Framing

Economics

How the same information changes decisions when described differently.

Frames that change choices.

Frames

- Gain against loss wording
- Survival rate against mortality rate
- Per-unit against total cost
- Default option in a form
- Order in which options appear

Implications

- Presentation is a design decision
- Disclosure format changes comprehension
- Defaults carry enormous weight
- Testing framings is a legitimate method

> 90% survival and 10% mortality are the same fact. They reliably produce different decisions, including among clinicians.