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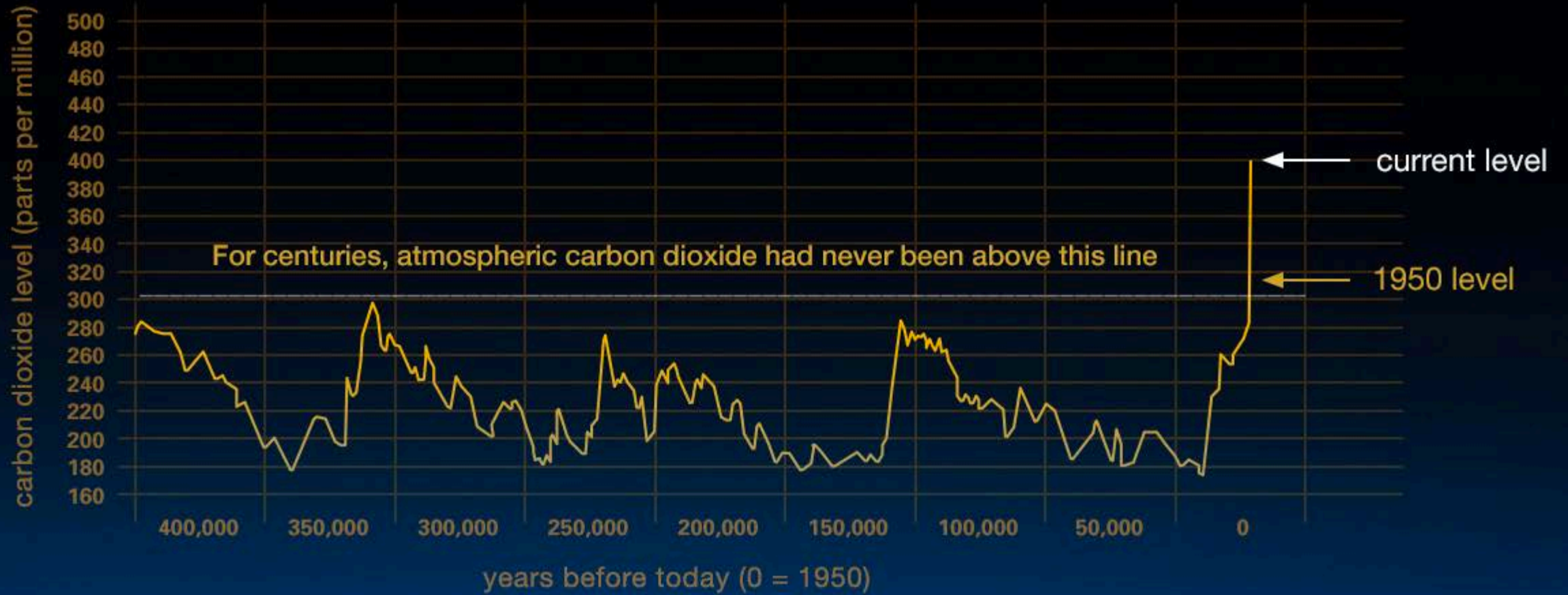
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POSTDOCTORAL RESEARCHER

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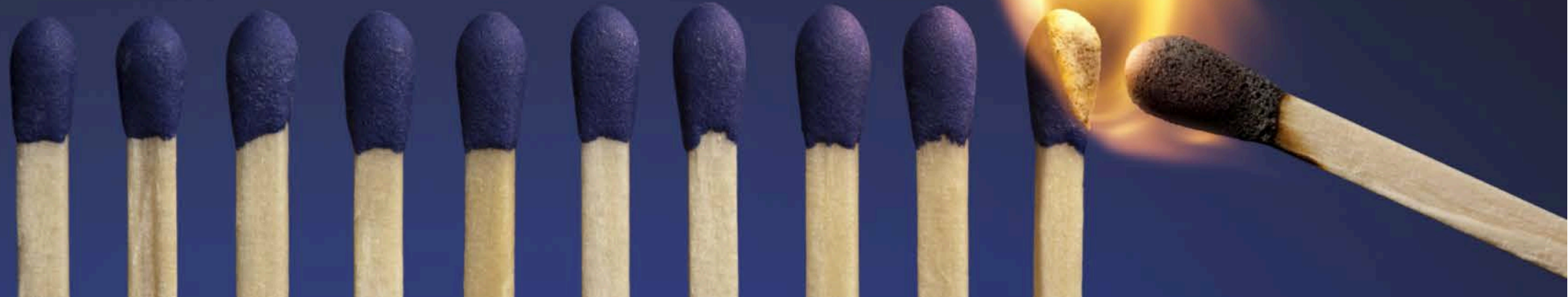
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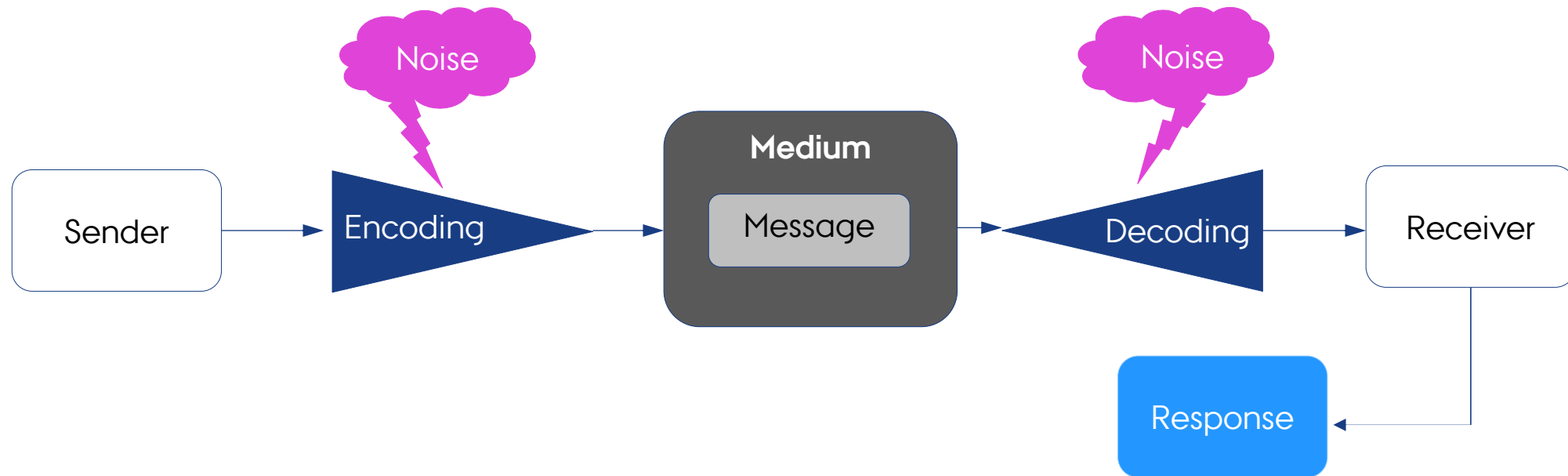ACCREDITED
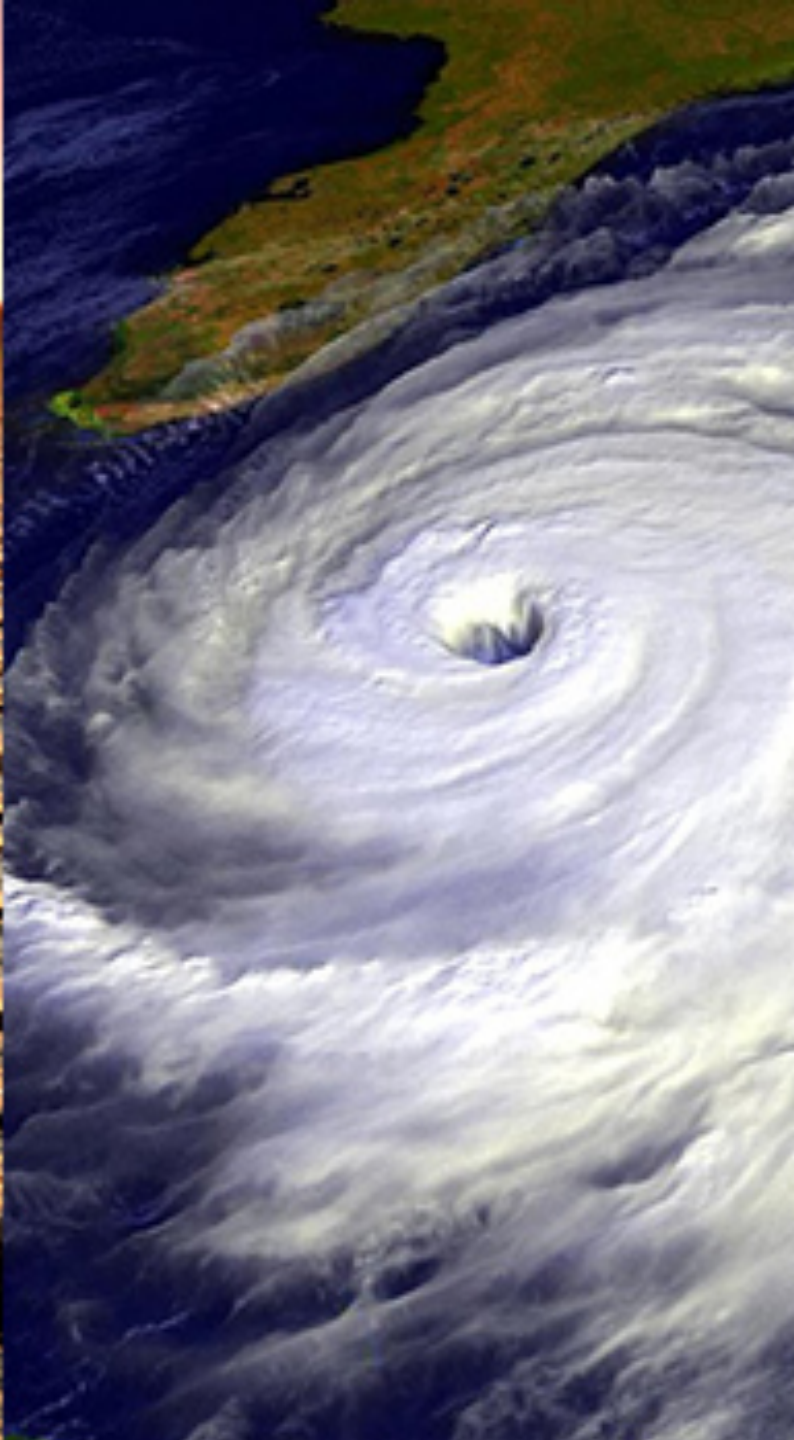
HOW STORIES INFLUENCE...

HOW DO WE MEASURE?

HOW DO WE MEASURE INFLUENCE?

—

- Risk perception

- Outcome efficacy

- Emotional engagement/arousal

- **Individual action-taking**

COMMUNICATION PROCESS

1. EMOTION IS DATA

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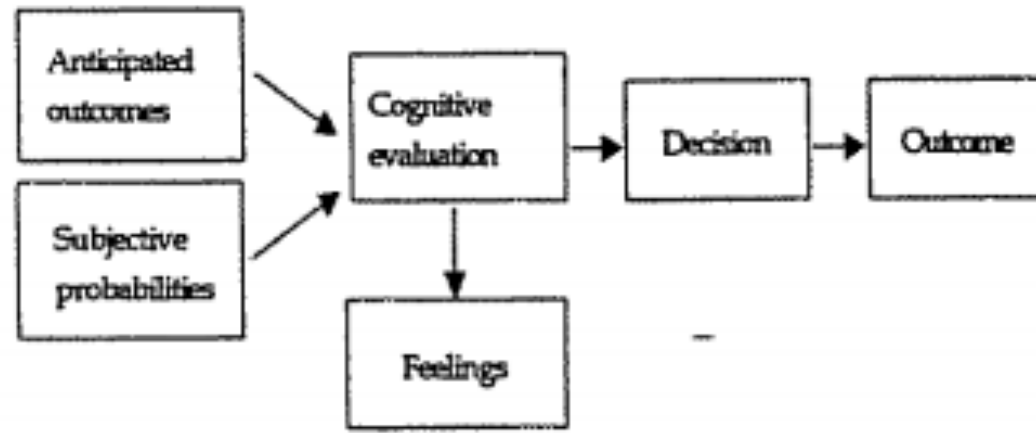
RISK AS ANALYSIS...

Figure 1. Consequentialist perspective.

e.g., Theory of Reasoned Action (Ajzen & Fishbein, 1980); Health Belief Model (Becker, 1974)

RISK AS FEELINGS

Figure 3. Risk-as-feelings perspective
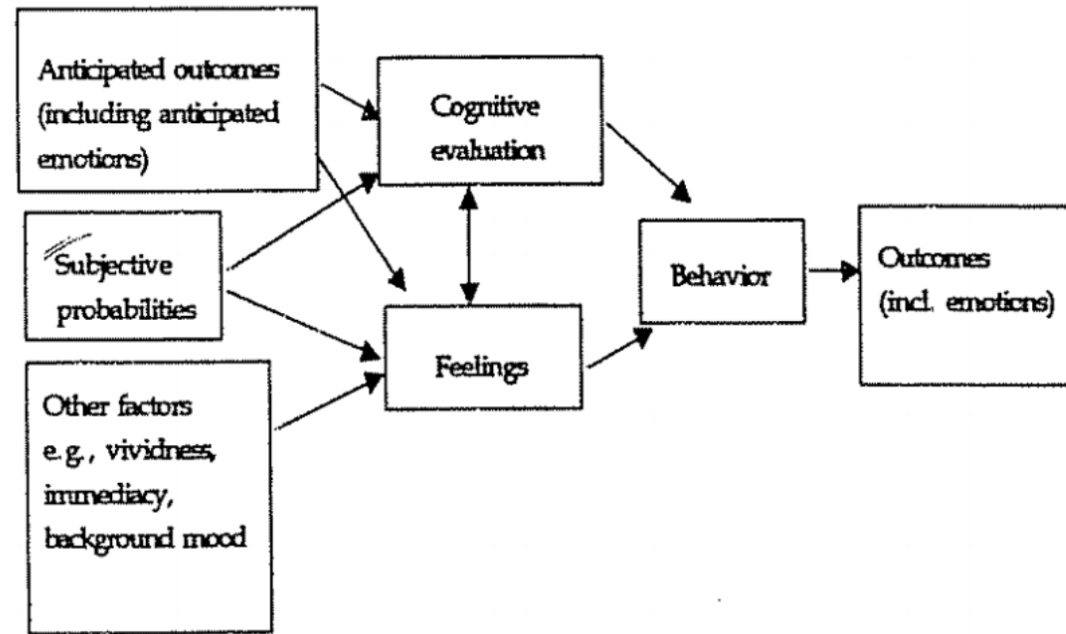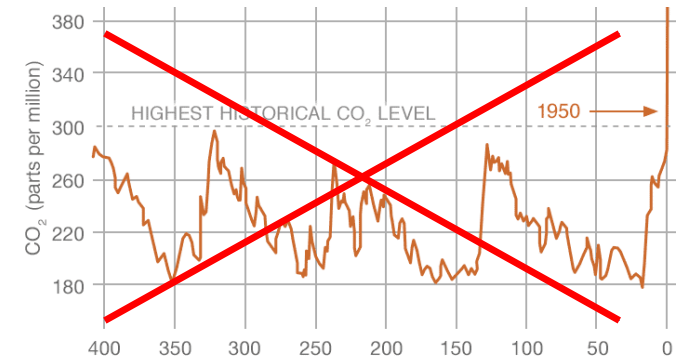
Loewenstein, Weber, Hsee, Welch, 2001; Slovic, Finucane, Peters & McGregor, 2004

System 1
Experiential Processing

- Fast

- Automatic

- Emotional

- Impulses & drives

- Beliefs, habits

System 2
Analytical Processing

- Slow, effortful

- Logical

- Reflection

- Planning

- Problem-solving

(Chaiken & Trope, 1999; Damasio, 2003; Slovic, et al. 2002; Kahnemann, 2003, 2011)

GROSS OVERSIMPLIFICATION...

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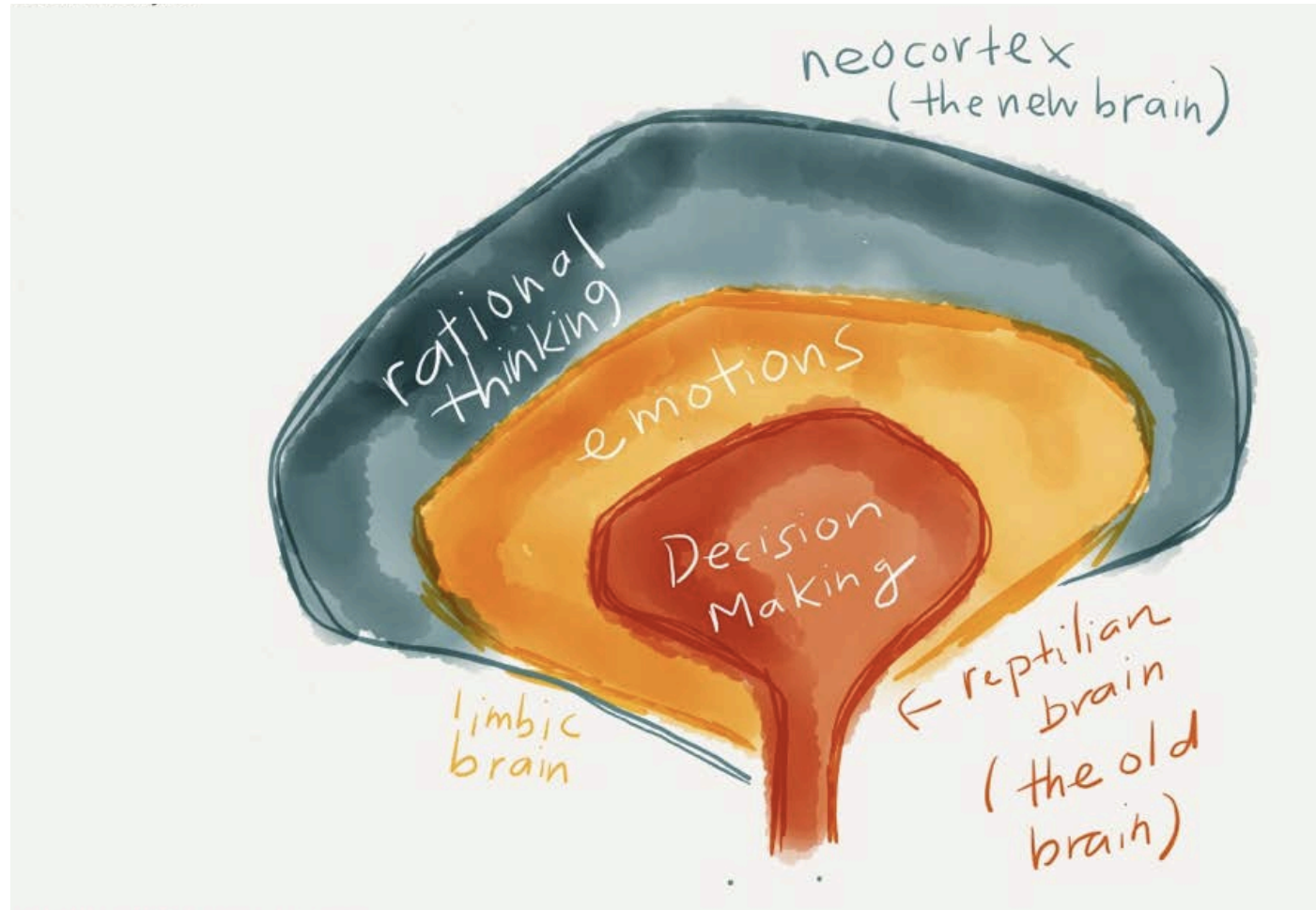
> I feel therefore I learn.

- Mary Helen Immordino-Yang

2. VALUES &
IDENTITY-PROTECTIVE COGNITION

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"A person's stance on climate change doesn't tell you what they believe, it tells you who they are."

- Dan Kahan
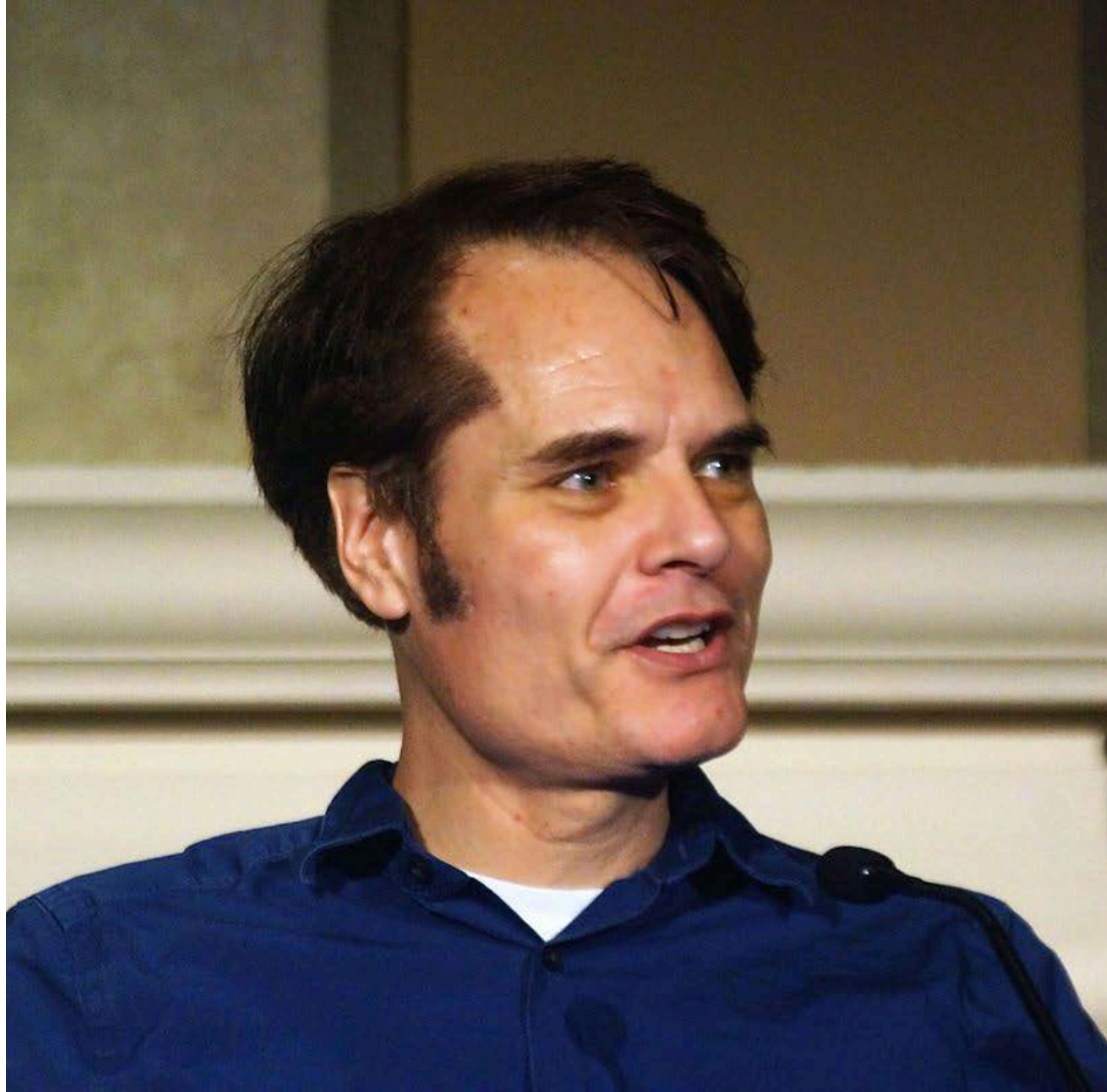
CULTURAL COGNITION THEORY

GRID
Hierarchy

GROUP *Individualism* ←————————→ *Communitarianism*

Egalitarianism

3. STORY AS STRUCTURE

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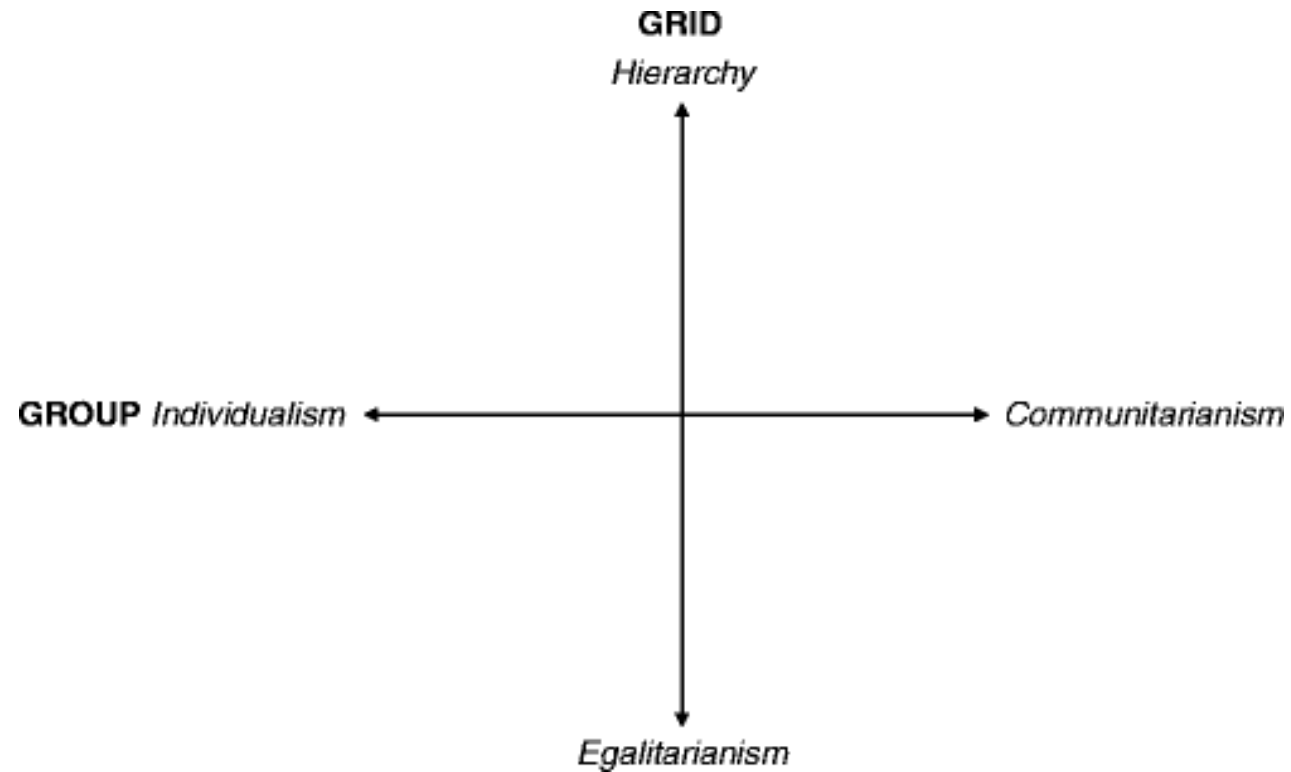
- Identifiable Character
- Plot (temporal dimension, goal)
- Setting

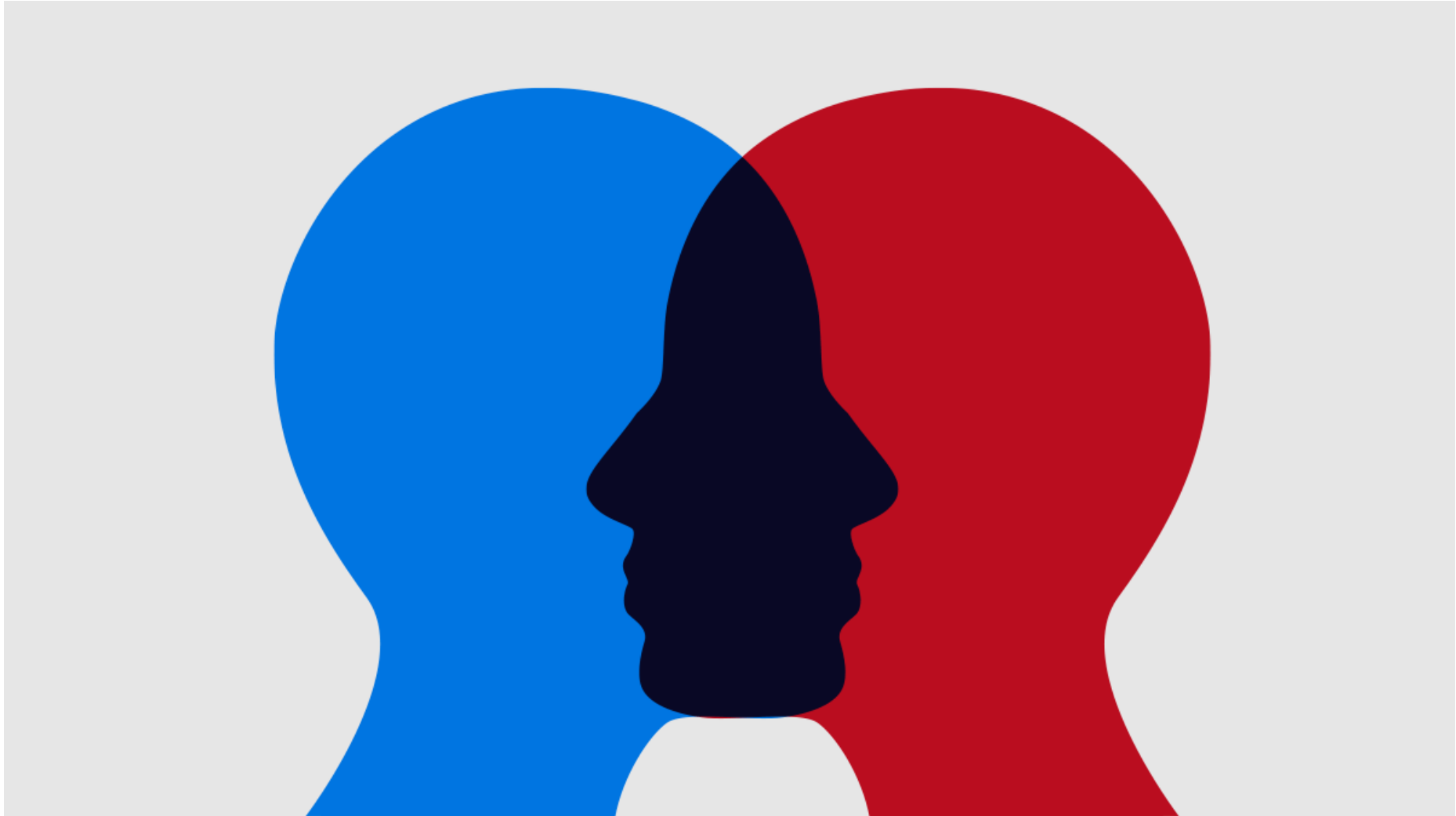"A detailed, character-based narration of a character's struggles to overcome obstacles and reach an important goal."

Haven (2007)

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NARRATIVE TRANSPORTATION

(Green & Brock, 2000; van Laer, 2014)

"The death of one man is a tragedy,
the death of millions is a statistic."
- Joseph Stalin

STORIES = BEER

Enhance connections, trigger affect, create vividness
between Systems 1 & 2

- Direction
- Coherence
- Fidelity with Values

- Emotional Engagement
- Empathy
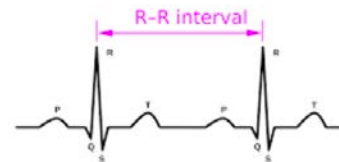- Vividness
- Identifiable Victim

FINDINGS (MORRIS ET AL. 2019)

Story condition nearly 2x as likely to...

- Engage in pro-environmental behavior
- Donated ca. 28% more to CC charity
- The effects lasted (6 weeks post-study)

NS (+ negative end valence)→ donation behavior through emotional arousal

FINDINGS (MORRIS ET AL. 2019)

—

Thought-provoking:

People in the information condition performed *fewer* pro-environmental behaviors than people in the control group.

FINDINGS (MORRIS ET AL. 2020)

For all groups, negative emotion was more...

...emotionally arousing

...effective at fostering RP

...effective at fostering outcome efficacy

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FINDINGS (MORRIS ET AL, IN PREPARATION)

The story of John, the former climate change skeptic

Values

Religious vs. Non-Religious

Individualist vs. Communitarian CWV (Group)

Hierarchical vs. Egalitarian CWV (Grid)

FINDINGS (MORRIS ET AL, IN PREPARATION)

All groups

...counterargued less with ingroup
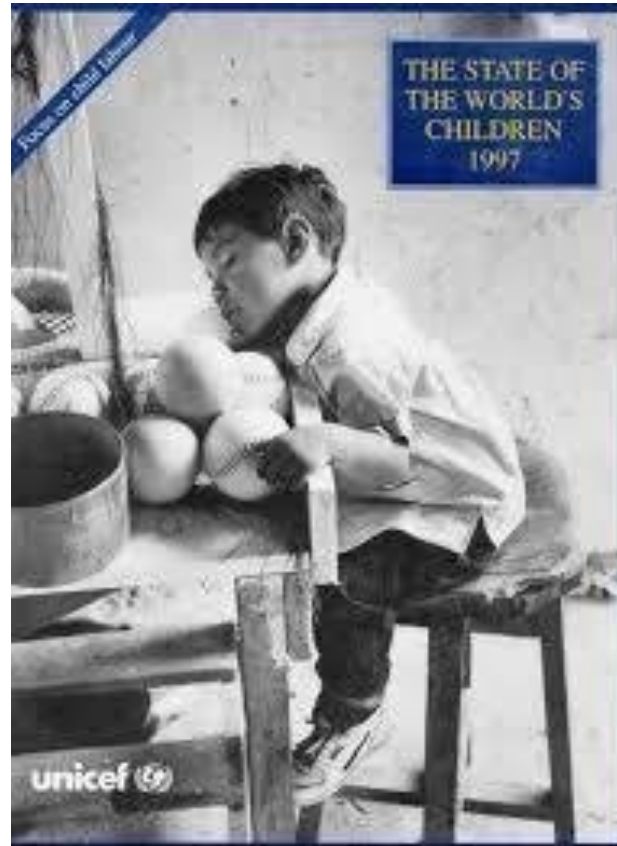
...identified more with ingroup

Messengers who embody values affirming those of disengaged and skeptical audience segments heighten risk perception with both in- and out-group audiences.

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QUESTIONS?

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MY STORY

MY BACKGROUND

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