

## Public Abstract

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Title:A SMOKIN' GOOD AD: HOW EFFICACY AND EMOTIONAL TONE INTERACT IN ANTI-SMOKING MESSAGES

Anti-smoking messages usually take the approach that fear appeal is the best way to reach smokers with messages that smoking is bad. This study explores how efficacy-related copy points and emotional tone interact during anti-smoking messages. Efficacy is how effective a person believes a recommended response is and how able a person feels they are to do a recommended response. Efficacy has not been studied in relation to smoking, especially how it affects a person's cognitive-emotional responding during the message. This study uses a psychophysiological method. This means that sensors are placed on a person during the message, measuring heart rate, skin conductance response, corrugator and orbicularis oculi activity. These physiological responses are correlated with attention, arousal, negative affect and positive affect. An audio recognition test was also run.

The analysis found that negative messages that contained efficacy-related copy points had increased attention, less arousal, less negative affect and increased recognition than the other types of messages. This means that participants reacted less negatively and intensely to negative messages that talked about the benefits of quitting and the viewer's ability to quit smoking. Further, they paid more attention to this type of message and remembered it better.

Anti-smoking PSA creators need to use efficacy-related copy in their messages to ensure their messages resonate with their target. Efficacy was found to take the bite off of messages, most likely keeping people from withdrawing from the messages.