

Title	補足的な非言語情報が 属性フレーミング効果に与える影響に関する研究
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A study of the effect of complementary nonverbal information on attribute framing effects.

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The framing effect is a phenomenon in which evaluations of an object, such as a game, and decision-making, such as willingness to purchase, change depending on whether the text describing the object is positive or negative. In the present study, we investigated the effect of supplementary nonverbal information on evaluation and decision making in the attribute framing effect. Among the nonverbal information, we experimentally examined whether the addition of nonverbal information, such as the depiction and visual judgment of **pie charts** and the visual judgment of **gestures**, affects the judgment and preference of objects. In the pie chart, we depicted proportions and visually estimated proportions. For the gestures, we evaluated the willingness to purchase an object based on the visibility of the gestures. The results suggest that the addition of nonverbal information in the pie chart eliminates the attribute framing effect. The results of this study suggest that the addition of nonverbal information by the pie chart eliminates the attributive framing effect, and that **the gesture may affect the evaluation by the attributive framing effect.**