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The American University in Cairo

School of Global Affairs and Public Policy

Fear Appeal Message Repetition in Public Service Announcements: A Cross-Cultural
Comparison

A Thesis Submitted to the

Department of Journalism and Mass Communication

in partial fulfillment of the requirements for the

Master of Arts

By Nihal El-Kharadly

Under the supervision of Dr. Naila Hamdy

Spring 2017

This paper is dedicated to my one and only husband Samy,
Will never be able to thank you enough for all the support and motivation you
have given me, I wouldn't have reached this far without you.

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This journey would have never been possible without the support of my parents; Ihab Elkharadly and Wafaa ElSayed, thank you for always supporting me with my educational journey and I will always owe you the success I have reached and will reach in my life.

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ABSTRACT

This research aims at examining the usage of fear appeal in public service announcements (PSAs) of different topics across different countries. The study uses a purposive sample of audio/visual advertisements that tackles a variety of social, health and safety topics across different cultures either in English or Arabic languages or with subtitles. The study is intended to compare the usage of fear appeal in PSAs that are targeted for social change across different cultures in terms of content and methods used to scare audiences. A non-probability purposive sample has been obtained through extensive search online that resulted in a non-even number of PSAs from each country. A sample of 72 PSAs has been collected, including 17 different PSAs tackling issues from UK, 20 from USA, 6 from Canada, 4 from France and 5 from Ireland, Australia and Egypt have 3 different PSAs each, 2 PSAs from Switzerland and South Africa each, 4 from Saudi Arabia and Spain, New Zealand, Netherlands, Germany, Italy and Scotland are represented with 1 PSA in the sample.

Through analysing these PSAs, the research has concluded that some of the main variables are similar across all countries and topics: the how these PSAs use negative framing in conveying the message, the high levels of depicted severity in the PSAs and the portrayal of harm affecting oneself. Other variables, such as: narrations of the PSAs, being part of a campaign, tone of voice, how the fear is portrayed, and levels of susceptibility are somehow similar with minor differences and majorities portraying the same results. The place where the PSA is taking place, the number of actors depicted in the PSAs, gender of those actors, and the suggested behaviours are variables that differ across the PSAs.

Chapter 1: INTRODUCTION

Throughout the day people are bombarded with different messages aiming at persuading audiences to do something, for example: buy a certain product, use a certain service or change a certain behavior. With the increase of advertising and the change of audiences' characteristics, advertisers are always on the look for ways to capture audience attention and send them messages. Public service announcements (PSAs) are messages that are directed to the society at large, aiming to persuade, inform, or motivate behavioral change (Iles et al 2016). It is a type of advertising that is sponsored by governmental organizations or other private ones to endorse and promote socially desirable activities (Murry et al 1996). Edelman and Mortiz (2016) further added "PSAs are free advertising campaigns that provide an opportunity for not-for-profit organizations (NFPs) to disseminate messages that are in the public interest, to raise awareness, and to trigger behavioral changes and changes in attitudes toward social issues". PSAs have been used to address and encounter a wide range of social problems such as drinking and driving, drug abuse, child abuse, women abuse, illiteracy, and many other societal problems (Edelman and Mortiz 2016). Additionally, PSAs are considered an effective fund-raising tool for various charitable organizations (Edelman and Mortiz 2016).

According to Toncar et. al (2007), " PSAs deal with life-and-death issues. They urge us to think about people with desperate conditions, act to help those in need and support causes that can change the world". Despite that PSAs are considered one of the communication forms that are similar to advertising, there are still some differences between commercial advertisements and PSAs (Nan 2008). Commercial advertisements usually aim to promote products or services in

which consumers may not face any personal or social loss if they decide not to purchase them (Nan 2008). On the other hand, PSAs aim to promote causes that usually have personal or social significance for the audience (Nan 2008). Furthermore, commercial advertisements usually tend to induce positive feelings through the use of pleasant languages and images in order to convey their messages, while PSAs usually tend to convey their messages through the use of languages and images that would induce negative feelings like guilt and fear (Nan 2008). Each message is framed in a way to talk to its audiences, using the different appeals: humor, rational, sex, fear, and so forth. Threatening health and social messages through Public Service Announcements that are referred to as “Fear Appeals” are widely used to change perceptions, attitudes and even behaviors. Rice and Atkins have highlighted that there are two kinds of framing approaches to improve insights of risk supporters. “Gain-framed” messages are ones which the frame highlights the advantages, positives and alleged gains when one adopts this change or improves this specific behavior. On the other hand, “Loss-framed” messages are ones whereby the frame shows the negative side of not adopting the better behavior and the loss that might happen if one did not change the behavior in question. Each kind of message framing, according to different researches, is appropriate in a way; in less risk messages and precautionary behaviors that do not involve high danger, “gain-framed messages” are preferable. As for “detection-oriented” behaviors and behaviors which involve a higher danger risk, “loss-framed messages” are more likely effective (2001, p.91).

“A threat is a danger of harm, characterized by the degree of severity and the degree to which one is susceptible to this threat] and a threatening communication is a message conveying one or both of these elements [. Efficacy is one’s ability to negate the harm, a function of the effectiveness of a potential response in negating the harm] response efficacy [and one’s

capability to enact that response] self-efficacy [” (Peters, Ruiter and Kok, 2012). Over the past years, some researchers contended the use of fear and questioned whether it can persuade people to change behaviors or attitudes (Hastings, Stead and Webb, 2004). Other researchers’ concerns are the real effects of the usage of fear appeal on individuals who are already involved in a “high-risk” behavior (Lavack, 1997). A third body of research suggests that there is a “linear model of fear arousal” suggesting that with the increasing usage of fear appeal, audiences are more likely to be persuaded (Hastings, Stead and Webb, 2004).

The research literature, then, seems to support the current practice of using high levels of fear in social advertising. High fear should be the most effective, providing that the proposed coping response to the threat is feasible and within the consumer’s ability (Blumberg, 2000; de Turck, Goldhaber, Richetto, and Young, 1992; Donovan, 1991; Snipes et al., 1999; Witte, Berkowitz, Cameron, & McKeon, 1998).

A more recent study has debated that the capability of fear appeals to change intentions and behaviors is mostly uncertain. There have been several research studies which show that youngsters identify when fear appeal PSAs are “trying to scare us into not taking drugs or not smoking;” therefore, they become unable to connect to the message personally (Cohn, 1998; Hastings and MacFadyen, 2002; Hastings, et al., 2004) or to the bad consequences portrayed as happening to them (Kempf and Harmon, 2006 qtd in Lennon et al, 2010).

Chapter 2: LITERATURE REVIEW

2.1 HOW PEOPLE PERCEIVE MESSAGES

Petty and Cacioppo have separated message value into two groups according to receiver's predilection: "strong message and weak message." They have distinguished a "strong message" as one that surfaced thoughts that audience favors, while a "weak message" as one that triggered displeasing feelings. Based on these studies, messages with strong arguments result in a proposed attitude or views, while messages with weaker arguments cause the contrary (undesirable attitude or views) (Fang et al, 2012).

A significant amount of research discussing customer behavior proposes that customers' "motivation," "ability" and "opportunity" to sort out the messages from the PSAs might result in certain actions that retort to those PSAs (see MacInnis and Jaworski 1989; Petty and Cacioppo 1986). The O-S-O-R* model discusses that audience's preceding assimilations may be a result of focusing on a certain stimulus and discounting another (Markus & Zajonc, 1985, p. 138 qtd in Paek, Lee and Hove, 2014). Chandy and fellow researchers stress the importance of getting to know the market and the age of those targeted to be able to understand: how they perceive PSAs, and their motivations towards these PSAs (2001). They also argue that whether using emotions or persuasive arguments is more effective depends on what the message wants to portray.

4 *Douglas McLeod explicated in greater detail the four components of the O-S-O-R model. The first "O" component (O1) represents preorientation, or factors that influence perception, such as individual predispositions or attributes, all of which play a role as potential determinants of people's subsequent media activity. O1 variables are the intrinsic characteristics that affect how people process the stimuli; they include structural, cultural, cognitive, and motivational factors. The stimulus variable (S) indicates media use, such as certain media activity or attention paid to mass media messages. The post orientation component (O2) signifies various ways in which individuals' attitudes and beliefs are formed after they are exposed to the message stimuli. O2 variables typically entail message interpretations or cognitive processes, orientations, and behaviors that mediate the message stimulus and outcome. Finally, the response (R) represents the final outcome variable, which integrates the influence of these interactions on audiences' social responses (Yoo, 2014).

The “learning history,” as described by Nicholson and Xiao, is more than merely the storage of previous experiences that accommodates a variety of linked attitudes, beliefs, norm, and so forth (2010).

Intimidating material stimulates negative feelings towards the message and, most likely, might result in avoiding it by the audience. An experiment by Kessels, Ruiter, and Jansma (2010) logged “brain activity” with an instrument. The experiment has exhibited that people targeted for the social message, who have bad habits or doing bad deeds, are most likely to be the ones that do not attend to a high-risk message (in this experiment smokers) and are more likely to attend to less threatening messages with less aggressive images and information. On the other hand, this result has not been found for other audiences who do not have the same habits (non-smokers). These outcomes support other experimental researches of the “counterproductive effects of threatening health information” in which those most at jeopardy are the most expected to discard intimidating information (Ruiter, et al, 2014).

Some researches propose “self-awareness techniques” * as a solution for the rejection of intimidating messages and as a reassurance of those social PSAs’ messages (Ruiter, et al, 2014).

O’Shaughnessy in their book “Persuasion in Advertising” have mentioned that when emotional cues happen people tend to feel and think differently than their regular selves. Furthermore, advertisements that use emotional appeals tend to tempt change in beliefs and values more than logical appeals (p.27).

*A procedure in which people reflect upon cherished values or attributes, for example, responding to questions about their most important values or reflecting on their desirable characteristics (Ruiter, et al, 2014).

2.2 ETHICAL CONCERNS

Anxiety may result from different aspects in life, whether the mass media or from personal reasons. Researchers discuss the effects of such anxiety resulting from advertising employing “fear appeals”. At that time, researcher’s concerns have been that advertisers are focusing on how to get their messages across with different ways to use “fear appeal” neglecting the importance of evaluating the effect of such actions on humans and eventually society (Spence and Moinpour, 1972). Blame and fear appeal are mutual and have been investigated a lot by different scholars. Other researchers have found a gap in that researchers did not further investigate the effect of fear and scare appeal on audience’s behaviors over a longer period of time, rather than just the instant effect. Even when academics further study how it affects audiences, they do not offer a strong examination of the procedure sustaining such effects (Antonetti et al, 2015).

Roskos-Ewoldsen and other researchers have mentioned that “the disadvantage of using fear appeal messages is that biased processing of the current message or future messages concerning the threat may result, perhaps making the desired behaviors even less likely” (p.50).

Messages using fear appeal are employed to arouse a sense of nervousness, and attempt to motivate people to reduce this feeling of nervousness by implementing, enduring, suspending, or dodging a specific sequence of judgements or deeds. (Spence and Moinpour, 1972).

Although fear appeals are regularly used to communicate important issues in an attempt to encourage people to change behavior and promote a better society, some researchers are somehow skeptical on the effects of such appeal on behavior (Awgu and Basil, 2016). Some

studies propose that people who are targeted by the message may circumvent it (Kessels et al., 2014); another study suggests that positive framed messages is another option to send out persuasive messages rather than fear appeals (Wansink and Pope, 2015). It is, also, suggested that fear appeals are more effective with people less acquainted with the message (Kim et al., 2014) and that effectively communicating both mental and emotional messages in the same advertisement may not have the intended results (Hyman et al., 2014).

“Weak fear appeals may not attract enough attention but strong fear appeals may cause an individual to avoid or ignore a message by employing defense mechanisms. Importantly, extreme fear appeals are generally unsuccessful in bringing about enduring attitude change”. (Ray and Wilkie, 1970, qtd in Williams, 2012).

Some researchers claim that there are other outcomes of fear appeal messages rather than message acceptance that is “Defensive avoidance and reactance”. “Defensive avoidance” is the defiance of the message through the renunciation of the threat. People are trying to avoid the message either by neglecting the message or by concealing any thoughts about the threat over the long term. “Reactance” takes place when the person comprehends the message as trying to change the person; resulting in a defensive mode to counter-act that feeling (Witte,1992).

2.3 EFFECTIVENESS OF SOCIAL MARKETING

Despite the fact that various studies have been conducted to determine the effectiveness of social marketing programs, only a few number of reviews about their general effectiveness in behavior change has been available. Some reviews have illustrated that although some social

marketing programs find difficulty in reaching poor target groups, they are successful in addressing regulatory and social pressure. On the other hand, other reviews have illustrated that although social marketing can be successful in behavioral change, it still has limited overall effects (Stead et. al 2007).

According to Anderson, there are six fundamental principles for an effective social marketing intervention: (1) the marketing mix, (2) behavioral change, (3) consumer research, (4) segmentation and targeting, (5) exchange, and (6) competition (qtd in McDermott et. al 2005).

Tian and Borges have further elaborated that just as effective marketing relies on the various elements of the "marketing mix", the effectiveness of social marketing also depends heavily on the same techniques. The elements of the marketing mix - the product, the price, the place, and the promotion- are considered essential pillars in the preparation process of social marketing.

First, the product in social marketing can be a tangible product, such as: an air purifier, or an intangible one promoting a service, such as: early check-ups, or a lifestyle, such as healthy eating, and more. For social marketing to be effective, the target audience must first realize that they have a certain problem that they need to solve, and believe that the product (either tangible or intangible) offers the desired solution. In other words, it is the role of the research to identify the audience's perception about the problem and their need for a solution to it.

Second, the price in social marketing can reside in a financial cost, or may come in the form of requiring the audience to give up intangible things instead, like effort or time, or even quitting a harmful activity.

Third, the place in social marketing includes distribution channels that deliver information or training to the audience. Such channels include malls, doctors' offices, media channels, or even in-house demonstrations.

Finally, the promotion in social marketing is considered the most vital element in the marketing mix. The effectiveness of promoting social marketing depends heavily on researching the target audience, to develop a message that is culturally appropriate to them, and the choice of the most efficient channels that reach the target segment (2012).

Regarding the other fundamental principles, Anderson further explained that in social marketing, the intervention aims at changing a certain unwanted behavior and has specific measures for the desired behavior. Moreover, an effective social marketing intervention requires an accurate understanding of the audience's experiences, needs, and norms. Therefore, consumer research is important to make sure that the intervention meets the audience's values and needs. The social marketing intervention should also take into account the various segmentation variables while choosing the target group, so that the intervention strategy would effectively be tailored for that specific segment. It is, also, important that the social marketing intervention considers offering the audience a beneficial reward to motivate them to engage with whatever the intervention is asking them. This motivational benefit can either be tangible or intangible. Finally, the social marketing intervention should take into consideration the audience's appeal to their current behavior, and work on minimizing competition (qtd in McDermott et. al 2005).

The literature has included some reviews that aim at testing the effectiveness of social marketing campaigns. For example, in 2007, an inclusive review of all systematic reviews of

social marketing interventions has been conducted to examine the impact of social marketing campaigns on behavioral, environmental, and policy change, in relation to smoking, alcohol consumption and drug use. The review suggests that social marketing interventions, which follow the social marketing interventions previously discovered, are considered effective. Most of the interventions aiming at preventing alcohol, tobacco, or drug use among youth have shown positive outcomes on the short run, and for two consecutive years. Furthermore, the review suggests that social marketing interventions have displayed positive effects on the retailers' behavior, and have encouraged environmental and policy change with regard to tobacco use. It has been confirmed that such interventions bring about "upstream change" that does not change the behavior of individuals only, but also of organizations and policy makers (Stead et. al 2007).

Additionally, a wide body of literature has examined the variables that determine the effectiveness of PSA messages. For example, researchers have been interested in examining the impact of the pre-existing mood on the message effectiveness. The researchers have thought that if the mood, induced by the context where the message is embedded, is responsible for persuading the target audience with the message; the pre-existing mood might also have an impact on the effectiveness of health PSAs. Furthermore, they have speculated that the message type has an impact on the message effectiveness. According to previous studies, there are two types of messages in PSAs. First, the prevention messages that highlight the action that the audience must take in order to prevent a health problem or a disease (for example, wearing condoms to prevent HIV). Then, the detection messages that highlight the desired action that the audience must do to detect a certain problem and prevent it (e.g. early check-ups for breast cancer). In addition, researchers have thought that the degree to which

the message is relevant to the target audience would influence persuasion by increasing the audience's involvement in the message; thus, affecting the attitude towards the message or the behavioral response to it.

Therefore, a study has undergone an experiment to examine the impact of the pre-existing mood (positive or negative), the type of health message (prevention or detection), and the message relevance (high or low) on the audience's behavioral response to PSAs. The results of the study have provided evidence that the message relevance mediated the effects of message type under positive mood. However, there has been no clear evidence that the message relevance moderated the effects of the message type under the negative mood (Anghelcev and Sar 2011).

Furthermore, in 2010, a study was conducted to test the effectiveness of safer sex campaign. Variables like demographic, as well as individual differences were believed to have an impact on the message effectiveness. The study has also examined the impact of the perceived message's sensational value and the extent to which the audience perceive the message as highly emotional or sensory on the perceived message effectiveness of the campaign. The results have revealed that females, African Americans, people who are less educated and condom users are more likely to perceive the message to be more effective than males, Caucasians, people with higher education and/or people who do not use condoms. Hence, it is concluded that demographic and individual differences have a direct effect on the message effectiveness. The results of the study have also implicated a strong correlation between the perceived message sensational value and the perceived effectiveness of the message (Noar et. al 2010).

Additionally, an experiment has been conducted to examine the effectiveness of antismoking PSAs and test the role of fear and empathy induced by the PSA messages on the persuasion level. There has been three groups in the experiment divided according to the message type. A group has watched PSAs that depicted messages inducing fear, another group watched PSAs that depicted messages inducing empathy and finally the control group. The subjects have been randomly assigned to each group and watched four PSAs in a random sequence. The results of the experiment have suggested that messages that arouse empathy are more effective than messages that induced fear. On the other hand, both message types have been reported to have direct positive effects on persuasion. The results have, however, implied that the fear induced messages have some indirect negative effects on persuasion, while empathy induced messages have indirect positive effects (Shen 2011).

2.4 PERSUASIVE APPEALS

Researchers suggest that motivational strategy impacts the accomplishment of persuasive messages therefore, messages should have existing motive appeals. Underlying the structure presented in the paper, human motivation can be characterized according to “power” (approvals and desires), “nonpower” (attitudes, uniformity, and behavior-based appeals), and “shared power” (apparent profitable social interactions) methods (Shelby, 1991).

Many researchers affirm that persuasive appeals are an effective method for adapting people’s attitudes, intentions, and behavior. Suggesting that the use of appeals in marketing communication is a point of strength which persuasive messages can affect attitudes and motivations positively (Hornik, et al, 2016). Some scholars believe in connecting persuasion

with behavioral change, which suggests substituting an old behavior with a new one. They have proposed that persuasion can also form new behaviors that have not existed in the first place or strengthened current ones (Shelby, 1991).

"Protection Motivation" is the intermediate state resulting from these appraisal processes (Rogers 1983). According to Rogers, fear may arise but not necessarily that it will affect the behavior. Vicarious experience, environmental stimuli (e.g., fear appeals) and older experiences are sources of available information that are used in the appraisal processes (Tanner, et al, 1991).

"Message appeal is the creative idea used to form relevance and resonance with a target audience that dominates an ad's theme and motivates consumers to process the message, remember the ad, and consider the product advertised. Advertising appeal is based on the ad message frame or management strategic intention. The message frame is the central organizing idea or story line that provides meaning to an unfolding strip of events. As such, message building refers to the links among various intrinsic and extrinsic contents or frames and the use of message appeal as a persuasive tool" (Hornik, et al, 2016).

Researchers have classified advertising appeals into rational and emotional appeals (Hornik, et al, 2016). The rational appeals convey the functional and practical benefits that are achieved after the adoption of the message or after using the advertising product, while the emotional appeal implies the arousal of feelings (Hornik, et al, 2016). Various studies have focused on the wide range of feelings that advertisements can arouse (Hornik, et al, 2016). For example, some studies have focused on the differences between fear appeal and humor appeal (Hornik, et al, 2016). Other studies have focused on the correlation between emotionality and attention,

whereby it has been suggested that high levels of emotionality stimulate high attention (Hornik, et al, 2016).

Some studies suggested that rational appeals are more effective, since the audience prefer ads that provide clear information that differentiate between the brand and its competitors (Hornik, et al, 2016). According to the “Center of Emotional Marketing”, which conducted a meta-analysis of eight studies on advertising, ads that stimulate high emotional response but without providing clear information about the product do not stand out in the clutter, and are less likely to be persuasive (Hornik, et al, 2016). On the other hand, other scholars implied that the use of strong emotional appeals make the ads more memorable to the consumers, and can be easily retrieved from the memory (Guttman 2015). However, the fact that they are more memorable does not necessarily guarantee any behavioral change (Guttman 2015).

The use of positive emotional appeals can induce message identification, and are more likely to affect the intended audience in health communication messages and other contexts (Guttman 2015). For example, humor has been found grab the audience’s attention when the content is not interesting, or when they perceive the message as “less critical” (Guttman 2015). On the other hand, the use of humor as a persuasive appeal can sometimes intervene with processing the message itself (Guttman 2015).

A wide range of research has focused on examining the link between the use of emotional appeals and the perceived effectiveness of public service advertisements. Dillard and Anderson (2004) suggested that through the use of emotional appeals, individuals are shifted into states that are devised to approach specific “goal-environment relations”. Such shift includes changes in perceptions, as well as expressive, cognitive and physiological systems that impact attitude

change (Dillard and Anderson 2004). Therefore, “it is emotional intensity that is persuasive” (Dillard and Anderson 2004). association between emotions and the perceived effectiveness of public.

2.5 FEAR APPEAL

Advertising appeal refers “to the distinctive claim of advertising pieces as demonstrated in text, visuals, and the overall advertisement presentation. Messages that manifest an appeal are developed by first identifying a reason why people should buy a product or subscribe to a service; campaigns are, then, built around this appeal.” Advertisers measure and research the different appeals (e.g., emotional-rational, personal-social, fear, humor, and sex) (Sar and Rodriguez p.531).

A fear appeal is “a persuasive communication attempting to arouse fear to promote precautionary motivation and self-protective action” (Ruiter, Abraham, and Kok, 2001, p. 614). Fear stimulation is an irritating emotional state generated by the perception of threatening impulses. It is presumed that such situations involve “physiological arousal” and provoking mental, emotional and communicative retorts directed towards easing threat and decreasing or ending fear (cf. Dijker et al., 1997; Frijda, 1986)

Fear appeals can be direct or indirect. A direct fear appeal emphasizes the wellbeing of the message receiver. An indirect fear appeal emphasizes motivating people to help others in risk. Whether the fear appeal is direct or indirect, three aspects contribute to a successful message: “(1) design ads which motivate changes in individual behavior, (2) distribute the ads to the

appropriate target audience, and (3) use a sustained communication effort to bring about change” (Abernethy and Wicks, 1998).

To trigger actions, a fear appeal should contain (1) a risk (‘smoking kills’) and (2) an advice or positive step communication (‘stop smoking’) to help people to take positive action. Moreover, fear is a defensive feeling – an instant retort to a risk connected with indeterminate impending consequences – and it ensues preceding to an act (Loewenstein, Weber, Hsee, & Welch, 2001).

“Social marketers employ negative emotional appeals to promote individually or collectively beneficial behaviors because they believe these appeals to be highly persuasive” (Antonetti, et al., p.940).

People generally tend to deny that any negative events could happen to them, or engage in hazardous or unpleasant behaviors thinking that it will not cause any harm. Stephenson and Witte discuss that the use of fear appeal is targeted to develop a higher sense of risk. The sense behind it is that fear will grab one’s scrutiny and help people to think more of their actions; thereby, decreasing dangerous behavior (Rice & Atkin, p. 88). Rice and Atkin have also supported the notion of using fear appeal to increase risk viability, saying that the surge of fear stimulation and alleged risk have a direct effect on endorsed attitude and behavioral changes (2001, p.90)

When a message is observed as high risk, people become fearful. In order to manage this feeling, people pick one of two tracks, “danger control” or “fear control”. If the “response efficacy” and “self-efficacy” of the planned action are alleged to be high, then the danger control procedures are activated and people cognitively pursue a way to avoid the hazard (Witte, 1992 qtd in Borg et al, 2000).

Weak appeals create slight tension or drive and strong appeals create huge tension or drive, which is why marketers have typically believed that the more effective persuasive tools are the reasonable fear appeals and not the weak or strong ones. The Curvilinear Theory posited by Janis (1967) has derived this belief. Janis has proposed an inverted U-shaped curve, indicating reasonable fear levels to be optimal, to be used as the best representation of the fear/persuasion relationship (Tanner, et al, 1991).

Drive models claim that there is an “inverted U-shaped relationship” between the fear level of a message and the attitudes and behavior. Furthermore, reasonable levels of fear appeals are better as fear is required to encourage people to reach a negative drive motivation. However, if fear is too high, unwanted behavior will follow (Cauberghe, 2009).

Adding to that, fear control processes are defined as “primarily emotional processes where people respond to and cope with their fear, not to the danger. Fear control processes are more automatic and involuntary in nature and may occur outside our conscious awareness. Automatic or unconscious information processing is characterized by at least two conditions 1- individuals are unaware of when or how such processing occurs and 2- individuals are unable to inhibit or control these processes once they have begun. If one’s well-being is threatened by a perceived unavoidable threat, then unconscious or automatic defense mechanisms may be activated to protect the individual from further distress” (Witte, 1992, p.340).

Generally, research shows that higher levels of evoked fear tend to be persuasive at changing attitudes and intentions as well (McGuire, 1978; Mongeau, 1998). The success of some emotionally deep fear appeals is broadly explained by this research but this still leaves the question of why some deep fear appeals appear not to work (Leshner et al, 2010).

To take advantage of this relationship, marketers influence consumers' behavior and evoke their emotional response of fear by using a threat or danger. Several campaigns use fear appeal advertisements on topics such as drug use, drinking or smoking while driving. However, few cross-cultural examinations have been done on the effects and incidence of fear appeals. The majority of studies have found that fear and persuasion are positively related, although findings on fear appeal research have shown a lot of inconsistencies since Janis and Feshback (Laroche, et al, 2001). In addition, it has been concluded after two meta-analytic reviews that greater levels of induced fear cause higher persuasive effectiveness (Sutton, 1982; Boster and Mongeau, 1984). Rogers' (1975, 1983) Protection Motivation model (PM) and the Ordered Protection Motivation model (OPM) are the models incorporating these processes (by Tanner et al. 1991 qtd in (Laroche, et al, 2001).

Deep fear appeals may encompass emotional features, which seem capable of stimulating emotional reactions that are more complex than simply fear towards an existing health threat. Researchers recognize that fear appeals often stimulate additional emotions other than fear and that the message effectiveness can be determined by the interplay of these emotions (Dillard & Nabi, 2006; Dillard & Peck, 2001 qtd in Leshner et al, 2010).

Fear appeals can be influential in health and social marketing communications; however, threatening fear appeal messages are not always as affective as the communicators intend. Rather than taking action to abolish the threat, people may prefer to control the effects of fear and reduce the sternness of the threat (Eppright, et al, 2002). Eppright, et al in their research based on (Janis 1986; Rippetoe and Rogers 1987) claims that reduction of fear, and the perception of the threat's severity and probability, without reducing the real danger are acknowledged as "maladaptive coping responses" (MCRs). "Examples of maladaptive coping

responses include fatalism (“If I’m going to die from cancer, there’s really not much I can do about it”), avoidance (“If I don’t think about it, the threat will probably go away”), religious faith reliance (“I turn to my faith when faced with the threat of disease”), and inaccurate information beliefs (“If I have sex standing up, I can’t get pregnant”)” (2002, p.52).

Fear appeals are generally said to be more effectual in increasing advertisement interest, immersion, reminiscence, and influence (Williams, 2012). “Fear appeals are one of the most frequently used motivators to get people to help themselves” (Bagozzi and Moore, 1994, 56). They are widely used by advertisers because they strengthen the persuasive message and advertisement awareness (Williams, 2012). Signs, also, show that people “better remember and more frequently recall ads that portray fear than they do warm or upbeat ads or ads with no emotional content” (Snipes, LaTour, and Bliss, 1999, 273).

Fear can be a powerful motivator. Researchers claim that the stronger the fear appeals, the higher probability of change of attitude, intention, and behavior. Moreover, a fear appeal is most effective when it: (1) portrays important messages and significant threats, and (2) when it is believed that changing behavior will reduce the harm (high levels of efficacy). That is, fear appeals are more effective when the message has high levels of fear and recommends a behavior that reduces the amount of fear. However, “too much fear can lead to dysfunctional anxiety” (Higbee, 1969). In general, research claims that “there is a direct relationship between low-to-moderate levels of fear arousal and attitude change” (Krisher, Darley, and Darley, 1973) (Williams, 2012).

“Message involvement is a full mediator between evoked fear, perceived threat, and efficacy perception on the one hand, and attitudes towards the message and behavioral intention to accept the message on the other” (Cauberghe et al, 2009, p. 276).

Leventhal (1970) and Rogers (1983) have found that fear-arousing messages can be effective When: “(1) the message is credible as it warns that if the current behavior continues, the probability of negative health consequences is high, and (2) the warning also provides the person an effective method of changing behavior that guarantees protection from the predicted aversive health outcome.” (qtd in Williams, 2012).

2.6 CROSS-CULTURAL COMPARISON

Miller (1996) has revealed that for more than 20 years, advertising researchers have been highlighting the influence of “culture” on advertising messages. Going back to the seventies, cross-culture evaluations of countries were conducted to compare variances. Comparisons in cross-cultural research offer critical understandings of the market and marketing practices. However, some researchers highlight that this method should be given more attentiveness while being inaugurated. Looking back to researchers using cross-cultural comparative research, they have aimed at finding differences between cultures, and they usually find those differences. Miller suggests that for a study to have significant wealth of results in cross-cultural research it has to differentiate between “meaningless differences in advertising content detected by overly powerful statistical tests, meaningful differences in advertising resulting from variation in target audience or communication style, and meaningful differences in advertising resulting from genuine cultural differences” (p.66).

Scholars show that culture plays a significant part in distinguishing behavioral patterns of the people of one society from another (Hofstede, 1980). Hofstede has defined culture as “the interactive aggregate of common characteristics that influences a group’s response to its environment” and has called culture “the software of the mind.” Culture also incorporates community standards and ethics that are learned and applied by the individuals of a society. Culture impacts individuals’ actions, their rational, their insolences, and their belief schemes. Cultures, also, govern behavior and determine whether specific behaviors are adequate or not. As a method of community communication, advertising is considered to be reflective of culture; thus, advertising should diverge from country to country, and from culture to culture. A person gets influenced by a specific culture and becomes part of that culture’s “style of thinking and feeling, value system, attitudes, and perceptions” (Chung and Ahn, 2013).

As Lazarsfeld and Merton point out, “Advertising is typically directed to the canalizing of pre-existing behavior patterns or attitudes. It seldom seeks to create new behavior patterns” (as quoted in Belkaoui and Belkaoui, 1976, p. 169).

Hofstede defines culture as the “collective mental programming” that differentiates civilizations. The common belief is that cultural ethics are the main reason of how consumers react to advertising messages in general and more specifically to offensive messages (Li, et al., 2007).

The connection between advertising and culture appears to be intricate. Two cultures may have some common values and differ significantly in comparison to other values. The utility of cross-cultural research is suggested to increase if a researcher employs “anthropological” and

“cultural” procedures to progress hypotheses postulating the route and degree of expected differences between countries (Miller, 1996).

Interest in cross-cultural advertising research has led to several empirical studies that examine similarities and differences in advertising content between various countries. It is generally assumed, rightly or wrongly, that advertisements reflect the target market’s values and beliefs (Lerman & Callow, 2004).

Values are either based on each individual unique values or the values that infuse a culture. “Cultural values are distinguished from personal values, because they form the foundation on which culture rests” (McCarty, 1994). The theoretical basis for the investigation of cultural principles across countries is that all cultures encounter comparable difficulties and challenges, how each country deals with them and comes up with its solutions is a reflection of the culture’s value structure. A significant type of cross-cultural research classifies sets of cultural values beneficial in recitation of cultures. The resulting contexts show cultural dimensions that clarify an important share of country-to-country discrepancy (Okazaki and Mueller, 2007).

Different cultures are always viewed as an important factor in researching customer behaviors in diverse nations. The cultural dimensions generally used in cross-cultural studies include “individualism/collectivism”, “low/high-power distance”, “low/high-uncertainty avoidance”, “masculinity/femininity”, “short/long-term time orientation” and “low/high context” (Hall, 1976; Hofstede, 1991, 2001; Hofstede and Bond, 1988). The two dimensions that seem to be the most important in explaining cultural differences are individualism/collectivism and low/high context, in individualistic and collectivistic cultures. The variances in the cultural values between the collectivistic and individualistic cultures are expected to impact customers’

reactions to the similar advertisements (Taylor et al., 1994). An “individualistic culture” communications are mostly low-context as opposed to a “collectivistic culture’s which are more likely high-context. Countries with “high-context” values are more likely against discourteous and aggressive PSAs and prefer indirect marketing communications, while countries with “low-context” values often see these PSAs useful and convincing and prefer direct marketing communications (Hall, 1976; Hofstede, 1991; Choi et al., 2005; Liu, et al., 2009).

PROBLEM STATEMENT

This research aims at examining the usage of “fear appeal” in public service announcements across different cultures, portrayed in Arabic and English speaking PSAs. The study attempts to compare the usage of fear appeal in PSAs that are targeted for “social change” across different cultures in terms of the content, the methods used to scare the target audience and the intensity of fear portrayal of different PSAs. Seeking a holistic view of the characteristics of cultures reflected in those PSAs and how different cultures portray their community problems using fear appeals, seeking change of behaviour, attitude or perception.

Chapter 3: THEORETICAL FRAMEWORK

3.1 FRAMING

“Reframing an issue so it arouses feelings is also a way of connecting to the concerns of the target audience. Reframing amounts to putting a spin on something to connect to these concerns. Anything that impacts on core concerns or values has the potential to stir the emotions, perhaps giving rise to a sense of not being in control (O’Shaughnessy p. 28)”.

Framing can be broadly divided into two scopes; “the disciplinary origins” and “explanatory models”. Disciplinary origins’ scope is divided into sociological roots and psychological roots. In sociological approaches for framing, Heider has discussed that people on daily basis try to simplify multifaceted information by linking them to simple “attributions”. Those attributions can be based upon personal and individual influences or on external environmental ones (Bryant & Oliver, 2009).

People do not rely only on casual attributions but also on “primary frameworks” which are stable and socially shared category systems that humans use to classify new information (Goffman, 1973). This helps media people to mould what they want to deliver in order to have the required effect.

As for the psychological approaches for framing, Sherif (1967) has “showed that all individual judgments and perceptions occur within certain frames of reference.” Hammering on the same idea, Kahneman and Tversky have claimed that “perception is reference-dependent”; in other words, any information will be perceived differently according to individual logic and

interpretations, giving that it can frame the same message in different ways (Bryant & Oliver, 2009).

Explanatory framing model is divided into: information effects, persuasion effects and agenda setting effects. Gamson and Modigliani (1987) described the framing process whereas the frame gives a certain connotation and meaning to an issue. It helps people grasp, understand and react to the issue (Bryant & Oliver, 2009).

The frame in any news story is the basic link that builds the associations between concepts. An effective frame does not need any supporting arguments but counts on individual customs and beliefs. On the other hand, scholars differentiate between persuasion and framing theories; persuasion is not concerned with message progression but with how to persuade audiences while framing focuses on “interpretation effects” (Bryant & Oliver, 2009).

Researchers have acknowledged that there are different factors affecting audiences that range from “issue-interpretations” from the new presentation quality, usage of images, to factors that are audience-based that also influence how frames function. Shen (2004) has reported that “news frames appear most powerful when they activate existing constructs” (qtd in Bryant & Oliver, 2009).

Different researchers have identified unique sets of frames; gain versus loss frames (Kahneman & Tversky 1979), episodic versus thematic frames (Iyengar 1991), strategy versus issue frames (Cappella & Jamieson 1997), or human interest, conflict, and economic consequences frames (Price et al. 1997 in Bryant & Oliver, 2009).

Message framing discusses the shifting of the audience position towards a judgment of a value of a certain deed, the ramification of that deed and the eventuality expressed through spoken communications in judging the deed (Kang and Lin, 2015).

The importance of framing exists in the basis that it influences both the personal level and the group level. First, the personal level might provoke transformation in people's attitude after encountering a certain frame. Second, the group level might provoke some behaviors and attitudes like "political socialization and collective actions" (Hamdy and Gomaa 2012).

Rice and Atkins have highlighted that there are two kinds of framing approaches to improve insights of risk supporters. "Gain-framed" messages are ones which the frame highlights the advantages, positives and alleged gains when one adopts this change or improves this specific behavior. On the other hand, "Loss-framed" messages are ones whereby the frame shows the negative side of not adopting the better behavior and the loss that might happen if one did not change the behavior in question. Each kind of message framing, according to different researches, is appropriate in a way; in less risk messages and precautionary behaviors that do not involve high danger, "gain-framed messages" are preferable. As for "detection-oriented" behaviors and behaviors which involve a higher danger risk, "loss-framed messages" are more likely effective (2001, p.91).

Message framing Preliminary research has been inclined to propose that negative-frames messages were more powerful than positive-frame messages. On the other hand, contemporary researches highlight that the effectiveness of messages and the usage of whichever frame depend on different circumstantial and individual influences. Wegener et al

(1994) have found that framing is directly interrelated with attitude and motivation to influence attitudes (Petty, 1997).

Rothman et al (1993) have found that negative framing tended to be more effective with risky actions, but that positive framing inclined to be fitter with less risky actions. Tykocinski et al (1994) have established that a “positive outcome message was more effective than a negative outcome message for recipients with a chronic actual-ought discrepancy, but that the reverse was the case for recipients with an actual-ideal discrepancy”. Researchers have claimed that the correctly framed messages are more likely to not activate any stress or anxiety (Petty, 1997).

Protection motivation theory proposes that an individual’s motivation to take risk-avoidance action can be influenced by threat and coping appraisal. It is also highly related to Hofstede’s cultural dimension of “uncertainty avoidance” and the cultural aspects of a specific community. To change the audience reference point to judge the value of an act is called Message framing. The results of that act and the contingences are expressed through verbal messages in making a specific decision on the act (Kang & Lin, 2015).

A message frame can be categorized into a gain frame versus a loss frame (positive or negative). By manipulating the level of the fear factor present in visual images, the visual-fear appeal is mostly used to focus on displaying visuals that illustrate the negative consequences of smoking for example. Previous studies have found that an increase in smoking cessation intention and actions has been a result of strong visual-fear appeals (Kang & Lin, 2015).

Nevertheless, these studies have also showed that a very strong visual-fear appeal could trigger smokers’ defensive reactions to practice fear control (e.g., avoidance or denial) instead of

danger control (e.g., smoking cessation) causing the reduction of the visual image persuasiveness (Kang & Lin, 2015).

Tversky and Kahneman have showed that human choice is dependent on the portrayal of the dilemma; Individuals act differently reliant on whether consequences are framed as probable gains or probable losses, and they are more likely to endure more risk in the frames of losses (Maoz, 2012).

3.2 FEAR APPEAL MODELS

Several meta-analyses and reviews coincide in that under specific conditions, fear appeals may have important persuasive effects (Dillard, 1994; Floyd, Prentice-Dunn, & Rogers, 2000; Hale & Dillard, 1995; Rogers, 1983; Witte & Allen, 2000). According to Witte (1992, 1994, 1998), only people with no previous perception should be affected by fear appeals, and also when this threat perception is not excessively high. Furthermore, an effective response should always supplement this threat to eliminate it and should as well be effortlessly performable by the individual (Ordonana et al, 2009).

In addition, the moderating effect of variables has been emphasized by different authors on the persuasive process related to fear appeals such as:

1. Age (Henley & Donovan, 2003),
2. Cultural orientation (Murray-Johnson, Witte, Liu, & Hubbel, 2001),
3. Previous perceptions (Gore & Campanella, 2005),
4. Individual sensitivity to the stimuli (Dillard & Anderson, 2004),

5. Sensation seeking (Schoenbachler & Whittler, 1996), and

6. Need for cognition (Ruiter, Verplanken, De Cremer, & Kok, 2004).

- **Parallel Model (PM)**

According to the Parallel Model (PM) theory, four cognitive appraisal processes stimulate the selection of a coping behavior when an individual faces a threat. The information available about the perceived severity of the threat is appraised by these four processes, as well as the perceived probability of the occurrence of this threat (efficacy of coping response) and the individual's perceived capacity to perform the coping behavior (self-efficacy) (Tanner, et al, 1991). These are the threat severity, threat occurrence probability, efficacy of the response and self-efficacy. Corresponding cognitive appraisal mechanisms are initiated by each of these elements, these mechanisms arouse what is called "Protection Motivation" (Rogers, 1975, p. 93) causing a change in attitude that is achieved by arousing, sustaining and directing the activity by a dominant variable to protect the self from danger (Laroche, et al, 2001) .

- **Parallel Process Model**

According to the Parallel Process Model (Rogers, 1975; Witte, 1994), two corresponding communication evaluations occur while people are exposed to a fear appeal communication: "(1) threat appraisal and (2) efficacy appraisal. Threat appraisal involves the assessment of (1) the severity of the threat (i.e., how severe are the negative consequences?) and (2) the receptiveness to the threat (i.e., how vulnerable am I to this threat?)". The model suggests that the receiver of the message has to apprehend the threat and to relate to the risk in order

to surface the right amount of fear for that person to take action or to be motivated to stop the communicated risk. On the other hand, efficacy appraisal or coping appraisal involves the valuation of (1) “response efficacy” (believing that the suggested actions are practical and competent to avoid the threat) and (2) “self-efficacy” (believing in the message in order to take the suggested action). A meta-analysis by Witte and Allen (2000), which has researched more than 100 threat-appeal articles, initiated experimental support that the four communication ingredients of the model (i.e., severity, susceptibility, response efficacy, and self-efficacy) yield constructive convincing effects (Wauters, et al. 2014, p.1052).

According to the Parallel Process Model (PPM), fear control or danger control are two processes that those exposed to fear-inducing messages may engage in. Leventhal (1970) has argued over the concept that fear drives the response, one will concentrate on arousal controlling and accordingly participate in maladaptive behaviors – taking denial or source denigration as examples. In addition, danger control processes will be engaged in if a person focuses on the threat instead of focusing on the feeling it evokes, guiding attention towards message recommendation acceptance or how to effectively avoid the threat by an adaptive response. However, the PPM cannot predict which process will be involved, for whom, and under what conditions although it can theoretically explain both reactions to fear appeals: adaptive and maladaptive (Nabi et al, 2008).

- **Extended Parallel Process Model**

Witte’s Extended Parallel Process Model (EPPM) postulates that two consecutive evaluations occur when a person faces a fear appeal: first, the threat gets evaluated by the individual where

there would not be enough motivation for further processing of the message if threat was perceived as trivial or irrelevant. However, if a perception of moderate or strong threat is part of this evaluation, then fear will be elicited. As a result, a second evaluation – that will focus on the effectiveness of the action recommended in the message - will be motivated by this fear (Witte,1998).

A danger-control processes (that is, adaptive protection responses) will arise, if this recommendation is perceived as highly effective. Nevertheless, if the individual believes that threat cannot be reduced and the recommendation effectiveness is perceived low, fear will be intensified and, therefore, the subject will be stimulated to confront the unpleasant emotion. The individual will not respond to the danger and will only respond to the fear, generating non-adaptive responses (Ordonana et al, 2009).

- **Ordered Protection Motivation model (OPM)**

The Ordered Protection Motivation model (OPM), developed by Tanner et al. (1991), has found that emotional processes are linked indirectly to behavioral intentions, and are important to coping appraisal. According to the OPM model, in creating fear appeals two dimensions should be considered: threat appraisal (threat severity, threat occurrence probability) and coping appraisal (efficacy of the coping response and self-efficacy). In brief, cognitive and emotional processes are both engaged by fear appeal messages. Protection motivation can be achieved

Chapter 4: METHODOLOGY

4.1 Content Analysis

This study uses quantitative methodology content analysis. The study aims at analyzing Arabic and English speaking PSAs from different countries using “fear appeals”. It examines the frames used, methods of which the messages are portrayed and the intensity of fear portrayal of those different PSAs. Content analysis is a method used to categorize texts or objects into pre-set groupings for the purposes of comparing straightforward components of those texts or objects. Content analysis is originally developed to enumerate “qualitative data”. Nevertheless, content analysis is used in a “cross-cultural context” to capture more multifaceted connotations such as humour and emotions (Lerman & Callow, 2004).

4.2 RESEARCH QUESTIONS AND HYPOTHESIS

RQ1: What are the similarities and differences among PSAs using excessive fear appeals across the various cultures?

RQ2: How do those similarities and differences enhance our understanding of the socio-cultural marketing dynamic?

RH1: PSAs using excessive fear appeals are more likely to address “self-reference risk” than “other-reference” risk.

As R. A. Keller and Block (1996) have identified in their study, “self-reference” is a means of changeable problem discussions in “fear-appeal advertising” or “antismoking advertising” precisely. The main debate is that people tend to encode information regarding themselves easier and in more details versus information regarding other people. This is based on the fact that people are more knowledgeable about themselves and how they react than about others.

4.3 DEFINING THE UNIVERSE

In this study, the researcher analyzes PSAs that use fear appeals in their messages. These PSAs are of Arabic and English speaking public service announcements or subtitles and use fear factors in the messages.

4.4 SAMPLING

This study employs a non-random purposive sample. As mentioned by Wimmer & Dominick (2006) a purposive sample is a non-probability sample that “includes subjects or elements selected for specific characteristics or qualities and eliminates those who fail to meet these criteria”. Therefore, the researcher chooses only PSAs that employ fear appeals in the messages and that are in Arabic or English language or subtitles. The reason of using a Non-Probability Sampling is ascribed to the deficiency of full lists of both PSAs of those different countries and PSAs using fear appeals.

The researcher has conducted an extensive search on the web using Google and sites expected to yield PSAs, including YouTube that has a wide range of different PSAs. A significant source of PSAs was “Ads of the world” website which yielded many ads of every type from PSAs to Product ads and from different countries, tackling different topics. All announcements using fear appeals are collected and downloaded; those included Health, Road Safety, Sexual Harassment, Child Abuse, Social issues and other issues that differed from one culture to the other.

This study analyzes Audio/Visual PSAs that are available online in Arabic or English language or with subtitles over the past ten years, and that use fear appeals as their method excessively. Each individual PSA will be analyzed and coded.

For each PSA, the following keywords/ visual cues are searched for within the sample in order to generate the most inclusive sample:

Death, physical harm, psychological harm, harm bestowed on others, harm on oneself, sexual harassment, extreme unpleasant feelings, severe pain, severe health issues, accidents, child abuse.

The search resulted in a sample of 72 different audio/visual PSAs. The sample includes 17 different PSAs tackling issues from UK, 20 from USA, 6 from Canada, 4 from France and 5 from Ireland. Australia and Egypt have 3 different PSAs each, 2 PSAs from Switzerland and South Africa, 4 from Saudi Arabia. Spain, New Zealand, Netherlands, Germany, Italy and Scotland are each represented with 1 PSA in the sample.

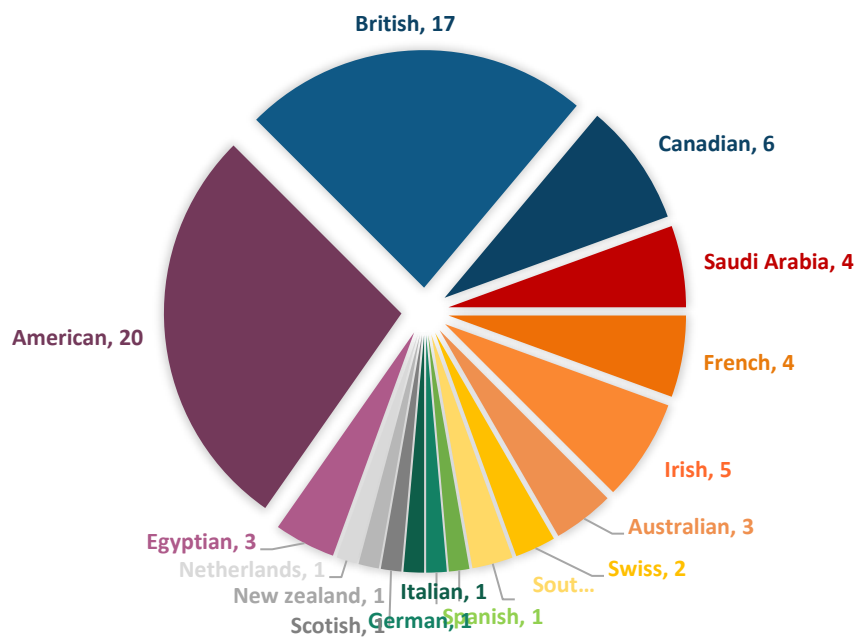


Chart 1: PSAs Country of origin

The sample of 72 PSAs contain 22 about health issues, 15 tackling road safety, 12 PSAs about child abuse, 5 about women abuse and another 5 tackling violence, as well as 8 PSAs tackling safety issues, 4 religious issues and 1 tackling bullying.

- Road Safety: PSAs are coded under this category when they tackle the problems of speeding, seat belts, drinking and driving, texting and driving and show the consequences of these behaviors on oneself or on others on the road.
- Child Abuse: PSAs are coded under this category when they tackle any sort of child abuse, whether sexual, physical or psychological, showing the effect of that abuse directly affecting a child.
- Women Abuse: PSAs are coded under this category when they tackle any sort of women abuse, whether sexual or physical or psychological, showing the effect of that abuse directly affecting women.
- Violence: PSAs are coded under this category when they tackle any other sort of violence that effects the whole home, a community or a country.
- Health issues: PSAs are coded under this category when they tackle any sort of health problems, or any behavior that might affect one's health, such as: smoking or any kind of disease that might affect the person her/himself or people around them.
- Others: this category is used when the PSA does not fall under any of the previously mentioned categories.

■ Health ■ Road safety ■ Child abuse ■ Women abuse
■ Violence ■ Safety ■ Religious ■ Bullying

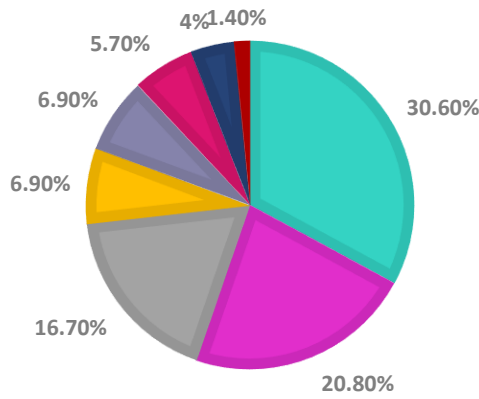


Chart 2: PSAs Topics

4.5 UNIT OF ANALYSIS

The unit analysis for this study is every Audio/visual PSA available in the sample, every frame is analyzed from the PSA and each PSA will be coded in a separate coding sheet.

4.6 INTERCODER RELIABILITY

To ensure internal validity, the researcher and a trained coder coded 10% of the PSAs and compare their coding using the following formula: $2M/N1+N2$. Reliability was calculated to be 0.94 for the content coded by the researcher and the fellow coder (8 PSAs of the selected sample), which is within the acceptable range for reliability explained by Wimmer and Dominick (2000).

CODING

In order to validate the frame of the PSA, coding categories have been formed. The categories are intended to study the way PSA in each country use excessive fear appeal in PSAs to send messages.

The researcher has established the content categories following the Emergent coding. According to Wimmer and Dominick Emergent coding “establishes categories after a

preliminary examination of the data. The resulting category system is constructed based on common factors or themes that emerge from the data themselves (p.159).” The researcher has gone through the whole sample of the research and has skimmed through other researches that tackled the same problem in question and accordingly constructed the category system.

The researcher coded each PSA with a sequential number and name that have been given to the PSA in reference to the main message and thoroughly described (in the appendices) to make it easier to relate to each PSA.

4.7 OPERATIONAL DEFINITIONS

- “Other-reference risk”: is the reference of harm effecting others as a result of ones’ actions, using Aaker’s framework (Aaker, 1997 qtd in. Chung & Ahn).
- “Self-reference risk”: shows the physical harms caused by the action on ones’ self, using Aaker’s framework (Aaker, 1997 qtd in. Chung & Ahn).
- “Excessive Fear appeal” is defined as a persuasive communication that aims at eliciting high levels of fear in order to encourage inductive motivation and self-protective action (Rogers and Deckner, 1975 qtd in Ruitter et al).
- “Positive message framing”: has been defined by focusing on positive attributes or benefits gained through a certain behavior (Kang, 2011).
- “Negative message framing”: has been defined by emphasizing negative attributes or benefits lost by not doing those behaviors (Kang, 2011).

- “Verbal information”: has been defined as: “written or spoken words or sounds: dialogue, text, logos, and audio information such as screaming or laughing were coded as verbal” (Coleman & Major).
- “Visual information”: has been defined as “information that could be seen, not including written words or writing” (Coleman & Major).
- “Response Efficacy”: is defined as a representation of a recommendation of a certain deed that helps in counterbalancing the threat presented (Ruiter et al, 2014).
- “Harm reduction frames” acknowledge that some harm is acceptable and seek to minimize it rather than prevent all harm (Coleman & Major, 2014).
- “A message high in depicted susceptibility: emphasizes the message recipient’s personal risk for negative consequences (Tannenbaum et al, 2015).
- “A message low in depicted susceptibility”: does not personalize risk (Tannenbaum et al, 2015).
- “A message high in depicted severity”: describes the negative consequences of not taking action (Tannenbaum et al, 2015).
- “A message low in depicted severity”: portrays manageable consequences (Tannenbaum et al, 2015).
- “One-time behavior”: recommended behaviors concerned one-time-only instances (for example, signing up for a stress management training) (Tannenbaum et al, 2015).
- “Repeated behavior”: would need to be enacted over an extended period of time (for example, regularly using child safety devices when traveling by car) (Tannenbaum et al, 2015).

- “Suggested solution”: “Answer(s) suggested or implemented to try and solve a question or problem” (Defined by Merriam-Webster Dictionary). Suggested solutions should be mentioned in the PSA itself.
- “Call to action”: “Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate action” (Defined by Business Dictionary). Call to action comes at the end of the PSA.
- “Executions of PSAs”: denotes the different methods in which an advertisement is introduced.
- “Individualism”: “A preference for a loosely knit social framework in which individuals take care of themselves and their immediate families” (Imm Neg, et al 2006).
- “Collectivism”: “is the alternative and is a preference for a tightly knit social framework in which individuals expect relatives, clan, or other in-group to look after them, in exchange for loyalty” (Imm Neg, et al 2006). by physical and social threats (Laroche, et al, 2001).

Chapter 5: FINDINGS

Findings of this thesis are based on results of a content analysis of 72 different PSAs originated from different countries all using fear appeal. Findings of the statistical investigation are attained through using (SPSS). Tables and charts, are used to show the results attained through the content analysis.

To answer the first research question: **What are the similarities and differences among PSAs using excessive fear appeals across the various cultures?** the researcher has investigated the following variables:

- If the PSAs are part of a campaign, the topics portrayed by each country, tone of the PSA, fear portrayed, frames used, response efficacy, message susceptibility and severity and behaviors presented in the PSA.

RQ1: What are the similarities and differences among PSAs using excessive fear appeals across the various cultures?

RQ1.1. Are PSAs Part of a Campaign?

This section shows whether PSAs present in the sample are part of a campaign. In this research paper, being part of a campaign translates whether the PSA has different executions of the same PSA or having a website that supports the cause; not being part of a campaign translates that the PSA either only provides a call number or portrays the message in one PSA.

76.38% (n= 55) of PSAs are part of some kind of campaign; while 23.62% (n=17) are not part of any kind of campaigns.

- Part of a campaign (with more than one execution)

Egypt:

Presented its women abuse “speak up” (#46-47) campaign through two executions; with the same tone of voice, same setting, same story line but tackling two different kinds of abuses (sexual and physical).

USA:

Presented 13 different executions of the meth “not even once” (#24-36) campaign, with different settings for each PSA, different people and different story lines; reflecting how the meth affects different people and different age groups.

UK:

Presented 3 different PSAs; “Puppets” (#2), “Don’t look” (#12) and “learn without fear” (#63) by the “National Society for the prevention of cruelty to Children” (NSPCC) on child sexual abuse. The campaign has also a website with all the details of the organization, the campaigns and how to help the children.

As well as another campaign with two executions “fire kills” (#16-17), a campaign that tells people to check their fire alarms on clock change weekend. Although it is not mentioned at the end of the PSAs, the campaign has a website that gives all the details about clock change week, the hazards of fire smoke and all the details about the campaign.

“Think” campaign is another British campaign that focuses on road accidents and encourages the usage of public transportation. The campaign has two different executions: “don’t ride too fast” (#45) tackling motorcycles and speeding and “wear a seat belt” (#62) regarding buckling up.

France:

With 2 executions tackling road safety issues “all affected” (#21-22); both having the same overall theme, sense and tone but one tackling motorcycles and the other tackling cars.

Canada:

Used the same method with “work accidents” (#68-72) PSAs highlighting the consequences of unsafe work environments; portraying the problem in 5 different scenarios with 5 different jobs and workplaces.

Saudi Arabia:

Created a campaign for Ramadan (a Holy month) tackling religious issues; “prayer” (#64-66) PSAs have been executed and divided into 3 different PSAs and a teaser.

Ireland:

Ireland has a campaign for road safety with 4 different executions of different problems of the road; “Shame on you” (#9) tackling hazards of speeding, “damage” (#10) tackling wearing seat belts, “pay attention” (#41) sending a message to drivers to pay attention to the road and “the mess” (#49) tackling also speeding. All by “The Department of the Environment” (DOE).

- Part of a campaign (linked to a website)

UK in the sample has different PSAs that link to a website either for donations or for more information about the campaign. Two of them as part of the UNICEF campaigns: the “vaccine” (#1) tackling child abuse and “never the same” (#58) tackling how violence can turn children’s lives upside down. The “breathe test” (#54) PSA tackling dangers of open-waters, also links to a website that provides statistics about drowning incidents and safety tips while playing water sports. “Heart beat” (#6) links to a website for the cause and asks for donations for heart disease research. Both anti-smoking “Anthony” (#40) and “Hook” (#44) PSAs end with websites

to help smokers quit smoking. The “Sarah’s story” (#23) PSA tackling neuron-diseases reveals a real-life story of MND patient and the website is after her name “Sarah’s story”.

France’s “heart disease” (#18) PSA tackling women cardiovascular disease links to a website in order to understand the diseases and to encourage women to check-up. The Swiss “domestic violence” (#19) PSA tackling domestic violence and its victims, links to a website to help the victims.

Germany’s “rape” (#37) child sexual abuse PSA links to a website that raises awareness on sexually abused children and urges people to help stop their trauma.

Australian “quit smoking” (#39) PSA also links to a website that urges people to stop smoking for their loved ones. “Children see, children do” (#8) PSA links to a website that has all the information to prevent child abuse and NAPCAN’s activities and workshops to support the cause. “Stop the abuse” (#11) is another Australian PSA that tackles child abuse and which is authorized by the government. It ends with the government website supporting the cause.

Canada’s road safety “it happens fast” (#53) also links to a website by the government to raise awareness about texting and driving and road safety measures.

The Italian “the burden” (#55) child sexual abuse PSA, links to a website to aid victims and also asks for donations.

Netherland’s “captured prisoner” (#56) PSA tackling liver diseases also links to a website for donations.

Irish “can’t wait to grow up” (#4) PSA by the “Irish society for the prevention of cruelty to children” (ISPCC) supports abused children. The PSA ends with the website of the organization that has all the information about their campaigns and how to help those victims.

USA’s “heaven can wait” (#43) PSA links to a website that tackles road safety measures and “Last word” (#20) tackles road safety with a PSA tackling texting and driving. “Words have consequences” (#50) stop bullying campaign links to a website that raises awareness about the dangers of bullying and the harm that might affect its victims. “Sunscreen” (#51) PSA raising awareness about melanoma links to a website that raises funds for research. “Playing with Toys” (#7) is another UNICEF PSA but USA produced, that links at the end to their website and encourages the prevention of child abuse.

- Not part of a campaign

Other PSAs that are not part of any kind of campaigns are just PSAs with a message and nothing after. Sample PSAs include: **South Africa’s** “Find your strength” PSA (#3) urging women to stand up for children’s rights and stand up against child abuse, “break the cycle” PSA (#5) against violence, USA’s “Don’t text and drive” PSA (#13) and “buckle up” PSA (#42) both for road safety, **Egypt’s** “don’t blame her” PSA (#14) tackling sexual harassment, **Swiss** “fear paralysis” PSA (#15) portraying the entrapment of those who suffer from anxiety disorders , **Spain’s** “permanent marks” PSA (#38) tackling child abuse, **France’s** “the witness” child abuse PSA (#57), **Scottish** “air guns” against violence PSA (#60) and **UK’s** “save Syrian children” PSA (#52), “tires” PSA (#59) for road safety, “gun control” PSA (#61), **New Zealand’s** road safety “don’t speed” PSA (#48) and **Saudi Arabia’s** “gossip” PSA (#67).

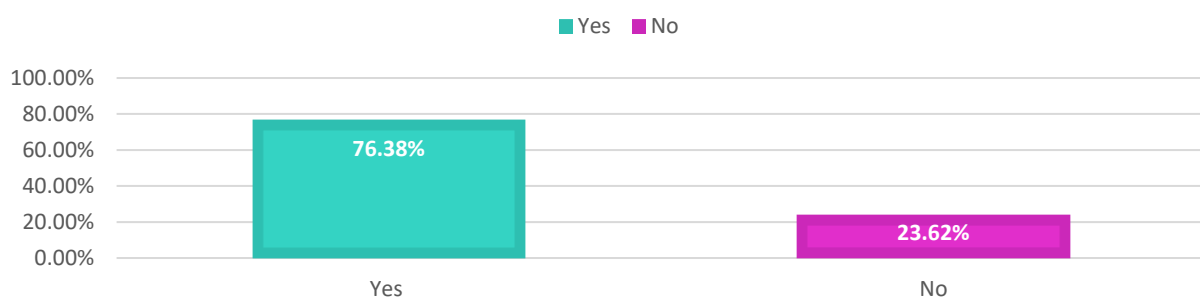


Chart 3: PSA as part of a campaign

Part of a campaign		yes	no	Total
Country of Origin	Egypt	2	1	3
	USA	18	2	20
	UK	14	3	17
	Canada	6	0	6
	Saudi Arabia	3	1	4
	France	2	1	3
	Ireland	5	0	5
	Australia	3	0	3
	South Africa	0	2	2
	Others	2	7	9
Total		55	17	72

Table 1: Country of origin and being part of a campaign

RQ1.2. Topics Portrayed by Each country

This section is divided into two subsections (country of origin and topics) and a cross-tabulation of both variables.

- Country of origin:

4.2% (n=3) are Egyptian PSAs, 27.8% (n=20) are American produced, 23.6% (n=17) are British PSAs, 8.3% (n=6) are Canadian, while 5.6% (n=4) are Saudi Arabian and 30.6% (n=22) are divided into (2 South African, 5 Irish, 3 Australian, 4 French, 2 Swiss, 1 Scottish, 1 German, 1 Spanish, 1 Italian, and 1 from Netherlands and another from New Zealand)

- Topics:

30.6% (n=22) tackle different health issues: smoking, heart diseases, fear paralysis, neuron disease, drugs, lung diseases and melanoma; 20.8% (n=15) tackle road safety issues: seatbelts and speeding; 16.7% (n=12) tackle either physical or psychological child abuse: sexual, verbal or mental

abuse; 6.9% (n=5) tackle women abuse whether physical or mental abuse; 6.9% (n=5) tackle violence that is portrayed towards people in general and not specifying either women or children; 11.1% (n=8) tackle safety issues; fire safety and work safety; 5.6% (n=4) tackles religious issues: prayer and gossiping; 1.4% (n=1) tackles bullying and its effects.

Health:

The topic that has the highest numbers in the sample is Health. The number is high because the American “not even once” (#24-36) PSAs tackling meth consumption is executed into 13 different PSAs, which is the highest number of executions of the sample. 13 different executions of different people (gender and age) and how their lives turned upside down because of meth, portraying all the side effects and very dark consequences.

“Sunscreen” (#51) is another American PSA tackling the importance of sunscreen and that sun exposure might cause melanoma. The PSA starts with a rewind starting from the end to the beginning with a girl in a hospital on machines and bald, to her shaving her hair, to her hair falling, to her sitting with a doctor, to her getting diagnosed, to her seeing something on her skin, to her as a little girl sitting on the beach in the sun; then, the PSA ends with a tagline that the probability of melanoma increases with the direct exposure of sun rays without sunscreen. This topic has not been tackled by any other country but USA.

UK has produced two different campaigns tackling smoking: “Hook” (#44) using an analogy of a hook as the smoker is hooked and being dragged throughout the office to smoke outside, and “Anthony” (#40) which is a bit more emotional with a true story about a man discussing how he has lung cancer and that he is waiting for his daughter for the holidays. The PSA ends that he dies before meeting his daughter. UK has also tackled a couple of other diseases: “heart beat” (#6)

discussing heart disease and how it affects those we care about, with the portrayal of a man talking with his young boy about his responsibilities and that the father will not be with them anymore, and “Sarah’s story” (#23) PSA tackling neuron disease and showing how the disease affects every organ in the body. Both issues have been tackled in a way to demonstrate how the disease affects people and asking for donations for research.

France’s “heart disease” (#18) PSA also tackle heart disease but from a different angle. It highlights the fact that females are cardiovascular victims too and tries to tell them to check regularly, by showing a lady that looks in her late 30s and a man that looks in his 40s dancing and the man starts to look tired then suddenly the lady is the one that falls down on the floor with a heart attack.

Another PSA that asks for donations is Netherland’s “captured prisoner” (#56) PSA which tackles kidney diseases with the portrayal of kidney diseases’ patients as prisoners, showing a man walking through prison towards the gate; then, a security guard gives him his ID that turns out to be a hospital ID. The PSA ends with him having dialysis. The last PSA in this category is

Switzerland’s “fear paralysis” PSA (#15) which tackles another uncommon topic that is fear paralysis. This PSA portrays the entrapment of those who suffer from anxiety disorders by showing a man on a wheel chair carrying another man doing errands and at the end shows that the man who has been carried can actually walk.

Road Safety:

Road safety comes in the second place with the number of PSAs in the sample. In this category, the researcher has noticed that two PSAs that have the same plot and storyline from two different countries but each tackling the problem from a different angle. Both PSAs show two cars on the

road, one of those cars is guilty of (either speeding and the other one texting) and the cars freeze before crashing and the other car driver tries to convince the guilty driver to pay more attention and that they have kids in the car; then, the PSA unfreezes and the cars crash. The USA “Don’t text and drive” (#13) version raises awareness on texting and driving while the New Zealand “don’t speed” (#48) version tackles the problem of speeding.

USA has 3 different other PSAs tackling road safety issues. One PSA tackles texting and driving, “Last word” (#20) PSA has tackled it from a different perspective from the one mentioned above. The PSA portrays a young boy in his death bed and uttering his last words as if it is his text. The other two American PSAs urge wearing a seatbelt; “heaven can wait” (#43) is portrayed in an unconventional way, whereby the scene of the accident and the only survivor is the guy who had his seatbelt on and his soul trying to leave his body but can’t because of the seatbelt. The PSA ending with a tag line “Heaven can wait”. The other seatbelt PSA is more informative with another analogy, “buckle up” PSA (#42) showing a teenager going through his regular daily activities while narration of what he can do with his head: eat, study, play soccer; then, the head turns into concrete cement and narration says “even kill”, telling people to buckle up.

Another PSA discussing the same issue with somehow the same concept is “damage” (#10). It is an Irish PSA showing the head in an accident as concrete cement that affects others in an accident when it bumps into them, with the whole visual of the guy bumping into all his friends and at the end of the PSA showing that they died because of him, telling people to buckle up even in the back seat. Ireland has appeared in the sample with 4 road safety PSAs, all under the DOE campaign. “Pay attention” (#41) and “the mess” (#49) are other PSAs under the same campaign, portraying the same problem, of not paying attention while driving. They have a storyline of people that are not in cars. Because the driver is not paying attention, the accident causes casualties and ends

with the driver in prison or in court. These two PSAs are the only PSAs in the sample tackling both the consequences of reckless driving on other people and on the driver too. The fourth Irish PSA, “Shame on you” (#9) within the same campaign and the most recent (2014) is very controversial. This PSA ends with a car accident that kills a class of kindergarten children on a field trip. “An article in the Belfast Telegraph describes the PSA as “brutal” and says it has been banned from being shown before the 9.00pm watershed”. *

Canada’s “it happens fast” (#53) PSA tackles texting and driving, reflecting what could happen when someone looks at the phone while driving. This PSA is the only one in the sample that is 15 seconds in duration (which is the shortest in the sample), with no long storyline or build up for the story. It reflects what the message portrays “it happens fast”.

France has conveyed the message of road safety through a 2 PSA campaign “all affected” (#21-22); one for cars and another for motorcycles. The 2 PSAs highlight the effects of accidents on the family of the person and how it affects all those around him. The PSAs use visuals of all family members and a narrator talking about how each member would be affected with such accident.

A British PSA, “tires” (#59) has used the same tone and images of the French campaign but without any narration. It only shows similar visuals of the family members flying. Another two British PSAs have discussed wearing seatbelts and speeding. “Wear a seat belt” (#62) PSA is more informative than the rest in this category, showing what happens to organs when cars crash while not wearing a seatbelt. While the other one “don’t ride too fast” (#45) features a motorcycle and shows the event after the accident and not anything during, trying to promote commuting via public transportation.

*<http://www.roPSAsafetygb.org.uk/news/3683.html>

Child abuse:

Child abuse comes in third place with 12 PSAs. 7 out of the 12 PSAs tackle sexual abuse; 2 of which - UK "Don't look" (#12) and France "the witness" (#57)-, out of the whole sample (and another one will be discussed in the violence sections) are the only PSAs that has not used people but used fictional toys instead to portray the idea. Somehow, they have the same concept that toys, teddy bears and magazines can feel and are hurt by their owners (the children) sexual abuse and both portrayed cases of incest. Another British PSA "Puppets" (#2) has used a doll as the main character that represents the abused child in addition to the abuser as another primary character, showing daily activities whereby the abused child is not engaging in anything, reflecting the concept of the control of the abuser on the abused.

Another PSA from South Africa "Find your strength" (#3) sheds the light on women to take action against sexually abused children with only using verbal cues and no visual ones. It shows a woman listening to a baby monitor and through the monitor the baby girl starts talking to her dad and crying for help and crying for him to stop and the dad asks her to stop and there is a sound of a bed bouncing, showing it as another case of incest.

The Spanish "permanent marks" (#38) PSA portrays it as a mark that will scar the abused child for life with an analogy of a tattoo of the abuser. Another PSA from Germany "rape" (#37) uses a more explicit way to send the message, portraying the life of an abused young lady until she grows up and dies and how the male member in a form of a snake choking the victim. Italy's "the burden" (#55) PSA shows the abused child as carrying his burden (depicting him as carrying himself as a dead body as burden) along his everyday activities.

In addition, other 4 PSAs tackle physical child abuse. An American "Playing with Toys" (#7) PSA

portrays how a child is thought to be playing and building something but rather he is building it to hide in it from the abuser. The British PSA “vaccine” (#1) portrayed an abused child going to a pharmacy all bruised and the pharmacist giving him medicine with “gang violence” on it, telling the child to take drops from the vaccine to protect him. Then, the PSA shows that the child has been imagining the previous scene using his toys while there are sounds of gun shots and screaming.

The only PSA in this category that is portrayed in a first person is the Irish “can’t wait to grow up” (#4) PSA that shows a child getting beaten and shoved while the child is talking to the camera about how he sees the solution to this abuse. The last PSA in this category, “children see, children do” (#8) is the Australian PSA discussing how children are victims of what their parents are doing, showing the children imitating grownups’ bad deeds.

Women abuse:

This topic has not been covered a lot in the sample, with a sample representation of only 5 PSAs. Egypt has 3 PSAs in the sample; all 3 tackled women abuse: “speak up” (#46-47) of the same campaign using the storytelling technique, where it illustrates the problem in a way that shows it like a princess fairy-tale story that turns into a nightmare with the abuse. “Don’t blame her” (#14) PSA of another campaign is talking about physical and sexual abuse by showing how the women’s day-to-day life goes and how the abuse affects them and their daily activities by shedding light on the problem from the eye of the women.

The Australian “Stop the abuse” (#11) PSA tackles physical and psychological abuse, showing the different phases of the life of a girl until being a woman. It shows how she faces verbal or physical abuse in each phase. It ends with the same boy of the first scene, including that it is a cycle. “Learn

without fear” (#63) is a British PSA that tackles how the abuse affects women to grow and learn. It shows 3 different girl stories, the first one narrates that she wants to be a journalist and how social network changes the way we communicate while showing that her boyfriend asked her to strip in front of the camera and she tried to resist but did it because he asked her in the name of love; then, he showed the footage to his friends. The second narrates that she wants to be a social worker and that behavior is shaped by society while showing that some teenagers are harassing her while she is walking. The last one narrates that she wants to be a lawyer and she learnt what is right and what is wrong while showing a teenager going after her inside a public bathroom, with a tagline every girl has the right to learn without fear.

Violence:

Violence in this sample is categorized if it does not show any physical or sexual abuse towards women or children. Violence has been portrayed by UK in two different PSAs with the same look and feel. Both portray how the life of children can turn around because of conflicts, wars and emergencies through comparing normal life scenes of children doing normal activities to other scenes where conflict changes their lives. “Save Syrian children” (#52) PSA portrays this effect on Syrian children specifically and “never the same” (#58) PSA portrays children in general. South Africa “break the cycle” (#5) PSA tackles breaking the cycle of violence. It shows a young boy watching TV and sounds of shots and screaming and then it shows that the TV is off and all these sounds are real. Two other PSAs, a Scottish and a British one, discuss gun control. The Scottish “air guns” (#60) uses a doll (as mentioned in the previous section along both PSAs) to represent dangers of gun problems; while the British “gun control” (#61) PSA has used real people and a very violent act to support the advocacy of gun control. It shows a family having dinner; then, the mother shoots one of her children. The last PSA in this topic discusses domestic violence. The

Swiss “domestic violence” (#19) PSA combined how violence affects both children and women by showing a girl dressing up and putting on makeup. At the end, it has been found that the makeup the girl puts on, trying to look like her mother, looks like a black eye from the abuse.

Other:

There are some unique topics that some countries tackled and no other country did. Saudi Arabia tackled a religious aspect with “prayer” (#64-66) campaign of 3 PSAs; how those who prayed before their car accident are happy in their after-life and those who didn’t are regretting it. The “gossip” PSA (#67) shows the literal presentation of a verse of Quran, tackling how gossiping is forbidden. It shows the negative consequences of doing bad deeds.

Another unique topic is covered by the Canadian “work accidents” (#68-72) with 5 different executions, different work place and different accidents. It shows the workers telling their stories and highlights that there are no work accidents but rather some reckless unsafe behaviors; not staking goods properly, double checking the gas tanks, replacing a crooked ladder. The American “Words have consequences” (#50) PSA tackles school bullying and how it affects its victims, leading to suicide. It shows a teenager being bullied in school and at the end she committed suicide. Finally, there are 3 British PSAs: the “breathe test” (#54) PSA tackling water safety in a way that no other PSA in the sample does, by engaging the audience with it through a breathing exercise that shows how trying to catch your breath is hard while drowning; thus, highlighting the dangers of open waters. The other two PSAs are part of “fire kills” (#16-17) PSAs campaign that shows the deadly dangers of smoke from fire and sending a specific message on “clock change week” to check the fire alarms.

One of the PSAs shows the devastating consequences of fire on a home while the other one

focuses on the smoke and what it might do if not detected. “Scholars have suggested that appeals generating an emotional response result in more positive reactions and higher levels of recall and argue that emotional and experiential appeals can help alleviate the abstract nature of service offerings” (Miller, 1999 p.44).

Topic		Health	Women Abuse	Violence	Child Abuse	Road Safety	religious beliefs	(bullying	fire safety	safety	work safety	Total
Country	Egypt	0	3	0	0	0	0	0	0	0	0	3
of	USA	14	0	0	1	4	0	1	0	0	0	20
Origin	UK	4	1	3	3	3	0	0	2	1	0	17
	Canada	0	0	0	0	1	0	0	0	0	5	6
	Saudi Arabia	0	0	0	0	0	4	0	0	0	0	4
	France	1	0	0	0	2	0	0	0	0	0	3
	Ireland	0	0	0	1	4	0	0	0	0	0	5
	South Africa	0	0	1	1	0	0	0	0	0	0	2
	Australia	1	1	0	1	0	0	0	0	0	0	3
	Others	2	0	1	6	1	0	0	0	0	0	22
Total		22	5	5	12	15	4	1	2	1	5	72

Table 2: Country of origin and Topic of PSA

RQ1.3. Tone of PSAs

Trying to understand how countries portray the issues in PSAs using fear appeal, the PSA tone is another variable to compare. 66.6% (n=48) PSAs of the sample portray the messages in an emotional tone while 27.7% (n=20) portray the message using both rational and emotional tones. However, only 5.5% (n=4) PSAs portray a rational tone of voice.

In the health category, France “heart disease” (#18) PSA has used percentages to support the cause. Another PSA that focuses only on the rational side is the UK “breathe test” (#54) PSA that focuses on water dangers. It portrays the problem by showing the viewers what it feels like to drown. The Scottish “air guns” (#60) PSA is another example of using the rational sense with no emotional addition. It demonstrates the dangers of an air gunshot. However, it uses a doll rather

than a human. The fourth and last PSA in this sample that uses only rational tone is the British “wear a seat belt” (#62) PSA. This PSA highlights the dangers of not wearing a seatbelt and shows what happens to body organs when accident occurs. All the 4 PSAs that have used rational tone are of different topics. There has been nothing in common between them; each uses a different rational direction to send the message.

Tone		Emotional	Rational	Both	Total
Country of Origin	Egypt	2	0	1	3
	USA	16	0	4	20
	UK	12	2	3	17
	Canada	0	0	6	6
	Saudi Arabia	4	0	0	4
	France	0	1	2	3
	Ireland	3	0	2	5
	South Africa	2	0	0	2
	Australia	2	0	1	3
	Others	7	1	1	9
Total		48	4	20	72

Table 3: Country of origin and Tone of PSA

RQ1.4. Fear Portrayed

Images are more notable because they instinctively trigger both verbal and image codes, offering an easier encoding of the stimulus; thus, enabling reclamation. “Picture superiority effect” denotes that graphic material is more comprehensively treated and stored as a combined component and consequently more accessible for retrieval than words (Bryce et al, 1993).

In this research sample, 50% (n=36) PSAs out of the 72 have used visual cues to portray the fear intended by the message and 45.83% (n=33) used both visual and verbal cues. 4.17% (n=3) PSAs have used only verbal cues. The South African “Find your strength” (#3) PSA discussing child

abuse, has used only verbal cues portraying it with a child calling out for help while being abused by her father through a baby monitor. The South African “break the cycle” PSA (#5) portraying violence has, also, only used sounds of hitting and screaming with no visuals to convey the message. The last PSA in the sample using verbal cues; the British “heart beat” (#6) PSA discusses heart diseases by portraying a dad (showing that he is not real but a representation of him) speaking with his son about him dying and he is telling him farewell.

“Some findings suggest that the pictorial component of a televised commercial should be better remembered than verbal description of those pictures” (Bryce et al, 1993 p.4).

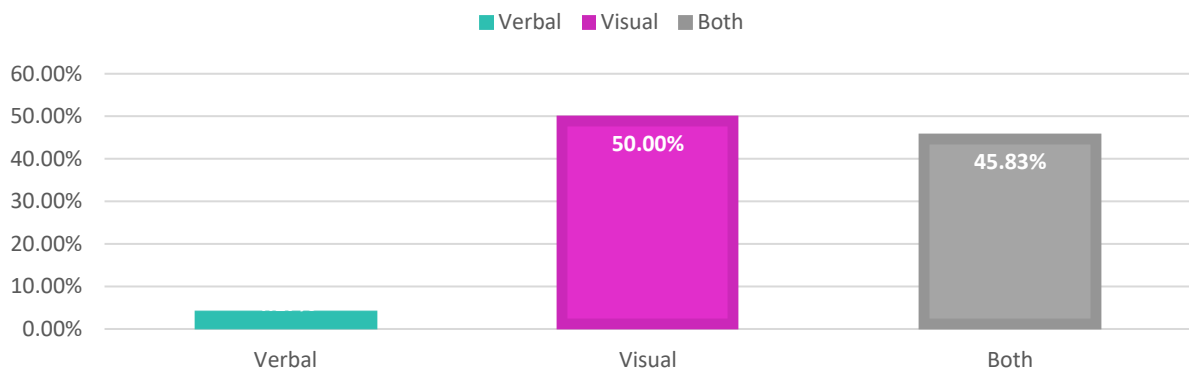


Chart 4: Fear Portrayed

Fear portrayed		Verbal Cues	Visual Cues	Both	Total
Country of Origin	Egypt	0	0	3	3
	USA	0	4	16	20
	UK	1	8	8	17
	Canada	0	6	0	6
	Saudi Arabia	0	4	0	4
	France	0	1	2	3
	Ireland	0	3	2	5
	South Africa	2	0	0	2
	Australia	0	2	1	3
	Others	0	8	1	9
Total		3	36	33	72

Table 4: Country of origin and fear portrayed cues

RQ1.5. Frames used

Research suggests that assuming that people do not want to be a reason of negative consequences and that they sense the threat of suffering these kinds of consequences, they are encouraged to protect themselves from psychological, social, and physical dangers, and accordingly they are more likely to follow acclaimed behavior (Kang, 2011).

Cauberghe, on other hand, has stated that fear is required to encourage people to reach a negative drive motivation. However, if fear is too high, unwanted behavior will follow (2009).

In the sample, only one PSA (the Irish “can’t wait to grow up” (#4) PSA, where the child who has been beaten talks about how he will stop the violence once he grows up and how he will fight for the rights of children) of all the sample uses a positive framing, rather than that the rest of the 71 PSAs uses fear appeals emphasizing the negative consequences caused by not following the PSAs recommended action.

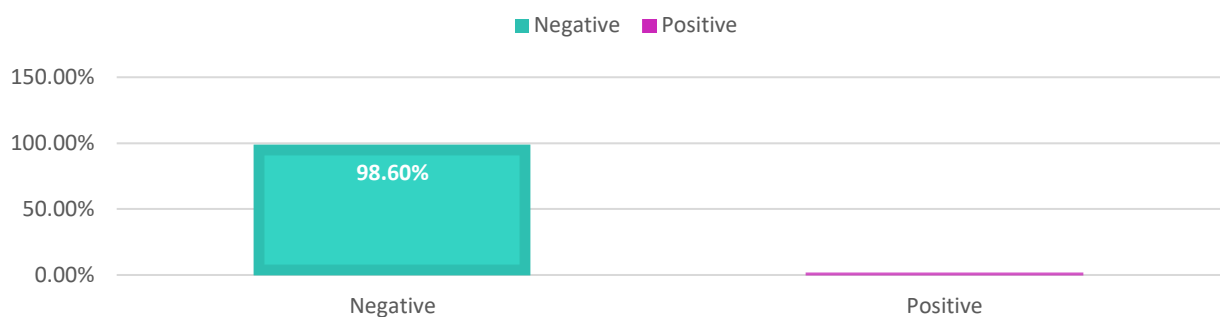


Chart 5: Frame

RQ1.6. Response Efficacy

“Research on fear appeals suggests that adding an efficacy component to messages about threats could motivate audiences to take adaptive actions” (Myrick & Evans, 2014 p. 558). Van ‘t Riet, Ruiters, Werrif, Candel, & de Vries (2010) have proposed that efficacy might be important to

consider when thinking about the impact of message framing on individual behavior as “a mediating effect of negative affect might be most likely when recipients perceive a high efficacy” (p. 1271).

The results of this research support the above claim, with 66.7% (n=48) PSAs representing a response efficacy and 33.3% (n=24) with no representation of response efficacy.

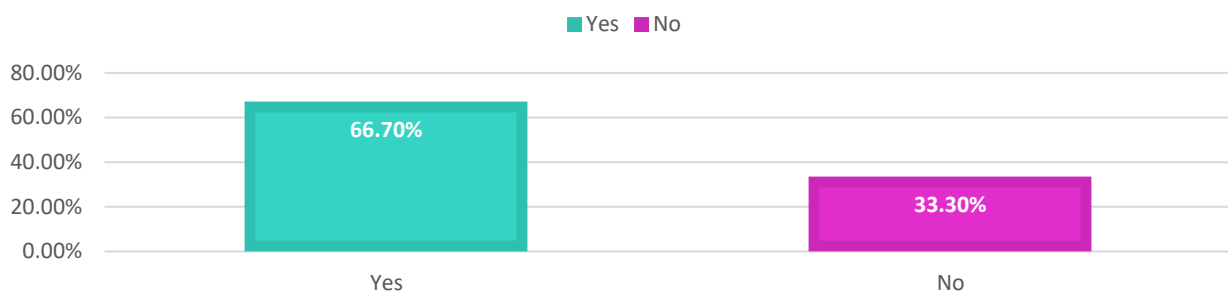


Chart 6: Response Efficacy

RQ1.7. Message Susceptibility and Severity

- Levels of Susceptibility

Tannenbaum and fellow researchers (2015) have defined in their paper that a message high in depicted susceptibility emphasizes the message recipient’s personal risk for negative consequences while a message low in depicted susceptibility does not personalize risk. 77.8% (n=56) PSAs of the sample present messages with high levels of depicted susceptibility, whereas 20.8% (n=15) represent the messages with low levels, reflecting the PSA in a third person perspective with no focus on the recipient of the PSA themselves. Out of the 15, 12 PSAs represented the message with the main character as children. The other 3 PSAs, focused on family as the people in risk for negative consequences. One PSA has no representation of any depicted susceptibility. It focuses on the hazards of the gun (The Scottish against guns’ PSA which is mentioned before).

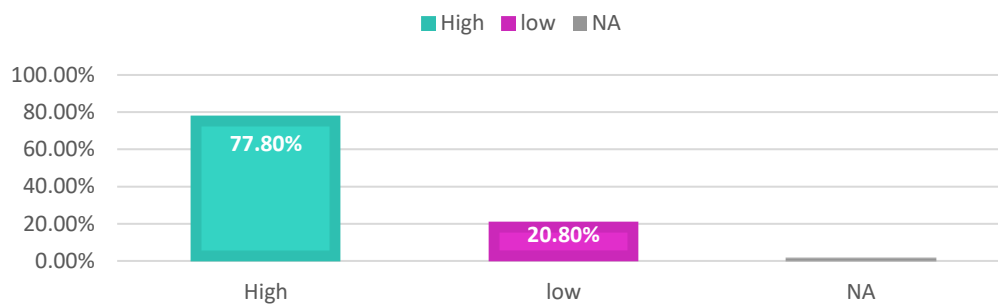


Chart 7: Level of depicted susceptibility

The highest percentage of low level of susceptibility is represented in the child abuse topics, with 60% (n=9) out of the 15 PSAs, focusing on how others can help those abused children or to help stop the abuse. 20% (n=3) are of the road safety topic, showing that the harm falls on the family of the reckless driver. 13.3% (n=2) are of violence topic, stressing the harm affects children.

Level of depicted susceptibility		High	Low	NA	To	Total
Topic	Health	22	0	0	22	
	Women Abuse	4	1	0	5	
	Violence	2	2	1	5	
	Child Abuse	3	9	0	12	
	Road Safety	12	3	0	15	
	religious beliefs	4	0	0	4	
	bullying	1	0	0	1	
	fire safety	2	0	0	2	
	safety	1	0	0	1	
	work safety	5	0	0	5	
Total		56	15	1	72	

Table 5: Topics of PSAs and Level of depicted susceptibility

- Levels of Severity

Tannenbaum, et al. (2015) have also mentioned that a message high in depicted severity describes the negative consequences of not taking action, while a message low in depicted severity portrays

manageable consequences. Out of the 72 PSAs, only one does not show any levels of depicted severity; the British the “breathe test” (#54) PSA that sheds the light on the dangers of open-water and percentages of drowning. Other than that, all 98.6% (n=71) PSAs portrayed messages with high levels of depicted severity. All PSAs highlight the different negative consequences of not taking action, such as: death, hurting other people, scars, physical and psychological consequences.

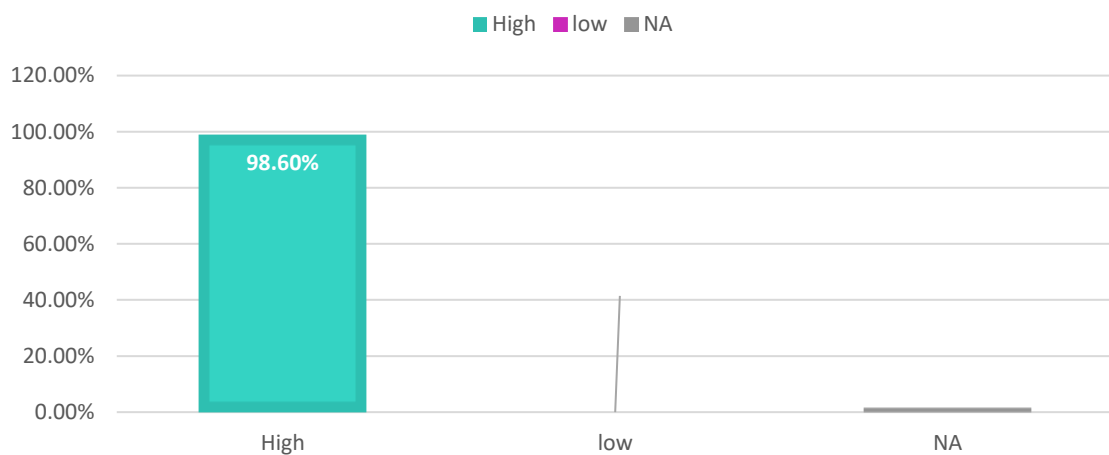


Chart 8: Level of depicted severity

RQ1.8. Behaviors presented in the PSA

According to researchers, persuasive messages are most likely more effective when they endorse one-time behaviors (e.g., getting vaccinated) versus those repeated behaviors (e.g., exercising). Assuming that it takes less work to do an action one time, people are probable to be more accommodating when recommending a one-time behavior (According to Robertson 1975 and Rothman et al., 1999). Tannenbum and his colleagues (2015) have stated that their research results have supported this hypothesis; that fear appeals recommending one-time behaviors are

more effective than fear appeals recommending repeated behaviors. However, they have mentioned that fear appeals are operative for both types of recommended behaviors, and they are simply more effective for one-time behaviors. Nevertheless, in the paper it has not been operationally defined how they coded the recommended behavior.

In the current study, the researcher defines the recommended behavior as the behavior portrayed in the PSA itself and differentiating it from the call of action which has been coded as the action at the end of the PSA.

- One-time versus Repeated behaviors

If, as mentioned, based on the recommended behavior in the PSAs themselves, the above hypothesis does not match what the PSAs behold. 50% (n=36) of the sample have not suggested any solutions but rather have shed the light on the problem itself. The majority of the rest of the sample 34.7% (n=25) actually uses repeated behavior: standing up for their rights, wearing seat belts, not speeding, while only 15.3% (n=11) PSAs portray solutions as one-time behaviors.

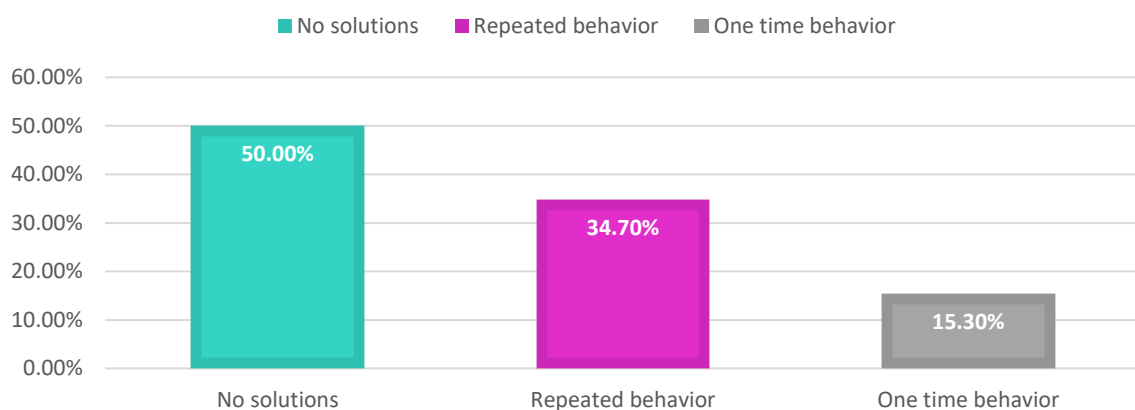


Chart 9: Suggested Solutions in PSAs

- Call to action

If based on the call to action at the end of the PSA, 56 PSAs have some sort of call to action at the end. 38 of them have a website at the end for people either to get to know more about the problem or the campaign or either to support the victims. Canada’s road safety “it happens fast” (#53) links to a website by the government to raise awareness about texting and driving and road safety measures. The Italian “the burden” (#55), a child sexual abuse PSA links to a website to aid victims and also asks for donations and Netherland’s “captured prisoner” (#56) PSA tackling liver diseases also links to a website for donations. 11 of the PSAs end with toll-numbers and a message for inquiries or support. South Africa’s “break the cycle” (#5), Egypt’s “don’t blame her” (#14), British “gun control” (#61). 3 PSAs end with a message for donation: “break the cycle” PSA (#5), British “heart beat” (#6) and Netherland’s “captured prisoner” (#56) PSA. Four PSAs have Quran verses at the end of the Saudi Arabia’s “prayer” (#64-66) and “gossip” (#67) PSAs.

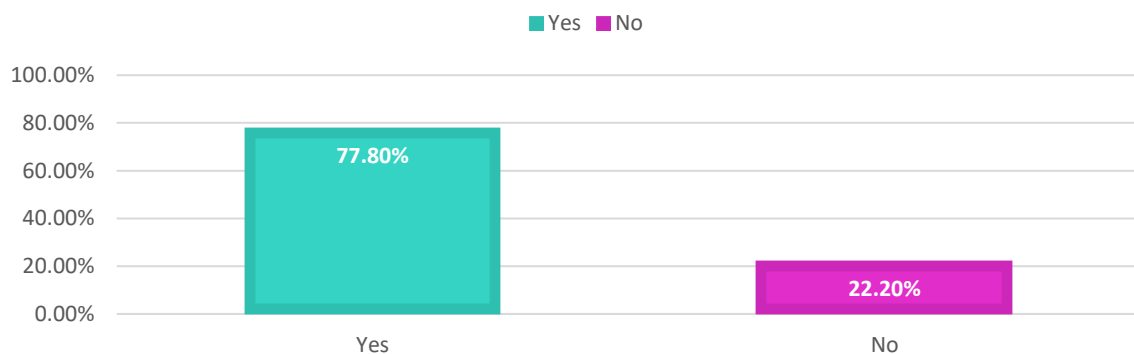


Chart 10: Call to action

- Detection versus Prevention

79.2% (n=57) PSAs of the sample endorse a prevention behavior while only 2.8% (n=2) endorse detection behaviors; both of health issues. The Swiss “fear paralysis” (#15) PSA and the French “heart disease” (#18) PSA both encourage people for early detection of the disease. 18 % (n=13) have not shown any endorsement of behaviors but rather shedding the light and creating awareness; 4 of them are from the Saudi Arabian Religious PSAs (“prayer” (#64-66) and “gossip” (#67) PSAs). The whole campaign has not mentioned any detection or prevention behavior but rather shed the light on the consequences of not doing the good deed (not praying or gossiping). 2 out of the 3 health issue topics, British “heart beat” (#6) and Netherland’s “captured prisoner” (#56) PSAs, raise awareness about the diseases and asking for donations. The other British “Anthony” (#40) PSA narrate a true story of a man with lung cancer because of smoking.

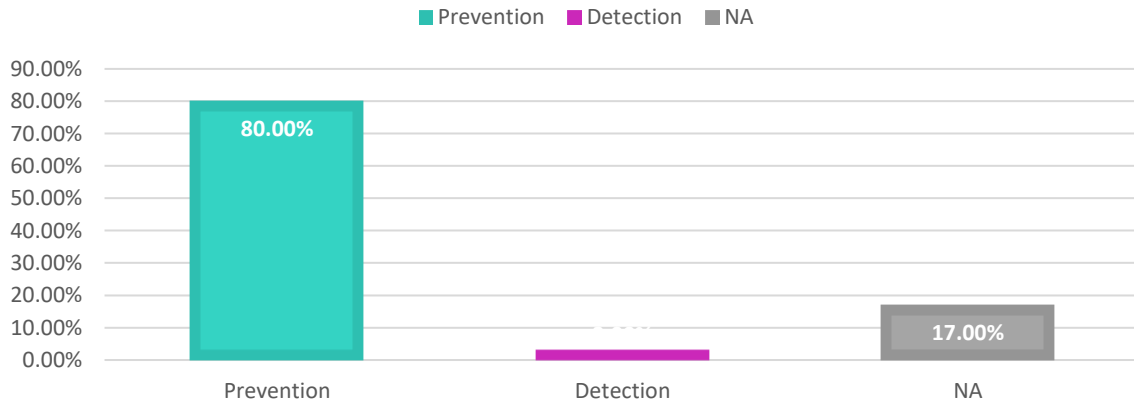


Chart 11: Detection versus Prevention

Topic		Detection	Prevention	NA	Total
	Health	2	17	3	22
	Women Abuse	0	4	1	5
	Violence	0	2	3	5
	Child Abuse	0	11	1	12
	Road Safety	0	15	0	15
	Others	0	8	5	13
Total		2	56	13	72

Table 6: Topics of PSAs and Detection Vs Prevention

RQ2. How do those similarities and differences enhance our understanding of the socio-cultural has marketing dynamic?

“Culture involves the study of one’s values and beliefs, their ideas and attitudes, and the study of symbols and objects that are used as methods of communication” (Gregory, et al. 2002 p.933).

Hofstede has theorized that cultures can be categorized according to four dimensions:

“individualism/collectivism, masculinity/femininity, power distance, and uncertainty avoidance”,

This study explores the differences in cultures across countries using two dimensions from

Hofstede's model*: (1) “collectivism versus individualism” that signify people’s directions toward the self and others, and (2) “masculinity/femininity” that shows the division of roles between genders; thereby, reflecting the similarities and differences of the sample PSAs to be able to grasp the culture/marketing dynamics in countries.

These differences between cultures reflect differences between individuals which influences their decision making and behaviors. this constitutes an important factor to be considered while creating PSAs and sending messages for behavioral change.

Hofstede has presented in his model Europe, Australia, Great Britain, Canada and the US as examples of typical individualistic societies, while East Asia and Middle Eastern or Arabian

countries as examples of collectivistic cultures (Darwish and Huber, 2003).

According to the above,; PSAs should contain indicators that reflects this cultural aspect. The British PSA “save Syria’s children” (#52) has been found to contain collectivistic indicators reflected in the family activities along the PSA. As mentioned by Levi and Hetsroni (2011) “societies with a collective orientation are focused on group goals and its proper functioning, public welfare, and cooperation between members of the public” (p. 252). The Egyptian “speak up” (#46-47) campaign, does not show families or groups together but at the end of the PSA it talks to everyone and the message is directed to the whole community with a plural tone “don’t stay silent”.

The individualistic characteristics of the US shows in all its sample of PSAs in this research. All PSAs show the main character in solitude or showing the harm affecting close friends and family if not only showing it on oneself.

For example, “Sunscreen” (#51) shows the girl suffering alone all along her journey with melanoma. “Buckle up” (#42) also focuses on how the young man is living his life alone and only shows those who might get affected at the very end of the PSA (who are a couple of friends).

UK is on the individualistic culture spectrum which is manifested in almost all of its PSAs.

This is apparent through showing the main characters either alone, suffering alone, or mentioning the close family members. Public welfare or other group members has not been referred to.

Although France is also an individualistic society, one of its PSAs has shown more collectivistic indicators. “All affected 1” (#21) shows different family members and how their lives changed after the accident, mentioning even the aunt.

*Tavakoli et al. (2003) have established that Hofstede's theory offers a structure for clarifying cultural variances among consumers, which helps in explaining and forecasting the behavior of consumers. Mooradian and Swan (2006) have established that Hofstede's model of culture has been the most broadly implemented and applied structure in cross cultural marketing research.

The division of females versus males in the sample PSA generally does not give a full indicator of “masculinity/femininity” dimension of Hofstede’s model. The cultural indicator should have more in-depth dimensions on the division of roles in reality. However, the way it is portrayed in PSAs is an indicator of where the culture is on the spectrum.

The overall indicator is that the dimension is not skewed towards any of them. 30% (n=20) portray females as the main character, 35% (n=26) portray males and 30% (n=20) portray both characters in the PSA, 5% (n=4) portray non-fictional characters or does not clearly show gender.

Looking deeper in each country separately, Egypt is the only country that does not portray any males in the PSAs; however, this is due to the fact that all its sample tackles women abuse issues.

Canada has portrayed 66.6% (n=4) out of 6 PSAs male characters. Moreover, the “work accidents” (#68-72) PSAs show women working as cooks and in clothes shops whereas men doing heavy duty jobs, for instance, engineers and workers. This gives an indication of a more masculine culture.

France, also, skews more towards masculinity; out of its 3 PSAs, only one has targeted women with the cardiovascular diseases but the drive safely campaign has portrayed both PSAs with males as main characters.

Although Saudi Arabia is known for its gender inequality, the sample PSAs are equally divided between both genders. Two PSAs speak to and portray females and the other two to males. this apparently does not reflect the known masculine culture of the country.

The content analysis shows that Middle East and Africa do not use much of PSAs employing fear appeals in communicating vital topics. Thoroughly examining the 72 PSAs using fear appeals to portray messages, only 12.5% (n=9) PSAs are from the Middle East and Africa.

Egyptian PSAs, the 3 of them, have tackled sexual harassment as a problem facing women. A

report in 2013 showed the most recent statistics of sexual harassment in Egypt: 99.3% of Egyptian women have experienced some form of sexual harassment¹. Despite the fact that the non-probability sample and the size of sample of PSAs are not representative, being all 3 talking about the same topic indicates that it is an issue that Egypt is trying to face. The PSAs have portrayed the problem with the representation of different women: with head scarfs, without head scarfs, going to work, riding public transportation. This has been done in an attempt to view diverse women. Saudi Arabian PSAs, in this sample, tackling religious topics (praying and gossiping) reflect their religious culture. The 4 available PSAs portraying messages using fear appeals are all tackling religious aspects and support their messages with verses from the Quran. Unlike Western countries, where religion is rarely seen in PSA, Islam is an intrinsic part of PSA in Saudi Arabia. As for South Africa murder rate increased by 4.9 percent in 2016, more than 50 people killed every day and the statistics also showed 142.2 sexual offences per day during 2016². Accordingly, both PSAs in this sample tackle both issues. “Break the cycle” PSA (#5) sends a message of breaking the violence cycle and “Find your strength” PSA (#3) tells women to speak up of child sexual harassment.

UK is the country with the most uncommon topics covered by PSAs using fear appeals. “Fire kills” PSAs (#16-17), as a campaign, focus on urging people to check the fire alarms on clock change week, which is vital in the UK, trying to focus on the importance of such action for safety. “The bi-annual clock changes are a high point for the annual fire safety campaigns run by the Department for Communities and Local Government (DCLG)” as stated by the official British government website³.

1. The United Nations Entity for Gender Equality and the Empowerment of Women

2. According to The independent online newspaper <http://www.independent.co.uk/news/world/africa/south-africa-murder-rate-51-killed-every-day-rise-49-per-cent-a7224176.html>

3. <https://insidegovuk.blog.gov.uk/2013/11/06/clock-changes-and-the-fire-kills-campaign/>

“Breathe test” (#54) PSA focuses on the dangers of open water by creating a drowning prevention campaign. According to the campaign’s website, “190 people die in British and Irish water each year”⁴. “Save Syrian children” PSA (#52) portrays what Syrian children face and how war turned their life upside-down which is another unique topic, especially that it is produced by the UK. This is the only PSA in the sample that tackles a problem of another country and not of the country of production.

A very controversial PSA in the sample, as mentioned before, is the Irish “Shame on you” (#9) PSA that shows the death of a whole kindergarten class. The researcher believes it to opt to the extreme in conveying the message, which is a reflection of how they want to shock people to take extra caution. Most PSAs in this topic category across different countries focus on the harm effecting family members or other people in general because the harm resulting from road accidents affects not only those in the car but also those waiting for them.

Therefore, the results show that PSAs in this category show the harm affecting the driver and the people one cares about. USA produced “not even once” (#24-36) campaign, which is a huge campaign of 13 short PSAs tackling meth usage.

According to “the 2012 National Survey on Drug Use and Health (NSDUH), approximately 1.2 million people (0.4 percent of the population) reported using methamphetamine.”⁵ USA is the only sample country that tackles any addiction problems using fear appeal.

“In 2012, the most recent year for official statistics, there were 977 workplace-related fatalities in Canada, according to the Association of Workers’ Compensation Boards of Canada.

4. www.respectthewater.com

5. <https://www.drugabuse.gov/publications/research-reports/methamphetamine/what-scope-methamphetamine-abuse-in-united-states>

Those numbers only cover workplaces where workers can receive provincial compensation benefits.”⁶

This reflects a topic uniquely covered by Canada, which shows that association of workers are trying to raise awareness of the rights of the workers with a campaign of 5 different work situations and what the worker needs to know about her/his rights.

Another unusual finding is that some of the non-speaking English countries’ (that is, Italy, Germany, Spain with one PSA each and France with 3 PSAs) messages are portrayed in English and not in the native language of the country.

The researcher believes that the reason behind this is that the English language is most accessible around the world, with the massive presence of English TV series and movies and with the internet making it even more accessible. These PSAs talk to larger number of audiences when portrayed in a language spoken by approximately 1.5 billion people globally (according to Statista- The statistics portal online).

The PSAs convey a very good understanding of what problems each culture face and how these topics are tackled differently.

This is reflected by the statistics that show the reason behind countries choosing these specific topics to send out fear appeal messages. It is, also, demonstrated with the topics that are tackled uniquely: Switzerland’s “fear paralysis” PSA (#15), British “fire kills” PSAs (#16-17), and “work accidents” PSAs (#68-72). Furthermore, the researcher believes that first-person narratives compared to third-person narratives in such PSAs are better means to portray and distinguish problems that affect oneself or people that they care about. This makes the audience feel that it is a true story; accordingly, sympathizing with the person narrating and the cause.

6. <http://www.cbc.ca/news/canada/workplace-safety-by-the-numbers-1.2622466>

As previously mentioned, for example Canada tackles work accidents and the way it has been portrayed, the 5 different executions shows the unsafe workplaces and how they harm the workers. All five PSAs have the people affected by the accident narrating what has happened and how it has affected their lives. Another example is the Irish “can’t wait to grow up” (#4) PSA. The child while being beaten and shoved along the PSA, he is narrating how this affects him and that he cannot wait to grow up to stop the abuse and help other children.

The analogy used in some PSAs is another good way of portraying problems, making it easier to relate to the problem. For example, the Italian “the burden” (#55) PSA showing the burden of child sexual abuse as literal burden carried by the child. Netherland’s “captured prisoner” (#56) PSA is another example, comparing a man undergoing dialysis to a prisoner.

One of the main differences that appear along the different PSAs and reflect each culture is how the actors act, look and dress. For example, in a conservative country like Saudi Arabia, the PSAs are directed to each gender individually; “prayer 1” (#64) and “prayer 2” (#65) portray males and the third PSA “prayer 3” (#66) portray a female; none had both genders. The way they dressed, both males and females, reflect their conservative culture. On the other hand, western countries that are more liberal have mentioned sleeping with strangers. For example, the American “not even once” campaign (#24 and #26) shows that meth can push girls to sleep with strangers just for meth. Similarly, PSAs show kissing, for example, the Irish “Damage” (#10) PSA and the American “buckle up” (#42) both show intimate kissing between males and females to build up the story. The German “rape” (#37) explicitly shows a representation of the male organ in a form of a snake to show that raped victims never outgrow their trauma.

Germany is the only country that has tackled sexual abuse in such a way. Egypt’s “don’t blame

her” (#14) shows different kinds of women who are dressed differently: covered up and not wearing head scarfs, which reflects the diversified Egyptian women; thus, addressing them all.

In conclusion, PSAs using fear appeals tackle topics that are crucial to countries and that need behavioral change. In general, topics are tackled with the same overall concepts; however, they differ from one culture to another in terms of people portrayed, how the action is portrayed and the call to action at the end of the PSAs. There are some topics that are uniquely presented by some countries and which are supported by some research and statistics disclosing the reasons behind those specific topics. This reflects how each country portrays its culture and the problems that need to be tackled, although some of the cultures portray its PSAs in English language rather than their mother tongue.

3. Research Hypothesis 1

To answer the research hypothesis: **H1: PSA topics using fear appeals are more likely to address “self-reference risk” than “other-reference” risk.**

A Pearson Chi-Square test has been conducted to illustrate the relation between each topic in relation to the portrayal of harm and whom it affects.

The researcher has noticed that each topic has individual characteristics in terms of characters, tone of voice and portrayal of harm. Therefore, topics are subcategorized according to the sample and have been tested individually and topics that have no specific category are all bundled as “other topics”. The first hypothesis that generally PSAs using fear appeals are more likely to address “self-reference risk” than “other-reference” risk is supported and statistically significant.

R. A. Keller and Block (1996) have identified in their study that “self-reference” is a means of

changeable problem discussions in “fear-appeal advertising” and “antismoking advertising” precisely. The main argument is that people tend to encode information regarding themselves easier and in more details versus information regarding other people. This is based on the fact that people are more knowledgeable about themselves and how they react than about others.

In this sample, 43.1% (31) of PSAs portray harm affecting oneself, 7% (5) portray harm on oneself and someone else, while 1.4% (1) portray harm affecting society, 2.8% (2) portray harm on oneself and society, 4.2% (3) on family, 12.5% (9) on oneself and family, and 29% (21) PSAs portray harm affecting others (women, children, friends and other people)

Based on the above statistics, 65.3% (n=47) of the 72 PSAs portray a self-reference behavior. The statistics support what researches claim that in fear appeal, PSAs tend to reflect on the self, more than on others. The hypothesis is supported on the $p < .05$ level [$\chi^2 = 85.494, N=72, p=.000$]

The dominant view holds the self to be one of the strongest and most developed links in memory. Because of this very strong representative structure around the self, messages that appeal to the self-incline to be highly relating. The complete capacity of relations to self improves association with the persuasive message and makes the process of processing more accessible (Loroz, 2007).

Another view supporting the mentioned claim states that messages having self-efficacy are more likely easier to have some kind of self-awareness considering the main focus of the message is how the recipient can adopt the recommended behavior (Roskos-Ewoldse, et. Al, 2004).

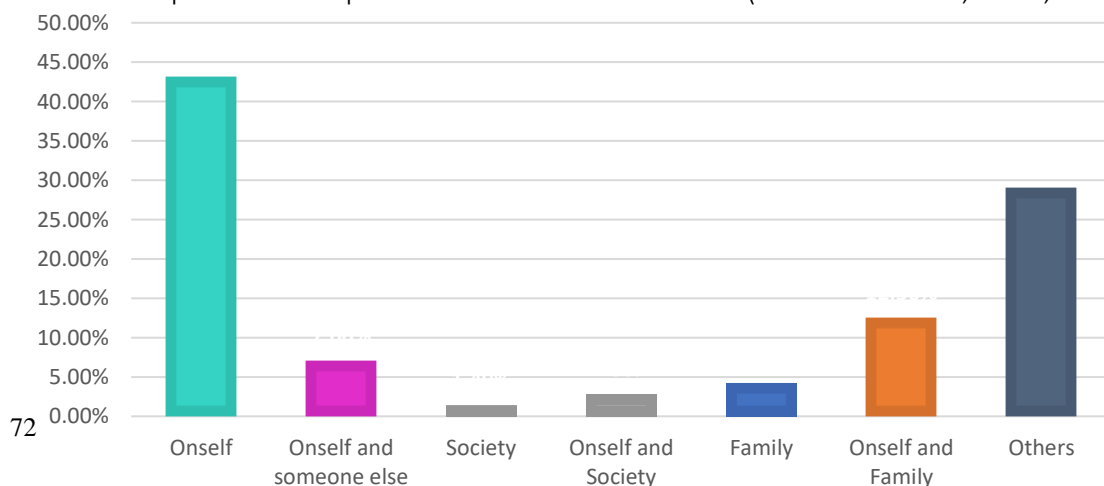


Chart 12: Whom the harm affects

Following is each topic in relation to portrayal of harm and whom it affects:

H1a. Child abuse topic employing fear appeals is more likely to address “self-reference risk” than “other-reference” risk.

A Pearson Chi-Square test has been conducted to illustrate the relation between child abuse topic, the portrayal of harm and whom it affects. The relation between these variables is statistically significant, $p < .05$ level [$\chi^2 = 27.318$, $N = 72$, $p = .000$] (table 7)

In this research, Child abuse topic has 12 PSAs out of the 72 in the sample. All of these PSAs demonstrate “other-reference risk” by showing audience the effects of harm on children, either portrayed as their own or children in general. Based on the mentioned numbers, the hypothesis is not supported Child abuse PSAs employing fear appeal address “other-reference risk” rather than “self-reference risk”.

Ad portrays harm effecting		Society	Society & Oneself	Society, Oneself & Family	Oneself	Oneself & Family	Oneself & Other	Family	Other	Total
Topic	Child abuse	0	0	0	1	0	0	0	11	12
	Other	1	2	1	30	8	5	3	10	60
	Total	1	2	1	31	8	5	3	21	72

$P < .05$ level [$\chi^2 = 27.318$, $N = 72$, $p = .000$]

Table 7: Child Abuse and Whom the PSA portrays harm affecting

H1b. Health topic employing fear appeals is more likely to address “self-reference risk” than “other-reference” risk.

A Pearson Chi-Square test has been conducted to illustrate the relation between health topic, the portrayal of harm and whom it affects. The relation between these variables is statistically

significant, $p < .05$ level [$\chi^2 = 14.178$, $N = 72$, $p = .048$] (table 8).

In this research, health topic has 22 PSAs out of the 72 in the sample; 15 of which portray a “self-reference risk”, 6 PSAs show “Self-reference risk” and “other-reference risk” together, whereby the PSA shows that health issues affecting the person and affecting others as well (portrayed in family members, society and friends). Only 1 PSA uses “other-reference risk the Australian “quit smoking” (#39) PSA by using the analogy of a child losing his mother in the crowd, crying and looking all over the place for her and narrating the message “this is how your child feels when he loses you for minutes”. Based on the mentioned numbers, the hypothesis is supported. Health topic employing fear appeals is more likely to address “self-reference risk” than “other-reference” risk.

Ad portrays harm effecting		Society	Society & Oneself	Society, Oneself & Family	Oneself	Oneself & Family	Oneself & Other	Family	Other	Total
Topic	Health	0	1	0	15	3	2	0	1	22
	Other	1	1	1	16	5	3	3	20	50
	Total	1	2	1	31	8	5	3	21	72

$p < .05$ level [$\chi^2 = 14.178$, $N = 72$, $p = .048$]

Table 8: Health topic and Whom the PSA portrays harm affecting

H1c. Women Abuse topic employing fear appeals is more likely to address “self-reference risk” than “other-reference” risk.

A Pearson Chi-Square test has been conducted to illustrate the relation between women abuse topic, the portrayal of harm and whom it affects. The relation between these variables is statistically insignificant, $p < .05$ level [$\chi^2 = 11.447$, $N = 72$, $p = .178$] (table 9).

In this research, women abuse topic has 5 PSAs out of the 72 in the sample. The whole 5 portray an “other-reference risk”. All of them show the harm affecting women. The hypothesis is not supported. Women abuse PSAs employing fear appeal address “other-reference risk” rather than “self-reference risk”

Ad portrays harm affecting		Society	Society & Oneself	Society, Oneself & Family	Oneself	Oneself & Family	Oneself & Other	Family	Other	Total
Topic	Women abuse	0	0	0	0	0	0	0	5	5
	Other	1	2	1	31	8	5	3	16	67
	Total	1	2	1	31	8	5	3	21	72

p<.05 level [$\chi^2 = 11.447$, N=72 =, p=.178]

Table 9: Women abuse topic and Whom the PSA portrays harm affecting

H1d. Violence topic employing fear appeals is more likely to address “self-reference risk” than “other-reference” risk.

A Pearson Chi-Square test has been conducted to illustrate the relation between violence topic, the portrayal of harm and whom it affects. The relation between these variables is statistically insignificant, p< .05 level [$\chi^2 = 11.575$, N=72 =, p=.115] (table 10).

In this research, violence topic has 5 PSAs out of the 72 in the sample. The whole 5 portray an “other-reference risk”. All of them show the harm affecting either family, or children. The hypothesis is not supported. Violence PSAs employing fear appeal address “other-reference risk” rather than “self-reference risk”.

Ad portrays harm affecting		Society	Society & Oneself	Society, Oneself & Family	Oneself	Oneself & Family	Oneself & Other	Family	Other	Total
Topic	Violence	0	0	0	0	0	0	1	4	5
	Other	1	2	1	31	8	5	2	17	67
Total		1	2	1	31	8	5	3	21	72

p<.05 level [$\chi^2 = 11.575$, N=72 =, p=.115]

Table 10: Violence topic and Whom the PSA portrays harm affecting

H1e. Road safety topic employing fear appeals is more likely to address “self-reference risk” than “other-reference” risk.

A Pearson Chi-Square test has been conducted to illustrate the relation between road safety topic, the portrayal of harm and whom it affects. The relation between these variables is statistically significant, p< .05 level [$\chi^2 = 28.121$, N=72 =, p=.000] (table 11).

In this research, road safety topic has 15 PSAs out of the 72 in the sample. 3 out of the 15 PSAs portray “self-reference risk”, 10 PSAs combine between “self-reference risk” (reflected in PSAs showing harm affecting oneself) and “other-reference- risk” (reflected in PSAs showing harm affecting society, family and other people), while only two PSAs focus on “other-reference risk”. Based on the mentioned statistics, the hypothesis is supported. Road safety PSAs employing fear appeal address “self-reference risk” rather than “other-reference risk”

Ad portrays harm affecting		Society	Society & Oneself	Society, Oneself & Family	Oneself	Oneself & Family	Oneself & Other	Family	Other	Total
Topic	Road Safety	1	1	1	3	5	3	0	1	15
	Other	0	1	0	28	3	2	3	20	57
Total		1	2	1	31	8	5	3	21	72

p<.05 level [$\chi^2 = 28.121$, N=72 =, p=.000]

Table 11: Road safety topic and Whom the PSA portrays harm affecting

H1f. Different topics employing fear appeals are more likely to address “self-reference risk” than “other-reference” risk.

A Pearson Chi-Square test has been conducted to illustrate the relation between the different topics, the portrayal of harm and whom it affects. The relation between these variables is statistically significant, $p < .05$ level [$\chi^2 = 15.272$, $N = 72$, $p = .033$] (table 12).

In this research, the rest of the topics: “fire kills” (#16-17), “breathe test” (#54), “prayer” (#64-66), “gossip” (#67), “work accidents” (#68-72) and “Words have consequences” (#50) are 13 PSAs out of the 72 in the sample. 10 out of the 13 portray “self-reference risk”, the other 3 (“fire kills” (#16-17) campaign and “Words have consequences” (#50) PSA use “other-reference- risk” showing harm affecting family and other people. Based on the said numbers, the hypothesis is supported. Different topic PSAs employing fear appeal address “self-reference risk” rather than “other-reference risk”.

Ad portrays harm effecting		Society	Society & Oneself	Society, Oneself & Family	Oneself	Oneself & Family	Oneself & Other	Family	Other	Total
Topic	Different	0	0	0	10	0	0	2	1	15
Topic	Other	1	2	1	21	8	5	1	20	57
Total		1	2	1	31	8	5	3	21	72

$p < .05$ level [$\chi^2 = 15.272$, $N = 72$, $p = .033$]

Table 12: Different topics and Whom the PSA portrays harm affecting

Based on the above different statistics, the hypothesis is accepted and statistically significant ($p = .033$); however, looking into each topic individually, some topics do not use “self-reference

risk” (child abuse, women abuse and violence). They rather portray the problem and how it affects others. The researcher interprets the results that these categories specifically tackle topics where the main character is the victim not the person that needs to change behavior; therefore, portraying the “others-reference risk” addressing those affected by the harm to reach out and help them.

4. Other Findings

Other findings include the following aspects:

- Length of the PSAs, language of PSA, year of production, setting of PSA, primary actors’ gender, primary actors’ age, primary actors’ status and message targets.

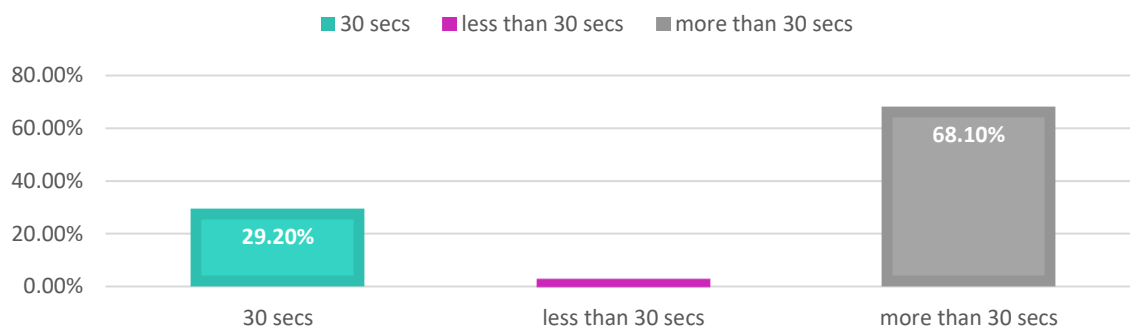


Chart 13: Length of PSAs

PSAs of 30 seconds amount to 29.2% (n=21), PSAs with less than 30 seconds 2.7% (n=2) and 68.1% (n=49) are more than 30 seconds

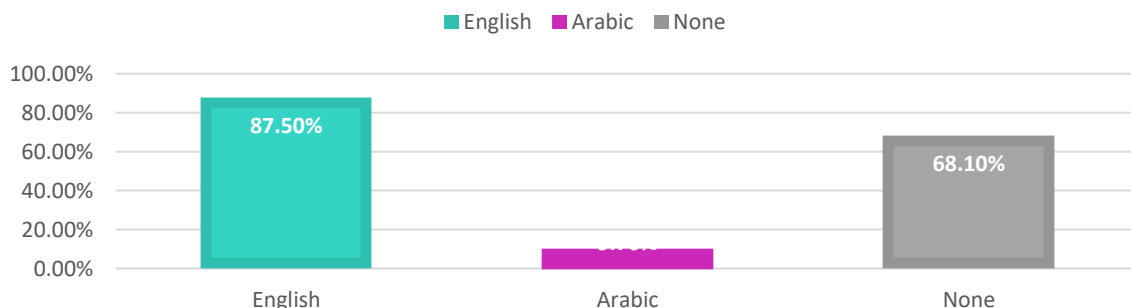


Chart 14: Language of PSA

87.5% (n=63) are English speaking PSAs, 9.7% (n=7) are Arabic speaking PSAs and 2.8% (n=2) do not speak any languages.

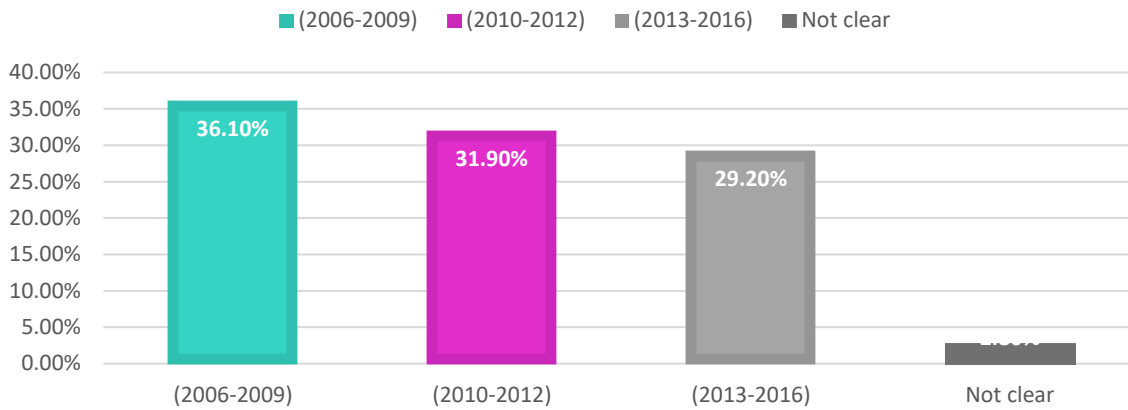


Chart 15: Year of Production

36.1% (n=26) PSAs produced between (2006-2009), 31.9% (n=23) PSAs produced between (2010-2012)
 29.2% (n=21) PSAs produced between (2013-2016) and 2.8% (n=2) not clear when they are produced.

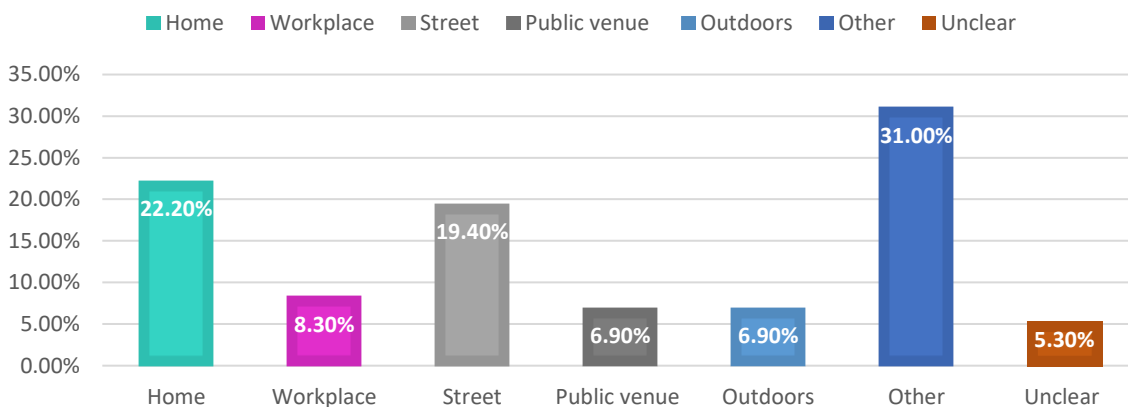


Chart 16: Setting of PSA

22.2% (n=16) PSAs are produced at home, 8.3% (n=6) at some workplace, 19.4% (n=14) in the street,
 6.9% (n=5) some public venue, 6.9% (n=5) outdoors, 5.3% (n=4) the PSA setting is not clear and 31 % (23) of different venues.

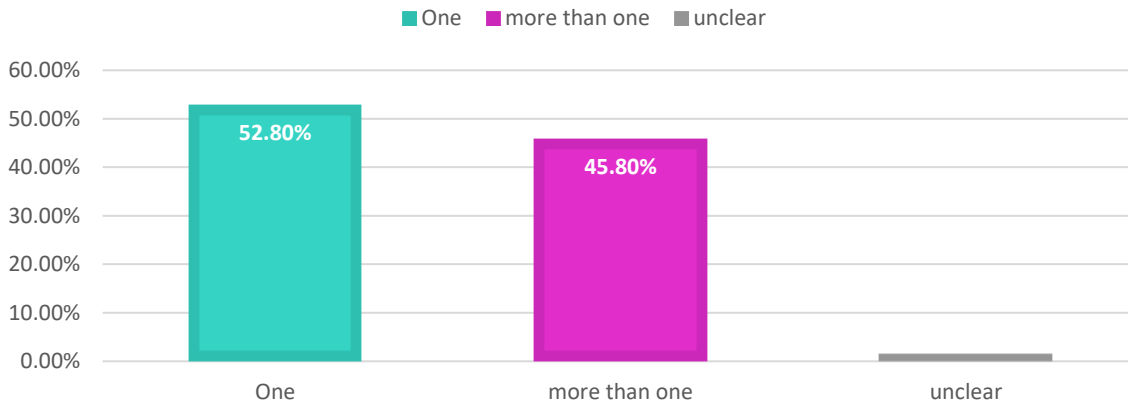


Chart 17: Primary Actor(s) number

52.8% (n=38) of the PSAs main actor are just one actor, 45.8% (n=33) are more than one character and just one PSA with unclear characters.

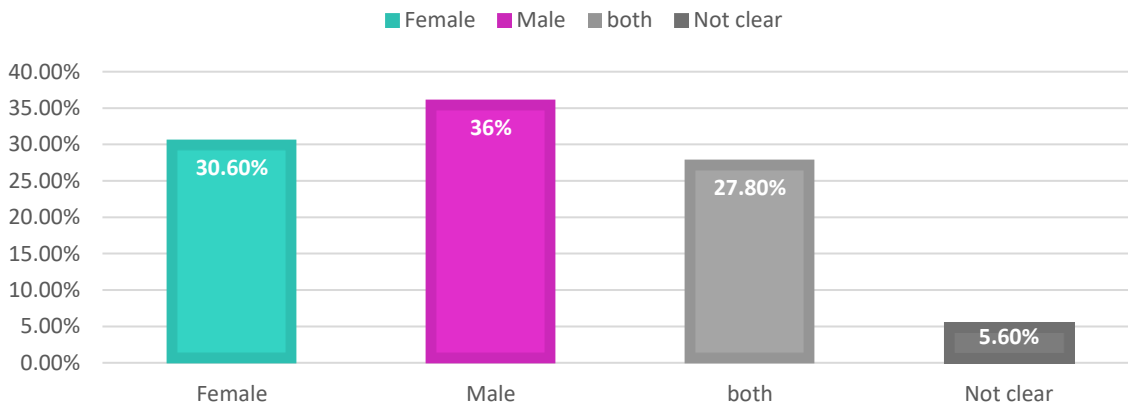


Chart 18: Primary Actor(s) Gender

30.6% (n=22) of the PSAs main actor are females, 36% (n=26) are males, 27.8% (n=20) are both females and males and 5.6% (n=4) are not clear.

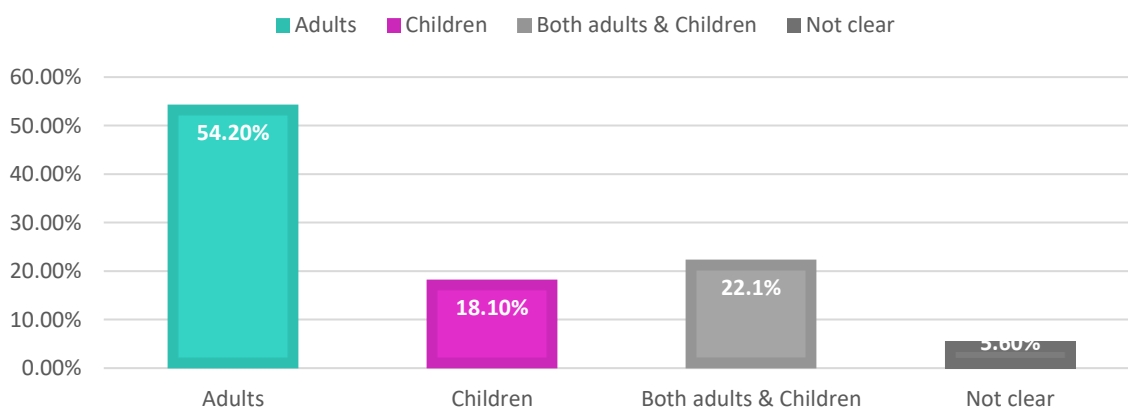


Chart 19: Primary Actor(s) Age

54.2% (n=39) of the PSAs main actor are adults, 18.1% (n=13) are children, 22.1% (n=16) are both adults and children and 5.6% (n=4) are not clear.

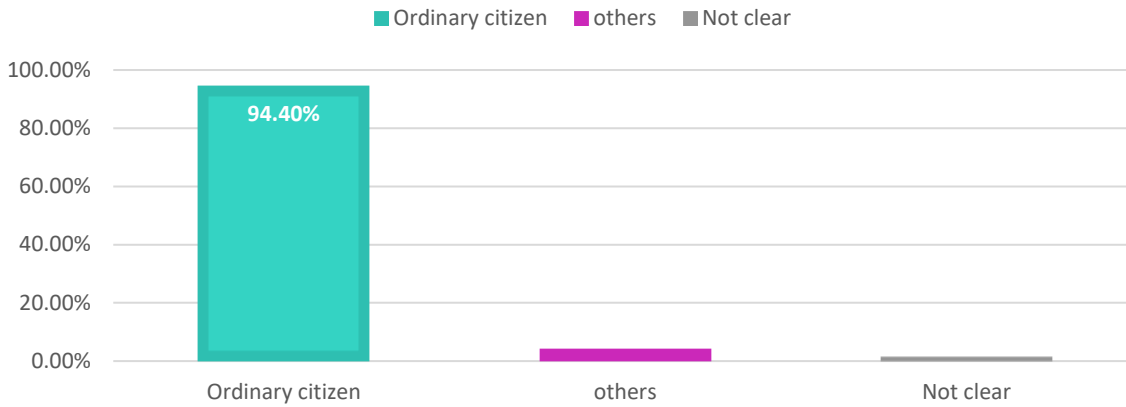


Chart 20: Primary Actor(s) Status

94.4% (n=68) of the PSAs main actor are ordinary citizens, 3.8% (n=3) are other than humans: dolls, magazines, toys and 1.8% (n=1) are not clear.

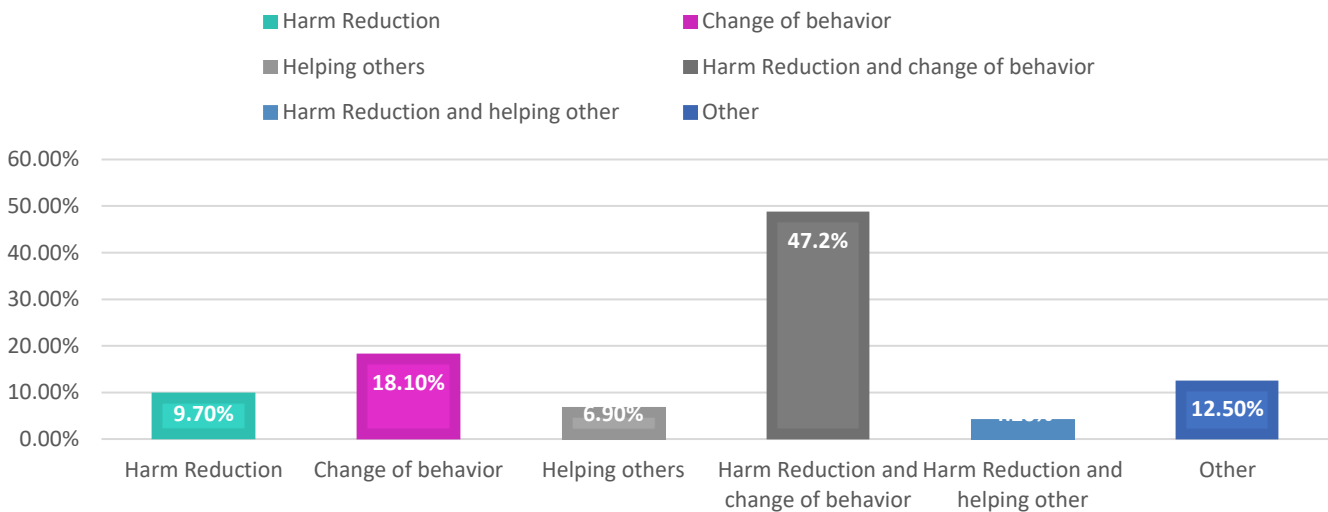


Chart 21: Message Targets

9.7% (n=7) of the PSAs messages target harm reduction, 18.1% (n=13) target change of behaviors, 6.9% (n=5) target helping others, while 48.6% (n=35) target both harm reduction and change of behavior, 5.6% (n=4) target harm reduction and helping others and 12.5% (n=8) are targeting donations, awareness and taking action.

Chapter 6: DISCUSSION AND CONCLUSION

With the internet and the effects of globalization on cultures, it is important to try to understand how these cultures are unfold with the tackling of issues through PSAs. Public service announcements are a representation of what people face and what problems they have in each country; moreover, fear appeals are used to change behaviors.

With the controversy around the usage of fear appeal and how the excessive usage of such appeal might affect the message, different scholars have different opinions on the effectiveness of such appeal when used to send a message tackling important issues. It is essential and crucial to the researcher to study and compare PSAs that use fear appeals in communicating their messages.

This research aims at exploring and comparing PSAs using fear appeal to understand what topics are vital to each culture and what problems they face. The researcher has compared the coding of 72 PSAs of different countries with different messages, all obtained from advertisements of the world websites and YouTube through an intensive web search. The researcher has used a purposive non-probability sample of 72 PSAs.

Through analysing these PSAs, the research has concluded that some of the main variables are similar across all countries and topics. Areas of similarities include: how these PSAs use negative framing in conveying the message, the high levels of depicted severity in PSAs and the portrayal of harm affecting oneself. Other variables, such as: being part of a campaign, tone of voice, how the fear is portrayed, and levels of susceptibility are somehow similar, with minor differences. The differences are of the place, and variables that create the PSA, for instance: music, characters and the narration.

- Main Similarities between PSAs:

Researches have discussed and debated the effectiveness of using fear appeal in changing behaviors. Some debate that the effect of such fear will elicit some kind of reaction to avoid the horrific consequences reflected in PSAs and others counter-argue that people might block the processing of such message and believe that it will never happen to them (third-person effect). Intimidating material stimulates negative feelings towards the message and most likely might result in audiences avoiding it (Ruiter, et al, 2014). Fear is required to encourage people to reach a negative drive motivation. However, if fear is too high, unwanted behavior will follow (Cauberghe, 2009). The researcher has found that 98.6% (n=71) of the sample PSAs use negative message framing, which does not support what is claimed.

The findings show that 98.6% (n=71) PSAs depicted high levels of severity, whereby all of the sample except one PSA portray negative consequences and none of the sample portray manageable consequences.

Furthermore, R. A. Keller and Block, Loroz and Roskos-Ewoldse have mentioned that “self-reference risk” in persuasive messages is more likely to help audiences relate to the message easier and be more responsive to the recommended behavior. The overall results support the claim with 65.3% (n=47) of the 72 PSAs portraying some kind of self-reference behavior, either the PSA shows the harm reflected on the self only or on the self and someone else (family, friends or other people). Comparing each topic individually, the researcher find out that child abuse, women abuse and violence do not support the above claim; rather all used “other-reference risk” in the PSAs, addressing those victims who need help not addressing a change of behavior. The portrayal

of the PSAs in each topic is somehow portrayed similarly; road safety topics for example mostly showed how the accidents affected the person who is the cause of the accident and how also affects other people either directly or indirectly. Women abuse also, all talking about how sexual or physical abuse and how it affects the victims, even in Egypt because as a culture women are blamed for the abuse (for what they wear, what they do, etc) the PSAs didn't blame women, on the contrary the PSAs shed the light on how she is victimized and even one of the PSAs tackled the problem with the message "don't blame her".

- Other Similarities between PSAs:

Robertson, Rothman et al., and Tannenbaum and his colleagues claim that one-time behaviors are more effective when recommending change of behaviors because it is easier to apply; nevertheless, the results do not support these claims and are skewed towards a number of behavior recommendations with 50% (n=36) of PSAs highlighting the problems only and raising awareness; and on the other hand, 34.7% (n=25) of PSAs employ repeated behaviors. This issue should be tackled by future researchers; trying to link between what the PSAs send and how the audience receives.

Tannenbaum (2015) has mentioned in his research the logic of prospect theory on fear appeals, assuming that fear appeals should be more effective when endorsing "detection behaviors", compared to "prevention behaviors". This is due to the fact that the loss-framed* sense of the message will probably encourage people more to accept the detection behavior than usual. This part has not been supported by the results of this sample; 80% (n=57) PSAs of the sample endorse a prevention behavior while only 3% (n=2) endorse detection behaviors, and 17% (n=13) do not show any endorsement of behaviors rather shedding light and creating awareness.

As mentioned in the research, one of the fear appeal models: Ordered Protection Motivation model (OPM) developed by Tanner et al. (1991), has found that emotional processes are linked indirectly to behavioral intentions and are important to coping appraisal.

In sum, cognitive and emotional processes are both engaged by fear appeal messages, and protection motivation can be achieved by physical and social threats (Laroche, et al, 2001).

Reflecting on the model, the tone of the PSA is another important variable. The sample shows that 66.6% (n=48) PSAs portray the messages in an emotional tone while 27.7% (n=20) portray the message using both rational and emotional tones. However, only 5.5% (n=4) PSAs portray a rational tone of voice. Overall, it does support what the OPM model has mentioned that the emotional processes are important and that in some cases both the cognitive and emotional processes should be engage.

Morrison and McCornack (2014) have claimed that “when individuals perceive susceptibility to a severe threat (that is., they perceive high threat) and they feel they can perform a recommended action that effectively reduces the threat (that is., they perceive high self and response efficacy), then “danger control” should occur.

In danger control, individuals protect themselves by engaging in recommended message actions and displaying adaptive changes in attitudes, intentions, and behaviors” (p.105). The results show that 77.7% (n=56) PSAs of the sample present messages with high levels of depicted susceptibility, while 20.8% (n=15) represent the messages with low levels which reflects the PSA in a third person perspective with no focus on the recipients of the PSA themselves and one PSA with no clear levels of susceptibility.

Furthermore, Cauberghe claims that a collaboration is presumed between observed threat

(severity and susceptibility) and observed response and/or self-efficacy: high levels of threat combined with high levels of efficacy produce message approval; high levels of threat with low levels of efficacy produce message refusal (2009). The results of this research somehow support the above statement, with 66.6% (n=48) PSAs representing a response efficacy and 33.3% (n=24) with no representation of response efficacy.

An interesting finding is that some PSAs are portrayed somehow the same: same storyboard, similar angles with a change of the main topic. As previously mentioned, the New Zealand's speeding PSA and the American do not text and drive PSA give the audience a feeling that they are from the same campaign, while in fact, they are from different countries and are produced in different years.

- Differences between PSAs:

The main differences shown in PSAs are reflected through Hofstede's 4 cultural dimensions, specifically: the individualistic/collectivistic and masculinity/femininity. Due to the constraint of the small sample of PSAs in each culture, the results cannot be generalized. They, rather, reflect the characteristics of those countries with higher samples (USA and UK). The individualistic dimension appears through the portrayal of the character, whom the harm affects and the involvement of other people within the storyline.

In general, the portrayal of genders in the sample PSAs show no clear indicator of skewness towards any of masculinity/femininity dimensions. It does not also fully reflect how the cultures are seen, for example, Saudi Arabia portray both genders equally with the sample of 4 PSAs; 2 of them showed women and the other two showed men. Which is uncommon to see women in ads

and women in the country are not fully represented and its culture is known for being masculine. While on the other hand Canada is known to have strong women's rights but the PSAs show a more masculine dimension, the campaign for the rights of workers, the men and women are not equally represented throughout the campaign and men are shown in more heavy duty jobs versus women that are presented in less demanding jobs.

All sample PSAs of the present research portray their own culture in the music they use, the PSA actors; how they dress, how they act, how they talk and most importantly the topics portrayed which reflect what each culture wants to change. Generally, there are some important topics that most cultures in the sample tackle, such as: road safety, different health issues and women and child abuse. On the other hand, some issues are very specific to each culture and have not been tackled elsewhere, for example; Egyptian PSAs, the 3 of them, have tackled sexual harassment as a problem facing women. A report by The United Nations Entity for Gender Equality and the Empowerment of Women in 2013 showed statistics of sexual harassment in Egypt: 99.3% of Egyptian women have experienced some form of sexual harassment. Despite the fact that the non-probability sample and the size of sample of PSAs are not representative, being all 3 talking about the same topic indicates that it is an issue that Egypt is trying to face. Saudi Arabian PSAs, in this sample, tackling religious topics (praying and gossiping) reflect their religious culture. The 4 available PSAs portraying messages using fear appeals are all tackling religious aspects and support their messages with verses from the Quran. Unlike Western countries, where religion is rarely seen in PSA, Islam is an intrinsic part of PSA in Saudi Arabia.

As for South Africa murder rate increased by 4.9 percent in 2016, more than 50 people killed every day and the statistics also showed 142.2 sexual offences per day during 2016 (According to The independent online newspaper). Accordingly, both PSAs in this sample tackle both issues. "Break

the cycle” PSA (#5) sends a message of breaking the violence cycle and “Find your strength” PSA (#3) tells women to speak up of child sexual harassment. UK is the country with the most uncommon topics covered by PSAs using fear appeals. “Fire kills” PSAs (#16-17), as a campaign, focus on urging people to check the fire alarms on clock change week, which is vital in the UK, trying to focus on the importance of such action for safety. “The bi-annual clock changes are a high point for the annual fire safety campaigns run by the Department for Communities and Local Government (DCLG)” as stated by the official British government website “Breathe test” (#54) PSA focuses on the dangers of open water by creating a drowning prevention campaign. According to the campaign’s website, “190 people die in British and Irish water each year”. “Save Syrian children” PSA (#52) portrays what Syrian children face and how war turned their life upside-down which is another unique topic, especially that it is produced by the UK. This is the only PSA in the sample that tackles a problem of another country and not of the country of production.

USA produced “not even once” (#24-36) campaign, which is a huge campaign of 13 short PSAs tackling meth usage. According to “the 2012 National Survey on Drug Use and Health (NSDUH), approximately 1.2 million people (0.4 percent of the population) reported using methamphetamine.”⁵ USA is the only sample country that tackles any addiction problems using fear appeal. “In 2012, the most recent year for official statistics, there were 977 workplace-related fatalities in Canada, according to the Association of Workers’ Compensation Boards of Canada. Those numbers only cover workplaces where workers can receive provincial compensation benefits.” This reflects a topic uniquely covered by Canada, which shows that association of workers are trying to raise awareness of the rights of the workers with a campaign of 5 different work situations and what the worker needs to know about her/his rights.

The narration of the PSAs is mostly 63.8% (n=46) absent narrators who are personas introducing

their own scenarios by means of dialogue and communication (Stern, 1991). The rest of the sample PSAs use male and female narrators while the story is being unfolded.

The place where the PSA takes place is mostly dependent on the topic of the PSA more than on the country. For example, most road safety PSAs are portrayed in a car on in streets. A lot of PSAs are divided into frames, and each frame is portrayed in a different place.

The use of fear appeal PSAs in Arabic speaking countries is not very common, whereas English speaking PSAs prevail, with some non-English speaking countries portraying their problems in English too. The researcher believes that Eastern countries use fear appeals with PSAs that seek donations but not for change of behavior, generally PSAs targeting change of behavior are not main focus of these countries and when they do produce PSAs seeking change of behavior, usually use other appeals. The use of negative image/story framing has been found to be more predominant fear appeal PSAs. The findings indicate that PSAs using fear appeals tend to portray high levels of susceptibility and severity. Despite the common agreement of researchers that one-time behaviors in persuasive messages are better, the results show that PSAs tend not to recommend any behavior in the message but rather shed the light on the problems and raise awareness. Regarding the portrayal of harm in PSAs, most topics use "self-reference risk" and show the negative consequences reflected on oneself. On the other hand, child abuse, women abuse and violence do not support the claim; rather they all use "other-reference risk" in the PSAs, due to the nature of the topics and that they are directed towards the victims not those who need to change behavior.

Fear appeal PSA depict prevention behaviors along the storyline. This is another result that does not support what other researchers claim. PSAs reflect the cultures, comparing how similar topics

are tackled in each country. There are some similarities pertaining to the angle of the topic itself; however, they differ with regard to how the topic is conveyed. Overall, the PSAs have more similarities under the main variables of the PSAs and differences are more into the secondary variables that produce the PSAs. Furthermore, more extensive research should analyze the effect of fear appeal PSAs on audiences and whether they differ from one culture to another.

Chapter 7: RECOMMENDATIONS & LIMITATIONS

RECOMMENDATIONS

For future research

“Existing theories about fear appeals have focused on either the content of the message, the nature of the behavior recommended by the communication, or the characteristics of the audience receiving the message” (Tannenbum et al, p.1179). This paper only focuses on the content of the message and the nature of the behavior recommended by the communication. Thus, for further research, a more in-depth look of the characteristics of the audience and how they perceive the message would be of great benefit to understand how this reflects on the audiences. Similarly, content analysis of different appeals, comparing them to each other and how they portray problems would be very insightful and could show how problems are portrayed differently with each different appeal. Applying Hofstede’s cultural dimensions on people and comparing the results of the content analysis with how people respond to those PSAs can help understand cultures more.

In addition, being an Experimental Research directed towards analyzing how audiences react to

those PSAs using fear appeals can help in finding out if it results in changing the intended behavior or might yield a different unwanted reaction. Other studies may examine if there is any association between certain variables and certain behaviors. Another cross-culture comparison of how each culture perceives fear appeals and how they react to it, is considered an insightful addition to future research. These studies could be of benefit to informing marketing professionals on what to focus on with regards to using certain appeals while deploying public service announcements and focusing on changing behaviors.

LIMITATIONS

As a result of the lack of PSA lists, the researcher depends on websites and YouTube for obtaining the sample of PSAs, besides the non-random purposive sample resulting in a sample that cannot be generalized. Furthermore, very limited studies conducted on public service announcements using fear appeals. Hence, very limited public service announcements have been originated in any Arabic speaking countries. This has resulted in an uneven formation of the sample regarding the Western countries and Eastern ones.

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APPENDICES

CODING SHEET

1-Technical coding:

These specified groupings are intended to categorize each individual PSA to be able to assure that they are all fitting the intended sample, of country of origin and year of production. In addition to comparing each country and its indications on the PSA topics.

1.A- PSA name:

1.B- Length: 1- 30 secs 2- less than 30 secs 3- more than 30 secs

1.C- Part of a campaign: 1- yes 2- no

1.D- Language: 1- English 2- Arabic 3- none

1.E- Year of ad: 1- (2006-2009) 2- (2010-2012) 3-(2013-2016) 4- Not clear

1.F- Country of origin: 1-Egypt 2- USA 3-UK 4-Canada 5- Saudi Arabia 6-Other ()

2- PSA components:

These specified groupings are intended to clearly describe each individual PSA to be able to have a clear view of which components are used and if each topic uses the same components.

2.A- Primary voiceover: The voiceover is when the person speaking in an ad is not seen on camera (Defined by Merriam-Webster Dictionary). If there is more than one voiceover, the primary one was coded based on the one who talks longer.

1- Male 2- Female 3- Unclear 4- No narration

2.B- Setting(Choose all that applies): The place where the ad is taking place.

1- Home 2- Workplace 3- Street 4- Public Venue 5- outdoors 6- other () 7- unclear

2.C- Topic: The main issue tackled by the ad.

1- Health 2- Women abuse 3- Violence 4- Child abuse 5- Road Safety 6-other ()

2.D- Primary actor: The main character depicted in the ad.

- 2Di- Primary actor(s) number: 1-One 2-More than one 3-Unclear

- 2Dii- Primary actor(s) gender: 1- Female 2-Male 3-Both female and male 4-Unclear

-2Diii- Primary actor(s) age: 1- Adult(s) 2-Child(ren) 3-Both adult(s) and child(ren)

4-Unclear

-2Div- Primary actor(s) status: 1-Ordinary citizen 2-Celebrity 3-Both ordinary citizen

and celebrity 4-Other () 5- Unclear

3-Frame:

These specified groupings are intended to clearly describe each individual PSA and what components used to form frames to be able to clearly compare similarities and differences across cultures and the implications of such similarities or differences on the culture-social marketing dynamic. It also adds a clearer view of the framing of such fear-appeal PSAs.

3.A- Tone: 1-Emotional 2- Rational 3- both

3.B- Fear portrayed: 1- Verbal Cues 2- Visual Cues 3- Both

3.C- Frames: 1- Negative Emotion Framing 2- Positive Emotion Framing 3- None

3.D- Ad portrays harm effecting (Choose all that applies): 1- Society 2- Oneself 3-Family 4-Environment

5-Other ()

3.E- Ad represents a response efficacy: 1- yes 2- no

3.F- Message targets (Choose all that applies): 1- Harm reduction 2- change of behavior 3- Helping others 4- other ()

3G-Recommended behavior targets: 1- Detection 2-Prevention 3- N/A

3.H- Level of depicted susceptibility: 1- High 2- Low 3- N/A

3.I- Level of depicted severity: 1- High 2- Low 3- N/A

3.J- Suggested Solution in ad: 1- One-time behavior 2- Repeated behavior 3- No solutions suggested

3.K- Call of action in the end: 1- Yes 2-No

PSA DESCRIPTIONS

PSA number	PSA name	Description
1	Vaccine	This ad portrays a little boy going to a pharmacy to buy medicine for violence. An abused child asking going to a pharmacy all bruised and the pharmacist giving him medicine with “gang violence” on it, telling the child to take drops from the vaccine to protect him and then the PSA shows that the child was imaging the whole scene and him playing with his toys while there are sounds of gun shots and screaming
2	Puppets	This ad portrays a little girl as a puppet going through her day being moved by a guy, which portrays the abuser moving the girl
3	Find your strength	This ad shows a woman listening to a baby monitor and through the monitor the baby girl

		starts talking to her dad and crying for help and for him to stop and the dad asks her to stop and there is a sound of a bed bouncing.
4	Can't wait to grow up	This ad shows a little boy talking to the camera and getting beaten and talking about how this physical abuse affects childhood and that he can't wait to grow up to stop the abuse.
5	Break the cycle	This ad shows a little boy watching TV, while the sound is something violent and then it shows that the TV is off and that the boy is witnessing real violence.
6	heart beat	This ad shows a boy in a classroom and his father (not real) telling him that he won't be there anymore and then the boy is called to tell him that his father passed away from a heart disease.
7	Playing with toys	This ad shows a little boy playing and building something with his toys and then he uses that to hide once his father enters the room.
8	Children see, children do	This ad shows different situations where parents are doing some bad behaviors and children are doing the same exact behaviors.
9	Shame on you	This ad shows a kindergarten class getting ready and going to a fieldtrip outside and suddenly some driver loses control of the car and goes off road and kills the whole class.
10	damage	This ad shows friends in a car and they get into an accident and the only one who wasn't wearing a seat belt kept hitting all those in the car and

		killing them all and causing all the damage.
11	Stop the abuse	This ad shows the different phases of life of a girl until being a woman and showing in each phase how verbal or physical abuse she faces and ends with the same boy of the first scene.
12	Don't look	This ad shows different toys, magazines and dolls covering their eyes and different physical and sexual abuse shown in a form of verbal cues.
13	Don't text and drive	This ad shows friends in a car and the driver texting and then the time freezes and a mom (the driver of the other car) talks with her telling her to pay more attention and to try to avoid the accident then the ad unfreezes and the accident happens
14	Don't blame her	This ad shows different situations whereby the women is sexually harassed and in the end of the ad shows different women with different looks and styles.
15	Fear paralysis	This ad shows a man on a wheel chair and another man sitting on his lap, going through daily chores and at the end of the ad the man on his lap is shown to be standing and statistics show of fear paralysis.
16	Fire kills	This ad shows a boy going through a burnt house and talking about fires and how people died and then at the end of the ad it shows that the boy is

		actually dead and that he is a ghost.
17	Fire kills 2	This ad shows smoke sneaking into a home with every inhaling and exhaling of a child.
18	Heart disease	This ad shows a man and a woman dancing in a party and the man shows signs of tiredness and then the woman is the one that falls down on the floor and at the end of the ad a tagline with statistics about woman heart diseases.
19	Domestic Violence	This ad shows a little girl playing around with her mother's stuff and putting on makeup and then it shows that the makeup is like scars and bruises.
20	Last Word	This ad shows a family at home, each looks sad and then a teenager in bed and his parents around him and he is hardly getting out words with "L O L" letters
21	All affected 1	This ad shows a minivan on the road and visuals of different people from the back of the van flying with narration of how the car accident affects each person.
22	All affected 2	This ad shows a motorcycle in an accident on the road and visuals of different people from the back of the bike flying with narration of how the accident affects each person.
23	Sarah's Story	This ad shows a woman walking and suddenly she falls down on the floor and dragged to the wall and loses weight and dragged from her hands to sit in a wheel chair. With a narration of explaining that this how it feels with neuron disease

24	Not even once 1	This ad shows a girl narrating how her boyfriend loves her and takes care of her while the visuals show that he is taking meth from a stranger that was with her in bed.
25	Not even once 2	This ad shows friends in a car that stops over and leave the girl on the side of a hospital unconscious while she is narrating how her friends love her and care about her.
26	Not even once 3	This ad shows two girls going to strangers offering themselves to them for 50 dollars, while the girl narrating that this is not normal but on meth it is.
27	Not even once 4	This ad shows a teenager narrating his relationship with his mom that they are friends and that he loves her while the visuals show him going around the house and looking into her purse for money and she is trying to stop him and he pushes her and leaves.
28	Not even once 5	This ad shows a teenager narrating his relationship with his parents that they are friends and that they love him and trust him while the visuals show him locked out the door trying to go in and his parents are crying inside.
29	Not even once 6	This ad shows a girl taking a shower while she finds herself in the shower sitting and all bruised telling herself not to do it.

30	Not even once 7	This ad shows a girl narrating that she wishes she had an accident or that she would have been crippled but rather she went to the party and did meth while the visuals show her going to the party and how her life looks terrible after doing meth.
31	Not even once 8	This ad shows a girl going to a group of friends in a party doing meth asking “what about me” and the visuals and narrations show the bad consequences of doing meth, dealer, boyfriends, baby and face.
32	Not even once 9	This ad shows a guy narrating that he wishes he had a fight and got beaten or that he would have been to the hospital but rather he went to the party and did meth while the visuals show him going to the party and how his life looks terrible after doing meth.
33	Not even once 10	This ad shows a grownup convincing a younger male to do meth and people telling him that they did meth together so they will sleep together, steal together and the teenager saying that he is just trying it just once and all of them laughing.
34	Not even once 11	This ad shows a female teenager doing meth, stealing, sleeping with strangers and saying that she is going to do all that just once and all the scenes her sister is watching her and at the end of the ad the younger sister saying that she is going to try meth just once.

35	Not even once 12	This ad shows a teenager running into a dry-cleaning place and stealing and hitting people there for money and then running to a teenager telling him that this shouldn't have been your life and it shows at the end that he is the same guy.
36	Not even once 13	This ad shows a guy doing meth in several scenes and each scene pointing to some meth addict saying that he is not going to be like him and at the end another teenager pointing at him after becoming an addict saying that he is not going to end up like that guy.
37	rape	This ad shows the different stages of a sexually harassed female, trying to live her life while a male organ in a form of a snake is wrapped around her neck.
38	Permanent marks	This ad shows someone getting inked, then the ad shows that it is a child who is getting the tattoo and then it shows that the tattoo is the face of the guy who is drawing the tattoo, with a tagline at the end that sexual abuse leaves marks.
39	Quite smoking	This ad shows a child and his mother walking in a crowded place and then the child loses his mother in the crowd and starts crying then a narration saying that this is how a child feels when he loses his mother for a minute, imagine for life and a tagline of quit smoking.
40	Anthony	This ad shows a man on a ventilator trying to speak, narrating his own story that he has throat

		cancer because of smoking and that the doctors say he doesn't have much time but he is looking forward to seeing his dr in the holiday and the ad ends that this is a true story and that he didn't get to see her.
41	Pay attention	This ad shows a mother and her child waiting on the side of a road and a guy driving his car got distracted and went off the road hitting them both and at the end showing the mother waiting for her child outside an ER room in the hospital and the guy going to jail.
42	Buckle up	This ad shows a teenager, going through his daily life while narrating how his head helps him sleep, eat, study, play soccer and even kill with the visual of a car accident and narration of how in an accident the head becomes like a stone and when not wearing seatbelt it may kill those in the car.
43	Heaven can wait	This ad shows a car accident and how the spirits of those in the car are getting out of their bodies to the sky and then the spirit of the only one who is wearing a seatbelt can't get out of his body and he is the only one alive with a tagline "heaven can wait"
44	Hook	This ad shows a man working on a desk, then a fishing hook grabbing him from his mouth dragging him all through the office to outside then he lit a cigarette and smokes.
45	don't ride too fast	This ad shows a man narrating his accident and what is happening to him while zooming out to

		show the scene with the accident.
46	Speak up 1	This ad portrays the message in a story telling way, where there is a screen in the back moving with the narration and a real girl sitting in front of the screen as if she is the main hero of the story and people watching the story. The story starts with Jasmine and Aladdin story and then shows how this girl got harassed and her parents blaming it on how she is dressed.
47	Speak up 2	This ad portrays the message in a story telling way, where there is a screen in the back moving with the narration and a real girl sitting in front of the screen as if she is the main hero of the story and people watching the story. The story starts with a princess story and then shows her getting married to her prince and then he beating her and the story ends with him apologizing and the narration explaining that she had to act that nothing happened.
48	Don't speed	This ad shows a driver crossing a cross road and then the time freezes and a dad (the driver of the other car) talks with him telling her to pay more attention and to try to avoid the accident then the ad unfreezes and the accident happens
49	the mess	This ad shows a couple romantically sitting on the side of a road and a guy driving his car got distracted and went off the road hitting them both and at the end showing the both in critical conditions in the hospital and the guy going to

		jail.
50	Words have consequences	This ad shows a female teenager walking in a school and another two girls compliment her shirt then send her a message cursing her and telling her no its not then the girl commits suicide in hall.
51	Sunscreen	This ad shows a rewind starting from the end to the beginning of a girl in a hospital on machines and bald, to her shaving her hair, to her hair falling, to her sitting with a dr, to her getting diagnosed to her seeing something on her skin, to her as a little girl sitting on the beach in the sun and then the ad ends with a tagline of percentages of melanoma increases with not putting sunscreen.
52	Save Syria's children	This ad shows a little girl with very fast shots of her childhood, playing, blowing out her birthday candles, going to school, playing and then the shots turn into the same things she does daily but with sound of gun shots, then bombing then she running, then moving a couple of times homes, no water, no medicine and the ad ends with the same shot of the birthday cake but with only one candle and not in a cake and in a hospital and the tag line "Just because it is not happening here, doesn't mean it isn't happening"
53	It happens fast	This ad shows a guy driving a car and gets a text and decided to check it, then another car crashes into him and in a blink he is in a hospital

		paralyzed on a wheel chair.
54	The breathe test	This ad has a narration of someone saying how long can you hold your breath, then in the water the camera keeps going inside the water and outside with words on the screen, breathe and hold your breath with sound effects of someone trying not to drown. And the ad ends with the narration of the same person saying that you can survive this on land but in water you can't and the person trying to survive is shown to be drowning.
55	The burden	This ad shows a little boy going through his daily life with another body (which is himself too), brushing his teeth, eating, playing, going to school all alone with the boy and at the end a tagline sexual abuse can be a heavy burden on a child.
56	The captured prisoner	This ad starts with a tagline based on a true story and shows a man as an inmate in prison going out from his cell walking towards the door and a security guard running to catch him then he just gives him his ID and it shows that it is written city hospital, then another caption that John walks in and out of prison 3 times a week, he can't escape because without dialysis he might die and the ad ends with the same guy on the dialysis machine.
57	The witness	This ad shows a dad reading a story to a little girl in bed then he starts removing the blanket and the camera zooms in on a teddy bear in the

		room, shedding a tear with a tag line he can't talk but you can.
58	Never the same	This ad shows a family with 2 children going to the park and playing, with each recreational equipment one of the child uses the camera turns around to show another side where the child is being terrorized or scared then shows the parents looking for their children and a tagline when their world is turned upside down by conflict, emergency or natural disaster, children are more at risk then ever.
59	Tires	This ad shows a father in a black space trying to hold on to his wife's, child's and father's hand while the camera is rotating then it shows the father upside down in a car and zooming in on the tire with a tagline when your tires lose grip you lose everything.
60	Air guns	This ad shows a doll and a gun and then the gun shots the doll and blood comes out of the dolls head with a caption an air gun is not a toy.
61	Gun Control	This ad shows a family with 5 children having food on their table and their mother serving them food and all of them are engaged in different conversations, then the mom goes and brings a gun and shoots one of her younger children in the head and a tagline if you keep quiet about gun crime, it's like pulling the trigger yourself.
62	wear a seat belt	This ad shows a car accident and a narration

		while the accident happens that the thing that killed the driver not wearing seatbelt was that his internal organs hit his rib cage and showing that on screen.
63	Learn without fear	This ad shows 3 different girl stories, first one narrating that she wants to be a journalist and how social network changes the way we communicate while showing that her boyfriend is showing his friends personal footage of her, the second narrating that she wants to be a social worker and that behavior is shaped by society while showing that some boys are harassing her while she is walking and the last one narrating that she wants to be a lawyer and she learnt what is right and what is wrong while showing a boy going inside her bathroom with a tagline every girl has the right to learn without fear.
64	Prayer 1	This ad shows 3 guys in a car and then they had an accident and the ad shows all of them dead in a car, with to be continued in the end. The first ad after it shows one of the guys in the car and a narration saying that he is Nawaf and that was his life and his choices before the accident talking and the phone in his room and his mom calls out to him for prayer and then he pretends to be praying and then showing another person standing in the room (himself but after the accident) crying.
65	Prayer 2	This ad is the second ad of the campaign, it shows

		<p>the second guy and a narration saying that he is Badr and that was his life and his choices who was in the accident before the accident enjoying his time on the beach and riding a jetski and then stops on land to pray and then showing another person standing beside him (himself but after the accident) smiling and thanking God that he did that.</p>
66	Prayer 3	<p>This ad shows a girl texting in a car and then a car hits her and a narration saying that she is Sarah and that was her life and her choices, showing her before the accident her mother calling her out to pray and she lying that she has her period and can't pray to continue chatting and then showing another person standing beside him (herself but after the accident) looking at her and very sad and angry.</p>
67	Gossip	<p>This ad shows a group of girls sitting together eating and chatting then the food starts to turn into raw meat and their mouths are filled with blood, then a tagline with a Quran verse about gossiping.</p>
68	Work accidents 1	<p>This ad shows a girl chef talking to the camera narrating her life and that she will get promoted and should be getting married next week but that won't happen because of the accident that will happen and saying that she should have removed the grease from there and not putting deep fryer so close then the accident happens and she get</p>

		burnet all over with a tagline in the end there are really no accidents.
69	Work accidents 2	This ad shows a construction worker talking to the camera that he is working overtime so he can take his family on vacation but they will receive a call that he died in a work accident and that the company should have checked the tanks and then the tanks explode and he dies with a tagline in the end there are really no accidents.
70	Work accidents 3	This ad shows a guy working in a factory transporting things from one place to another and the things fall on him, then he is shown talking to the supervisor that this is no accident and the company knows that they shouldn't be storing this much weight with a tagline in the end there are really no accidents.
71	Work accidents 4	This ad shows a girl working in a store and doing something on the ceiling while standing on a long ladder and she falls on glass, then talking to her supervisor that this is no accidents and that the company should have replaced the ladder years ago and that the policy is that two people should be doing this job with a tagline in the end there are really no accidents.
72	Work accidents 5	This ad shows a funeral and a man speaking of the guy who died that he was with them for many years before dying and the dead man starts talking that this was no accident but the company didn't train him to work with high voltage

		electricity and they weren't insulated well with a tagline in the end there are really no accidents.
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