**Gain vs Loss Frame Health Messages: Project Submission Form**

For this project, you can use any current health-related message that addresses physical, spiritual, emotional, social, intellectual or environmental health. **Do not use** any messages whose intent is to sell a beauty project (e.g. anti-wrinkle cream). You need to find at least 10, but you can find up to 5 more. For each additional message you find and report on, I will add an extra 2% on to your final project grade. And yes, this means you can get 110% on this assignment ☺

**Description:** Describe the message. Provide enough detail so that I can verify your conclusion in the
 table below. (100 words max)

**Frame:** Specify which was used – gain, loss, both, or neither

**Medium:** What medium was used (e.g. TV, newspaper, internet etc.) **and** where did you see or hear
 it? (e.g. radio or TV station name, URL, magazine name and issue etc.)

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| --- | --- | --- | --- |
|  | **description** | **gain, loss, both, neither** | **medium** |
| **Message 1** |  |  |  |
| **Message 2** |  |  |  |
| **Message 3** |  |  |  |
| **Message 4** |  |  |  |
| **Message 5** |  |  |  |
| **Message 6** |  |  |  |
| **Message 7** |  |  |  |
| **Message 8** |  |  |  |
| **Message 9** |  |  |  |
| **Message 10** |  |  |  |
| **Message 11** |  |  |  |
| **Message 12** |  |  |  |
| **Message 13** |  |  |  |
| **Message 14** |  |  |  |
| **Message 15** |  |  |  |

**SUMMARY**

**Look for any patterns in your findings.** Was one approach (gain, loss, both, neither) used more than another? Did it depend on the medium used? Did it depend on which dimension of health was addressed? Did it depend on whether the message promoted a prevention behavior (e.g. get your flu shot) or a behavior geared toward the treatment of an existing problem (e.g. join weight watchers to lose weight)? Did it depend on something else? **You must provide quantitative evidence to support your conclusion.** For example, 55% of the message did X, 30% did Y, and 15% did Z. A gain framed approach was used in 90% of messages focused on prevention, while a loss framed approach was used in 82% of messages focused on treatment. Etc. (250 words max)

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