Abstract

This rigorous thesis reviews contemporary findings on the framing effect. It is an important psychological effect embedded in the field of social cognition. The thesis includes a theoretical and an empirical part. The theoretical part of the thesis reviews contemporary theoretical explanations of the framing effect. The main theoretical discussion concerns Prospect Theory, Dual-Process Theory, and its extension in the form of the tripartite model, as well as Fuzzy-Trace Theory. In the theoretical part, the thesis further discusses the typology of framing effects and provides a review of the most important replications and meta-analyses. Furthermore, the thesis discusses studies conducted during the covid-19 pandemic with emphasis on the practical application of framing effects in public health communication. The theoretical part further focuses on individual differences in susceptibility to framing effects. The thesis describes major individual predictors in detail, with focus on cognitive abilities, cognitive styles, numeracy, personality traits, and developmental factors. In the empirical part of this thesis, a pre-registered quantitative online study is conducted on a convenience sample selected from the Czech adult population (N = 584) to test whether numeracy predicts resistance to framing beyond fluid intelligence, need for cognition, and faith in intuition. Confirmatory analyses were preceded by detailed psychometric analyses using Item Response Theory models and Confirmatory Factor Analysis. Hypotheses were tested using Structural Equation Modelling. The study found that resistance to framing was only predicted by fluid intelligence as measured by the progressive matrices. Furthermore, unregistered exploratory analyses were conducted to assess the size of the framing effect in the Czech population. The effect was replicated at a similar magnitude as in studies conducted in other countries. Furthermore, the association between resistance to framing with age, gender and prior knowledge of framing was analysed. However, no association was found. The results of analyses presented in this thesis suggest possible limitations of existing theories and point to the need for further research on individual characteristics related to resistance to framing.