

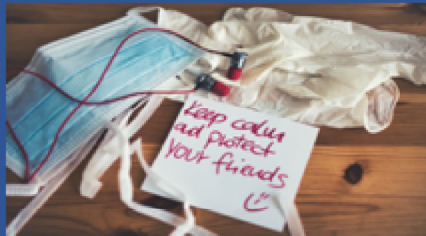
# Does Activating Strong Emotion Increase Motivation?

## The Effect of Emotional Salience on Compliance with Covid-19 Public Health Protocols

### What types of media influence people to make sustained changes in their behavior?

The project's purpose was to investigate how exposing participants to media messages with and without emotionally moving content impacted their willingness to comply with Covid-19 health protocols including:

- Wearing a mask
- Practicing social distancing



### Link to CNV Strategic Plan

Scientific research on media impacts have can help communities design effective media strategies. In a global pandemic, a small increase in compliance can save lives. This fits with CNV's commitment to becoming The Healthiest Small City in the World.

### Our hypothesis:

Exposure to emotionally salient media vs. media containing health statistics will increase compliance with Covid-19 directives. 3 Studies in Europe and the US found empathy for those vulnerable was the strongest motivator for compliance with Covid protocols.

### Methodology:

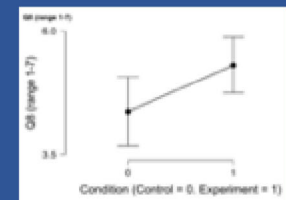
- 93 participants were recruited from three first year psychology classes and from City of North Vancouver mailing lists.
- Participants were randomly assigned to 2 groups
- Both groups watched a short video then answered 13 survey questions about their attitudes and practices toward current Covid-19 protocols
- Group 1 watched a video of the provincial health officer presenting a Covid-19 update. Group 2 viewed an emotionally moving video of a patient in hospital making a public plea for public compliance with health guidelines
- The results were analyzed

### Conclusion:

Not enough evidence to accept or reject hypothesis. Increases in Infections & restrictions during survey period may have impacted results. Future research could focus on measuring future intentions rather than current attitudes.

### Outcomes / Findings:

- Participants in both groups indicated strong support for following Covid-19 health directives.
- Those exposed to emotionally salient media indicated greater compliance: avg score of 71.7 vs. 68.7 in control group. Large standard deviation (appr. 14 in both) & t-tests indicate a low statistical significance and effect size.
- One survey question, regarding future intentions to practice social distancing, yielded significant results (see graph)



Psychology 212: Research Methods in Psychology

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City Partners: City of North Vancouver

CityStudio North Vancouver is an experimentation and innovation hub for the City of North Vancouver where CNV staff and Capilano University students and faculty co-create projects to make North Vancouver a more vibrant, sustainable and healthy city.

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