

MEGA:BITESS Academy

Focus on messages

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Back to April 2020...

Communicating research findings

- identifying your target audience (parents? students? community? etc.)
- defining your goal (awareness? behavior?)
- finding your audience (how / where to communicate with them)

Back to April 2020...

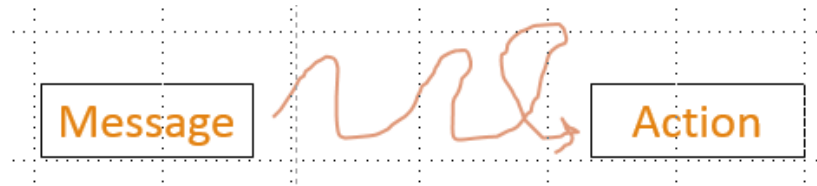
Key concepts in risk communication and persuasion

- Dual-processing models – how people respond to these messages

- *Involved audience*

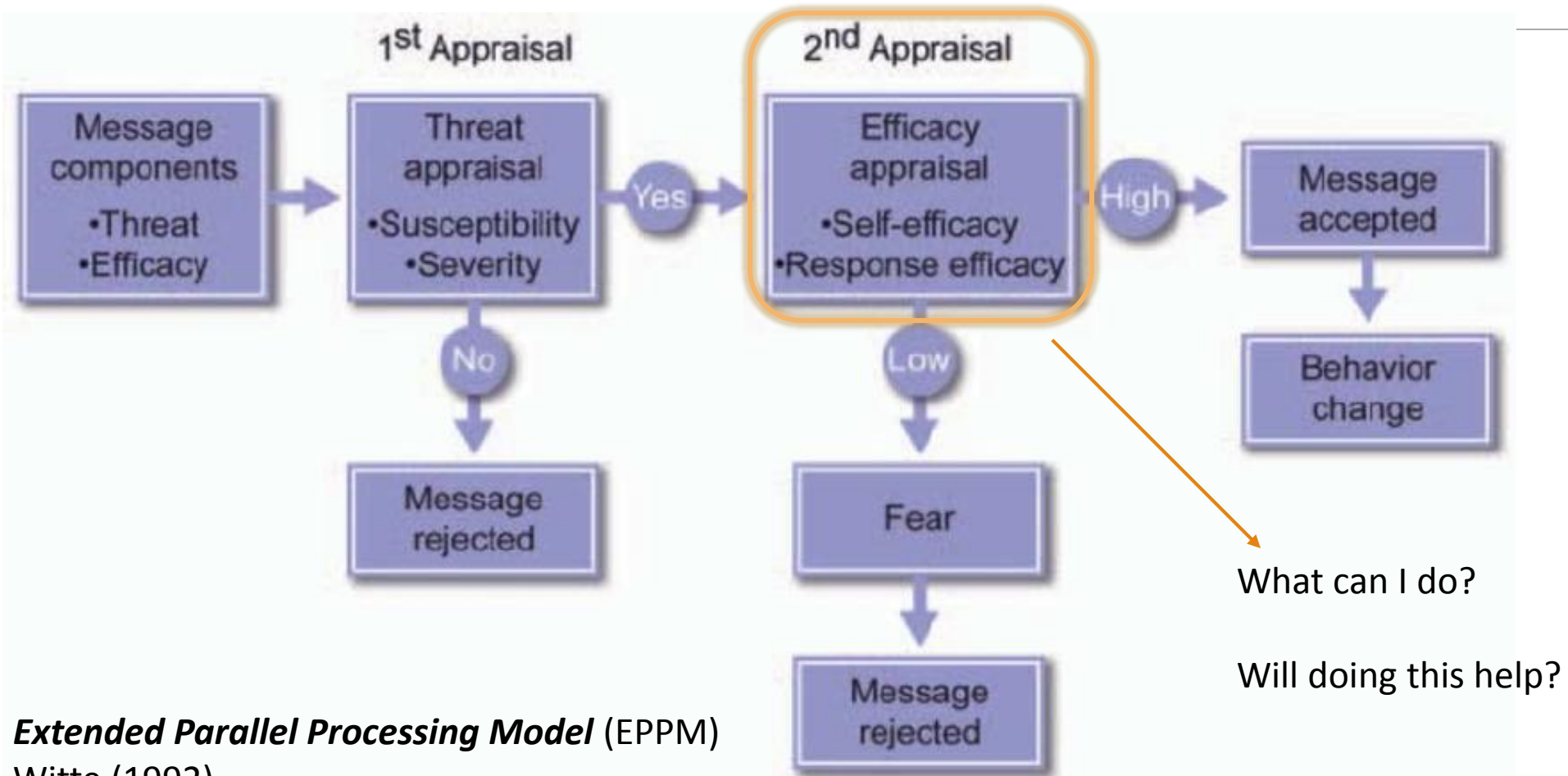


- *Uninvolved audience*



Elaboration Likelihood Model (Petty & Cacioppo, 1980s)
Eagly & Chaiken

How do people process health/risk messages?



Extended Parallel Processing Model (EPPM)
Witte (1992)

Pre-test the message

Does the message make sense to others unfamiliar with LACE?

Does it tap into efficacy (self- and or response-)?

Is the wording clear and unambiguous?

Do visuals match or distract?



How to pre-test?

- develop prototypes (draft some posters)
- focus groups are ideal for pre-testing
 - 8-12 people, plus a moderator to ask questions (and a notetaker)
 - Ask participants to discuss all parts of the message
 - About an hour long or so
 - Compensate participants
- Focus groups allow participants to freely discuss aspects that you may not have considered

How to pre-test?

- ask members of your target audience
 - show them the prototypes

Message evaluation

- How do you know if your communication was successful?
 - Did it raise awareness?
 - Did it change behavior?

Measuring effectiveness

- surveys
 - random sample (not just the parents!) – generalize to the larger population; everyone has an equal chance of being selected
 - conducted via phone or mail
 - Email/online surveys require individuals to initiate the survey

Unobtrusive measures

Observational data that doesn't require interaction with people