

Public Abstract

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Title:What, you care? The Effective Use of Aversive Evoking Content in Viral Videos for Advocacy Group Advertising

The current research examined the use of aversive evoking content in advocacy viral videos and how the use of such content affected a person's intention to forward the message. In a 3 (Intensity) x 3 (Video) x 3 (Order) repeated measures design, participants watched nine viral video ads that varied in levels of aversive evoking content. The results of this research suggest that varying levels of aversive evoking content have significant effects on cognitive resources allocated to encoding, arousal, intention to forward, and persuasion. Implications for the construction of viral videos are discussed.