

Public Abstract

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Title:Green with Emotion: The Effect of Negative Emotional Appeal Intensity on Cognitive Processing of Environmental PSAs

A study conducted at the University of Missouri has found that using too much negative emotion in environmental public service announcements may not be the most effective tactic for environmental communicators. The study found that using a moderate level of negative emotion in environmental PSAs actually led to the best encoding, the first stage in the memory process. The study also found that participants were most likely to support the sponsor of the environmental message when the PSA used moderate levels of negative emotion. Those PSAs that used low and high levels of negative emotion were not encoded as successfully, and participants were least likely to support the sponsor at these levels. Future research is planned at the PRIME lab where the study was conducted to more fully understand the effect of emotion on viewer's responses in environmental tv messages.