

**FIGURE 7.12****Message Framing and Persuasion**

Messages framed in terms of gains (using this product provides benefits) were more effective when health prevention was emphasized, but messages framed in terms of losses (failing to use this product increases your risk) were more effective when health detection was emphasized.

Source: Rothman, Martino, Bedell, Detweiler, and Salovey (1999).