

Reactions towards loss and gain framing (in video clips)

– an experiment about the impact of framing on attitudes towards agricultural innovations

Language: German and/or English

Background

Technologies in the field of food production are constantly evolving and allow the farmer to produce using different innovations and technologies. These innovations can have an impact on the farmer, or environment, which the end-consumer might not be aware of. However, as the end-consumer, the consumers' acceptance is necessary. Biotechnologies such as GMO technologies show how consumers' rejection was a main factor in the success (or failure) of this biotechnology. Furthermore, the increasing transparency in food production processes calls for more communication towards the consumer from an early point onwards.

Objectives

Framing of information is inevitably part of communication. A very common form of framing is so-called loss and gain framing. Therefore, the objective of this master thesis is to evaluate what kind of reactions (i.e., emotions or risk perceptions) towards framing influence attitudes towards agricultural innovations. For example, emotions have been tested less frequently as mediators of information framing. In the context of agricultural innovations, it can be tested in an online experiment how the effect of framing can be mediated by emotions.

Approach / method

- Experiment with information provision
- Online survey
- Analysis: statistical analysis, mediation

Starting references

Moon, Wanki; Balasubramanian, Siva K. (2004): Public Attitudes toward Agrobiotechnology. The Mediating Role of Risk Perceptions on the Impact of Trust, Awareness, and Outrage. In *Rev Agricultural Economics* 26 (2), pp. 186–208. DOI: 10.1111/j.1467-9353.2004.00170.x.

Nabi, Robin L.; Gustafson, Abel; Jensen, Risa (2018): Framing climate change: Exploring the role of emotion in generating advocacy behavior. In *Science Communication* 40 (4), pp. 442–468.

Burke, Marian Chapman; Edell, Julie A. (1989): The Impact of Feelings on Ad-Based Affect and Cognition. In *Journal of Marketing Research* 26 (1), pp. 69–83.

If interested please contact: Ursula Ploll (Ursula.ploll@ilr.uni-bonn.de)