

POLI 891, Framing  
Prof. Baumgartner  
Fall 2012

Questions for week 4, articles on cognition

Answer ONE of the following questions. Come to class prepared to discuss ALL of them. Essays should be limited to one page single spaced and should have perhaps one-third of the essay describing the issue and the rest analyzing it. It is preferable to go into detail on a small part of the issue, giving examples or illustrations, than to remain at a general level. The devil is always in the details.

1. Give three concepts or facts about human cognition from three different readings that seem fundamental to how framing might work. Explain why.
2. Consider Tversky and Kahneman, Quattrone and Tversky, and Baumeister et al. Why is bad news so important? Does this explain the power of the status quo?
3. Slovic shows we are very bad at understanding risk. Why is that on this syllabus?
4. How complex is complex enough for Dijksterhuis' ideas to come into play? Give examples or illustrations?
5. According to Druckman, when are framing effects likely to be most and least important? Discuss the literature or research applications where framing effects need to be incorporated versus the conditions under which it is ok to ignore them. How common are each of these situations? In other words, can we usually afford to ignore framing, is it relevant only for certain types of research problems, or what?