Imagine a rare disease is breaking out in some community. if nothing is done, 600 people will die. There are two possible programs.

(A) will save 200 people.
(B) will save everyone with chance 1/3 and save no-one with chance 2/3

(C) 400 people will die
(D) no-one will die with chance 1/3; 600 people will die with chance 2/3.

Given "A or B" choice, most people choose A.
Given "C or D" choice, most people choose D.