

The main aim of the thesis was to investigate the effect of the use of a foreign language - in this case, English - on the strength of the framing effect in framing types that have not been studied in this respect before. According to the results, framing through the manipulation of emotionally charged keywords is indeed mitigated by the use of a foreign language. The main factors at play here are whether the respondent started learning the foreign language at an early age before the emotion-regulation systems were developed, and whether the respondent is accustomed to using the language routinely. Visual framing yielded the opposite results - in the absence of the keywords, only the effect of greater cognitive load remained for respondents completing the questionnaire in English, which magnified the framing bias. This effect was stronger for respondents whose English skills were weaker and who used English less. In the case of framing using the status quo, the results were inconclusive as there was a bias most likely caused by an inaccuracy in translation.