**RATIONALE**

- Health-related messages, framed in terms of gains or losses, can impact decision making. Theoretical accounts have emphasized the role of emotion in such framing effects, with implications for age differences in making health decisions (Löckenhoff & Carstensen, 2007; Mikels et al., in press). The age-related positivity effect is a relative preference among older adults for positive over negative information compared to younger adults (Carstensen & Mikels, 2005; Shamaskin & Mikels, 2010), which suggests an age-related preference for gain-framed messages.
- Further, the effects of outcome framing (i.e., attaining the desirable vs. avoiding the undesirable in gain-frames; or avoiding the desirable vs. attaining the undesirable in loss-frames) have been ignored.
- We examined age differences in subjective affective reactions and perceived effectiveness of framed exercise-promoting messages.

**METHOD**

- Participants were recruited through Amazon’s Mechanical Turk. Sample characteristics are presented in Table 1.
- Materials: 24 gain-framed (GF) and 24 loss-framed (LF) exercise-related messages (Table 2).

**RESULTS**

- GF messages were rated more positive, $F(1, 236) = 243.5, p < .01$, and were perceived to be more effective than LF messages, $F(1, 236) = 91.9, p < .01$ (Figure 1). Older adults had more positive reactions to messages than the younger adults, $F(1, 236) = 3.8, p = .05$. This was primarily attributable to their less negative reaction to the LF messages, $t(236) = 1.8, p = .04$ (one-tailed). There were no age differences in effectiveness ratings.

- GF messages were rated as differentially more positive, $F(1, 236) = 9.7, p < .01$, and more effective, $F(1, 236) = 30.5, p < .01$, relative to LF messages when focused on attaining desirable outcomes rather than avoiding undesirable outcomes (Figure 2).

For GF messages, ratings of affective reactions and perceived effectiveness were positively correlated, more so among older adults than younger adults, $Z = 1.87, p = .03$. Whereas, for LF messages, there was a negative correlation between affect and effectiveness rating, and the relationship was stronger among the young than the old, $Z = 1.64, p = .05$ (Table 3).

**REFERENCES**


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