

A Test of the Anger Activism Model: truth® Campaign Advertising-Induced Anger, Self-Efficacy, and Message-Related Cognitions

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Acknowledgements

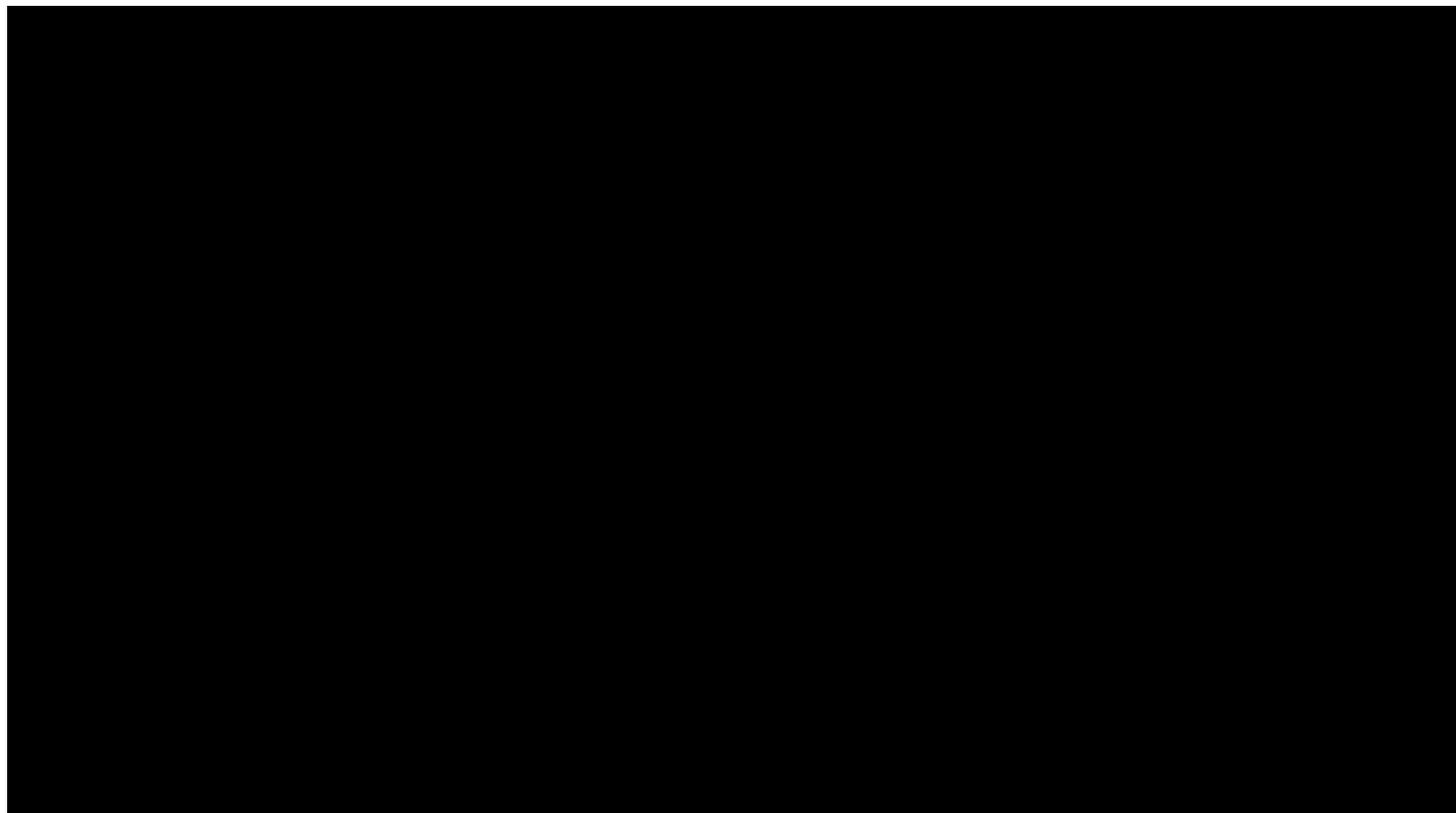
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Using the Past...



To Propel the Future



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Research on Emotion & Health Behavior

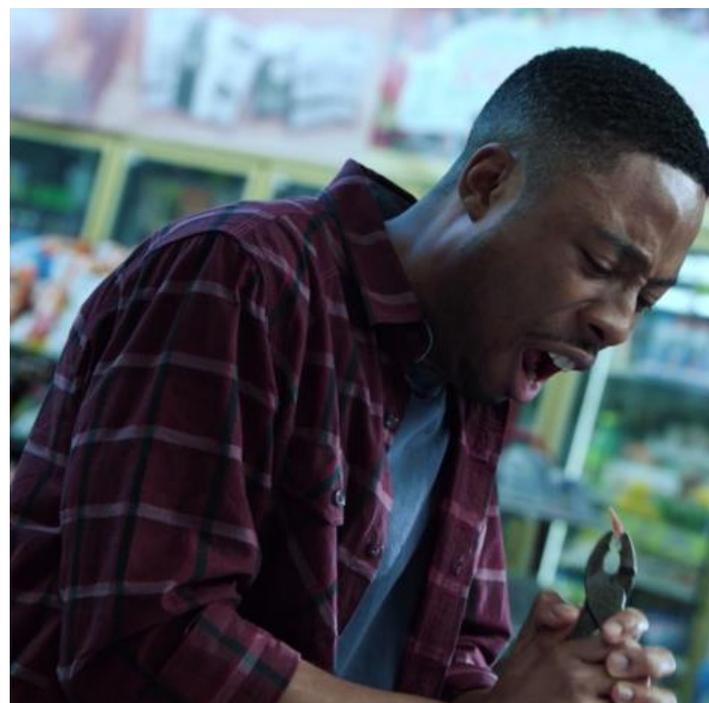
- There are some key processes by which emotion can impact health behavior (Williams and Evans, 2014)
 - *Affective response (e.g., hedonic response to eating and drug use)*
 - *Incidental affect (e.g., work-related stress as a determinant of alcohol use)*
 - *Affect processing (e.g., anticipated regret for skipping an exercise session)*
 - *Affectively charged motivation (e.g., cigarette craving)*
- Emotions may also interact with situational factors to improve or degrade health-related decisions (Ferrer, R., Klein, W., Lerner, J. S., Reyna, V. F., & Keltner, D. , in press)
 - Emotions can impact various judgments and thought processes with relevance to health decisions: risk perception, valuation and reward-seeking, interpersonal attribution, and depth of information processing

Research on Emotion & Health Behavior

Emotion also plays a role in health communication through a number of pathways (Prestin & Blake, 2011)

- Selective Exposure (e.g., information seeking)
- Media Effects: Framing
 - Type of frame (e.g., gain/loss) impacts emotional reaction, which in turn impacts health behavior
- Media Effects: Persuasion
 - Positive emotional appeals
 - Negative emotional appeals
 - Extensive research on fear appeals
 - Limited work on other negative emotional appeals, such as guilt and anger

Research on Emotion & Health Behavior



Anger Activism Model

- Underlying assumptions
 - Anger is triggered when one's goals are threatened, and motivates individuals to remove barriers that block goal attainment
 - Feelings of anger can be caused by a campaign message



Anger Activism Model

- Effects of anger on cognitions in response to a message depend on three key variables

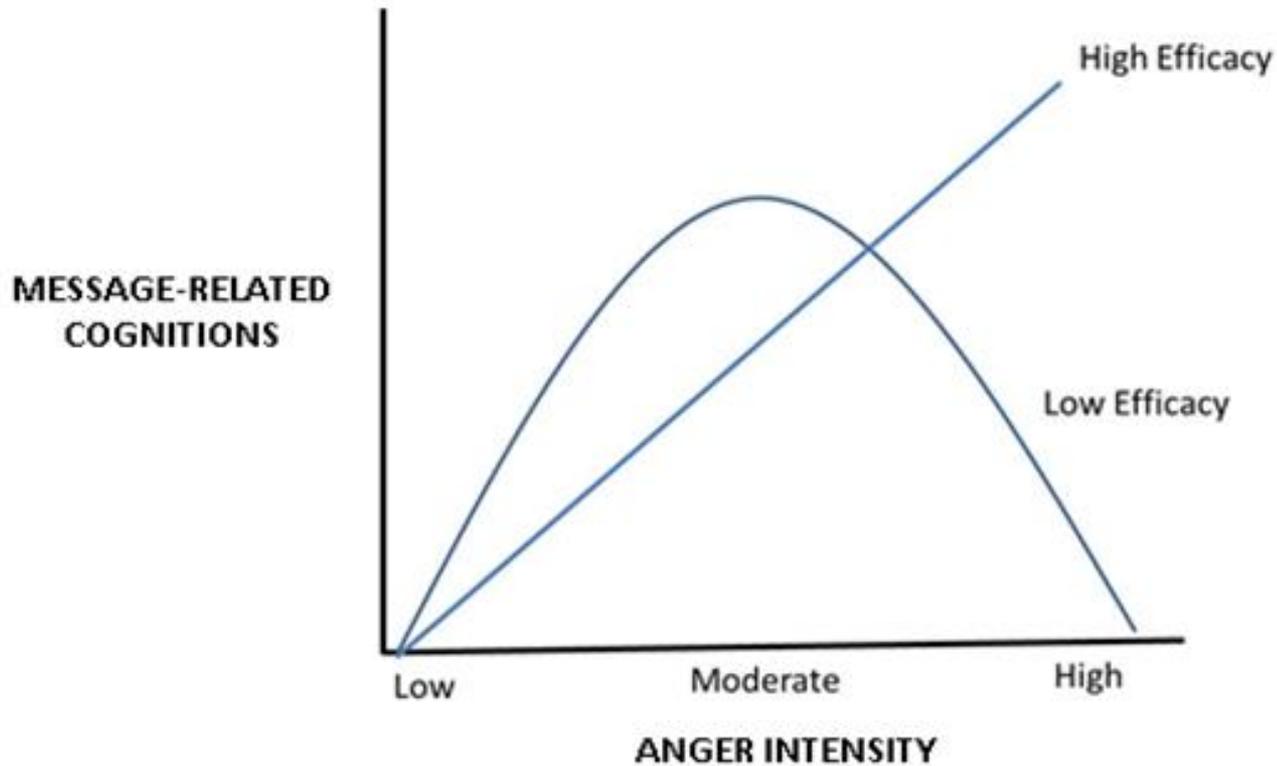
**Intensity of
Anger**

Self-Efficacy

**Whether the target is pro- or
counter-attitudinal**



Anger Activism Model



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Testing the Anger Activism Model using the truth® campaign

truth Finish It campaign



truth[®] branded campaign

Target age range: 15-21

Message: Be the generation that ends smoking

**RATHER THAN JUST
MESSAGING TO THE
REMAINING 9% OF
YOUNG PEOPLE WHO
ARE STILL
SMOKING...**



9%

A large crowd of people, likely students, is gathered for a protest or rally. In the foreground, a person holds a large white sign with the words "WE ARE YOUR FUTURE" written in blue and red. The crowd is diverse in age and appearance, with many people looking towards the camera or shouting. The background shows a large brick building, possibly a university campus.

**WE ARE
YOUR
FUTURE**

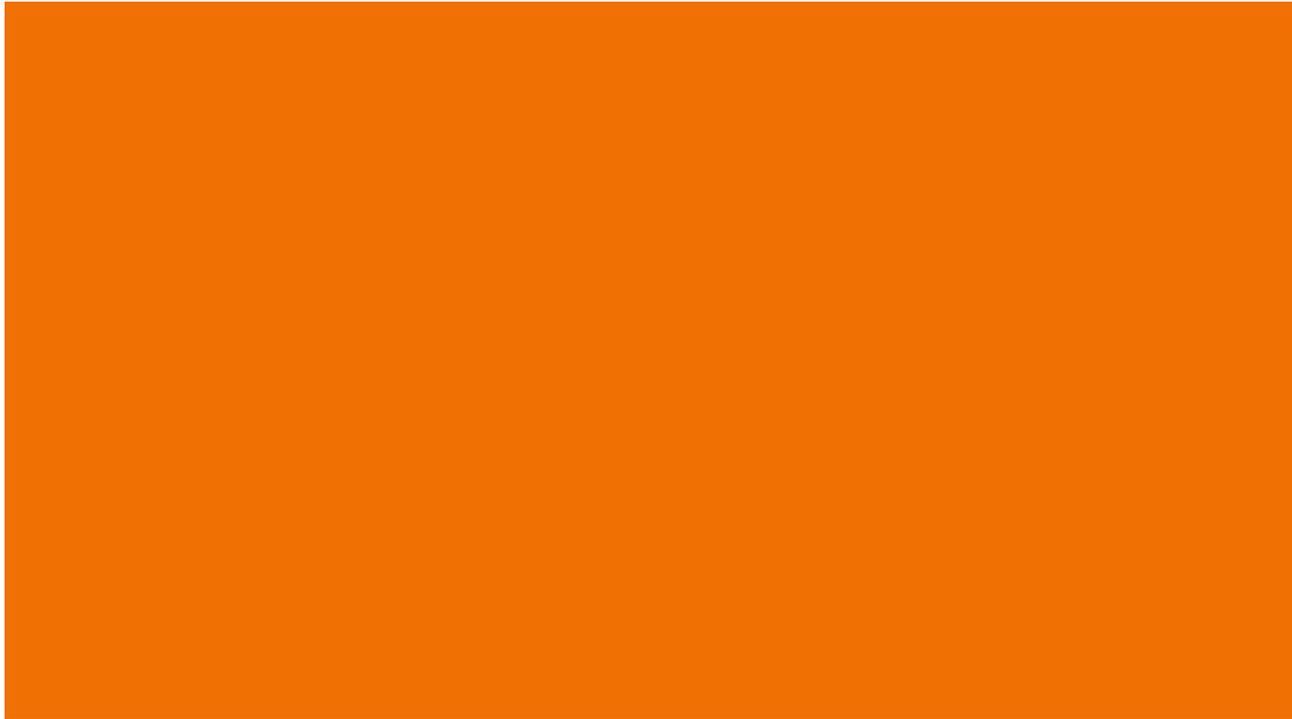
**WE'RE GOING TO
RALLY A VOLUNTEER
ARMY OF THE 91%
WHO WILL MAKE THIS
FIGHT THEIR OWN**

91%

A group of people's hands are shown, each with a large black 'X' tattooed on the back. The 'X' is surrounded by the words 'NO TO TOBACCO' and 'NO TO ALCOHOL'. The hands are arranged in a circle, with some people wearing wristbands. The background is dark, and the overall tone is serious and determined.

**BE THE
GENERATION
THAT ENDS
SMOKING.**

Finishers



Images of Smoking in Today's World

Smokers have become Big Tobacco's best marketers

Technology and social platforms make it easy for images of smoking to reach wide audiences

These images have influence. The act, image and acceptance of smoking is being renormalized at scale

tumblr.



Unpaid Tobacco Spokesperson



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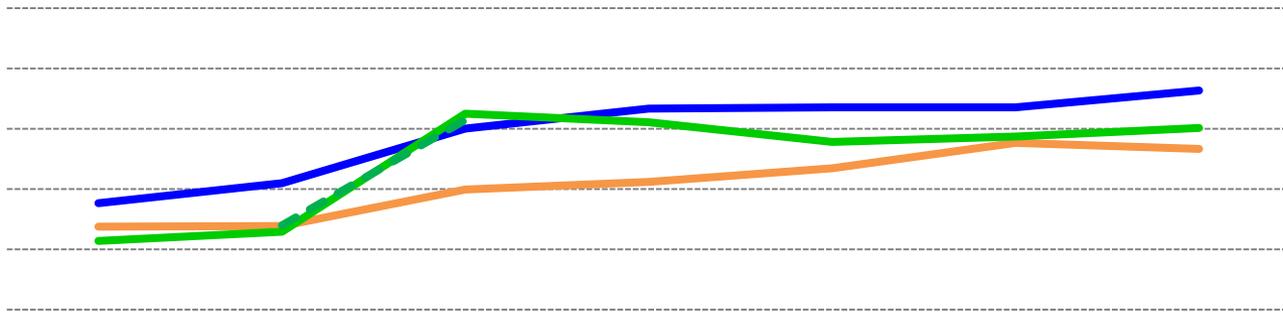
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Methods

Data Source

- Truth Initiative Media Monitoring Tracking Survey
 - Weekly, cross-sectional, online survey allows us to have real time data on campaign awareness and receptivity. 140 participants/week, ages 15-21.
 - Panelists have been recruited by Research Now through email and online marketing.
 - Data used in this analysis includes responses from July 22, 2014 through March 24, 2015 (n= 4,792).



Measures – Pro-Attitudinal

- Scale of three items ($\alpha = 0.823$)
 - “I want my generation to be known as the one that ends smoking”
 - “I would be part of a movement to end smoking”
 - “Taking a stand against smoking is important to me”
- The assumption that the audience is pro-attitudinal was met, with 62.96% of the overall sample scoring above a 3 (i.e., the midpoint) on the pro-attitudinal scale (M = 3.59, SD=0.99).

Measures – Anger/Efficacy Groups

Ad-induced Anger

“Seeing this ad made me feel angry”

Ad-induced Efficacy

“Seeing this ad made me feel powerful”

	Low Anger	Moderate Anger	High Anger
Low Efficacy	Low Anger Low Efficacy	Moderate Anger Low Efficacy	High Anger Low Efficacy
High Efficacy	Low Anger High Efficacy	Moderate Anger High Efficacy	High Anger High Efficacy

Outcome Measures: Message-Related Cognitions

Ad-related Persuasiveness

“This ad made me want to do something to end smoking”

Ad-related Receptivity

Based on a scale of items, including “This ad made grabbed my attention”

Ad-related Conversation

“I have talked to my friends about this ad”

Data Analysis

Weighted Logistic Regression

- Assess odds of having message-relevant cognitions based on anger/efficacy group, adjusting for gender, age, race/ethnicity, parental education, perceived financial situation, and smoking status.

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Results & Conclusions

Demographic Characteristic	Total (n=4792)
Female (%)	52.57%
Mean Age (Mean (SE))	18.14 (0.03)
Race/Ethnicity (%)	
White	54.36%
Black/African American	15.34%
Hispanic	18.95%
Other	11.35%
Parental Education (%)	
<High School	12.39%
High School	19.83%
Some College/Associate's	30.71%
College or Higher	37.07%
Financial Situation (%)	
Don't meet basic expenses	9.39%
Just meet basic expenses	27.50%
Meet needs with little left	36.96%
Live comfortably	26.15%
Current Smoker (%)	19.66%

Results – Anger/Efficacy Groups

Finishers

	Low Anger	Moderate Anger	High Anger
Low Efficacy	43.75%	4.16%	1.92%
High Efficacy	40.11%	5.56%	4.51%

Unpaid

	Low Anger	Moderate Anger	High Anger
Low Efficacy	48.69%	8.13%	3.67%
High Efficacy	24.61%	8.40%	6.48%

Results – Outcomes

	Finishers	Unpaid
Found ad persuasive	51.33%	46.15%
Receptive to ad	45.66%	41.90%
Conversed about ad	26.36%	26.21%

Results – Outcomes by Group (Logistic Regression Analyses)

	PERSUADED BY AD Adjusted* OR [95% CI]	RECEPTIVE TO AD Adjusted* OR [95% CI]	CONVERSED ABOUT AD Adjusted* OR [95% CI]
<i>Finishers Advertisement</i>			
Low Anger, Low Efficacy	<i>Referent</i>	<i>Referent</i>	<i>Referent</i>
Moderate Anger, Low Efficacy	3.48 [2.08, 5.83]	1.55 [0.86, 2.80]	3.43 [1.91, 6.17]
High Anger, Low Efficacy	11.23 [4.88, 25.79]	3.83 [1.74, 8.43]	5.67 [2.55, 12.59]
Low Anger, High Efficacy	11.20 [8.65, 14.50]	12.47 [9.57, 16.24]	4.28 [3.15, 5.80]
Moderate Anger, High Efficacy	10.29 [6.15, 17.22]	8.64 [5.36, 13.91]	8.22 [5.08, 13.30]
High Anger, High Efficacy	49.78 [20.62, 120.16]	28.12 [14.39, 54.94]	25.15 [13.89, 45.56]
<i>Unpaid Advertisement</i>			
Low Anger, Low Efficacy	<i>Referent</i>	<i>Referent</i>	<i>Referent</i>
Moderate Anger, Low Efficacy	3.31 [2.22, 4.95]	3.59 [2.38, 5.41]	3.58 [2.25, 5.70]
High Anger, Low Efficacy	7.26 [4.12, 12.81]	4.00 [2.28, 7.01]	3.88 [2.07, 7.26]
Low Anger, High Efficacy	7.55 [5.68, 10.03]	11.02 [8.21, 14.80]	4.66 [3.39, 6.42]
Moderate Anger, High Efficacy	9.83 [6.36, 15.18]	10.33 [6.76, 15.80]	7.91 [5.23, 11.97]
High Anger, High Efficacy	18.07 [10.35, 31.55]	23.89 [13.53, 42.21]	12.91 [8.01, 20.82]

*Weighted regression models control for gender, age, race/ethnicity, parental education, perceived financial situation, and smoking status.

Differences by Ad and Outcome

	PERSUADED BY AD Adjusted* OR [95% CI]	RECEPTIVE TO AD Adjusted* OR [95% CI]	CONVERSED ABOUT AD Adjusted* OR [95% CI]
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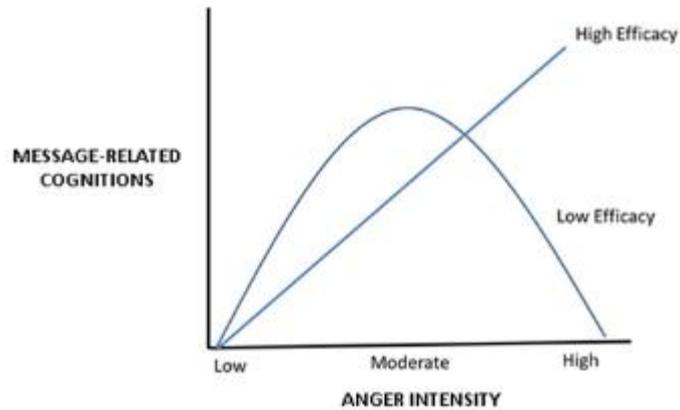
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Extended AAM

- Notably, the extend AAM's prediction that the relationship between anger intensity and message-related cognitions varies based on level of efficacy was not borne out by the data



Limitations

- Cross-sectional sample
 - Cannot understand phenomenon over time
 - Cannot examine actual actions taken in response to the message
- Non-probability sample
- Small cell sizes, large CIs

Next Steps

- Examine anger and efficacy in relation to the topic of the advertisement more broadly
- Examine anger and efficacy as separate independent variables
- Test the anger/activism model using public health and other messages on different topics with a variety of target audiences

Implications

- Messages that incite high anger and high efficacy in combination may have powerful effects
- While the high anger/high efficacy group may be small, they can be a critical group in responding to a message and activating others to do so as well
- A wider range of emotions should be investigated to assess the variety of roles such emotions might play in eliciting the desired cognitive, emotional, and behavioral responses

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Thank You

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