



Perspectives on Framing (The Society for Judgment and Decision Making Series)

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Language comprises a major mark of humans compared with other primates and is the main vehicle for social interaction. A major characteristic of any natural language is that the same communication, idea, or intention can be articulated in different ways?in other words, the same message can be "framed" differently. The same medical treatment can be portrayed in terms chance of chance of success or chance of failure; energy reduction can be expressed in terms of savings per day or savings per year; and a task can be described as 80% completed or 20% uncompleted. In this book, contributors from a variety of disciplines?psychology, linguistics, marketing, political science, and medical decision making?come together to better understand the mechanisms underlying framing effects and assess their impact on the communication process.

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