

Default Effects and Framing Effects: replications of Johnson & Goldstein (2003) and Johnson, Bellman, & Lohse (2002)

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ZOOM LINK: <https://ouhk.zoom.us/j/95020895573>

Objective

- 1) Replications:** 1) Famous study on default effects and organ donation (Johnson and Goldstein, 2003); 2) influence of framing on default effects (Johnson, Bellman, & Lohs, 2002).
- 2) Extensions:** a) Role of decision permanence in the organ donation scenario; b) conceptual replication of Johnson, Bellman, & Lohse (2002).

Summary

People tend to stick with a default option instead of switching to another option. Much of the highly cited, impactful work on this default effect, however, has not been replicated in well-powered samples. We conducted a close replication of the target studies in two well-powered samples (**N = 1920**).

We **successfully replicated** Johnson and Goldstein's (2003) findings on default effects, but the effects are smaller than reported in the original study.

The replication results of Johnson et al. (2002) are **inconsistent** with the original findings. The results fail to support predictions based on default effects, but the results indicate support for the framing effect.

Implications

Effect size of default effects is smaller than documented in original studies.

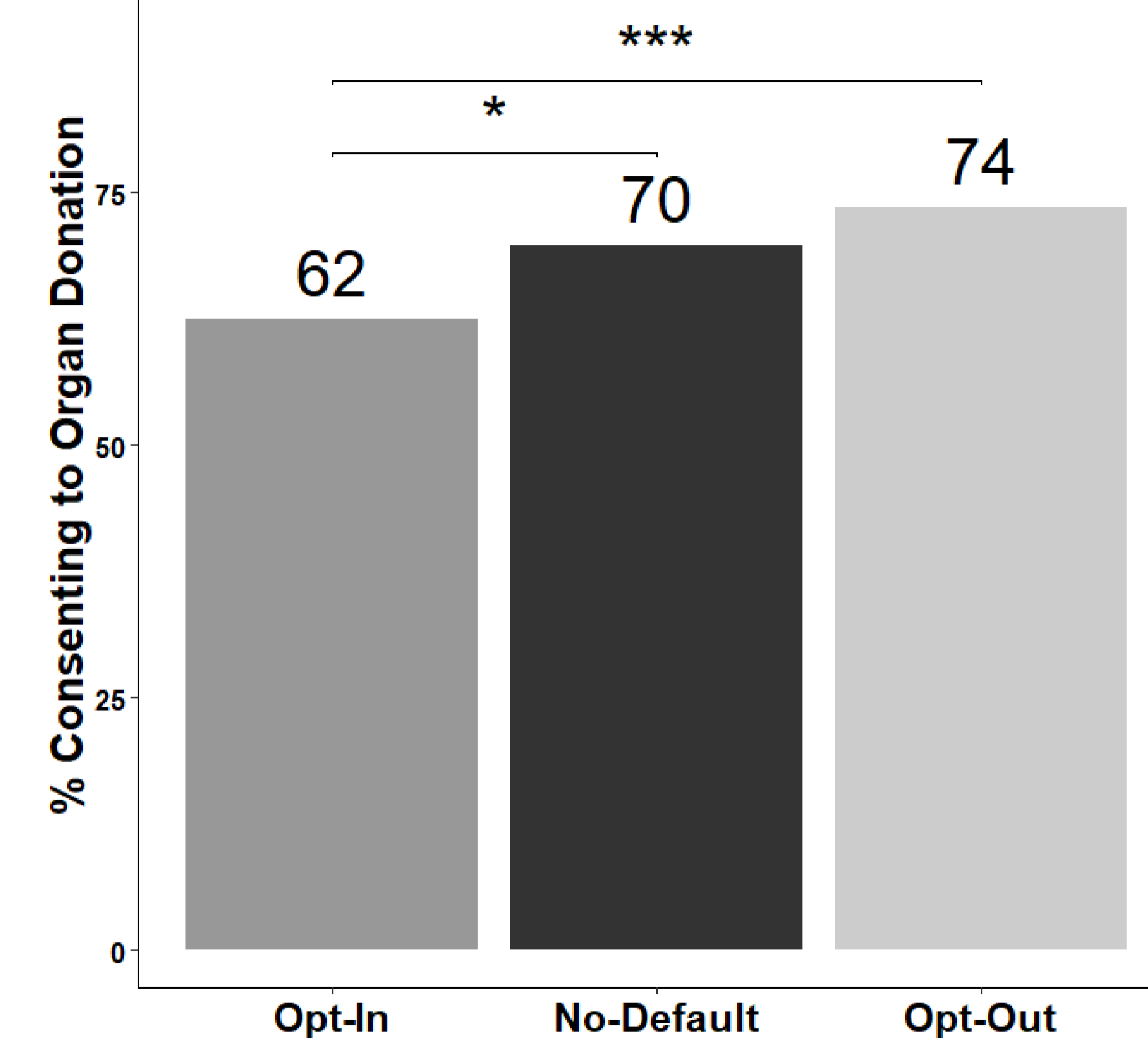
The default effect depends on the framing of the decision scenario. Findings call for a more refined and contextualized understanding of defaults' effectiveness.

References

- Johnson, E. J., & Goldstein, D. (2003). Do defaults save lives?. *Science* 302:1338–39. DOI: 10.1126/science.1091721
- Johnson, E. J., Bellman, S., & Lohse, G. L. (2002). Defaults, framing and privacy: Why opting in-opting out. *Marketing Letters*, 13(1), 5-15.

Results

Johnson & Goldstein (2003)



Johnson, Bellman, & Lohse (2002)

