How Do We Understand Narratives?

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Before Academia...

Integrated Marketing Communication

- Advertising
- PR
- Promotion

Integrated Marketing Communication
Before Academia…

How??

Messages → Message Effects
How does a message lead to effects?

Narrative Messages

Health Communication

Motives / Goals

Attribution Judgments
Program of Research I: Audience Members’ Motives/Goals
I-1. Overview
I-2. Motives/Goals → Narrative Processing
I-3. Narrative Processing → Motives/Goals
I-4. Summary

Program of Research II: Attribution Judgment Making
II-1. Overview
II-2. Individual vs. Societal Attribution
II-3. Intentionality
II-4. Summary
Program of Research I: Audience Members’ Motives/Goals

I-1. Overview
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   I-3. Narrative Processing → Motives/Goals
   I-4. Summary

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II-1. Overview
   II-2. Individual vs. Societal Attribution
   II-3. Intentionality
   II-4. Summary
I. Audience Members’ Motives and Goals:
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I-3. Narrative Processing → Motives/Goals
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II-1. Overview
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II-3. Intentionality
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I-2. Motives/Goals → Narrative Processing

Motives

- Health Information
- Life-related Information
- Social Interaction
- Entertainment

Narrative Processing

- Attention to Medical Information
- Attention to Story
- Involvement

Effects

- Use of Information

Correlations:

- Health Information to Attention to Medical Information: .54***
- Life-related Information to Attention to Medical Information: .19**
- Social Interaction to Involvement: .18***
- Entertainment to Involvement: .26***
- Attention to Medical Information to Use of Information: .56***
- Attention to Medical Information to Involvement: .27***
- Attention to Story to Use of Information: -.25***
- Involvement to Use of Information: .27***

* **p < .01; *** p < .001; N = 363

I. Audience Members’ Motives and Goals: Motives/Goals ← → Narrative Processing

Motives and Goals → Narrative Processing

Narrative Processing → Motives and Goals
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I. Audience Members’ Motives and Goals:
I-3. Narrative Processing → Motives/Goals

- Social Cognitive Theory
  - Conscious Process
  - Modeling Behaviors

- Vicarious Goal Satiation
  - Unconscious Process
  - Adopting Goals
I. Audience Members’ Motives and Goals: I-3. Narrative Processing → Motives/Goals (cont’d)

Character’s Goal

<table>
<thead>
<tr>
<th>A story character <strong>achieves</strong> a goal</th>
<th>A story character does <strong>not achieve</strong> a goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rewards observed</td>
<td>Rewards not observed</td>
</tr>
</tbody>
</table>

Audience Members’ Response

<table>
<thead>
<tr>
<th>Audience members <strong>model</strong> the story character’s behaviors</th>
<th>Audience members do <strong>not model</strong> the story character’s behaviors</th>
</tr>
</thead>
<tbody>
<tr>
<td>(\rightarrow) <strong>intend to adopt</strong> the character’s behaviors</td>
<td>(\rightarrow) <strong>do not intend to adopt</strong> the character’s behaviors</td>
</tr>
</tbody>
</table>

Especially when audience members perceive that the *story character is similar to themselves*. 
I. Audience Members’ Motives and Goals: 
I-3. Narrative Processing ➔ Motives/Goals (cont’d)

<table>
<thead>
<tr>
<th>Narrative Processing</th>
<th>Vicarious Goal Satiation</th>
<th>Motives and Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unconscious Process</td>
<td></td>
</tr>
</tbody>
</table>

Story Character’s Goal

- Story character’s goal is **in progress**
- Story character’s goal is **achieved**

Goal Contagion

- Audience members’ goal is **activated** → **Accessible** to the goal-related constructs
- Audience members’ goal is **deactivated** → **Not accessible** to the goal-related constructs
I. Audience Members’ Motives and Goals:
I-3. Narrative Processing → Motives/Goals (cont’d)

• **Design**: 2 (goal-achieved vs. goal-failed) X 2 (goal-in-progress vs. goal-stopped)

• **Measurements**
  
  – **Goal Activation (unconscious process)**
    
    • Word completion task
    
    • Counted how many diet-related words each participant generated
    
    • E.g., when “SL_M” was presented, “SLIM” was counted as a diet-related word and “SLAM” was not

  – **Behavioral Intention (conscious process)**
    
    • Participants’ intention to adopt the narrative character’s diet-related behaviors

  – **Perceived Similarity**

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Lee, T. K., & Shapiro, M. A. (under review). Effects of a story character’s goal achievement: Modeling a story character’s diet behaviors and activating/deactivating a character’s diet goal. Revised and resubmitted.
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I. Audience Members’ Motives and Goals: I-4. Summary

Motives and Goals

- Pre- and post-exposure of message
- Conscious and unconscious goals

Narrative Processing

- Audience members’ attention to and involvement in narratives
- Characteristics of narratives
- Conscious and unconscious processing

Effects of Narratives

- Changes in cognition
- Actual behaviors
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II. Attribution Judgment Making:
II-1. Overview

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**Individual vs. Societal Attribution**
- Something happened due to individual vs. societal factors

**Intentionality**
- A person made something happen intentionally vs. unintentionally
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II-2. Individual vs. Societal Attribution

• What causes health issues in this society?
  – Individuals’ unhealthy behaviors
  – A lack of policies to promote public health
II. Attribution Judgment Making:
II-2. Individual vs. Societal Attribution (cont’d)

Narratives about Obesity

Effects of Narratives: Policy Support

Societal factors (vs. individual factors)

Initial Judgments:
Attributing to Individual Factors

Revised Judgments:
Attributing to Societal Factors

Policy Support

- Political Ideology (Conservatives, Moderates, Liberals)
- Depth of Processing
II. Attribution Judgment Making:
II-2. Individual vs. Societal Attribution (cont’d)

- **Procedure**
  - Read a story about a person who overcame obesity – emphasized societal-level causes of obesity
  - Wrote thoughts about the story
  - Answered causal attribution, obesity-related policy support, political ideology, demographic information, etc.

- **Measurements**
  - Depth of processing
    - Duration time: Total time participants spent on the study
    - Word count: Number of words in the thought listing

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II. Attribution Judgment Making:
II-2. Individual vs. Societal Attribution (cont’d)

- Political Ideology

Conservatives (vs. Liberals) → Attributing to Societal Factors → Policy Support
Conservatives (vs. Liberals) → -.46***
Moderates (vs. Liberals) → -.13

Attributing to Societal Factors → -.36***
Attributing to Societal Factors → .41***

Moderates (vs. Liberals) → -.25***

*** $p < .001; N = 515$

II. Attribution Judgment Making:  
II-2. Individual vs. Societal Attribution (cont’d)

- Depth of Processing

Among Moderates:

\[
\begin{align*}
\text{Duration} & \rightarrow \text{Attributing to Societal Factors} \\
\text{Word Count} & \rightarrow \text{Attributing to Societal Factors} \\
\text{Attributing to Societal Factors} & \rightarrow \text{Policy Support} \\
\text{Attributing to Societal Factors} & \rightarrow \text{Policy Support}
\end{align*}
\]

\[
\begin{align*}
\text{Duration} & \rightarrow \text{Policy Support} \\
\text{Word Count} & \rightarrow \text{Policy Support}
\end{align*}
\]

II. Attribution Judgment Making: Individual vs. Societal → Intentionality

• Audience members understand **social issues** in narratives with **individual vs. societal attributions**.

• Then, what about understanding of **a story character’s behavior**?
  – Intentionality
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- How do people interpret a story character’s behavior?

Disposition theory

Moral Judgments \(\leftrightarrow\) Affective Dispositions (Liking vs. Disliking)

Then, what forms moral judgments?

Intentionality
II. Attribution Judgment Making:
II-3. Intentionality (cont’d)

- How do people interpret a story character’s behavior?

II. Attribution Judgment Making:
II-3. Intentionality (cont’d)

- How does understanding of news stories about drunk driving lead to support for relevant policies?

Retribution-Related Policies aiming to punish perpetrators
Protection-Related Policies aiming to protect victims by preventing drunk driving
II. Attribution Judgment Making:
II-3. Intentionality (cont’d)

- How does understanding of news stories about drunk driving lead to support for relevant policies?

**Moral Judgments**
- Blame judgments about a perpetrator’s drunk driving

**Affective Dispositions**
- Affective disposition toward a perpetrator
- Affective disposition toward a victim

**Intentionality**
- Intentionality underlying a perpetrator's drunk driving

**Rationalist Sequence**
- Intuitionist Sequence

**Retribution-Related Policies** aiming to punish perpetrators
**Protection-Related Policies** aiming to protect victims by preventing drunk driving
II. Attribution Judgment Making:
II-3. Intentionality (cont’d)

• How does understanding of news stories about drunk driving lead to support for relevant policies?

• Rationalist sequence

**Intentionality** underlying a perpetrator’s drunk driving

**Retribution**-related **Policy** supports

**Blame judgments** about the perpetrator’s drunk driving

**Affective disposition** toward the **perpetrator**
II. Attribution Judgment Making: II-3. Intentionality (cont’d)

- How does understanding of news stories about drunk driving lead to support for relevant policies?
- **Intuitionist sequence**

Affective disposition toward a **perpetrator**  \rightarrow  Blame judgments about the perpetrator’s drunk driving  \rightarrow  Affective disposition toward a **victim**  

Retribution-related Policy supports  \rightarrow  Protection-related Policy supports
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II. Attribution Judgment Making: Summary

Predictors of Attribution Judgments
- Audience member’s individual characteristics
- The way of message processing
- Characteristics of messages

Attribution Judgments
- Individual vs. societal attributions
- Intentionality

Persuasive Effects
- Policy supports
- Individuals’ risk perception and behaviors
How does a message lead to effects?

Narrative Messages

Health Communication

Motives / Goals

Attribution Judgments
Q & A
Thank You

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