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Exploring Framing Effect and Repetition Effect of the Persuasive Message on Moral Decision Making in Conflict of Interests

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Abstract : Conflict of interest (COI) is one of the dominant circumstantial factors of moral corruption across various fields. Several management strategies have been proposed to prevent self-interested decision making in COIs. Among these strategies, message persuasion has been considered as a practical and effective approach. Framing and repetition are two of the major factors in the persuasion effect of message. Therefore, their effect on moral decision making in COI should be explored systematically. The purpose of this study was to compare the differential effects of positively framed message and negatively framed message, and secondly, to investigate how the effectiveness of persuasive message changes through repetitive exposures. A total of 63 participants were randomly assigned to one of 3 framing conditions: positive framing, negative framing, and no-message condition. Prior to the online experiment involving a consultation task, the differently framed persuasive message was presented to the participants. This process was repeated four times in a row. The results showed that participants with positive-framing message were less likely to provide self-interested consultation than participants in the no-message condition. Also, a U-shaped quadric relation between repetition and self-interest consultation was found. Implications and limitations are further discussed.

Keywords : conflicts of interest, persuasive message, framing effect, repetition effect, self-interested behavior
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