

Same outcomes, different frame

Equivalent outcomes produced different preferences in a hypothetical choice.

72% / 22%

Chose the sure option under gain / loss framing

Tversky & Kahneman / 1981



Research-workspace photograph for context.

What changed. What was measured.

Two groups considered programmes for a hypothetical outbreak threatening 600 lives. The gains version had 152 respondents; the losses version had 155.

MEASURE

Choice between a sure outcome and a gamble

The sure outcomes and the gambles were numerically equivalent across frames.

GAIN FRAME

SAME
OUTCOMES

200 saved

Sure: 200 saved.
Gamble: 1/3 save 600; 2/3 save none.

LOSS FRAME

SAME
OUTCOMES

400 die

Sure: 400 die.
Gamble: 1/3 none die; 2/3 all 600 die.

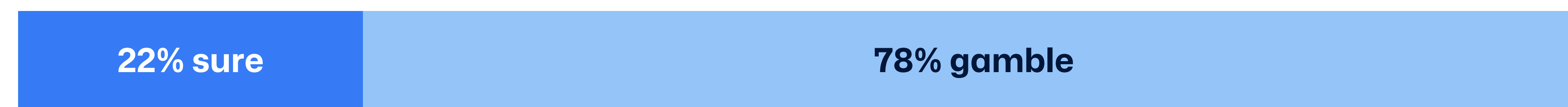
Schematic reconstruction. Labels paraphrase the experimental conditions.

Wording changed the balance of choices

Gain frame



Loss frame



0%

100%

READ THE RESULT

A question can shape its answer

This scenario concerns stated decisions, not actual purchasing or health outcomes.

Sure option in blue; gamble in light blue. Gain frame n = 152; loss frame n = 155. Hypothetical choices.

Does the answer change when the wording changes?

1

DESIGN

Split a survey sample between balanced gain and loss wording. Pre-specify the comparison before fieldwork.

2

PRIMARY MEASURE

Difference in response distribution across versions

3

CHECK ALONGSIDE IT

Comprehension, emotional reaction and item nonresponse

INTERPRETATION

Pilot survey wording as part of the measurement instrument. Treat sensitivity to phrasing as a finding.

Proposed study, not a completed client project.

EVIDENCE & IMAGE CREDIT

Tversky & Kahneman (1981). *Science*, 211(4481), 453-458.

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[Original source / full study >](#)

Photo: [Markus Spiske / Unsplash](#)

Context image; not documentation of the original experiment. Diagrams redrawn by Core Behaviour.