

Statistics 1B Interludes

3. Framing

"Framing"



Framing (Kahneman and Tversky)

- Can change emotional reaction by using a 'positive' or 'negative' frame
- Should be aware of this and use multiple frames

Genome-wide association study identifies eight loci associated with blood pressure : Abstract : Nature Genetics

nature genetics

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Article abstract

Nature Genetics **41**, 666 - 676 (2009)
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Genome-wide association study identifies eight loci associated with blood pressure

Christopher Newton-Cheh^{1,2,3,25}, Toby Johnson^{4,5,6,24}, Vesela Gateva^{7,24}, Martin D Tobin^{8,24}, Murielle Bochud⁹, Lachlan Coin⁹, Samer S Najjar¹⁰, Jing Hua Zhao^{11,12}, Simon C Heath¹³, Susana Eyheramendy^{14,15}, Konstantinos Papadakis¹⁶, Benjamin F Voight¹⁷, Laura J Scott², Feng Zhang¹², Martin Farrall^{18,19}, Toshiko Tanaka^{20,21}, Chris Wallace^{22,23,24}, John C Chambers⁹

10% with genetic variant that reduces risk of high blood pressure

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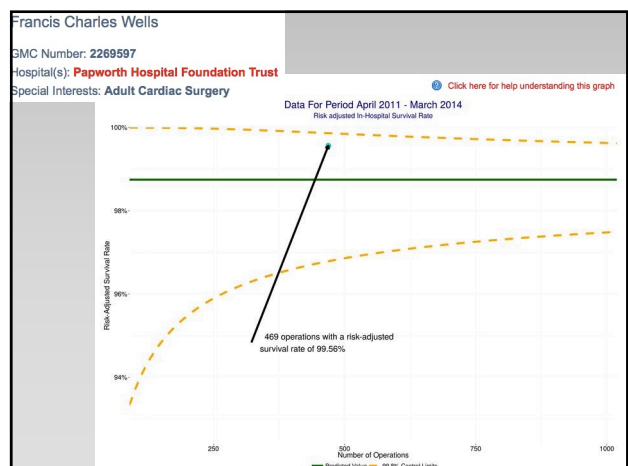
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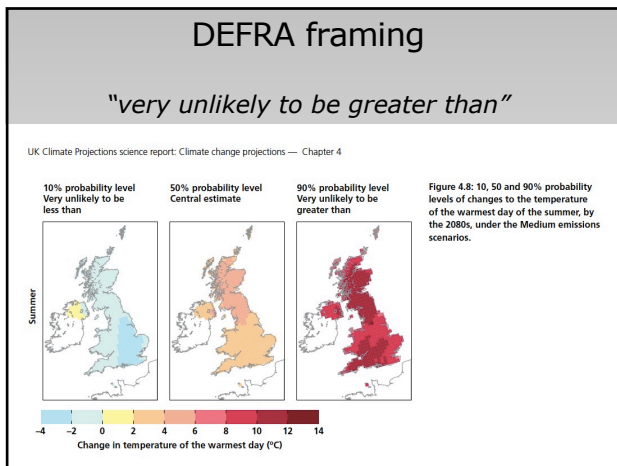
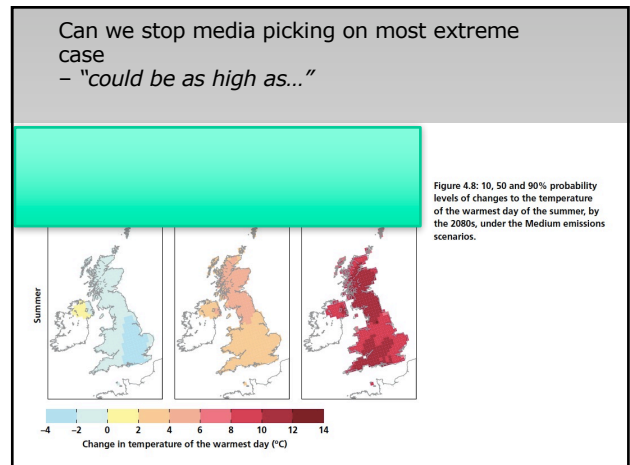
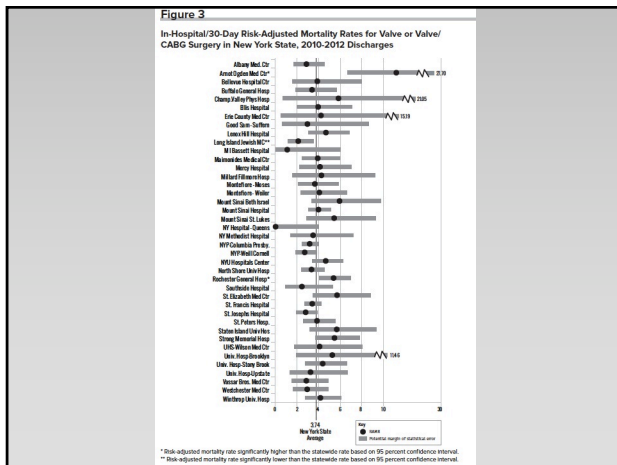
Nine in 10 people carry gene which increases chance of high blood pressure

Nine out of 10 people carry a gene which significantly increases their chance of developing high blood pressure, scientists have found.

By Kate Devlin, Medical Correspondent
Last Updated: 7:57PM GMT 15 Feb 2009

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Make a choice!

Left hand side of class

I give you £5

Choose between

- (a) An extra £10
- (b) 50% chance of £20 more
50% chance of £0 more

Right hand side of class

I give you £25

Choose between

- (a) Returning £10
- (b) 50% chance of returning £0
50% chance of returning £20

A pair of choices

| Decision 1 (Left) | Decision 2 (Right) |
|--|--|
| 1. I give you £5 2. Choose between (a) An extra £10 (b) 50% chance of £20 more 50% chance of £0 more | 1. I give you £25 2. Choose between (a) Returning £10 (b) 50% chance of returning £0 50% chance of returning £20 |
| (a) £15 for sure versus (b) 50/50 chance of £5 or £25 | (a) £15 for sure versus (b) 50/50 chance of £5 or £25 |

Framing (Kahneman and Tversky)

- 'Risk averse' for smallish gains
- 'Risk seeking' for smallish losses