Better Together

The Impact of Advertising on Prosocial Behaviors

백태현
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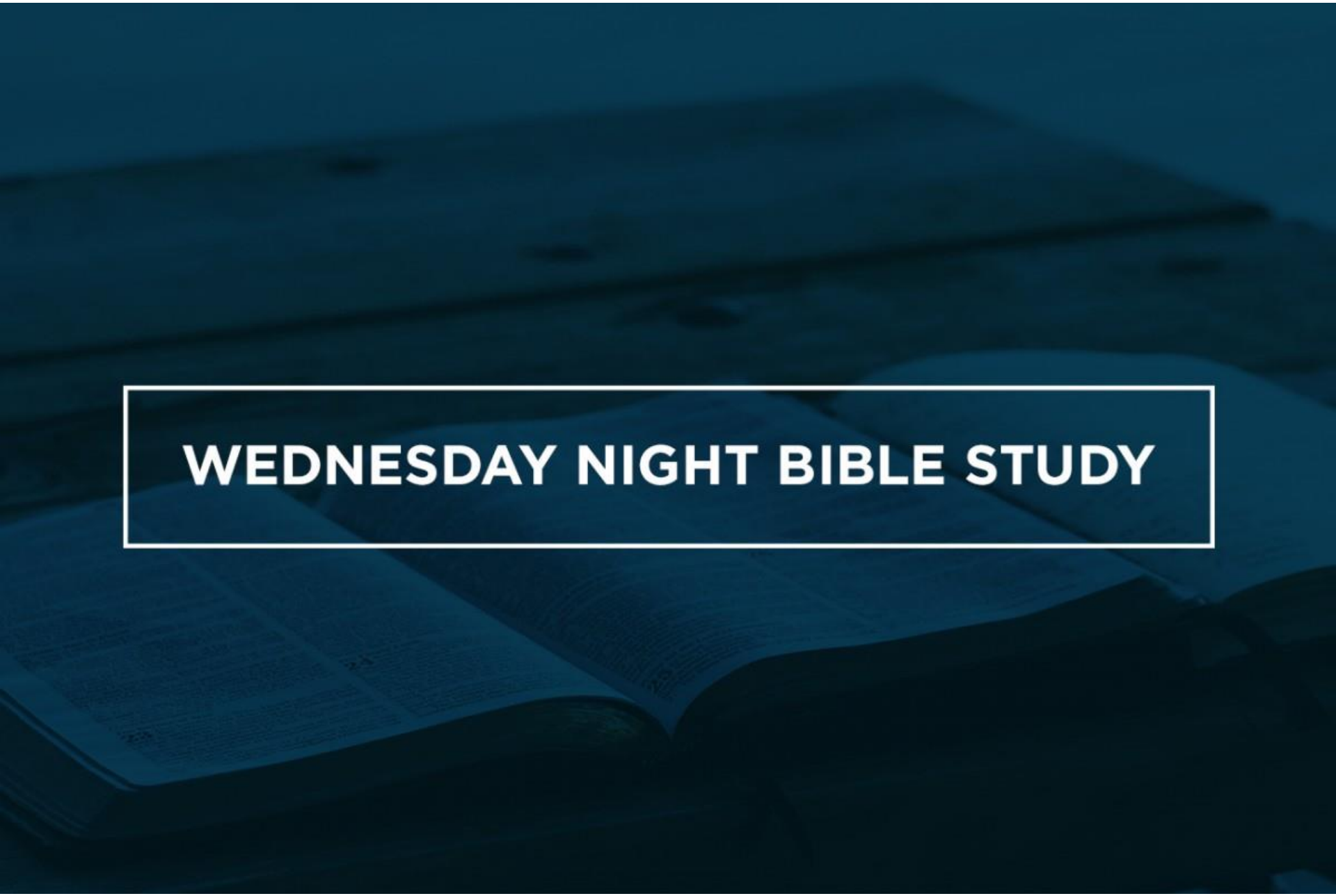
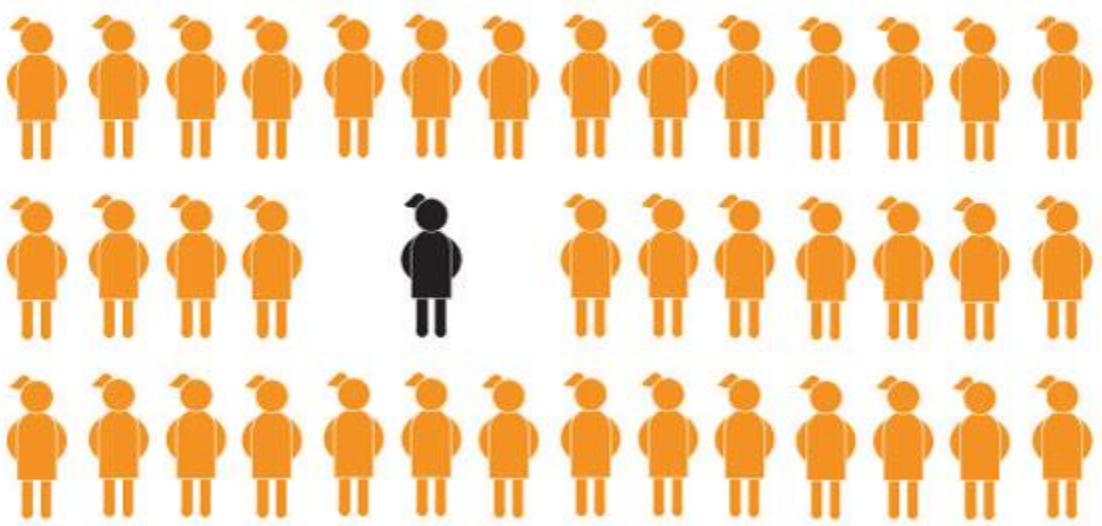

WEDNESDAY NIGHT BIBLE STUDY

외로운 사마리아 여인
요한복음 4:9-10
Simon Dewey

Social Exclusion



“Being rejected, isolated, or ostracized”

Does social exclusion increase or decrease prosocial behavior?

Self vs. Other-Benefit Appeals in Prosocial Ad

Prosocial Ad Campaigns to promote charitable donation behavior

(Batson, 1987; 1991)

Self-benefit appeal

1. Egoistic motives

2. Tax breaks, public recognition, or psychological well-being

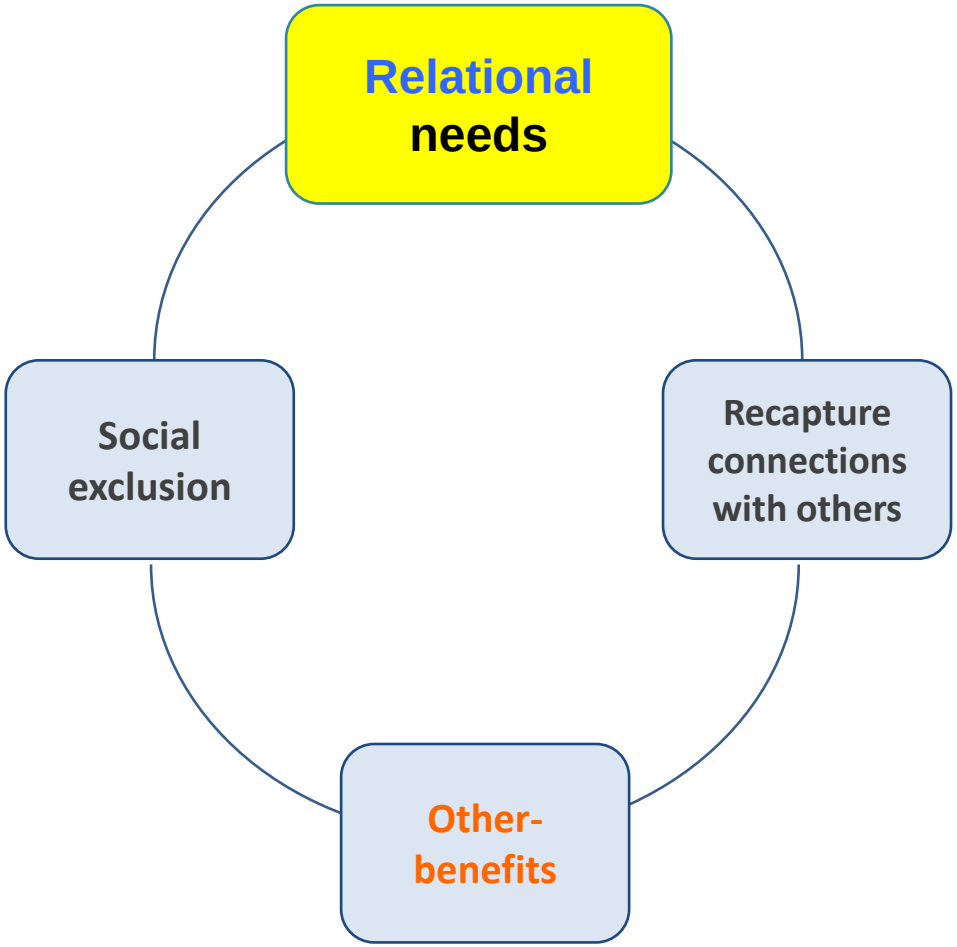
3. "Bring more fulfilment to your life."

Other-benefit appeals

1. Altruistic motives

2. Empathy, relationship closeness, or shared group identity

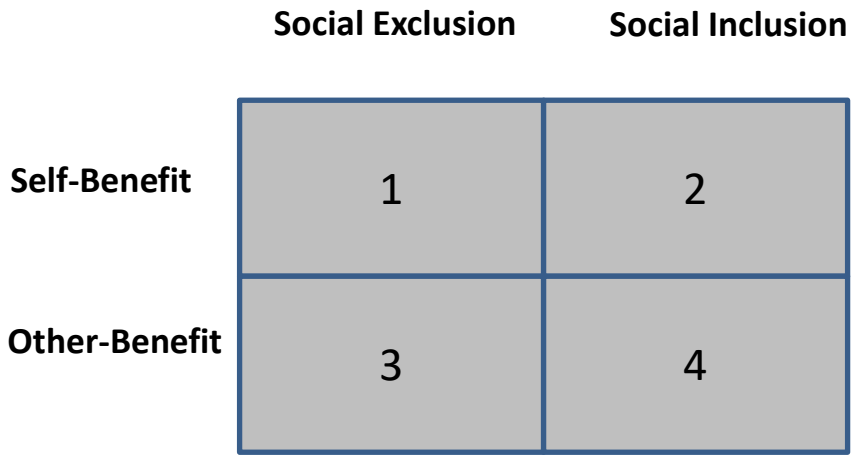
3. "Save the lives of children suffering from hunger."



H1a: For socially excluded individuals, other-benefit appeals will be more persuasive than self-benefit appeals.

H1b: For socially included individuals, lesser effect of other-benefit appeals will be observed.

Study 1: Child Poverty Relief



- Controlled lab setting
- 140 undergraduate students (50.7% men; 49.3% women; 19.3 years)

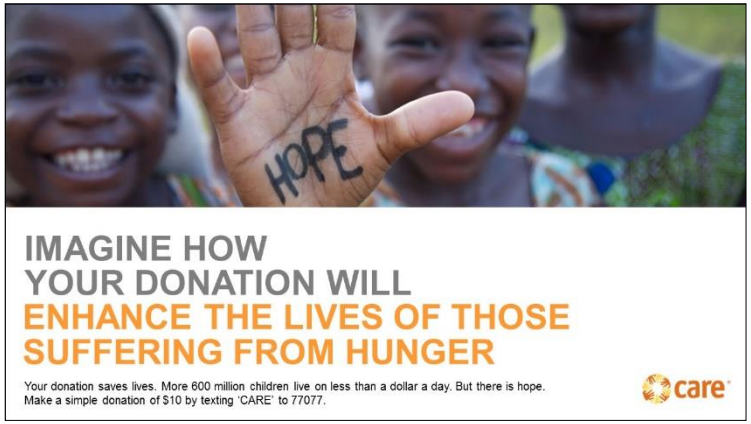
- Message Persuasiveness (7-point scale; Dillard & Ye, 2008).
  "not effective/effective, not convincing/convincing, and *not compelling/compelling"*

Social Exclusion Manipulation

Cyberball (Williams & Jarvis, 2006)

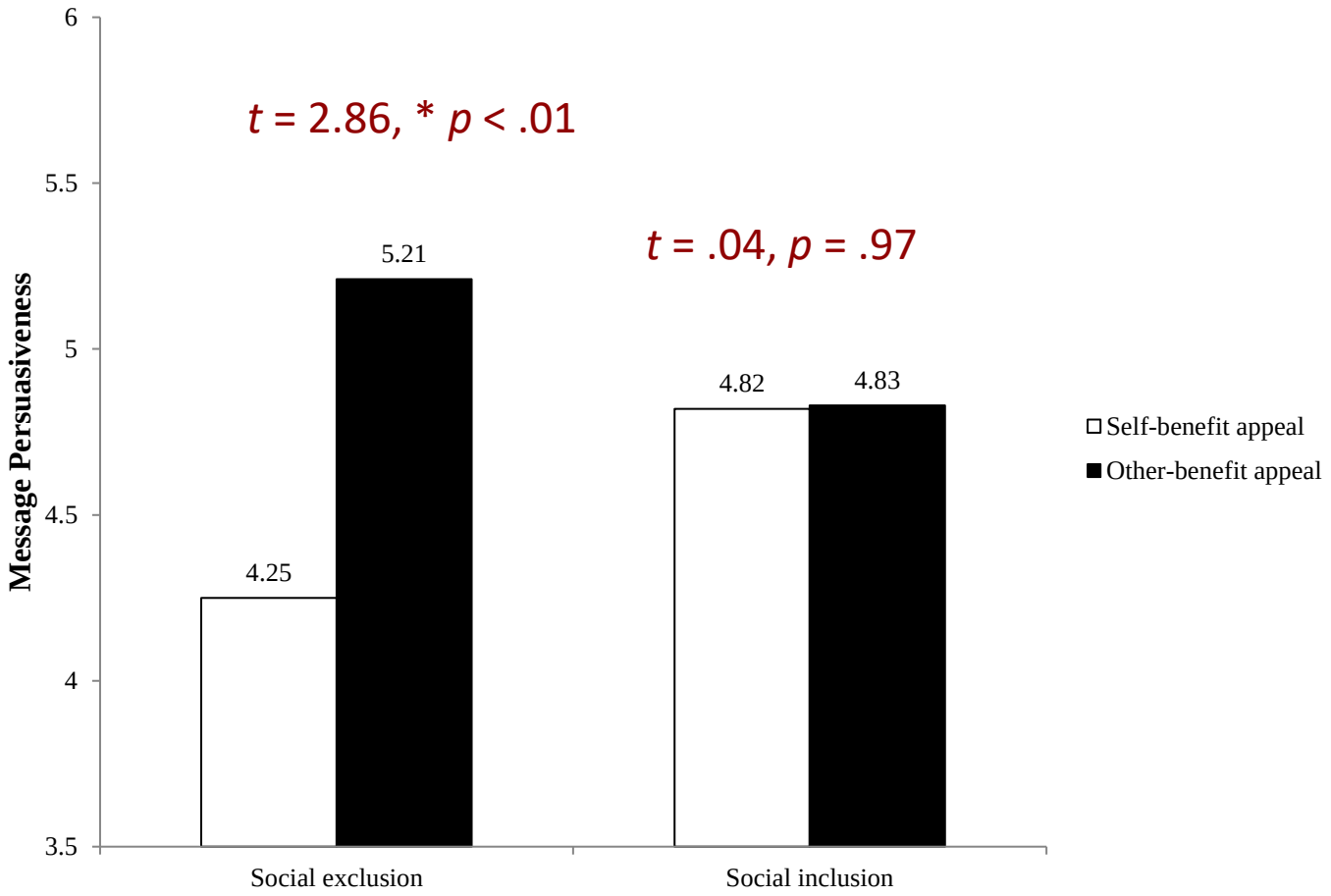
Self-benefit appeal

Other-benefit appeal

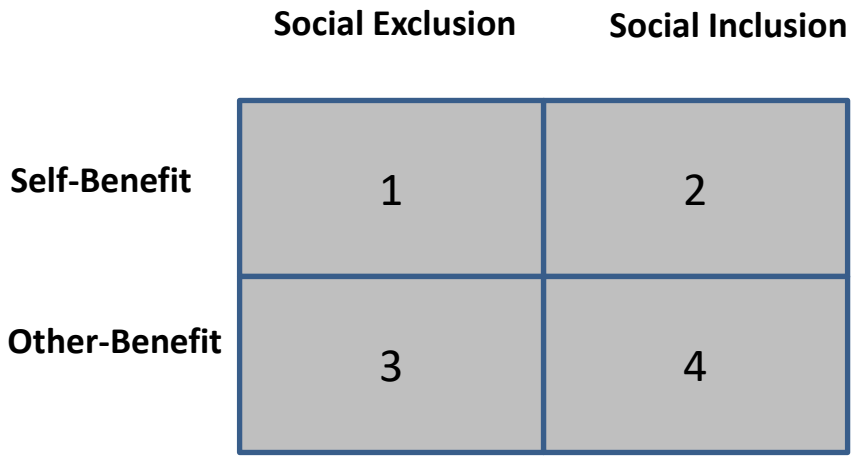


Charitable Message Persuasiveness

Two way interaction effect emerged: $F(1,136) = 3.83$, $p < .05$



Study 2: Cancer Research Institute



- Controlled lab setting
- 284 undergraduate students (53.2% men; 49.8% women; 19.5 years)

- Message Persuasiveness (7-point scale; Dillard & Ye, 2008).
  "not effective/effective, *not convincing/convincing*, and *not compelling/compelling"*

- Charitable donation behavior (Winterich & Zhang, 2014)
  "Imagine you have 100 dollars, how much would you donate to cancer research institute?"

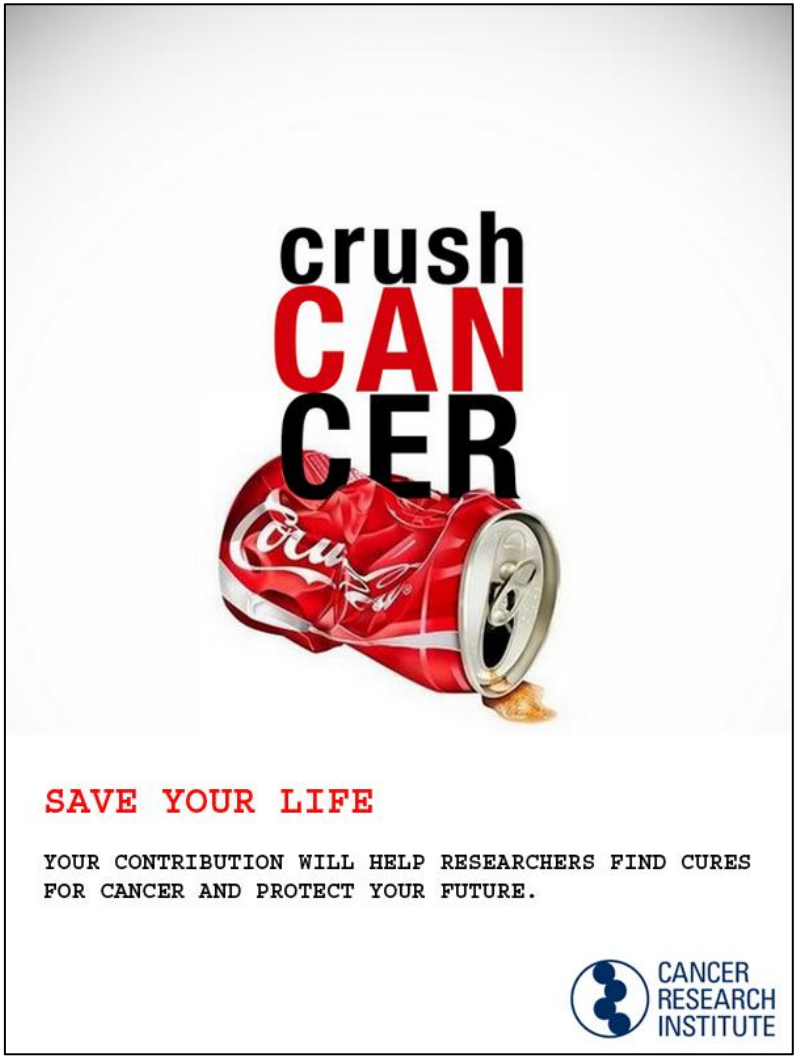
Social Exclusion Manipulation

Essay-writing task (Baek & Yoon, 2017)

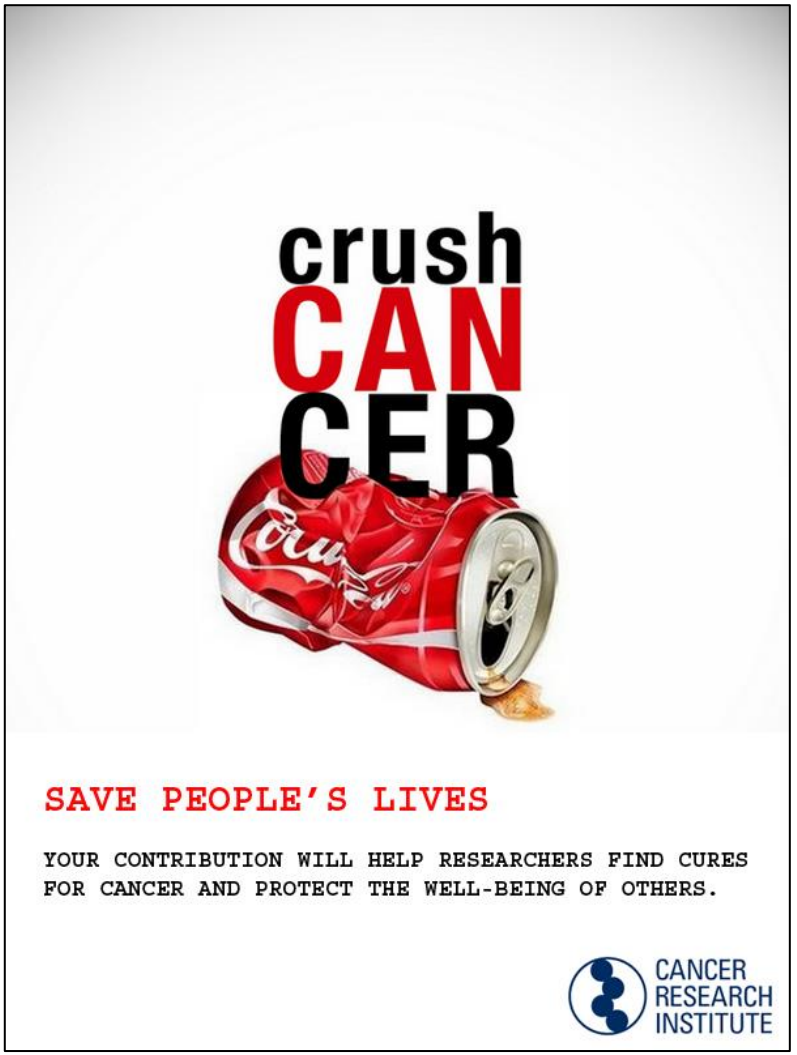
Please recall a social experience that left you feeling EXCLUDED.

In the space below, please provide a detailed description of your experience that made you feel SOCIALLY EXCLUDED.

Self-benefit appeal

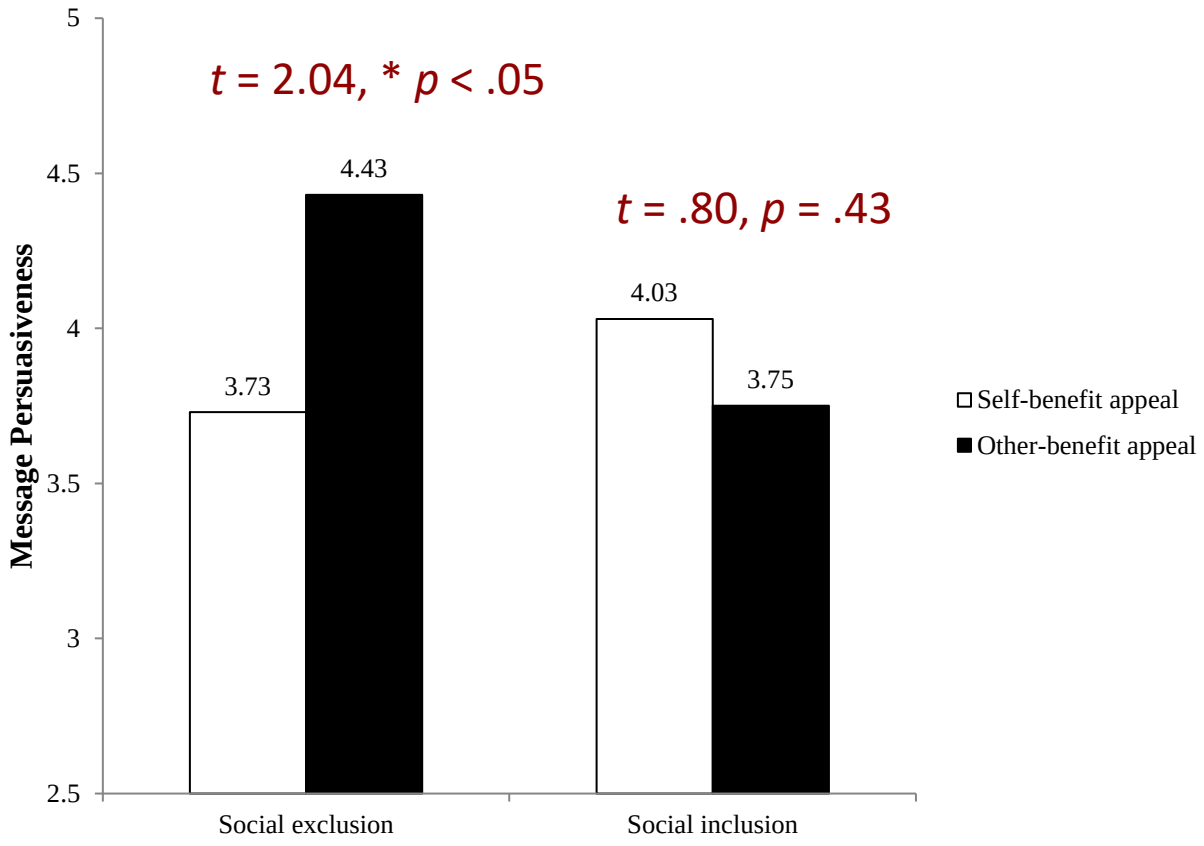


Other-benefit appeal



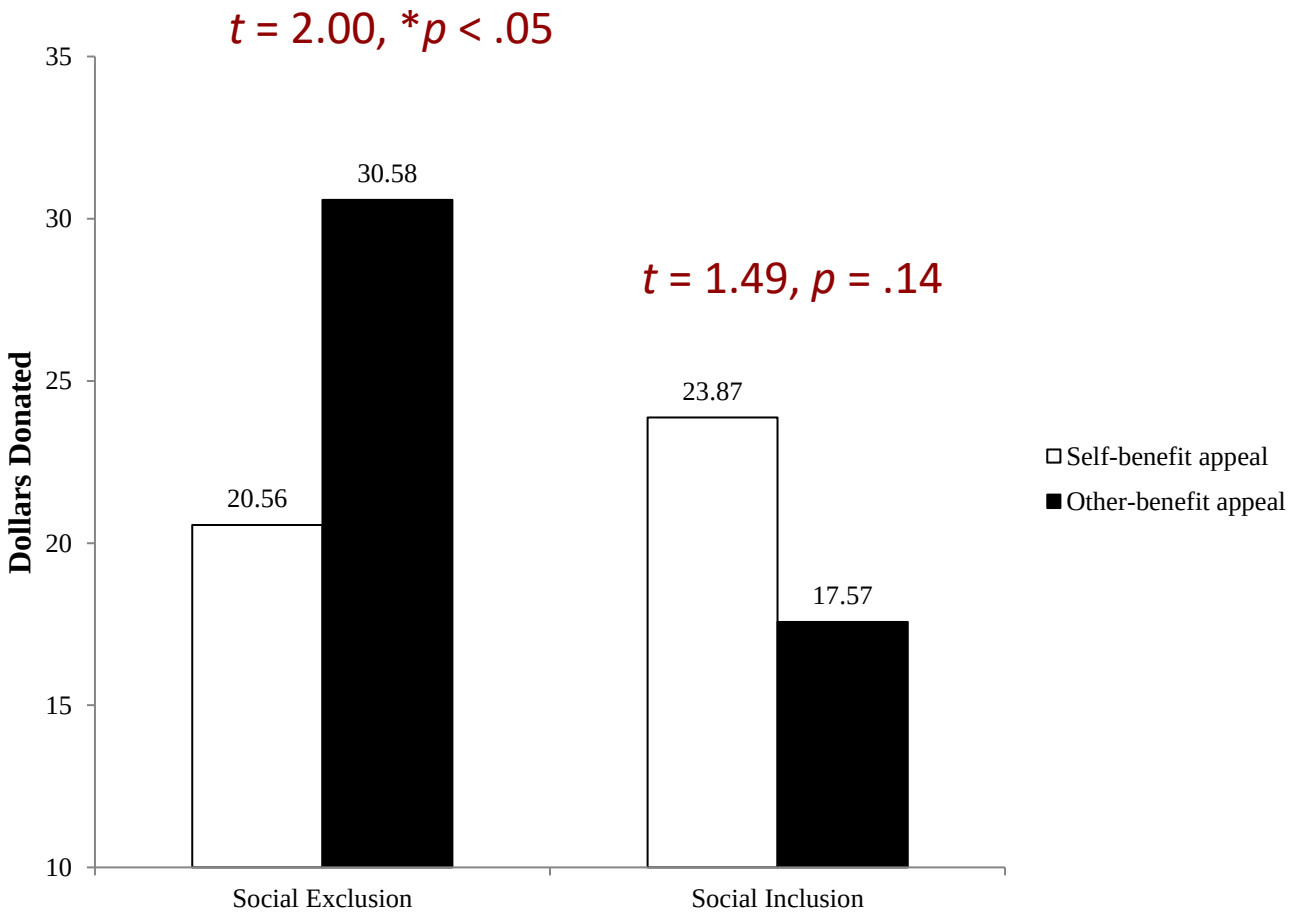
Charitable Message Persuasiveness

Two way interaction effect emerged: $F(1,280) = 4.00$, $p < .05$



Charitable Giving (Dollars Donated)

Two way interaction effect emerged: $F(1,280) = 6.18$, $p < .05$



Study 3: Clean Water

	Social Exclusion	Social Inclusion	Control (non-relational)
Self-Benefit	1	2	3
Other-Benefit	4	5	6

- Controlled lab setting
- 131 undergraduate students (39.7% men; 20.8 years)

- Donation intentions (Baek & Yoon, 2017)

"Participants' likelihood of donating: unlikely/likely, impossible/possible, improbable/probable"

Self-benefit appeal

BRING CLEAN WATER TO PEOPLE IN NEED BY DONATING!

IF YOU JOIN US TO INVEST IN CLEAN WATER, YOU WILL IMPROVE THE QUALITY OF THEIR LIVES AND MAKE THEM HAPPIER.

With clean water nearby, children in developing countries can attend school and get an education. Communities are able to raise up strong leaders, making it possible to break the cycle of poverty and allowing future generations to improve their quality of life.

charity: water

Other-benefit appeal

MAKE YOURSELF FEEL GOOD BY DONATING!

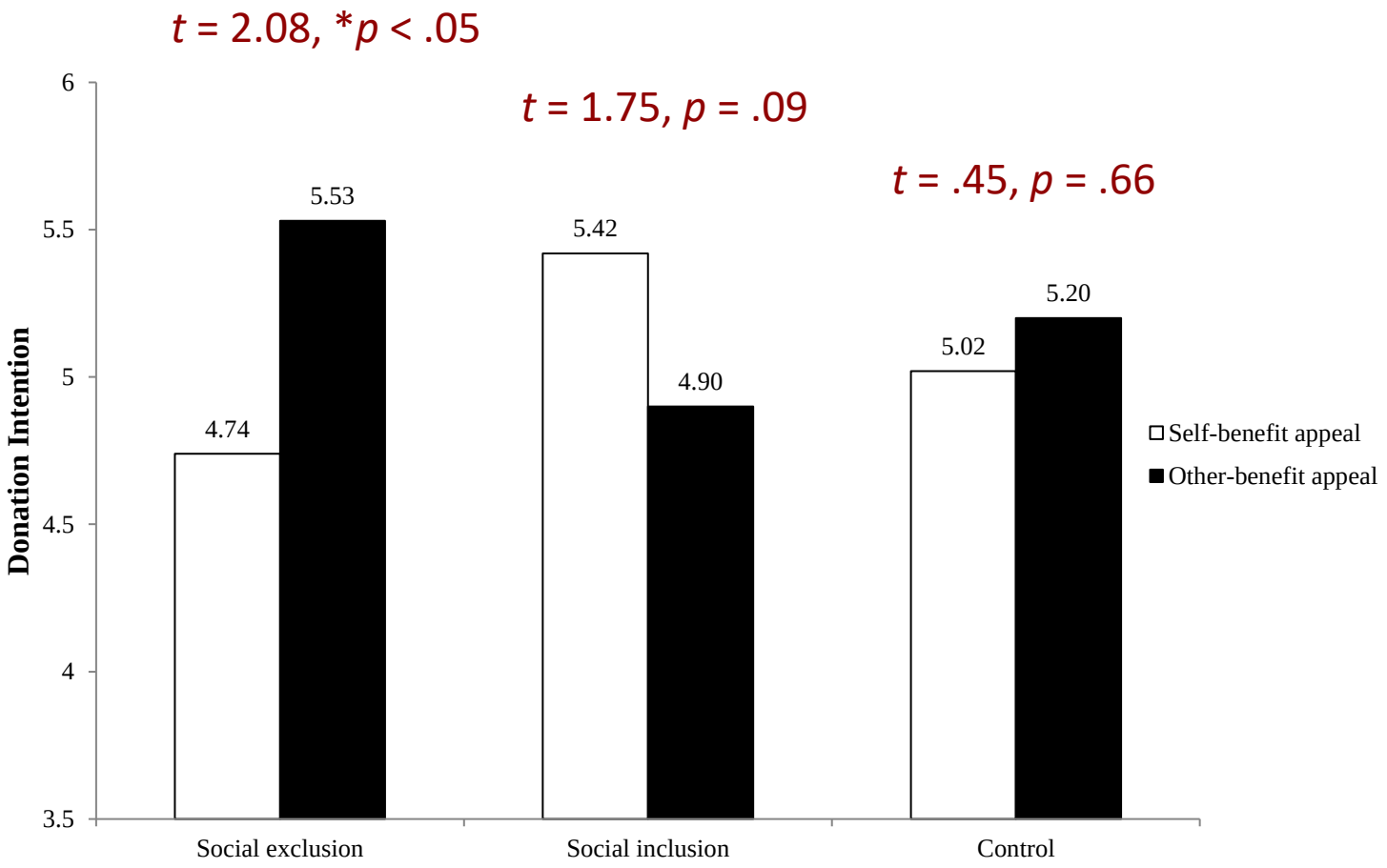
IF YOU JOIN US TO INVEST IN CLEAN WATER, YOU WILL MAKE YOUR LIFE MORE MEANINGFUL AND MAKE YOURSELF HAPPIER.

With clean water nearby, children in developing countries can attend school and get an education. Communities are able to raise up strong leaders, making it possible to break the cycle of poverty and allowing future generations to improve their quality of life.

charity: water

Charitable Giving (Dollars Donated)

Two way interaction effect emerged: $F(2,125) = 3.59$, $p < .05$



Practical Implications

- Find the appropriate media vehicles that may trigger social exclusion with elimination catchphrases.
  - "You're fired" (Apprentice)
  - "Please give me your jacket and leave hell's Kitchen" (Hell's Kitchen)
  - "I'm sorry. You've both been eliminated from the race" (The Amazing Race)

Practical Implications

- Consider social media audience targeting options.
  - Facebook custom audience; Twitter follower targeting
  - When social media users have few followers, receive only a few “likes”; someone unfriend them on Facebook.

Caity Dalton
spent all day shopping Thomas ;)
April 17 at 10:47pm · L
0 People like this.

Cute Baby Animals
in Wildlife Conservation Ad campaigns

Wildlife poachers kill a rhino every 7 hours.

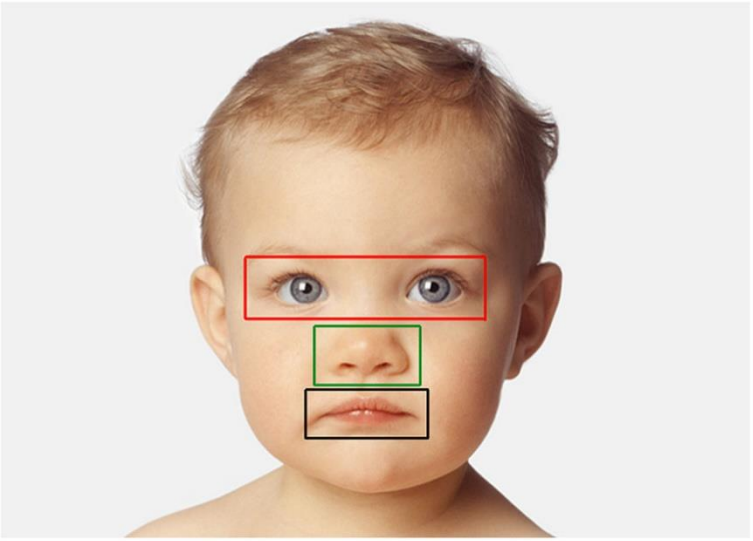
More than 100,000 African elephants were killed for their ivory.

WWF

Baby lions alongside the hashtag #WorldLionDay on Twitter and Pinterest

Baby Schema (유아도해)

- A collection of infantile physical traits, such as a large head, round face, tiny nose, big eyes, and rounder cheeks, that are perceived as cute (Lorenz, 1943)
- **본능적으로 거부할 수 없는 귀여움 '베이비 스키마' → 보호본능**



honest, warm, naïve, kind…

high task performance, indulgent consumption, feelings of healing, purchase intentions…

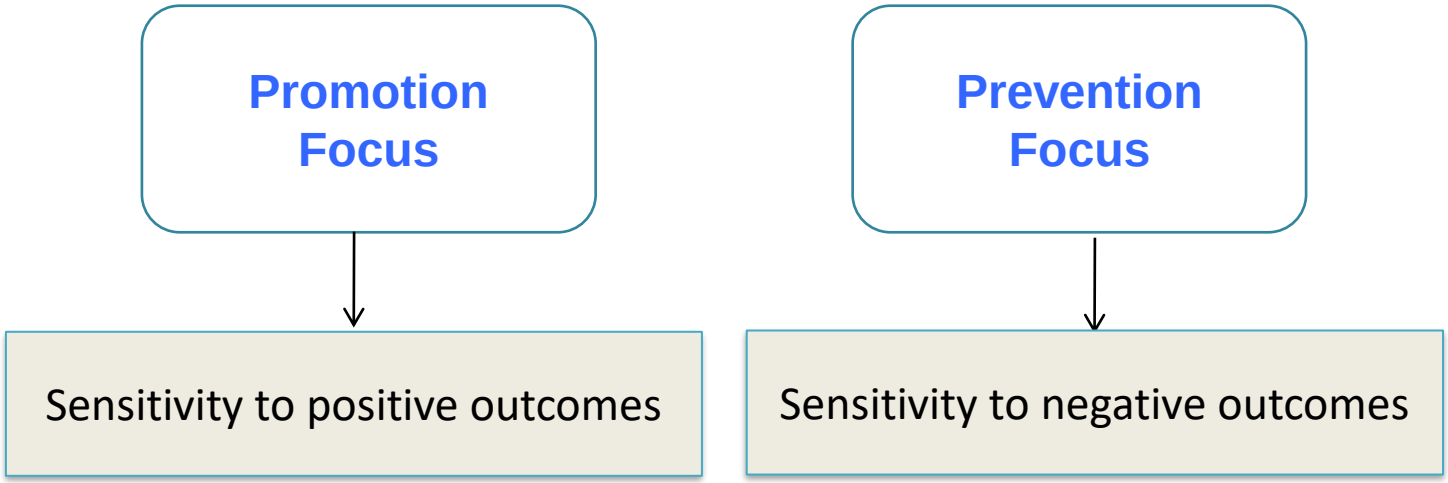
empathy…
“an other-oriented emotional respo nse congruent with the perceived w elfare of someone in need” (Batson, 2010, p.8)

Empathy-altruism hypothesis

Inspiring donors’ empathy motivates people to make charitable donati ons (Fisher et al., 2008)

Regulatory Focus Theory

Human motivation is rooted in the approach of pleasure and the avoidance of pain (Higgins, 1997)



The Moderating Role of Regulatory Focus

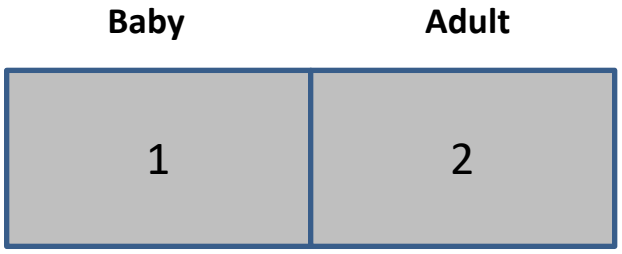
Promotion Focus

Prevention Focus

- Exposure to baby animals may induce mental recognition of cuteness, infantility, and pleasantness. (Yoshikawa & Masaki, 2021)
- Baby schema in infant animals is not necessarily related to potential threat (Glocker et al., 2009).
- Promotion- (prevention) focused people would govern approach (avoidance) motivations and are more prone to cheerful emotions (Higgins et al., 1997).

Study 1: Tiger

One factor (baby vs. adult animal) between-subjects design



- 142 undergraduate students (62.0% men; 19.4 years) in a lab setting
- Empathy (sympathy, compassion, and softheartedness; 1 – not at all, 7 – very much)
- Wildlife conservation intention (7-point scale; $\alpha = .87$)
  - *I am a committed advocate in support of rangers and others on the front lines of conservation.*
  - *I am strongly committed to sharing my passion about stopping wildlife crime with my friends and family.*
  - *I would never buy any illegal wildlife products, as I know that demand drives poaching.*
  - *I am willing to urge the U.S government to continue championing efforts to stop wildlife crime at home and abroad.*

wwf_tigers • Follow

wwf_tigers Tigers need large and connected spaces to live. As human populations grow, finding ways to conserve tigers and enable local communities to thrive has become a challenge.

The solution? People Centered Tiger Conservation. Swipe to find out what this means for tigers and people

#TX2

3d

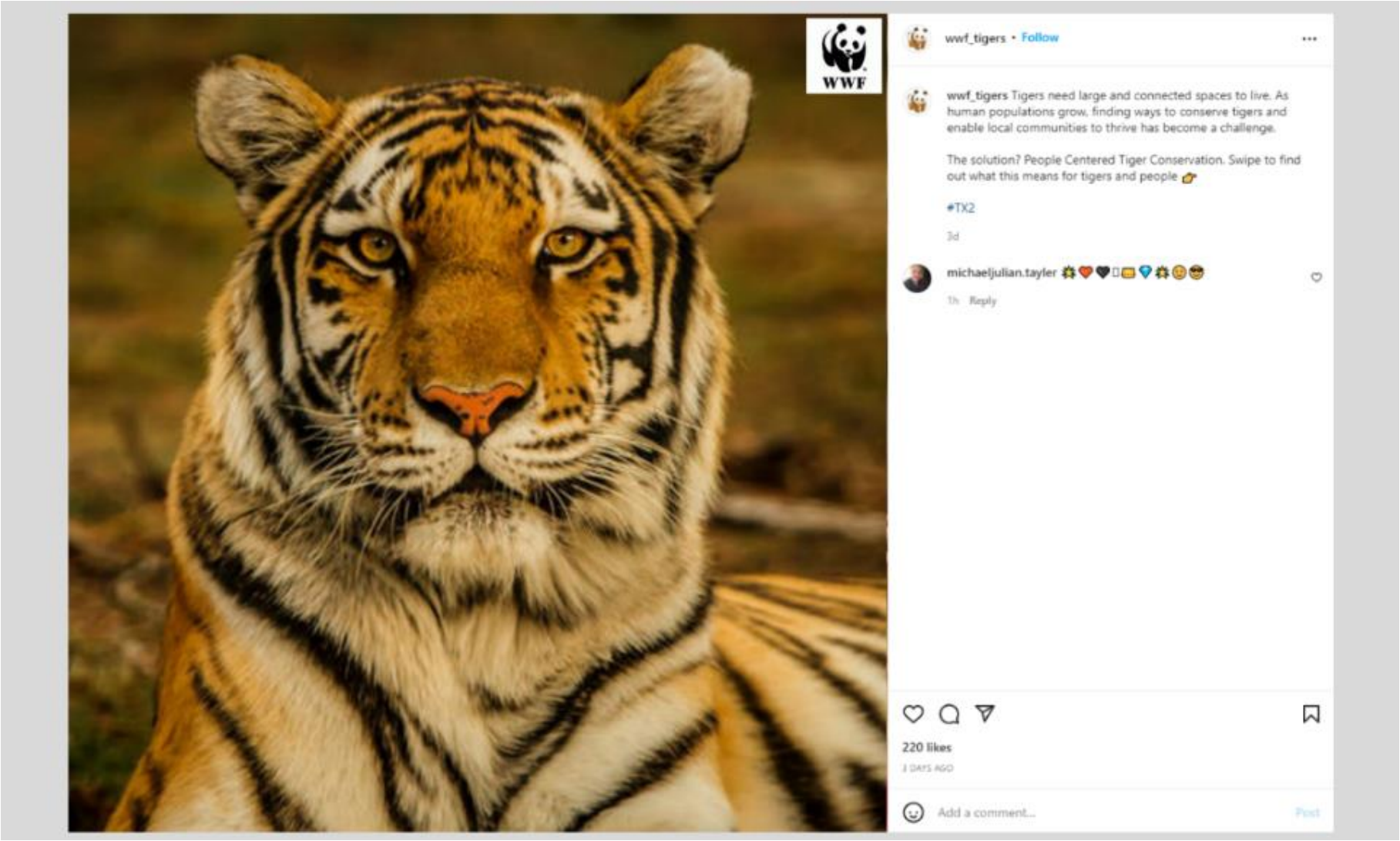
michaeljulian.tayler

1h Reply

220 likes

3 DAYS AGO

Add a comment... Post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wwf_tigers Tigers need large and connected spaces to live. As human populations grow, finding ways to conserve tigers and enable local communities to thrive has become a challenge.
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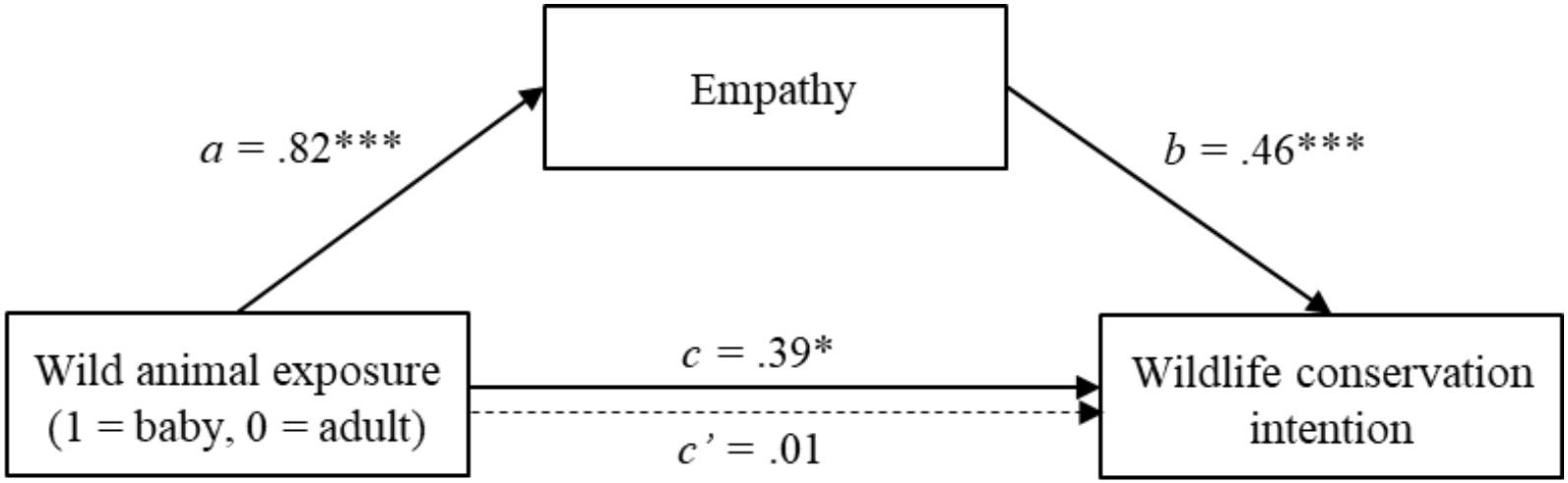
#TX2
3d
michaeljulian.tayler
1h Reply
220 likes
3 DAYS AGO
Add a comment...
Post

Participants who viewed the infant tiger had stronger wildlife conservation intention than those who viewed the adult tiger (M baby = 4.77 vs. M adult = 4.25; $t = 2.38$, $p < .05$)



Note: Bootstrapped 95% confidence interval for indirect effect = [.23 to .84]; Path coefficients are standardized betas; Path *c* represents the total effect of animal image on wildlife conservation intention; Path *c'* represents the direct effect of animal image on wildlife conservation intention after controlling for empathy; *$p < .05$, **$p < .01$, ***$p < .001$

Study 2: Elephant

2 (appeal type: baby vs. adult) x 2 (self-regulatory focus: promotion focus vs. prevention focus) between-subjects design

	Cute	Adult
Promotion focus	1	2
Prevention focus	3	4

- 198 adults from Amazon Mturk (38.4% men; 41.4 years)
- Writing essay task has been used for the regulatory focus priming manipulation.

Study 2

Regulatory focus priming:

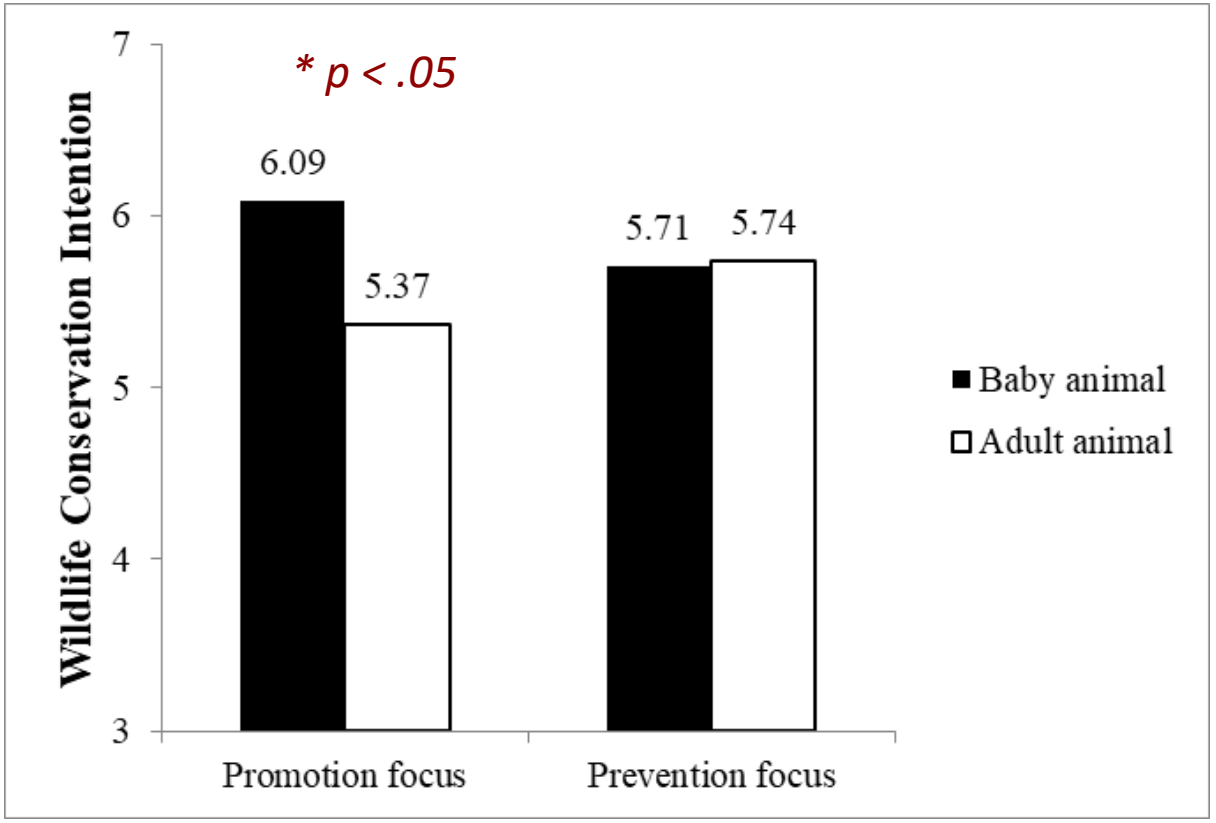
“Reflect on personal goals to compose a brief essay about three of your hopes, aspirations, and dreams (vs. duties, obligations, and responsibilities)”

After then, participants randomly viewed one of two fictious Twitter postings

- Confound checks
  - I ruled out wildlife crime issue involvement (t = 71. p = .48) and mood state (t = 1.68, p = .09) as potential confounds.

Wildlife Conservation Intention

Significant two-way interaction effect emerged: F (1, 194) = 4.77, p < .05



Study 3: Rhino

2 (appeal type: baby vs. adult) x 2 (regulatory focus messaging: promotion focus vs. prevention focus) between-subjects design

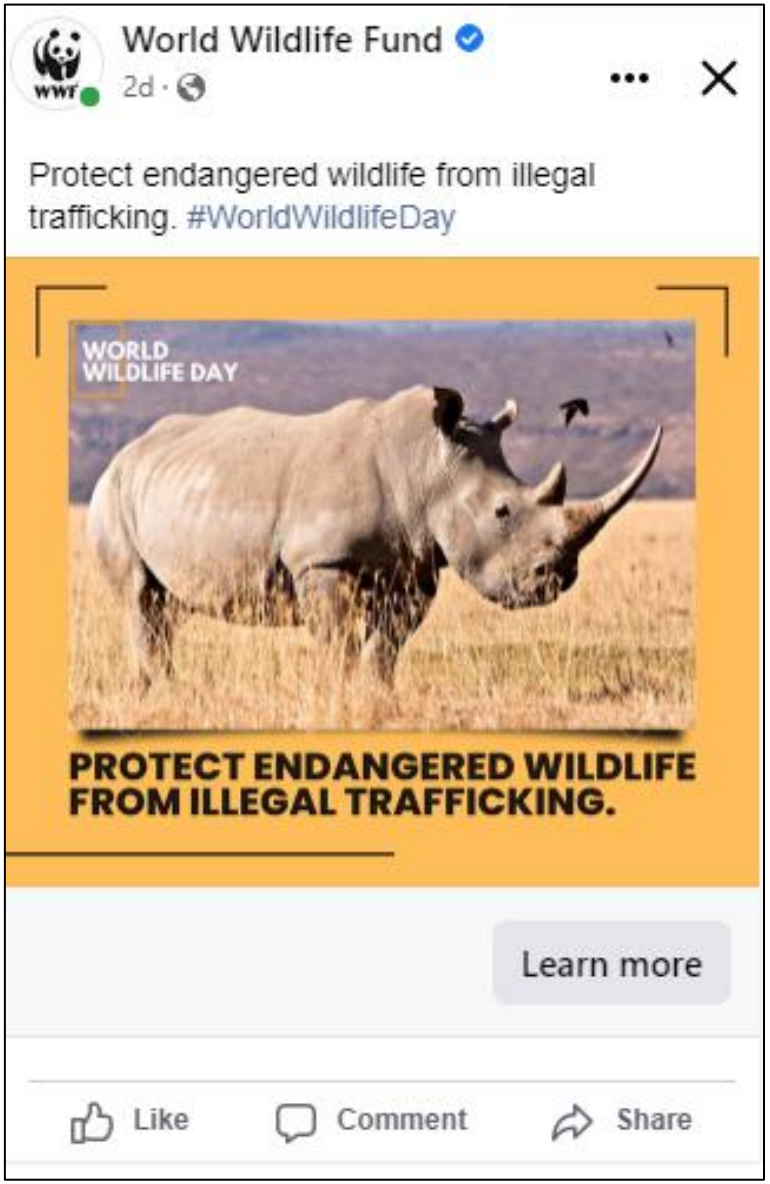
	Cute	Adult
Promotion focus	1	2
Prevention focus	3	4

- 251 adults from Amazon Mturk (72.5% men; 33.8 years)
- **Pet ownership as a covariate**

Baby animal image with prevention-focused messages

Baby animal image with promotion-focused messages

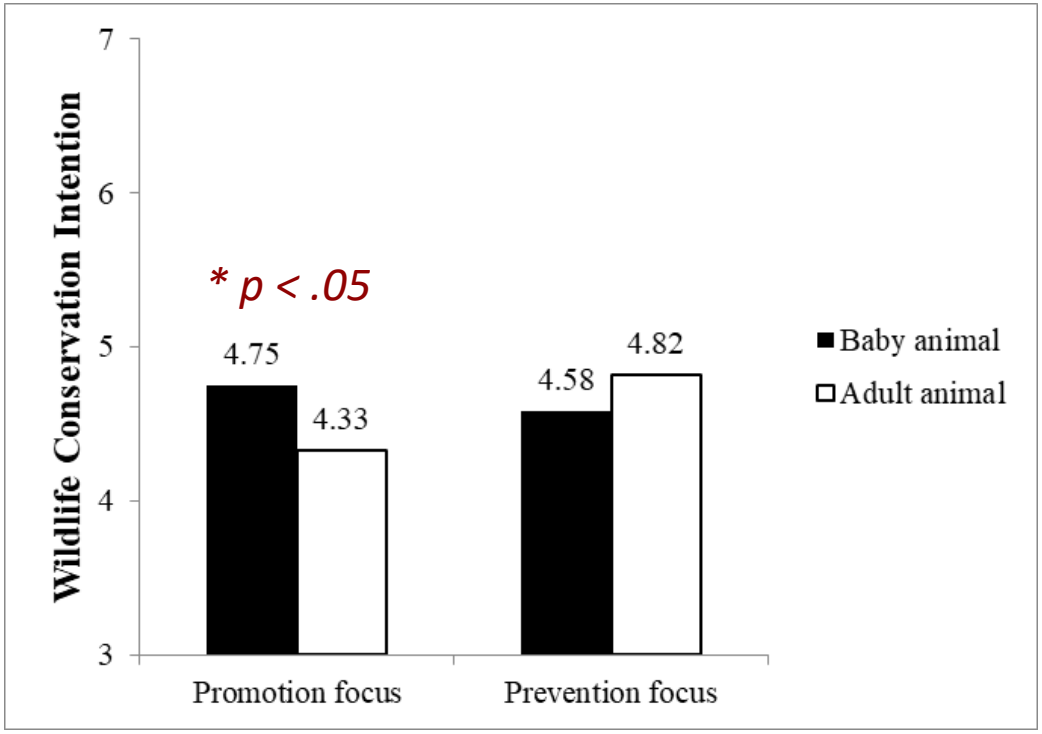
Adult animal image with prevention-focused messages



Adult animal image with promotion-focused messages

Wildlife Conservation Intention

Significant two-way interaction effect emerged: F (1, 246) = 9.246, p < .01



Practical Implications

- Social marketers could strategically use cute baby images to enhance the effect of ad campaign to stop wildlife crime for promotion-focused audiences.

Smiling AI Agents: How Anthropomorphism and Broad Smiles Increase Charitable Giving

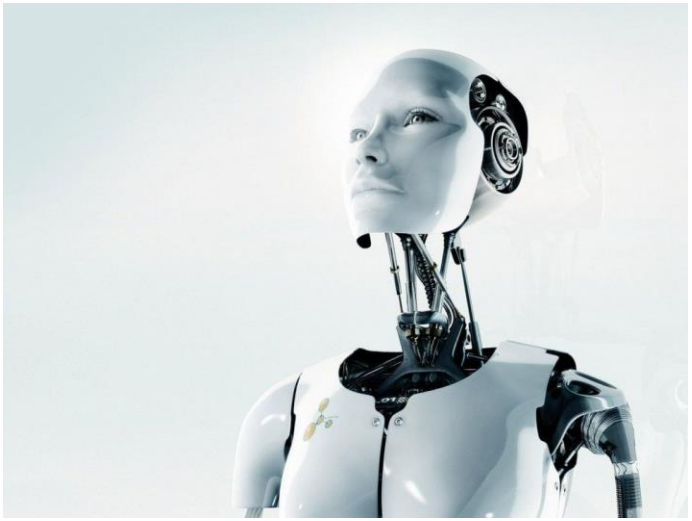
amazon smile

Artificial Intelligence (AI) Technology for Good

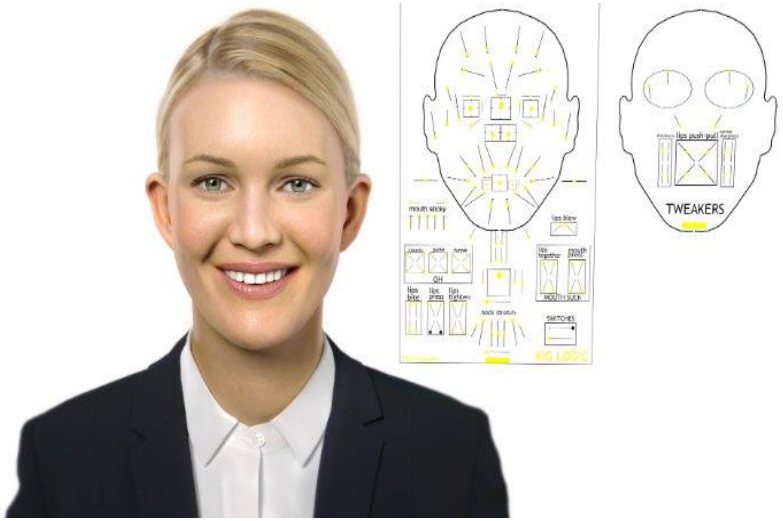
Anthropomorphism of Artificial Intelligence

Anthropomorphism is the act of attributing human characteristics and features to nonhuman entities.

(Epley et al. 2007; Phillips, Sedgewick, and Slobodzian 2019)



Machinelike AI Agent

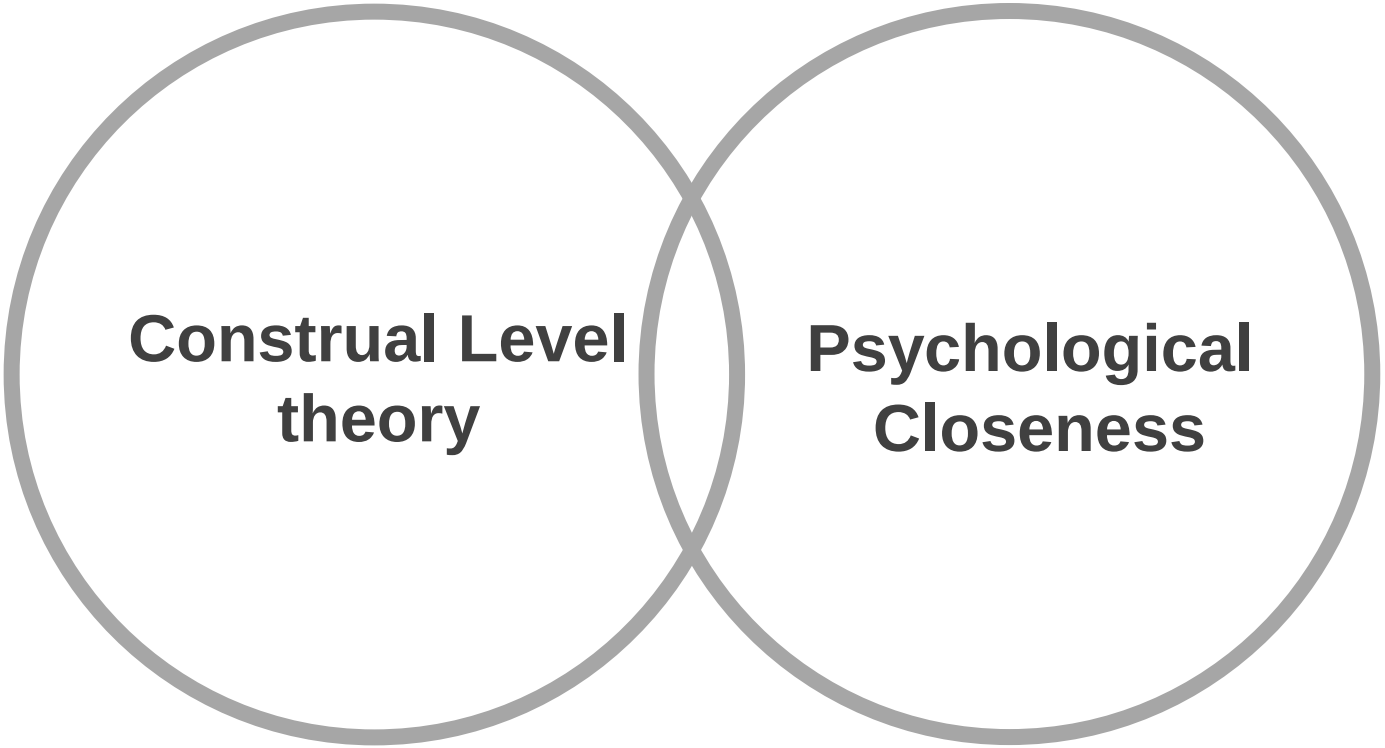


Humanlike AI Agent

Theoretical Framework

Psychological closeness is defined as feelings of attachment and Perceived connection toward another person or people.

(Gino and Galinsky 2012))

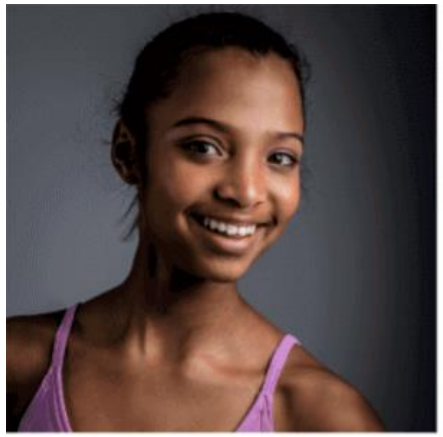
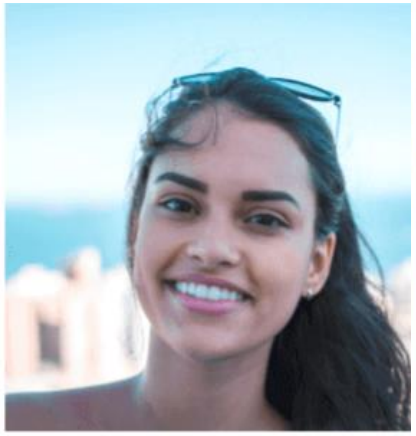


Moderating Role of Smiling

Smiling is an expression of genuine, positive affect, a powerful social force that enhances interpersonal judgments (Wang, Mao, Li, and Liu 2017)

The ads that depict smiling models appear to evoke more positive brand attitudes and purchase intentions (Trivedi and Teichert 2019).

Genuine smiles were intricately linked to psychological closeness **.** (Bogodistove and Dost 2017)

Study 1: Fundraising App

2 (AI agent type: humanlike vs machinelike) x 2 (smile presence: smile vs no smile) between-subjects design

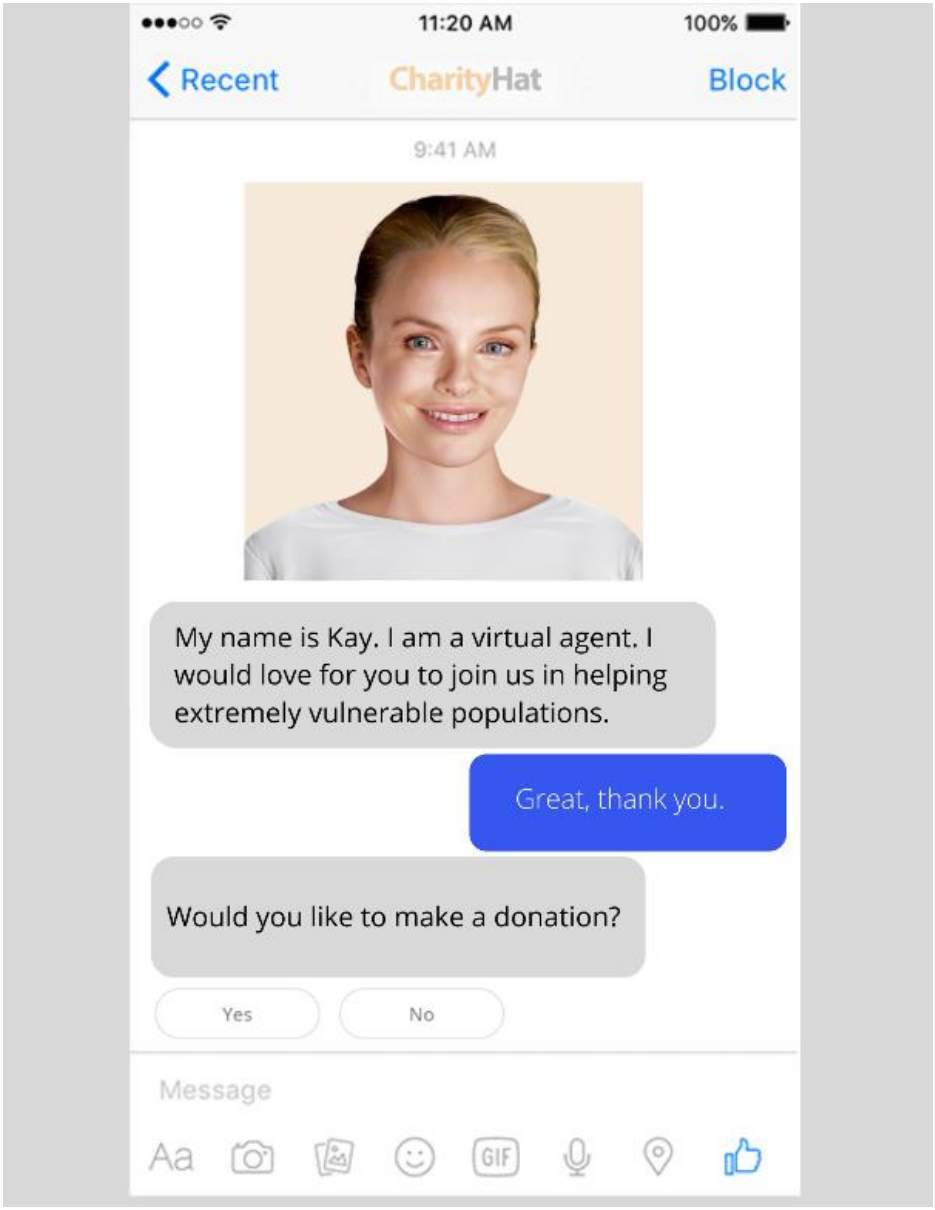
	Smile	No smile
Humanlike AI	1	2
Machinelike AI	3	4

(N = 240; 51.7% male; Amazon Mturk sample)

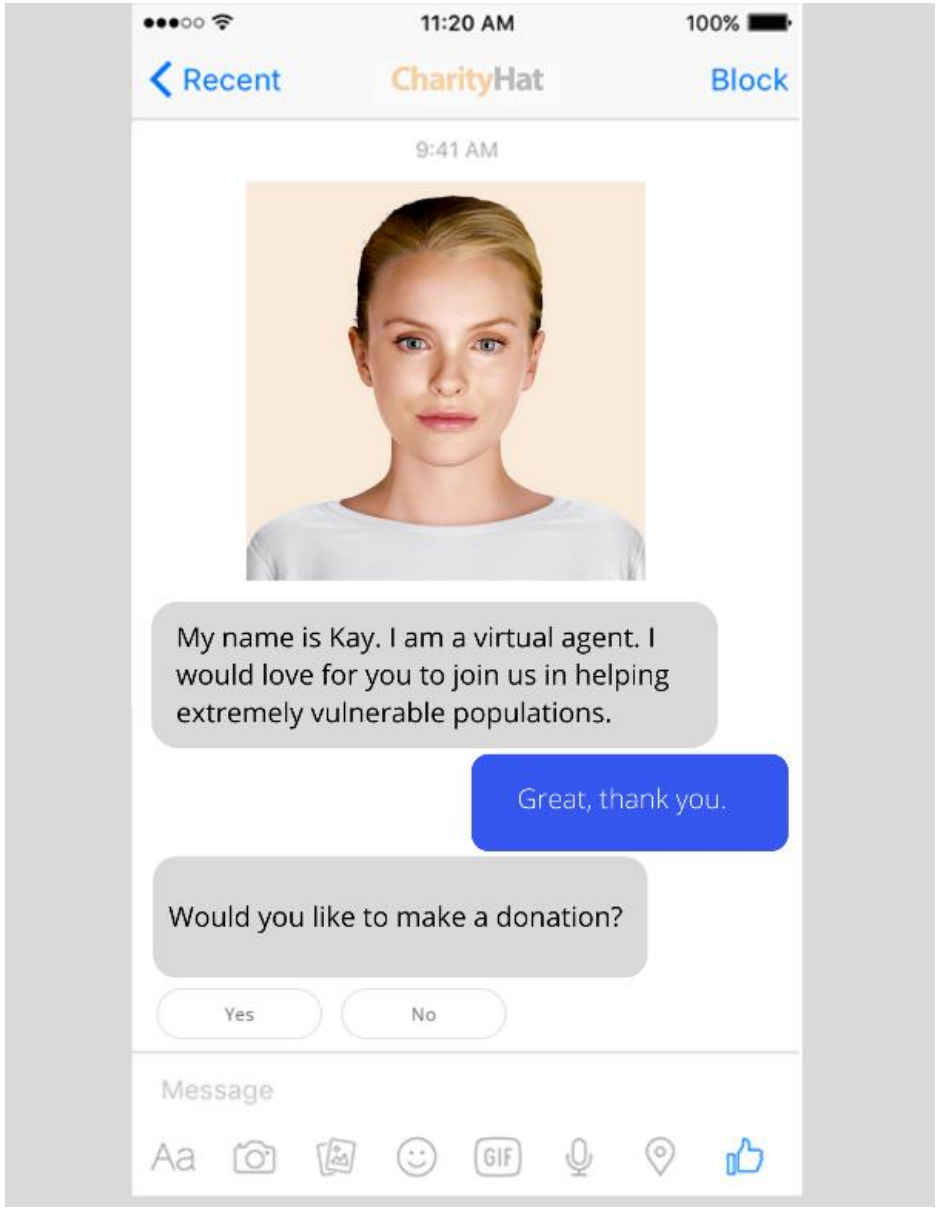
Psychological closeness (7-point scale; Argo, Dahl, and Manchanda 2005)
("dissimilar to me/similar to me, socially far/socially close, and like an out-group/like an in-group")

Donation intention (7-point scale; Baek and Yoon 2017)
("unlikely/likely, impossible/possible, and improbable/probable ")

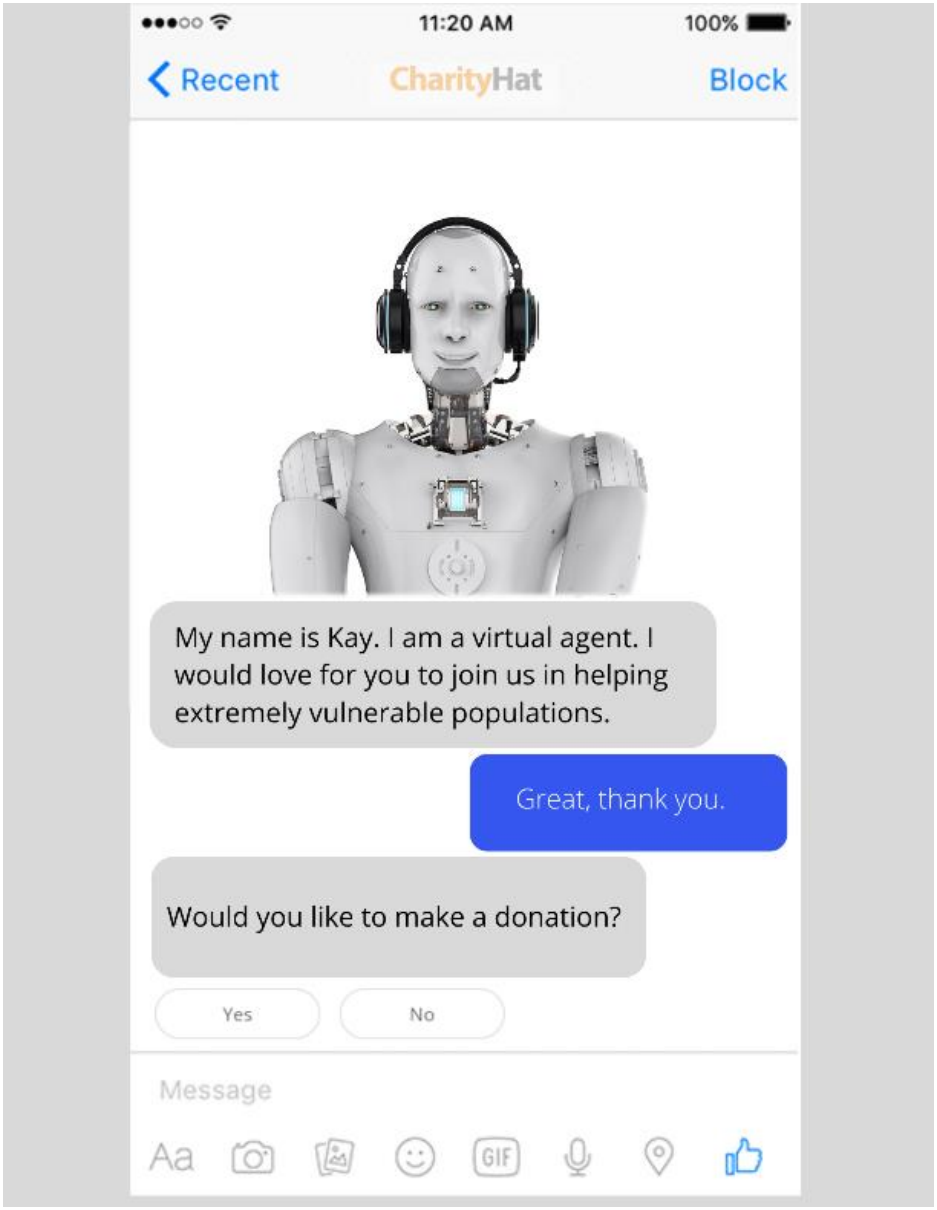
Humanlike AI agent with smile



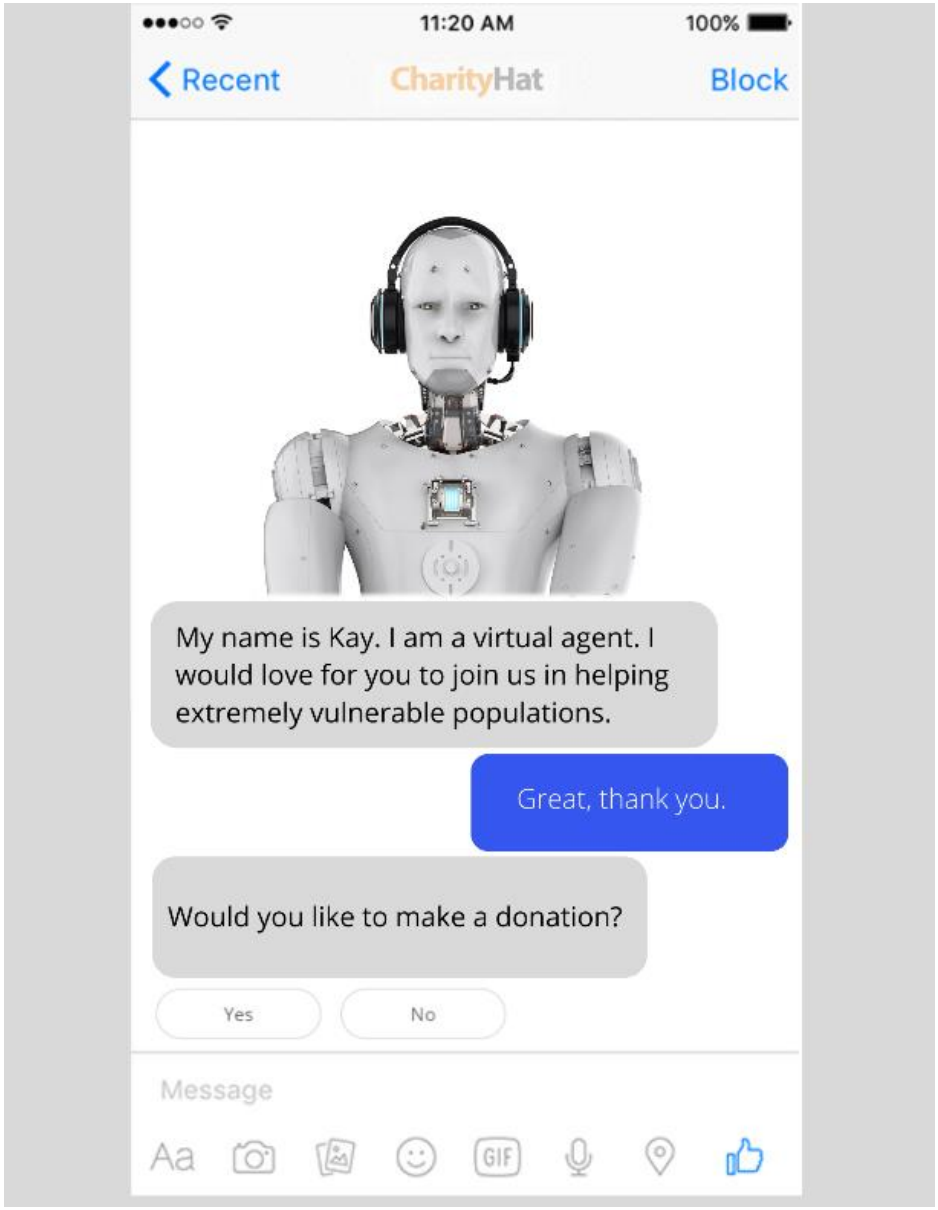
Humanlike AI agent without smile



Machinelike AI agent with smile

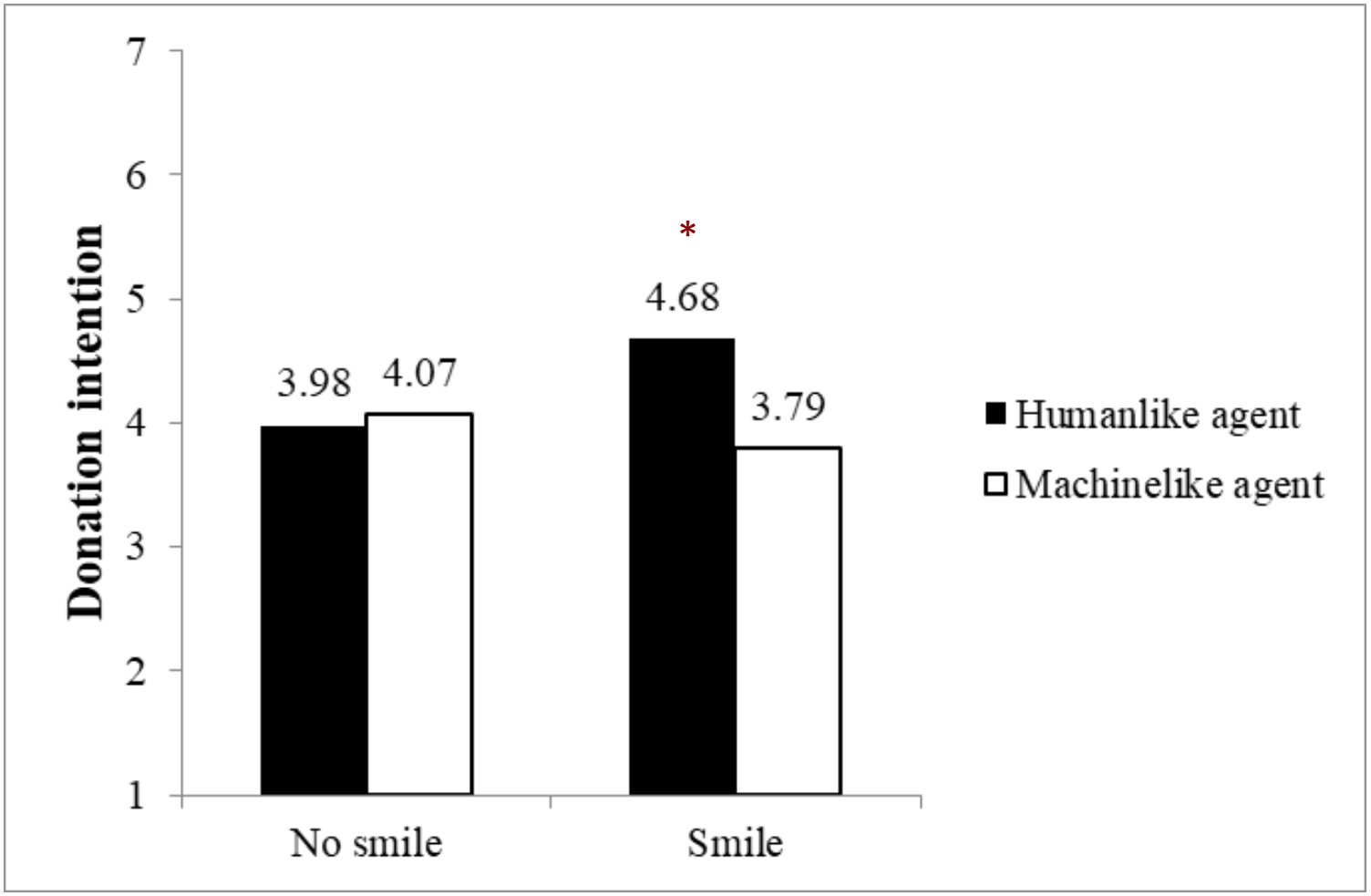


Machinelike AI agent without smile



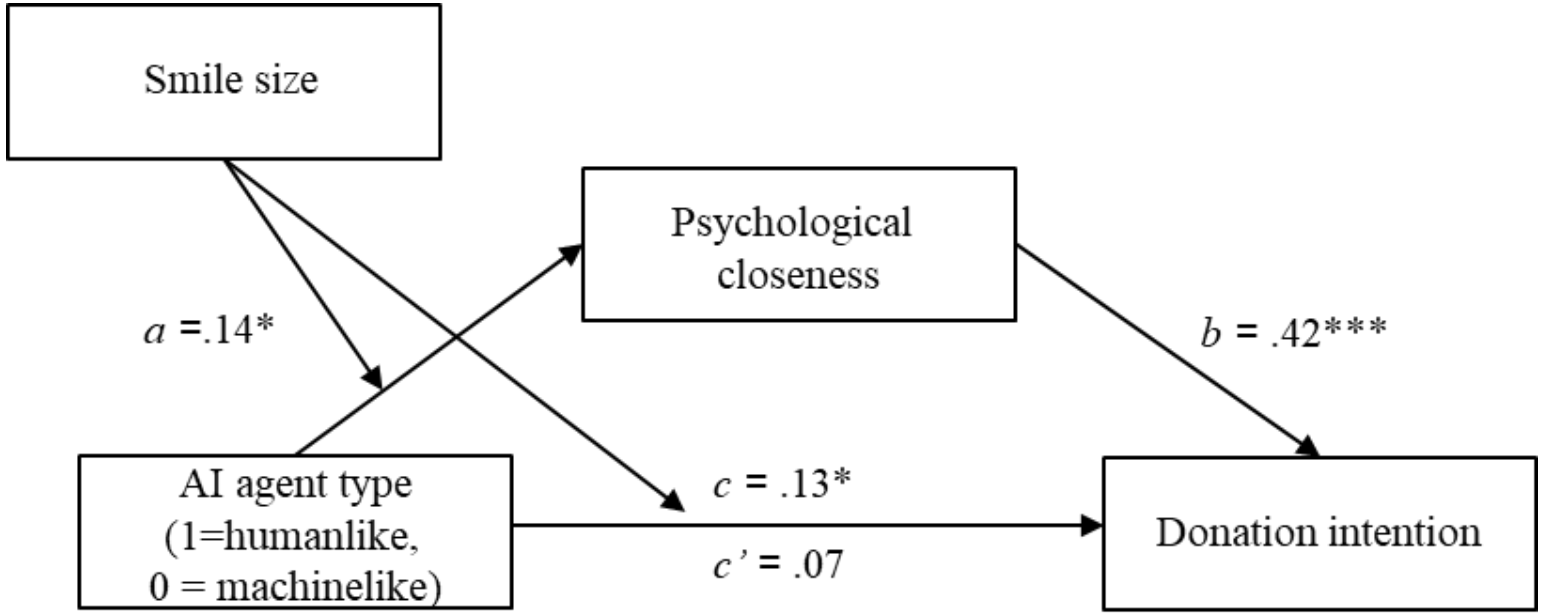
Donation Intention

Two way interaction effect emerged: F (1, 236) = 3.84, *p* < .05



** p < .05*

Mediation Model



Notes: All coefficients are standardized; Path c represents the total effect; Path c' represents the direct effect; Moderated mediation index = .47, 95% CI [.07 to .94];
Big-smile condition = 95% CI [.57 to 1.30]; no-smile condition = 95% CI [-.13 to .74]; *p < .05, ***p < .001

Study 2: CharityRoad App

2 (AI agent type: humanlike vs machinelike) x 3 (smile size: no smile vs small smile vs big smile) between-subjects design

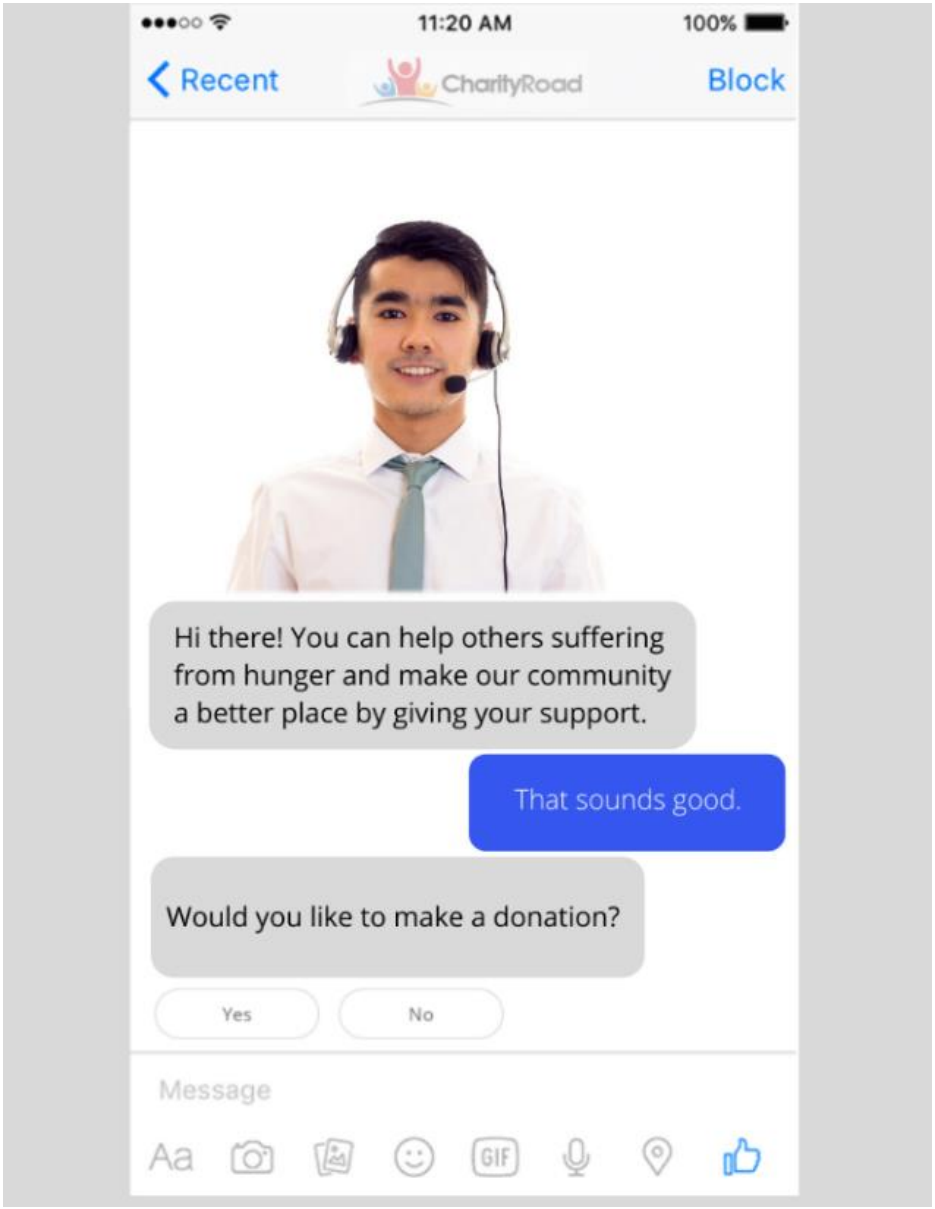
	Big smile	Small smile	No smile
Humanlike AI	1	2	3
Machinelike AI	4	5	6

(N = 127; 59.1% male; controlled lab setting)

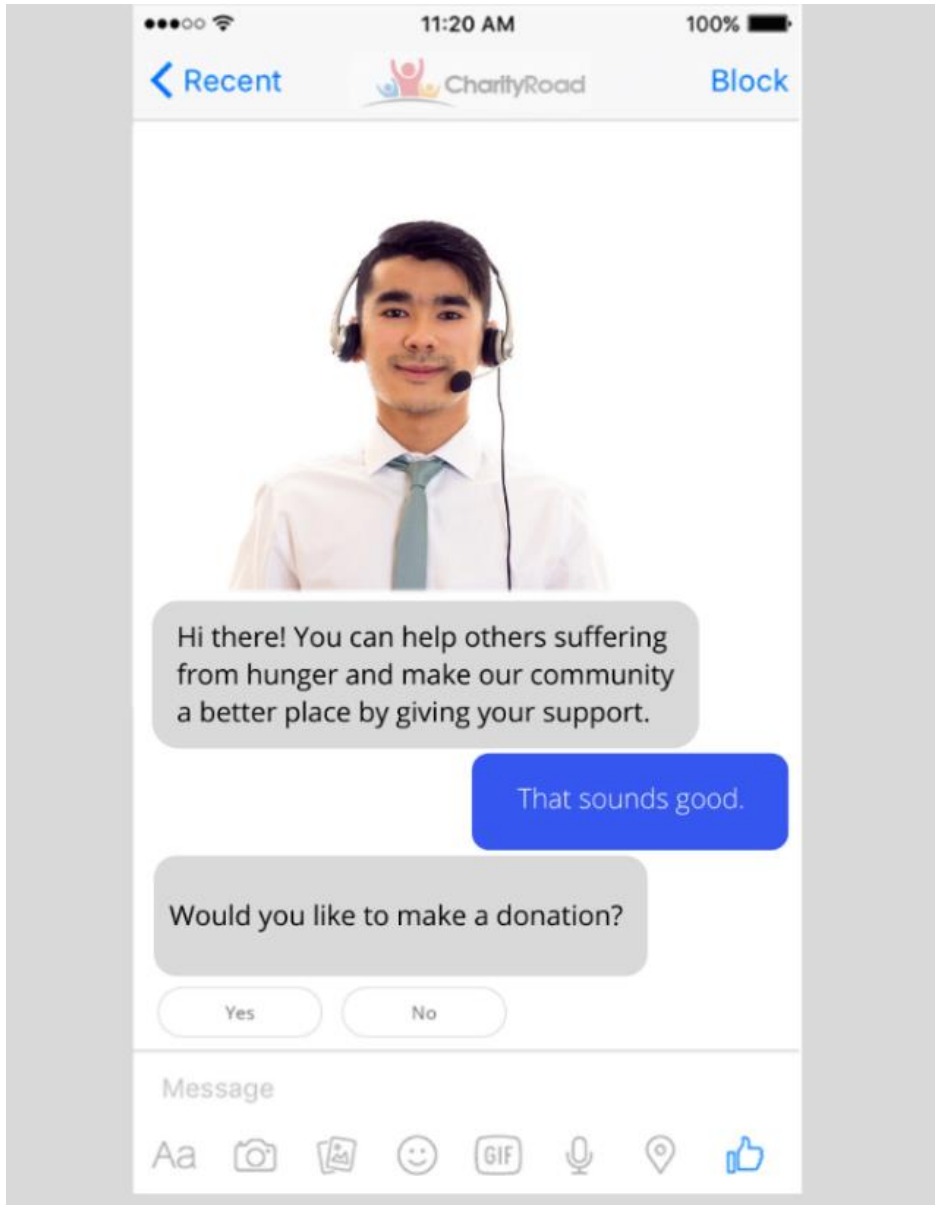
Donation amount (Baek et al. 2019)

(Participants were asked to imagine having $100 to donate and to rate how much they would donate, from $0 to $100.)

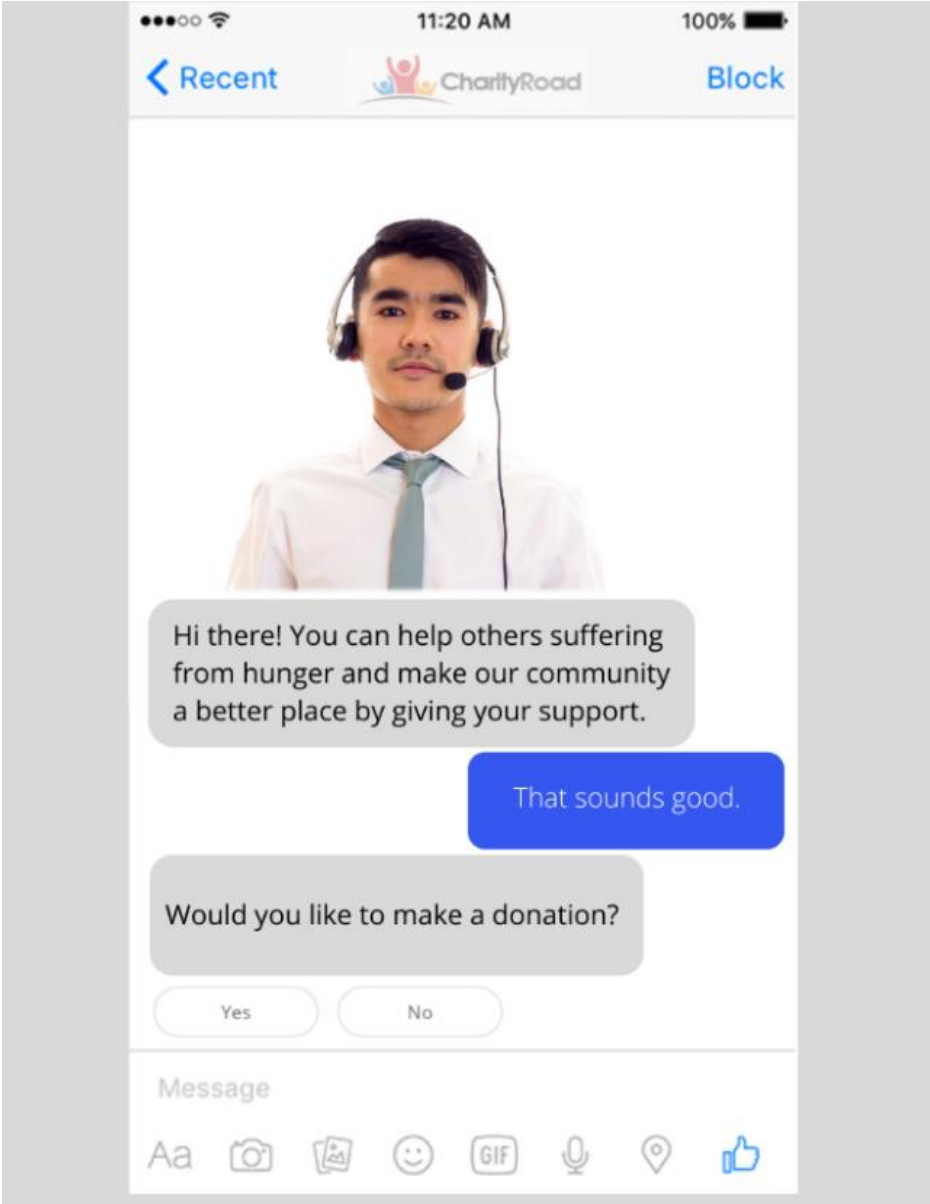
Humanlike AI agent with big smile



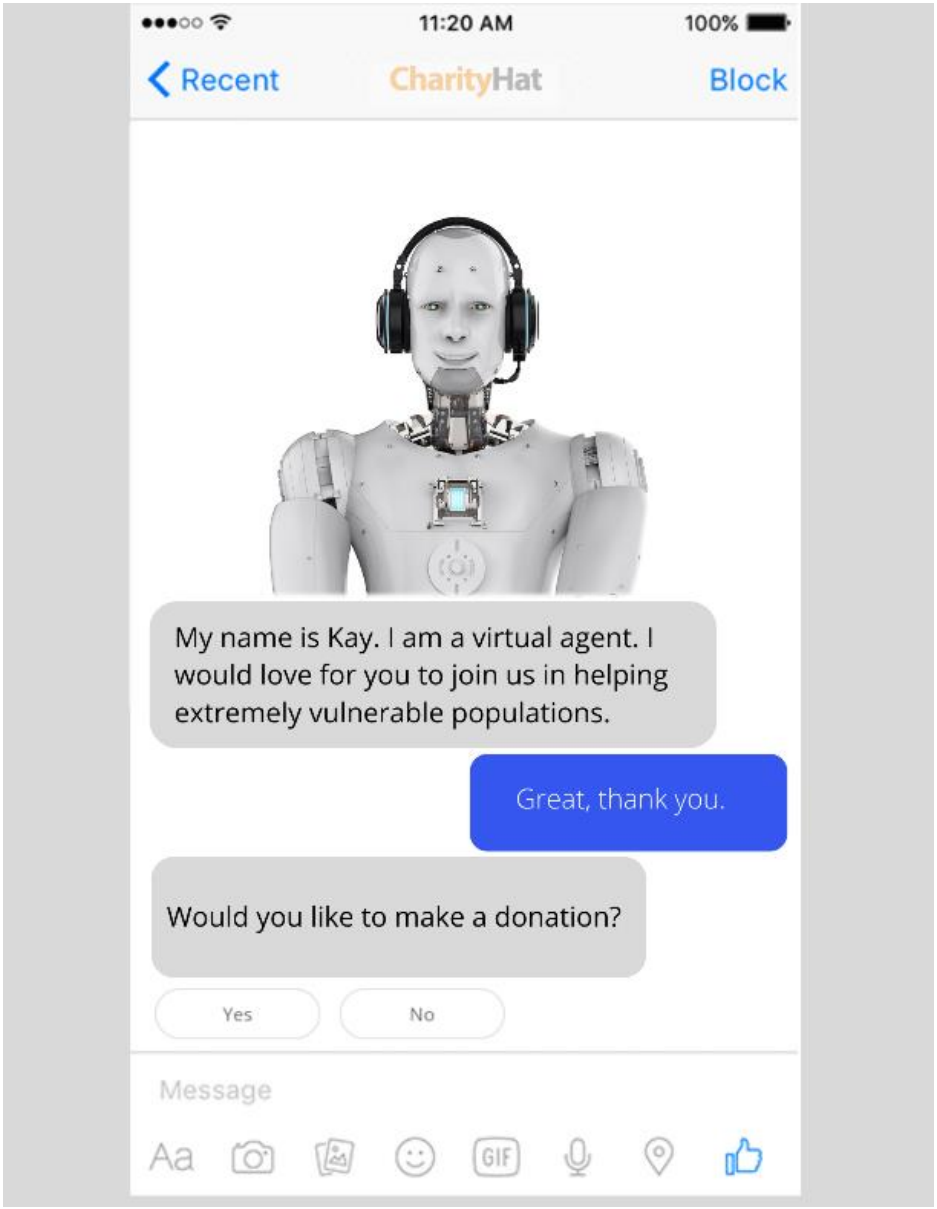
Humanlike AI agent with small smile



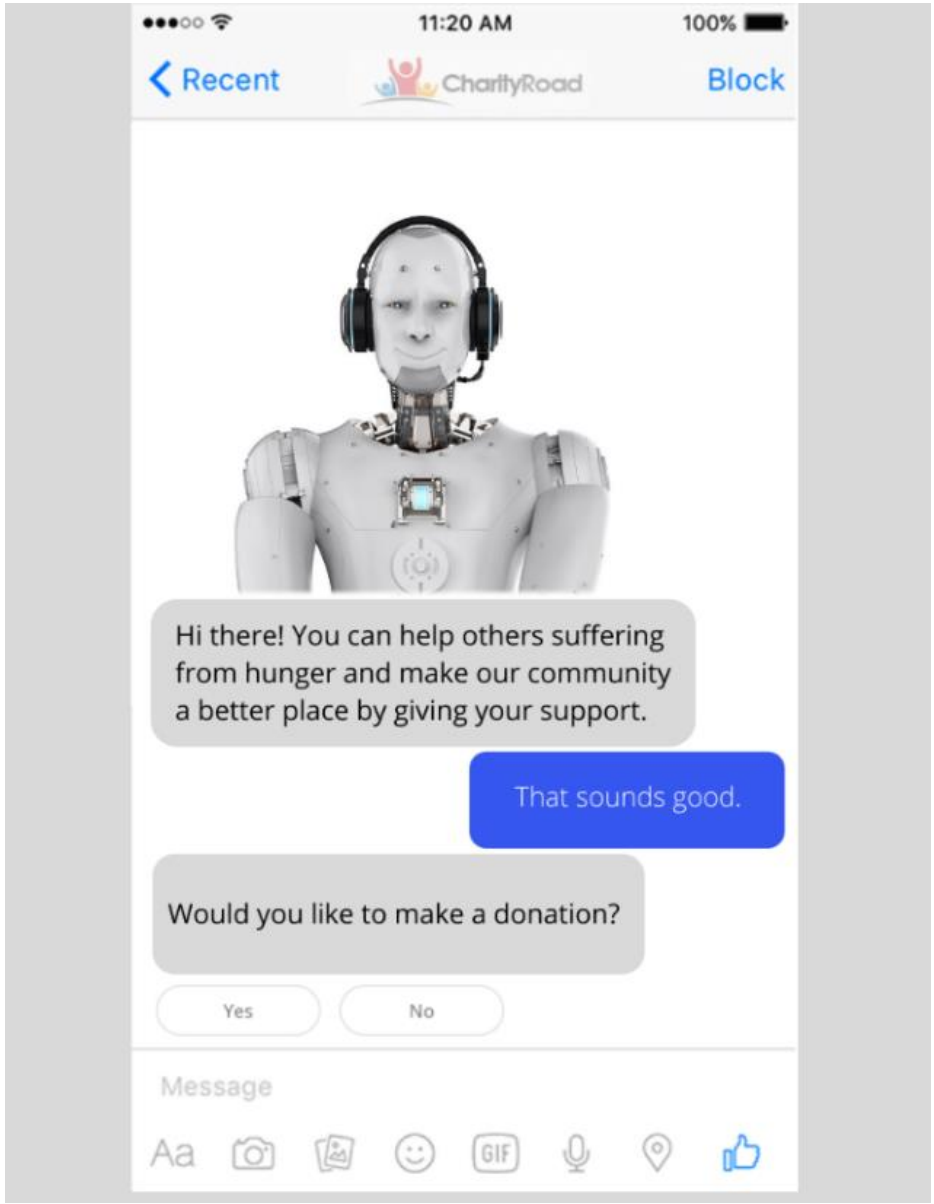
Humanlike AI agent without smile



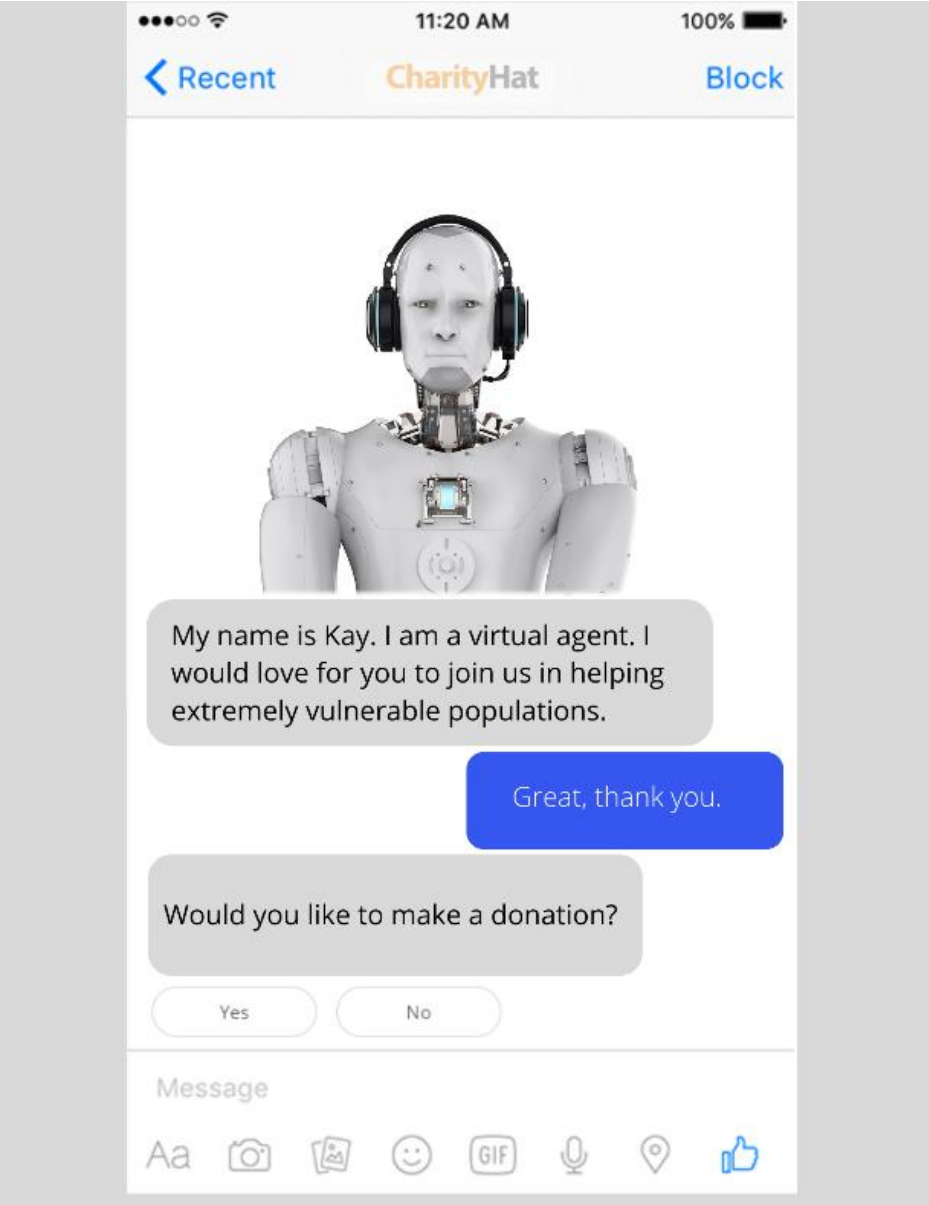
Machinelike AI agent with big smile



Machinelike AI agent with small smile

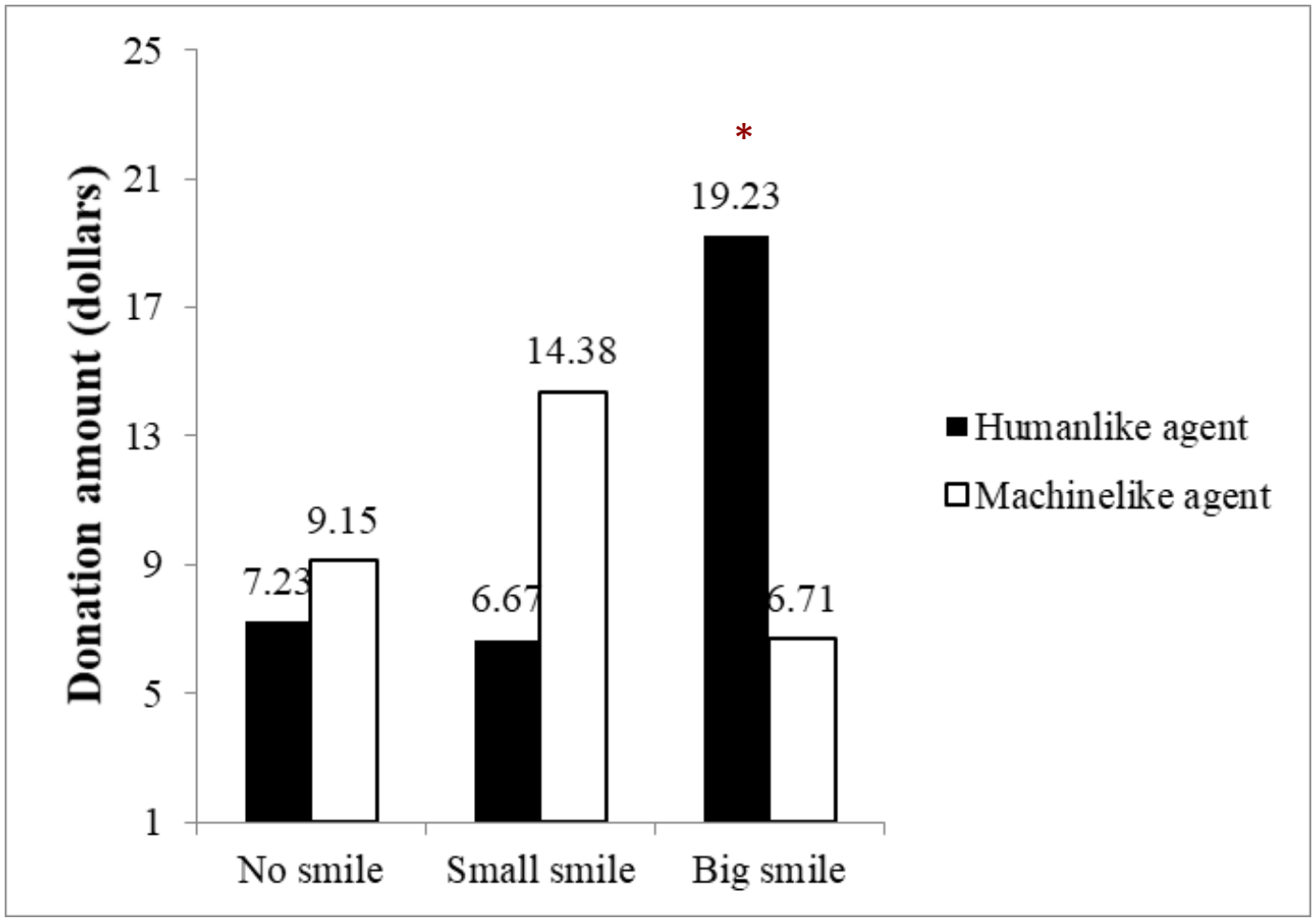


Machinelike AI agent without smile



Donation Amount

Two way interaction effect emerged: F (2, 121) = 4.83, *p* < .01



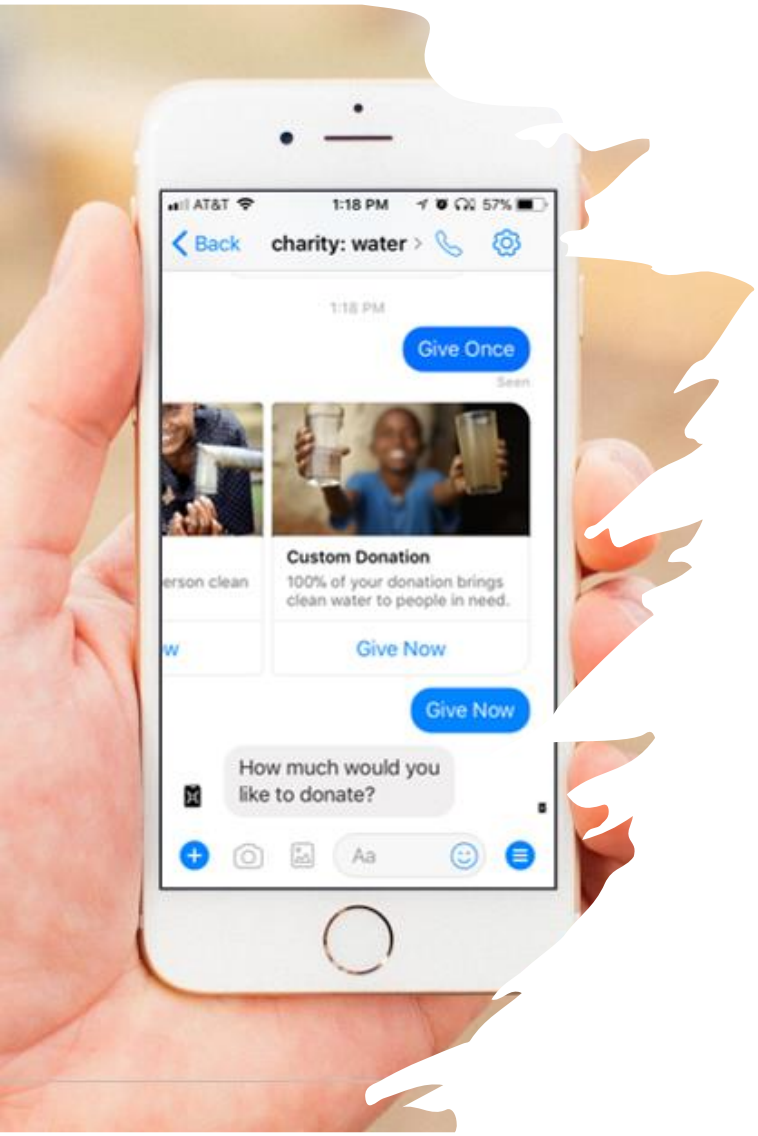
** p < .05*

Discussion

- The findings contribute to the human-machine interaction literature by showing *how individuals interact with smiling anthropomorphic AI agents in charity campaigns.*

- This research expands current discussions about effects of "facial expressions" to the novel domain of AI humanization.

Discussion



- Practically, nonprofits can refine AI-powered fundraising campaigns by designing AI agents that exhibit the most appropriate smiles.

Thank You