

Supplementary Material for:

'Alive' or 'Not Dead': The Contribution of Descriptors to Attribute-Framing Bias

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Supplementary Material 1 – Scenarios used in Experiments 2, 3

1. Certification test:

Positive outcome with a positive (or negative) descriptor:

70% of the graduates of specific law school program pass (do not fail) the certification test to become a lawyer.

Negative outcome with a positive (or negative) descriptor:

30% of the graduates of a specific law school program fail (do not pass) the certification test to become a lawyer.

2. Driving test:

Positive outcome with a positive (or negative) descriptor:

A young friend has asked you to recommend a driving instructor. You know a driving instructor that 65% of his students pass (do not fail) their first driving test.

Negative outcome with a positive (or negative) descriptor:

A young acquaintance of yours consults you about a driving instructor. You know a driving instructor that 35% of his students fail (do not pass) their first driving test.

3. Experimental drug:

Positive outcome with a positive (or negative) descriptor:

An experimental drug is offered to patients with a terminal disease whose life expectancy is six months. Clinical studies have shown that 70% of the patients who take this drug survive (do not die) following the treatment.

Negative outcome with positive (or negative) descriptor:

An experimental drug is offered to patients with a terminal disease whose life expectancy is six months. Clinical studies have shown that 30% of the patients who take this drug die (do not survive) following the treatment.

4. Vaccination:

Positive outcome with a positive (or negative) descriptor:

All visitors to a third world country are exposed to certain viruses. All passengers to this country are offered a vaccination against these viruses. According to official figures, 65% of those vaccinated remain healthy (do not become sick) during their visit to this country.

Negative outcome with a positive (or negative) descriptor:

All visitors to a third world country are exposed to certain viruses. All passengers to this country are offered a vaccination against these viruses. According to official figures, 35% of those vaccinated become sick (do not remain healthy) during their visit to this country.

5. Tennis player:

Positive outcome with a positive (or negative) descriptor:

Assume that you are the coach of a national tennis team and that you must add a tennis player to the team. John Smith is one of the candidates you are considering. During his career John has won (did not lose) 75% of the games he played.

Negative outcome with positive (or negative) descriptor:

Assume that you are the coach of a national tennis team and that you must add a tennis player to the team. John Smith is one of the candidates you are considering. During his career John has lost (did not win) 25% of the games he played.

6. Basketball player:

Positive outcome with a positive (or negative) descriptor:

Assume that you are the coach of a basketball team during an important game. Tom is one of the five players on court. Tom makes (does not miss) 85% of his free throws.

Negative outcome with a positive (or negative) descriptor:

Assume that you are the coach of a basketball team during an important game. Tom is one of the five players on court. Tom misses (does not make) 15% of his free throws.