

Theoretical Background

- Exemplars foster deep engagement and influence existing beliefs and attitudes (e.g. Dixon, 2016, Kim et al., 2012, Zillman, 2006)
⇒ Focus on absence / presence of exemplars
- However, exemplars may vary in the presentation of the inner state (thoughts, emotions) of the protagonist (Perry & Gonzenbach, 1997)
⇒ **RQ: Do exemplars that vary in the presentation of the inner state of the protagonist differ in their impact on the recipients' attitudes?**

Hypotheses

- H1:** Exemplars increase the recipients' narrative engagement (NE) compared to journalistic messages without exemplars.
- H2:** Exemplars displaying the inner state will enhance NE to a greater extent than exemplars without displaying the inner state.
- H3:** Journalistic exemplars displaying the inner state will be associated with more story-consistent attitudes (SCA) than exemplars without displaying the inner state or journalistic messages without exemplars.
- H4:** Females will develop greater NE with the exemplars and develop more SCA.

Contact

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Pdf version of the poster available here:



Methods

Study 1: N = 390, M_{age} = 37,65, 53% females
Study 2: N = 254, M_{age} = 36,32; 54% females

Stimulus Material (X)

News article (study 1: working conditions of migrant workers in German meat industry, study 2: organ donation)

- without exemplification
- Example not displaying the inner state
- Example displaying the inner state



Narrative Engagement (M)

- NE: Index including transportation (Green & Brock, 2000), emotional engagement (Busselle & Bilandzic, 2009)

Dependent Variable (Y)

- SCA: Level of agreement with message consistent policy support & behavioral intentions concerning meat consumption (study 1) and organ donation (study 2)

Results

Table 1: Two-factor MANOVA with the message format and gender as independent and NE and SCA as dependent variables

	DV	F	p	η ²
Study 1				
message	NE	6,513	,002	,034
	SCA	,944	,390	,005
gender	NE	10,275	,001	,027
	SCA	35,693	,000	,088
mess * gender	NE	,120	,887	,001
	SCA	,254	,776	,001
Study 2				
message	NE	6,982	,001	,055
	SCA	1,860	,158	,015
gender	NE	15,940	,000	,062
	SCA	17,073	,000	,066
mess* gender	NE	,980	,377	,008
	SCA	,058	,944	,000

Figure 1: study1: NE as mediator (M) in the relation of the message format (X) on SCA (Y) with gender as presumed moderator (W) in a moderated mediation model

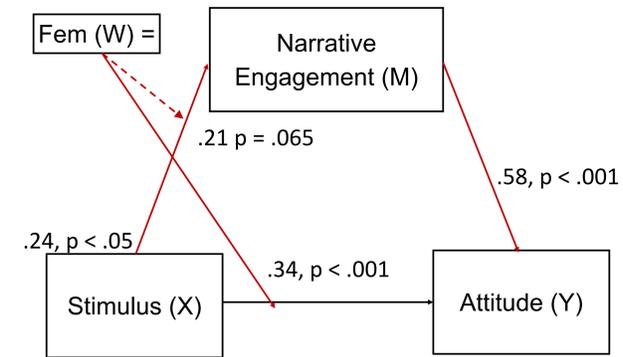
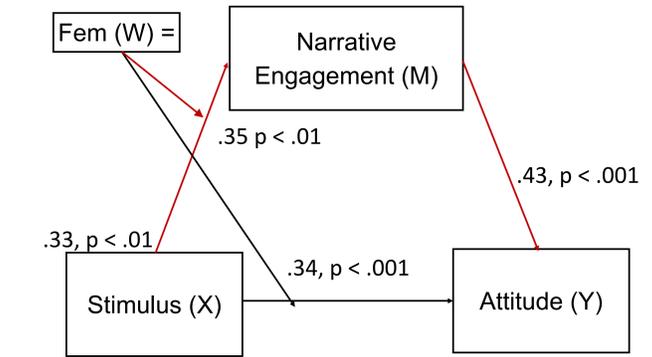


Figure 2: study2: NE as mediator (M) in the relation of the message format (X) on SCA (Y) with gender as presumed moderator (W) in a moderated mediation model



- Similar moderated mediation patterns in both studies (PROCESS, model 8, Hayes, 2013)
⇒ NE functions as mediator in relation of message format (X) on SCA (Y), H3:
- ⇒ Females experience greater NE and SCA, but indirect paths established for both males and females, H4: partly supported

Discussion

- Both experiments confirm exemplars as effective vehicles of narrative engagement and persuasion
- However, displaying subjective thoughts and emotions of the protagonist did not result in greater engagement with the story
⇒ Humans live in diverse social cosmos and share manifold social relations
⇒ This social experience allows for developing feeling for and inferring the feelings from the protagonist without their explicit communication