

## Public Abstract

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Title:The effects of videographics and information delivery style on attention and recognition in direct-to-consumer prescription drug advertising

This study explores the effect of videographics and information delivery style on attention and recognition. The two levels of information delivery style included voiceover and direct address, in which actors speak directly into the camera. Using the Limited Capacity Model of Motivated Mediated Message Processing, it was hypothesized that ads utilizing voiceover delivery style will require more effort to encode than ads utilizing direct address delivery style, marked by a greater deceleration in heart rate. It was also predicted that of the two levels of videographics, low and high audio-video redundancy, recognition would be greater for high redundancy videographics than for low redundancy videographics. Employing a within-subjects repeated measures design, 14 prescription drug commercials that included 20 instances of the message features under investigation were shown to participants. Using repeated measures ANOVA to analyze each hypothesis, the results of this study suggest that while participants did not orient to videographics as expected, high redundancy videographics were remembered better than low redundancy videographics despite no significant difference in attention. Additionally, voiceover delivery style did not require more effort to encode than direct address delivery style, nor were there significant differences in recognition between the two levels.