

Faktory správy

Forewarned is forearmed



One-sided or Two-sided messages?

Conclusion

– to provide or not to provide?

- ▶ O’Keefe (1997) found that messages **explicitly articulating an overall conclusion** are more persuasive than those that omit a conclusion
- ▶ Making the **conclusion explicit** minimizes the chances that individuals will be confused about where the communicator stands. It also helps people comprehend the message.

Language

- ▶ Faster speech suggest that the communicator is *credible, knowledgeable, intelligent, and confident.*
- ▶ Slower pace brings *calm and reassurance*



Powerful vs. Powerless language

- Uh..., Well, you know...
- Sort of..., Kinda..., I guess....
- I'm no expert, of course, but...

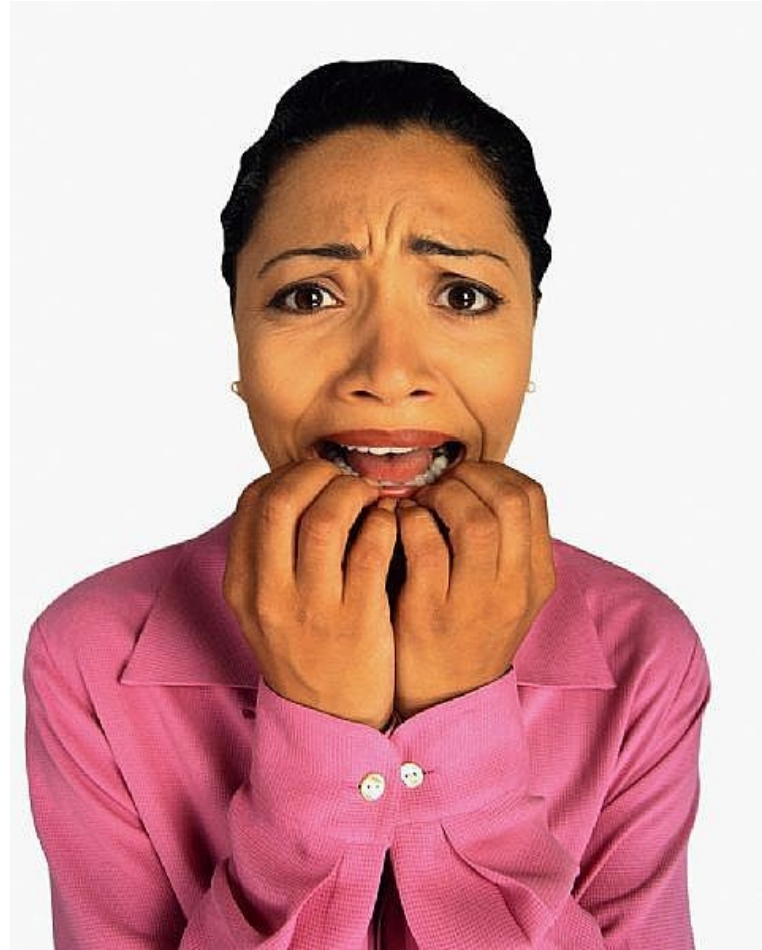


- Vivid, specific, graphic language

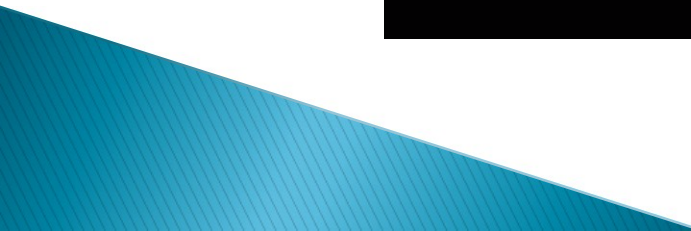
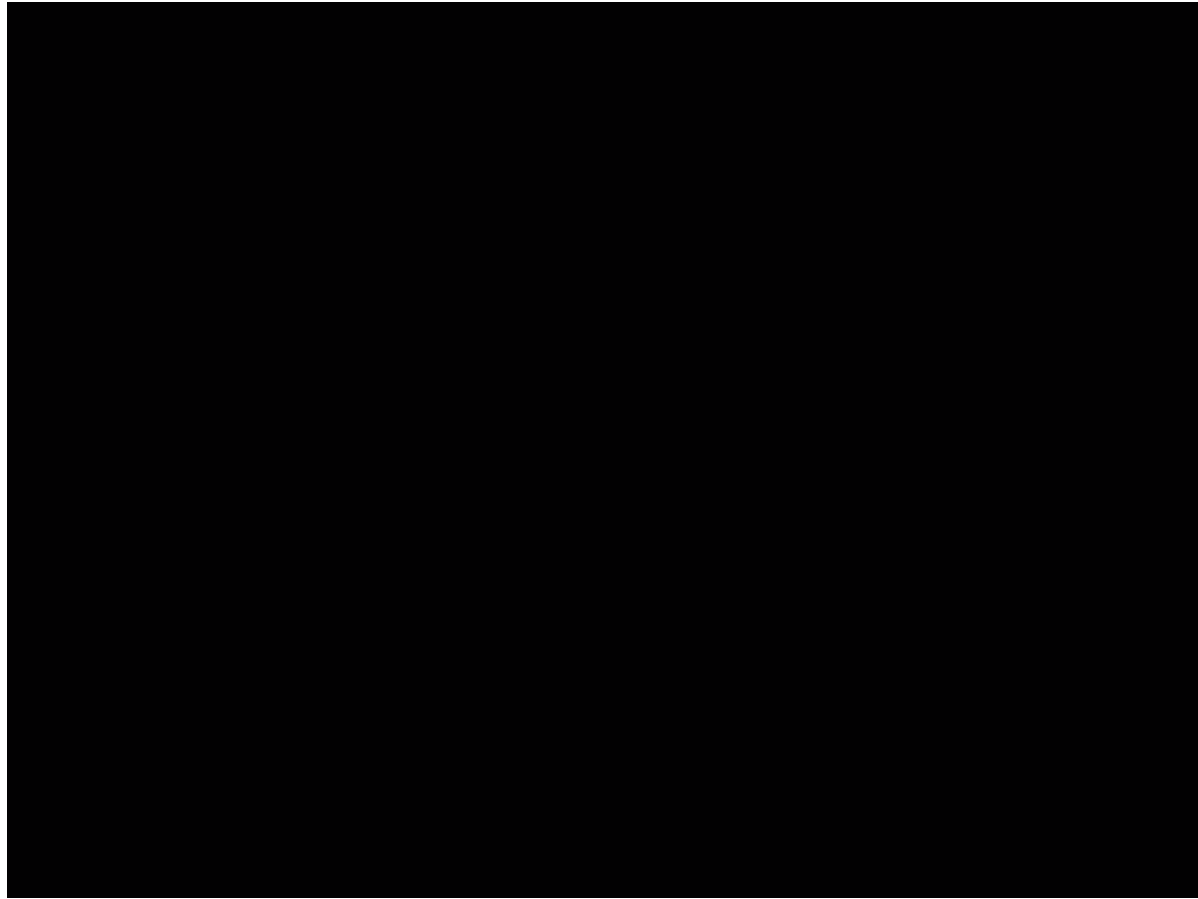




FEAR



Fear appeal



Fear appeal

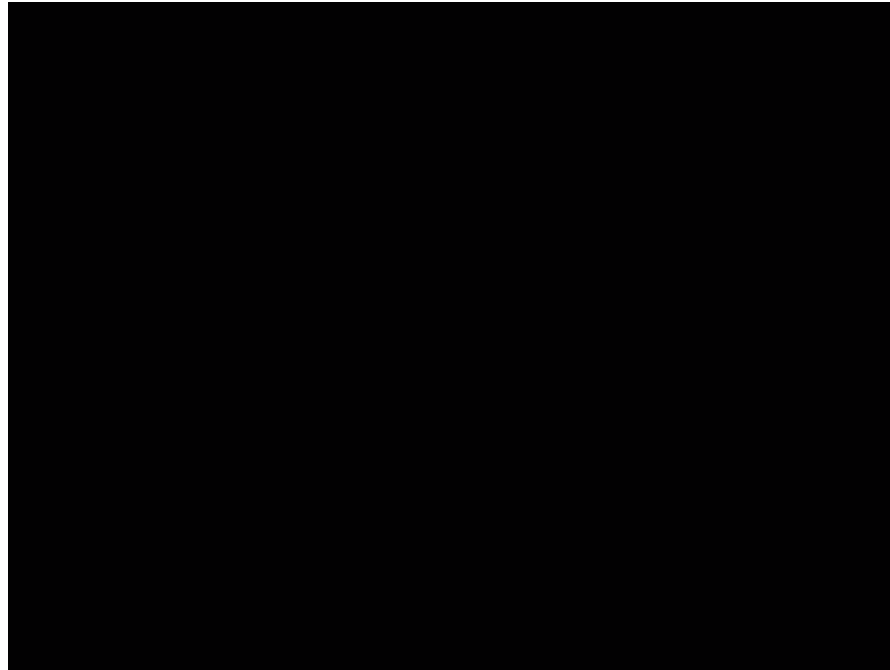
- ▶ Fear appeal is a persuasive communication that tries to scare people into changing their attitudes by conjuring up negative consequences that will occur if they do not comply with the message recommendations



Fear Appeal

Extended parallel process model (K. Witte)

- ▶ Fear appeal message contains two information:
threat & efficacy information
(problem & solution)



Creating a fear appeal

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1. **SEVERITY** (seriousness or magnitude of the threat)
Consumption of junk food can lead to heart disease
2. **SUSCEPTIBILITY** (likelihood that the threatening outcome will occur)
People who eat junk food have 80% higher chance of having a heart disease
3. **RESPONSE EFFICACY** (effectiveness of the recommendation)
Healthy diet decrease the chance of heart disease.
4. **SELF-EFFICACY** (arguments that the individual is able to perform the recommended action)
You can change your diet. Millions have!



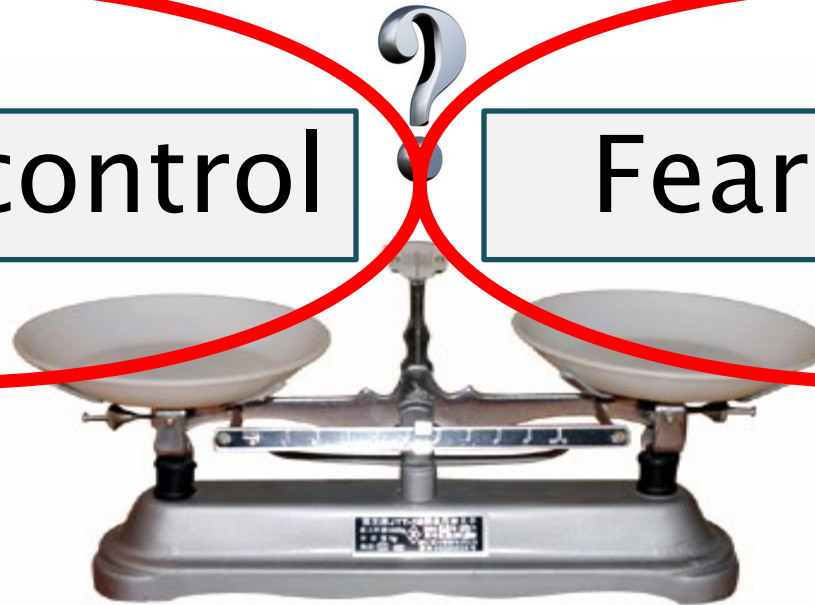
Response to fear appeal

Danger control

When people perceive that they are able of averting the threat by undertaking recommended action

Fear control

When people focus on the fear rather than the problem. They try to deal with the fear.



Perceived efficacy =
response efficacy x self-efficacy



Perceived threat =
severity x susceptibility

How to create the best fear appeal

1. Scare the heck out of recipients

High fear appeals are more effective than low-fear appeals

2. Provide solutions

After you scare someone, tell them explicitly how to prevent it

3. Emphasize costs of not taking the action, as well as benefits of undertaking the action

People are more motivated by the threat of losing than by the chance of gaining

4. Threats and recommendations should be relevant to the target group

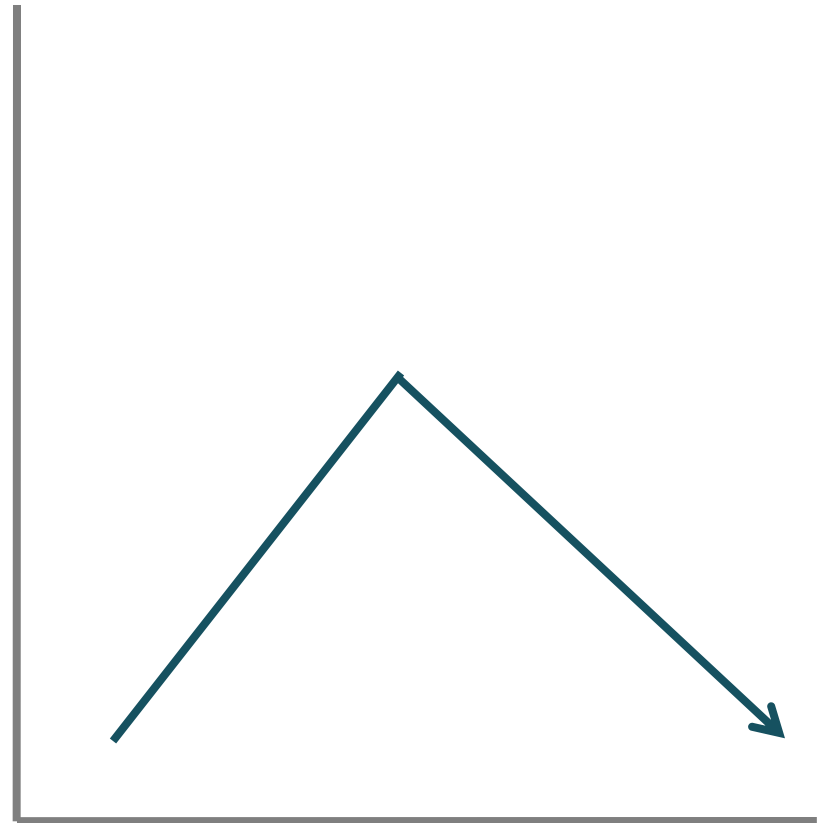
Message has to be targeted. Anti-obesity campaign should have different message when focused on children and on adults.

What if the fear is too large?



*

change



fear

* *Boomerang effect* is a general term describing the situation when we make too strong attempt to change prospect's attitude and the prospect will end up with even stronger attitude of the original valence.