Design principle: “Framing”

Talk by Daniel Mewes (http://danielmewes.de)
What is “Framing”

- Present information in a specific “frame”
  - With pictures, use of specific words/formulations
- Works by...
  - Association
  - Stereotypes
- Aims
  - Induce good or bad feelings about sth.
  - Create associations

Various: Wikipedia on “Framing (social sciences)”
More examples

“public-protection attorneys”

“trial lawyers”

“war on terror”

Jane Genova: “George Lakeoff is Wrong – Wordbending Won't Help Democrats"
Various: Wikipedia on “Framing (social sciences)”