

# Framed choices

Psychology



Framed Choices and Decision Making Framed Choices and Decision Making  
Framing effect is a form of cognitive bias that defines how people usually react to different situations with particular choices. These frames choices usually depend on whether a particular choice presents a gain or loss to the person in question. In most cases, people often tend to avoid risks especially when they are presented with a positive frames; however, people often take or seek risks when they are faced with negative frame (Svenson and Maule, 1993). The gain and loss defined within these frames include scenarios describing outcomes that may include live saved or lost and patient treated from a disease or not treated among other scenarios.

Many psychological experiments have determined that young adults are more like to be enticed with risk taking when subjected to loss frame trails than older adults. For example, fresh graduates would prefer taking meat labeled lean since this represents options framed positively. In other words, the will take only such since they are considered healthy and they would like to remain healthy. On the other hand, this set of individuals will have a negative frame on failure. Young people especially graduate will never want to fail in life; thus, they will take the lowest risks that lead them to failure. Additionally, young youths will ever take risks that lead to loss when it comes to entertainment than the older adults. For instance, they will still take a risk of buying a moving ticket even after losing one with equal amount (Svenson and Maule, 1993). Examining from each of the above cases, the decision making on the loss or game framed choices are usually pegged on emotion, since each of these decision makings are only pegged on thinking rather than certainty.

Reference

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Svenson, O., & Maule, A. J. (1993). Time pressure and stress in human judgment and decision making. New York: Plenum.