

YOUNG BLOOD: PERSUADING YOUNG PEOPLE TO GIVE BLOOD BY  
APPLYING CONCEPTS OF SELF-PERCEPTION AND SOCIAL NORMS  
THEORIES TO RECRUITMENT ADS

Jennifer Olivia Windley

Dr. Cynthia Frisby, Thesis Adviser

ABSTRACT

Communication professionals must find ways to recruit more donors to give blood more times to continue meeting the demand for a safe and adequate blood supply. Young people could supply blood for years to come if they became regular donors so this is an important demographic to target.

Previous research indicates that those who have not donated before are more likely to give if they feel pressured to adhere to social norms. Previous donors cite that they are motivated by altruism.

The results of this 2 x 2 factorial experiment, which applied both of motivation types to print advertisements, showed that donors and non-donors alike rated altruistic ads higher than social norms ads. Both groups reported they were more likely to donate blood after seeing altruistic ads.

Continued research is needed to determine effective messages that can reach the full range of people necessary to help keep the nation's blood supply pumping.