html#.WWRzloSGOHs>
- 2. Lupton, E. and J.C. Phillips, Graphic design: the new basics. Second Edition, Revised and Expanded. ed. 2015, New York: Princeton Architectural Press, Maryland Institute College of Art