

Framing effects, numeral modification, evaluative meaning, and disinformation

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The term *framing effect* refers to the empirically well-established phenomenon that choices and judgments are systematically affected by which part of a two-sided state of affairs is described. For example, when the outcome of a plan to tackle the economic crisis of a company is described in terms of number of jobs to be saved it will be endorsed more often than when it is framed in terms of number of jobs to be lost (e.g., *The plan will result in [the saving of 2,000 out of 6,000 jobs] / [the loss of 4,000 out of 6,000 jobs]*). Framing effects have been extensively investigated in psychological research on judgement and decision making. In my talk, I will address framing effects from linguistic perspectives. I will present novel experimental findings indicating that framing effects can be modulated by numeral modifiers and evaluative expressions. Beyond that, I aim to link research into framing effects with issues from the field of disinformation.