



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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Perspectives on Framing (The Society for Judgment and Decision Making Series) From Brand: Psychology Press **Bibliography**

- Sales Rank: #2598242 in Books
- Brand: Brand: Psychology Press
- Published on: 2010-10-25
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.20" w x 6.30" l, 1.85 pounds
- Binding: Hardcover
- 344 pages

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Editorial Review

Review

"Is the glass half full or half empty? Quite obviously, the very same situation can be framed quite differently and the framing is highly consequential for subsequent communicative and cognitive processes. The present volume offers outstanding contributions which tackle framing from different perspectives and which in sum allow for an integrative picture. The chapters are authored by outstanding contributors whose work is at the cutting edge of research on framing. The exciting state-of-the-art chapters are a must for any researcher interested in the fascinating causes and consequences of framing." - **Herbert Bless, University of Mannheim, Germany**

About the Author

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Users Review

From reader reviews:

Jeremy Brown:

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite publication and reading a publication. Beside you can solve your condition; you can add your knowledge by the book entitled Perspectives on Framing (The Society for Judgment and Decision Making Series). Try to face the book Perspectives on Framing (The Society for Judgment and Decision Making Series) as your pal. It means that it can to get your friend when you truly feel alone and beside those of course make you smarter than in the past. Yeah, it is very fortunated for yourself. The book makes you more confidence because you can know almost everything by the book. So , we need to make new experience as well as knowledge with this book.

Nancy Figaro:

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Raymond Floyd:

The reason? Because this Perspectives on Framing (The Society for Judgment and Decision Making Series) is an unordinary book that the inside of the publication waiting for you to snap that but latter it will jolt you with the secret the item inside. Reading this book close to it was fantastic author who write the book in such incredible way makes the content inside easier to understand, entertaining means but still convey the meaning entirely. So , it is good for you for not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of rewards than the other book possess such as help improving your expertise and your critical thinking method. So , still want to postpone having that book? If I ended up you I will go to the guide store hurriedly.

Nelson McNamee:

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