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**A NEW
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“ I have to want to do it”

Linda Brennan Wayne Binney





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The complexities of compliance

- The study
 - The encouragement of 'voluntarily' compliant behaviour
 - Tax, social welfare cheating, fare evasion
 - Fear, Guilt and Shame



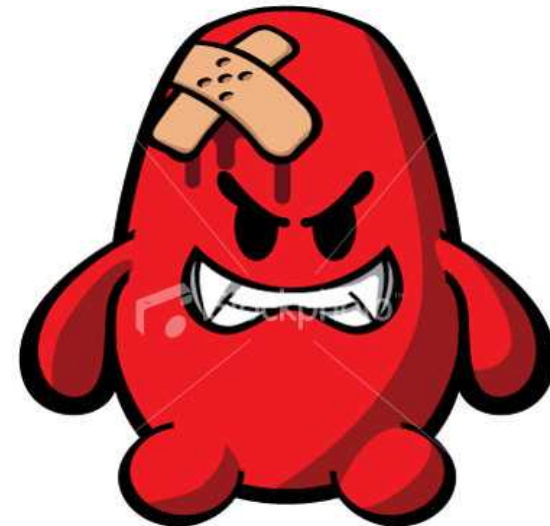
Compliance

- Regulation
- Motivation
- A concern for others
- Most people are assumed to be unwilling
- Concepts of 'voluntary'
- Socially desirable behaviour must be linked to something of value to the individual
 - Negative and positive value



Emotional appeals in social marketing

- Framing
- Affect and emotions
- Emotions and emotional feelings
- Affective responses
- Affect>attitudes>behaviours





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Fear, guilt and shame

- Fear is widely used
 - Social and physical
 - Intensity
 - Reactions
 - Escape, avoidance, discomfort, settling dissonance, coping





Guilt is widely used

- Differences in outcome
- Self persuasive vs other persuasive (fear is a response to threat from an external source)





Shame

- More likely to elicit a negative response than guilt
- Shame is other focussed *and* self persuasive (as long as I care about the other?)





The approach

- Income support recipients
- 120 Qualitative interviews
 - See paper for profile
- 6 researchers interviewing and analysing (dialectical and argumentative), 1 more interviewing and adding value but not formally analysing)



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Our perspective on results

- Fear appeals are overused
- Fear is not used to describe their own response
- Fear is evoked when
 - Personal relevance
 - Realistic 'imagery'
 - Children and family





Results...

■ Guilt

- I should do something to fix this problem
- Personal, local, socially unacceptable
- But...
 - Social is relative
- Guilt is a personal choice



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Results...

■ Shame

- Shame is personal and interpersonal
 - Moral and social consequences
 - Shame is publicly displayed guilt
 - Shame is a choice but is more 'other' directed
- Shaming is shameful and easily overdone



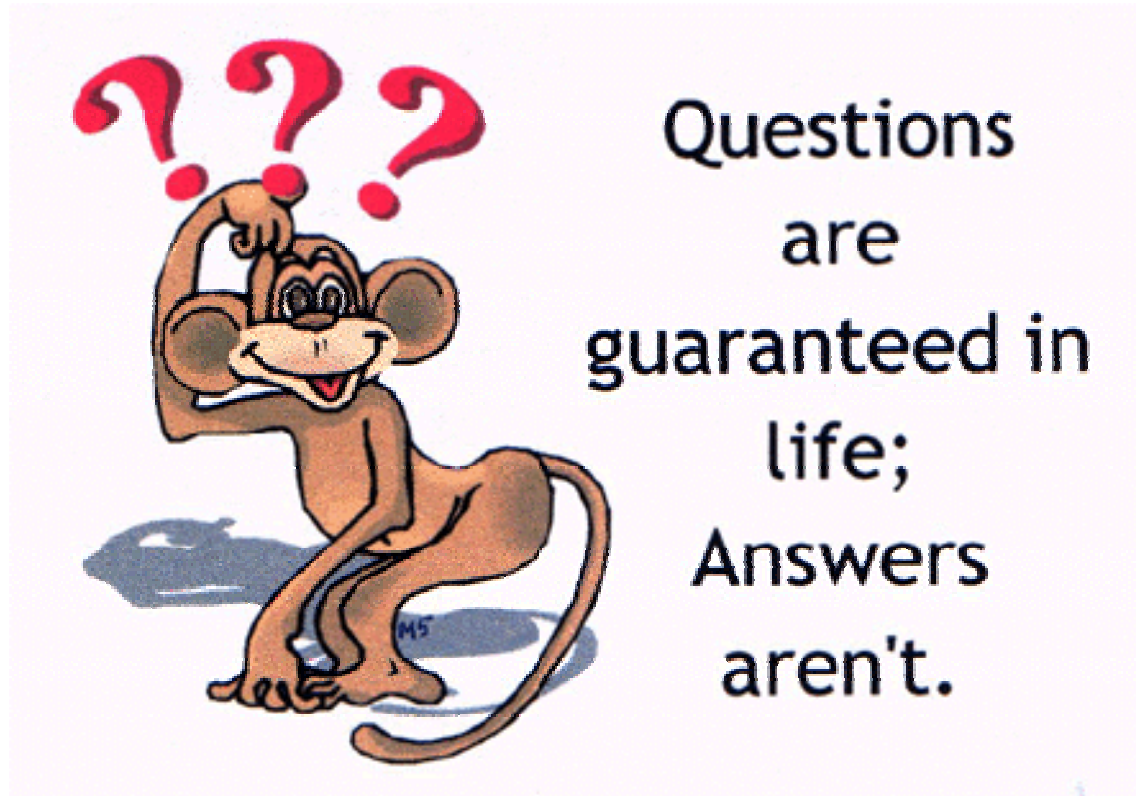
Conclusions

- There are differences in results between the various types of negative appeals
- Saturation of negativity may lead to coping behaviours not compliance
- Emotional responses are not as framed by the advertiser
- Compliance is not 'voluntary'



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Source of picture: <http://teaching.cs.uml.edu/~heines/images/questions.gif>