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Same Words, Different Sound: The Framing Effect

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Picture a doctor in a hospital telling a patient who is about to have surgery, “Nine out of ten people who have this operation go home alive,” and then picture the doctor saying instead, “One out of ten people who have this operation dies.” The two sentences point to the same fact, yet the listener’s mind moves in completely different directions. The decisions we make are swayed not only by what is said but also by the shape of the words that carry it. This phenomenon is the “Framing Effect.” It is a cognitive bias in which people’s choices change depending on whether logically identical optio