Advertising Design and its Ability to Initiate Social Change

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Abstract

The modern world is faced with countless questions surrounding the sustainability of many fields ranging from the environment, to societal and health issues. Changes must be made by vast quantities of individuals to ensure longevity and viability for not only ourselves, but future generations. Campaigning for change plays a fundamental role within the overall process, especially campaigning that is relevant to the modern-day audience. However, an understanding of the most effective way to do this is lacking. This project is centered on one particular aspect of these campaigns, their visual communications. More specifically, the study focuses itself on the digital based visuals of these campaigns that are deployed using social networking sites such as Facebook. The overarching objective of this study is to explore whether the design of these digital communications can influence campaign success, with an aim to understand how social network advertisements can be effectively designed to persuade the modern audience to change their attitudes and behaviours for the better. Within the context of this research, these communications are referred to as social change advertisements.

Little academic study has based itself directly on this specific aspect of social change campaigning. Rather, examinations are focused on the development of campaign strategies and messages. To explore these communications sufficiently, a mixed methodology was employed; interviews, a content analysis, focus groups and surveys. Incorporating professional and public perspectives, the combination of responses proved beneficial for uncovering the most successful ways to design, deploy and measure social change campaign effects with a digital focus. In extension, it facilitated an understanding of how to design prosperous digital social change advertisements, informed by practitioners and reaffirmed by the audience.

Study results indicate the powerful influence of visual design on social change advertisements that are deployed using Facebook and their campaigns overall. Furthermore, it details the varying design choices that must be made in order to develop these communications most successfully. It is recommended that social campaigners acknowledge visual design as an influential component when developing campaigns. This study proposes a checklist of design elements to aid the digital advertisement creation process. This checklist highlights the many design choices that must be made

and the relevant campaign components that should be used to inform these selections for best possible results.

The study recommends future research within the area of social change advertising as a direct result of its findings. In conclusion, it highlights future avenues for examination in three areas specifically:

1. Social networking sites as channels for social change campaigning, focusing on algorithms and analytics in particular
2. Effectively measuring long term behavior change
3. Researching social change advertisements with a broader scope

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Chapter One:

Introduction

1.0 Introduction

This chapter will introduce the study through both contextualisation and justification. It highlights the specific focus of the research and presents the varying research questions that the study aims to explore and answer. Adding further, it provides an overview of the methodological decisions that have been made in order to answer these questions before finally detailing the various chapters that are found within this document.

1.1 Research Focus, Limitations and Targets

This study focuses specially upon digital social change advertising. It emphasizes digital social change advertisements that are deployed on social networking sites. Rationale for this is due to the increasing use and importance of these channels to modern audiences. Implementing change in contemporary society must resonate with today's audience therefore, modern change agents are required. Social media forums are not solely utilized as a means of networking, they also provide a source in information sharing ranging from personal to political and educational. A specific focus has been placed on the social network of Facebook throughout this research. It is the largest social networking site to date, hosting millions of users, encapsulating all-inclusive generations with diverse demographic variables. Facebook is instrumental in this study for its empirically proven (Krasdomski-Jones et al., 2018; Vromen et al., 2015; Obar et al., 2012) effectiveness in social change campaigns. Correspondingly, due to the specific focus of this study there are inherent limitations that must be acknowledged from the onset.

The specificity of the form of social change advertising and the deployment channel under examination limits the application of the research findings. Whilst study findings will be highly beneficial to campaigners when developing digital social change advertisements for Facebook and similar social networking sites, they are limited to this form of social change advertising on such channels. Findings from this study, however, can inform future research and extend to other forms and mediums. Despite such limitations, it is crucial to understand as to why such a specific focus has been placed on this topic. Facebook is a major channel for the target markets of these campaigns. It is regarded highly by social campaigners and holds distinct advantages for influencing large volumes of individuals through sharing and engagement.

The aim of this study is to provide findings that benefit social change campaigners, design students and academics with an interest in using social networking sites as avenues for social change campaigning. It is foreseen recommendations arising from this investigation will benefit these groups through;

1. Detailing the influence of design on digital social change advertisements,
2. Highlighting the differential opinions of generations towards these communications
3. Uncovering the many positives and negatives of using social networking sites as deployment channels for them.

The study focuses on Gen's X, Y and Z to determine how each of these generational cohorts perceive social change advertisements on social networks. It is often the case that social change campaigns target wide audiences when attempting to initiate large scale change. However, it comes as no surprise that varying demographics will hold varying attitudes and opinions. An understanding of the similarities and differences of opinion between these cohorts will undoubtedly be beneficial to social campaigners when designing their digital advertisements. Such findings will increase understanding into how these groups can be targeted with visuals that can persuade them to change in the most effective ways.

The advertisements utilised in this study are designed entirely for the purpose of research. Developed using interview and content analysis data, they are not aesthetically based and are viewed as research instruments. Using varying design techniques supported by professionals working within the field, and elements as uncovered through the prior data collected, they will be used to compare and contrast audience reactions and perceptions to determine their preferences in the visual design of the advertisements under question in this study. Although a design-based study, this research will not base itself solely on aesthetics. Rather, it will explore as to how design choices and visual elements can impact an individual perceptions of digital social change advertisements. Consequently, it is not the degree of creativity of the advertisements, but rather the reaction of the audience towards them that is key to this study. Such

specific campaign components will be referred to as 'social change advertisements' throughout the body of this work.

1.2 Research Context

Undoubtedly, advertising is a highly influential medium that can persuade people (de Mooij, 2019; Rice and Atkin, 2013). Although holding a somewhat questionable and bad reputation (Smarandescu and Shrimp, 2014; Nooh, 2012), advertising in general can be used for good. Communicators are increasingly drawing inspiration from the industry, aiming to persuade individuals to change their attitudes or behaviours for the betterment of not only themselves but society overall. Health campaigns, public service announcements and social marketing are just some of the most well-known examples of this phenomenon (Perloff, 2014). Here, we refer to these under the umbrella term of Social Change Campaigns (SCC). That is, campaigns intending to persuade for the betterment of large groups across various topics such as health, environment, charitable awareness and fundraising. The visual communications connected to such in order to deploy their messages are here referred to as Social Change Advertisements (SCA).

There are many factors that can contribute to advertising success. One of which that is particularly influential is the visual design of such (Chou et al., 2015; Eldesoucky, 2013). Advertisements are multidisciplinary, borrowing insights from marketing, psychology, communications, semiotics and design to name a few. However, the latter of these have a tendency to be overshadowed, particularly within published materials (Walker, 2017). The multitude of advertising models have a marketing focus, aimed at understanding and implementing strategy without ever questioning the impacts that design can have. Whilst recognising the crucialness of delivering the correct message to the intended audience in the right way, little studies put specific focus on the design choices that have been made in order to deploy such messages visually. Furthermore, even fewer studies place emphasis on the visual design of digital social change communicative forms. This is despite scholars and professionals outlining the advantages of studying and implementing suitable visual techniques (Samara, 2014; Agrawala et al., 2011).

A dependence on technology, and particularly Social Networking Sites (SNS) brings about new opportunities for practitioners aiming to influence social change. Considering the modern generations increasing use of, and the influence of such (Krasdomski-Jones et al., 2018), they cannot be ignored as deployment channels for campaigners. SNS have distinct advantages over traditional advertising avenues which can be particularly advantageous for encouraging social change. Their broad reach, sharing abilities and cost-effectiveness cannot be ignored. However, these benefits cannot exist without unique challenges that must be contemplated. The most taxing for social change communicators being the fact that they are already bursting with advertisements (Rutka et al., 2017). Whilst this fact points towards the benefits of using social networking sites, it too showcases the ease at which advertisements can get lost. This is a possibility that social campaigners do not need added to their lengthy list of barriers and further strengthens the need for research on this specific channel for social change advertising.

With research outlining the benefits that visual design can bring to everyday commercial advertisements, and further emphasising the importance of social networking to the modern audience, could this be the answer to overcoming the challenges faced by social change campaigns?

1.3 Research Justification

The principle need for this project can be summarised in 3 main areas:

1.3.1 Better Methods for Encouraging Social Change Are Vital

This research will not just be of benefit to social change campaigners, it will too have important health, environmental and societal implications. With Ireland found to have one of the highest rates of mental health illness in Europe in 2018 (OECD, 2018), currently falling short of the mandatory 2020 EU renewable energy targets (SEAI, 2019), and experiencing a phenomenal housing crisis (Housing Agency, 2017), social change needs to happen and fast. The United Nations outline many goals in their 2030 Agenda for Sustainable Development that are aimed at achieving a better and more sustainable future worldwide (Appendix B) (United Nations, 2015). Working alongside these, the Irish Government has created a framework entitled the Sustainable Development Goals

National Implementation Plan 2018 – 2020, highlighting changes that must be made in order to meet such goals and ensure the betterment and longevity of Ireland (Appendix C). This plan details how the government proposes to target societal concerns including environment, health and the economy in order to better the lives of current and future citizens. With their priorities including increasing awareness, participation and support within businesses, communities and individuals, visual communicative strategies and the utilisation of relevant and modern channels will undoubtedly be vital (DCCAE, 2018). Furthermore, one must acknowledge the added barriers that social change campaigns face that add further to the need for research. Due to the nature of the topics covered within these communications, it is vital to be empathetic, humanistic, ethical and culturally appropriate (Souleles, 2017; Rylander, 2009).

It is hoped that this study will give informed guidance surrounding how to design for implementing social change using the benefits of social networking. Through examining the current state of the industry and assessing the effectiveness of such with a specific Facebook focus, a better understanding of what needs to happen to design and deploy digital social change messages can be captured. Situated within an Irish context, the study will explore this market and hopefully aid social change campaigners to persuade the population to make the changes that are needed using the help of visual design and social networks.

1.3.2 Advertisements Are Everywhere

The advertisements under examination here are vital to the sustainability and health of the nation. However, increasing levels of digital advertising clutter means that social change communications may find it difficult to stand out. Advertising on social networks follows a very particular format in order to take advantage of sharing, virality and smaller screens. The standout techniques that may be beneficial for more traditional advertising forms therefore may or may not be appropriate for use, further highlighting the need to explore this digital focused social change advertising specifically.

Whilst major digital advertisement platforms such as Google and Facebook will not disclose just how many advertisements they sell and share daily, the scope of the industry is obvious when their annual reports are viewed. In the last 3 months of 2018,

Google made revenue from advertisements alone in excess of $32.6 million, up 20% from 2018 (Alphabet Inc., 2019, p.1), and Facebook made earnings of just over $16.6 million, showing an increase of 30% from the previous year (Facebook Inc., 2019, p.1). Not only are these platforms making huge returns from digital advertising, they are growing. Considering that both were found to be within the top five most visited websites for 2018 in Ireland (Hootsuite and We Are Social, 2019, pp.25-26), it is unsurprising that we are likely to see more and more advertisements daily. Not only do these figures showcase the expanse of the industry, reports too highlight how viewers want to see less advertisements when online. With 44% of Irish internet users employing advertisement blocking tools monthly (Hootsuite and We Are Social, 2019, p.29), users are aware of the increasing number of advertisements that are being targeted towards them and are taking definitive steps to stop them.

It is unsurprising how the social network advertising industry has expanded considering its monetary advantages, and its necessity for sales. Accordingly, the market has become extremely saturated and difficult to penetrate. However, social change campaigners cannot let this stop them. With design decisions found to directly increase attention grabbing and encourage positive knock-on effects (Buccoliero et al., 2016; Pileliene and Grigaliunaite, 2016; Rosengren et al., 2013), a pairing of design and social networking could be exactly that these campaigns need. This study will test these assertions and furthermore, explore how these campaigns can be deployed and measured for effectiveness on the social networking site of Fcaebook in the most beneficial ways.

1.3.3 Design is Under Researched

The bulk of published research within this area focuses on marketing these campaigns attributing their success most often to strategy or advertisement message (Perloff, 2014). However, practitioners should not presume that campaigns are successful due to these factors alone without studying campaign components in detail. Digital advertising campaigns are particularly multifaceted, drawing inspiration and insight from many fields. It is no surprise that design is a major component considering the visual nature of advertising and the sole purpose of design to present messages in graphic and symbolic form (Walker, 2017; Kelly, 2015; Adir et al, 2012). Despite being accredited as an important player for persuasion, little literature focuses directly on assessing how

communication design impacts campaign effects overall. Whilst the works of Souleles (2017), and Shea (2012), outline several social change campaigns that have been developed and examined with a design focus, throughout the vast body of digital advertising literature, these are few and far between. Digital social change campaigns based on social network deployment are even further limited throughout academic studies. It is likely that this is due to the fact graphic design is often considered "as something that is supplementary or additional to other projects [rather than a] distinctive field of research" (Walker, 2017, p.549).

Considering the benefits that effective design can bring to campaigns, it is remarkable that few studies are based on such. Although they do exist, when compared to the increasing number of advertisements that are distributed daily and the high academic interest of such, there is major disconnect. This study aims to overcome this disjointed relationship by reaffirming visual design as a channel for academic attention. Through combining the creativity of design and the rigour of research, it is hoped that this study will highlight the importance of empirical testing for graphic design.

1.4 Research Aim

This study sets out to overcome the aforementioned challenges that are currently being faced within the social change and social network advertising industries. Accordingly, it holds an overall

Research Aim (RA):

Highlight the impact that visual design can have on social change advertisements.

The aim of this study is to provide a comprehensive understanding of the best way to design digital social change advertisements that are deployed via Facebook. In extension, the project will inform current practice within the field and ultimately ensure that social change advertisement design and social network deployment is as effective as it can be in Ireland for the modern audience. The following research questions will facilitate this understanding and are as follows.

1.5 Research Questions

The overall purpose of this study is encapsulated in the main research objective:

Research Objective (RO):

Explore the impact of social change advertisement design on campaign effects

This objective sets about to answer and explore whether the design of a Facebook deployed social change advertisement can impact its ability to influence a viewer to change. Understandably, this is a question that cannot be easily answered. In order to do so in the most effective and comprehensive manner, a selection of five questions have been developed from the literature review which focus on the many aspects that can impact communications.

An understanding of the aims of these campaigns and the mediums upon which they appear is imperative in order to judge whether they have been successful. Even though each will hold specific aims that are unique to itself, the nature of these digitally based advertisements and the fact that they are routinely deployed using the same avenues gives reason to believe that similarities exist between their purposes. Just as importantly, one must have knowledge surrounding how to measure the success of these campaigns when they have been deployed on social networking sites. The following questions have been employed in order to investigate these factors:

Research Question One (RQ1):

What are the overarching aims of social change advertisements?

Research Question Two (RQ2):

How should social change advertisements be measured for effectiveness?

With design being a fundamental focus within this study, an exploration of current social change advertisements is an obvious aspect. Through such, the many design methods and techniques used to develop these communications can be uncovered and assessed. Further, insight can be drawn from these differing strategies to outline the most beneficial design choices for social change purposes on social networks. The following question sets out to uncover current practices when developing these campaigns:

Research Question Three (RQ3):

How should social change advertisements be visually designed?

Considering the vast quantity of advertisements present today, especially on SNS, an understanding of the most beneficial channels for deployment is crucial. If an advertisement is not deployed on the right channel, there is a chance that it may go unnoticed or get lost amongst advertisement clutter. Whilst this study holds an inherent interest in the SNS of Facebook for deploying these campaigns, this question is particularly helpful for uncovering as to whether Facebook should be the ultimate avenue of choice and has been formulated in an attempt to discover so. Therefore, the following question is posed in order to fathom where these advertisements would be the most impactful:

Research Question Four (RQ4):

What deployment channels are most effective for social change advertisements?

Both the design and digital advertising industries are complex, with a multitude of moderators always needing consideration. This is even before the challenges of social networks are acknowledged. Aiming for social change adds additional barriers to each of these factors, making the need to recognise these moderators even more vital. By investigating and outlining the factors that can mediate effects, practitioners could pre-empt such. Accordingly, measures could then be put in place to lessen and even avoid negative effects. This is the purpose of incorporating the following question:

Research Question Five (RQ5):

What moderators impact social change advertisements?

Through exploring these questions, it is hoped that an all-rounded understanding of social change campaigns can be captured and the most effective way to design these communications can be uncovered. As presented in Table 1, each of these questions have been formulated to coincide with varying, and often multiple, campaign stages.

Table 1: Overview of Research Questions and Purpose

CAMPAIGN STAGE	RESEARCH QUESTIONS	PURPOSE
Designing Digital Social Change Campaigns	RQ1	Understand the overall purpose of these campaigns
	RQ2	Determine what campaigners want and expect to see when developing digital social change campaigns
	RQ3	Highlight current design practices and test their effects
Deploying Social Change Campaigns on Facebook	RQ4	Determine whether Facebook is a prosperous channel for deploying social change advertisements
Measuring the Effects of Social Change Campaigns	RQ2	Understand current measurement techniques
	RQ5	Highlight any moderators that may hinder success, focusing on design and Facebook

1.6 Overview of Method

As acknowledged, the complexity of the many fields upon which this study is based requires a comprehensive examination. For this reason, an exploratory study will be conducted using a mixed method approach. The exploratory nature requires a qualitative dominant mixed method design, which places great importance on in-depth data that is supplemented with numerical evidence. Employing both qualitative and quantitative methods, professionals executing these campaigns and the audience being targeted by such will feature. Reasoning for this is found within the fact that the audience and their interpretations play an impactful role on effects. Five research phases will be conducted in a sequential manner, allowing further stages to be better informed. Each phase will be performed for specific purpose as detailed in Table 2.

Table 2: Overview of Research Phases

PHASE	METHOD	POPULATION	PURPOSE
One	Semi-structured interviews	8 advertising professionals working in Ireland	Explore SCA from a professional perspective
Two	Content analysis	50 SCA deployed on the Facebook accounts of Irish non-profits and charities	Investigate the similarities and differences between currently deployed SCA

Three	Advertisement design	-	Apply Phase One and Phase Two findings to practice by designing 2 advertisements that will be the basis of further data collection
Four	Focus groups	2 focus groups with 5 students in each	Garner in-depth opinions and attitudes surrounding SCA
Five	Survey	174 social network users in Ireland	Examine the perceptions of a wider and more diverse population towards SCA

Research Phase One and Phase Two will generally address the current state of Irish social change campaigns by examining professional practice and opinions. Thereafter, the data collected will be analysed with a very detailed focus on the digital and SNS factors that impact social change advertisements in Ireland. Using both interviews and a Content Analysis (CA), these findings will inform the subsequent Phase Three. Here, two social change advertisements will be designed by the researcher with the aim of uncovering audience preferences with regards to their visual design. The first will encapsulate the most commonly used design techniques, and the second will draw inspiration from lesser utilised methods. These advertisements will underpin the following research phases, with a selection of focus groups and surveys. Each method will be used for particular purpose, but will have the common goal to formulate the more effective visual communication from the audience perspective. Two focus groups will be undertaken, one of which will feature participants with a design knowledge, and the other without. The aim of using such samples spurs from the design student's better ability to read advertising messages; which of the advertisements will be better able to persuade them to change? As previously mentioned, the advertisement design bases itself on efficiency to initiate change rather than aesthetic qualities.

1.7 Thesis Outline

Chapter Two examines current literature surrounding social change campaigns and digital advertising. Here, an exploration of the many elements that make up a social change advertisement is conducted to formulate and understand current practice. Accordingly, the researcher compares and contrasts the varying studies to determine the vital aspects that later aid the development of interview, focus group, and survey questions. Drawing on studies and reports from multiple disciplines including design, advertising, SNS, marketing, communications, semiotics and psychology, the chapter

details the current state of social change advertising, and the many moderative design and social network factors that must be acknowledged due to the impacts they can have.

Chapter Three is focused on the methodological decisions that have been made will regards to this study. Employing a mixed method approach in order to explore social change campaigns from both the professional and public perspective, this chapter details the methods, samples and analysis techniques chosen in addition to the justification of such.

Chapter Four presents the findings from research Phase One. This chapter details findings from eight interviews with professionals that have worked with social change campaigns specifically. Playing various roles within the implementation of such, insights from graphic designers, creative directors and communication managers are compared and analysed. Thus, detailed explanations of how social change advertisements are currently designed, deployed using SNS, measured for effects within Ireland are explored and presented.

Chapter Five explores the current state of social change advertisement design within Ireland through a presentation of CA results. Using fifty advertisements deployed on the Facebook accounts of Irish non-profit and charitable organisations, current design practices are highlighted. This chapter is particularly beneficial for discovering the most commonly used design elements and techniques within the industry.

Chapter Six draws inspiration from the findings presented in Chapter Four and Chapter Five to develop a Facebook focused social change campaign with two varying designs. Here, a discussion of the varying design elements employed for each advertisement takes place with reference to the interview and CA findings that have informed such.

Chapter Seven combines focus group and survey findings surrounding the attitudes and opinions of the audience towards the aforementioned advertisements. With both phases using the same questions, quantitative and qualitative opinions are combined, analysed and presented in order to explore audience responses.

Chapter Eight involves a discussion of all conducted phases, in addition to the works examined within the literature review. Here, both professional and public findings are incorporated. This chapter clarifies the significance of the findings and offers explanation as to how they can inform the development of social change campaigns and outlines the importance of understanding the many aspects of their communications.

Chapter Nine concludes on the research. Firstly, it surmises the study before addressing the overall conclusions. Subsequently, it details specific strengths and limitations that have impacted on the study and possible ways through which the study could be improved for future enquiry.

Chapter Ten offers recommendations for academics, educators and students interested in social change off the back of this study. It firstly details areas for future research that would add both to this study and the industry directly. Following on, the chapter details how the research findings can be used to guide practice. This is done through providing a checklist, informed by specific research, that can be used by social campaigners to develop visual design concepts for social change campaigns on social networking sites.

1.8 Conclusion

This chapter has highlighted the need for this research and the many ways in which it intends to expand on what is already known within the social change campaign industry. By offering an overview, it has provided insight as to how this project will be approached. The need for this research has been asserted and the methods through which it will take place have been highlighted. The subsequent chapter will present an analysis of the current works related to social change campaigning. Furthermore, it will aid in understanding the many questions that still surround these particular communications and inform this study directly.

Chapter Two:

Literature Review

2.0 Introduction

This chapter provides an overview of literature in relation to this study. Here, the many facets that must be considered when developing and measuring advertisement design and deployment success are discussed by drawing on previous works. This exploration moves from defining social change advertisements to understanding the varying design decisions that must be considered before paying particular attention the digital social networking forms of these campaigns and further highlights how these communications are currently measured. This chapter details the many aspects of a campaign that can influence effects and has directly developed the research questions by highlighting the relevant gaps and inconsistencies within the literature relating to each of the factors.

2.1 Understanding Social Change Advertising

Social Change Advertisement is a term developed for this study that encompasses elements from varying forms of advertising and visual communication. Whilst it can be stated generally that the aim of these campaigns is to persuade viewers to change their attitude or behaviour for the better, this is a sweeping statement. Many titles are given to communications aimed toward making these changes (see Table 3). The most closely related is the Public Service Announcement (PSA), defined as "unpaid messages disseminated over a variety of media to raise awareness and shape attitudes and behaviours regarding health, social, or other issues" (Keisler, 2016, p.102). Furthermore, PSA research is in line with this study, using theories of communication, psychology and advertising, often focused on the benefits of using social networking sites (SNS) to target the intended audience (Keisler, 2016). The main difference between these forms is the fact that PSA's are known as unpaid communications, whereas social change advertisements can be either paid or unpaid.

Table 3: *Social Change Communication Forms*

COMMUNICATION	DEFINITION
Social Marketing Campaigns	"designed to change or maintain people's behaviour for the benefit of individuals and society as a whole" (Vallone et al., 2016, p.414).
Public Communication Campaigns	"Purposive attempts to inform or influence behaviours in large audiences within a specified time period using an organized set of communication activities and featuring an array of mediated messages

	in multiple channels generally to produce non-commercial benefits to individuals and society" (Rice and Atkin, 2013, p.3).
Communication Campaigns	"Influence the health and social attitudes of a large audience within a specified amount of time, by means of mediated and interpersonal messages" (Perloff, 2014, p.456).
Mass Media Campaigns	"The means by which messages are conveyed through the use of communication channels to substantial target audience in an effort to modify health beliefs and behaviours" (Shaikh et al., 2017, p.221).
Public Service Campaigns	"Use the techniques developed for the promotion of commercial products for a purpose other than selling products and services" (O'Barr, 2012, p.1).

One striking commonality between each of these campaigns is the fact that they intend on initiating changes across large volumes of individuals, with 'large audiences' and 'substantial target audiences' are mentioned within the definitions of each (Shaikh et al., 2017; Perloff, 2014; Rice and Atkin, 2013). Such a fact is an important consideration when determining the target audiences for these communications and the avenues through which they should be deployed. With varying demographics holding specific prior knowledge and preferences, with the same being true for users of advertising mediums, especially SNS (Richardson, 2018; Lissitsa and Kol, 2016), questions are raised as to how social change campaigns overall can be suited to each of these factors.

2.1.1 Non-Commercial versus Commercial Advertising

Advertising today is defined as "brand-initiated communication intent on impacting people" (Dahlen and Rosengren, 2016, p.343). When viewed this way, it is clear that social change advertisements cannot be wholly separated from this. The idea that advertisements are solely developed in order to persuade individuals to purchase particular products or services has changed considerably due to it being such a highly influential medium. Its impact within society is phenomenal, having the ability to "develop social values and norms that literally invert the way we see the world" (Wooden, 2008, p.11). Despite similarities by definition and purpose, social change advertisements are specific communication forms that can be easily distinguished from commercial advertising as shown in Table 4.

Table 4: *Non-Commercial versus Commercial Advertising (Perloff, 2014, p.424).*

FACTOR	SOCIAL CHANGE ADVERTISEMENTS	COMMERCIAL ADVERTISEMENTS
Purpose	to promote ideas and improve aspects of society	to sell product and make profits
Media	non-paid media, hype and WOM	predominantly paid channels
Communication	interpersonal and organisational	business to consumer
Persuasion	convince people to change their attitude, behaviour or both	induce people to do something
Message	more obstacles - convincing to change ingrained attitudes and behaviours	easier - convincing to purchase a product or service doesn't question values
Audience	hard to target - niche audiences, those that do not want to change	easier to target - the mainstream, those that want to buy
Issues/Obstacles	highly charged issues that encounter strong opposition from often large industries	less controversial issues, often based on topics that SCA is targeting

2.1.2 Digital Social Change Advertising Challenges

When examining the differences between advertisement types, it is clear that social change advertisements have unique drawbacks. Understanding the drawbacks faced by these advertisements is crucial in order to explore them fully and discover how they can be enhanced. The most major of these challenges include (Perloff, 2014, p.442):

1. Campaigns may not reach or influence those most affected by the problem
2. Communication messages can get lost in media and internet clutter
3. The message may not be in sync with audience thoughts or feelings
4. Advertisements can lead to reactance
5. The message can be overpowered by mass culture

Living within a society that continuously tells us to eat healthily, to exercise daily and to conduct better behaviour can result in negative effects. Psychological reactance theory explains why these well intentioned messages can be perceived negatively (Brehm, 1996). Individuals can feel that their freedom of choice is threatened and decide to perform condemned unhealthy behaviours in reaction (Rains, 2013; Shen, 2010).

Additional barriers are present with the very specific social change advertising under examination here. SNS hold inherent dangers for all digital advertising in general, with these dangers heightened for social change campaigning due to the already arduous tasks they aim to perform. Interpersonal influence, privacy concerns and algorithms add increased pressure on social campaigners that want to reach vast audiences and persuade them to change. Having been found to directly impact the effects of social campaigns on SNS, increase questioning attitudes and hinder audience reach (Mosteller and Poddar, 2017; Kite et al., 2016; Tucker, 2014), they can be detrimental to SCC. These mediators are discussed in detail later on in this chapter in the section relating to social network advertising.

2.1.3 Overcoming the Challenges

One must not dwell on the barriers for this form of communication due to the benefits it can have. Scholars have acknowledged this by developing specific models and theories in order to make these campaigns as persuasive and effective as possible. Research into the field proposes the following steps for communicators when developing social change advertisements (Perloff, 2014; Rice and Atkin, 2013; Wan, 2008):

- Understand the audience - tailor messages to connect with existing needs
- Segment the audience - fit messages to specialised and specific groups
- Refine messages - make them relevant, logical and convincing
- Coordinate across media - repeat across media and interpersonal channels
- Supplement - use community contacts and participation when possible
- Promote new behaviour - it's easier than changing existing behaviour
- Cultivate social norms - design messages that encourage adoption
- Be realistic - emphasis attainable impacts and promote attractive attitudes and behaviours

These steps can be helpful for communicators when developing social network based social change advertisements specifically. This study in its intent puts focus on some of the key components detailed above; understanding the audience, segmenting the audience, refining messages and coordinating across media. Each of these steps have particular purpose when examined using an SNS focus:

- Understand the audience - tailor messages to connect with the existing needs of not only the target audience, but their existing needs on social networks; their networking habits and preferences.
- Segment the audience - fit messages to specialised and specific groups, with focus on their specific social networking behaviours.
- Refine messages - make them relevant, logical and convincing for the intended target groups with a focus on communicating digitally.
- Coordinate across media - repeat across media and interpersonal channels, putting emphasis on the social networks that are used by the target market.

2.1.4 Social Change Theories and Models

Specific persuasion theories are also drawn upon and used across the discipline that hold similar beliefs to those just mentioned. The four most common are discussed here.

Input - Output Framework

An effective way to encourage social change is to target an individual psychologically. Commonly, campaigns will merge persuasion theories with stages of change (Perloff, 2014). Based on the Input-Output Framework for Persuasive Messages developed by McGuire (1989), change is viewed as something that happens over a long period of time. Variables are inputted by the communicator when creating a campaign, with the intent of achieving the mediational steps (Appendix D). Research has shown that the most heavily investigated input factor within this model is the message, involving design related factors such as appeals, style, humour, repetition and the structure and type of argument (Rice and Atkin, 2013). Perloff (2014), acknowledges the optimistic side of this process, believing that getting an individual to remember a campaign or change their attitude are successful outcomes in themselves. Despite the positive capabilities of this psychological approach, it does not factor in the bigger picture of how to change and inform a large group or society overall.

Diffusion Theory

What does acknowledge the change of society and actually relies on it is Diffusion Theory, developed by Everett M. Rogers (1962). Diffusion is known as "a special type of communication, in which the messages are concerned with a new idea" (Rogers, 1962, p.6). Overtime, these new ideas are spread amongst society through mass media and interpersonal communications. Adoption happens gradually and is dependent on four key components: (1) the innovation, (2) communication channels, (3) time and (4) the social system (Rogers, 1962). Perloff (2014), states that when an innovation is linked to norms and values already within a society, it is more likely to be accepted and diffused. This is closely tied to relative advantage, whereby cultures are more likely to adopt an idea perceived to be beneficial for oneself or society (Dearing, 2009). Other factors too determine whether an idea will spread including awareness of the need to adopt, the decision to accept, initial test use and continued use of the innovation (LaMorte, 2016). Modern society thrives on new ideas and diffusion, with the succession of fads, fashions and social movements attributed to such (Form and Wilterdink, 2017).

Social Marketing

Social marketing plays a major role in encouraging social change. It shares numerous commonalities with diffusion theory, based on a process of "designing, implementing, and controlling programs to increase the acceptability of a pro-social idea" (Dearing et al., 1996, p.345). Routed in marketing, it focuses on persuading people to take better care of themselves and make better decisions (Perloff, 2014). Maibach et al. (1993), developed the Strategic Social Marketing Campaign Model, outlining a series of steps:

1. Planning - decide campaign goals
2. Theory - select theoretical principles based on what you aim to achieve
3. Communication Analysis - apply theory to context; formative research
4. Implementation - use marketing principles
5. Evaluation - be objective as possible, use pre and post comparisons

Despite this proposed strategy, clear cut guidelines, theory and principles may not always work in the real world. As with diffusion theory, the idea must not only be relevant to the individual, but to society overall considering the fact "you cannot

understand communication campaigns without appreciating the larger milieu in which they take place" (Perloff, 2014, p.439). Crutchfield (2018), supports these assertions, stating how social change ideas must establish a new normal in order to be considered effective. In line with diffusion theory, campaigns cannot just change or advise new rules, they must win the court of public opinion. A large portion of this research focuses itself on this concept; using modern day means of social campaigning through SNS to appeal to the modern day audience in a relevant way.

Social Norms Marketing

Although focused on individual persuasion, social norms marketing relies on the society surrounding an individual in order to be effective. The technique basis itself upon the psychology of norms whereby an individual is persuaded based on what others are doing or what they believe should be done (Fishbein and Ajzen, 2010; Park et al. 2009). Research into social norms has found that the believability of the message determines the success of the campaign. Polonec et al. (2006), conducted an alcohol study amongst United States college students, finding that those who did not believe the message were unpersuaded. Furthermore, they found that the most targeted segment, heavy drinkers, were uninfluenced. A similar and more recent United Kingdom study conducted by Robinson et al. (2014), found that their message of '6 drinks or less' was influential amongst the general population. However, complementing the United States study, they also found heavy drinkers were unpersuaded despite the more believable message. Robinson et al. (2014), adduce these findings to participants already holding accurate perceptions of the drinking norm, and modestly reinforcing such having no effect. Therefore, as stated by Perloff (2014), if the norm is not credible, it will be ineffective.

This exploration of literature has unearthed the current stance of social change campaigns and the numerous barriers they hold as communication campaigns. It further detailed the theories, models and tricks that are applied in an attempt to overcome these. However, it has failed to uncover the extent of similarity between the changes that social change campaigns aim for, leading to the development of RQ1: *What are the overarching aims of SCA?* Furthermore, it has become evident that there is not a clear-cut approach towards social change campaigns, leading to the development of RQ2 which questions: *How should SCA be measured for effectiveness?* The following section

will explore the field of visual communication, analysing such in an attempt to discover the strengths that it can add to these campaigns.

2.2 Visual Communications and Digital Social Change Advertising

The aim of visual communication, often referred to as graphic design, is to successfully transmit a message through the use of graphics and other visual forms (Walker, 2017; Kelly, 2015; Poon, 2015). One of the key roles played by visual communication comes from its fundamental duty within the world of advertising. Advertisements themselves are the epitome of visual communication, with advertising cited as "a complex and specialized system of communication" (Adir et al, 2012, p.645). Visual communication within the overall advertising world is used in order to attract the individual and deliver a persuasive message visually (Adronachi, 2011). This is unsurprising as it is "one of the fastest ways to communicate with and motivate people" (Panzaru, 2012, p.410). Added importance is placed on visual communication for SNS. Social networks are highly visual spaces. Platforms such as Facebook, Instagram and Snapchat are developed specifically to showcase visuals from graphics to images and video (The Center of Generational Kinetics, 2018; Lee and Hong, 2016). Accordingly, these platforms base themselves on attractive, and more importantly, successful visual communications that range from personal to commercial.

2.2.1 The Current State of Visual Communication

Today's world has become increasingly visual with imagery and symbols filling the contemporary environment known as "the century of the visual generation" (Rutka et al., 2017, p.110). There has been a major shift from linguistic communicative approaches towards more visual forms, believably due to the importance of the internet, SNS and visual mediums to the modern generation (Russmann and Svensson, 2017; Rutka, 2017). This visual shift has also been noted within the academic field, with strategic communication research increasingly focused on studying visuals (Goransson and Fagerholm, 2018). Due to the fact that the average person today sees "mediated images more often than words" (Albakry and Daimin, 2014, p.28), it is to be expected that advertisements are no longer accepted if they look like everything else surrounding them (McStay, 2016). This is crucial to remember when dealing with digital advertising

on SNS due to the fact they are built on visuals. Robinson et al. (2007), point out that there is a need for innovative tactics when it comes to advertising design as users have grown tired of traditional elements that were once beneficial at grabbing attention.

The increased visual world brings about new issues for designers, particularly those with the desire to initiate social change. Whilst "the use of design-related strategies to deal with social issues is not a recent phenomenon" (Souleles, 2017, p.2), the increasing challenges faced by designers in the commercial world too spill over into this social change based industry. The role of the designer has evolved, with more competencies for creating successful campaigns needed (Goransson and Fagerholm, 2018; Tench and Moreno, 2015). These changes are particularly evident online, with advertisers now encouraging the use of influencers, viral content and social networking platforms (McStay, 2016). This adds increasing pressure on the designer to create "attractive but also meaningful, viable, usable and understandable visual systems" (Mejia and Chu, 2014, p.30). Working within the realm of social change brings about additional unique challenges including the need to utilise empathy, be culturally specific and at all times human-centred (Souleles, 2017; Rylander, 2009).

2.2.2 Understanding Visual Communication: Signs and Semiotics

All advertisements contain signs to communicate meaning in a visual form. These include text, image, sound, colour, style and composition (Holm, 2017; Petrovici, 2014; Chandler, 2010). It's necessary to appreciate the vital role that these elements play as "advertising thrives on signs" (Perloff, 2014, p.406), and even simple advertisements should be noted as "highly complex combinations of sound and colour" (Holm, 2017, p.7). Our understanding of signs comes from the discipline of semiotics, defined as the "theory of signs" (Hall, 2012, p.5). This theory is much more than an understanding of signs and their structures, it is based on comprehending the "complex relationships between language, meaning and reality" (Hodge, 2017, p.17). Sign theory facilitates a better understanding of how messages are designed for persuasion (Perloff, 2014). The relationship between advertising and semiotics is particularly powerful due to the fact "in advertising, the signification of the image is undoubtedly intentional" (Barthes, 1978, p.33) and "the meaning or purpose of an advertisement is rarely in doubt" (Holm, 2017,

p.45). Semiotics underpins visual communication and therefore advertising, with the design process always being undertaken using a semiotic structure (Boada, 2014).

While semiotics better informs how we understand signs themselves, semantics allows us to comprehend how these signs combine to illicit particular meanings. When visual communication is referred to throughout literature, it is most commonly focused on the semantic form (Goransson and Fagerholm, 2018). Theories of creation, presentation and audience reception are all used in semantics to understand how messages can be created and interpreted (Martin, 2011). Semiotics and semantics must be at all times considered due to the fact they directly inform design decisions by explaining the complex relationship between recipient, message and interpretation (Holsanova, 2014).

2.2.3 The Benefits of Visual Communication

Visual design is an essential element of advertisement campaign success due to the influence of visual appeal between consumers and stimuli (Chou et al., 2015; Lee et al., 2015). It has been proven to have the ability to provide information in a very short time, making it extremely effective as a persuasive and educational tool (Rutka et al., 2017; Adronachi, 2011). Further importance is added to visual communication as most people are visual thinkers rather than data processors, meaning that most people do not pay attention to large blocks of textual information (Eldesoucky, 2013). Such assertions are supported by the theory of Visual Rhetoric developed by Scott (1994). This describes how visual elements can convey messages even when individuals cannot understand them. Accepted and used to this day, studies have proven that visuals can surpass cognition and persuade subconsciously (Baack et al., 2016; Shaouf et al., 2016).

Literature is abundant with the positive effects of visual communication, showing how perceptions, attitudes, emotions and behaviour can all be influenced by effective design (Rutka et al., 2017; Shaouf et al., 2016). Within this visual world, aesthetics have become increasingly powerful. Research shows how aesthetic elements can stimulate and shape perceptions, in addition to evoke positive responses (Townsend, 2017; Labrecque and Milne, 2012). Research conducted by Townsend (2017), showed that aesthetics play a major role for social change purposes, with design considered more beautiful leading to higher levels of charitable donations.

Visual communication and advertising will never be separated, with theories of each intertwined and reliant on one another. However, simply exploring the possible effects that successful visual communication can garner for these campaigns does not go deep enough when aiming to understand how these communications should be designed. In the following sections, the multitude of design elements and considerations employed in order to develop these communications are explored.

2.3 Designing Social Network Advertising for Social Change

Acknowledged by Rutka et al. (2017), design formation is the last and one of the most important parts of the visual communication process. It is at this stage that aesthetics and design components are considered to deploy the intended communication. Table 5 outlines various visual elements along with their effects according to Rutka et al., 2017.

Table 5: Design Elements and Effects (Rutka et al., 2017, pp.122-123).

ELEMENT	EFFECT
Colour	influence emotions and psychological associations
Letters	form, style and combination influence emotions
Shape	influences unconscious perception through associations and symbols
Image	a manifestation, function of information transferral
Proportions	enhances coordination and how the information is perceived
Texture	awakens feelings, developing associations

Samara (2014), states how every form of graphic design is based on two components: form and space. Form refers to anything that is organised by the designer such as shapes, lines, words and images. These must be carefully considered because each form carries inherent meaning. Space on the other hand refers to the organisation of form, incorporating layout, format and proportions. Form and space are of extreme importance when designing communications for SNS. These must be executed perfectly to be understood and read quickly on smaller displays (McStay, 2016; Telang and Bhatt, 2011). While each design element has specific purpose, the correct combination and execution of such is just as vital to deliver the intended message (Petrovici, 2014).

2.3.1 Colour

Colours are extremely useful for communicating, "there are few visual stimuli as powerful as color" (Samara, 2014, p.88). They are a fundamental consideration within advertisements, with research showing that 62% to 90% of advertising assessments are based on colour alone within the first 90 seconds of interaction (Singh, 2006, p.783). Used for varying reasons including representation, perception and emphasis, studies support how correctly executed colours can influence brand personality, purchase intent and likability (Labrecque and Milne, 2012; Adronachi, 2011). Particularly valuable for brand marketing purposes, Baxter et al. (2018), assert that when an individual thinks of particular colours they instantaneously think of specific brands. An example of this can be found in the abundance of digital advertisements developed for the Dementia: Understand Together social awareness campaigns (Appendix H). All of the communications connected to this SCC feature a particular shade of blue. The purpose here is to ensure that if individuals have seen one advertisement, they will instantaneously recognise others. This is due to colours being highly symbolic, holding meanings that vary between individuals, societies and cultures (Petrovici, 2014; Adir et al., 2012). With colour recognition "a multifactor, multi-level psychological phenomenon" (Shan, 2018, p.499), it is vital that designers understand the symbolism of colour within specific audiences (Fouroudi et al., 2017).

2.3.2 Imagery

"An image is by far the most profound communication tool available" (Samara, 2014, p.188). There is a growing acceptance for images as communicative tools on their own. Images provide much more than an aesthetic function, they are used to provide information, to educate, and even have a socially unifying function "as products of collective conscience they build a bridge for social groups" (Petrovici, 2014, p.721). Large volumes of Irish SCC use images within their digital communications, presumably for this purpose. Effective examples include Barnardos 'Lost', Marie Keating Foundation 'Skin Chancer' and Food Safety Authority of Ireland 'Table for One' campaigns (Appendix H). Images are highly powerful communicative tools, absorbed up to 60,000 times faster than written word and having the ability to increase persuasiveness by up to 43% (Panzaru, 2012, p.410). One of the most prominent roles of the advertising image is its

power to create meaning through Visual Rhetoric, aimed towards influencing attitudes and behaviour change that is crucial for social change (Goransson and Fagerholm, 2018; Albakry and Daimin, 2014). The benefits of Visual Rhetoric include turning attention to interest, and increased influence due to its question raising nature (Albakry and Daimin, 2014; Petrovici, 2014; Bulmer and Buchanan-Oliver, 2006). Without doubt, images play a powerful role, however, they must be handled correctly due to the many meanings they can hold. Images vary from pictorial, using photography, to abstract where they are developed using graphic forms (Samara, 2014). Decoding these images relies on interpretive conventions which vary depending on the type of image used and the viewer (Petrovici, 2014). This makes selecting the correct image crucial.

Visual Metaphors

Research into the use of visual metaphors within advertisements has shown the importance of using the correct visual. Consumer responses such as elaboration and attitude can be directly impacted by the degree of similarity between an object and its metaphorical representation (Gkiouzepas and Hogg, 2011). Said findings are in line with the work of Bergkvist et al. (2012), who discovered that incongruent images require more effort and knowledge to interpret. This can have detrimental effects as individuals may not spend sufficient time interpreting and therefore cannot understand the message correctly. In order to combat these issues, Bergkvist et al. (2012), suggest using headlines as support. Based on the semiotic principle of anchorage, text is often added to an image in order to clarify its meaning (Chandler, 2010). For semioticians, the combination of text and image develops a 'parasitic image', allowing the reader to more quickly understand meaning (Crow, 2016; Barthes, 1978). A powerful example of this can be found within the Barnardos 'Lost' SCC (Appendix H). Viewing the image solely would give little indication as to what the advertisement is about, leaving viewers with masses of questions and little understanding. However, once paired with the text 'Lost to Homelessness', the advertisement messages becomes instantaneously clearer through anchoring the image to be of a little boy that has fallen victim to homelessness.

Visual Shock

Visual shock is an important image consideration for this research as it is commonly associated with social change campaigns. Its main purposes include attracting attention, enhancing message comprehension and modifying behaviour (Buccoliero et al., 2016; Sandikci, 2011). Particularly useful for social change, shock images are used to get a strong message across by casting "aspersions on the consumer's security as a person" (Adronachi, 2011, p.10). Most commonly prevention framed, the images show the negative results of not performing a particular behaviour, shocking the consumer into taking action (Dixon et al., 2015). The Food Safety Authority of Ireland use this imagery technique in their 'Table for One' SCC (Appendix H). Here, the viewer is presented with a stark image of a hospital trolley covered in a white sheet, an image which many of us would associate with morgues and death. The intention here is to shock the viewer towards realising the devastating effects that can be a result of improper food practices. Numerous studies highlight the positive effects of these images including recall, favourable attitude development and behaviour influence (Kang and Lee, 2018; Buccoliero et al., 2016; Bratu, 2010). However, literature also points to the opposing effects of using this technique. Sabri and Obermiller (2012), used taboo themes such as suicide, death and explicit sex to uncover its limits. Results show that advertisements labelled 'too shocking' have strong negative consequences. Theodorakis et al. (2015), found similar, reporting how controversial images are evaluated on what is considered socially acceptable and produce negative reactions accordingly. Furthermore, they discovered that the benefits of visual rhetoric do not work on shocking images, and can actually enhance negative consumer responses.

Questions are too raised regarding the negative effects that these visuals can have on society overall. Authors assert how they can actually deepen societal problems. Accordingly, the belief is that the greatest effect is achieved through "affirming positive patterns of behaviour and, in general, a positive image of the world" (Ezhova and Zamozhnykh, 2018, p.17). Studies show support, demonstrating how promoting positive behaviours can be more effective for influencing behaviour change (Wyllie et al., 2015; Gallagher and Updegraff, 2012; Yu et al., 2010). This works by showing the audience a beneficial behaviour that they can follow (Lefebvre, 2011). This approach uses Diffusion

Theory, whereby ideas and practices are promoted to an audience with the aim of adaptation and societal spread (Perloff, 2014).

2.3.3 Letters and Type

The importance of the advertisement text must not be underestimated or considered secondary to the image. Research has shown how males focus primarily on imagery, whilst females focus more on text (Shaouf et al., 2016; Goodrich, 2014). Reasoning for such is placed on the idea that females need "detailed and complex information to be stimulated" (Shaouf et al., 2016, p.632), showing the importance of considering both visual and textual elements in detail. Faraday (2000), supports the important role played by text. Their eye-tracking experiment found that when images and text were commonly sized, it was the text that acted as an entry point. Additional importance was found for the positioning and sizing of text, with size reported to be more effective for grabbing attention than style. In line with such, there is support for text as a highly impactful organisational tool within an advertisement (Eldesouky, 2013). Not only can text work as an anchor, it can be used to help the viewer navigate advertisements which is one of the most important design considerations accordingly to Samara (2014). This is known as Informational Hierarchy and is developed by applying styles, positioning and sizing to text that would otherwise look equal (Samara, 2014).

It is not only the words themselves that help to deliver the intended message, their context and form can alter meaning including case, weight, contrast, width, posture and style (Samara, 2014; Hall, 2012). Foroudi et al. (2017), state that applying a particular typeface to a word can alter its meaning, showing that it is not only the words that are important, but their style and design. The SCC 'I Gave a S**t' from the Marie Keating Foundation is an Irish example of the importance of letters and type on social change advertisements (Appendix H). Here, the headline is presented using a humorous approach, with additional text used to anchor the advertising message. Even though not as prominent as the headline text, it is still easily read and uses very clear English for ultimate ease of reading and understanding on SNS. Both text and image play fundamental roles here for portraying the message. Adir et al. (2012), too show the importance of textual design, recognising how different styles can portray moods and feelings. Like colours, typefaces and their styles hold inherent meanings with specific

emotions and associations (Rutka et al., 2017). Thus, viewers can hold preconceptions of what a text means, regardless of what the words literally signify within an advertisement.

2.3.4 Layout and Composition

Layout and composition describes the way in which design elements are merged in order to create the overall advertisement. It is at this stage that considerations such as proportions, alignment, shapes, sizes and positioning play a role in the process, directly influencing readability and interpretation (Rutka, 2017; Samara, 2014; Adir et al., 2012). Accordingly, this a particularly important step when designing communications that can often be challenging. Digital advertisements for use on social networks need to be carefully considered for layout and composition due to the speed at which they will be read and the smaller devices upon which they are most often encountered. Irish SCC deployed on Facebook often utilise simplistic compositions to overcome these challenges. Amnesty International Ireland 'End Family Detention', the Food Safety Authority of Ireland 'Table for One', and Marie Keating Foundation 'Skin Chancer' campaigns all use an easily read format of image and prominently placed text (Appendix H). Integrating visual and textual elements unsuccessfully can result in disconnect, ultimately leading to miscomprehension and negative advertisement effects (Samara, 2014). The layout of an advertisement must always be carefully considered in order to avoid misinterpretation and confusion so it can produce the most beneficial results. These assertions are heavily linked to advertisement complexity.

Advertisement Complexity

The complexity of an advertisement can come from two different sources: (1) features or (2) design (Pieters et al., 2010). Feature complexity relates to an advertisements density of detail and is focused on the intricacy of the visual elements themselves. An example of feature complexity can be found in Irish Water Safety's 'Water Can Steal a Life' SCC. The image here is highly detailed, featuring a child by the water's edge that is watermarked, giving the impression of having been submerged in water or drowning. Design complexity on the other hand relates to the intricacy of the advertisement, based on composition and layout. Understanding the difference between these is vital as it has

been found that "feature complexity harms and design complexity helps advertisement performance" (Pieters et al., 2010, p.57). Design complexity was found to increase attention, encourage positive attitudes and aid comprehensibility. Although showing support for said assertions, complex layouts are not supported for social change advertisements. Instead, "the lowest level of advertising layout complexity is appropriate" (Pileliene and Grigaliunaite, 2016, p.498). This statement is based on study findings that showed while complex advertisements can gain more attention and engagement, effectiveness measures such as recall, awareness and brand attitude can be negatively impacted. The vast majority of Irish SCC on Facebook take this stance, using the least amount of visual elements necessary to present the intended message to the audience. Most often, these include a predominant image that is paired with a clear headline and logo, sometimes additional text is used in order to present the viewer with specific call to actions like contact numbers and web addresses (Appendix H).

The level of layout complexity is directly influenced by the composition of advertisements, particularly visual hierarchy. Founded within Gestalt psychological theory, the human brain instinctively organises elements, forms and shapes into a coherent whole (Jackson, 2008). The purpose of Visual Hierarchy therefore is to separate these elements and move the viewer through them accordingly (Eldesoucky, 2013). This is achieved by using varying elements to establish focal points that allows the viewer to interpret the most beneficial information (Rutka, 2017; Adir et al., 2012). In their eye-tracking experiment, Faraday (2000), found that text style, images, size and position are the major elements that influence hierarchy. These focal points act as entry, grabbing attention and then passing it to other elements. Such elements must be the most dominant and most strongly considered due to the fact "a good design of graphic advertising is to define a focal point from the beginning" (Adir et al., 2012, p.647).

Design is a tricky business. Designs are never developed using a pre-set template, with decisions made using "tacit knowledge that designers learn by creating and studying examples" (Agrawala et al., 2011, p.62). While designers often refer to laws in their work, these are simply theories that have been retested to the point that they are referred to as such because after all, "intuition is invaluable to a graphic designer" (Bennett, 2006, p.17). The designer must consider all elements and how these will be

combined in order to create a prosperous advertisement design that portrays the intended message, resonates with the intended audience and is appropriate for the deployment channel. Further pressure is put on designers due to increasing levels of content and the shortening of attention grabbing time (Shaouf et al., 2016). While considering each design element, designers must too develop unavoidable and notable advertisement techniques in order to stand out in modern day clutter (Jung, 2017). In order to do this, advertisement designers are expected to apply creativity due to the benefits it can have for advertising campaigns. Such benefits are explored subsequently.

2.4 Digital Advertising and Creativity

"No other industry claims to have creativity in its DNA quite like advertising" (McStay, 2016, p.55). Creativity requires a combination of inventiveness and intuition that can be achieved through the successful implementation of design elements (McStay, 2016). There is major support for creativity being one of the most important factors for effective social network advertising, particularly when aiming for virality (Althuizen, 2017; Baack et al., 2016; Wang et al., 2013). Visual communication is central to advertising creativity, being able to present and deploy the balance of originality and strategy needed for best results (Adronachi, 2011). Creativity plays two fundamental roles: (1) "encourage deeper message processing", and (2) "generate an emotional response" (Baack et al., 2016, p.171). While both are highly desirable outcomes, questions still arise as to what exactly 'creativity' is and how it should be implemented.

2.4.1 Defining Creativity

Creativity itself is a broad term within the advertising industry, used to cover numerous approaches and measures (Chen et al., 2016). From one perspective, creativity is viewed solely as divergence which is the degree to which novel, different and unusual elements are used (Smith and Yang, 2004). On the other hand, it is understood as the combination of divergence and relevance, with relevance created through the use of meaningful, useful and valuable to the consumer elements (Chen et al., 2016). Setting out to understand how an audience determines creativity, Smith et al. (2007), found that consumers judging such considered both factors. Yang and Smith (2009), developed this into the 'Divergence x Relevance' approach for advertisement creativity. Through this

approach, creative advertisements are high in both divergence and relevance, with numerous studies supporting this approach (Baack et al., 2016; Chen et al., 2016; Wang et al., 2013). Table 6 outlines the most common and influential creativity measures for divergence and relevance according to Smith et al. (2007).

Table 6: *Creativity Measures (Smith et al., 2007, p.821).*

DIVERGENCE	DEFINITION / CHARACTERISTICS
Flexibility	Contain different ideas or switch from one perspective to another
Originality	Contain elements that are rare, surprising, or move away from the obvious and commonplace
Elaboration	Contain unexpected details, or finish and extend basic ideas so they become more intricate, complicated, or sophisticated
Synthesis	Combine, connect, or blend normally unrelated objects or ideas
Artistic Value	Contain artistic verbal impressions or attractive colours or shapes
RELEVANCE	DEFINITION / CHARACTERISTICS
Ad-to-Consumer	Contains execution elements that are meaningful to consumers
Brand-to-Consumer	The advertised brand (or product category) is relevant to potential buyers. Establishes a meaningful link between brand and consumer

One belief is that "to be highly creative, advertising must be original and designed to break through marketplace clutter" (Baack et al., 2016, p.175). Authors support this concept, finding that distinctive advertisements can increase engagement due to them being "unique from and more novel than the other ads" (Rosenkrans, 2009, p.25). Such effects are highly advantageous when deploying social network advertising due to the ease at which engagement can be tracked and measured on SNS. Distinctiveness exists when a stimulus has distinct features that separate it from everything else (Phillips and Lee, 2005). Such an element of great value when designing social change advertisements for social networks considering the volume of visuals that exist within them. Wang et al. (2013), too explored the use of originality, using risk taking to develop creative and unconventional advertisements. Their study resulted in a positive correlation between their approach and campaign performance on indicators including sales and market share. Despite the positive effects, they state that creativity must be appropriate for the advertisement purpose, context, culture and target audience. If not appropriate, suitable and understandable for these factors, it will be rejected (Wang et al., 2013).

Linked to originality, the Remote Conveyor Model developed by Rossiter (2008), holds the belief that when a remote conveyor is used, attention and curiosity will rise leading to elaborate processing and positive effects. Remote conveyors include images, signs and symbols that are incongruent from the product or service advertised that are used to express key benefit claims. A dolphin is an example of a remote conveyor used to express the key benefit of waterproofness (Althuizen, 2017). Accordingly, the opinion is that the more remote the conveyor, the more effective it will be (Rossiter, 2008). However, Althuizen (2017), used this model in order to test the success of creativity levels and found opposing results. Although remote conveyors were described as creative, they resulted in negative outcomes. Bergkvist et al. (2012), present supporting results for these findings. Their study showed that the remote conveyor needed to be anchored with a headline or supporting text in order to generate positive results. Thus, they highlighted that remote conveyors need support from additional more explanatory elements if they are to be effective. Therefore it can be stated that high creativity does not always ensure effectiveness. As stated, "there seems to be a trade-off between originality and likely effectiveness" (Althuizen, 2017, p.11).

2.4.3 The Benefits of Creativity

Despite the conflicting results found regarding the level of originality within an advertisement, creativity has long been associated with positive effects. Rosengren et al. (2013), found that creative advertisements encouraged longer attention span and processing, while Chen et al. (2016), found that they wear-in immediately and show little to no sign of wear-out following high exposure levels. Further support for the benefits of creativity on wear-in and wear-out is provided by Lehnert et al. (2013). Their study showed increased recall in line with exposure levels, with creativity delaying wear-out effects. These effects have highly advantageous benefits for social network based social change advertising considering the amount of times that individuals could possibly come into contact with them. Increased attention-grabbing capabilities of creativity have too been found to encourage positive attitude developments which can later influence behavioural intentions (Baack et al., 2016). Baack et al. (2016), state their belief that these effects are due to the high levels of interest and liking that are developed from creative advertisements. Important to acknowledge is the fact that each study's results were moderated by how creative the advertisements were perceived to be by the

viewer. Those described as 'highly creative' resulted in more positive effects and included both divergence and relevance measures, supporting the 'Divergence x Relevance' approach (Baack et al., 2016; Chen et al., 2016; Lehnert et al., 2013; Rosengren et al., 2013).

It is clear that creativity is extremely beneficial for advertisement campaigns. Creativity has been found to be so important and influential that researchers have solely focused themselves on understanding the creative theories and approaches undertaken by advertising professionals. In an attempt to discover the many meta-theories employed for creativity, Nyilasy and Reid (2009), found that the most important guiding principle was that there are no rules. Additional insight into the complex nature of creativity was provided by advertising professionals, stating how their communications are 'layered' and insisting that the creativity layer "is much thicker than other layers" (Nyilasy and Reid, 2009, p.639). A more recent study adds support. Conducting interviews with thirty advertising professionals regarding mental models of creativity, authors deduce how it "will never be modelled by any simplistic formula" (Nyilasy et al., 2013, p.1706).

One cannot deny the added benefits that creativity can bring to communications, and social change advertising on social networks specifically. Whilst these general advertising principles can be applied to social change advertisements, questions arise as to how these creative concepts can be used on such serious topics in an appropriate fashion. Taking advantage of the viral benefits of SNS places further importance on examining how design creativity works on social networks. Employing creativity appropriately for digital social change advertisements may well be the key to developing persuasive messages that encourage engagement and sharing, and ultimately initiate large scale changes. Another advertisement consideration that may be increasingly insightful for these campaigns is the way in which the viewer is made to feel during and after exposure. Deployed through using advertising appeals, these are explored next.

2.5 Advertising Appeals

Appeals are particularly important for this research, with studies finding that social change advertisements "are responsible for enhancing behaviour change via adequate

appeals" (Thaler and Helmig, 2013, p.229). Further advantages include the ability to impact engagement, attract attention and influence attitudes (Jovanovic et al., 2016; Melgar and Elsner, 2016; Tellis, 2009). Appeals play a multipurpose role, most importantly to deliver the intended message in a particular way or style (de Mooij, 2019). Whilst most commonly associated with campaign strategy and message design, it is the visual that will deploy them (Percy and Rosenbaum-Elliott, 2016). Accordingly, design decisions are directly impacted appeals, with the designer playing a major role in the effective execution of such.

There are copious amounts of appeals used in advertisements. The most commonly used today, according to Hornik et al. (2015), include sex, humour, comparative, fear, metaphor, gain-framed and two-sided. Additional appeals are also found within the literature such as feature, pricing, news, popularity, love, joy, shame and guilt (Chiang et al., 2018; Jovanovic et al., 2016; Rice and Atkin, 2013). Appeals can be framed either emotionally or rationally. Emotional appeals focus on feelings and encourage affective responses, while rational appeals rely on reason and argument for cognitive processing (Percy and Rosenbaum-Elliott, 2016). Conflicting opinions are evident as to which are the most effective for the purpose of encouraging social change.

2.5.1 Emotional

One belief is that emotional appeals are the most effective for this purpose. This is linked to the idea that advertisements must evoke feeling within the consumer in order to be successful (Melgar and Elsner, 2016; Jakstiene et. al., 2008). These emotive feelings encourage changes to an individual's attitude that they may or may not be aware of. This process focuses on behavioural mental responses, relating to awareness, belief and intention (Tellis, 2009). Pounders et al. (2018), researched the effects of a drive safe campaign, finding that the emotional appeals of shame and guilt positively influenced message acceptance and behavioural intentions. The study conducted by Chiang et al. (2018), further supports the use of emotional appeals. They tested sex and fear appeals in relation to condom use, showing that purchase intent and favourable response was influenced by such. Additional emotional appeal studies focused on health and social related topics have reported benefits such as recall, increased sharing and positive attitude development (Shaikh et al., 2017; Vallone et al., 2016; Alhabash et al., 2015).

2.5.2 Rational

The positive effects of using emotion are evident throughout literature, however, support for the use of rational appeals also exists. CA research reports that rational appeals are more commonly used within social change advertisements. One study found that 29.3% of healthy-eating PSA's on YouTube utilise rational statistics in order to convey benefits (Zhang et al., 2017, p.44). Furthermore, it was found that cost is the most commonly used benefit, adding further importance to the use of rationality. Another study into appeal usage for weight-loss campaigns found that the rational appeals of testimonial (29%) and comparative (28%) were the most frequently used (Baek and Yu, 2009, p.30). Adding further, rational appeals were in the majority, accounting for 29% in a recent project (Inci et al., 2017, p.161). Interestingly, this study reports a combinatory approach for advertisement appeals, with findings showing that 13% of rational advertisements used aspects of fear, with the same percentage mixing rational appeals with the emotional aspect of music (Inci et al., 2017, p.161).

2.5.3 Combinations

An even more recent study reports how emotional appeal combinations are a common occurrence. Conclusions from a CA showcase that the majority of advertisements (42%) used more than one appeal (Stevens, 2018, p.25). Whilst this shows support for appeal combinations, there is a belief that appeals from differing frames should never be mixed. This is due to the adverse effects that can be a result of the interference between emotional and rational elements (Armstrong, 2011; Mehta and Purvis, 2006). Contrary to such, recent research has found support for the pairing of emotional and rational. In their neurological experiment, Couwenberg et al. (2017), found that advertisements portraying both appeal frames encouraged online search behaviour and resulted in a higher Click-Through Rate (CTR). Furthermore, consumption behaviour experimentation reports how appeal combinations resulted in positive consumption "at least equal to or greater than rational" (Lee and Heere, 2018, p.90).

2.5.4 Appeal Moderators

It is without doubt that appeals are an important consideration for any campaign, however, numerous moderators exist which must influence their selection. According

to Jovanovic et al. (2016), the product, purpose and target audience should all be considered in order to select the appeal and also its design. Chiang et al. (2018), provide support, attributing the success of their condom advertisement sex appeal to the student market and product. An additional moderator, argued the most influential, is the medium. This is a result of research showing that engagement levels are influenced by an ad's context (Hornik et al., 2017; Pozharliev et al., 2017).

It is clear that there are an abundance of elements that need considering when developing advertisement design. These copious considerations highlight the need for more specific and detailed insight. Accordingly, RQ3 is posed: *How should SCA be visually designed?* However, the aesthetic value of these visuals is not the bottom line. As has been discussed, the design of an advertisement is powerful for influencing its success, but this success is not measured by the visual communication itself. It is the knock-on effects that design can influence that are of particular interest. Specifically, the communications ability to persuade the viewer to feel or act a certain way following exposure. A presentation of existing research into persuasion takes place subsequently.

2.6 Persuasion and Attitude

Persuasion is the ultimate goal of any advertisement, whether focused on increasing sales or encouraging behaviours for the betterment of society. Persuasion is defined as

> A successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom (O'Keefe, 1990, p.17).

Persuasion is grounded on five components that must be present in order to be considered such (Perloff, 2014, p.17-22). These include:

1. A Symbolic Process - a process using symbols that does not happen overnight
2. An Attempt to Influence - an intended process that does not always work
3. People Persuade Themselves - communicators don't persuade, people do
4. Involves the Transmission of a Message - verbal or nonverbal communication, consisting of arguments or cues
5. Requires Free Choice – the action is decided on by the person

Attitude plays a fundamental role within this process, because "anything that involves moulding or shaping attitudes involves persuasion" (Perloff, 2014, p.4). Attitude is directly linked to guiding behaviour according to The Reasoned Action Model (TRAM) (Fishbein and Ajzen, 1975). This is comprised of five components:

1. Attitude toward the Behaviour: is performing the behaviour good or bad?
2. Perceived Norm: perceived social pressure to perform the behaviour
3. Perceived Behavioural Control: is the individual capable?
4. Behavioural Intention: the intent or plan to conduct the behaviour
5. Behaviour Itself: the intended action

The central belief is that an intention to perform a behaviour is the best predictor that it will actually happen, with this intention directly influenced by attitude (Fishbein and Ajzen, 2010). Both internal and external drivers play a role in this process, namely attitude which is internal and social norms that are external (Lee and Hong, 2016). This model is crucial for this research, supporting the idea that sufficiently changing an individual's attitude will lead them to modify their behaviour. It too acknowledges how behavioural intentions are a high predictor of definite action. Accordingly, consumers base their actions on intentions, and can subjectively recognise the anticipation of performing certain behaviours (Paul et al., 2016; Arnould et al., 2004).

2.6.1 Influencing Attitude

Understanding the influence of attitude on persuasion and the various ways that persuasion can happen is important. However, one must ultimately understand the factors that directly target and influence a consumer's attitude in order for the persuasion process to happen. Literature outlines numerous factors that affect attitude including informativeness, entertainment, value, enjoyment, trust, credibility, irritation, self-congruity and social cues (Lewandowska and Jankowski, 2017; Lee and Hong, 2016; Telang and Bhatt, 2011). These factors are especially evident within the context of SNS. Individuals predominately use these platforms for entertainment and seeing persuasive messages upon them with such serious intentions and topics may lead to negative outcomes. Such effects have been reported within previous studies, with each of these

factors acting as mediators and negative perceptions of each directly leading to adverse attitude effects (Lewandowska and Jankowski, 2017; Lee and Hong, 2016).

2.6.2 Attitude and Social Networking Sites

Recent attitude research has primarily been concerned with Social Network Advertising (SNA). This is unsurprising considering that effective SNA leads to favourable attitude development and positive behaviour (Lee and Hong, 2016). Within this social network context, attitude can directly influence user behaviour such as likes, comments and shares. These metrics allow communicators to gauge not only engagement levels, but attitudes towards their advertisements (Zhang and Mao, 2016).

Social networks themselves have been found to have the power to positively influence attitude. Duffet (2015), cites within their study that a Facebook users intention-to-purchase is directly influenced by the positive attitude they experience when using the site. Consequently, such effects were due to favourable advertisement judgement brought on by positive attitudes. These assertions further highlight the importance of acknowledging the serious nature of social change advertisements upon these channels and how social campaigners must pay particular attention to such. Considering that the most influential factor found within the study for positive attitude development was entertainment value (Duffet, 2015), campaigners must discover how to present serious social change campaigning in a way that is entertaining and appropriate for SNS. Inspiration can be drawn from previous SNS research which has found that advertisements deployed on social networking sites are perceived as more informative, creative and emotionally appealing. Furthermore, these digital communications show greater chances of capturing interest, developing a more positive response and therefore influencing positive attitudes and persuasion (Alhabash et al., 2015; Reinartz and Saffert, 2013; Taylor et al., 2011).

2.6.3 The Tricomponent Attitude Model

The Tricomponent Attitude Model (TAM), proposed by Rosenberg and Hovland (1960), explains how attitude is formed, and can be influenced through three psychological processes: (1) cognition, (2) affect and (3) conation. Cognition relies on rational thinking,

reasoning and experience. It is developed through the mental process of judging information (Chowdhury and Salam, 2015). The affective process is based on raw thoughts, feelings and emotions of a consumer in relation to a product, service or action (Ghirvu, 2013). The final process, conative, is the most essential to any communicator. This is at the final stage of the process, dealing with the likelihood that an individual will do what is asked of them such as purchase or modify behaviour (Chowdhury and Salam, 2015). Research asserts how individuals will pass through these phases sequentially, with attitudes at each phase impacting subsequent stages (Wijaya, 2012). Chih et al. (2015), support such, finding that negative attitudes towards advertisements at the cognition stage resulted in unsuccessful affect and conation.

2.6.4 Elaboration Likelihood Model

Whilst TAM holds the belief that an individual must pass through three psychological phases in order to be persuaded, The Elaboration Likelihood Model (ELM) is based on the concept that persuasion can happen in a single phase. Explaining how the processing of a message can influence, the overarching belief is that this happens in one of two ways (Lee and Hong, 2016). Developers of this theory, Petty and Cacioppo (1986), state that processing is either: (1) central, or (2) peripheral. Central processing is alike to cognition, based on applying prior knowledge, information and values. Individual's here consciously develop an attitude based on these factors. Peripheral processing on the other hand can be compared to affective psychology, based on intuition, feelings and external cues. Here, attitudes are developed in one's subconscious (Perloff, 2014). This theory is linked to the makeup of the human mind, with our consciousness and sub-consciousness relying on each other. Authors acknowledge this important relationship by stating how "the conscious and subconscious are not two minds, but they are two distinct parts of one mind" (Karam et al., 2017, p.264). Whilst the conscious mind is used to process and decide, the subconscious stores information that can be used later.

Peripheral Processing

Much research has been conducted comparing each processing method in relation to advertising. Many authors point to the benefits of peripheral processing for persuasion, particularly today. Petty and Cacioppo (1986), acknowledge how it can influence, even

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if a viewer is uninterested or unable to process an advertisements content. Perloff (2014), outlines further benefits by explaining how this is a quicker process, with focus on simple cues such as design elements or text snippets in order to understand an overall message. The study mentioned previously in relation to TAM furthers this point, illustrating how the process of persuasion can be hindered by cognitive processing (Chih et al., 2015). Perloff (2014), acknowledges how consumers now process the majority of messages they come into contact with via this subconscious route due to our daily need to rely on mental shortcuts because of the volume of communications.

Despite an acceptance for its positive influence, the effectiveness of peripheral processing is disputed, with empirical testing leaning towards weak and null effects (Smarandescu and Shimp, 2014). Reasoning for such includes studies focusing on theory rather than practical implication, and the difficulty in providing evidence that audiences have been influenced by their subconscious rather than conscious mind (Balasescu, 2016; Sand and Nilsson, 2016; Seng and Mather, 2009). In spite of these barriers, recent studies still attribute peripheral methods to positive effects across many fields. These include greater learning in childhood education, childhood behaviour change and positive self-evaluation (Arslan et al., 2017; Chatard et al., 2017; Balasescu, 2016).

Peripheral and Subliminal

There are many similarities between this peripheral processing style and subliminal methods. According to Karam et al. (2017), this processing relies on subliminal, whereby the subconscious mind is passed messages that are stored and used later by the conscious mind. Balasescu (2016), explains how this is highly influential due to the subconscious having the ability to accept these messages irrespective of prior beliefs or experiences. These messages are developed using elements that trigger an individual's peripheral processing such as "colors, sounds, symbols, persons, objects, demands, fears and desires" (Kirdar, 2012, p.223). Thus, advertisement design can be particularly useful for triggering peripheral processing.

2.6.5 Subliminal Persuasion

Despite these seemingly positive effects, the term subliminal within the advertising industry has been known to receive backlash and is often referred to as myth (Perloff,

2014). Questions arise as to whether this is purely due to copious negative audience responses. One of the most major concerns is the consumer perception that they are being influenced covertly, suggesting considerable ethical misconduct, manipulation and brainwashing (Perloff, 2014; Smarandescu and Shrimp, 2014; Nooh, 2012). Consumers hold the belief that every choice they make is a result of conscious decision making. Seng and Mather (2009), assert how this cannot be true, as our actions are separated from our thoughts and we have an "inability to consciously think about more than one thing at a time" (Seng and Mather, 2009, p.50). They use the example of walking; we do this sufficiently without having to consciously think about it.

Interestingly, these negative perceptions are directed at the term 'subliminal advertising', describing communications such as "a brand name or persuasive message presented in such a way that consumers are unable to consciously notice it" (Verwijmeren, 2014, p.12). Subliminal advertising and further subliminal methods such as priming have received a mass of academic attention, each of which is based on testing the effects of elements that cannot reach conscious awareness, even when attention is fixated on them (Smarandescu and Shimp, 2014; Seng and Mather, 2009; Karremans et al., 2006). Perloff (2014), acknowledges how all advertisements cannot be labelled as 'subliminal advertising' due to the fact a viewer can see and recall the elements. This holds true for the social change advertisements explored in this study. Whilst subliminal design features such as colours and symbols are used, they are highly recognisable within the conscious mind.

One cannot deny how advertising uses subliminal techniques considering it is a highly symbolic communication form. Further support is provided by authors whom state how the bulk of subliminal research is conducted within the advertising industry (Arslan et al., 2017; Verwijmeren et al., 2013; Karremans et al., 2006). Questions arise surrounding whether these techniques are purposefully presented to an audience below the threshold of consciousness, or whether they simply resound in the subconscious. Regardless, consumers are cautious of the subliminal concept. This is apparent through research that has found when an individual is aware of subliminal techniques, they will take a cautious position (Verwijmeren et al., 2013; Griffin, 2012). Processing then turns

from peripheral to central, leading to the development of vigilant and dubious attitudes (DeMarree et al., 2012; Holland et al., 2012; Loersch and Payne, 2012).

Understanding the many ways through which these communications can persuade is vital to the study. Whether a social change advertisement is processed centrally or peripherally, it must at all times aim to convince the individual to take action. Positive attitudes clearly appear to be a step in the right direction for allowing this influence to happen considering the knock-on effects that they have been shown to produce. However, advertisements cannot be expected to produce any effects if they go unnoticed. Next, this chapter will discuss studies detailing the fundamental importance of grabbing and attaining attention for advertising and persuasion success.

2.7 Attention

Attention is considered the first and most important task of advertising. Before an advertisement can persuade, it must first be seen. A long-held belief within the industry is that "the first thing an advertisement must do is to secure attention" (Starch, 1914, p.25). Grabbing attention has the power to encourage interest and desire, leading to the influence of behaviour by allowing an individual to selectively focus on, retain and process large volumes of information (Van Calster et al., 2018; Jakstiene et al., 2008). However, attention grabbing is not an easy task for social change because "the last thing addicted smokers, drug users, or gamblers want to do is pay attention to moralistic messages that tell them to stop doing what makes them happy" (Perloff, 2014, p.441). Further pressure is placed on attention-grabbing for the advertisements under examination in this study considering their use of SNS for deployment. Social networks are bursting with vast ranges and amounts of communications. Accordingly, the social change advertisements within this study face substantial attention challenges from both their design and deployment mediums.

Scott (1921), dedicated a whole chapter to attention in The Psychology of Advertising. He stated how factors like absence of counter attractions, contrast, sensation, ease of comprehension and repetition can all increase attention. Although still important, today more specific attention grabbing principals are needed due to the sheer amount of

advertisements we come into contact with and the many mediums used daily (Fennis and Strobe, 2016). Attention now needs to be earned rather than grabbed, with an ever increasing need for deployment "in the right place, at the right time and in the right way" (Jovanovic et al., 2016, p.36; McStay, 2016). The modern technological age poses major issues for attention, with academics acknowledging how attention is one of the biggest issues in relation to advertisement effectiveness (Hsieh and Chen, 2011).

2.7.1 Design Attention Risks

Lewandowska and Jankowski, (2017) discovered that design elements used within advertisements for the purpose of attracting attention often do not work. Conversely, they can cause feelings of intrusion and develop negative attitudes. Such elements include animation, flickering, pop-ups, banners and incentives (Lewandowska and Jankowski, 2017; Telang and Bhatt, 2011; Robinson, et. al., 2007). Research has shown the severity of these effects, with consumers feeling violated and even molested (Telang and Bhatt, 2011). Communicators must understand the detrimental effects that these design elements can have on campaigns and strive for more effective techniques.

2.7.2 Social Networking Site Attention Risks

Targeting has become common in order to overcome attentional risks, especially on SNS. Online Behavioural Advertising (OBA) is commonly used to target social users, involving the monitoring of user behaviour to understand interests that can be targeted with relevant advertisements (Kotler and Keller, 2016). Whilst OBA can be effective for precise targeting, it has been found to result in consumer concerns such as lack of data control, privacy worries and feelings of intrusiveness (Boerman et al., 2017; Zhang and Mao, 2016). These are the last emotions that social change campaigners should elicit from the audience considering the influence of positive attitude on the persuasion process and the already serious nature of the topics covered.

Multitasking and Flow

Further attentional risks are developed by the audience themselves when using social networks. Media multitasking is rapidly growing and is the "engagement of more than one medium in a given moment" (Ralph et al., 2014, p.661). Occurring either on a single

device or numerous, research has found that it can result in mind wandering, withdrawal and increased distractibility (Kononova et al., 2016; Ralph et al., 2014). These findings support research showing that levels of advertisement recall and recognition can be low when media multitasking is present (Beuckels et al., 2017). Flow is another attentional barrier specific to online and SNS. This describes when a user is in a submerged state with a lowered level of conscious awareness where users lose track of time and surroundings (Cho and Kim, 2012). Considering that the optimal conditions for this include the user being highly skilled, interested and focused on the task at hand (Cho and Kim, 2012; Hausman and Siekpe, 2009), it is unsurprising that it is prominent amongst the younger generation today (Voorveld et al., 2018).

Despite the distracted nature of these states, there is a belief that they can be beneficial for communicators, with studies showing how multitaskers and flow users can be better persuaded. Based on ELM, multitaskers do not focus in-depth on any one task, leading to subconscious rather than rational processing, encouraging subconscious persuasion thereafter (Segijn et al., 2016; Jeong and Hwang, 2012). Furthermore, multitasking has been found to result in positive advertisement effects, despite being considered a negative effect of social networking sites with links to self-evaluation and mental well-being (Yang et al., 2015). Studies show how self-evaluation, particularly self-esteem, can have positive advertisement consequences. Beuckels et al. (2017), explains how users experience lower self-esteem when multitasking, leading to less irritable reactions. It is believed that this is due to those with lower self-esteem relying on the judgement of others, having a lesser tendency to question advertising claims (Beuckels et al., 2017).

Grabbing attention is not an easy or straightforward task, mainly due to the challenges and risks that have been highlighted. Regardless, communicators must aim to have social change advertisements seen by as many people as possible. A promising solution in order to make this happen is explored next through examining advertising exposure and repetition.

2.8 Exposure and Repetition

Media usage and advertising exposure thereafter has dramatically increased today, giving ample incentive to use SNS to campaign for and initiate social change. Media Dynamics Inc. (2014), found that individuals spent a daily average of 9.8 hours consuming media in 2014, compared to 5.2 hours in 1945. But even though media consumption has almost doubled, it is reported that the level of advertisement exposure has not correlatively increased. The typical 2014 consumer was reportedly subjected to an average of 360 advertisements on a daily basis, just 22 exposures higher than the 1945 figure (Media Dynamics Inc., 2014). Einstein (2017), believes that this is due to the fact it was purely television, print media and internet exposures measured. Further, they acknowledge the widespread use of advertisement avoidance software today. SNS hold advantages over other digital advertising avenues when it comes to this fact. At present, advertising avoidance software is unavailable for SNS, meaning that individuals cannot avoid digital advertisements directly within their streams of social network content. Whilst advertisements can still be avoided through simply ignoring them, they cannot be wholly avoided.

There is a strong link between exposure and attention within literature. Melgar and Elsner (2015), found repetition to be beneficial for social change campaigns, having the ability to change consumer decisions and behaviour. Repeated exposures to healthy fruit and vegetable advertisements resulted in the adoption of healthier eating approaches (Melgar and Elsner, 2016; Melgar and Elsner, 2015). Social change communicators too use multimedia and mass media campaigns in order to increase exposures. Broadcasting communications over a range of traditional and digital media, they repeatedly show their message to the intended audience (Vallone et al., 2016; Venturini, 2016; Rice and Atkin, 2013). However, as acknowledged by Lee et al. (2015), exposure to an advertisement does not mean that an individual has paid attention to it. This study has an immense interest in such findings, attempting to uncover how social change advertisements deployed on SNS can be measured for effectiveness whilst acknowledging the limits of these platforms for detailed success reporting. Examining the effectiveness of animated and static advertisements, they found that the static image had reached effective recognition levels at three exposures. The result was not

the same for the animated ad however, found to be much less likely to grab and attain attention reportedly due to advertisement avoidance (Lee et al., 2015).

2.8.1 Wear-In and Wear-Out

The phenomenon of wear-in and wear-out explains the differing results of advertising exposures. Wear-in occurs when a consumer is first exposed to an advertisement and effectiveness increases with repetition. Increased exposure levels can be particularly beneficial for recognition at this early stage (Robinson et al., 2007). Duffet (2015), too supports repeated exposure at this stage with a specific focus on Facebook. Their study found that digital advertising on Facebook was more successful when users spent two or more hours on the platform due to being exposed to the advertisement for a longer period. Such findings assert that Facebook can be a helpful deployment channel when attempting to harness the benefits of exposure and wear-in. Wear-out, on the other hand, occurs when a consumer is exposed to an advertisement overly often and no added benefits occur (Lee et al., 2015). Whilst increased exposures at the wear-in stage allow an individual to learn more and store the advertisement in memory, excessive repetition at the wear-out stage has opposing effects. Lee et al. (2015), explain that after a particular point, repetition becomes ineffective due to boredom and decreased attention thereafter. Similar to ELM's peripheral processing, the Mere Exposure Theory (MET) developed by Zajonc (1968), explains how favourable attitudes can be developed from simple exposures. This asserts that an individual can be influenced through repeated exposure to a stimulus, never needing to interact with it. Such findings are highly advantageous for social campaigners using SNS. Even if a user does not consciously stop their scrolling and focus on the social change advertisement, there is a possibility that it will still influence their attitude and behaviours.

Whilst this section highlights ways in which digital social change advertisements can most effectively be shared for the best chance of viewing, it tells little of how likely individuals are to pay particular attention to them. Despite supporting the positive results that can come from exposure alone, it would be negligent to presume that this process happens to everyone. Hence, a comprehensive grasp of the audience is needed which is presented next.

2.9 Understanding the Audience

Keisler (2016), asserts how the audience plays a crucial role when determining the effectiveness of social change based campaigns. Unsurprisingly, each target group will have different demographics and preferences, but today's market is even more diverse with a combination of generations now merging (Lissitsa and Kol, 2016). Considering the wide audiences that social change campaigners aim to target on SNS, an understanding of the levels of diversity between these groups is fundamental. Differing audiences require designs that are specific to them. By highlighting the similarities and differences between these groups, more informed choices can be made. The modern day market is primarily filled with Gen's X, Y and Z which are segmented into their cohorts in Table 7 (Erzurum, 2018; Duffet, 2015; McCrindle and Wolfinger, 2009).

Table 7: Generational Cohorts (McCrindle and Wolfinger, 2009)

GEN	ALTERNATE NAMES	BIRTH YEAR
X	Baby Busters, Slackers, Post Boomers	1965 - 1979
Y	Millennial's, Dot Com Generation, Google Generation	1980 - 1994
Z	Zed's, Zee's, The New Millennial's, iGeneration, Digital Natives	1995 - 2012

Table 8: Estimated 2018 Irish Population by Generation (CSO, 2018)

GEN	AGE GROUP	POPULATION 2018	% OF TOTAL POPULATION
X (1965 - 1979)	40 – 55	1,017,800	21%
Y (1980 - 1994)	25 – 39	1,025,200	21.1%
Z (1995 - 2012)	5 – 24	1,295,000	26.7%
TOTAL	5 – 55	3,338,000	68.8%
Projected Total 2018 Population: 4,857,000			

Population projections for Ireland show the mass of this market, accounting for 68.8% of the 2018 total estimated population (CSO, 2018), as presented in Table 8. There are many commonalities within these cohorts, including an appreciation for technology, education and concise visual communications which all can be harnessed to benefit the social change communications under question in this study (Richardson, 2018; Bresman

and Rao, 2017; Lissista and Kol, 2016). As expected, despite similar traits, research shows that they are diverse when it comes to marketing preferences (Richardson, 2018).

2.9.1 Gen X

According to Richardson (2018), Gen X are amongst the most well-educated and sophisticated audience today. Known for their ability to achieve tasks efficiently, even if this means breaking the rules, their characteristics include individualism, self-reliance and scepticism (Acar, 2014; Murphy and Gibson, 2010; Crumpacker and Crumpacker, 2007). Such characteristics lead them to have an attitude of risk avoidance, with research showing how their decisions are based on traditional decision-making methods (Reisenwitz and Iyer, 2009). Appreciating value, they rely on being told about product key features and visit opinion sites more than any other generation to validify decisions (Peralta, 2015; Himmel, 2008). Richardson (2018), states that the most effective way of communicating with and persuading this group involves providing them with visuals that deliver the imperative information in a way that is easily digested, read and actionable.

2.9.2 Gen Y

Gen Y too appreciate value, however, they rather experience and authenticity over relationships with brands (Richardson, 2018). Also known as Millennials, this generation has been repeatedly researched and documented throughout literature (Bresman and Rao, 2017; Lissita and Kol, 2016; Duffet, 2015). This is unsurprising considering they are the biggest consumer generation to date (Richardson, 2018). Gen Y are noted as the first generation to encounter computers as toddlers, with fact cited as a reason for their tech-savviness and interconnectivity (Duffet, 2015). SNS are lifelines to this generation, with their daily activities mediated by technology including social interactions, friendships, hobbies and purchases (Palfrey and Gasser, 2008). Like the generation before them, Millennials conduct research before making decisions. However, their digital background leads them to make choices that are informed by their social networks that are much faster, impulsive in nature and more materialistically based than Gen X (Lissitsa and Kol, 2016).

2.9.3 Gen Z

The reliance of technology continues to grow from generation to generation, with the population of Gen Z never knowing life without smart devices and social networking (Erzurum, 2018). They are still expanding, learning and entering the workforce (Bresman and Rao, 2017). Whilst sharing traits of tech-savviness with Gen Y, Gen Z holds an affinity for social networks, mobile technology and smaller displays. This is attributed to the fact that Gen Z's have owned a mobile device and multiple social networking accounts for the majority of their lives, with social networking and mobile apps second nature (Richardson, 2018). Mobile devices are a lifeline to this generation, with a study reporting how 58% feel uncomfortable without their device for a few hours or less, and 67% experience stress when it is lost or broken (The Center for Generational Kinetics, 2018, p.8). Their advanced knowledge of the fast moving world means that they have the ability to send multiple sources of information rapidly. Highly beneficial for both designers and social campaigners, this increased speed has led to a reliance on images rather than words in order to think, learn, communicate and consume (Erzurum, 2018). Attracted to collaboration and teamwork, Gen Z purchase decisions are based on family, friends, stranger reviews and social network influencers (The Center for Generational Kinetics, 2018). In order to persuade this generation, marketing should aim to engage and interact with them using social networking sites as they are "the most important medium if you want to influence them and will likely remain so for years if not decades to come" (The Center for Generational Kinetics, 2018, p.11; Richardson, 2018).

The advantages of having detailed insight surrounding the intended audience are only actionable when communications are tailored to them and deployed on the correct channels. In line with the previous discussion surrounding advertising creativity, communications must be relevant to the viewer in order to garner the best results. As these generations grow and age, their tech-savviness and SNS reliance will undoubtedly expand in correlation. Not only is social networking a lifeline today, this reliance is expected to increase. This exploration of literature puts even greater importance on this study. Whilst highly applicable today, it is believed that findings will continue to be relevant well into the future for digital based SCC in Ireland. A detailed examination of the phenomenon of advertising relevancy is presented in the following section.

2.10 Relevance

Having discussed the benefits of relevance for advertisement creativity, we have uncovered how it can be used in order to grab attention and encourage message processing. But relevance can be attained in further forms, and encourage additional effects. This attention-grabbing capability can too result in viewers being more likely to engage with advertising and develop positive attitudes (Jung, 2017; Trampe et al., 2010; Baker and Lutz, 2000). The Relevance Accessibility Model (RAM) backs these studies, asserting that an advertisement perceived by the viewer to be relevant and accessible will have a better chance of catching attention (Baker and Lutz, 2000). This model is closely linked to Self-Referencing Theory (SRT), whereby self-relevant messages are more likely to persuade (Rogers et al., 1977). These theories are supported by the work of Melgar and Elsner (2016), whom discovered that when an advertisement doesn't meet personal expectations, it is rejected.

2.10.1 Personal Relevance

Personal relevance is a cognitive process whereby an individual evaluates how well a source matches themselves in addition to how it can successfully fulfil their needs. Celsi and Olson (1988), outline two sources from which an individual experiences personal relevance: (1) situational, stemming from the physical and sociological environment surrounding them, and (2) intrinsic, from personal knowledge and experience. Ultimately, in order to be relevant, communicators must understand and meet the needs and values of the consumer (Jung, 2017). When these factors have been employed, the viewer is much more likely to engage with and process the advertisement message which in turn leads to additional positive consequences including improved recall, involvement and believability (Jung, 2017; Wang, 2006).

2.10.2 Self-Congruity and Self-Efficacy

Self-congruity is another method commonly used in order to garner the best effects of relevance. According to Belch and Belch (2003), this is when a consumer's personality is in some way matched to the personality of a product or service. Such a degree of similarity can bias consumer decisions when evaluating the design of a site, product or brand (Cho and Kim, 2012; Azevedo and Farhangmehr, 2005). Self-congruity also has

more general applications, with positive effects reported when advertisements are congruent with their surrounding content and the platform upon which they appeared (Zhang and Mao, 2016). Whilst self-congruity focuses on how a person relates to a product or service, self-efficacy focuses on the relationship between one's perceived ability to perform specific behaviours (Rogers, 1983). Particularly prominent for these campaigns, this phenomenon is directly connected to behavioural intentions. Research has shown that when an individual experiences self-efficacy, and believes they can or should perform an intended behaviour, they are much more likely to do so (Pounders et al., 2018; Allard and White, 2015; Tracy et al., 2007). Thus, self-efficacy is very much connected to TRAM as already discussed in relation to attitude and persuasion.

2.10.3 Relevance Concerns

While research has shown how relevance can encourage attention, spark interest and enhance persuasive attempts, studies have too found that it can result in privacy concerns. Messages that are considered too self-relevant have the possibility of avoidance and negative response as individuals feel that their privacy has been violated (Boerman et al., 2017; Okazaki et al., 2009). Jung (2017), unearthed that highly relevant advertisements encourage critical processing, resulting in decreased attention and adverse effects. These outcomes being spurred from users presuming that their information is being tracked and used in the wrong ways. Such findings are closely linked to persuasion intent, when users determine whether a campaign is designed purely for persuasive purposes. Research supports when a message is considered lowly persuasive, consumers are much more likely to pay attention, consider it credible and perceive it positively (van Noort et al., 2012). Accordingly, communicators must be careful with relevance and find "the optimal level which is enough for consumers to notice personal relevance but does not make them scared" (Jung, 2017, p.308).

Undoubtedly, relevance plays a fundamental role when attempting to target specific groups, particularly on social networks considering the vast amounts of visuals that they are presented with. As discussed, this must be done in a careful manner in order to ensure the best results and as to not jeopardise persuasion attempts. The most proficient way to do so for social change purposes is still under question. Regardless, deploying social change advertisements on appropriate channels will unquestionably

help. Considering the importance of social networking sites to the modern age, their role as deployment mediums for social change campaigns will be explored next.

2.11 Social Network Advertising

Social networking sites rely on advertisements like no other medium ever has. Whilst general advertisements can be viewed as additions to traditional mediums like print and television, social platforms use digital advertisements in order to both fund and maintain themselves (Holm, 2017; McStay, 2016). Accordingly, these platforms pay great attention to the advertisements that are shared upon them. Facebook especially focuses on digital advertisements, having developed measurement, management and screening programmes for them specifically which are highly beneficial for social campaigners using this network (Obar et al., 2012). SNA is fundamental to the upkeep of these platforms, making it an extremely prosperous advertising channel that is expected to experience vast growth right into the future. PwC's latest Global Entertainment and Media Outlook Report supports this. Total internet advertising revenue in Ireland is projected to increase from €424 million in 2017 to €581 million in 2022, with digital advertising being cited as the top sector for such spending (PwC, 2018). Further insight into the growth of SNA is provided by the Interactive Advertising Bureau (IAB), finding that advertisement spend on social networking sites alone increased from €114 million in 2016, to €123 million in 2017 (IAB, 2018). PwC (2018), assert how these increasing figures are largely down to growth in internet access, internet advertising and the amount of time spent by consumers on mobile devices.

2.11.1 Social Networking for Social Action

It is not only the growth of the industry that makes it a promising channel for advertisers, SNA has changed the field immensely. The creation and design of campaigns, in addition to their running and pricing has been impacted (McStay, 2016). Social networks offer a new global reach, more precise targeting and a quicker response time, all at a lower cost (Telang and Bhatt, 2011). These factors are especially key for social campaigners, offering distinct advantages over other and more traditional advertising channels. It is not only the campaigners that see the benefits of using SNS for initiating large scale change, research into social action on social platforms reports that young people are

already using them in order to better help society. Viewed as "a tool that could play a part in reshaping the political and social spaces" (Krasdomski-Jones et al., 2018, p.3), SNS are viewed by the modern day audience as effective platforms for change today.

Fundraising

Social networks are increasingly incorporating fundraising. Platforms such as GoFundMe and Facebook Causes are commonly used by non-profit and charitable organisations in order to raise funds (Saxton and Wang, 2014). This is unsurprising considering the vast majority of donating by the European population is done online. 57% of European donors prefer to give online, 29% are most inspired to give by social networking sites and 59% state that the most influential platform for donating is Facebook (Trends in Giving Report, 2017, p.13). Irish social campaigners are well aware of these advantages, with the Irish Heart Foundation 'Heart on Our Sleeve' and the ISPCC Christmas Day campaigns encouraging donating (Appendix H). Whilst Saxton and Wang (2014), found that the size of donation tends to be smaller online compared to offline, social networks are highly powerful for fundraising due to organisation's online reach and fan base with even small donations making major impacts. Known as crowdfunding, monetary success is the result of small donations by a vast quantity of individuals (Bone and Baeck, 2016). Krasdomski-Jones et al. (2018), assert how these crowdfunding methods can be highly beneficial for all forms of non-profits and charities, even those whom would have struggled to attract funding using traditional means.

Awareness Raising

It is no secret that organisations use social networking in order to communicate with their audience. Studies show that this communication method is particularly useful for organisations of social change, with 98% of American advocacy groups using SNS for communication, and 67% utilising them daily (Obar et al., 2012, p.18). Such methods are too present within Ireland, an example includes the La Roche-Posay 'It's as Easy as ABCDE' campaign (Appendix H). La Roche-Posay informs the audience of their campaign purpose by educating viewers of the many skin changes which must be carefully monitored to decrease the chances of skin cancer development. This is done in a visual manner, providing images of the changes and increasing awareness through such.

It is no wonder that social campaigners continuously use these platforms in order to raise awareness of their campaigns and important messages. Social networking platforms hold four benefits related to engaging and advocating audiences: (1) strengthening outreach efforts, (2) enabling engaging feedback, (3) strengthening collective action efforts through increased communication speed, and (4) offering cost-effective tools (Obar et al., 2012). Said benefits allow organisations to reach a much wider audience without draining resources and being costly (Lovejoy and Saxton, 2012). These inherent advantages make SNS highly beneficial for social change campaigners when aiming to increase awareness and initiate change accordingly.

Social networking sites have also been found powerful for raising awareness of issues that would not be promoted by other forms of media. A widely held belief is that these sites are democratic and public spaces, used to bypass censored traditional media and governments (Krasdomski-Jones et al., 2018; Guo and Saxton, 2014; Shirky, 2011). This can be particularly beneficial for controversial, sensitive or polarising issues which are prominent in SCC. Political issues within Ireland over the past number of years have demonstrated the ability of SNS to share these serious natured campaigns. The abortion referendum was a particularly polarising issue. Both sides used social networks in order to disseminate their messages. Irrespective of the outcome, SNS facilitated both sides in sharing and disseminating their campaigns. Whilst Krasdomski-Jones et al. (2018), acknowledge that there is little comparative data available regarding said topic, anecdotal examples are prevalent throughout literature. A broadly mentioned example is the viral success of 'Kony 2012'. Deployed by the San Diego non-profit Invisible Children, the campaign highlighted the activities of Ugandan war criminal Joseph Kony. Within three days, their video had reached viral status. It drew millions of views, making him internationally known and spurred the U.S. senate to condemn him for crimes against humanity (Jenkins et al., 2016; Guo and Saxton, 2014).

Mobilisation

Social networks enable the connection of varying demographic and geographic groups that would otherwise be impossible. Research has outlined how these platforms have the ability to mobilise groups that were much less likely to partake in action, increasing

the diversity of participants (Enjolras et al., 2012). This online space allows them to come together for causes they are interested in, and facilitates the organisation of offline action (Hornung et al., 2017; Gerbaudo, 2012). Striking example can be found within another politically based campaign in Ireland. Ireland's same sex marriage voting mobilised huge quantities of individuals in order to vote. Individuals quite literally were convinced to physically return to the country and get to the polling stations to have their say. Mobilising individual's to take action is important for social change, allowing organisations to see real behavioural shifts (Krasdomski-Jones, 2018). It is too important for younger generations, with increasing levels of young people partaking in various forms of social action such as volunteering, protesting, voting and campaigning (Krasdomski-Jones, 2018; Hornung et al., 2017; Sloam, 2014).

Research supports the use of social networking sites for recruiting individuals, showing how the modern generation commonly uses them in order to learn of and partake in action (Enjolras et al., 2012). Sloam (2014), outlines the influential use of these platforms for protests, attributing large turnouts to non-institutionalised engagement. The younger generation is more likely to be persuaded using social networks, with social and online influencers the most influential sources when deciding on causes to support (Kradomski-Jones, 2018). Social pressure on social networking sites is too cited as a reason for increased volunteering and social action (Kim and Lee, 2014).

2.11.2 Advantages of Social Networking Sites

Aside from the many benefits that social networking sites provide for communicators intent on societal change, they are where people are today and considered "an essential tool by which we as a society or community or group of friends come together" (Krasdomski-Jones et al., 2018, p.10). As stated by Perloff (2014), it is unsurprising that advertisers have moved to these sites considering the vast quantity of users and the influential role they play for modern communications. Social campaigners cannot side-track the use of these platforms, especially when targeting young and modern audiences due to them being "the best way to reach, communicate with, and understand Gen Z" (The Center for Generational Kinetics, 2018, p.11).

Sharing Information

Social networking sites are based on sharing information, with users sharing personal data and content to experience gains such as pleasure, the promotion of their opinions and connection with others (Mosteller and Poddar, 2017). This offers social change advertisers many advantages over traditional mediums. Sharing personal data means users can be targeted with highly relevant communications due to demographics, geographics and psychographics (Jung, 2017). Aside from this direct targeting, further advantages come from the sharing of content on SNS which encourages virility and the spread of messages amongst wider audiences (Lee and Hong, 2016; Zhang and Mao, 2016). This is highly advantageous in relation to the specific social change communications and campaigns under examination within this project, increasing speed and reach without monetary implications (Krasdomski-Jones, 2018).

Interpersonal Influence

Interpersonal Influence Theory (IIT) is attributed to the accelerated electronic word of mouth and engagement on social networks. IIT explains how users are influenced by those around them, and are more likely to act or feel a certain way when their peers have done the same (Lee and Hong, 2016). This theory is closely linked to attitude development as previously discussed. A highly desirable action for advertisers, not only does it spread their message, but it has been found to harness positive advertisement effects. Users are much less likely to perceive campaigns as purely persuas0ive when they view communications that have been shared by someone with a strong social tie to them (van Noort et al., 2012). Considering the modern generations reliance on social networks in order to make everyday decisions, harnessing the power of IIT to persuade attitude changes would be highly desirable for social campaigners. Convincing one individual to change their attitude or behaviour would undoubtedly be shared by them on their social network and harness the added SNS benefit of second-degree targeting. This is when users are exposed to relevant communications shared by friends, based on the assumption that they share interests and commonalities (Curran et al., 2011).

The long-held belief is that individual's use social networking sites for social interaction, information seeking, passing time and entertainment (Al-Menayes, 2015; Whiting and

Williams, 2013; Quan-Haase and Young, 2010). However, a recent global study has shown how this has evolved. Global Web Index (2018), found that social users now rank staying up-to-date with news and current events as highly as social interaction, both sharing the top spot for motivations to use social networking platforms. It can be concluded from this that users do not use these sites purely for leisure, they are used in order to build awareness and education.

2.11.3 Disadvantages of Social Networking Sites

It has become clear that there are increasing negative concerns relating to SNA in comparison to traditional methods. Social action groups outline specific weaknesses that affect their communications on social networking sites including trolling, algorithms, the lack of personal connection and an abundance of spokespeople (Krasdomski-Jones, 2018; Obar et al., 2012). These being particularly harmful for social change campaigns. Trolling through disparaging comments and threats has impacted social action, with groups deciding to withdraw and give up on plans as a consequence (Krasdomski-Jones, 2018). Obar et al. (2012), state how advocacy groups must use approval processes for their social network content in order to ensure that the correct information is distributed. They too point out the 'weak ties' that are developed on these platforms, stating how organisations with lots of followers cannot just organise major events or actions, "you kind of need to make those people your online friends and have a form of relationship give and take" (Obar et al., 2012, p.17).

Algorithms

Algorithms are making it increasingly difficult for all forms of SNA. Particularly evident on Facebook, the algorithm ultimately "governs what is and is not shown in user newsfeeds" (Kite et al., 2016, p.1). This puts further pressure on advertisers in an ever expanding market, already looking for alternative ways to capture the audience's attention. There is a belief that these algorithms are particularly problematic for social change communications, with the media and audiences already showing unwillingness to engage with 'difficult' themes (Krasdomski-Jones, 2018). One belief is that communicators should "invest significant resources into the management of their Facebook page so that quality content is given the best chance of success" (Kite et al.,

2016, p.11). This solution however adds further financial pressure on organisations. This is not always viable when financial sustainability is "perhaps the most serious challenge facing campaigners, influencers and campaign groups" (Krasdomski-Jones, 2018, p.49).

Privacy Concerns

While direct targeting can have positive consumer effects such as self-relevancy and greater alignment with personal beliefs and behaviours, it can too lead to negative effects (Tucker, 2014). The most serious in regard to this research being privacy concerns. Telang and Bhatt (2011), acknowledge how privacy concerns are primarily developed due to direct advertisement targeting and the volume of advertisements now on social networking sites. The impact of these concerns is not only felt the user themselves. It has been found that users develop negative attitudes and partake in advertisement avoidance when privacy concerns are present (Smit et al, 2014). Mosteller and Poddar (2017), uncovered that when a user trusts a networking platform, they show higher levels of engagement, but when privacy concerns are present, they show privacy protection behaviours. They too discovered that when a user feels in control of their data, and the way it is shared and used, they are more inclined to lower privacy concerns.

Regulatory Focus Theory explains this psychological process, detailing how individuals can be either promotion or prevention focused. Promotion focused consumers are interested in the aspirational and hedonic benefits of an ad, whilst those with a prevention focus are more cautious and focus on utilitarian and necessary features (Roy and Ng, 2012). As found in the experiments of Zarouali et al. (2018), and Mosteller and Poddar (2017), social users experiencing privacy concerns take a more cautious approach when viewing advertising. Promotion focused users on the other hand show positive attitudes toward SNA, and are more willing to make purchase decisions based on targeted advertisements (Zarouali et al., 2018).

2.11.4 Social Networking Site Selection

Whilst SNS share many commonalities, it is important to realise that the modern generation uses multiple platforms as each plays a different role. This is particularly

important for RQ4. Research has found that users are particular about the sites they use due to the specific outcomes and interactions of each (The Center of Generational Kinetics, 2018). By understanding these differences, communicators can better tailor their advertisements in accordance with audience expectations. The content supported and primarily used on each site is important for this purpose, with users expecting to see images on Instagram, videos on YouTube and short snappy text on Twitter (Miller, 2016). However, it is not only the content that must be considered as users look for different information and interaction on various platforms. The Center of Generational Kinetics (2018), found that Gen Z use Instagram primarily to follow brands, Snapchat to send images and videos, with Facebook used to create and check events. These unique uses and interactions have resulted in a mass of research in order to determine the best social networks for communicative purposes.

Facebook

Overall, both commercial and non-commercial organisations outline the advantages of using Facebook over all other platforms. Research found that 94% of a marketer sample use Facebook, with 67% citing it as their most important social platform (Stelzner, 2018, p.5). The importance of this platform for social change has too been documented within literature. Krasdomski-Jones et al. (2018), state how social change campaigners cite Facebook as the leading platform for communicating with their audience, having the ability to share multiple forms of media for a global reach. An additional social action study asserts Facebook as the preferred platform for mobilisation (Vromen et al., 2015). This is attributed to the functionality of such, allowing organisers to see how many plan on attending events while also providing reminders. Further support is added by Obar et al. (2012), acknowledging how advocacy groups consistently ranked Facebook as the top social networking site for facilitating civic engagement and action.

Social networking is extremely powerful in the modern age. This section has discussed how they can be particularly beneficial for deploying these campaigns. However, the inherent dangers that these platforms hold too need careful thought. Such opposing beliefs result in the need to understand where exactly social change advertisements should be deployed, as is posed through RQ4. Furthermore, an understanding of these inherent dangers should aid the medium selection process. Such is the purpose of RQ5:

What moderators impact SCA? Ultimately, to assess whether a campaign has been successfully received, it must be measured appropriately. The next section encompasses a discussion surrounding how to effectively measure the results of these campaigns.

2.12 Measuring Campaign Effects

Effective advertising is defined as "persuasive communication convincing another party to change opinions or attitudes" (Melgar and Elsner, 2016, p.67). Persuasion is noted as the major factor influencing the effectiveness of, and overall purpose of advertising (Hornik et. al., 2017; Melgar and Elsner, 2016; Wang, 2006). However, the most beneficial way of measuring the effects of these communications is debated. Table 9 offers a sample of the multitude of success measures as found throughout literature.

Table 9: Advertising Effectiveness Measures Throughout Literature

MEASURE	CONSTRUCT	AUTHORS
Engagement / Involvement / Relevance	Attention	Jung, 2017; Vallone et al., 2016; Lee et al., 2015; Duffet, 2015; Ghirvu, 2013; van Noort et al., 2012
Behavioural Impact / Change / Intentions / Sales	Behaviour	Chiang et al., 2018; Pounders et al., 2018; Shaikh et al., 2017; Haan et al., 2016; Jovanovic et al., 2016; Shaouf et al., 2016; Ghirvu, 2013; Bellman et al., 2009; Fulgoni and Morn, 2009; Tellis, 2009
Response Levels: Clicks / Click-Through-Rate	Behaviour	Couwenberg et al., 2017; Lee and Hong, 2016; Vallone et al., 2016; Zhang and Mao, 2016; Rosenkrans, 2009
Response Valence (Positive/Negative)	Emotion	Beuckels et al., 2017; Lewandowska and Jankowski, 2017; Lee and Hong, 2016; Melgar and Elsner, 2016
Ad / Product / Brand Liking	Affect	Hornik et al., 2017; Lee and Hong, 2016; Orazi et al., 2016; Shaouf et al., 2016; Lee et al., 2015; Duffet, 2014
Awareness / Recall	Memory	Vallone et al., 2016; Lee et al., 2015; Hansen et al., 2006; Mehta and Pruvis, 2006

2.12.1 Hierarchy-Of-Effects Models

Evidently, there are numerous ways to measure effectiveness and much support exists for each. A particular method that is widely practiced and held with high regard for

performing this task is using hierarchy-of-effects models. Duffet (2015), explains how these are a good base for measuring advertisement results due to the fact they explain in detail the process of consumer persuasion. Additional authors point to the benefits of using these models, stating how they are commonly used to develop, study and predict campaign effects (Ghirvu, 2013; Wijaya, 2012). The most well-known of these models is AIDA. This stands for the four stages through which a consumer passes when being persuaded: attention, interest, desire and action (Strong, 1925). AIDA outlines a sequential persuasion process, with each stage leading the consumer to the next.

Another popular model is DAGMAR, standing for 'defining advertising goals for measuring advertising results' (Jayaprakash and Joseph, 2018). Developed by Colley (1961), it is too based on four stages: (1) awareness, (2) comprehension, (3) conviction, and (4) purchase. This is more often used to measure campaign results by determining how far the consumer advances through the stages. The similarity between both models is repeatedly acknowledged throughout literature and is shown in Table 10 by defining the role of the consumer at each model stage (Ghirvu, 2013; Wijaya, 2012).

Table 10: Comparison of AIDA and DAGMAR (Jayaprakash and Joseph, 2018, p.34).

AIDA		DAGMAR	
Attention	"becomes aware of a category, product or brand"	**Awareness**	"must be aware of product or company"
Interest	"becomes interested by learning about brand benefits and how the brand fits with lifestyle"	**Comprehension**	"what the product is and its benefits"
Desire	"develops a favourable disposition towards the brand"	**Conviction**	"mental conviction to buy the product"
Action	"forms a purchase intention, shops around, engages in trial or makes a purchase"	**Purchase**	"finally buy the product"

Despite the acceptance of these models, recently they have been moved away from. Instead, communicators acknowledge a number of constructs. This has spurred from the modern belief that advertising effectiveness can be influenced by these measures either independently or in combination, it does not necessarily involve a step-by-step process (Venkatraman et al., 2017; Morwitz et al., 2007). Said constructs have been developed primarily from AIDA, including attention, behaviour/desirability, emotion, affect and

memory (Pozharliev et al., 2017; Venkatraman et al., 2015; Ghirvu, 2013). The measures in Table 9 have been categorised in accordance with such.

2.12.2 Mixing Measures

Whilst many measures exist, selecting the most suitable is mediated by copious factors. Influenced by campaign purpose, context and media, it is clear that precise and careful decisions need to be made (Couwenberg et al., 2017). With an increasing level of communicators using multimedia campaigns, effects must be gauged across various platforms (Rice and Atkin, 2013). Consequently, it is clear why organisations are using combinatory approaches to measure results. Econsultancy (2017), found that 1,990 global advertising professionals use a mix of success determinants, predominately influenced by moderators like campaign objectives, resources and skill levels.

2.12.3 Getting Feedback

Obtaining feedback from the intended audience is vital for determining advertising effectiveness, regardless of methods or measures. A study found that the most common way in order to do this efficiently is via self-reporting through consumer surveys. 54% of an advertising professional sample stated how they are essential in order to validate advertisements, with a further 61% acknowledging that they provide a strong indication of campaign success (Econsultancy, 2017, p.24).

Nevertheless, self-reporting does not exist without doubts. It is cited that it can be unreliable due to unconscious influences proving hard to formulate considering reporting itself is a conscious process (Couwenberg et al., 2017; Pozharliev et al., 2017). While self-reporting can be useful for measuring rational effects through recall, recognition, attitude and intentions, more physiological approaches are required to measure emotional impacts. Today, neurophysiological and implicit means are used such as eye tracking, heart and respiration rate, EEG's (electro-encephalogram) and FMRI (functional magnetic resonance imaging) (Venkatraman et al., 2015). However, testing these technological methods against traditional approaches has resulted in interesting findings. Venkatraman et al. (2015), report how within their study, both forms yielded the same results, with neither emerging superior. In conclusion, they

state how neurophysiological measures can be used to improve and complement traditional measures, while acknowledging the limitations of cost and accessibility.

2.12.4 Online Measures

There is a belief that "online advertisement effectiveness is thriving" (Goldfarb, 2014, p.119). The Click-Through-Rate (CTR) and tracking technologies including flash, cookies and device fingerprints are all attributed to making online campaigns significantly easier to track and measure (Boerman et. al, 2017). The CTR is one of the most predominantly used methods online. Despite its large acceptance, it has a fair share of uncertainties. Calculated by dividing the number of advertisement clicks by its exposures level (Rosenkrans, 2009; Robinson et. al., 2007), academics state that this is not enough to gauge success. Reasoning for these beliefs stems from the fact that these clicks are the result of initial impressions (Zhang and Mao, 2016).

Lewis et al. (2013), outline additional issues that arise from the CTR, especially the assumptions that are made. These include the presumption that you must click on an advertisement for it to influence you, and that intention to purchase is determined by clicking on the communication directly (Lewis et. al., 2013). Whilst beneficial to a certain degree, it fails to assess lasting advertising effects like branding and memory (Robinson et. al., 2007). Fulgoni and Morn (2009), found that campaigns with a low CTR can still experience increased website visitation and search. Thus, online advertisements can have impacts on memory that are not effectively measured. Click fraud is another considerable downside for CTR, where competitors click on advertisements with the intention of raising the price for the advertiser (Telang and Bhatt, 2011).

2.12.5 Measuring Behaviour

A common belief is that the behavioural response of the viewer is the most credible way of measuring advertising success (Lee and Hong, 2016; Vallone et al., 2016; Zhang and Mao, 2016). Social change communicators particularly support this belief due to their goals of shaping attitudes and behaviours. Social change advertising research most commonly uses behaviour and behavioural intentions to assess results (Chiang et al., 2018; Pounders et al., 2018; Thaler and Helmig, 2013). After all, "one cannot assume

that campaigns succeed without conducting empirical evaluations" (Perloff, 2014, p.457).

With an increasingly level of social change communications appearing online and on SNS, one must question as to how this empirical evidence can be captured. This is a question that is extremely pressing with regards to the specific focus of this project. One suggestion of measuring an individual's behaviour within a social network setting is advertisement clicks. These are commonly used online to measure social network user behaviour through SNS metrics such as 'likes' on Facebook. A development from the CTR, advertisement clicks measure the behaviour of the individual rather than the impression made on them (Zhang and Mao, 2016). However, these too have downsides. Measuring the behaviour of an individual towards an advertisement at a particular moment, they too tell little about long-term effects or how likely it is to be remembered (Econsultancy, 2017). This poses an issue for SCA in particular on social networking sites as advertisers cannot clearly measure how well remembered or influential their work has been.

2.12.6 Measuring Memory

It is clear that memory is always under consideration when determining campaign success. This is unsurprising considering the belief that "memory is a critical part of consumer behaviour and of how advertising influences consumer behaviour" (Mehta and Purvis, 2006, p.50). Recall is directly connected to memory, holding the ability to measure how well an individual remembers communications. Various SCC have used recall as an effectiveness measure in order to assess awareness amongst their audience (Shaikh et al., 2017; Vallone et al. 2016; Thaler and Helmig, 2013). Mehta and Purvis (2006), found a direct connection between recall and advertisement liking, showing how measuring recall can allow advertisers to assess consumer attitude.

Varying opinions display a disconnect within the industry regarding how effectiveness should be measured. While acknowledging that there are numerous possibilities and further moderators, there is still a gap with regards to specific communicative forms. This is especially evident for social change campaigns. With each metric holding specific strengths and weaknesses, an understanding the current methods used to gauge these

campaigns within Ireland is vital. Thus, increased importance is placed on RQ2 which asks: *How should SCA be measured for effectiveness*?

2.13 Conclusion

This chapter has presented and all-encompassing analysis of the current practices surrounding SCC with reference to academic literature and modern Irish social change advertisements. It has covered a wide range of social change advertising considerations from design elements and persuasion theories, to deployment channels and methods of gauging success. This review has been particularly beneficial for highlighting not only the copious factors that must be deliberated, but the many moderators which can impact choices directly. A fifth and final question is developed in order to unearth the most impactful moderators for these advertisements within an Irish context. Thus, RQ5 asks: *What moderators impact SCA?* This chapter has inspired many research questions which serve to meet the projects overall objective and in extension, the methodological decisions that have been made. These decisions are explored in the following chapter.

Chapter Three:

Methodology

3.0 Introduction

This chapter outlines the methodological research design chosen for this study. Firstly, it details the research philosophy that has directly influenced each of the subsequent choices. The overarching study objective and research questions are then reaffirmed before detailing the many research phases that have been employed. Using a mixed method approach, these sections explain the method, purpose, sample, population and analysis strategy for each phase of the study. Lastly, a description of the ethical considerations and possible study limitations is provided.

3.1 Research Philosophy

The purpose of the study is to establish how advertisements can be created in order to encourage social change most effectively. Interpretation is relied on heavily within the advertisement industry and this study, specifically interpreting communications to understand their meaning. This interpretative reliance comes from the use of semiotics, built on the fundamental belief that an individual's reality is developed through cultural, historical and social conventions (Holm, 2017; Griffin, 2012). Thus, the theoretical and philosophical position of the industry is that beliefs and knowledge are subjective. These beliefs have highly influenced this project's research philosophy and design.

Paradigm

A paradigm "is a foundational perspective carrying a set of assumptions that guides the research process" (Leavy, 2017, p.11). The interpretive paradigm is used in this study, holding the belief that subjective perceptions and understandings construct reality and knowledge (Croucher and Cronn-Mills, 2015). Such beliefs too underpin both advertising and semiotics, directly linking the paradigm with the disciplines explored. Using an interpretivist standpoint facilitates examining how people construct meanings, allowing the researcher to understand rather than explain participant beliefs (Leavy, 2017). Thus, the researcher has been actively involved in the study, accepting that each participant viewpoint will rely on personal experience (Croucher and Cronn-Mills, 2015).

Ontology

An ontology concerns itself with the constitutions of reality, and serves to answer the question, "what is the form and nature of reality and, therefore, what is there that can be known about it?" (Guba and Lincoln, 1994, p.108; Leavy, 2017). The ontological view of this study is that reality is individually constructed through personal encounters and interactions (Scotland, 2012). Known as relativism, one's beliefs, meanings and values are based on social factors including culture, language and theory (Arageorgis, 2017). Thus, it explains how something can have multiple interpretations, as in advertising (Mack, 2010). A reliance on interpretation, relevance, context and the audience within the industry makes that this relativist ontology vital (Holm, 2017).

Epistemology

Whilst ontology looks at what reality is, epistemology is based on understanding how this reality informs us and asks, "what counts as knowledge?" (Leavy, 2017, p.12; Scotland, 2012). A subjectivist epistemology has been used in this research. The belief here is that meaning is constructed between the world and the individual. It does not merely exist, it is created (Scotland, 2012). Accordingly, individuals establish their own knowledge through personal choices, opposing to having others define it for them (MacLeod, 2015). This further explains how each individual with interpret an incident differently, as knowledge is personal and cannot be applied to an overall population (Mack, 2010). Accordingly, both the ontology and epistemology selected for this study appreciate an interpretive worldview, in line with the overall paradigm.

Theoretical Framework

Theory plays a significant role in research, being interrelated and theory itself working as an impetus for research (Patten and Newhart, 2018; Silverman, 2011). Commonly used to conduct semiotic and social science studies, symbolic interactionism theory was used (Carter and Fuller, 2015). This theory emphasises the importance of linguistic and gestural communications, focused on how and why groups of people and individual's develop these subjectively (Hesse-Biber and Leavy, 2011). With the purpose of this study to explore how communications are both developed and perceived, the three principles upon which the theory is based are meaningful: (1) humans act depending on personal

meanings, (2) meanings emerge from interactions, and (3) meanings change over time (Blumer, 1969). Adopting an inductive approach, this study used observations and conclusions in order to formulate theory in an exploratory manner as supported by the theory of symbolic interactionism (Patten and Newhart, 2018; McAbee et al., 2017).

3.2 Research Questions

The overall purpose of this study was to meet the overall RA: *Highlight the impact that visual design can have on social change advertisements.* In order to do so, the research focused on one RO: *exploring the impact of social change advertisement design on campaign effects*. In order to do so effectively, a broad and exploratory manner of research was essential. Various research questions were developed through exploring existing literature to garner beneficial information, and to be able to meet the projects aim and objective most effectively. These included:

> *RQ1: What are the overarching aims of social change advertisements?*
>
> *RQ2: How should social change advertisements be measured for effectiveness?*
>
> *RQ3: How should social change advertisements be visually designed?*
>
> *RQ4: What deployment channels are most effective for social change advertisements?*
>
> *RQ5: What moderators impact social change advertisements?*

Various populations played a role when answering these questions, leading to the adoption of a mixed method approach. Research took place in sequential phases, with each phase used to explore a different population for specific purpose as described in the following sections. Said phases were combined at the end of the process, allowing the researcher to answer the overall question in a comprehensive manner.

3.3 Research Approach

A mixed methodology was used, involving both qualitative and quantitative methods (Croucher and Cronn-Mills, 2015). Authors acknowledge how this approach is useful when conducting social science research to provide all-rounded answers and multiple perspectives (Zoua et al., 2018; Creswell et al., 2011). Directly linked to this study,

combinatory methods help to "understand human behaviour, whether individual, group or societal" (Bazeley, 2012, p.816). More specifically, a qualitative-dominant mixed-method design was selected, meaning that the data was primarily qualitative in nature and analysed accordingly (Venkatesh, 2016; Onwuegbuzie and Combs, 2011). Simultaneously, the researcher accepted that the breadth of knowledge required to explore the topic adequately was impossible without quantitative methods (Shannon-Baker, 2016). An exploratory sequential design was used, allowing each data set to be collected consecutively and providing a foundation for following phases. Qualitative data was collected firstly, with quantitative data secondary in order to build on, test and decipher qualitative findings (Creswell, 2014). The following sections will describe the purpose of each phase and how the researcher used them to meet the project objective.

3.4 Research Phase One

Purpose and Method

Phase One aimed to understand how social change advertisements are currently perceived and designed by professionals within the field. This phase facilitated answering the research questions from a professional perspective. Semi-structured interviews were used, providing data that was well-grounded with rich descriptions of social change advertisement development and creation (Chu and Ke, 2017; Miles et al., 2014). The interview guide developed by the research for interviews with professionals started broadly, based on examining their knowledge surrounding social change advertisements generally. As they progressed, the interviews became much more focused on digital and social networking elements. The semi-structured nature added a degree of flexibility, allowing the researcher to build rapport and probe participants (Patten and Newhart, 2018; Silverman, 2011). A prepared list of questions was developed from the literature review to ensure the interview stayed on track, with follow-up questions used when appropriate (Appendix E) (Chu and Ke, 2017; Pedersen et al., 2016). A pilot interview was conducted to refine the questions that were used.

Population and Sample

The population included directors, designers and managers of advertising and creative firms with digital advertising and social network experience within Ireland due to their

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knowledge and experience. Participants were selected using purposeful sampling, whereby the researcher made the choice as to who partook. Inclusion criteria were used to ensure those with the most insight were chosen, adding quality to the study (Kumar, 2014). Agencies were selected firstly depending on their portfolio to ensure participants had experience with digital social change advertisements deployed using social networks specifically. Participants were then selected depending on their role within their respective agency, ensuring those with a knowledge of these very specific communications partook.

Table 11 outlines each participant's code dedicated to them for the coding process, in addition to their job title described by them to the researcher. Participants have been assigned to one of three broad industries: (1) advertising, (2) design or (3) social change. 'Advertising' encompasses advertising agencies and other organisations dedicated solely to the creation and/or management of these campaigns. 'Design' includes graphic design and other creative establishments based on the creation and management of varying forms of visual communication and not advertising specifically. 'Social change organisation' (SCO) describes charitable, non-profit and service providing operations that provide education and/or care related to topics and issues of public concern.

Table 11: Research Interview Sample

ID	JOB TITLE	INDUSTRY
A	Partner	Design
B	Managing Director	Advertising
C	Graphic Designer	Design
D	Senior Communications Manager	SCO
E	Creative Director	Advertising
F	Head of Communications	SCO
G	Graphic Designer	Design
H	Managing Director	Advertising

A total of eight interviews were conducted. This number was determined by information power, based on factors including the project aim, specificity, established theory, quality of dialogue and analysis strategy (Malterud, 2016). The project's clearly defined narrow aim of exploring digital social change advertisements designed for Facebook, in addition

to the specific and knowledgeable population resulted in a sample with high information power. This meant that a lower number of participants was efficient, reducing time wasting and the collection of unnecessary data.

When recruiting, agency websites were researched in order to find contact information for the relevant parties. Where applicable, each participant was emailed directly or alternatively, the agency was contacted with a request to disseminate the message. The email provided participants with an information sheet and sample questions (Appendix F), and advised them to contact the researcher in order to participate. On responding, a consent form was forwarded and arrangements were made regarding the date, time and location of the interview at the discretion of the participant (Appendix G).

Analysis

Interviews were firstly transcribed in order to compile the data in an organised fashion and encourage greater understanding (Castleberry and Nolen, 2017). Once transcribed, in vivo coding was used by taking words and phrases directly from the data, ensuring the prioritisation of the participant's viewpoint (Saldana, 2015). Codes were categorised depending on their question and theme, allowing the researcher to interpret the data and explore similarities and differences (Leavy, 2017; Silverman, 2011). The researcher put particular emphasis on the data which answered the specific nature of the research questions, whilst also acknowledging the vast amount of knowledge that was collected regarding more generalised forms of social change advertising. The findings from this phase are presented in Chapter Four.

3.5 Research Phase Two

Purpose and Method

Phase Two was conducted in order to investigate RQ3 from a professional and quantitative perspective. Using a CA, the researcher could uncover the extent of standardisation of social change advertising design on social networks. This was a highly important phase of data collection so that the researcher could examine these communications in a way that was unbiased and not swayed by personal preference. The CA was undertaken using a predetermined instrument featuring units of analysis

and variables informed by previous studies outlined within the literature review (Appendix I) (Inci et al., 2017; Keisler, 2016; Rice and Atkin, 2013; Thaler and Helmig, 2013). Units of analysis were used to look at specific elements within each advertisement, while the variables were used to see how each element was executed. This allowed the researcher to categorise the elements and count their occurrence. Interpretation was relied upon throughout the process, with the researcher immersing oneself and analysing the advertisements depending on their prior knowledge of the elements used, yet being at all times unbiased towards aesthetic values (Leavy, 2017).

Population and Sample

The CA involved fifty advertisements from the Facebook pages of non-profit and charitable organisations within Ireland (Appendix H). Facebook was the platform of choice due to it being the most popular and visited social platform in Ireland and the most valued SNS for the purpose of advocating for social change (Connector.ie, 2017; Kennedy, 2017; Obar et al., 2012). Relevant organisations were compiled by the researcher, informing the selection of accounts. Each timeline was examined, with social change advertisements collected for analysis. To ensure up-to-date and comparable data, communications posted between 1 January 2017 and the collection date, 21 August 2018, were included.

Analysis

Each advertisement was analysed independently, categorised using the CA instrument (Appendix I). Once complete, the occurrence of each was counted to determine the most commonly used variable in every unit. The results of this process are detailed in Chapter Five. This analysis was then paired with the analysis from Phase One in order to better inform Phase Three of the data collection process as described below.

3.6 Research Phase Three

Purpose and Method

The purpose of this phase was to design two digital social change advertisements for deployment on Facebook and explore the perception of each amongst the general

public. These differing advertisements were developed for the issue of social media addiction in order to be relevant to the target audience. Overall, the aim of this research phase was to understand the effectiveness of the specific design elements used within each, and uncover audience preferences towards them. Advertisement One (AD1) was developed using the data from Phase One and Phase Two, employing the most commonly found and mentioned techniques. Advertisement Two (AD2) was developed using differing approaches and alternative methods as outlined within Chapter Six. From such, the researcher could better understand as to which advertisement was more likely to succeed at persuading the audience to take definitive actions and in extension, be more effective at initiating social change.

3.7 Research Phase Four

Purpose and Method

This was the first of two phases used to examine audience perceptions surrounding each of the advertisements. This phase answered the many research questions with a particular audience focus. Focus groups were used firstly in order to collectively discuss and evaluate the advertisements in a social context (Pedersen et al., 2016; Kumar, 2014; Silverman, 2011). Commonly used to gain insight of group dynamics and influence, the focus group was important due to the social purpose of the advertisements in question, and provided detailed data regarding the feelings, impressions and thoughts of the group collectively (Kellmereit, 2015). Two focus groups were conducted to compare the opinion of the general population to those with a design background using pre-set questions (Appendix J). This selection of focus groups was fundamental to the study, allowing the researcher to assess whether the advertisements could convince participants with an ability to more easily read visual communications to make lasting social changes. Whilst the design sample group had inherent advantages when it came to reading and analysing the advertisements, this was not the reason for using such. Rather, using this sample allowed the researcher to assess whether individuals with a design background could be persuaded to make changes using the same visual design means as individuals without prior design knowledge. A pilot focus group conducted with a random sample of five students was conducted firstly. This was highly beneficial

for the study, facilitating the restructuring of questions in line with the particular emphasis of the focus groups and research overall.

Population and Sample

Both groups included third-level students from the Institute of Technology, Carlow as is displayed in Table 12. Purposeful sampling was too used here, with criteria selection based on the academic course and year of the student.

Table 12: Research Focus Group Sample

GROUP	ID	GENDER	GEN	COURSE OF STUDY	Rational
Focus Group 1 (FG1)	A_1	Female	X	BA (Hons) Visual Communications and Design	Gen's X, Y and Z Design literate sample What design convinces them to change?
	B_1	Female	Z		
	C_1	Male	Y		
	D_1	Female	Z		
	E_1	Female	Z		
Focus Group 2 (FG2)	A_2	Female	X	BA (Hons) Culture and Heritage	Gen's X, Y and Z Random sample What design convinces them to change?
	B_2	Female	Y		
	C_2	Male	Z	BSc (Hons) Sustainable Farm Management and Agribusiness	
	D_2	Female	Z		
	E_2	Female	Z	BBs (Hons) Business	

As shown in Table 12, FG1 was comprised of students with a background in design and advertising. These participants offered insights coming from a design background, allowing the researcher to better understand the effects of these social change advertisements on those with knowledge of the field. FG2 on the other hand was comprised of students from varying disciplines across the college. The purpose of such was to obtain in-depth opinions and views from students outside of a design background. Going beyond the aesthetic quality of the advertisements, comparing both groups resulted in an all-rounded understanding of how to design these communications in a way that would convince individuals with and without design knowledge to make changes for the betterment of themselves and society overall.

Whilst visual design is highly important, it is the lasting changes that are of utmost concern within this study.

With FG1 having sufficient advertising knowledge, and both groups in higher education, it was determined that they had the ability to effectively express themselves and held a high level of information power with a lower number of participants needed (Carlsen and Glenton, 2011). Quality over quantity was vital, ensuring the researcher was focused on the depth and richness of data rather than the amount. This was facilitated through the selection of a small number of highly articulate participants. Using the information power method, it was predetermined that each group would contain five participants.

Course directors were contacted by email with an information sheet relating to the study and a request for contact information for applicable students. Relevant students were emailed with an information sheet regarding the study and requested to provide the researcher with a suitable time and date for the organisation of the group (Appendix K). The researcher ensured that access was facilitated by holding the groups within the college, ensuring no additional costs or pressures were exerted upon participants (Kaba and Beran, 2014). Facilitating the group in a familiar, everyday location resulted in the groups speaking as though in an everyday setting. This allowed a better comprehension of how individuals communicate, share and develop meanings (Pedersen et al., 2016; Kellmereit, 2015). On the day of the group, participants were asked whether they had read the information sheet and requested to provide written consent (Appendix L).

Analysis

The first step of analysis involved transcription. Once completed, the data was coded using the in vivo method and categorised. The researcher then combined this data with their interpretations of the group, as it was the combined opinion and conversation of the participants that was important. Both groups were analysed independently using the process described before being compared. Comparing both groups facilitated an understanding as to whether advertisement opinions and perceptions were consistent across both design-centred and non-design-centred groups and in extension, which of the advertisements was most effective for encouraging social change.

3.8 Research Phase Five

Purpose and Method

The final phase of data collection used online surveys to formulate advertisement perceptions across a larger group. It provided quantitative descriptions of attitudes and opinions held by the target population through studying a sample of such (Creswell, 2014). This quantitative phase and the means through which it was conducted were especially advantageous considering the large target audiences connected to these campaigns and the combination of generations under examination. Not only the large reach, but the diversity of Facebook users was beneficial. The social networking nature of the advertisements under question within this study meant that online surveys were vital. Further reason for selecting this method included the facts that it is one of the most commonly used research methods, while also being cost effective, flexible and rapid to deploy (Roberts and Allen, 2015; Buchanan and Hvizdak, 2009; Bryman, 2016). Hosted on the online survey platform Qualtrics, a combination of Likert, rating scale and open-ended questions were asked (Appendix M). Responses were recorded anonymously, leading to increased accuracy and completion (McInroy, 2016).

Population and Sample

This population consisted of social network users within Ireland, the direct target market for the vast majority of digital social change advertisements. An unrestricted self-selected survey was chosen which is available for anyone to participate in at their free will (Ronald and Fricker, 2017; Toepoel, 2016). By sharing the survey amongst social platforms, the researcher ensured that the intended population was targeted, ensuring that not only an unbiased sample was used, but the target audience for these digital social change advertisements. Commonly associated with convenience sampling, this process acted as purposeful sampling for this project due to the use of inclusion criteria. Despite negativity surrounding the use of said research method, modern studies outline numerous benefits. As it has been implemented within this study, when used for specific purpose and intention, in addition to being representative of the target population, authors state how it can be beneficial and reliable (Patten and Newhart, 2018; Smith et al., 2016; Murray et al., 2013).

Social media recruitment was used, holding many benefits including participant diversity, increased engagement and more potential participants when compared to traditional recruitment methods (Moreno et al., 2017). Passive recruitment was utilised, achieved by sharing the survey on social networking sites whereby participants accessed the survey by their own choice and willingly decided whether to participate. This enhances a sense of control and encourages engagement (McInroy, 2016). Before accessing the survey, participants were provided with all information related to the study and made aware that their progression acted as written consent (Appendix N). Surveys presenting risks to validity were omitted including incomplete responses. A total of 174 surveys were used for the analysis once they had been cross-checked for quality. Depending on the age selected, respondents were categorised into their generational cohort (see Table 13). Age ranges included 18-24 for Gen Z, 25-31 and 32-39 for Gen X, 40-47 and 48-54 for Gen X, and 55+ for Baby Boomers.

Table 13: *Research Survey Participants*

	TOTAL	GEN Z	GEN Y	GEN X	BABY BOOMERS
Male	31 (17.8%)	17 (20.2%)	9 (19.6%)	4 (10.5%)	1 (16.7%)
Female	143 (82.2%)	67 (79.8%)	37 (80.4%)	34 (89.5%)	5 (83.3%)
Total	174	84 (48.3%)	46 (26.4%)	38 (21.9%)	6 (3.4%)

Analysis

The researcher was unable to calculate the non-response rate along with the response bias due to the self-selective survey, passive recruitment and social media deployment utilised. The data was cross-checked by the researcher in order to combat validity risks such as speeders and cheaters and to validate the data (Smith et al., 2016). Univariate analysis was employed, with each variable analysed individually in order to uncover how participants vary with regards to one specific question (Patten and Newhart, 2018; Bryman, 2016). Responses were categorised by the age of the respondent in order to explore differential perceptions between generations and to better understand the most effective design decisions for initiating social change amongst them respectively. A frequency table was used in order to display the data collected and to calculate the most commonly held perceptions across the sample. As presented in Chapter Seven,

findings from this quantitative phase were combined with CA findings to formulate overall answers to the research questions from the perceptions of the audience using both qualitative and quantitative means.

3.9 Interpretation and Integration

Once each data set had been analysed, the basic parallel mixed analysis took place as is presented in Chapter Eight. Complementarity integration was used, drawing findings from each phase together in an attempt to enhance, expand and clarify each data set, leading to more comprehensive understanding (Leavy, 2017; Onwuegbuzie and Combs, 2011; Bryman, 2016). Each data set received the main focus throughout the analysis phase, ensuring that no bias or misinterpretation occurred. It was not until the interpretation phase that the sets were merged in order to asses and assemble the relationship between them. The belief is that this is best time to integrate, when results are being composed and well before final conclusions are made (Bazeley, 2012).

3.10 Ethical Considerations

The main principle of ethics is beneficence, meaning that research should "strive to do no harm, to maximise possible benefits, and to use a research design that is best suited to minimise risks and maximise benefits" (Patten and Newhart, 2018, p.35). An application to the IT Carlow Research Ethics Committee was submitted and approved before any form of recruitment took place, ensuring that the proposed methods were accepted by the institute (Appendix O). Guided by the IT Carlow Policies and Procedures in Research, the researcher considered ethical issues as identified by Bryman and Bell (2015), which are explained in the following sections.

Harm to Participants

"Do no harm is the primary principle governing the protection of research participants" (Leavy, 2017, p.32). In context to this research, there was a possibility of harm to participants through breaching confidentiality in addition to undue participant stress (Patten and Newhart, 2018; Leavy, 2017; Bryman and Bell, 2015). To overcome these risks, participants were informed prior to partaking of their rights, and consulted

throughout to ensure they were comfortable with the setting, method and responses submitted. Should any harm have arisen throughout the process, the information sheet provided them with contact information for support services.

Lack of Informed Consent

Informed consent ensures that participants are aware of what is requested of them including the information wanted, the purpose of seeking this information, the overall research purpose, how they should participate, the potential benefits and harms of participating and their rights (Patten and Newhart, 2018; Kumar, 2014; Creswell, 2014). Each of these factors was described in detail within the information sheet that participants were required to read before partaking. Participants were only permitted to sign a consent form once they understood each of these factors and only those whom provided their written consent were included in the study.

Invasion of Privacy

Invasion of privacy can be caused through various circumstances including seeking sensitive or harmful information, coercion, acting disrespectfully and disclosing personal or harmful information unbeknownst to the participant (Leavy, 2017; Kumar, 2014; Creswell, 2014). Anonymity and confidentiality was ensured to every participant in order to overcome said privacy issues. Although knowing participant identities, the researcher ensured that the source of the data was unidentifiable and untraceable by utilising codes throughout the analysis and writing (Kumar, 2014). To safeguard data, all files were password protected and only accessible via the researcher's personal computer in the Postgraduate Research Office.

Anonymity was not possible for photography participants. Accordingly, they were informed before participating that this was the case through a detailed information sheet (Appendix P). This outlined the many different documents upon which the advertisement would feature in addition to highlighting their rights to withdraw before, during or after the photoshoot. All participants read this document and provided written consent to the researcher before partaking (Appendix Q).

Deception

Deception happens when research is presented as something that it is not (Bryman and Bell, 2015). Incorrect reporting and misusing information are major contributors to deception where data and findings are presented in unintended or miscomprehended ways (Kumar, 2014). The information sheet and sample list of questions ensured that each participant was fully informed of the purpose of the study and what the researcher intended to find. On completion, the interview, focus group and opted in survey participants were provided with the research findings, assuring them that their data had not been used in any unintended or negative way.

3.11 Limitations

Limitations are concerned with methodological issues and uncontrollable threats that can affect the internal and external validity of research (Kumar, 2014; Cohen, 2009). The researcher accepts that due to the uncontrollable nature of these issues, every study contains its own limitations (Cohen, 2009). By recognising such, measures can be developed to ensure minimal effects on the study. Mixed method research contains numerous limitations that were anticipated by the researcher.

Resources

There is a belief that "all research is constrained by time and resources" (Bryman, 2016, p.68). Time management is a major resource consideration for mixed method research due to its intensive nature and its need for a greater time to complete (Wisdom and Creswell, 2013). The time and resources required impacted research considerations such as sample size, sampling methods, research methods and analysis within this project as have been highlighted in detail previously. A sole researcher overlooked by a team of supervisors conducted this project, meaning that time and resources were constrained. Further, the researcher conducted training in collecting, analysing and interpreting both qualitative and quantitative data sets in order to overcome the possibility of validity risks (Wisdom and Creswell, 2013).

Data Collection Methods

Each and every form of data collection method holds inherent limitations. The researcher acknowledged these from the start and ensured that actions were taken in order to decrease the possibility of issues. These included:

Interviews: There are five major limitations with regards to interviewing. These include (1) time-consumption and expense, (2) interaction quality, (3) quality of the interviewer, (4) quality of data and (5) researcher bias (Kumar, 2014, p.183). Each of these factors was considered by the researcher to ensure minimum risk. A pilot interview was firstly conducted in order to clarity and refine interview questions and allow the researcher to become acquainted with the process. Furthermore, transcripts and interpretations were read by the research supervisors to ensure unbiased reporting. These factors, paired with the experience of the participants safeguarded this data collection phase.

Focus Groups: The focus group method possessed limitations alike to the interviews due to the group interviewing method and the collection of qualitative data. However, there were added limitations: (1) facilitation, (2) moderation and (3) the production of complex social issues (Patten and Newhart, 2018, p.164). The safeguard procedures adapted by the researcher for interviews were also applied to the focus group method where applicable including conducting a pilot focus group and ensuring the validity of interpretations.

Surveys: The researcher acknowledged the eight limitations that can affect the quality of survey research. These included: (1) limited application, (2) low response rate, (3) self-selection bias, (4) lack of clarity, (5) lack of spontaneous response, (6) response influence, (7) outside influence and (8) lack of response supplementation (Kumar, 2014, p.182). Due to the online survey, additional limitations were considered including confidentiality and anonymity issues along with the chance of multiple replies (Bryman, 2016). Survey validity can be affected by the quality of answers provided by participants including misinterpretation, intentional miss answering and socially desirable answers (Hazel et al., 2016). A pilot survey in addition to cross-checking responses was performed by the researcher in order to pinpoint insincere responses. Combatting the submission of multiple replies, Qualtrics recorded the IP address of responses and accepted one submission from each. These were undisclosed to maintain anonymity.

Sampling Issues

Due to the short time frame in which the study was required to be completed, the population, sample size and sampling method selected for each phase was restricted in order for analysis to be conducted effectively. Information power was used in order to calculate the amount of interviews and focus groups that would be conducted in order to minimise risk within the project. This safeguard assured the researcher that the best sample size was chosen considering the time and resource constraints of the project.

Self-selection bias was an important concern due to the unrestricted self-selection survey and passive recruitment utilised. This phenomenon occurs when participants who partake have a chance of holding the same attitudes, attributes or motivations (Kumar, 2014). Murray et al. (2013), state that all research contains some level of self-selection bias due to the fact that each participant has the option to participate or not. Due to the generalisability issues of self-selection bias, results can only be generalised to the sample itself and not the overall population (Pecakova, 2016). This factor was recognised and accepted by the researcher when conducting the study.

Comparability

Comparability is a common limitation that occurs at the integration stage of mixed method projects. The researcher had to establish whether the sampling strategies and intentions of each data set were sufficiently alike in order to be compared (Leavy, 2017; Creswell, 2014). Even though each phase consisted of a different population, the purpose of such was fundamental to the project overall. Whilst the interview findings could not be directly compared to focus group and survey findings, it allowed the researcher to determine whether professional and public opinions were in-sync. The data obtained from focus groups and surveys however were directly comparable as they were posed with alike questions and were general public participants.

3.12 Conclusion

Throughout this chapter, the many methodological choices that have been made to conduct this study in the best manner have been discussed. Additionally, the ethical

considerations made and possible limitations have been highlighted. The following chapters will present the findings from each of the research phases that have just been described in an attempt to answer the research questions and meet the study aim.

Figure 1: *Overview of Research Methodology*

RESEARCH CONTEXT
Communicators are increasingly using advertising in an attempt to make sustainable changes for our health, environment and society. These are specific communication forms known as social change advertisements (SCA).

PROBLEM DEFINITION
Empirical research into the influence of visual design on these campaigns is lacking. This raises further questions as to how to effectively design these advertisements when so many challenges are already present.

RESEARCH QUESTIONS
RQ1: *What are the overarching aims of SCA?*
RQ2: *How should SCA be measured for effectiveness?*
RQ3: *How should SCA be visually designed?*
RQ4: *What deployment channels are most effective for SCA?*
RQ5: *What are the moderators that must be considered?*

RESEARCH AIM
Highlight the impact that visual design can have on SCA effects.

APPROACH
A qualitative-dominant mixed method design. Using an interpretive approach to conduct exploratory research over five sequential phases incorporating both professional and public perspectives.

PHASE ONE
8 semi-structured interviews with SCA professionals to understand the current state of SCA from a professional perspective.

PHASE TWO
A content analysis of 50 SCA deployed on Facebook from non-profits and charities to uncover the level of standardisation in SCA design.

PHASE FIVE
An online survey was deployed using SNS. 174 responses were analysed for generalised public audience opinions.

PHASE FOUR
2 focus groups with 5 college students in each. Used to garner in-depth opinions surrounding the SCA from the public.

PHASE THREE
2 SCA were designed using findings from the previous phases. Both were used in the consequent phases in order to test public opinion.

FINDINGS
The visual design of SCA does directly impact overall effects. Subsequently, design can be used in order to enhance the success of SCC. It has been discovered that design effects are directly moderated by the audience, particularly the generational cohort of the viewer. Furthermore, it has been uncovered that perceived creativity has strong correlations with success metrics including attention, memory and WOM.

RECOMMENDATIONS
It is recommended that practitioners place greater importance on design, particularly as part of SCC strategy. A framework has been developed to aid this process.

Chapter Four:

Interview Findings

4.0 Introduction

This chapter will discuss the insights that have been drawn from research Phase One. Opinions and views of professionals working with social change campaigns specially are detailed to formulate how their visual communications are currently designed, deployed and measured for success. Firstly, the chapter will detail the many participants which partook in this data collection phase before an integration of their answers is presented.

4.1 The Aims of Social Change Campaigns

Participants were questioned about their beliefs surrounding the aims of these campaigns in an attempt to answer RQ1. Whilst two participants acknowledged that each campaign will have differing aims and objectives, the remaining six participants stated two specifically: (1) behaviour change, and (2) awareness raising and education. Further connections were drawn between these two categories, with two participants stating how raising awareness and educating can lead to changing behaviour.

Aims Vary by Campaign

The belief that every campaign is different and therefore holds distinct aims was mentioned by two participants. Participant B stated simplistically that "every single case is completely different". Similarly, Participant D acknowledged that "some of them have different aims and objectives". Even though both acknowledge how aims will vary by campaign, they hold dissimilar beliefs regarding the degree to which this is the case. While Participant B believes that they are all "completely different", Participant D believes that "some" are. The opinion of Participant D was further shared by participant H. Stating how aims and objectives "will vary by campaign obviously", they furthered their statement by sharing the belief that "the common denominator is really always that you're trying to effect behavioural change" (H). Even though aims will vary, participant H believes that every campaign is ultimately based on changing behaviours.

Behaviour Change is the Common Denominator

Other participants too referenced this concept of behaviour change. Participant A shared: "I think it's to change behaviour really". Further expanding, they explained how

they believe social change campaigns are "mainly an educational thing and by educating then you're changing people's behaviour and you're encouraging them to act in a different way" (A). Participant E too showed commonalities with these views, stating that "the main aim of this [campaign], I think, would be to change behaviour". Participant E added further: "it's awareness accompanied by a change in behaviour". While supporting awareness raising and education, both participant viewpoints are in line with that of Participant H - behaviour change is the common denominator.

Awareness and Education

The aim of raising awareness and educating was acknowledged time and again throughout interviews. Participant C shared the belief that the aim is "to spread awareness about things that aren't normally highlighted". Participant F and G too mentioned the awareness raising aspect of these campaigns. One stated that the aim of their campaign was to elevate public conversation around their issue (F), and the other explained that their aim was simply to let people know they were running their campaign (G). The examples of aims addressed by Participant D ultimately all fit into this category of awareness raising and education: influencing public policy, signposting services and signposting people to better educate and inform themselves about their health. Comments made by Participant H explain the connection between awareness raising and behaviour change. Accordingly, behavioural change happens through a process "which normally means changing attitudes first or even at the same time" (H).

Variance across Industries

There was no correlation found between the industry within which the participants work and their views on the aims of social change campaigns as is displayed in Table 14.

Table 14: Social Change Campaign Aims Interview Perceptions

OPINION	PARTICIPANT(S)	%
Aims differ by campaign	B, D. 1 Advertising, 1 SCO	25%
The aim is to raise awareness and educate	C, F, G. 2 Design, 1 SCO	37.5%
The common denominator is behavioural change	A, E, H 1 Design, 2 Advertising	37.5%

An interesting observation is the fact that no participant from the design industry agreed with the idea that every campaign will have different aims. Three participants showed support for the aim of these campaigns to raise awareness and educate the audience. Two of such were from the design sector, with the remaining participant from SCO.

4.2 Designing Social Change Advertisements

When discussing as to whether social change campaigns should use differing design strategies to their commercial and sales driven counterparts when answering RQ3, participants shared varying opinions. While the bulk of participants encouraged the differential design of social change advertisements, two participants expressed as to why this is unnecessary. Additionally, two participants shared their ambiguity towards the idea, acknowledging how design decisions should be campaign specific.

Design should be Different

Participant A stated how social change communications should be "considered from a different angle", acknowledging how they deal with issues that are "not just fleeting, it's not just fashionable or something that's just here for the summer" (A). Another participant added further to such, discussing the added challenges of these campaigns

> People do not want to talk about certain topics such as cancer, or life assurance or why they shouldn't smoke or drink or drive, all of those sort things are not messages that people want (H).

In agreement, Participant C stated that "it's more of a story based thing than a product that you're selling. If it looks like a product, it's a bad thing". Participant G's response was in line with that of Participant C, explaining how in relation to their campaign: "we weren't trying to sell anything, so there wasn't like a sell on these posters". Participant B pointed to the fact that these campaigns should be designed differently due to the fact that "the rules of public service advertising are very different to the rules of other advertising". These views point to the concept that social change advertisements should not be like traditional, sales driven advertisements as they do not have the same purpose. These campaigns use a very specific form of advertising, acknowledged by Participants A, B, C, G and H, with added challenges.

All Campaigns should be Bespoke

An important point to recognise is that even though Participant H openly discussed the added challenges of these campaigns and how they differ, they also expressed the belief that it depends on the campaign: "all campaigns are bespoke, and they have to be different in order to stand out" (H). Interestingly, Participant E shared similar beliefs. When comparing social change advertisements to their commercial counterparts, they pointed out that "the thing that would be consistent with all of them is that we're doing something that no one else is doing" (E). Views expressed by both Participants E and H point to the importance of bespoke design across the industry overall. It can be concluded from these opinions that both participants directly compare the practices of both social change and commercial advertising, and do not approach each differently.

Design should be Equal

While these participants provided quite ambiguous answers, others stated outright as to why they believe all advertising should be designed equally. Both Participants F and G shared beliefs as to why social change advertisements should be designed like other forms: "we're all operating in the same market […] it's the same people that you're trying to target generally" (F). While discussing the emotive nature of these advertisements, Participant D expressed how the design process should remain consistent across all campaign types as "with traditional advertising there has been a huge move towards emotions".

Variance across Industries

Interestingly, all participants from design based organisations shared the belief that social change campaigns should be designed differently as can be seen in Table 15.

Table 15: Social Change Campaign Design Interview Perceptions

OPINION	PARTICIPANT(S)	%
SCA should be designed differently to commercial advertisements	A, B, C, G. 3 Design, 1 Advertising	50%
SCA and commercial advertisements should be designed the same as one another	D, E, F, H. 2 Advertising, 2 SCO	50%

Both participants from SCO's agreed that all forms should be similarly approached. A divide was shown between participants based in the advertising sector.

4.3 Creativity

There was massive agreement amongst all participants that creativity is vital within social change advertisements, described as "hugely important" (A, E), "extremely important" (C) and "essential" (D, F). Participant H addressed the importance of creativity by firstly stating how "creativity is important in all communications, massively so". They expanded in relation to social change advertising by explaining that "for some issues, [creativity is important] maybe a little more so because of the need to change very established attitudes and behaviours" (H). It is suggested here by Participant H that these advertisements need to be even more creative than their counterparts due to the added barriers they face.

Creativity and Strategy

When asked about the importance of creativity, Participant B pointed to the combined importance of creativity and strategy, by stating how "they are equally important really". They addressed how both elements are 'intertwined' and from their experience, "you start with the strategy and there are many different ways to do the creative side" (B). This supports creativity as an important consideration for campaign strategy.

Creativity and Attention

The benefit of creativity for grabbing attention was discussed by various speakers. According to Participant F, there is a need "to work in a really creative way", in order to produce something "that's actually going to have people sit up and pay attention" (F). Participant A acknowledged the importance of such "in order to engage people, in order to grab attention, in order to be memorable". Further reiterations came from the response of Participant E, outlining how creativity strategies enhance a campaign: "through humour, through being different and by just being not what's expected, it engages you" (E). Participant H connected the use of creativity with campaign budgets, stating how creativity can be used as "a means of totally amplifying" a budget.

Creativity Benefits

A recurring theme throughout were the issues within the industry that could be overcome through using creativity. Participant E explained how in their opinion, a lot of the current campaigns in the sector are "really, really boring", and "you actually would ignore them". When pitching ideas to clients, Participant E described their process of displaying campaigns from around the world firstly "that weren't creative", and secondly, "ones that in my mind just broke the rules and did something completely different and made you sit up and take note" (E). It is clear here that this practitioner uses creative examples and techniques in order to show clients how you can overcome attention deficit through utilising creativity. Participant D outlined the issue of literacy, stating "one of the challenges to any commercial or non-commercial communicator is the fact that different people will perceive information in different ways". They suggest that overcoming this issue involves creative choices for factors including: visuals, language, tone, communication regularity and placement of such, acknowledging how "all of those things are really important" (D).

Although not commenting on the importance of creativity overall, Participant G explained how creative techniques were used in the creation of their social change advertisements in order to achieve better results. Particularly, they aided "the message to get across fast". Participant G explained how their creative colour and font choice meant that if a reader was in contact with the design for just "thirty seconds, [they got] the jist of the idea".

4.4 Design Considerations

Varying forms of answer arose regarding advertisement design elements when questions were asked surrounding RQ3. Overall, participants agreed that the selection of design elements is purely campaign dependant. Responses included: "it depends on the campaign" (A), "the look of it can be anything; there's no rules for that" (B), "there's no one set of rules; whatever is appropriate or wherever the idea takes you" (E), and "it's not a formula; everything we do as an industry is bespoke" (H). Participant H expressed their belief that this was a "tricky question to answer" due to the fact every design element needs to be considered "at all times".

Consistency and Professionalism

Participant A provided guidelines for selecting design elements, explaining how from a "basic point of view" there needs to be a strong brand identity and logo. Additional elements mentioned include supporting elements in order to ensure there is a "strong consistent campaign across the board" (A). Participant C too shared this concept of consistency, stating how designers should "make everything look consistent and part of the same campaign". Expanding, they stated how professionalism is important when making design decisions due to the fact

> "anything that looks polished will gain more attraction because in terms of design, whether people consciously see it or not, they notice better design […] people are better able to digest information more and better on a poster that's better considered" (C).

Clarity and Ease of Understanding

This concept of better understanding and clarity was too expressed by Participant A who stated that "there needs to be clear instruction to the general public of what to do". In relation to a social change campaign designed by Participant F, they explained how their design decisions were too based on this concept of 'clear instruction'. In relation to the design overall, they used fonts and colours in order to ensure "there [were] very fast instructions" and "the design was kept to a thing that could be spread easily, and also read easily" (F). This ease of understanding was too discussed by Participant E, sharing how their social change campaign was "just a call to action". They explained how their element selection allowed them to communicate their "very single-minded [campaign] in a way that was just different" (E).

Authenticity and Humanity

Participant F described how in relation to their campaign, "one of the things that was important in the advertisement was that it be authentic". They explained how they used "real people [in] real types of situations" (F) to formulate an authentic story. Whilst sharing the belief that "I think advertising is about storytelling", they reasoned that "the more authentic the story comes across, the more likely people are to engage with it" (F). An additional design decision made by Participant F was the selection of a shocking tagline to "get people's attention and get them engaged with the campaign very early

on". It is clear that each design element was used for specific purpose. First, the tagline for grabbing attention and second, the real situations in order to present authenticity.

Relevance

Participant E too acknowledged the importance of authenticity when discussing the elements within their campaign. Interestingly, they were the only participant to discuss the use of relevance when selecting their authentic design elements. They described their process of using familiarity in order to develop their campaign character, explaining how by using "one area that Irish people are familiar with […] you're seeing something very new but it's so familiar and therefore you didn't really question why" (E).

4.5 Advertising Appeals

Participants were questioned about the importance of appeals when designing social change campaigns. More specifically, they were asked in regards to the emotional / rational debate that is still present today in order to better formulate an answer to RQ3. Not only did participants share their views on whether the appeals were emotionally or rationally based, they shared as to why the particular appeal was important. The importance of emotional appeal was shown by six participants (A, B, C, D, E and H) out of the seven that were asked about the use of appeals within these advertisements.

Appeals are Important

The value of appeals was evident throughout interviews, with participants stating how the use of appeals is "not just important, it's critical" (B), and "it's the whole point of the campaign" (C). Numerous opinions were shared as why appeals are so vital. Participant B stated that "if you don't appeal, you don't get noticed [because people see] hundreds, if not thousands, of advertisements everyday". Additional benefits were discussed relating to emotional appeals specifically such as encouraging audience action (A), increasing remembrance (D) and encouraging engagement (E, H).

Rational Appeals

Participant G was the only participant acknowledging how they "aimed for more rational" when designing their campaign. They described their campaign as "very strategic", based on "a simple cautionary step [to tell people] here's what's available, and it's a solution to a problem" (G). This social change campaign can be described as educational and informative, developed in order to provide advice and guidance surrounding a social issue.

Emotional Appeals

Participants showing support for using emotional appeals described the advantageous technique of 'human stories' (A, B, D). Participant A stated how emotions are important "when you really have to underline and hammer it home to people [and] give them an impetus to do something". They explained how human stories appeal to an audience's 'human', 'good natured' and 'compassionate' side. Participant A detailed why these appeals are particularly important for social change campaigns, stating how they encourage people to "feel like they're helping human beings" (A). Participant D added further insight into the use of human stories in order to develop emotional appeals. They explained how through research, they have uncovered that despite audiences saying "the facts are the most important thing […] people remember things through stories". Their belief is that even though the facts are important, the stories they tell are even more so. After all, according to Participant D, "emotion is everything".

Rational Information with an Emotional Appeal

The ideas shared by Participant D surrounding the importance of rational information for the audience were reiterated by Participant H. They explained how their campaign was "a very rational piece of information, with very profound emotional consequences" (H). Even though it is clear that the campaign in question used rational techniques, when asked as to whether the campaign was more emotionally or rationally based, Participant H described the campaign as "much more on the emotional end of things". They described how they used rational information in order to "whack people in the face […] to stop thinking what they're currently thinking" (H). Participant H is describing a combination of rationality and emotion, with rational techniques used in order to get an

audience to "engage in a different way emotionally". They explained how "rational isn't good enough" due to the fact the audience will presumably already know that what they're doing is bad for them. Furthermore, showing them facts won't necessarily make them stop. To overcome this, communication must "find a different way to engage with them and get them to start thinking and then behaving differently" (H). This approach is one which blurs the boundaries of the emotional / rational debate, taking rational appeal techniques in order to formulate an emotionally appealing campaign.

Appeal Sensitivity

Participant E shared valuable insight surrounding the diligent selection of campaign appeals due to the sensitive nature of some issues. They described how when creating their campaign, "there was always going to be sensitivity to people whose relations had died" (E). While acknowledging the importance of remembering those affected by these serious topics, they explained how they used the emotional appeal of humour within their campaign. Participant E stated how humour was used in order to "get other people, the vast majority". They clarified how humour can work, even for "incredibly serious subject matter [that may seem] inappropriate initially". According to Participant E, humour works by encouraging an audience to engage with a piece that they then "get the message" from having engaged with it. The varying opinions of each participant surrounding the most beneficial appeal are presented in Table 16.

Table 16: *Social Change Campaign Appeal Interview Perceptions*

OPINION	PARTICIPANT(S)	%
Emotional appeals	A, B, C, D, E 2 Advertising, 2 Design, 1 SCO	71%
Rational appeals	G 1 Design	14.5%
Rational information with an emotional appeal	H 1 Advertising	14.5%

4.6 Subliminal Design

There were varying viewpoints in relation to the use of subliminal design within social change campaigns. While three participants acknowledged the use and importance of

subliminal, a further two utterly discredited its use. An interesting insight into the perception of subliminal design was offered by one participant who too shared a contradictory opinion of the topic. These findings are interesting considering the opposing positions of opinion.

Subliminal is Used and Works

When asked about the importance of subliminal design within social change advertisements, Participant C explained how it is "the underlying language" within a campaign. Participant A further detailed how subliminal design works within an advertisement by sharing "it's seen and sometimes it's not seen, and sometimes [...] you haven't even known you've seen it". They expanded by speaking about subliminal elements, stating

> even though you don't know they're working, they're in the background working because we're pre-programmed to understand arrows and smiley faces and all sorts of things like that (A).

Participant G shared their views on the significance of subliminal, explaining how they "use subliminal if you want to make something go viral". They continued by discussing how subliminal really works for "these sorts of things", referring to these campaigns.

Subliminal is not Used

Participant H was quick to dismiss the idea that subliminal design is used: "if you're talking about the whole area of subliminal advertising, it's fascinating because you know it has been totally discredited". Participant F explained how subliminal design is not used within their campaigns due to the fact: "we're very clear what we're asking [...] the consumer to do in terms of engaging with it".

An interesting perspective was shown by Participant E who started by stating "I don't think I've ever really done subliminal advertising [...] I think everyone thinks it's a huge thing". They continued conversely by sharing: "I mean, there's tiny things". Progressing, they shared examples of some of the subliminal techniques used within their campaign by explaining "we use music and songs which we hoped would be catchy in an attempt to get the lyrics, and therefore the message, into your head" (E). They also discussed how they used the traits of a well-known figure in order to develop their campaign

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character as "a shortcut [to make the audience] subliminally accepted this character quicker" (E). What is interesting about Participant E's response is that initially they began by saying how they had never done this, yet throughout their response described how they used subliminal techniques to develop their campaign. The degree of differentiation surrounding this topic is highlighted in Table 14.

Table 17: *Subliminal Design Interview Perceptions*

OPINION	PARTICIPANT(S)	%
Subliminal design is important and is used	A, C, E, G 3 Design, 1 Advertising	66%
Subliminal design/advertising is not used	F, H 1 Advertising, 1 SCO	33%

Wording Misinterpretation

What must be noted is that the participants were questioned regarding 'subliminal design'. Despite this, both Participants E and H referred to 'subliminal advertising' when responding. In addition, when speaking of subliminal advertising, the participants were dismissive of the topic and did not speak of it positively. Participant E offered somewhat of an explanation to this fact by acknowledging how they "always think subliminal to be quite sinister, like we're trying to implant something". Although both terms refer to different phenomenon, it is clear that there is not a clear difference within the professional sector. While the term 'subliminal advertising' is more in line with the sinister and unwilling implantation described by participant E, 'subliminal design' is better described as the 'shortcuts' or purposeful design decisions as mentioned, also by participant E. An interesting observation that can be made here is the fact that all participants from the design sector positively attributed subliminal design to social change advertisements.

4.7 Social Change Advertising Deployment

In order to understand the deployment of these campaigns and explore RQ4, the researcher questioned participants as to what they believed were the best channels to use. There was recurring support for the use of multimedia campaigns, with all

participants sharing support reasoning for such. Additional insight was gained regarding the various campaign aspects that need thought within the media planning process.

Multimedia Campaigns

Participant B declared that "for every single campaign you mention, there'll be a different media mix". There was common agreement for said statement throughout. Participant A offered simplistic reasoning for such, stating it will "depend on the type of campaign". Participant H offered explanation as to why a mix of channels is needed: "in order to get an aggregate benefit particularly for social change". They continued by offering guidance for selecting this media mix, advising the use of "certain traditional media and then a lot of the digital and social ones as well" (H). This specific traditional and digital mix was mentioned by three others. Participant A named "the obvious ones really", which we refer to as traditional mediums: print, TV and radio. Adding further they shared how they "think everything is done in tandem with social media these days" (A). Participant G specified their use of traditional mediums: relations with local businesses, photoshoots with newspapers, and radio interviews. All of this being done alongside their social network campaign. Participant F, while expressing the benefits of the traditional TV medium, admitted that they "didn't just do television [even though] television is probably the most effective for the kind of thing that we would try to do" (F). Even though their research showed how beneficial television was for their work, they still utilised additional avenues, which they attribute to their market research.

Select Channels Carefully

Participant F was not the only one to highlight the importance of "researching your market before you decide where you're going to put your advertising spend". Additional participants offered insight as to what needs to be researched and considered when deciding on a media mix. Participants C, D and E asserted the benefits of knowing your audience when it comes medium selection. Participant D explained their media planning process, particularly emphasising how they "go with the audience and problem first". From this, a medium is selected accordingly. Participant E offered insight into a similar process, selecting mediums "depending on what they subject matter is, depending on

who the audience is as well". Participant C offered reason as to why these decisions must be made first, declaring "if it's not strategically placed it can be redundant".

It is clear that the assertion made by participant A is true: it really does depend on the type of campaign. In the words of additional participants: "you can't just do one" (C), "you have to be nibble" (D). There is a clear consensus that one medium is not enough anymore, there needs to be a selection, and a selection that is strategically chosen.

4.8 Social Networking Sites as Mediums

It was made clear throughout that social networks have become vital for social change advertising. Social networking sites were described as "huge these days" (A), "powerful for the world of changing behaviours" (B), and "all campaigns ideally should have a social aspect" (E). Participants too spoke about the importance of these platforms as deployment mediums for social change campaigns specifically, stating how "it should be [a medium] you do" (E), and "absolutely [used] as part of the whole ecosystem" (H). The most prominent reasons cited throughout for using social networking sites included large audience reach (A, C, D), value for money (A, F), increased engagement (A, D, H), mobilisation (A), the creation of movements (B), and ease of sharing (C, E, H).

Social Networking Site Benefits

Participant A listed numerous benefits of social platforms, stating their ability to "reach so many people so quickly and so easily and so cheaply of course as well". Participant F, in line with such referred to the fact that "you get better value for your money". They also acknowledged the benefits of engagement, mobilisation and the fact that these can be achieved "in such a short period of time" (F). They were particularly interested in the ability to mobilise vast quantities of people, stating how "it's incredible the way it can mobilise large groups and get everyone together under the one banner" (F). Participant B also showed support for effective mobilisation: "it's good if you want to create movements […] you can send stuff so easily and create awareness".

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Ease of Sharing and Engagement

Ease of sharing and increased engagement was mentioned repeatedly throughout. Participant C added further to the comments made by Participants A and B surrounding the sharing abilities of social networking sites. They directly referred to the visual nature of the platforms and how this enhances sharing. Participant H stated that the main benefit is "the whole sharing and engagement piece". It was highlighted by Participant H how crucial this sharing is, not just for the audience, but for clients. They explained how clients "want to see some evidence of sharing […] so that people are starting to propagate the message" (H). Further expanding, they reaffirmed the fact that sharing is "something that social media opens up […] which obviously traditional media didn't really allow to happen to the same extent" (H). It is obvious that the sharing ability of social media is vital for both consumer and business.

Design for Social Networks

Participant E acknowledged how campaigns utilising social networks should take advantage of this sharing capability, and therefore be "very much designed to spread". They explained how this is particularly beneficial for these campaigns as increased traction has the possibility of leading to enhanced awareness and increased campaign involvement. Participant D too referred to the importance of creating the right campaign for these platforms by saying how "social can work really, really well, but it only works well for the right campaign, otherwise it can just be annoying". According to participant D, it is not only the type of campaign that needs to be right, the use of social platforms also "really depends on what audience you're talking about".

It's Where People Are

Participant B started by sharing how social platforms are effective "particularly for younger people […] well, actually, not just for younger people". There was strong support throughout that "social and online reaches more people and more people use online" (C). Participant E agreed, stating how "it's where people are […] generally, everyone is on their phone in whatever aspect". Accordingly, this is why "you have to be on people's phones or laptops or as many as you can" (E).

Gauging the Audience

The sheer amount of social users is not the only benefit of using this medium, as pointed out by participant G: "now you can gauge your audience immediately". They explained how metrics can aid decisions such as "if you need to boost [the advertisement] more [or] if you need to reach more people". Participant G outlined the further advantage of feedback on social networking sites. They detailed how metrics allow them to gauge not only audience numbers, but audience response and engagement. Participant D spoke of the same features, highlighting too their advantage for seeing engagement levels.

Targeting Attention

The fact that so many people are online, paired with the sharing capabilities of these mediums leads to increased attention as explained by Participant C. They shared how

> people are actually paying attention when scrolling through their news feed to some extent [...] it's in your face, it is really exposed whereas when you're outside you have a lot of visual noise in terms of there's a lot of stuff going on (C).

This attention encourages sharing and engagement as described by participant H, alongside other advantages. According to Participant F, these platforms can be used in order to target audiences. Using the example of television advertising, they explain how "it can be harder to target your audience , you can do a bit around the timing of when it's on and so on but with social media it's easier to do targeted advertising" (F).

Growth and Evolvement

Social networking sites are constantly evolving according to Participant D. They remarked on how mediums "change and evolve over time, and the use, and the engagement with it" (D). This fact was too mentioned by Participant E in relation to Irish client's using social networks: "it's an evolving thing, a lot of Irish clients are only beginning to realise that now". Although it is clear that there is major support for deploying social change advertisements on these social platforms, Participant F stated that "you have to be very careful in how you use social media".

4.9 Measuring Effectiveness

Professionals were questioned as to how their social campaigns are currently measured in order to gauge effectiveness, or how they believe this should be done in a bid to answer RQ2. Participants offered great insight into the varying forms of available and suitable measures such as online, market research and behavioural approaches.

Behaviour Change

A tricky question according to Participant A, they stated how effectiveness should be measured by assessing statistics and data in order to "check for behavioural change […] if there's mass behavioural change then these big social change campaigns are working" (A). This concept of looking for behavioural change was also mentioned by Participant B. They described their process of measuring "behaviour and attitudes in tracking studies [with] pre and post questions" (B). From this, you "measure their attitudes, and behavioural change should follow" (B). Participant D added further to the behavioural change measurement belief, stating how if there's a service connected to the campaign, "you're able to see how many people actually apply to use the service".

Campaign Dependant

Participant D was keen to point out that the effectiveness measurement "really depends on the campaign [and you] wouldn't necessarily be able to quantify absolutely every success measure in terms of the use". They continued by recognising how "some campaigns may not be as easy to evaluate because they may not have a service" (D). In such cases, it is not possible to get a clear number of how many people are engaging with the campaign or issue. Participant H shared the same beliefs by sharing how "it will depend on the campaign, but mostly its behavioural modifications".

Sustained Behaviour Change

Participant H explained how ultimate effectiveness should be measured by asking: "do people do something different after the campaign than before it"? In order to assess this adequately, a benchmark pre-test should happen to assess levels at a particular time that are subsequently measured to uncover if there have been changes. Participant D expanded on this behaviour measurement by stating: "one thing that maybe doesn't get

done enough is the whole ongoing or sustained behavioural modification". They showed support for conducting longitudinal research in order to assess whether behaviour change is maintained. Using examples of campaigns that managed to make issues and actions "socially unacceptable for society" (D), they stated how the most important and influential effectiveness measurement is sustained behaviour change.

Market Research

Additional participants too shared beliefs that market research is critical when assessing campaign effects. Participant F acknowledged how they conduct market research before and after campaigns to determine how likely the audience are to be talking about the communication. They too shared how they utilise "nationally represented omnibus research [as it is a] standard good practice way of measuring the effect your campaign has had" (F). Participant D shared similar, stating how they conduct formative research before campaigns through literature reviews, perception benchmarks, awareness and understanding. These are then used in order to understand audience "engagement with the campaigns [and to] assess the success across the population" (D). In addition, they explained how they "have platforms so we're able to have a number of different Key Performance Indicators (KPI's) which we can monitor on a daily or monthly basis" (D). By utilising this combination of formative research, market research and KPI's, Participant D expressed how they produce an annual evaluation report outlining this data along with "a commentary around it, because external factors can also really affect how our work can go". They openly discussed the importance of assessing the sentiment around campaigns due to conversations on social networking sites, in the press or on traditional media. Expanding, they reasoned how stories in the news or media can impact engagement which makes an understanding of these external factors vital.

General Measures

While these participants outlined detailed methods in order to measure and therefore determine the effectiveness of social change campaigns, others offered more generalised approaches. Participant C stated how effectiveness should be measured by "whether you reached your target audience or not [...] if it went unnoticed, it's probably a failure". Participant G too emphasised a simplistic approach, explaining how they ruled

their campaign as effective because it "saw a massive reaction online". Agreeing with these beliefs, Participant E outlined a comparable approach. Their belief is that success should be measured via awareness and media publicity: "are people more aware of the problem [is it] a discussion point". Furthering, Participant E acknowledged how these metrics can be harder to judge. This leads us into the next interview question which focused on the issues with measuring campaign effects.

4.10 Issues with Measuring Effectiveness

Effectiveness measurements cannot exist without issues and limitations of some form. An understanding of these is imperative to ensure that informed decisions are made. Such discussions are particularly important when addressing campaign moderators that are the main focus of RQ5. Following the discussion of how social change campaigns should be measured for effects, participants were asked to outline any issues they felt surrounded these metrics.

Lack of Tangible Records

Participant E clarified their point regarding how awareness and public discussion can be hard to judge by outlining the issues associated with them. They explained how public discussion cannot be measured, stating: "well certainly I haven't heard of any way particularly that it was measured" (E). They continued by saying how it's "unusual in the way that there is no direct measure [and it's] a bit frustrating" (E). Adding to the frustrating aspects of effectiveness measurement, they acknowledged how when working with companies or charities there is not always "a very tangible record of seeing are people actually reacting" (E). Participant A expressed views akin to those of another participant surrounding tangible records of reaction. They stated how

> you can have lots of followers on social media, or you can be received well on TV or radio
> or any platform, but if the behavioural change within society is not seen, that's the issue
> (A).

They clarified how this can be done over "a long period of time, you need to study your subjects over years". This method of studying the audience over long periods was too mentioned by Participant H when discussing the need for sustained behaviour change.

The Need for Longitudinal Studies

Participant H noted the "need to see lasting effects" and acknowledged the issues surrounding measuring such. An issue with assessing behaviour change is the fact that

> people can change behaviour temporarily and then it looks like there has been a fantastic achievement, but if you go back and test that in six months or a year or whatever, they might have reverted (H).

They explained the importance of seeing and measuring actual behaviour rather than claims because "you can't necessarily trust what people are going to say" (H). According to Participant H, this primarily comes down to "if views are seen as a little bit popular". In other words, if the behaviour or opinion is viewed as fashionable or on trend, people can have a tendency to fake their response. Participant B also shared this concern by acknowledging how some topics such as racism are "much more difficult to measure because people won't talk about issues like that, they won't be completely honest in surveys". They state how this can be overcome if there's a clear action associated with the campaign which can be measured.

External Factors

Participant D discussed the issue of external factors when it comes to measuring social change campaign effects. They referred to the fact that there's "a degree of magic" surrounding campaign success. For example: "how many times does this person need to see a message, what is it that tips them over the edge to make the behavioural change" (D). External factors can majorly influence the audience and not just the campaign. Influences such as "word of mouth or something happening in their community or wider community" (D) can contribute to a person's attitude, awareness or behaviour, and are not directly associated with the campaigns effectiveness. Participant H highlighted this issue also, stating how we must "isolate the effects of the campaign versus anything else that might have been going on in society". The issue here is that you must gauge "how much is attributable to the particular campaign that was run and how much is attributable to something else" (H). Adding further, they remarked on 'the last click', revealing how this phenomenon occurs when a user clicks on SNA and all of the success is attributed to the campaign. This a particularly major issue because it "isn't taking into account everything that's happening up to that point which may be TV advertisements or something somebody saw in the shop or whatever" (H).

Social Network Influence and Barriers

Additional issues were highlighted surrounding the influence of social networking sites on measuring social change advertising effects. Participant F openly stated how these online platforms "tend to skew results depending on what view somebody wants to take [because] it's not very evidence based". Expanding further, they stated that even though social networks can be assessed for effectiveness through engagement and interaction, "if there is a lot of negativity on social media, I would tend not to see it as an effective measurement" (F). Accordingly, they "would tend to treat social media with a lot of caution" (F). Social networking negativity was also referred to Participant G who acknowledged that their campaign faced "a bit of negative feedback […] from some comments online". They explained how they thought about the feedback, and while appreciating the fact that everyone can have their own opinion, did not let it affect their campaign because the "main goal was if one person used the campaign, it was a success in our eyes" (G). Participant G highlighted the barrier of audience reach on social networking sites, acknowledging that even though it can be used to reach large numbers, there are hurdles to this. Explaining, they stated how their campaigns are "only reaching whoever likes our page [because of] social media algorithms". They used the example of how

> you may try your best on Facebook or on social media and you're just not getting results because there may be a big festival around the corner that's taking up everyone's timeline (G).

4.11 Conclusion

Throughout this chapter, the many opinions surrounding how social change campaigns should be designed, deployed and measured from a professional perspective have been explored. Whilst views do not coincide across the board, this is unsurprising considering the bespoke nature of the advertising industry. Furthermore, the differing roles of each interviewee within their respective agency means that they hold in-depth insight regarding some social change advertising aspects, and more general understandings of other areas. Regardless, these interviews have provided the study with great data regarding the current practices of these campaigns and advertisements in Ireland. Even more importantly, this data will prove immensely valuable when designing the advertisements within this study and performing the subsequent research phases. In

the following chapter, findings from research Phase Two will be presented to uncover whether social change advertisements currently deployed in Ireland reinforce the statements that have been made by professionals here.

Chapter Five:

Content Analysis Findings

5.0 Introduction

This chapter presents the findings of Phase Two within this project employing a CA. Using fifty advertisements from the Facebook pages of Irish non-profit and charitable organisations, advertising elements were analysed to investigate the most prominent and common features used in present social change advertisement designs (Appendix H). Advertisements posted between 1 January 2017 and the time of analysis, August 2018, were included. Coding required an instrument predetermined by the researcher which was created using previously conducted advertising CA and studies based on social change advertising creation (Appendix I). Particular inspiration was drawn from the works of Inci et al. (2017), Keisler (2016), Atkin and Rice (2013) and Thaler and Helmig (2013).

5.1 Issue

The issue relates to the theme of the advertisement and accordingly, the behaviour or attitude it is designed to change. Health was the most predominant issue, with safety another dominant issue. Environmental, political and justice issues made up the remainder as is presented in Figure 2.

Figure 2: *Content Analysis Issue Findings*
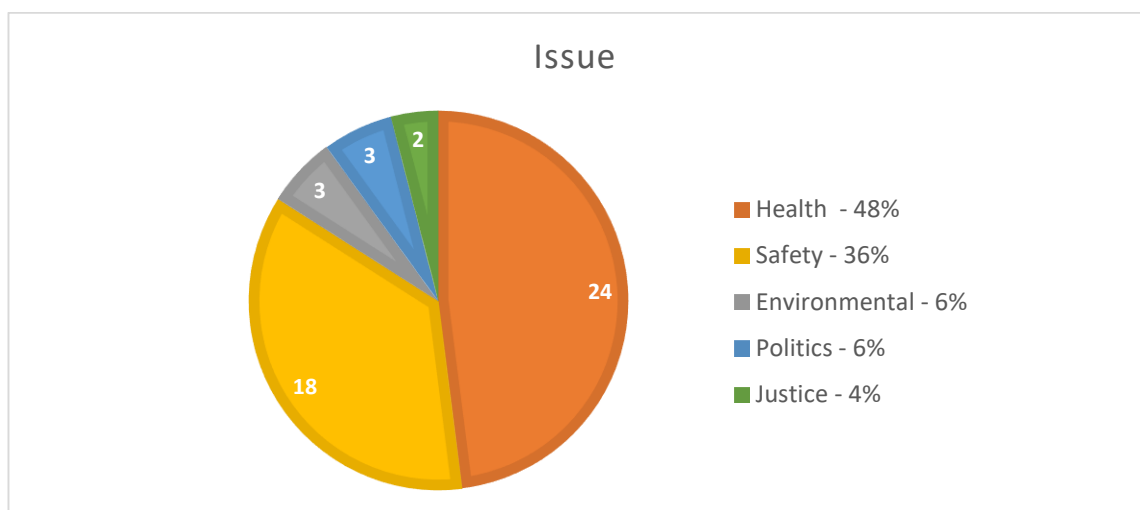
5.2 Audience

The audience was determined depending on the organisation, message and overall design. The bulk of advertisements were aimed towards a general audience, not specifically focused on one gender or age group. Advertisements targeting parents and

men were the next most prominent, followed by women. More niche audiences made up the remainder as can be seen in Figure 3.

Figure 3: Content Analysis Audience Findings
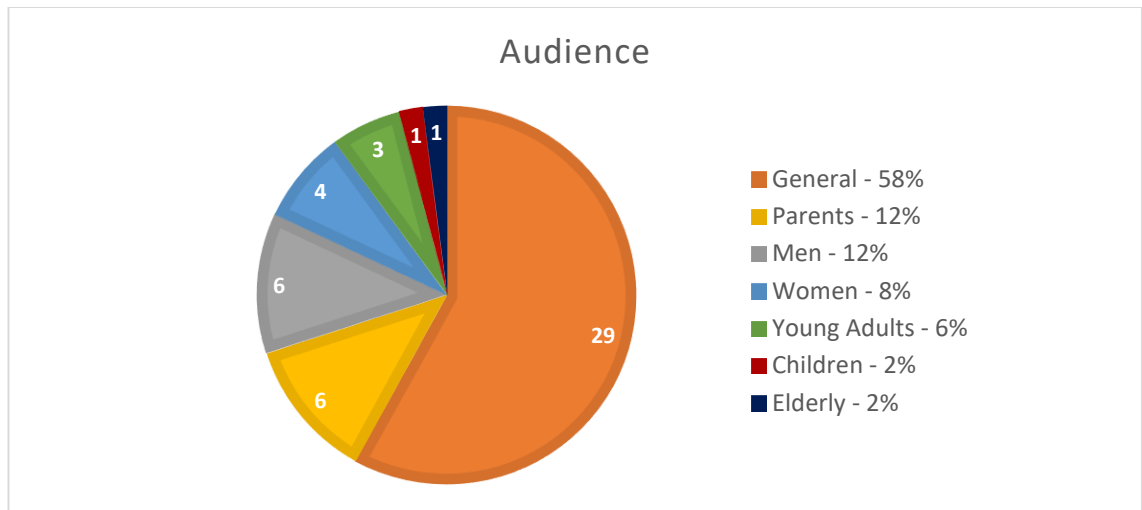
5.3 Goal

The goal relates to the purpose of the advertisement and the desired action of the viewer following their encounter with it. The results of this CA are shown in Figure 4.

Figure 4: Content Analysis Goal Findings
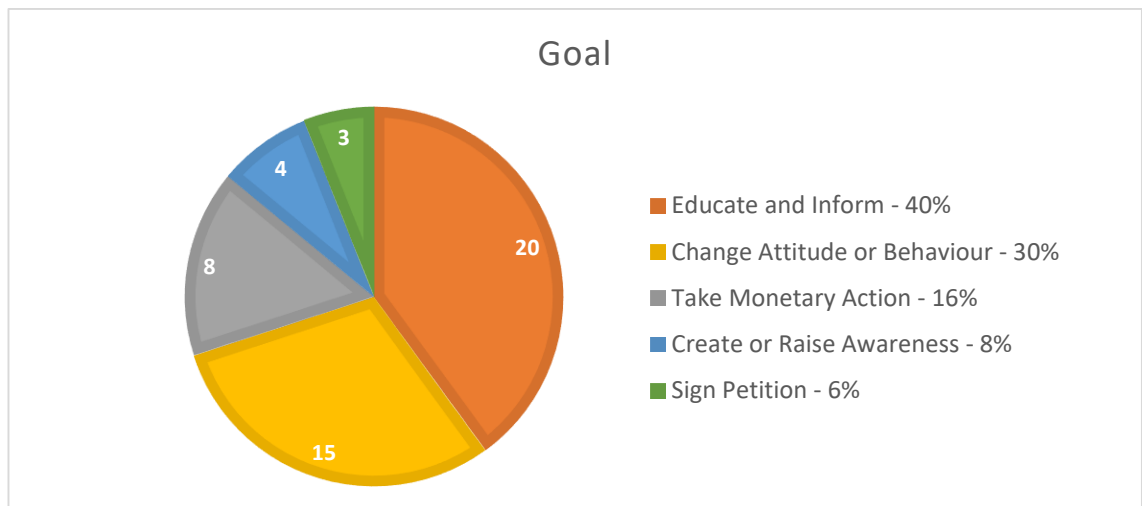
The majority of advertisements within the sample had the goal of educating and informing the audience. These included factual or explanatory information to better educate the viewer. Behavioural and attitudinal change was the next most prominent goal, providing the viewer with call to actions and specific behaviours that they should

follow. Some advertisements aimed at convincing the viewer to take monetary action through either making a donation or raising funds. Advertisements with the goal of creating or raising awareness provided general information surrounding relevant topics and issues. They did not include factual or educational elements as in the first variable.

5.4 Source

Advertisement source relates to any persons or characters featured within the design that are used in order to portray the message to the viewer. The results of this analysis are presented in Figure 5. Surprisingly, the bulk of the sample did not have a source featured. Subsequently, the most prominent source found was the victim.

Figure 5: *Content Analysis Source Findings*
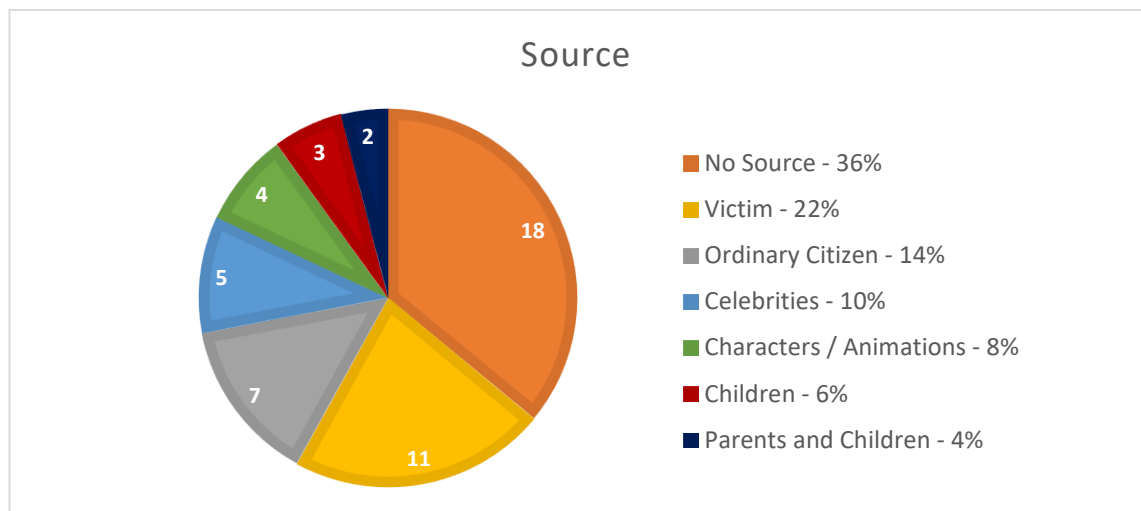
5.5 Tone

The tone of an advertisement is created through the design elements and relates to the way in which the advertisement is made to feel. Unsurprisingly, a large portion of the sample held a serious tone (see Figure 6). Another category was added in order to account for the second most common tone found. Labelled as the supportive tone, these advertisements were neither serious, informative nor funny, but inviting and encouraging.
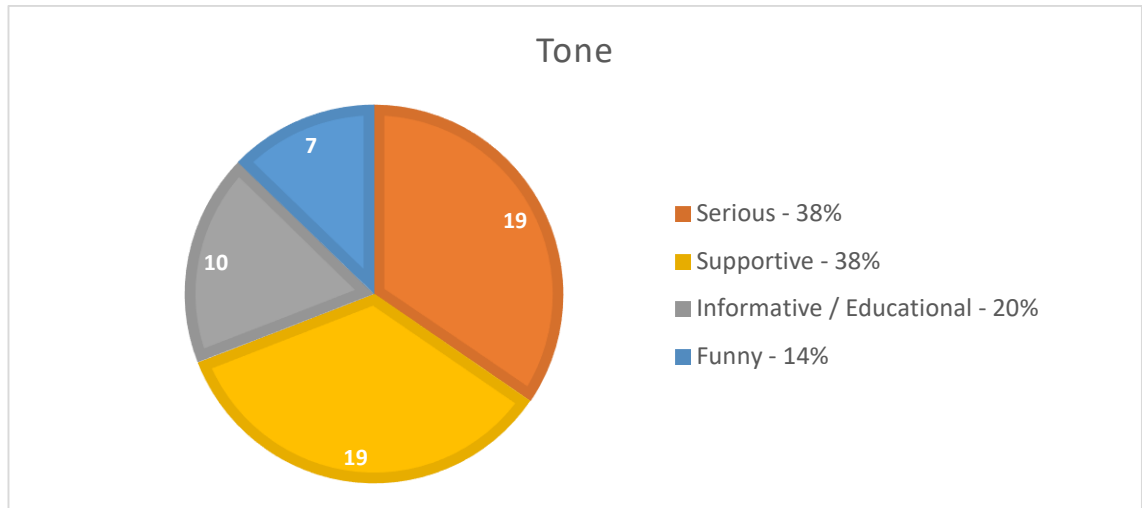
5.6 Appeals

The appeal of an advertisement is closely connected to its tone, and is used in order to entice the viewer to perform what is being asked. Appeals were first broken into two broad categories: emotional and rational. Overall, the emotional appeal was the most prominent (54%), but was closely followed by rational appeals (46%). Following, these appeals were further segmented into subcategories.

Table 18: Content Analysis Appeal Findings

%	APPEAL	CATEGORY
32%	Gain-Framed	Rational
20%	Fear	Emotional
10%	Comparative	Rational
8%	Shock	Emotional
6%	Humour	Emotional
6%	Joy	Emotional
4%	Popularity	Rational
4%	Sex	Emotional

These subcategories are dependent on many factors within the advertisements including the image, text and tone. Overall, there was more variance on the type of emotional appeal used, with seven subcategories found through the CA. Just three subcategories of rational appeals were found within the analysis.

As highlighted in Table 18, when each subcategory is compared, it was the rational gain-framed appeal that was found within the majority of the sample. This was followed by the emotional fear appeal, and the comparative rational appeal. While gain-framed was the most occurring appeal technique overall, it is important not to forget the varying amount of emotional techniques used and the fact that emotional appeals accounted for the majority of the advertisements within the CA. Additionally, one must not forget how two out of the three rational based appeals account for 42% of the sample overall, and are also within the top three techniques observed.

5.7 Frame

The frame of describes the way in which an advertisement is made to feel which can be either positive or negative. The framing can be broken down even further depending on whether the advertisement is promoting or preventing a particular action (see Figure 7).

Figure 7: Content Analysis Frame Findings
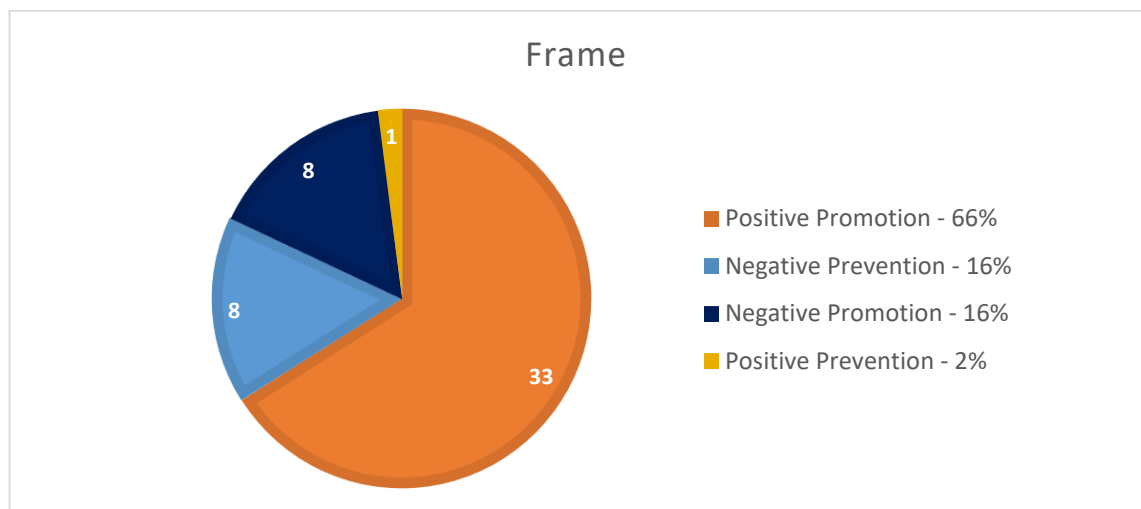
The positive promotion frame was the most occurring, used to show the desired behaviour and encouraging the viewer to perform or think in such a way. Negative prevention on the other hand displays the negative results of an action, asking the viewer not to behave in such a way as to cause these results. Whilst the negative promotion frame too portrays negative results, these advertisements encourage behaviour change in order to prevent these occurrences. Lastly, positive prevention framed communications discourage behaviour in order to attain the presented results.

5.8 Type

Type was used in order to determine who the advertisement was aimed at helping. The most common amongst the sample was help-other (40%). An advertisement here encourages an individual to change in order to help others rather than oneself. 32% of the sample can be described as help-self, designed to benefit the viewer directly. The third and final form, help-self accounted for 28% of the CA sample. This advertisement type is aimed towards changing a behaviour that will better both oneself and others.

5.10 Imagery Elements

Image based elements were categorised depending on whether they were developed using a camera or design software. The results of which are displayed in Figure 8. Images captured through the use of a camera were classed as photographic, while visuals created using design software were labelled as graphics. Additional categories included a combination of photography and graphics whereby each visual was as prominent as the other, and typographical which used text as the main visual feature.

Figure 8: *Content Analysis Imagery Element Findings*
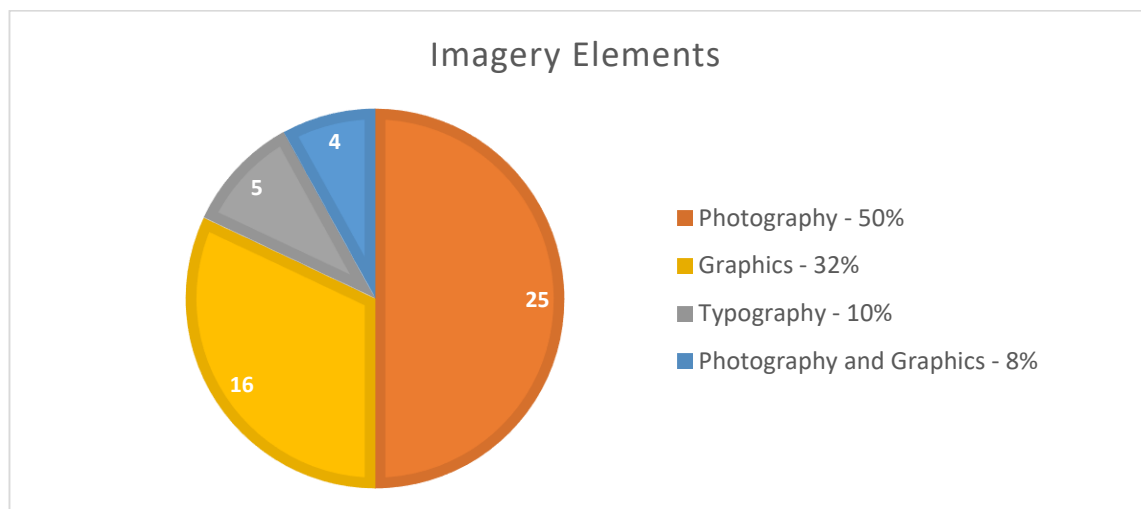
5.11 Textual Elements

Textual elements refer to written text, typography and copy within an advertisement. The headline refers to the main focal text within any communication which is generally prominently placed and used to grab attention. Informational text, also known as body copy, includes supplementary information data such as telephone numbers, actions and dates. Slogan text describes any copy that is specific to an overall campaign and are

generally easily remembered or catchy phrases. Tags refer to the hashtags used within an advertisement are added to encourage viral spread and social network usage. Results for this category are presented in Table 19 below.

Table 19: Content Analysis Textual Element Findings

%	TEXTUAL ELEMENT COMBINATIONS
26%	Headline only
18%	Headline and Informational Text
14%	Headline and Slogan
14%	Headline and Tag
10%	Headline, Informational Text and Slogan
8%	Headline, Informational Text and Tag
4%	Headline, Slogan and Tag
2%	Headline, Informational Text, Slogan and Tag
2%	Informational Text Only

5.12 Call to Action Element

The call to action element has the most chance of convincing the viewer to perform a desired action. Call to actions are easily identified elements that allow a viewer to quickly and efficiently understand and what it is that the advertisement asking them to do. Interestingly, most commonly within the sample, call to action elements were found in the Facebook post text that accompanied the advertisements and accounted for 28%. 22% of advertisements featured their call to action within the informational text of the advertisement. Of such, 14% came in the form of a website, while 8% were presented as support or donation contact numbers. The slogan was the call to action for 20% of the sample, whilst the tag (16%) and headline (14%) accounted for the remainder.

5.13 Repetition

Repetition was determined by counting the number of times that an advertisement within the same campaign was posted on the organisations Facebook page between the date of the analysis and 1 January 2017. Each instance was counted and categorised into repetition brackets that are detailed in Table 20.

Table 20: *Content Analysis Repetition Level Findings*

%	REPETITION BRACKET	REPETITION LEVEL	INSTANCES FROM SAMPLE
34%	Once	1	17 (34%)
42%	2 – 5	2	6 (12%)
		3	4 (8%)
		4	6 (12%)
		5	5 (10%)
20%	6 – 9	6	4 (8%)
		7	2 (4%)
		8	3 (6%)
		9	1 (2%)
4%	10 +	10 +	2 (4%)

5.14 Conclusion

This chapter has displayed the frequency of specific forms of design elements used within fifty social change advertisements deployed using Facebook within Ireland. Here it has been shown how there are standardisations across the industry for a number of elements, particularly the target audience, framing and imagery used within social change campaigns. Continuing, the following chapter will directly draw from these findings and those which were presented in Chapter Four for the purpose of designing a social change campaign specific to this study.

Chapter Six:

Advertisement Design

6.0 Introduction

To test the varying design techniques presented in Chapter Four and Chapter Five, two digitally centere social change advertisements for deployment on Facebook were designed by the researcher. The variety of choices made in order to develop such are outlined within this chapter. Each used a unique set of elements in order to portray a persuasive message surrounding the societal issue of social media addiction in order to develop advertisements that were relevant to the focus group and survey samples in addition to the specific focus of the study. These were used within, and were the basis of both the focus group and survey data collection. Aspects that were taken into consideration when designing the advertisements included; frame, appeal, source, image, and text as detailed below.

The advertisements themselves are very specific in purpose and intent. Firstly, they are Facebook orientated advertisements due to the focus of the study. Accordingly, one must acknowledge that the design techniques employed may not be suitable for social change advertisements deployed on different channels. In addition, the advertisements themselves have been created in line with previously conducted data findings to assess the effectiveness of social change advertisements currently present in Ireland. Whilst interested in the differential design strategies of these communications, the purpose of this research phase is not to determine the aesthetic value, but rather, the ability of these design choices to appeal to the intended audience and persuade them to change their attitudes and behaviours accordingly.

6.1 Campaign Topic

To take advantage of the internet survey deployed on social networking sites, it was essential that a relevant societal issue was selected. Research was conducted into various social networking issues, with social media addiction chosen due to it being relevant to all partaking in the survey. A specific form of internet addiction, it is identified with specific criteria used to diagnose other non-chemical and chemical addictions (Echeburua and de Corral, 2010; Young, 1999). According to Andreassen et al. (2017), and Griffiths (2013), these include:

- Salience - being preoccupied by SNS

- Mood Modification - using them to reduce negative feelings

- Tolerance / Craving - increasingly using them for the same pleasure

- Withdrawal - suffering distress if prohibited

- Conflict / Functional Impairment - sacrificing obligations because of usage

- Relapse / Loss of Control - desiring to control use without success

Social media addiction "shares a common underlying etiological framework with other substance-related and behavioral addictions" (Kuss and Griffiths, 2011, p.3530). Studies outline the negative effects that this addiction can cause akin to other addictions like lesser involvement with real life, lower self-esteem and negative relationship effects (Kirschner and Karpinski, 2010; Barker, 2009; Valkenburg et al., 2006).

6.2 Study Advertisement One

The first advertisement designed for this study (AD1) was primarily inspired by the most recurring elements found within Phase One and Phase Two. Namely, the most common CA aspects, and professional viewpoints which are detailed throughout this section.

Frame

This advertisement was developed using the positive promotion frame which was found to be the most prominent within the CA. This frame encourages the audience to perform the desired behaviour by showing them the benefits and advantages of such. The imagery used within the ad, in addition to the headline allowed this frame to be created.

Appeal

AD1 was developed using the interesting interview findings that suggest a combinatory appeal approach. In line with Participant H's suggestions, this advertisement was developed using rational information in an emotional way. This resulted in a visual with a rational gain-framed headline, paired with a humanistic photograph. The decision to use a gain-framed rational appeal coming from the fact it was the most common appeal found from the CA. The purpose of the message being to show the viewer the benefits that can be obtained when the desired behaviour is performed.

Figure 9: *Study Advertisement One (AD1)*

Source

For the source within AD1, findings from interviews were drawn upon. This meant that 'real people' were used as the source. Interestingly, the CA did not match up with the interviews in this case. The most common source found within the CA was 'no source'. It was that in order to execute the appeal and other characteristics most effectively, AD1 would use 'real people' and 'real stories'.

Imagery

CA findings showed that photography was the most prominent image medium used. For this reason, and to effectively execute the frame, appeal and source within the ad,

photography was used. This medium also supported the interview findings that focused on using real people and true human stories. The staging of the photograph portrays the separation that occurs between friends due to mobile devices and social networking sites specifically. Whilst the three actors on the far side of the table are interacting and enjoying their time together, the actor on their phone is very much disjointed from what's going on.

Text

Both interview and CA findings were used as inspiration when developing the text for AD1. The majority of advertisements within the CA were found to have just a headline when it came to their textual elements. Using a short and effective headline allowed the advertisement to be "concise", "easily read", and "simple", as outlined by interview participants. A short and snappy headline was developed to ensure it was easily read and understood by a large audience. Its colour and size too allow it to stand out as a prominent feature. The headline is rationally based, using positive encouragement to show people what they can achieve by doing what is asked of them.

6.3 Study Advertisement Two

The projects second advertisement (AD2) was developed in line with lesser occurring techniques highlighted from Phase One and Phase Two. Elements and views which were not in the majority for both the CA and interviews were used as described next.

Frame

To contrast the positive promotion frame used within the first ad, a negative prevention frame was selected for AD2. The purpose of said frame is to discourage the audience from performing a behaviour through showing the negative effects of such. This frame was developed through the use of headline, informational text and imagery.

Appeal

AD2 utilised an emotional appeal through the use of a fear/shock technique, with these being the most commonly found emotional techniques within the CA. This was achieved

through a combination of imagery and headline. This advertisement also holds aspects of rationality, with the informational text and graphics being comparative in nature.

Figure 10: *Study Advertisement Two (AD2)*
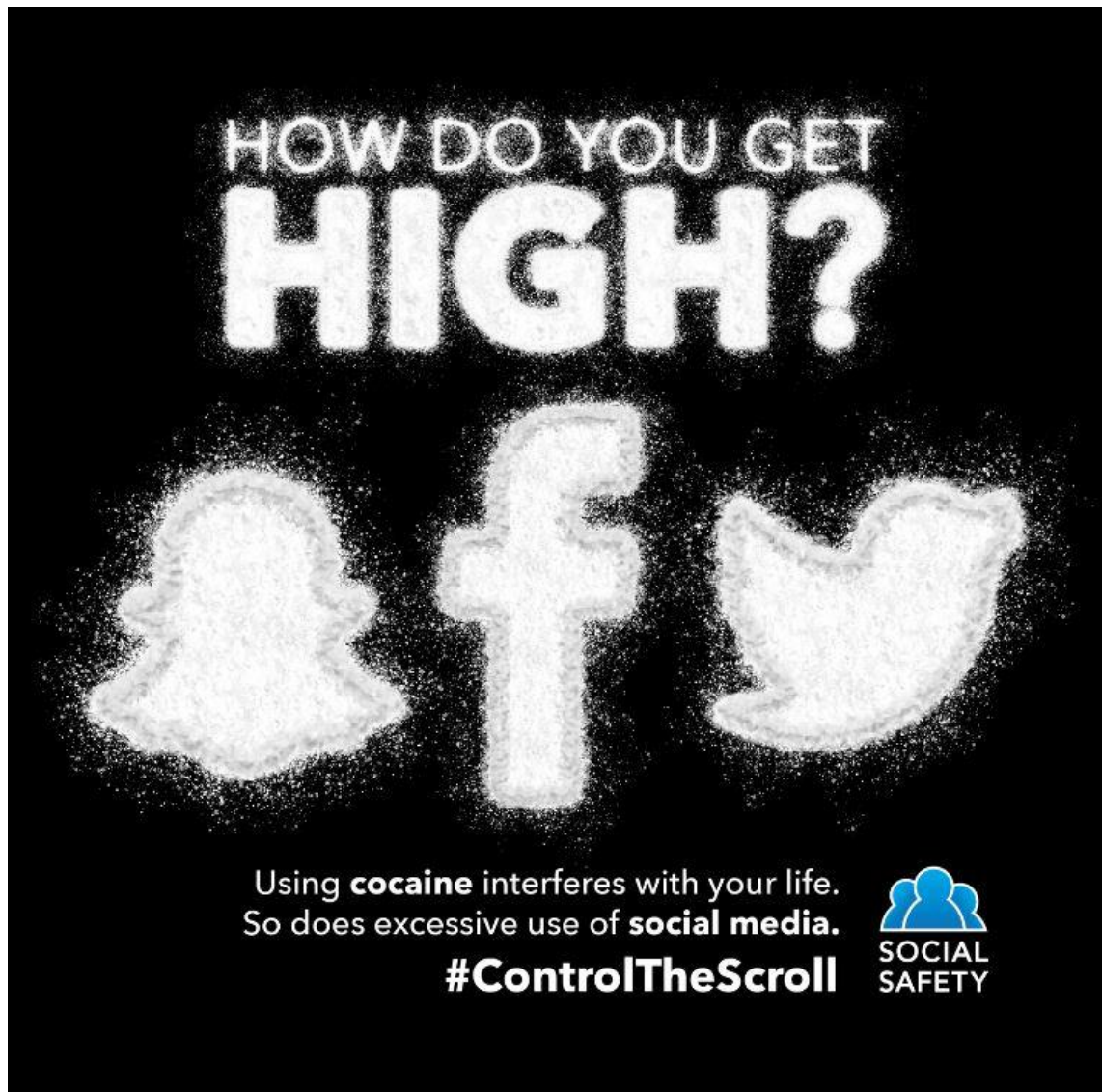
Source

AD2 drew insight from the CA, having no source. No persons and/or characters were used in order to develop AD2 as to ensure this criteria was met.

Image

The second most prominent imagery based medium found within the CA was graphics (32%). AD2 was purely graphics based, using only image based elements that were designed by the researcher. In order to visually present the addictive nature of social

networking sites, a comparison was developed between them and cocaine. This comparison was based on the prior research conducted surrounding the effects of social media addiction, and it's likeliness to substance addiction. A symbolism was developed by presenting the social icons of Snapchat, Facebook and Twitter as though they were made of the illegal substance. Ultimately, this developed the shock appeal as these two concepts are rarely presented together or compared. It too holds a sense of fear, with individuals today fully aware of the side effects and risks that come with drug use and abuse. This graphic effect was applied to the ad's headline as a way to capture attention.

Text

CA findings were drawn upon when designing the textual elements for AD2. Said results show how the second most popular textual combination is the pairing of a headline and informational text. The purpose of the headline being to grab the attention of the viewer, with the additional text used to clarify and educate. The headline 'how do you get high' was used to draw the connection between this addiction and substance abuse. 'High' is a word commonly used in order to describe a state of intoxication due to drug use. Presented as a question, it directly asserts the viewer and their behavioural choices. In order to anchor this headline and the advertisement image, the informational text presented the viewer with some information surrounding the connection between social networking sites and cocaine. It was ensured that the advertisement addressed how the excessive use of social platforms is comparable to the negative drug effects.

6.4 Conclusion

This chapter has detailed the many design decisions that were made by the researcher when developing AD1 and AD2 for the purpose of this study which are Facebook deployment orientated. Not only has it specified the design choices, it too has explained why these decisions have been made in accordance with the findings from Phase One and Phase Two of this study. In the subsequent chapter, findings from Phase Four and Phase Five of this study are presented. Here the reader will explore audience perceptions towards each of these digital advertisements captured from both focus groups and surveys.

Chapter Seven:

Content Analysis and Survey Findings

7.0 Introduction

This chapter presents the combined findings from Phase Four and Phase Five of this project. Using both focus groups and surveys, the perceptions and attitudes of the general population towards each of the advertisements designed within the study with a social networking focus are detailed. In doing so, this chapter explores the results of each across a number of metrics including attitude, attention and liking to name but a few. These results are further segmented depending on the generational cohort of the participant. This has been done to showcase the variances in advertising opinions amongst these groups and to formulate a better understanding as to how social change advertisement design can be tailored to these specific cohorts on SNS. Results for each advertisement are compared throughout in an attempt to highlight the most successful in accordance to each of the questions asked. Furthermore, it contains valuable insights surrounding the current perceptions of Irish social users towards advertising on social networking platforms, and an understanding of their current social networking habits which can benefit digital SCC directly.

7.1 Social Networking Use

Survey participants were asked about their social networking site usage to gauge the prevalence and level of use across the sample. Additional questions were asked regarding the platform that they use most often to formulate the most prosperous channels for social change advertisement deployment and to assess whether Facebook should be the SNS of choice for deploying digital social change advertisements.

Frequency of Use

The vast majority of respondents across generations reported using social networking sites daily (95.4%). A much smaller amount admitted using it 'a few times per week' (4%), with the remaining 0.6% stating that they use it 'once per week'. None of the respondents reported using social media 'once per month' or 'a few times per year'.

Level of Use

Support for this immense social platform use was too found when respondents were asked to outline the platforms they use 'at least once per week'. Younger respondents were found to use more sites on a weekly basis, with Gen Z using 5.5, and Gen Y using 4.3 on average. Gen X and Baby Boomers were much more likely to use a lesser amount, with averages of 3.9 and 3.8 respectively.

Of these platforms, Facebook was found to be the most commonly used, with 95.4% stating how they use it at least once per week. This was consistent across the sample, however, one must not forget how Facebook was the deployment channel used. Variances were found however when additional SNS were ranked across generations. Table 21 outlines the top five social platforms used per generation. Interestingly, Gen's X, Y and Z all share the same top five, but in differing order. Baby Boomer findings are too similar, the only difference being their top five includes Twitter instead of YouTube.

Table 21: Top Five Social Networking Sites across Generations

RANK	GEN Z	GEN Y	GEN X	BABY BOOMERS
1	Facebook *(95.2%)*	Facebook *(93.5%)*	Facebook *(97.4%)*	Facebook *(100%)*
2	Instagram *(94%)*	WhatsApp *(80.4%)*	WhatsApp *(68.4%)*	WhatsApp *(83.3%)*
3	Snapchat *(94%)*	Instagram *(70%)*	Snapchat *(57.9%)*	Instagram *(66.7%)*
4	YouTube *(79.8%)*	YouTube *(70%)*	Instagram *(55.3%)*	Snapchat *(33.3%)*
5	WhatsApp *(66.5%)*	Snapchat *(60.9%)*	YouTube *(36.8%)*	Twitter *(33.3%)*

7.2 Perceptions of Social Network Advertising

To assess current perceptions of digital advertising on social networks with the aim of understanding how these opinions compare to social change advertising on SNS, three Likert scale questions were used. The survey provided participants with statements to which respondents shared agreement levels from strongly agree to strongly disagree.

Advertisements Ruin the Social Networking Experience

The first of these stated: 'advertisements ruin my social media experience'. Responses were consistent across generations, with 63.3% of the overall sample agreeing (32.8% agree; 30.5% strongly agree). The remainder either disagreed (5.7%), or neither agreed nor disagreed (31.0%). No participant strongly disagreed with the statement.

There should be Less Advertisements on Social Networks

The second statement read: 'I would like to see less advertisements on social media'. Again, a large majority agreed. 83.3% of the overall sample agreed with this statement by selecting either strongly agree (47.7%) or agree (35.6%). Much smaller percentages of participants disagreed (1.7%), or neither agreed nor disagreed with such (14.9%). Once again, no respondent strongly disagreed with this statement.

Social Network Advertisements Are Not Relevant

The final statement posed: 'the advertisements I see on social media are not relevant to my interests'. Differing opinions were found across generations for this question as are presented in Figure 11. With regards to Gen Z, 29.8% agreed, and 14.3% strongly agreed with this statement. Another large portion of this generation too disagreed, with 27.4% disagreeing and 1.2% strongly disagreeing. This supports how Gen Z believe SNA are relevant to them. The remaining responses neither agreed nor disagreed (27.4%).

Figure 11: Perceptions of Social Network Advertising Relevance
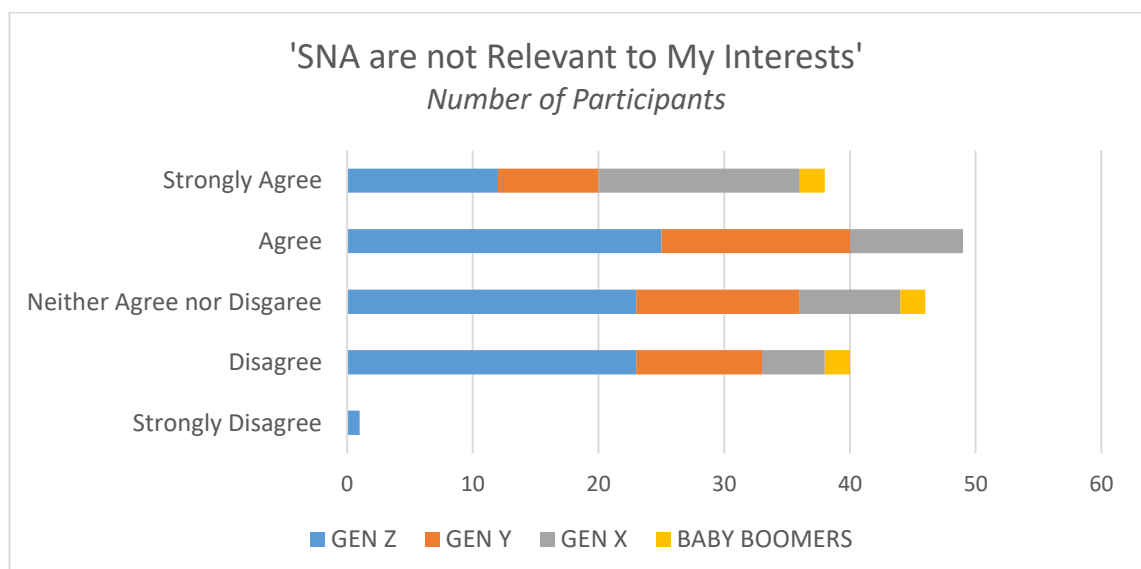
Gen Y largely agreed that advertisements on social networking sites are not relevant to them (32.6% agree, 17.4% strongly agree). The remaining participants neither agreed nor disagreed (28.3%), or disagreed (21.7%). The results for Gen X were similar to those of Gen Y, however, a larger percentage strongly agreed with the statement (42.1% strongly agree; 23.7% agree). Once again, participants were less likely to neither agree nor disagree (21.1%), or disagree (13.2%). Baby Boomer results show consistent figures across the board, with strongly agree, disagree and neither agree nor disagree accounting for 33.3% respectively. No Baby Boomer, Gen X, or Gen Y strongly disagreed with this statement.

7.3 Attitudes towards Advertisements

To understand participant attitudes towards each of the study advertisements, survey respondents were asked to select a combination of adjectives from a prepared list that they felt best described both AD1 and AD2. Focus group participants were asked 'what words would you use to describe this', once they had been presented with each.

AD1

Overall, AD1 was described positively across both focus groups and surveys. Focus group descriptions included "strong, motivated" (D_1), "detailed" (A_1), and how it effectively presented the concepts of exclusion, and lack of interaction (A_2, D_2). The most popular adjectives selected within the survey included truthful and relevant, selected by 56.9% and 52.9% of the sample respectively which was consistent for generations (Appendix R). Interestingly, the top eight selections are positive attributes. Despite negative attributes being selected such as 'the usual' (10.9%), 'boring' (6.9%), and 'pointless' (4.6%), they are much less common. No participant described AD1 as 'offensive'. These results are consistent with the findings of what participants liked about AD1.

AD2

Descriptions related to AD2 were considerably more mixed across the focus groups, and generations within the survey. Both positive and negative adjectives were chosen throughout. FG1's discussion was based around "shock factor" (C_1), particularly focused on the symbolism of AD2. This resulted in descriptions such as "a bit extreme" (C_1), and

"a bit offensive" (B_1). This point was too made within FG2, with Participant A_2 describing it as "true, but a bit excessive". Whilst Participant A_1 shared a similar opinion, two participants were quick to point out how the prevalence of drugs today has made them "mundane" (E_1), and the fact that "you see it and you're not shocked anymore" (D_1). Participant B_1 further described the symbolism as "a bit mixed message" due to the fact "you're not meant to touch cocaine [...] it's kind of saying Facebook is a no no as well". This message issue was also described within FG2, with Participant C_2 sharing their belief that "I don't think it's that clear", due to the fact "[viewers] might just think it was about drug addiction and not actually anything to do with social media".

The most common adjectives selected by survey respondents for AD2 were attention grabbing (50.6%), relevant (48.9%), truthful (42.5%) and creative/unique (42.0%). However, the top descriptive words do vary across generations as is shown in Table 20. Whilst Gen Z (64.3%) and Gen X (47.8%) ranked attention grabbing as the top adjective, Gen Y selected relevant and unappealing was the most common adjective used amongst Baby Boomers (50%). Whilst Gen Y used relevant the most often, they still highly attributed attention grabbing to AD2 (39.1%). Whilst Baby Boomers did attribute positive adjectives to AD2 including relevant, truthful and creative/unique, it is clear that it does not appeal to them. In comparison to the results of this for AD1, AD2 was considered offensive by 2.3% of the overall sample. An important factor to consider here is the volume of Gen Z participants in comparison to Baby Boomers.

Table 22: Top Five Adjectives Attributed to AD2 across Generations

RANK	GEN Z	GEN Y	GEN X	BABY BOOMERS
1	Attention Grabbing *(64.3%)*	Relevant *(47.8%)*	Attention Grabbing *(39.5%)*	Unappealing *(50.0%)*
2	Relevant *(56.0%)*	Truthful *(43.5%)*	Relevant *(36.8%)*	Informative/ Educational *(33.3%)*
3	Creative/Unique *(51.2%)*	Attention Grabbing *(39.1%)*	Creative/Unique *(31.6%)*	Relevant *(33.3%)*
4	Truthful *(48.8%)*	Memorable *(39.1%)*	Truthful *(28.9%)*	Truthful *(33.3%)*
5	Memorable *(45.2%)*	Creative/Unique *(37.0%)*	Attractive/ Visually Appealing *(23.7%)*	Attention Grabbing *(33.3%)*

7.4 Message Understanding

Focus group participants were asked as what they felt was the main message or aim of each of the advertisements, with survey participants being asked the same and requested to provide a textual answer. This was a mandatory survey question, with the purpose of it being to judge how well each of the advertisements were understood following their first exposure.

AD1

Survey findings show that 84.5% of the sample correctly identified AD1's message. (Appendix S). Focus group findings support this, FG1 and FG2 respondents all correctly identifying the advertisement message. The most commonly recognised element of this message was the task that viewers were being asked to perform: spend less time on your phone or social networking sites. 83.3% of the correct responses highlighted this factor, which was too recognised by focus group Participant's A_1 and A_2. Additional factors included communicate / interact more (55.3%), and live in the real world / enjoy the real world moments (38.6%). Both of these factors were too acknowledged throughout focus groups, with responses including, "socialise with real people" (B_1), "be in the moment" (B_2), and "social media is making us less social" (C_2). Many respondents noted a combination of these factors when responding. Just one generation did not have a majority of correct responses, these were the Baby Boomers aged 55 and over. Here, 50% of responses were correct, with the remaining 50% incorrect.

AD2

Although lower than the amount of respondents that correctly identified AD1's message, the vast majority of the survey sample correctly relayed AD2's message (64.9%) (Appendix S). Of these correct responses, the most frequently mentioned element was how social networking sites are like a drug or are addictive (76.1%). This message element was identified by Participant's A_1, E_1, D_2, and E_2. Further elements outlined throughout survey responses included the harmful effects that social networking can have on your life (20.4%), and the call to action to spend less time on your phone or social platforms (12.4%). When each generation is viewed independently, two cohorts do not show a majority of correct responses. Gen X show a 50/50 split

between correct and incorrect, whilst Baby Boomers have a much wider gap, with 83.3% falling into the incorrect bracket.

7.5 Advertisement Effectiveness Measures

To gauge each advertisement's effectiveness, survey participants were presented with a series of statements and asked to rate each advertisement from 1 to 5 based on how well it matched to the statement. A score of 1 indicated that the statement was not at all appropriate, whilst a score of 5 indicated that it was highly applicable. Ten statements were used in order to assess differing effectiveness measures including: attention, creativity, knowledge increase, ease of understanding, relevance, word of mouth, more advertisements on social, engagement, believability and memory. In order to assess the effectiveness across the sample, the mean score for each measure was calculated and compared in order to uncover which advertisement performed better for each of the metrics (Appendix T). Focus group participants were directly asked as to whether they thought these metrics were applicable to each of the advertisements.

7.5.1 Attention

AD1 performed well on the attention metric, garnering a mean score of 3.2, and mode of 3 (35.6%) across the sample. Unanimous agreement was too shown across both focus groups surrounding the attention grabbing capabilities of AD1, with a resounding "yes" from all participants. Further survey findings too support this, with attention-grabbing being the third most popular adjective for AD1 across the survey sample (Appendix R). Two survey participants opted to described this as an element they liked about AD1, explaining how they believed it to be "eye-catching" (Appendix U).

AD2 was found to be more attention-grabbing to the survey participants when findings are compared. AD2 received a mean score of 4 for this metric, with a mode of 5 (48.3%). This higher scoring for AD2 was consistent across all generations. Further support for the attention grabbing nature of this advertisement can be found within its adjective selection. AD2 was described as attention grabbing by 50.6% of the overall sample, leading to it being the top adjective to describe the advertisement (Appendix V). This support was shown in FG1, however, varied opinions were present in FG2. Participant

B_2 expressed their support, but clarified their preference for AD1's attention abilities by stating: "but less than the last one I think".

7.5.2 Creativity

AD1 received a mean score of 3.3 for this measure, with the majority selecting a score of 3 (27.6%). Results from both focus groups are consistent with these, with participants attributing it's creativity to the fact "it's getting straight to the point" (B_1), and "there's a clear message behind it" (E_2). Survey participants frequently selected 'creative/unique' when describing AD1, placing it in sixth position when ranked. This creative nature was too outlined by a Gen Z survey participant when describing what they liked about it.

AD2 performed better on the creativity metric, resulting in a mean of 4, and a mode of 5 (46.6%). Survey support for AD2's creativity was expressed through it being placed as the fourth most commonly selected adjective, as well as being highlighted as an element liked by six participants (Appendix W). AD2 was perceived positively for creativity by all FG1 participants, however, varying opinions were shared in FG2. Participant D_2 began by expressing: "if you know what it's about, it's creative". This comment was met by support from Participants C_2 and E_2, while Participant A_2 shared the belief that the creative nature of the advertisement aided this understanding: "the first headline is going to catch your eye and then you're going to read it and you go 'oh'" (A_2).

Figure 12: Mean Creativity Scores across Generations
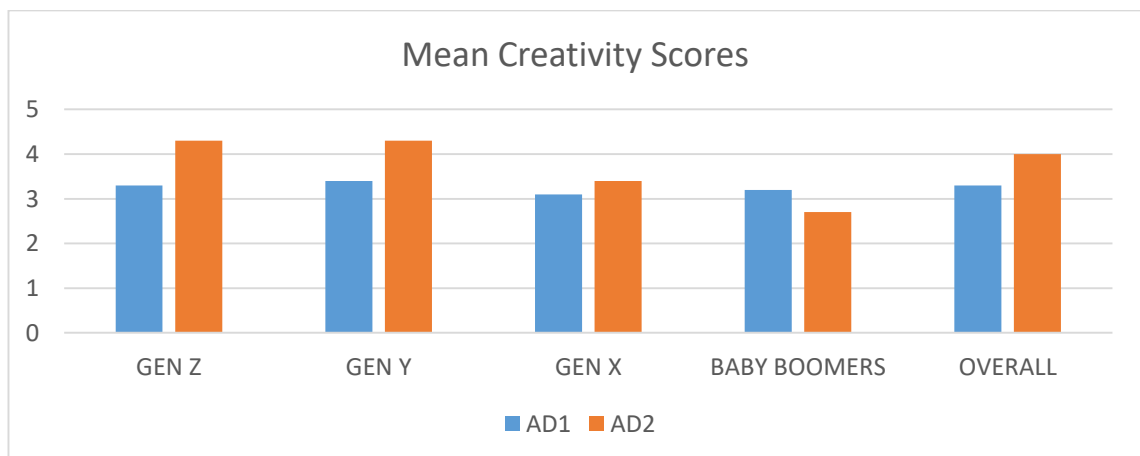
When the mean scores of each advertisement are compared, AD2 is a clear winner for creativity for Gen's X, Y and Z. This finding is not consistent with the Baby Boomers, who rated AD1 higher on this metric as is displayed in Figure 12.

7.5.3 Knowledge Increase

AD1 received a mode score of 3 on this metric, this score too being the most commonly selected by the overall sample (27.6%). A vast quantity of survey participants described this advertisement as 'informative/educational', leading it to rank in fourth position when compared to other adjectives (Appendix R).

AD2's mode rating was the highest mark of 5 (26.4%), and resulted in a mean score of 3.2 across the board. This lower mean score can be attributed to the perceptions of the Baby Boomer generation surrounding this advertisement. Whilst Gen's X, Y and Z showed a preference for AD2, as shown in Figure 13, Baby Boomers attribute a more efficient knowledge increase to AD1.

Figure 13: Mean Knowledge Increase Scores across Generations
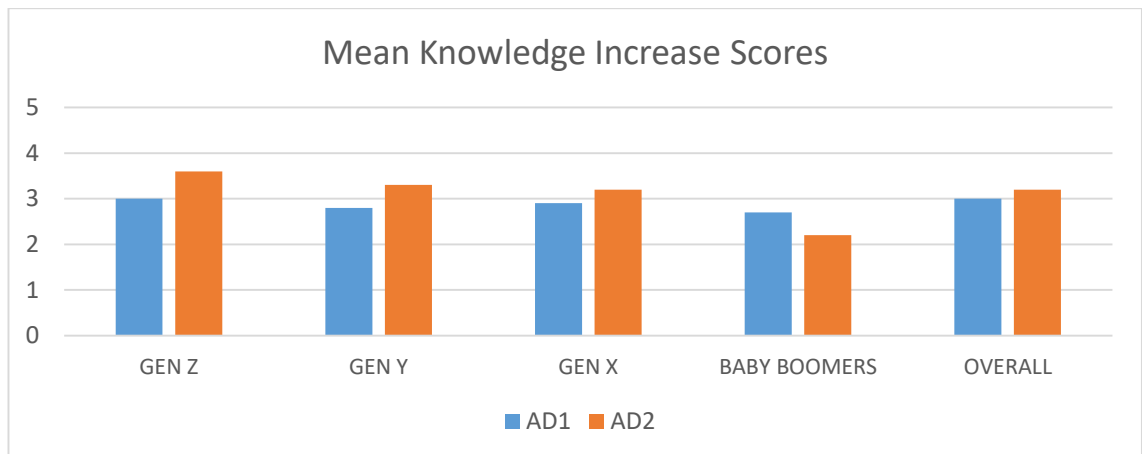
At the end of the survey and focus groups, participants were asked more generally as to whether these advertisements increased their knowledge of the issue of social media addition. To assess this, they were first asked as to whether they were aware of the issue before seeing the advertisements. Survey respondents were asked to answer either definitely yes, somewhat, unsure or definitely no. There was a resounding response from participants stating that they were definitely aware of this issue, with 65.1% of the total sample stating so. 32% stated how they were somewhat aware of this issue, with

the remaining 1.7% stating that they were unsure, and 1.2% acknowledging that they were definitely not aware. Focus group participants were simply asked as to whether they were aware. Generally, FG1 participant's had little to no idea with responses ranging from "no, I wasn't" (B_1), to "well, kind of" and "I barely thought about it" (D_1). All FG2 participants acknowledged that they were aware of the issue of social media addiction before partaking in the focus group.

Using the same scale, survey participants were asked the second question which asked them had their knowledge increased after seeing the advertisements. The majority of respondents stated that their knowledge was somewhat increased (45.4%), closely followed by those who believed the advertisements had definitely increased their knowledge (34.3%). The remaining participants responded 'definitely no' (13.4%), or 'unsure' (7%). Support was shown for the advertisements increasing this awareness in FG1, with participant D_1 stating how they were "kind of [aware], but not as much as I am now". Participant E_1 added further, acknowledging how seeing the advertisements "puts me back in the situation that [...] people I know will be like this". When FG2 participants were asked as to whether any of these advertisements increased their awareness, participants responded with "not really" (C_2), and "I always knew it was there I suppose" (B_2). Participant A_2 furthered the comments made by both participants, stating how "I've never seen advertisements like this for it".

All participants whom responded with 'definitely yes' or 'somewhat' in the previous question were asked a third and final question regarding their knowledge increase. 137 respondents were asked which advertisement increased their knowledge more (Appendix X). Of these, 70.8% attributed AD2 to their knowledge increase, with the remaining 29.2% selecting AD1. FG1 participants were also asked to identify the advertisement they attributed their knowledge increase. AD2 was chosen by the majority, with one respondent stating how it "thought me more because I can see how [the others] are thinking now" (A_1). Further reason found was the connection between social networking sites and drugs, due to the fact "it's a big problem now" (D_1). This link was influential for younger participants, with one stating how there is a difference between how they view drugs, "we're like yeah whatever and [the older generation] are like 'Oh My God'" (E_1).

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7.5.4 Ease of Understanding

Results here were consistent overall, with each generation ranking AD1 higher for ease of understanding as in Figure 14. A mean rate across the sample of 4.4 for AD1, compared to 4 for AD2 proves such. AD1 received a vast majority of the maximum score of 5 from 61.5% of the sample, with just 1.7% rating it as a 1. The ease of understanding for AD1 was too mentioned as an element liked by the survey participants, with six respondents (Appendix U) stating how it was easy to understand, clear, and to the point. All participants from FG2 supported AD1's easy of understanding, outlining how it may be easier to comprehend across all generations due to it being more applicable. The majority of FG1 participants agreed, with Participant D_1 stating "yeah it's very clear". Participant C_1 within this group acknowledged how it took them "a minute to understand it [...] I had to give it a good look over before I figured out what the message was". Participant E_1 offered explanation to this point, acknowledging how "younger people" understand the message easier due to the fact "nowadays everyone's looking at their phone and you're trying to talk to people so you'd know".

Figure 14: Mean Ease of Understanding Scores across Generations
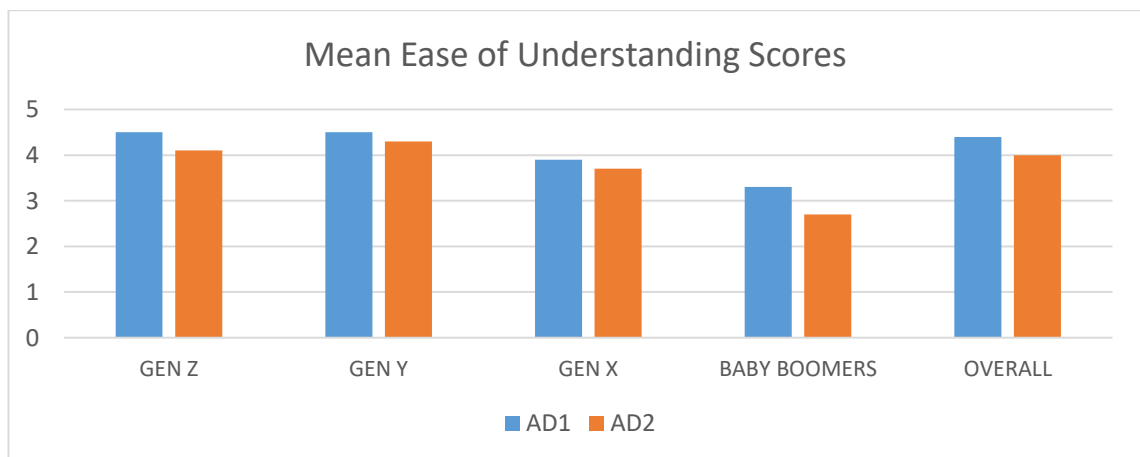
Whilst it is clear that AD1 was more effective for this purpose when compared to AD2, one cannot forget how highly AD2 ranked on average. A mean score of 4, with a mode of 5 selected by 46% of the total sample proves that AD2 was too perceived as easy to understand. More survey respondents stated this as an element they liked about AD2 than AD1, with eight participants describing it as easy to understand, clear and to the point (Appendix W). Comments left surrounding this point included "it gets the message across quite clearly" (Z), "it was very easy to understand" (Y), and how AD2 is "concise

and to the point" (X). It can be acknowledged how these effects were particularly prominent for the younger Gen's Y and Z (see Figure 14). The difference in ease of understanding ratings between Gen Y and Baby Boomers is significant, with a mean of 4.1 for Gen Z, and 2.7 for Baby Boomers.

Ease of understanding for AD2 resulted in discussion across both focus groups. FG1 participant D_1 showed support for AD2's understanding abilities, stating "I know you have to read it, but once you read it you completely understand". This point was too made within FG2 by participant A_2 that stated "[it's easy to understand] if you read it all". Participant B_2 in this group added further, "you'd get it, but you might not get the full grasp of it". Participant D_2 outlined how the understanding of AD2 may depend on the age of the viewer by adding: "not everyone would get it though either. If you're part of any older generation, like they wouldn't understand as quick".

7.5.5 Relevance

AD1 was ranked highly for relevance throughout the survey, garnering a mean score of 3.4 across the board, and a mode of 5. This lowered mean score being a result of lower scores across the older generations of X and Baby Boomers as can be seen in Figure 15.

Figure 15: *AD1 Mean and Mode Relevance Scores across Generations*
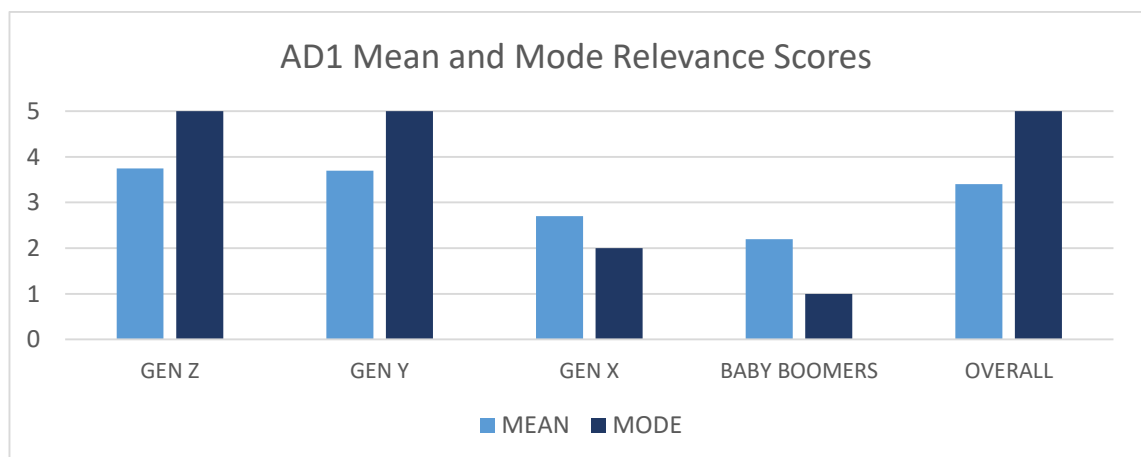
The relevance of the advertisement was also the most commonly mentioned liked element by survey respondents, with eight describing it as relevant or realistic on the optional question (Appendix U). Responses here included "it applies to everyone in this day and age" (Z), "it's relevant and something we've all experienced" (Z), and "it's life as

we live at the moment" (X). This being further strengthened by the fact it was the second most commonly selected adjective in order to describe AD1 (52.9%). All participants from FG1 and FG2 were in agreement surrounding AD1's relevance, with resounding a "yes" when asked as to whether they felt the advertisement was personally relevant.

AD2 did not perform particularly well on this metric within the survey. As can be seen from Figure 16, it received a low mean score of 2.7, with a mode of 1, the lowest ranking. There is significant generational differences here, with Gen Z resulting in a mode of 5 compared to low mode scores across all other generations. Whilst these figures point to the concept that AD2 was perceived to be not at all relevant, AD2 descriptions point to the opposite. Similarly to AD1, AD2's second most commonly selected adjective was relevant amongst survey respondents. This was selected by 48.9% of the overall population and was consistent across generations (Appendix V). Furthermore, many participants described the relevance of AD2 as something they particularly liked about it (Appendix W). Responses included "it's highlighting what social media in the 21st century is doing" (Z), "I loved the comparison [...] because that's exactly what it is like for some people" (Y), and "it is actually true to a point for most people" (X).

Figure 16: AD2 Mean and Mode Relevance Scores across Generations
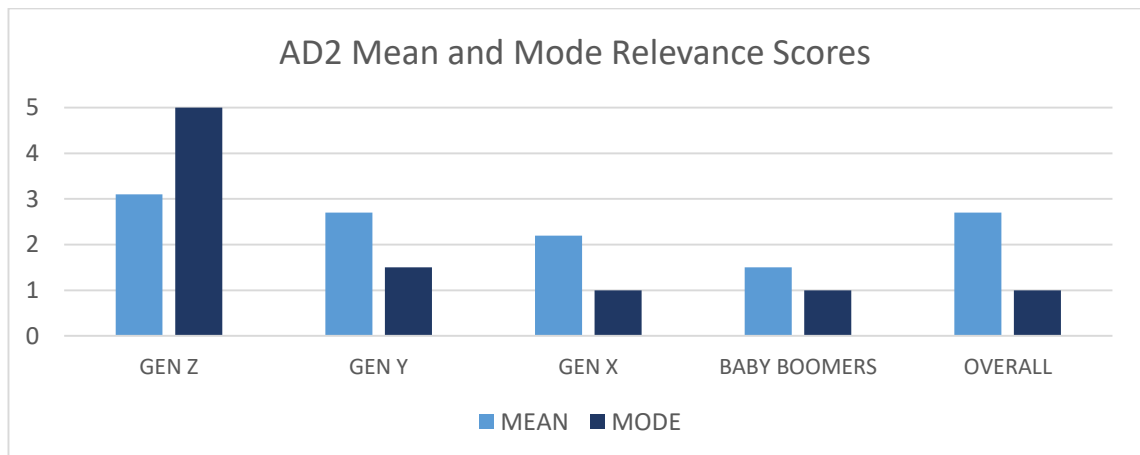
Focus group responses were varied with regards to AD2's relevancy. FG1 participants stated how they felt it was not relevant, adding comments such as "it's taking it a bit too far" (A_1), and "it might apply to some people but not the majority" (B_1). Whilst all of FG1 participants agreed that it was not personally relevant to them, FG2 participants shared differing views. Participants A_2 and B_2 stated that it was relevant, whilst Participants C_2 and D_2 remarked on how it was not. One participant offered insight into their reasoning:

it kind of takes you out of living in the moment. That if you're constantly on your phone, that you're missing out on what's going on in life. If you took a break from it, that'd you be more present and see what's going on (B₂).

7.5.6 Word of Mouth

AD1 scored lowly on this metric, with a mean of 2.8 and a mode of 1 (27.6%). When these scores are viewed across their respective generations, there is a split between the highest and lowest scores as shown in Figure 16. It is only Gen X and Baby Boomers that do not have their rankings split quite evenly between 1 and 5.

Figure 17: *AD1 Word of Mouth Ratings across Generations*
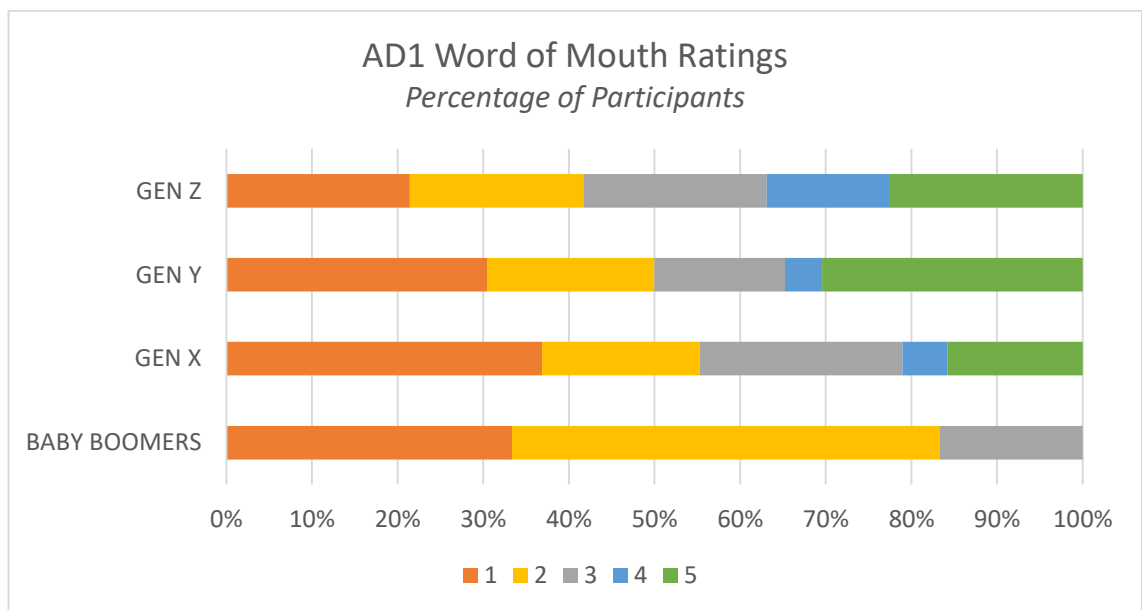
Participants in FG1 shared the opinion that they would share AD1, with Participant B₁ adding that "if I found myself in a situation like this I would actually refer to it". FG2 resulted in differing opinions. Whilst the majority stated that they would, Participants C₂ and D₂ stated that they would not. Participant A₂ shared mixed opinions, stating:

> [I wouldn't share because] my partner's always giving out to me for being on the phone and if he sees this he'll probably be like 'told ya'. But I would say I'd show this to my daughter (A₂).

AD2 performed better on this metric, gaining a mean score of 3.4 and a mode of 5. Once again, these scores were not consistent across generations, with the older generations scoring it lower than younger participants as is presented in Figure 18.
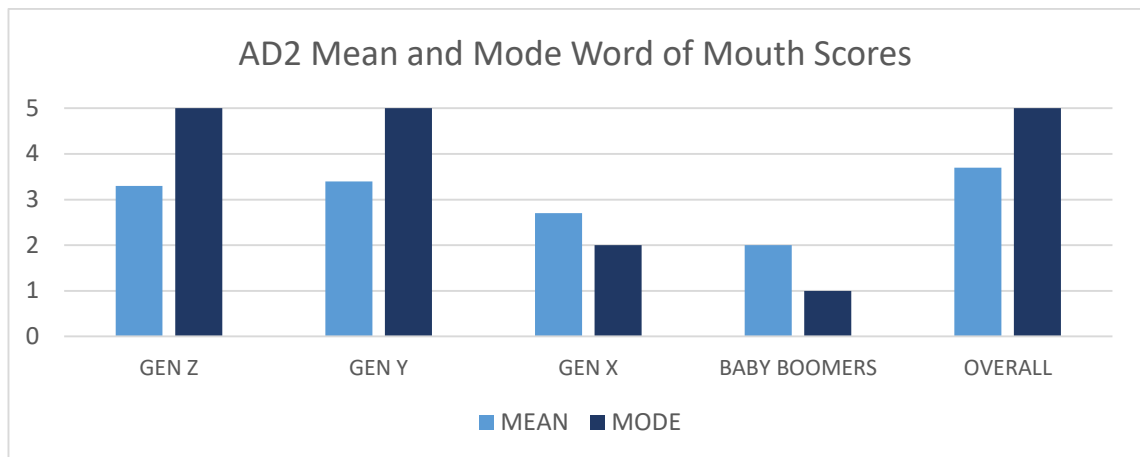
For AD2, FG1 participants clarified that they would not tell their friends or family, but they would show them this advertisement. This reasoning was put down to the fact that "it would be hard to describe" (A_1). This was too mentioned within FG2, with participant B_2 stating "no [I wouldn't tell my friends/family] because I'd find it really hard to describe it, to relay the information". Further reasons were suggested as to why FG2 would not tell their friends or family about this advertisement. Participant D_2 explained how they would not tell their parents particularly because "they'd kind of get the wrong idea about it". Support for this idea was added with comments such as "they'd probably think it was a bit far" (C_2) and "they wouldn't really get it" (D_2).

7.5.7 More on Social Networking Sites

There was strong agreement that there should be more advertisements like AD1 on social networking sites, with a mean rating of 3.7, and a mode of 5 (40.8%). Similar to previous findings, this much stronger support was shown by Gen's X, Y and Z. All three of these cohorts resulted in a mode rating of 5, whereas Baby Boomers presented a mode score of 2.5. This was due to the majority of scoring it either 1 or 4 (33.3% respectively). Resounding support was witnessed across FG1 and FG2 for this question in relation to AD1. FG1 Participant A_1 shared their belief that these forms of advertisements are already becoming more prevalent. Whilst the remaining participants acknowledged how they were not aware of this fact, Participant E_1 recognised how these messages are being portrayed in various forms. They mentioned the latest iPhone update that allows users to track the amount of time they spend on their device daily. Furthering, they stated how "even Apple are like 'here now, calm down there now

scrolling'". FG2 Participant C_2 commented on how "you're hitting your target population" by sharing more of these advertisements on social networking sites.

Support was too shown for having more advertisements like AD2 on social platforms, with an overall mean of 3.6, and mode of 5. However, when these results are viewed per generation, opinions are split as is shown in Figure 19. Whilst the vast majority of Gen Y and Z support this, opinions were split in the other cohorts.

Figure 19: AD2 More on Social Ratings across Generations
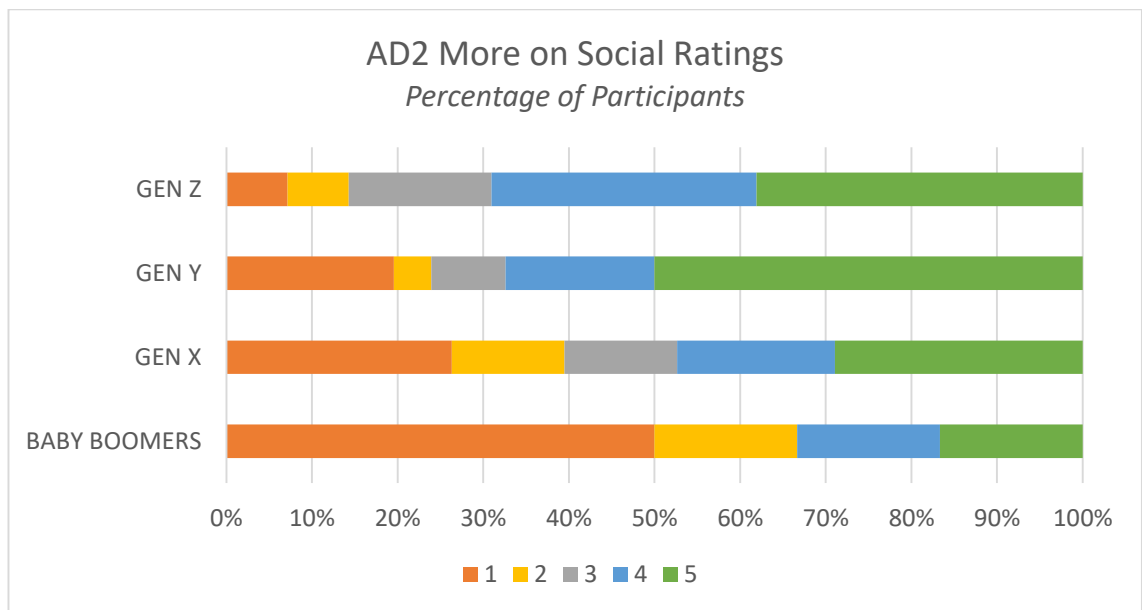
Relating to AD2, FG2 participants agreed that there should be more like it on social networking sites, with participant A_2 acknowledging "if it gives the right message, yes". Opposing views were uncovered within FG1. Participant D_1 shared the view by acknowledging their preference of AD2 for this purpose: "rather than the last one I think they should be more like this". Participants A_1 and B_1 responded by stating that they not feel this way. Furthering, participants commented on the comparison of social media and cocaine, stating "I think it's too strong" (A_1), and "it should have a comparison to something else" (C_1). The belief here being that the comparison was too harsh and should have been made with a "softer addiction", such as gambling (A_1). Responding, participant E_1 highlighted how the advertisement is "more comparing the addiction, like, people are addicted to their phones, they're addicted to Instagram".

7.5.8 Engagement

AD1 received positive ratings throughout the survey for the engagement metric. This is evident with an overall mean score of 3.5, and a mode of 5. It was just the Baby Boomer generation that did not result in a mode score of 5, as 33.3% of the sample rated it a 1 or 5 respectively, leading to a mode of 3. Gen X too showed split results on this metric, with 26.3% rating it as a 5, and 23.7% rating it as a 1. Opinions varied within the focus groups as to whether participants would like or share these advertisements on social platforms. All participants from FG1 acknowledged that they would with AD1, whilst some participants from FG2 explained why they would not. Participant B_2 stated that they would "particularly for awareness", but too highlighted the fact that "it's going against the whole thing of social media really". This point was met with agreement by Participant E_2. Further reasons for not liking or sharing included: "I should, but it'll only come back to bite me" (A_2), and "I generally just don't share things anyway" (C_2). AD2 was also ranked well on the engagement metric. However, there were significant differences between the younger and older generations as presented in Figure 20.

Figure 20: *AD2 Mean and Mode Engagement Scores across Generations*
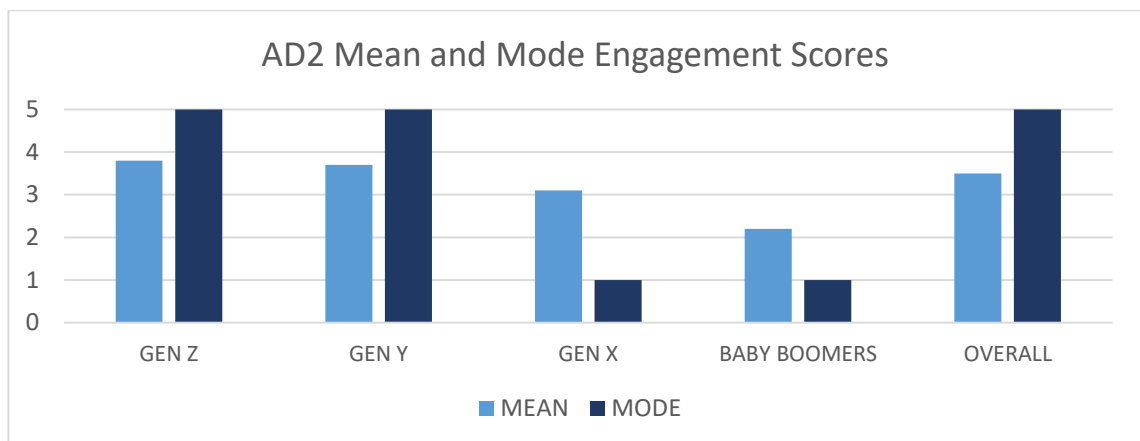
Interestingly, just one participant from both focus groups stated that they would like or share AD2 on social networking sites, participant D_1. Furthering, they outlined how relevant both the issues of social media addiction and drug abuse are within their generation: "so I think it's more effective in the younger generation between, say like, 18 and 25". Participant B_1 acknowledged how they were "coming from a different culture", and how accordingly "it's so far away from everything I grew up with and my friends grew up with, so this is rather concerning for people from a different social class". In response, participant E_1 stated "it's the Irish culture". The remaining

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participants from this group simply stated "no". FG2 participant D_2 explained why they would not engage with AD2 on social networks, stating how "there's too much drugs involved in it", and "it wouldn't look good on your behalf".

7.5.9 Believability

AD1 was perceived as highly believable across all generations, with an overall mean ranking of 4.3, and mode of 5. This was particularly prominent when respondents were asked to describe the advertisement using the provided adjectives. Truthful was the most commonly selected word, chosen by 56.9% of the total sample, leading it to hold the top position for AD1's description (Appendix R). Further support was provided in the optional question, with five respondents acknowledging that they liked the truthfulness of the advertisement (Appendix U). Positive responses were recorded surrounding the believability of AD1 within the focus groups, with all participants in both groups agreeing that they believe what is said in the advertisement to be true.

Although not ranked as highly as AD1, AD2 also received high ratings for believability. The mode here overall was also 5, with the mean being slightly lower at 4. This lowered mean was primarily due to the Baby Boomers, who gave a mean ranking of 2.8, and a mode of 2.5. AD2 also performed well for believability on the descriptive word selection. In third place, truthful was selected by 42.5% of the total sample in order to describe the advertisement (Appendix V). The believability of the advertisement was further mentioned when participants were asked what they particularly liked about AD2. Four responses pointed to the truthfulness of such (Appendix W). Just one participant across the focus groups stated that they did not believe the message, Participant A_1. Participants C_1 and B_1 too acknowledged how they believed AD2 "to a certain extent".

7.5.10 Memory

For this metric, AD1 received a mean score of 3.5 and a mode of 5 (39.7%), with these results consistent across Gen's X, Y and Z. Baby Boomer scores were slightly lower for this metric, resulting in a mode of 3 (50%). From the list of provided adjectives, 12.1% of the total sample selected memorable in order to describe AD1, ranking it in seventh position (Appendix R). For AD1, all participants within FG2 simply stated "yes" in

response to this question. Whilst FG1 too showed support for the success of AD1 on memory, they acknowledged how these effects may fade overtime. Responses included "it's effective for now" (A_1), "it wouldn't take a whole lot to forget it" (C_1), and "maybe in a couple of days I wouldn't remember it" (D_1).

AD2 also resulted in a mode of 5 for this metric, but the mean score was slightly higher at 3.8. Whilst Gen's Y and Z were entirely in sync, much lower ratings were selected by Gen X and Baby Boomers, leading to the mean and mode scores displayed in Figure 21.

Figure 21: *AD2 Mean and Mode Memory Scores across Generations*
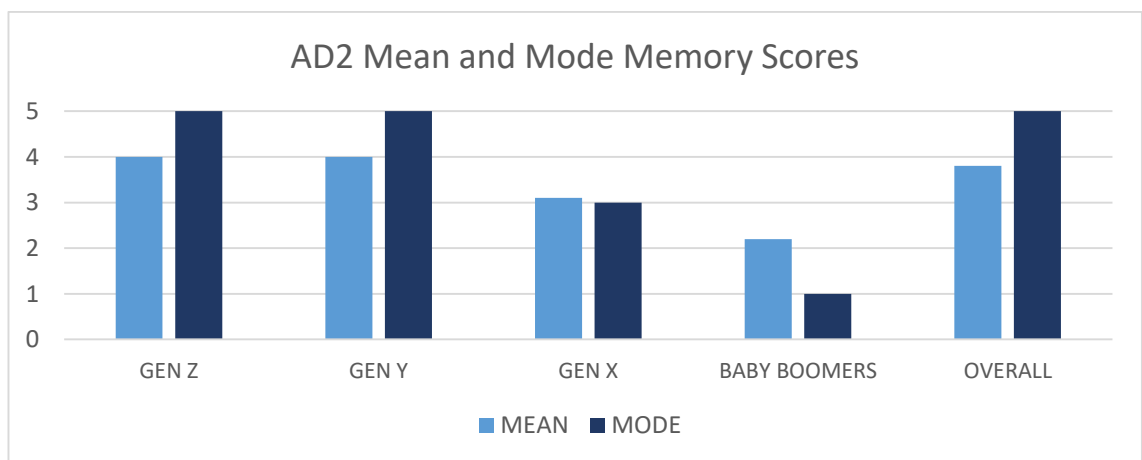
The positive response from Gen Z for this measure was too recorded when asked to highlight the elements they liked within AD2. Two Gen Z respondents mentioned the memorability of the advertisement. The memorable adjective was too selected for AD2 more frequently than for AD1, with 35.6% of the sample selecting such and ranking it fifth (Appendix V). Responses surrounding the remembrance of AD2 were much more definite across focus groups. All participants in both groups acknowledged that they would remember AD2, with FG1 participant C_1 stating "yeah definitely".

7.5.11 Metric Correlations

To assess as to whether there were correlations between the effectiveness measures, Pearson Correlation tests were performed. These tests result in a coefficient (*r*) that outlines whether there is a positive, negative or non-existent relationship between two variables. Ultimately, this allowed the researcher to uncover as to whether there were relationships between the variable effectiveness metrics. In order to perform these

tests, responses from both AD1 and AD2 were combined. This allowed the statistical test to be performed for both advertisements overall.

A table showcasing the Pearson Correlation Coefficients was produced, testing each of the ten metrics against one another (Appendix Y). The top five most significant of these are detailed in Table 23. These are relationships that resulted in $r > 0.5$, showing strong positive connections based on the scores provided by survey participants.

Table 23: Top Five Most Correlated Effectiveness Metrics

RANKING	PAIR OF METRICS	CORRELATION COEFFICIENT
1	Engagement and More on Social	$r = 0.816796$
2	Engagement and Memory	$r = 0.730597$
3	Memory and More on Social	$r = 0.700406$
4	Creativity and Attention	$r = 0.689374$
5	Memory and WOM	$r = 0.681058$

Another important finding for advertisers, and designers in particular, are the strong coefficients between creativity and other effectiveness measures. Whilst attention is by the far the most highly connected metric, additional vital effectiveness measures have too been linked to creativity as can be seen in Table 24.

Table 24: Top Most Correlated Effectiveness Metrics to Creativity

RANKING	PAIR OF METRICS	CORRELATION COEFFICIENT
1	Attention	$r = 0.689374$
2	Memory	$r = 0.608386$
3	WOM	$r = 0.586716$
4	Knowledge Increase	$r = 0.570544$
5	More on Social	$r = 0.542104$
6	Engagement	$r = 0.525549$

Additional attention must be paid to the metrics which do not appear to have a strong positive correlation with the creativity metric. Whilst the metrics of ease of understanding, relevance and believability are not strongly correlated, they are still

moderately correlated. This can be witnessed across the board, with all effectiveness measures correlated positively at least weakly (Appendix Y).

7.5.12 Generation Scoring Correlations

Although it may be described as weak, a negative correlation was uncovered between participant generation and the total score attributed to each ad (r = -0.28642). This asserts that as we move from the Baby Boomers, to Gen Z's, total scores increase.

Figure 22: Correlation of Generations and Advertisement Scores

	Generational Cohort
Generational Cohort	1
Creativity	-0.192256976
Attention	-0.130380803
Knowledge Increase	-0.121691479
Ease of Understanding	-0.215767474
Relevance	-0.309524488
WOM	-0.192456556
More on Social	-0.254109494
Engagement	-0.220111192
Believability	-0.267216102
Memory	-0.257541385

Correlation tests were performed to understand as to whether generational cohorts and scoring for each of the metrics were in any way related. In line with the findings for the scoring overall, the negative correlation coefficients are quite weak. Despite this, the results shown in Figure 22 support the fact that younger participants were much more likely to score the study advertisements higher across each of the individual metrics.

7.6 Advertisement Design Likes

AD1

Survey and focus group participants were asked as to whether there was anything in particular that they liked about each of the advertisements. Whilst many of these descriptions have already been discussed in relation to relevant effectiveness metrics, many participants outlined specific design elements when answering this question (Appendix U). Varying aspects of the photography used were mentioned by five participants, highlighting aspects such as "the fact the viewer feels part of the scene [...] it has a great sense of depth" (X), and "the photo was perfect for the message" (Z). In

particular, responses highlighted the relevance of the image, with comments such as "it's […] something we have all experienced" (Z), and "it's […] how everyone is" (Y).

Focus group findings were in line with survey responses, with elements mentioned including typography, the headline and photography across the groups. The font and headline were described as "very strong" (B_1), and having "an impact" (E_1) due to their style and size. Respondents highlighted that they liked the staging of the photograph, stating how "it's from his perspective" (B_1), "he's kind of the focal point" (D_1), and how this highlights the fact "he's not engaged" (A_1). FG2 participants also commented on the photography of the advertisement. Participant D_2 acknowledged the fact that it allowed AD1 to be "more real life". One FG2 respondent shared comments in line with those from FG1, highlighting how the photograph staging aided understanding of the situation

> the boy on the phone, his face says a lot cause he's not smiling, he's not making any kind of facial gestures, he's just in his own little world. Whereas the three together are interacting very well (D_2).

AD2

Respondents too shared design elements that they liked within AD2 (Appendix W). The most commonly mentioned likeable feature overall was the advertisement visual. Eight respondents made comments surrounding the visual including how it is "very visually powerful" (Z), how it included "good usage of well-known icons with symbolism of addiction" (Y), and how the "icons in the cocaine [were understood] immediately" (Z).

AD2's shock factor, simplicity and typography were elements mentioned by FG1 when questioned as to if there was anything they liked about the advertisement. Comments included "I like how shocking it is and it's kind of like a spooky factor in it as well" (D_1), "it's not too much and you just kind of know what it is" (E_1), and how the typography "is really big and bold and strong and you know, it really connects the images". FG2 also acknowledged elements that they liked within AD2 including the tagline and message. Participant A_2 shared how they liked the tagline due to the fact "it's quite catchy". Participant C_2 explained how they felt "it's a good design […] they're on the right page with the message, but it just has to be slightly clearer". In agreement, participants questioned "do you actually get high from social media?" (A_2). In response, participants highlighted the fact that "it does interfere with your day to day life" (E_2), and how

it's just a comparison between drugs, it's a different kind of feeling like. That you're removed from reality I suppose of mundane life and then you go on to social media and you go on to the likes of Instagram and you see everybody living their perfect life (B_2).

7.7 Advertisement Design Dislikes

AD1

A total sample of twenty-one opted to answer this question (Appendix U). Five participants highlighted that they didn't like the advertisement image of AD1 for reasons including: "it just looks like a photo from a college prospectus" (Z), and "the angle of the photo taken could be changed to be more effective" (Y). Another common dislike mentioned was that the advertisement is boring. Comments included: "[it] does not say anything" (X), "I might not notice it" (Y), and "I think it needs to have more impact" (Z).

Three main dislikes were mentioned between FG1 and FG2. Two participants within FG1 shared how it took them a few moments to understand. Participant A_1 explained their point by saying: "it just took a few minutes to get it, to connect all the dots", to which Participant C_1 agreed. Participants in FG2 commented on the colours used within the ad, in addition to the actors used. The white text was mentioned by participants whom explained, "nothing sticks out at you" (C_2), and "it wouldn't stand out to you if you were walking past or anything like that" (D_2). Responses surrounding the actors were not necessarily directed as a dislike, as Participant A_2 stated "you could actually put any age in there, because it's relevant to any age now". This point was agreed and expanded by Participant D_2 who shared that they felt it was "more so targeted at teenagers".

AD2

Nineteen participants shared their dislikes surrounding AD2 (Appendix W). Of these, the most commonly found dislike mentioned was the fact that the advertisement was unclear, with some participants unable to understand it straight away. Respondents mentioned this with comments such as "did not understand" (BB), "I had to look hard for the message" (X), "it took me a minute to get the ad" (Y) and "[I] wasn't sure if it was about drugs or social media at first" (Z). Further comments were based on how the advertisement "doesn't pop out at the viewer" (Z), and how it is "typical" (X). Others

added how they found the advertisement to be "a bit too much" (Z), and its negative effects such as it "draws attention to people who are already depressed or suicidal" (BB).

When asked about whether there was anything they disliked regarding AD2, one participant from FG1 shared their view. Participant E_1 stated how they disliked the tagline, explaining how "it's kind of small [but] obviously, the point of the advertisement is that you kind of eventually get to it, it's not the first thing you look at". The overall dislike for AD2 within FG2 was the comparison used. Participant C_2 shared their view on this by stating: "comparing it with cocaine is a bit out there I think. There could be more of a subtler way". This was met with agreement from the remaining respondents.

7.8 Conclusion

This chapter has explored audience perceptions of the advertisements created for this project through integrating both focus group and survey findings. In the following chapter, these findings will be combined with data from research Phase One and Phase Two. In doing so, the chapter will explore social change advertisement design from both a professional and public perspective.

Chapter Eight:

Discussion of Findings

8.0 Introduction

This chapter presents an interpretation of the research findings from all phases of the data collection. Here, a discussion will take place in order to explore the vast field of social change campaigns in Ireland and answer the research questions. Combining both professional and public perspectives garnered from this study with existing literature, this chapter explores the many facets of these campaigns that can impact their effectiveness. Accordingly, the discussion is divided into three sections: (1) designing social change advertisements, (2) deploying social change advertisements, and (3) measuring the effectiveness of social change advertisements. Through this discussion, the multitude of design techniques will be explored, in addition to their respective impacts on campaign effects.

8.1 Designing Social Change Advertisements

Within this section, the most insightful findings from the study are explained alongside the most relevant existing literature related to RQ3: *How should SCA be visually designed?* Furthermore, this discussion will detail the many moderators which can directly impede campaign effects due to the design. Thus, answering RQ5: *What moderators impact SCA?*

8.1.1 Design Impacts Effectiveness

Whilst much research asserts how the strategy and message behind a campaign will impact effects, this study highlights the influence of design on campaign performance. Little social change campaign research basis itself on social change advertisement design, being much more likely to focus on marketing strategy. Whilst the work of Inci et al. (2017), explored the design elements within these campaigns through CA research and Keisler (2016), discussed the possible impacts of such, none of these studies examined the direct impact of design choices. This study adds to this literature in a differential way by taking a visual communication and design approach, directly comparing the selection of design elements, and their significant role in social change campaign success across numerous metrics.

Accordingly, the differential results of each advertisement across varying metrics showcase how the visual communication of social change campaigns can aid their effects. Despite numerous studies highlighting this influential role of design, Rutka et al. (2017), share the belief that design formation is the last port of call in campaign development. Design tends to be overshadowed within such campaigns and is often viewed as second hand (Walker, 2017). This should not be the case. Design decisions should be made in line with campaign strategy, and considered from the start. This research encourages the implementation of advertisement design within such strategies.

8.1.2 Design must be Different

Advertising and communication professionals are in agreement that social change advertisement should be designed differently than commercial advertising. Ultimately, these campaigns need to be viewed and approached from a different angle considering the profound impact that they can have on society. These beliefs are spurred from the inherent differences that these campaigns hold, and particularly, the added challenges that they face. Not only do advertisements and their broader campaigns need to be bespoke and unique, they too need to consider additional barriers. Such results compliment previous research outlining how exclusive challenges such as the need to utilise empathy, be culturally specific and human-centred, all must be contemplated (Souleles, 2017; Perloff, 2014; Rylander, 2009). Findings from this study highlight how these aspects should not only inform campaign strategy, but campaign design.

Reasoning as to why these campaigns should indeed be designed in a similar fashion to regular advertisements was the fact that the market for both forms of communication is ultimately the same. Whilst this is a definite consideration, additional findings from this study show how this may not be an extensive issue. Results show support for social change advertisements, proving how individuals would be willing to engage with them in order to get their important messages across. The audience instinctively realises the difference between these communications and other forms. These findings support existing research contending that Gen's Y and Z already acknowledge the importance of bettering society and make more conscious decisions surrounding social change topics. Accordingly, they are much more likely than any other generation to pay extra for eco-

friendly or sustainable products and make healthier life choices surrounding their eating and exercise habits (Global Web Index, 2019a; Global Web Index, 2019b). When compared to prior attitudes towards SNA, it is clear that social change advertisements receive a higher level of support on social networking sites. Reasoning can be found in the work of Krasdomski-Jones et al. (2018), which highlights how these markets see social networking sites as platforms for better helping society. Accordingly, communicators need not worry about the comparison between these campaigns and commercial advertising, even if it is on a social networking site. Not only can the audience recognise the inherent differences, they understand and appreciate the importance of the messages they share.

8.1.3 Creativity is Vital

Professionals outline the extreme importance of creativity within the sector. Interview findings support the use of creativity in order to stand out amongst a cluttered environment, to increase engagement and memory, and to be understood more effectively. Results too point to how creativity is even more important for social change advertisements, having the ability to impact budgets through the knock-on effects it can have, and also the need to change attitudes and behaviours that are deeply ingrained. Although such advantages of creativity have been credited throughout advertising literature (Chen et al., 2016; Lehnert et al., 2013; Rosenkrans, 2009), no study has directly explored the concept of creativity from a professional perspective for these specific campaign forms.

Creativity is not only important for campaigner designers, it too is significant for the audience. Survey results show how creativity has strong positive correlations with other effectiveness metrics such as attention, WOM and memory. Thus, and in agreement with previous works examining the importance of creativity for commercial advertising (Althuizen, 2017; Baack et al., 2016; Wang et al., 2013), creativity itself can be the key to creating the most effective social change advertisement.

Supporting existing creativity research, study findings demonstrate how the relationship between creativity and the aforementioned effectiveness metrics is moderated (Baack et al., 2016; Chen et al., 2016; Lehnert et al., 2013). After all, it is a subjective concept

(Rosengren et al., 2013). Smith et al. (2007), dedicated an entire study to this idea, uncovering the expanse of factors that individuals consider when defining creativity. Developing a comprehensive list ranging from design elements, to their combinations, and the relevancy of such, creativity is not only significant but highly complicated. Further and much more extensive market research must be conducted in order to garner the best effects. Not only is an understanding of the intended audience's demographics, attitudes and behaviours required, but an understanding of what they deem to be creative. Whilst this may seem an arduous or even impossible task, simply being what is not expected can be highly effective for this purpose according to social change campaign professionals.

Unmistakeably, creativity needs to be a part of social change campaign strategy. Whilst it may never be possible to simplify creativity into a formula as addressed by Nyilasy et al. (2013), there are ways in which practitioners can strive for it. By fully understanding an audience and what they expect to see, creativity can be implemented through developing a design that does exactly the opposite. Not too much though, however, because rejection can occur if the design is inappropriate for purpose, culture or context (Wang et al., 2013). But by finding the balance between differentiation, suitability and relevance within a specific market, and deploying it using a message and design that is wholly original, creativity can be achieved.

8.1.4 Design in line with Metrics

Survey results show how the design of an advertisement can directly affect how it performs on particular metrics. This became evident through the differential success of each advertisement depending on the metric used. Whilst AD1 was found to be highly successful on metrics such as ease of understanding, relevance and believability, AD2 performed much more successfully for measures including attention, creativity, knowledge increase, WOM, social engagement, and memory. One may presume from such findings that AD2 was the most effective campaign due to its bettering results on more metrics, but this is not necessarily the case. Should the aim of the campaign be relevancy, AD1 is an easy winner.

Communicators should not only decide on their design in line with campaign aims and objectives, but with the actual metrics that are going to be used. Still acknowledging how each social change advertisement will have a unique design, the differing results of both advertisements across the varying measures can be used in order to make better metric decisions informed by advertisement design.

8.1.5 Design for the Audience

Differing participant results depending on their age and generation supports the need to design for specific audiences. Although an unsurprising finding, the utilisation of two differing designs amongst a variety of generations provides great insight for communicators intending to develop social change advertisements. Study results show how varying Gen's hold distinct design preferences. Further importance is placed on these preferences due to the fact they directly impact advertisement effectiveness.

The youngest cohorts used within the study were found to have profound similarities regarding their design and advertising preferences. This is a major finding for communicators considering the vast quantity of research conducted into the biggest consumer generation to date, the millennials of Gen Y (Richardson, 2018). Remarkable similarities surrounding the attitudes, preferences, and opinions of each generation supports the application of Gen Y studies on the younger Gen Z. Such similarities should not only interest those designing these communications, but those implementing and developing such campaigns. With Gen Y reported as the most socially aware generation taking definitive steps for social issues, and Gen Z following their footsteps (Global Web Index, 2019a), it can be hoped that the success of these campaigns will increase.

These Gen's are much more appreciative of design that shocks and breaks the rules. Reasoning for this can be found in the fact that they are encountering increasing levels of advertising on a daily basis due to their digital backgrounds and social networking site dependence (Richardson, 2018; Duffet, 2015). Unsurprisingly, they have a want to encounter visuals that stand out amongst the crowd. Additional findings surrounding the speed at which these individuals can interpret communications is a crucial consideration for professionals when designing social change advertisements. With the vast majority having the ability to understand advertisement messages, and recall

advertisements sufficiently after a mere exposure of five seconds, it is clear that interpretation is happening increasingly quicker. Such findings support existing literature affirming the increasing pace at which these generations live their lives, make choices and communicate (Erzurum, 2018; Lissitsa and Kol, 2016). Visuals are indispensable within this rapid environment, adding even more value to design.

Relevance

Just one professional highlighted the concept of relevance within interviews. Particularly, this discussion was based on the concept of familiarity within the audience. Accordingly, one can assert how an understanding of the audience is the key to relevance. Relevance, akin to creativity, is a subjective concept that is too moderated. Situational and intrinsic factors play a major role such as how well an advertisement matches an individual personally, and its ability to fulfil their wants and needs (Jung, 2017; Cho and Kim, 2012; Celsi and Olson, 1988). Unmistakeably, the key to uncovering such components is extensive market research.

Further importance must be placed on this research considering the positive advertisement effects that can be garnered through employing relevancy. Existing literature attributes relevance to better attention grabbing, persuasion, engagement and attitude development (Jung, 2017; Trampe et al., 2010; Baker and Lutz, 2000). Whilst correlation tests performed on perceived relevance within this study show positive moderate connections with the aforementioned effects, a much more substantial connection was uncovered between relevance and WOM. A strong positive correlation coefficient (r = 0.520554) shows the major effects that relevancy can have on an individual's intention to spread the advertisement message. This is a particularly prominent finding for practitioners aiming for viral social change campaigns.

The advertisements used within this research received below average rankings for relevance. Regarding commercial advertising, reason for such effects can include privacy concerns, intrusion and the tracking of an individual's personal data for the wrong reasons (Boerman et al., 2017; Jung, 2017; Okazaki et al., 2009). However, there is much more reason to believe that the effects within this study primarily come down to the nature of the advertisements. Various authors assert how these campaigns can often be

ineffective, particularly within the most targeted populations due to the fact those performing the questioned behaviours do not want to admit, face or change deeply ingrained beliefs (Perloff, 2014; Robinson et al., 2014; Polonec et al., 2006).

8.1.6 Design Considerations

A pre-set template will never be available when designing advertisements and social change advertisements specifically, there are some important considerations that need thought. Whilst practitioners acknowledged how each and every social change communication will encompass a unique selection of design elements, guidelines and suggestions were offered throughout. Consistency and professionality were commonly mentioned, encouraging the implementation of an organisations brand identity and logo. Awareness of not only the campaign, but the organisation itself can be achieved by clearly displaying a logo and implementing its branding style. This can be of utmost importance for non-profits and charities considering their important work and need for recognition. These assertions support the work of Townsend (2017), which uncovered the benefits of branding and design for social change organisation perceptions.

Clarity and Ease of Understanding

One of the most widely mentioned considerations was clarity and ease of understanding. Particularly, giving the viewer clear instruction of what they are being asked to do. Advertisement complexity must be considered here. Professionals suggest developing a single-minded campaign that is both easily read and shared in order to overcome the negativities of complexity such as misinterpretation (Samara, 2014). These results are in line with the assertions of Pileliene and Grigaliunaite (2016), who endorse low levels of complexity for social change advertisements. Despite the positive effects that complexity can have on commercial advertisements, their exploration found that highly complex social change advertisements resulted in negative recall, awareness and brand attitude consequences. These are chances that organisations intent on social change should not take considering the copious barriers they already face. Inspiration when developing the advertisements within this study was taken from Gestalt psychological theory. Based on building a hierarchy that the viewer is passes through

when interpreting visuals, it allows them to sequentially move from the most to the least prominent design features.

Authenticity

Authenticity was also mentioned by professionals, detailing how this has the ability to appeal to an individual's humanity. McStay (2016), affirms the need for authenticity due to the fact advertisements are no longer accepted if they look like advertisements. According to the interviews, channelling authenticity through the use of real people has the ability to develop stories that individuals can connect with. Whilst storytelling has always played a vital role within the advertising industry, it can be extremely effective for social change campaigns specifically. With CA findings showing that the most commonly used source for social change advertisements are the victims of these issues (22%), it is clear that communicators believe in using real stories. Survey results support these assertions, with AD1 showing positive results across effectiveness metrics such as relevance and believability.

Bespoke

The bespoke nature of the industry was continuously mentioned throughout the interview process. However, from conducting the CA it is clear that social change advertisements contain similar elements. Large quantities of these communications are made using similar design choices such as using a positive promotion frame (66%), with photography (50%), and just a headline (26%) in order to help-others (40%). Results from the focus group and survey data collected show how the audience today are aware of these similarities. Three times the amount of participants described AD1 as 'the usual' and 'boring' when compared to AD2. These findings further support the need for advertisements to be what is not expected (Jung, 2017). Within this study, the importance of such has been shown. Such findings add support to existing design research that asserts the value of intuition and creativity when developing advertisements (Agrawala et al., 2011; Bennett, 2006), whilst applying it to social change advertising specifically. Whilst professionals are fully aware of this, it is obvious that similar design choices are being made across organisations for these campaigns. These patterns must be broken in order to give campaigns the best chance of success.

Seriousness

When dealing with issues that are serious in nature, professionals assert how creators must always be aware of their design choices. Considering the sensitivities of those who have been directly affected by the issues in question is of utmost concern. Such considerations are particularly vital when covering health related and social issues due to the emotional connections that individuals can have with such (Keisler, 2016). By understanding these concerns, and at all times remembering those directly affected by the topic of a social change campaign, more well-informed design decisions can be made. Further, campaigns that should be at lower risk of backlash and negativity. Whilst commercial advertisements can promote their products and services using humorous and even controversial means (Hornik et al., 2015), the serious and sensitive nature of social change advertising does not lend itself to such techniques (Perloff, 2014).

8.1.7 Appeal Selection

It is clear how the emotional rational debate is still ongoing within the industry and carries through to social change advertisements. Professional perspectives showcased such, with participants split between emotional, rational and combinatory appeal approaches. Reasoning for utilising emotional appeals included how they encourage engagement and action, increase remembrance, and encourage the humanistic side of individuals. In line with previous social change campaign research, these assertions are primarily based on the idea that feelings must be evoked within the consumer in order for attitude and behaviour change to take place (Melgar and Elsner, 2016; Jakstiene et. al., 2008). Whilst emotional appeals were a clear winner for professionals (5), CA findings show a split between emotional and rational. Despite emotional appeals being discovered within the majority (54%), rational are very close behind (46%). Further, when these appeals are broken down to their respective techniques, it is the rational gain-framed appeal that appeared most often (32%). Despite such, just one practitioner opted for the use of rational appeals.

Combine Appeals

Reasoning was also offered by professionals as to why social change advertisements should use a combination of appeals. Seemingly overcoming the emotional rational debate, this process was described as using rational information in an emotional way. Reasoning for not simply using rationality through providing viewers with information was due to the fact that people are already fully aware of the negative effects of their choices, but choose not to change. Said concept was supported by an additional professional highlighting how the audience believe that facts are the most meaningful aspect, but they are much more likely to remember through stories. Despite previous studies asserting how appeals should never be combined due to adverse effects (Armstrong, 2011; Mehta and Purvis, 2006), this concept was used within this study, and found to be effective for purpose.

The positive attitudes and responses recorded for both advertisements used within the study support existing publications that highlight the positive impacts that can be brought about by using appeal combinations (Lee and Heere, 2018; Couwenberg et al., 2017). AD1 used a combination of emotional humanistic, and rational gain-framed appeals, whilst AD2 employed the emotional fear/shock paired with a rational comparative appeal. As asserted, both were received positively, but for differing reason. Whilst AD1 was accepted by more participants, as highlighted in focus group 1, it wouldn't take much to forget it. AD2 performed significantly better on the memory metric, but was more inclined to receive backlash. With these advertisements, one must find the correct balance between appealing to the viewer's emotions, and giving them ample incentive to pay attention and change their attitude or behaviour.

Both emotional and rational appeals bring strength to social change advertisements. Emotional having the ability to encourage empathy, and rational giving logical reason to make change (Percy and Rosenbaum-Elliott, 2016). Within this study, two differing combinations were employed in each advertisement. AD1 combining emotional humanity with rational gain-framed, and AD2 pairing emotional shock/fear with rational comparison. Visuals were used in order to deploy emotional elements, and text used for rationality. A discussion of these factors, and a comparative of each is conducted in the following sections.

8.1.8 Imagery Selection

Imagery design decisions must be made with utmost caution. Whilst the photography used in AD1 was found to be highly relatable, and presumably the main reason for being ranked so successfully on the metric of relevance, it was too much more likely to be scrutinised and less well remembered. These findings support previous work that stresses the importance of selecting the right visual (Petrovici, 2014; Samara, 2014). The many meanings that an image can portray should at all times be considered in order to ensure that the advertisement message is delivered in the intended manner.

Graphics

Within this study, the graphics employed for AD2 were found to be much more effective. Reasoning included the symbolic nature of the visuals and how impactful they were. The graphics here were strategically designed in order to depict the comparison between social networking sites and cocaine, and to portray this message to the audience. Studies based on metaphorical representations have asserted the importance of considering the degree of similarity between the advertisement message and visual due to the impact it plays on elaboration and attitude (Gkiouzepas and Hog, 2011). Whilst all images require a specific knowledge of conventions in order to be interpreted correctly, metaphors are inherently more arduous (Bergkvist et al., 2012). Thus, it can be stated how the imagery used within AD2 was well received due to the fact it was very much in line with the advertisement message. Such effects were particularly evident within Gen's Y and Z, presumably due to the speed at which these audiences interpret communications and their support of design that goes against the grain.

Shock Imagery

Commonly associated with social change campaigns, AD2 utilised shocking imagery in order to depict the advertisement message. Inspired from CA findings, this technique was found to be extremely effective despite the varying opinions that have been presented throughout literature. Findings from this study add to previous works stating that visual shock can attract attention and enhance message comprehension for social change advertising (Buccoliero et al., 2016; Sandikci, 2011), as is evident from focus groups and surveys. Although effective for the majority, one must not forget how these

effects were not positive across the board. AD2 received negativity surrounding its excessive nature, particularly amongst older participants. Unsurprisingly, these effects were a result of the shocking comparative visual. Reasoning can be found within the work of Sabri and Obermiller (2012), who discovered that advertising considered 'too shocking' can have negative effects. According to Theodorakis et al. (2015), this level of shock is determined by what is considered socially acceptable. Study findings concur such, with some participants unwilling to share this advertisement due to it looking bad on their behalf.

Framing

The effect that shock images can have on the framing of social change advertisements has been ridiculed throughout literature. Based preventing behaviours, beliefs are evident that behaviours should be promoted instead (Wyllie et al., 2015; Gallagher and Updegraff, 2012; Yu et al., 2010). Such assumptions are built on the idea that showcasing negative behaviours may lead to them being adopted by the viewer due to Diffusion Theory (Ezhova and Zamozhnykh, 2018; Perloff, 2014). Practitioners should remember these presumptions at all times when developing designs that utilise a prevention frame. By developing and deploying an unmistakable advertisement message with clear and concise visual communications, one can attest that the socially conscious modern day market will understand what is being asked of them.

Social change advertisements within Ireland using these shock techniques have a tendency to receive backlash and ridicule, but communicators cannot let this overshadow the positive effects that these campaigns can have. With the advertisement using these appeals found to be extremely effective for measures such as attention grabbing, WOM and memory, one cannot underestimate the impact of fear and shock appeals. Organisations must ask themselves: do we do the campaign that gets the message out there at our expense? Or do we do the campaign that people scroll past and save our own necks? Within this industry, trying to better society must always come first because that's the bottom line.

Whether photography or graphics are used, they must be fit for purpose. One must also remember the sheer number of advertisements today that feature photography and

question as to what is the best way to stand out. Results from this study point towards the utilisation of highly symbolic and shocking imagery. However, one must ensure that this imagery is too fit for purpose, is anchored correctly and coincides with the message.

8.1.9 Text Selection

Textual choices should not be made secondary to imagery decisions. Whilst an image can adequately deliver the advertisement message, it is the text that the viewer will look to for information and anchorage. The ability of the text to anchor the message of the visual was pointed to within focus groups. As asserted, participants acknowledged how some viewers may not understand the message of AD2 correctly without reading the additional text. Such findings support the semiotic principle of anchorage (Crow, 2016; Chandler, 2010). Text not only has the ability to anchor the visual within these communications, but too better informs the audience of what they are being requested to do. Commercial advertisements can visually present the viewer with their product or service, but the majority of social change advertisements must textually express their call to action due to their attitudinal and behavioural persuasive intentions.

Textual Elements

AD2 outperformed AD1 on the knowledge increase metric, supposedly due to the informational text that it presented. Despite CA findings reinforcing the use of just a headline, when these advertisements are presented on social networking sites, they are accompanied by additional body text. Results show how communicators use this extra space in order to present call to actions, with the majority of ads within the CA found to utilise said method (28%). Though this is obviously beneficial, one cannot forget the pace at which visuals are understood in the modern market, and the momentum of social networks generally. By presenting the call to action on the advertisement itself, risks of miscomprehension decline as social users need not rely on the additional body copy for understanding. This being particularly vital when aiming for virility.

Typography

Accordingly, not only the text itself, but the presentation and design of the text must be carefully considered. Focus group and survey results showcase how participants

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admired the typography used, making it easier to read and digest. Said findings add further to existing literature that stresses the importance of text form such as font, weight, contrast, position and style (Foroudi et al., 2017; Samara, 2014; Adir et al., 2012). With text playing such a prominent role for comprehension and anchorage, it must always be clear and concise with prominent positioning. Furthermore, designers must ensure that advertisement text is of legible size seeing as the modern day audience does the majority of their social networking on mobile devices (Richardson, 2018).

8.2 Deploying Social Change Advertisements

The following discussion section is based on detailing all applicable findings that answer RQ4: *What deployment channels are most effective for SCA,* and RQ5 in relation to such: *What moderators impact SCA?*

8.2.1 Multimedia Campaigns

Professional results show how social change campaigns should use multiple channels for deployment, adding further to previous studies stating same (Vallone et al., 2016; Venturini, 2016; Rice and Atkin, 2013). This is due to the aggregate benefit that multiple channels can garner. These channels must be selected depending on campaign specifics. Particular attention must be placed on the intended audience when deciding, with channels only chosen after the target audience has been defined and researched.

Beware of Exposure Effects

Communicators must too be cautious of exposure levels within the intended market. Whilst this study can support mere exposure theory due to the positive attitudes and responses of participants after just five seconds, conclusions cannot be drawn as to whether behaviour modifications took place. Further, social change advertisements do not necessarily meet the conditions under which MET is most effective, particularly due to its aim of creating rather than changing attitudes (Perloff, 2014). While positive benefits can be attributed to repeated exposures, these benefits have a tendency to turn negative after certain points due to irritation and boredom (Lee et al., 2015). Considering the volume of mediums that are consumed daily by the modern audience, not only should channels be selectively chosen, but the frequency of exposure. Despite

the fact that a degree of magic surrounds the amount of exposures an advertisement needs to have to be effective as emphasised in interviews, the last thing a campaign should do is turn the intended audience against it by constantly putting it in their face.

There Should Always be a Social Aspect

According to professional comments, regardless of the aims and objectives of a social change campaign, one channel that should always be used is social networking sites. Reasons for this include the huge and powerful reach of these platforms and the knock-on effects that they can have. These include engagement, mobilisation, the creation of movements and increased traction due to the sheer number of individuals that use them. Additional benefits particularly useful for social change campaigns include how social networks are value for money, how they are designed to share messages, and how communications can be gauged immediately. Although rather unsurprising considering the influence of social networking sites today, these findings add further to existing literature based on the benefits of using social platforms for social change purposes specifically (Jenkins et al., 2016; Guo and Saxton, 2014; Obar et al., 2012).

Additional results show how these social platforms are not only important for those deploying social change campaigns, but for the audience and their interaction with such. Survey findings add to the assertions of Krasdomski-Jones et al. (2018), that highlight how social users are increasingly using these platforms in order to better help society. Participants outlined how they would share social change advertisements like those used within the study on their accounts in order to spread important messages. Social networking sites are no longer just merely used in order to kill time and entertain users, they are now spaces of education and awareness raising (Global Web Index, 2018). Without doubt, the sharing and viral capabilities of these platforms enables these effects. However, results for this study too show how these beneficial effects can be moderated by personal and societal influences.

The occurrence of Interpersonal Influence Theory (IIT) was witnessed throughout focus groups. Varying reasons as to why participants would not share these advertisements on their social pages were shared such as it would not look good on their behalf. This shows how individuals consciously decide on what to share on their profile depending

on what they expect others to think, do or feel. Whilst participants did show support for distributing these advertisements, decisions to share were moderated by IIT, with focus group participants much more likely to share AD1 than AD2. Not only do these results add to the body of existing work on IIT and its impact on SNA (Lee and Hong, 2016; van Noort et al., 2012), they further highlight the need to make informed design choices.

With individuals using a multitude of platforms daily, the issue of exposure as previously discussed, needs to be of maximum concern when selecting social networks for deploying these communications. Whilst study findings give a clear indication as to the most popular social networking sites across generations within Ireland specifically, this is not the only factor that needs considering. With studies outlining how each platform for Gen Z is used for particular purpose (The Center of Generational Kinetics, 2018), research must be conducted into specific market social networking habits before platforms are selected.

8.3 Measuring the Effects of Social Change Advertisements

This section will present all relevant information drawn upon when answering RQ2: *How should SCA be measured for effectiveness?* In extension, it too aids answering RQ1: *What are the overarching aims of SCA?*

8.3.1 Long and Short-Term Metrics

The need for long and short-term effectiveness metrics for these campaigns became evident when analysing the collected data. Whilst survey and focus group findings support the effectiveness of each campaign on short term self-reported measures such as attention, recall, and attitude, they tell very little about behavioural results. Whilst still acknowledging existing literature and interview opinions surrounding attitude and its ability to change behaviour (Lee and Hong, 2016; Chowdhury and Salam, 2015; Fishbein and Ajzen, 2010), the only real way to ensure it is to see it. This was particularly important for professionals, as is discussed in detail later. Accordingly, campaigns should develop long and short-term objectives to ensure appropriate metric selection.

The selection of short-term metrics should be informed by numerous factors including both the long and short term objectives, deployment mediums used and advertisement design. Accordingly, each of these choices should be made on informed decisions surrounding the advertisement issue, message and intended audience. Such findings add new insights to previous social change advertising effectiveness literature (Perloff, 2014; Rice and Atkin, 2013) by highlighting design as a factor in the decision-making process. Whilst these studies do consider varying elements of advertisement design such as the message, appeals and style, little to no consideration is given to the actual activity of visually creating these communications. As discussed earlier, study results show the impact that design has on success, making it an influential moderator needing sufficient thought.

Mix Metrics

The correct metrics, and combination of metrics must be used in order to ensure valid results. Such findings add support to previous research in the area that condones a combinatory effect measure approach (Couwenberg et al., 2017; Econsultancy, 2017; Rice and Atkin, 2013). With each advertisement performing variously across the many measures tested within this study, selecting one is not a good enough indicator of success. An example of such is evident from the rankings of AD1 on the metrics of memory and knowledge increase. Various studies mention the connection between recall and awareness, attributing how well an individual can recall an advertisement to their awareness of the advertisement issue (Shaikh et al., 2017; Vallone et al. 2016; Thaler and Helmig, 2013). However, survey results did not show this connection, with AD1 receiving a mode rating of 5 for memory compared, to a 3 for knowledge increase. Although this research showcases the correlations that exist between many metrics, one cannot presume effects. Practitioners must test each and every metric that they feel may impact the campaign. Additionally, the proposition to utilise multiple deployment channels for these campaigns requires using varying appropriate metrics.

8.3.3 Self-Reporting

Despite research acknowledging the drawbacks of utilising self-reported effectiveness measures (Couwenberg et al., 2017; Pozharliev et al., 2017), results from this study

show how self-reporting can be extremely informative for practitioners. Such findings add further to existing works outlining the importance of getting consumer feedback due to the indications they can provide for campaign success (Econsultancy, 2017; Venkatraman et al., 2015). Through a combination of focus groups and surveys, this study uncovered the attitudes and opinions of multiple generations towards two social change advertisements. Thus, insight was provided to the researcher as to which was considered the most effective from the perspective of the target market and provided feedback as to how each could be improved. This is undoubtedly extremely beneficial for communicators, particularly at a campaign's development stage. However, one cannot forget the subjectivity of such reporting. Examples include memory and recall surrounding social change advertisements. Asking participants as to whether they will remember an ad is not a true indicator of whether they will remember it in a day or months' time. Regardless, self-reporting from the target audience can aid practitioners when making campaign and design decisions as to ensure relevance, likeability, and believability.

8.3.4 There Should Always be Behaviour Change

Behavioural change and modifications were mentioned by the bulk of communication professionals when asked as to how social change campaigns should be measured for effectiveness. This belief has been long held within the social change industry (Chiang et al., 2018; Pounders et al., 2018; Thaler and Helmig, 2013). Differing forms of measuring this were outlined including tracking studies, measuring service attendance linked to the campaign and monitoring KPI's. One respondent asserted how they measure attitude changes, relying on the fact that behaviour will change accordingly. A fundamental part of these measures was highlighted to be the formative research conducted before campaign deployment. Literature reviews, benchmarks and awareness levels were all mentioned, leading to comprehensive prior data that can be tested against post campaign results.

Sustained Behaviour Change

An interesting point surrounding measuring behaviour change was highlighted by three participants. They acknowledged the importance of seeing sustained behaviour change.

Reasoning for this sustained change primarily was due to the fact that individuals can alter behaviour temporarily and have a tendency to hold attitudes or perform behaviours that are popular at a given time. Adding even further and in a more detailed fashion to the aforementioned studies, practitioners hold the belief that this is the surest way to ensure behaviour change effects. This would be possible through longitudinal tracking studies, and would be the surest way to gauge whether viewers of a campaign actually changed their behaviour, and for good. An undoubtedly incredibly important part of social change campaigns, one must acknowledge the cost and feasibility of such methods.

8.3.5 Social Networks are Vital, but Challenging

Measurement Drawbacks

With social networking sites undoubtedly a major medium for the deployment of social change campaigns, measuring short term effects will unquestionably need a social aspect. Professionals highlighted how they currently use social elements including engagement, awareness, traction and discussion. Although extremely important when measuring the effects of a social campaign, such measures hold inherent issues that communicators must be aware of. Measuring a campaign's sentiment on these platforms is hugely arduous, if not impossible. As mentioned within interviews, means to test this empirically do not yet exist. And whilst exposures, likes, comments and shares give good indication to the reach of a social change advertisement, they tell nothing of the lasting effects (Econsultancy, 2017; Zhang and Mao, 2016).

Further questions were unearthed within interviews surrounding the validity of even these countable metrics. Social change communicators should be aware of the phenomenon of the 'last click'. This is when social users like or share a campaign on a social networking site, but such effects may be due to external factors and not the campaign itself. Thus, isolating the sole effects of these campaigns deployed on such platforms is an ambitious task. Additional external factors such as what's going on in wider communities and how much WOM is happening can too skew results.

The Effects of Algorithms

Audience reach barriers were too mentioned. Social network algorithms can be detrimental to social ads, only allowing the advertisement to be seen by a select or small number of viewers. Although algorithms ultimately impact all communications, the negative effects that they can entail can be particularly problematic for social change advertising. Despite Kite et al. (2016), offering advice to overcome this barrier in the form of strategic social page management, this adds financial pressure. With monetary challenges being particularly evident for social change campaigns (Krasdomski-Jones, 2018), the last thing practitioners should have to do is allocate additional funding when their communications may still go unnoticed. One can assert how the guidance of Kite et al. (2016), is counterintuitive when one of the main benefits of using social networking sites is cost-effectiveness.

The Sharing of False Information

Unquestionably, the major draw that social platforms have for social change campaigners is their ability to share their messages and encourage WOM (Lee and Hong, 2016; Zhang and Mao, 2016). Even though these may be an organisations primary reason to use social networking sites as a channel to reach virility, campaigns can too be shared for adverse reasons. Professionals outlined the influence that negative comments can have on campaign effects. Social networks are hugely influential in the modern world, but they too can transmit information that is unfavourable and untrue. Accordingly, interviewees explained how the opinions of those opposing a campaign can skew the attitudes and opinions of others. Said findings support the work of Krasdomski-Jones (2018), that found how trolling, disparaging comments and threats can lead activist groups to renounce planned actions and ultimately destroy social change campaigns.

8.4 Conclusion

This chapter has combined findings from all phases within this study in order to give detailed answers to the questions that have been explored from the outset. These findings are of particular importance for social campaigners, offering reason as to why specific choices need to made when designing, deploying and measuring the success of

social change communications. Due to the length and depth of detail within the chapter, an overview of the findings discussed in relation to the research questions is presented.

8.4.1 Overview of Discussion of Findings

RQ1: What are the overarching aims of SCA?

- Aims will vary by campaign, however;
    - Campaigns should have both long and short-term aims
    - The long-term aim should involve sustained behaviour change

RQ2: How should SCA be measured for effectiveness?

- A mixture of measurements should be used in accordance with;
    - Campaign long and short-term aims
    - The deployment channels used
- Self-reporting can be particularly helpful for gaining audience insight
- SNS are important channels, but are difficult to measure;
    - Measuring through SNS alone is not advisable
    - The last click can bias results
    - Engagement metrics are just not enough

RQ3: How should SCA be visually designed?

- Visual design can directly influence the effectiveness of SCA
- SCA should be approached differently than commercial advertisements when it comes to their visual design;
    - They are more serious in nature
    - They can receive varied reviews
- Whilst all advertisements should be bespoke in nature, they should all;
    - Be consistent and professional
    - Be clear and easy to understand
    - Strive for authenticity
- Creativity is fundamental for SCA visual design for a variety of reasons;
    - It has strong connections to additional effectiveness measures including attention, memory, WOM and knowledge increase
    - It's highly important to the audience

- SCA visual design should always be developed in line with the audience;
    - Ensuring relevancy
    - Particularly fundamental to persuading Gen's Y and Z
- Selecting the correct appeal is important;
    - The emotional/rational debate is still ongoing
    - Combinatory approaches are on the rise and effective
- Imagery is highly powerful, with all forms having specific benefits;
    - Photography holds inherent advantages for relevancy and believability
    - The younger Gen's are able to understand graphics and symbolisms at an increasingly fast pace
    - Visual shock is effective, specifically amongst younger audiences
    - The framing of visuals need careful thought
- Textual choices are just as powerful as image based selections;
    - Headlines and additional text can anchor images effectively when they are well thought out
    - Typographical selections such as font, size and position are increasingly being noted by advertisement viewers

RQ4: What deployment channels are most effective for SCA?

- Multimedia campaigns are highly effective;
    - They increase repetition
    - Facilitate a larger reach across many channels
- SNS should always be used today;
    - Particularly effective for SSC due to their large reach, cost-effectiveness and sharing capabilities
    - They are a lifeline to modern generations
    - Being increasingly used as spaces to initiate social change

RQ5: What moderators impact social change advertisements?

- Design Moderators;
    - Design that is not developed in line with the metrics that will be used to measure success may be ineffective

- o Know audience preferences and design accordingly; the age of the viewer will directly impact the response

- Deployment Moderators;
  - o Excessive repetition effects may happen when using multiple channels
  - o Interpersonal influence on SNS can lead to negative engagement results
  - o Algorithms can be detrimental on SNS
  - o SNS sentiment and feedback should be monitored carefully

- Measurement Moderators;
  - o Measurement metrics must be in line with SCC aims to ensure validity
  - o Measuring SNS metrics alone is not enough; supplement with additional insights from other methods

Chapter Nine:

Conclusion

9.0 Introduction

This chapter completes the study by assessing the ways through which the research has been conducted and what has been found accordingly. Firstly, the study is summarised to judge how effective it was for purpose before a critical assessment takes place which outlines the strengths and limitations of such.

9.1 Summary of the Study

The overall aim of this study was to highlight the impact that visual design can have on social change advertisement success and in extension, offer insight surrounding how these communications should be designed to ensure success. Several research questions were determined in order to meet this aim and fulfil the primary objective:

> *RO: Explore the impact of social change advertisement design on campaign effects.*
>
> *RQ1: What are the overarching aims of social change advertisements?*
>
> *RQ2: How should social change advertisements be measured for effectiveness?*
>
> *RQ3: How should social change advertisements be visually designed?*
>
> *RQ4: What deployment channels are most effective for social change advertisements?*
>
> *RQ5: What moderators impact social change advertisements?*

An extensive literature review was performed to understand the current state of social change campaigns, drawing insight from previously conducted research from a variety of disciplines. This cross evaluation provided the project with a solid foundation from which the research design and instruments were developed. A sequential research approach was utilised involving five phases with a range of methods for specific purpose. Eight interviews and a CA of fifty advertisements was conducted to explore current campaign practices. From this, two advertisements were designed, based on the issue of social media addiction. These were used as the basis of the following two phases of data collection which involved two focus groups and an online survey. Particularly vital for this study, these findings provided audience viewpoints and opinions of each advertisement which were analysed by the researcher and proved to be highly beneficial for understanding the most effective design strategies for social change advertisements.

9.2 Study Conclusions

It can be stated how this project successfully achieved its main aim by answering each of the predetermined research questions in an exploratory and detailed manner. As presented in detail within Chapter Eight, the study gained meaningful and insightful results for social change practitioners, designers and educators.

Most crucially, findings from this project support the fact that the design of a social change advertisement does indeed impact effects. Outlining the numerous benefits that informed design decisions can bring about for social change campaigns, the research gives reason for incorporating advertisement design with campaign strategy from the start. Furthermore, the study has discussed in-depth the many barriers that are faced by these communications that need careful consideration. Ranging from the audience to design considerations and the deployment channels selected, practitioners should approach these campaigns with detailed prior insight and great sensitivity. Recommendations on how to do this appropriately are offered in Chapter Ten subsequently.

9.3 Study Strengths

Many aspects added strengths to the study. Of these, the most notable included:

Interpretivist Paradigm

Using such a paradigm allowed the research to gain in-depth and explanatory data surrounding the subjective viewpoints of both professional and public participants. This was a vital part of the project considering the importance of interpretation within the industry. It allowed greater understanding of the human processes that play a role when viewers are deciphering communications and facilitated the collection of data that explained much about audience viewpoints. Without such an approach, it would have been impossible to provide such a thorough investigation of the industry.

Mixed Method Approach

The selection of a mixed method approach allowed both the deliverers and receivers of social change advertisements to play a role in this study. It was vital to employ both qualitative and quantitative data collection methods in order to do this successfully. It is often the case that studies examine advertisements either professionally or publicly. However, when considering the combined influence of professional design and audience interpretation on success rates, the same level of importance must be placed on both groups. Accordingly, the combination of sender and viewer insight resulted in more comprehensive answers that would have been lacking should both populations not have participated.

Design Focus

Incorporating the design of these communications directly into the project not only strengthened the study itself, but adds further reason for practitioners to recognise the important role that is played by such when aiming to persuade people. Developing both advertisements from interview and CA findings allowed a detailed understanding of how social change communications are currently devised. In extension, it proved effective for revealing how the modern audience perceive them and emphasises the need for bespoke design within the industry. Accordingly, study findings can all be used by social change practitioners to employ design decisions that are informed by rigorous inquiry.

9.4 Study Limitations

All research contains limitations of some form. And whilst the aforementioned aspects added vigour to the study, they too added some restraints:

Interpretivist Paradigm

The generalisability of this study is directly impacted by the interpretivist paradigm. Based on quality rather than quantity, study findings are highly generalisable within the study sample, but lesser towards the general population. This is due to the interpretivist belief that an individual's opinions are specific to them. It is proposed that future studies

employ greater scale research with larger samples and more diverse populations, or alternatively approach this topic from a contrasting and more scientific paradigm.

Mixed Method Approach

Mixed method approaches have long been questioned regarding their suitability and validity as research designs. The question most applicable to this study details the complexity of the method. Particularly, understanding both qualitative and quantitative approaches, and how to incorporate them without impacting validity. Considering the pre-existing time and resource constraints, the study opted to use smaller samples from specific populations in order to ensure that the data was given the best chance of successful interpretation and integration. Subsequent research could overcome these limits by conducting longitudinal research over an extended period. This would facilitate the use of larger samples and too ease the analysis and integration process. Alternative research could use solely qualitative or quantitative approaches amongst both public and professional populations.

Design Focus

Getting direct responses surrounding the advertisements necessitated the need for a forced exposure study. Whilst the researcher aimed to mimic everyday SNA viewing by limiting the exposure time to five seconds, the audience were still mandatorily required to view the communication. Furthermore, the advertisements themselves encompassed a variety of design decisions. It would be unreasonable to attribute positive effects to specific elements without acknowledging the possible influence of other components. Prospective research could base itself on specific design elements in order to understand their effects on social change advertisements. Using similar methods to this study, future exploration could focus on imagery, text, appeal type or framing by developing two advertisements with differing forms of each element. Whilst currently unavailable, with technological advances it is hoped that a more effective way of measuring advertisement success on social networking sites becomes available. Not only would this aid practice within the field, but it would too be highly insightful for research within the area.

9.5 Conclusion

This chapter has recapped on the study overall and provides insight surrounding the strengths and limitations that have been encountered by the researcher. The most notable conclusions that have been drawn from this research have been detailed and recommendations are presented next. These recommendations in the following chapter can be used by both academics and practitioners, with suggestions for future study and recommendations for practitioners aiming to influence social change presented.

Chapter Ten:

Recommendations

10.0 Introduction

This chapter highlights recommendations for social change campaigners, design students and academics interested in designing, deploying and researching digital social change campaigns with a social network focus. This chapter has detailed suggestions with respect to this specific form of social change advertising, and as such, readers must be cautious as to not assume that these recommendations are applicable to more general forms of social change advertising. It was beyond the scope of the study to examine all media, and so the chapter proposes future areas for enquiry in relation to additional forms of social change campaigning. Furthering, it details how the specific findings of this study can be applied to practice and education within the digitally orientated field of social change advertising. In closing, the chapter presents a guide for developing digital social change advertisements from a design perspective off the back of this study. It is foreseen that design students, social change practitioners and academics within the area of social change and campaigning will benefit from this.

10.1 Future Research

Through conducting this study, several issues and questions were unearthed that may be viable sources for future research. Whilst beyond the scope of this project, these topics are important considerations for current and future practice. These suggested avenues of exploration would not only have implications for this study, but would be significant for the social change advertising industry as a whole. This section highlights areas of future research which were beyond the scope of this examination. The study's specific stance, based on the visual design of digital social change advertisements on the social networking site of Facebook, meant that examining all social change media was beyond its scope. The highlighted areas for study in the future would add directly to this study and to the social change campaigning industry more generally.

Social Networking Sites

This is a highly recommended and key area for future research within this field. Social networks pose as double-edged swords for social change advertisements. Regardless, they are where communicators need to be in the modern day and are thus highly important channels as has been shown throughout this study. This project uncovered

specific areas that would be particularly prosperous for advertising and social change professionals, having direct implications for practice and education within the respective fields. Much more research is needed that focuses on SNS, with particular importance placed on understanding algorithms and analytics.

An exploration and understanding of the makeup of platform algorithms could be the key to ensuring that social change advertising does not get lost amongst social network clutter. Further benefits would be achieved through devising methods to: (1) effectively and efficiently measure sentiment on SNS and (2) predict exposure and behavioural effects. With each of these avenues posing as barriers to social change campaigners, exploring and answering the varying questions that exist within them would provide advantageous wisdom for social change campaigners using SNS, and SNA overall.

Measuring Longitudinal Effects

Measuring behaviour change as a direct result of social change campaigning is lucrative avenue for research. Overcoming the uncertainties of external factors and moderators would allow campaigners to see direct campaign effects and would change the field immensely. Whilst measuring longitudinal effects can be achieved through following subjects over long periods, this is a costly and timely process that is too practically impossible when using SNS as deployment channels. Developing a system to track social users in a way that is both feasible and ethical would too be highly advantageous.

Unsurprisingly, campaigners want and often need to see immediate results. Whilst measuring a campaign for long and short-term success may somewhat solve this issue, behaviour change will never be measured short-term due to the psychological and lengthy processing that must happen. More specifically in relation to this research, Facebook cannot determine as to whether an individual has changed their behaviour in the real and physical world. Discovering the short-term metrics that are most likely to encourage and predict long-term change may be the key to overcoming these barriers. This would be especially advantageous for social campaigners deploying their messages on social networks, not needing to employ additional and more costly measurement approaches. Furthermore, developing a process by which cost-effective and efficient longitudinal research can be conducted would be immensely desirable and helpful.

Social Change Advertising Forms and Mediums

An investigation into all social change advertising forms and mediums, which were beyond the scope of this study, is recommended. Whilst focused research has many advantages and formulates a mass of knowledge surrounding the particular subject under question, this knowledge is limited in its generalisability. This research would overcome the generalisability issues faced by focusing on one specific advertising form.

Additional examinations, akin to this one with a social networking focus, should examine the additional, and extremely popular channels amongst the modern day audience. Considering their increasingly daily use amongst Gen's X, Y and Z, particular attention should be placed on Instagram, Snapchat, YouTube, Whatsapp and Twitter. With the modern audience using each of these networks daily, and this study showcasing the benefits of Facebook for social change campaigning, it is expected that each of these channels hold great benefits that can be harnessed for initiating social change.

10.2 Recommendations for Practice

The following checklist has been developed from the workings of this project. Study findings have been applied in order to offer in-depth guidance to social change campaigners, design students and academics with an interest in creating social change advertisements for the social platform of Facebook specifically. The proposed checklist provides the various questions that must be asked in order to ensure a campaigns best chance of success on social networks. Unlike current social marketing and strategic models, it is based on the visual design of these communications and works as an assistive guide for making design decisions and generating concepts.

Naturally, there is information that must be provided before the subsequent design questions are asked. These details should come from the organisation implementing the campaign and include:

- **Topic / Issue** – what is the problem and why do actions need to be taken?

- **Audience** – who is being targeted and for what purpose? Details here should include demographics, social networking habits and design preferences
- **Long and Short-Term Effects** – what needs to happen in the short term, and what needs to happen over a longer period of time?
- **Deployment Channels** – what combination of channels will be used?
- **Measures** – how do you plan to measure both long and short term effects?

Once this strategic information has been provided, one can answer the questions presented within the checklist that is detailed in Table 25. The answers to such being highly influential for successful digital social change advertisement concept development on social networks specifically.

Table 25: Social Change Advertisement Design Concept Checklist for Social Change Campaigners, Design Students and Academics within the Field

ELEMENT	RELEVANT QUESTIONS	CONSIDERATIONS
1. Message	• What's the take home message? • What's the call to action?	• Issue • Long and Short-Term Aims
2. Framing	• What way should the message be portrayed to the viewer? 　○ Positive 　　▪ Promotion/Prevention 　○ Negative 　　▪ Promotion/Prevention	• Audience • Issue • Message
3. Appeals	• How should the viewer be made to feel? • What combination of appeals suits best? • What element should portray each appeal – imagery or text? 　○ Rational 　○ Emotional	• Audience • Call to Action • Framing • Message
4. Imagery	• What visual would most effectively grab attention? • What can present the message visually? • What's most appropriate within the audience? • What appeal is being portrayed by the image? • What level of symbolism is appropriate, if any? 　○ Graphics 　○ Photography	• Appeal Type • Audience • Call to Action • Deployment Channel • Framing • Message
5. Text	• What does it need to say? • How much text is appropriate for the viewer? • What is the call to action? • What appeal is being implemented? • How does the image need to be anchored? 　○ Headline	• Appeal Type • Audience • Call to Action • Deployment Channel • Framing

	o Call to Action o Informative Text o Hashtag	• Imagery • Message
6. Layout and Composition	• What element is the main focus? • How can a hierarchy be created? • Is the message clear and consistent when both image and textual elements are combined? • Is the Call to Action clearly identifiable? • What level of complexity is present?	• Audience • Call to Action • Deployment Channel • Imagery • Message • Text

It is expected that this model can aid social change communication creators by outlining the many questions that must be asked when making design decisions. Furthermore, it reminds users of the moderators which should be considered when making choices due to the impacts they can have on digitally based social change campaign effects. This is vital as such details can often be forgotten when developing concepts due to the multitude of decisions that must be made. Although a theoretical application of this study, this model too has strong implications for practice within the field.

10.3 Conclusion

The study has garnered an in-depth understanding of the current state of social change campaigns and advertisements with a social networking focus within Ireland from both a professional and public perspective. Most importantly, it highlights the successful aspects, and the areas which need updating and further exploration in order to ensure that these campaigns are given the best chance of success. This chapter has recapped on the study overall, highlighting how it succeeded in meeting its main aim whilst also discussing the varying elements within that added vigour to the research. Additionally, it offered guidance on how to apply the findings to future social change campaigns on Facebook, and detailed numerous routes for subsequent study that could advance what has already been documented.

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Appendices

APPENDIX A: *Abbreviations and Glossary*

AD1 **Study Advertisement One**
The first advertisement designed for this study.

AD2 **Study Advertisement Two**
The second advertisement designed for this study.

CA **Content Analysis**
A method for systematically investigating texts/studying documented human communications (Leavy, 2017, p.257).

CTR **Click-Through Rate**
An online advertisement effectiveness measure; a ratio showing how often people who see your advertisement end up clicking it.

ELM **Elaboration Likelihood Model**
Theory based on the idea that persuasion can happen in one of two ways, through processing that is either (1) central or (2) peripheral (Petty and Cacioppo, 1986).

IIT **Interpersonal Influence Theory**
Theory linked to attitude development, explaining how social network users can be influenced by those around them (Lee and Hong, 2016).

MET **Mere Exposure Theory**
Theory explaining how favourable attitudes can be developed from simple advertisement exposures (Zajonc, 1968).

OBA **Online Behavioural Advertising**
A technique commonly used to target social and online users that involves the monitoring of behaviour that can be targeted with relevant advertisements (Kotler and Keller, 2016).

PSA **Public Service Announcement**
"unpaid messages disseminated over a variety of media to raise awareness and shape attitudes and behaviours regarding health, social, or other issues" (Keisler, 2016, p.102).

RA **Research Aim**
The main aim of this study.

RAM **Relevance Accessibility Model**
Theory which asserts that an advertisement perceived by the viewer to be relevant and accessible will have a better chance of catching attention (Baker and Lutz, 2000).

RO **Research Objective**

The main objective of this study.

RQ **Research Question**
The questions that this study aims to answer.

SCA **Social Change Advertisements**
The visual communications connected to a social change campaign which are used in order to persuade a viewer to change their attitude or behavior for the betterment of oneself or society overall.

SCC **Social Change Campaigns**
Campaigns aimed towards persuading people to make attitude or behavior changes for the betterment of themselves or society overall. Topics range from health, environment, social and economic. These encompass Social Marketing Campaigns, Public Communication Campaigns, Communication Campaigns, Mass Media Campaigns, Public Service Campaigns, and Health Campaigns.

SNA **Social Network Advertising**
Advertising that appears on social networking sites (see below).

SNS **Social Networking Sites**
"a networked communication platform in which participants; (1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; (2) can publicly articulate connections that can be viewed and traversed by others; and (3) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site" (Ellison and Boyd, 2013, pp.8-9).

SRT **Self-Referencing Theory**
Theory that believes self-relevant messages are more likely to persuade (Rogers et al., 1977).

TAM **Tricomponent Attitude Model**
Explains how attitude is formed, and can be influenced through three psychological processes: (1) cognition, (2) affect and (3) conation (Rosenberg and Hovland, 1960).

TRAM **The Reasoned Action Model**
Believes that an intention to perform a behaviour is the best predictor that it will actually happen, with this intention directly influenced by attitude (Fishbein and Ajzen, 1975).

WOM **Word of Mouth**
"an unpaid form of promotion - oral or written - in which dis/satisfied customers tell other people how much they dis/like a business, product, service, or event" (Naylor, 2016, p.131).

APPENDIX B: *United Nations Sustainable Development Goals*

NO.	TITLE	GOAL
1	No Poverty	End poverty in all its forms everywhere
2	Zero Hunger	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3	Good Health and Well-Being	Ensure healthy lives and promote well-being for all at all ages
4	Quality Education	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5	Gender Equality	Achieve gender equality and empower all women and girls
6	Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all
7	Affordable and Clean Energy	Ensure access to affordable, reliable, sustainable and modern energy for all
8	Decent Work and Economic Growth	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9	Industry, Innovation and Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10	Reduced Inequalities	Reduce inequality within and among countries
11	Sustainable Cities and Communities	Make cities and human settlements inclusive, safe, resilient and sustainable
12	Responsible Production and Consumption	Ensure sustainable consumption and production patterns
13	Climate Action	Take urgent action to combat climate change and its impacts
14	Life Below Water	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15	Life on Land	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16	Peace, Justice and Strong Institutions	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17	Partnerships for the Goals	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

(United Nations, 2015, p.16)

APPENDIX C: *Irelands Themes and Principles for Sustainable Development*

THEME	PRINCIPLE	TARGETED U.N. GOALS
Economy	Promote an innovative, competitive and low-carbon economy with the aim of achieving smart, sustainable and inclusive growth.	8, 9, 10, 12, 13
Satisfaction Of Human Needs By The Efficient Use Of Resources	Prices should reflect the real costs to society of production and consumption activities and polluters should pay for the damage they cause to human health and the environment.	2, 6, 7, 9, 12
Equity Between Generations	The needs of current generations should be addressed without compromising the ability of future generations to meet their needs.	4, 8, 10, 13
	Resources should be used within the capacity for regeneration.	10, 13, 14, 15
Gender Equity	Women have a vital role in environmental management and development and their full participation is therefore essential to advance sustainable development.	3, 4, 5, 8, 10, 11, 16
Respect For Ecological Integrity And Biodiversity	The abundance of wildlife and extent of habitats should be maintained, improved and restored where necessary, through sustainable management.	2, 6, 7, 13, 14, 15
Social Equity	Social inclusion should be promoted to ensure an improved quality of life for all.	1, 3, 4, 5, 8, 9, 10, 11, 16
Respect For Cultural Heritage/Diversity	The quality of landscapes, the heritage of the man-made environment and historic and cultural resources should be maintained and improved.	11, 16
Equity Between Countries And Regions	Promote human rights and fundamental freedoms, by combating all forms of discrimination and contributing to the reduction of poverty.	1, 2, 3, 5, 8, 10, 14, 15, 16

(DCCAE, 2018, pp.14-15).

APPENDIX D: *Input-Output Framework for Persuasive Messages*

INPUT VARIABLES	OUTPUT MEDIATIONAL STEPS
1. Source number, unanimity, demographics, attractiveness, credibility, etc. 2. Message appeal, inclusion/omission, organization, style, repetitiveness, etc. 3. Channel modality, directness, context, etc. 4. Receiver demographics, ability, personality, lifestyle etc. 5. Destination immediacy/delay, prevention/cessation, direct/immunization, etc.	1. Tuning In / Exposure 2. Attending to the Communication / Attention 3. Liking, Maintaining Interest 4. Comprehending 5. Generating Related Cognitions 6. Acquiring Relevant Skills / Learning How 7. Agreeing with the Communicator's Position / Attitude Change 8. Storing this Position in Memory 9. Retrieval of this new Position when Relevant 10. Decision to Act based on said Position 11. Action 12. Post-Action Cognitive Integration of this Behaviour 13. Proselytizing others to behave likewise

(McGuire, 1989).

APPENDIX E: *Interview Questions*

#	QUESTION	RESEARCH QUESTION	KEY TEXTS
A. INTRODUCTION			
1	What is your current job title	-	-
2	Have you ever worked with social change advertising specifically?	-	-
3	If you have, what was your job title when working with the campaigns and how experienced would you consider yourself?	-	-
4	Why did you choose to work with social change advertising?	-	-
5	If you have not, would you consider working with social change advertising and for what reasons?	-	-
B. SOCIAL CHANGE ADVERTISING			
6	In your opinion, what are the aims and objectives of a social change advertisement?	RQ1	(Keisler, 2016; Wooden, 2008)
7	What would you describe as an effective social change campaign?	RQ1	(Pounders et al., 2018; Lee and Hong, 2016; Thaler and Helmig, 2013)
8	From your perspective, how should these campaigns be measured for effectiveness?	RQ2	(Chiang et al., 2018; Vallone et al., 2016; Zhang and Mao, 2016)
9	Are you aware of any issues or challenges faced when measuring the effectiveness of social change campaigns?	RQ2, RQ5	(Souleles, 2017; Perloff, 2014; Rylander, 2009)
C. VISUAL COMMUNICATION AND DESIGN			
10	To what level do you believe creativity is important when designing social change advertisements?	RQ3	(Nyilasy et al., 2013; Nyilasy and Reid, 2009)
11	In your opinion, what visual design elements should be included and considered when designing social change advertisements?	RQ3, RQ5	(Souleles, 2017; Rutka et al., 2017; Adronachi, 2011)
12	Why do you believe these visual design elements are important?	RQ3	"
13	Do you believe appeals are important when designing social change ads?	RQ3	(Hornik et al., 2015; Thaler and Helmig, 2013)
14	If so, can you identify the appeals you think are the most beneficial?	RQ3	(Lee and Heere, 2018; Couwenberg et al., 2017; Shaikh et al., 2017)

15	Do you believe subliminal design is beneficial for social change campaigns and why?	RQ3	(Karam et al., 2017; Kirdar, 2012)
16	To what level do you believe subliminal design is currently used and considered when developing social change advertisements?	RQ3	(Smarandescu and Shrimp, 2014; Verwijmeren, 2014)
17	In your professional opinion, should social change campaigns be designed differently to traditional advertising campaigns?	RQ3, RQ5	(Perloff, 2014; Wooden, 2008)
18	If so, how and why do you believe they should be designed differently?	RQ3, RQ5	"
D. DEPLOYMENT AND SOCIAL NETWORKING SITES			
19	What mediums would you consider to be the most effective for deploying social change campaigns?	RQ4	(Holm, 2017; McStay, 2016)
20	Do you believe social networking sites can benefit the deployment of social change campaigns?	RQ4	(Krasdomski-Jones et al., 2018; Guo and Saxton, 2014; Telang and Bhatt, 2011)
21	Can you identify any additional benefits of using social networking sites for effective social change campaigns?	RQ4	(Krasdomski-Jones et al., 2018; Mosteller and Poddar, 2017; Lee and Hong, 2016)
22	How do you believe social networking sites can be used to measure the effectiveness of social change campaigns?	RQ4, RQ5	(Econsultancy, 2017; Zhang and Mao, 2016)
23	From your experience, what social networking sites do you believe would be the most beneficial for deploying social change campaigns and why?	RQ4, RQ5	(Stelzner, 2018; Miller, 2016; Obar et al., 2012)

APPENDIX F: *Interview Information Sheet*

A. Cover Letter

INSTITUTE *of* TECHNOLOGY CARLOW

Institiúid Teicneolaíochta Cheatharlach

Dear Sir/Madam,

You are being invited to participate in a research study regarding advertising and its ability to initiate social change. This study is being conducted by Eva Troy, a postgraduate researcher from the Institute of Technology Carlow. The research is funded by the President's Research Fellowship Scholarship. Your participation in this study is entirely voluntary.

Through your participation, it is hoped that the research will achieve a better understanding as to how the techniques used in order to develop effective advertising campaigns. More specifically, how they can encourage shifts in attitude and behaviour for the purpose of social change.

Attached is a document outlining the following aspects:

- Purpose of the Study
- Potential Benefits to Society
- Procedures
- Potential Risks and Discomforts
- Confidentiality
- Participation and Withdrawal

I would be grateful if you could look over the attached document and, if you choose to participate, please contact me for a participation consent form. A list of interview questions is attached at the end of this information sheet for you to read. If you have any additional questions regarding the study, please do not hesitate to contact me. Without the help of people like yourself with insight of the industry, research of this nature could not be conducted.

Should you have any concerns about your rights within this study, please contact IT Carlow's Research Ethics Committee at ethicscommittee@itcarlow.ie.

Yours faithfully,
Eva Troy.

B. Research Interview Information

Purpose of the Study
The purpose of this study is to examine how advertising can initiate social change. In other words, how advertisements can be effectively created in order to enhance social awareness and encourage social change within an intended audience. In order to examine such aspects, the research will focus on how these social awareness based advertising campaigns are created through the use of graphic design and visual communications. From this, the research will look at how social media platforms can be used to deploy said advertisements.

Potential Benefits to Society
The research will aid developing a framework for the purpose of creating advertisements focused on enhancing social awareness and encouraging social change. The research will better inform advertisers, creators, marketers and educators as to how advertising can be effectively created through the use of creativity and communication methods for the purpose of initiating change within society. Not only will this research benefit advertising agencies, creatives, marketers and educators, it will greatly benefit

society if a framework can be developed that makes social awareness advertising effective at changing attitudes and behaviours. It is hoped that this research will better inform practice and education in the industries of: advertising, design, marketing and visual communications.

Procedures

If you volunteer to participate in this study, you will agree to the following:

- Participate in an interview as part of the research data collection process
- This interview will be conducted at a place, time and date that will be arranged between you and the researcher at your discretion
- It is hoped that the duration of the interview will be no more than 60 minutes
- Audio recording will be used to document the discussion along with written notes taken by the researcher in order to aid analysis.

Potential Risks and Discomforts

There are no known risks if you decide to participate in this research study along with no costs to you for your participation.

Confidentiality

Any information obtained in connection with this study that can identify you will remain confidential and will be disclosed only with your written permission or as required by law. Confidentiality will be maintained by means of a code number for identification purposes for the researcher. No names or any other means of identification that may lead to you being identified will be used in any of the information from this study or in any research reports and publications. The researcher will use the information collected in a dissertation and other publications, ensuring the safety at all times of your confidentiality and anonymity.

Any audio recording made will not be accessed by anyone unconnected with the study unless your prior written consent is obtained. The recordings will be retained and destroyed in line with IT Carlow's Data Protection and Freedom of Information Policies and Procedures. These policies are publicly available on the IT Carlow website.

Participation and Withdrawal

It is solely your choice whether or not to participate in this study. If you volunteer to participate, you may withdraw at any time without consequences or penalties of any kind. On withdrawal at any time, you will not lose any benefits to which you are otherwise entitled. You may refuse to answer any question you do not wish to answer at any time.

Identification of Investigator

If you have any questions regarding the study, please contact the researcher directly:
Eva Troy, Wexford Campus of IT Carlow, Summerhill Road, Wexford.
Email: Mobile Number:

APPENDIX G: *Interview Consent Form*

I understand the procedures as described to me in the information sheet which I have read fully. Any questions that I have had have been answered to my full satisfaction by the relevant parties. This written consent shows my agreement to participate in this study relating to advertising and its power to initiate social change.

_____
Printed Name of Participant

_____   _____
Signature of Participant   Date

_____   _____
Signature of Witness   Date

APPENDIX H: *Content Analysis*

A. Sample of Social Change Advertisements Used

Amnesty International - Ireland	HSE
Dementia – Understand Together	FSAI
Barnardos	Irish Cancer Society
Irish Cancer Society	Irish Heart Foundation

ISPCC	La Roche-Posay
Marie Keating Foundation	Marie Keating Foundation
Movember Foundation Ireland	Irish Water Safety
RSA	SEAI

B. List of Organisations and Campaigns Used

ORGANISATION	CAMPAIGN	# OF SCA USED
Irish Water Safety	In Seconds, Water can Steal a Life	1
	Swim Within your Depth	1
SEAI	Driving Electric	2
Irish Heart Foundation	Fundraising in association with Munster Rugby	1
	Fundraising Coffee Morning	1
Barnardos	Lost	1
Marie Keating Foundation	Skin Chancer	1
	Give a Sh*t	1
	Men's Health Week	1
	Don't Fear the Smear	1
	Think Pink	1
Dementia: Understand Together (HSE)	I'm Still Me	1
FSAI	Table For One / Breathtaking Food	1
La Roche-Posay (from Irish Cancer Society page)	It's Easy as ABCDE (Wear Sunscreen)	1
Irish Cancer Society	Support them for Fathers Day	1
	Spot Cancer Early: Manual for Men	1
	Support them for Daffodil Day	1
	Cups against Cancer	1
Amnesty International – Ireland	End Family Detention #TheBerksKids	1
	#VoteYes	2
	Write for Rights	1
	#RepealThe8th	1
ISPCC	Christmas Day Donation Appeal	1
Yourmentalhealth.ie (HSE)	Little Things	3
Quit (HSE)	#QuitandWin	1
	#HurlTheHabit	1
Ask About Alcohol (HSE)	#DrinkLessGainMore	1
Movember Foundation Ireland	Awareness Campaign	2
RSA	#BeBusAware	1

	Never Ever Drink and Drive	1
	Safer Roads, You can Get us There	1
	Crashed Lives #ForCiaran	2
HSE	HPV Vaccine	1
USI	#GetConsent	1
	Go Green St. Patrick's Day	1
Women's Aid - Ireland	We're Ready to Listen	1
	#TooIntoYou	1
	#ChangeTheConversation	1
SVP	#WorldDayofSocialJustice	1
	Christmas Day Appeal	1
Concern	#ProjectUs	1
Drink Aware	Your Role as a Parent	1
Safe Food	Start	1

C. Closed Review of Social Change Advertisement

The purpose of this closed review is to do a detailed analysis of the design and structure of the advertisement. The Food Safety Authority of Ireland's 'Table for One' campaign will be used for this review. Here, the researcher will demonstrate their knowledge which has been used in order to conduct the study and the content analysis specifically.

The advertisement uses a simplistic composition, consisting of a metaphoric image and an easily read headline on a black background. Overall, the advertisement is serious in nature, with these feelings being evoked predominantly through the dark colour and image used. The lack of elements adds further to this seriousness as it is clear that there is one simple message to get across. It can be noted how this visual is framed as negative prevention as the viewer is presented with the negative effects of conducting the unwanted behaviour: improper food preparation.

The image used is metaphorical in nature. A hospital trolley covered in a white sheet which conjures memories of sickness, it may appear to be a table set out for dining by some at first glance. Further, the specific presentation of the trolley resonates with death and morgues, the black colour of the background further pushing this idea directly as the trolley is harshly contrasting. Such a technique making the trolley appear to be cold and hard. This is undoubtedly intentional, with the 'dining table' used to symbolise the harsh reality and effects that can come from improper food practices.

The white text against the black background effectively uses contrast in order to be easily read and stands out within the advertisement. A sole headline further adding to the serious nature of the visual; it is presenting the viewer with the stark reality of what conducting the unwanted behaviour can be. The headline is an effective anchor for the image, taking the viewer away from the literal hospital/morgue trolley and allowing them to more effectively view the image

as a deeply meaningful metaphorical dining table. When the text and image are combined, the symbolism of the image is clarified.

The headline itself consists of just 3 words with a full stop at the end: 'Table For One.' The metaphorical nature of the image here really helps to add meaning to the 3 simple words. Whilst the full stop could be easily overlooked, it plays a very important role within the visual and strengthens the seriousness of the advertisement. Full stops signify completed tasks, dead ends and are the literal symbol for the end of sentences and speech more generally. They further have connotations with proper grammar, school and rules: full stops are final. What may be viewed as a simple white circle adds the idea of 'the end', further signifying the deathly elements within the design.

Not only is the image highly metaphorical in nature, it may be considered a shocking image. Individuals do not commonly encounter, and surely do not want to encounter, the image of a hospital/morgue trolley daily. This image becomes particularly shocking when it is viewed within the particular context of the advertisement; (1) it does not fit within the 'norms' of advertising images and (2) it is deployed via Facebook, a place where users commonly go in order to entertain themselves and relax.

Overall, I believe that the advertisement is effective for purpose. Whilst simplistic in layout and composition, using minimal design elements, the design is effective for getting the message across. The design is layered with both literal and symbolic meaning. From the background colour, to the utilisation of a simple full stop, it portrays seriousness and raises awareness of the consequences of improper food practices effectively and efficiently.

APPENDIX I: *Content Analysis Instrument*

ELEMENT	VARIABLES	
Brand	Producer of campaign	
Date	Date first posted to Facebook	
Accompanied Text	Text accompanying the ad	
Engagement	Likes, Shares, Comments	
Issue	• Health • Environmental	• Safety
Audience	• General Public • Young People • The Elderly • Children	• Parents • Males • Females
Goal	• Create and Raise Awareness • Educate and Inform	• Change Behaviour/ Attitude • Make a Donation
Source Person	• Professional • Ordinary Citizen • Victim • Celebrity	• Child • Character • None
Tone	• Funny • Serious	• Supportive • Informative
Appeal	Emotional • Sex • Shock • Humour • Fear • Metaphor • Guilt • Shame • Love • Joy	Rational • Comparative • Gain-framed • Two-sided • Pricing • News • Popularity
Frame	• Positive Promotion • Positive Prevention	• Negative Promotion • Negative Prevention
Type	• Help-Self • Help-Other	• Help-Self and Other
Difficulty of the Ask	• Easy • Difficult	
Colour	The colour of each visual element	
Image Elements	• Photography • Graphics	
Textual Elements	• Headline • Slogan	• Informational Text • Tag
Layout / Hierarchy	Element positioning and hierarchy description	
Logo	Positioning and ease of identification	
Call to Action	What design element works as the call to action	
Repetition	Frequency of posting and the date of the first and last posted ads	
Semiotic Notes	Additional comments related to semiotic analysis of the ad	

APPENDIX J: *Focus Group Questions*

#	QUESTION	EFFECTIVENESS MEASURE
A. AD1		
1	What do you think is the main idea or message of the advertisement?	Ease of Understanding
2	What words would you use to describe it?	Attitude
3	Do you think the advertisement is;	-
	A – Creative?	Perceived Creativity
	B – Attention Grabbing?	Attention
	C – Easy to Understand?	Ease of Understanding
	D – Personally Relevant?	Relevance
4	Would you tell your friends/family about this advertisement?	Sharing
5	Do you believe there should be more advertisements like this on social media?	Attitude
6	Would you like / share this on social media?	Engagement
7	Do you believe what is said in the advertisement is true?	Believability
8	Would you remember this advertisement?	Memory
9	Is there anything you like about the advertisement?	Attitude
10	Is there anything you dislike?	Attitude
B. AD2		
11	What do you think is the main idea or message of the advertisement?	Ease of Understanding
12	What words would you use to describe it?	Attitude
13	Do you think the advertisement is;	-
	A – Creative?	Perceived Creativity
	B – Attention Grabbing?	Attention
	C – Easy to Understand?	Ease of Understanding
	D – Personally Relevant?	Relevance
14	Would you tell your friends/family about this advertisement?	Sharing
15	Do you believe there should be more advertisements like this on social media?	Attitude
16	Would you like / share this on social media?	Engagement
17	Do you believe what is said in the advertisement is true?	Believability
18	Would you remember this advertisement?	Memory

19	Is there anything you like about the advertisement?	Attitude
20	Is there anything you dislike?	Attitude
C. KNOWLEDGE INCREASE		
21	Were you aware of social media addiction before today?	Prior Knowledge
22	Did any of these advertisements increase this knowledge?	Knowledge Increase
23	Which of these advertisements would you attribute to this increase?	Preference
24	Which would you describe as more effective?	Preference

APPENDIX K: *Focus Group Information Sheet*

A. Cover Letter

INSTITUTE *of*
TECHNOLOGY
CARLOW

Institiúid Teicneolaíochta Cheatharlach

Dear Respondent,

You are being invited to participate in a research study regarding advertising and its ability to initiate social change. This study is being conducted by Eva Troy from the Institute of Technology Carlow. The research is funded by the President's Research Fellowship Scholarship. Your participation in this study is entirely voluntary. Through your participation, it is hoped that the research will achieve a better understanding as to how the techniques used in order to develop ad campaigns for social change are perceived by the intended audience.

Attached is a document outlining the following aspects of the study for your reading:

- Purpose of the Study
- Potential Benefits to Society
- Procedures
- Potential Risks and Discomforts
- Confidentiality
- Participation and Withdrawal

I would be grateful if you could look over the attached document and, if you choose to participate, please email me directly at eva.troy@itcarlow.ie. If you have any concerns, please contact IT Carlow's Research Ethics Committee at ethicscommittee@itcarlow.ie.

Yours Faithfully,
Eva Troy.

B. Research Focus Group Information

Purpose of the Study
The purpose of this study is to examine how advertising can reach specific target markets and initiate social change. In other words, how ads can be created in order to enhance social awareness and encourage social change within the intended audience. In order to examine such aspects, the research will focus on how these social awareness based campaigns are created through the use of graphic design and visual communications. From this, the research will look at the role of social media platforms to effectively deploy these advertising campaigns.

Potential Benefits to Society
The research will aid the creation of a framework for the purpose of creating ads that are focused on enhancing social awareness and encouraging social change. The research will better inform advertisers, creators, marketers and educators as to how advertising can be effectively created through the use of creativity and communication methods for the purpose of initiating social change. Not only will this research benefit ad agencies, creatives, marketers and educators, it will greatly benefit society if a framework can be developed that makes social awareness advertising effective. This research will better inform practice and education in the industries of: advertising, design, marketing, research and visual communication to name a few.

Procedures
If you volunteer to participate in this study, you will agree to do the following:
- Participate in a focus group with 4 other participants
- This will be conducted on site at the Institute of Technology, Carlow

- A time and date will be arranged between you and the researcher. You will be notified via email with notice prior to the scheduled focus group
- You will be asked a series of questions relating to 2 ads that have been created for the purpose of the project. You will be expected to discuss your answers, feelings and opinions with the 4 other individuals partaking in the focus group
- The duration of the focus group will be no more than 60 minutes
- Audio recording will be used to document the discussion along with written notes taken by the researcher in order to aid analysis

Potential Risks and Discomforts

Participation should not cause any excessive stress or discomfort that you would not ordinarily experience in your daily life. However, it is acknowledged that working within a group setting can sometimes cause discomfort to participants. At any stage of the study in which a feeling of discomfort or stress arises for any reason, you are fully entitled to withdraw. In the case that discomfort is experienced before, during or after the focus group, the IT Carlow Counselling Service is available to you free of charge as a student within the institute. To make an appointment phone Student Services Office on 059 9175600 or email counselling@itcarlow.ie.

Confidentiality

Any information obtained in connection with this study that can identify you will remain confidential and will be disclosed only with your prior written permission or as required by law. Confidentiality will be maintained by means of a code number for identification purposes for the researcher. No names or any other means of identification that may lead to an individual being identified will be used in any of the information from this study or in any of the research reports and publications. The researcher will use the information collected in a dissertation and other publications, ensuring the safety at all times of your confidentiality and anonymity.

Any audio recording made will not be accessed by anyone unconnected with the study unless your prior written consent is obtained. The recordings will be retained and destroyed in line with IT Carlow's Data Protection and Freedom of Information Policies and Procedures which are publicly available on the IT Carlow website.

Participation and Withdrawal

It is solely your choice whether or not to be in this study. If you volunteer to participate in this study, you may withdraw at any time without consequences or penalties of any kind. On withdrawal at any time, you will not lose any benefits to which you are otherwise entitled. You may refuse to answer any question you do not wish to answer at any time.

Identification of Investigator

If you have any questions regarding the study, please contact the researcher directly:
Eva Troy, Wexford Campus of IT Carlow, Summerhill Road, Wexford.
Email: Mobile Number:

APPENDIX L: *Focus Group Consent Form*

I understand the procedures as described to me in the information sheet which I have read fully. Any questions that I have had have been answered to my full satisfaction by the relevant parties. This written consent shows my agreement to participate in this study relating to advertising and its power to initiate social change.

_____
Printed Name of Participant

_____   _____
Signature of Participant   Date

_____   _____
Signature of Witness   Date

APPENDIX M: *Survey Questions*

ID	QUESTION	ANSWER VARIABLES	
Q1	What is your age?	18 – 24 25 – 31 32 – 39 40 – 47 48 – 54 55	
Q2	What is your gender?	- Male - Female - Other	
Q3	How often do you use social media? (online and mobile devices)	- Everyday - A Few Days per Week - Once a Week - Once a Month - A Few Times per Year	
Q4	Select all of the social media sites that you use at least once per week.	- Facebook - Instagram - Snapchat - Twitter - WhatsApp	- YouTube - Skype - Pinterest - LinkedIn - Other
Q5	To what level do you agree with the following statements; a) Ads ruin my social media experience b) I would like to see less ads on social media c) The ads I see on social media are not relevant to my interests	- Strong Agree - Agree - Neither Agree nor Disagree - Disagree - Strongly Disagree	
Q6 **Q11**	What do you think is the main idea/message of this ad?	Textual Response	
Q7 **Q12**	Which of the following words would you use to describe this ad to your friends/family? Select all that apply.	- Attractive / Visually Appealing - Attention Grabbing - Boring - Pleasant - Creative / Unique - Memorable - Informative / Educational - Offensive - The Usual - Relevant - Unappealing - Pointless - True - Not believable	
Q8 **Q13**	Rate the ad on a scale of 1-5 for each of the following criteria; (1 = not applicable to the ad, 5 = extremely applicable to the ad) a) The ad is attention grabbing b) The ad is creative c) The ad increased my knowledge of the issue d) The ad is easy to understand e) The ad is personally relevant to me f) I would tell my friends/family about the ad	1 2 3 4 **5**	

	g) There should be more ads like this on social media h) I would 'like' this ad on social media i) I believe what is said in the ad is true I will remember this ad	
Q9 Q14	Please state if there is anything you like about the ad.	• Textual Response
Q10 Q15	Please state if there is anything you dislike about the ad.	• Textual Response
Q16	Were you aware of social media addiction before seeing these ads?	• Definitely Yes • Somewhat • Definitely No • Unsure
Q17	Has your knowledge of social media addiction been increased?	• Definitely Yes • Somewhat • Definitely No • Unsure
Q18	Which of the ads would you attribute to increasing your knowledge the most effectively?	• AD1 • AD2

APPENDIX N: *Survey Information and Consent*

Dear Respondent,

Thank you for showing interest in this research survey. You are invited to participate in a study regarding advertising and its ability to initiate social change. It is highly recommended that you read this information before partaking in the survey.

Purpose of the Study
- Understand how ads can be designed in order to enhance social awareness and influence social change.
- This study is being conducted by Eva Troy from the Institute of Technology Carlow.
- It is being conducted as part of a Masters by Research and is funded by the President's Research Fellowship Scholarship.

Risks of the Survey
- There are no known risks if you decide to participate.
- There are no costs for participating.
- The information you provide will help to understand how ads designed for the purpose of social change are perceived by the everyday social media user.
- The information collected may not benefit you directly but will benefit practice and education in various industries including advertising, graphic design, marketing, research, and visual communications to name a few.

Anonymity
- This survey is anonymous.
- You will not be asked for your name or any other personal details that could identify you directly as to ensure your anonymity and confidentiality.
- Data collected from this survey will be used in published documents such as a thesis and conference papers - however, due to the anonymity of this survey, your personal information will not be revealed.

Participation
- Your participation will require you to answer numerous questions in relation to 2 ads you will be shown.
- This survey should take no more than 20 minutes to complete.
- Your participation is voluntary.
- If you choose to participate, you are consenting that the data provided can be contributed to the study and used by the researcher.

Findings
- The researcher will be unable to identify those who have partaken in order to share research findings.
- Should you be interested, please opt-in for research findings by emailing the researcher directly: eva.troy@itcarlow.ie

By consenting, you are declaring that you have read this document in its entirety and are agreeing to partake in this survey. This action will act as your written permission for the use of your submitted data within the project.

APPENDIX O: *Ethical Clearance*

ETHICS IN RESEARCH COMMITTEE EVALUATION REPORT

Faculty/Campus:	Wexford
Department:	Buisness
Research Proposer:	Eva Troy
Ethical Application Number:	201
Project Title:	Advertising – the power to reach certain target markets and initiate social change
Thesis Adviser:	Mr David O'Callaghan, Mr Patrick Morgan, Dr Janette Davies
Medical Consultant:	None
Evaluation Date:	8th March 2018

1. Procedures have been followed according to those laid down
    by the Institute   Yes ☑   No ☐

2. Ethical approval granted   Yes ☑   No ☐

3. Referred for resubmission   Yes ☐   No ☑

Reason for resubmission

Signed: _____   Date: 10 April 2018
              Dr Brian Jackson
              Vice Chairperson

APPENDIX P: *Photography Information Sheet*

A. Cover Letter

Dear Sir/Madam,

You are being invited to participate in a research study regarding advertising and its ability to initiate social change. This study is being conducted by Eva Troy, a postgraduate researcher from the Institute of Technology Carlow. The research is funded by the President's Research Fellowship Scholarship. Your participation in this study is entirely voluntary. Through your participation, it is hoped that the research will achieve a better understanding as to how the techniques used in order to develop effective advertising campaigns. More specifically, how they can encourage shifts in attitude and behaviour for the purpose of social change.

Attached is a document outlining the following aspects:

- Purpose of the Study
- Potential Benefits to Society
- Procedures
- Potential Risks and Discomforts
- Confidentiality
- Participation and Withdrawal

I would be grateful if you could look over the attached document and, if you choose to participate, please complete the consent form. If you have any additional questions regarding the study, please do not hesitate to contact me. Should you have any concerns about your rights, please contact IT Carlow's Research Ethics Committee at ethicscommittee@itcarlow.ie.

Yours Faithfully,
Eva Troy.

B. Research Photography Information

Purpose of the Study
The purpose of this study is to examine how advertising can reach specific target markets and initiate social change. In other words, how ads can be created in order to enhance social awareness and encourage social change within the intended audience. In order to examine such aspects, the research will focus on how these social awareness based campaigns are created through the use of graphic design and visual communications. From this, the research will look at the role of social media platforms to effectively deploy these advertising campaigns.

Potential Benefits to Society
The research will aid the creation of a framework for the purpose of creating ads that are focused on enhancing social awareness and encouraging social change. The research will better inform advertisers, creators, marketers and educators as to how advertising can be effectively created through the use of creativity and communication methods for the purpose of initiating social change. Not only will this research benefit ad agencies, creatives, marketers and educators, it will greatly benefit society if a framework can be developed that makes social awareness advertising effective. This research will better inform practice and education in the industries of: advertising, design, marketing, research and visual communication to name a few.

Procedures
If you volunteer to participate in this study, you will agree to the following:

- Participate in a photoshoot conducted by the researcher
- This will be conducted at a location, time and date set out by the researcher
- It is hoped that the duration of the photoshoot will be no more than 120 minutes
- The researcher will facilitate the photoshoot and you will be required to follow any instruction given in order to create the images required
- This will involve but is not limited to positioning, facial expressions and gestures
- The images will be used in order to develop an advertisement that will be used as part of the research process
- This will be used in order to develop an advertising effectiveness survey that will be deployed on social media with the intention of obtaining at least 100 responses

Potential Risks and Discomforts

The are no costs to you for participating in this research. It is not expected that there will be any risks or discomforts to you should you agree to participate in the study. However, should you feel any distress or unease before, during or after, you are fully entitled to withdraw. Should this event arise, please contact the researcher as soon as possible to ensure that it can be dealt with in a timely and stress-free manner. The researcher urges you to use the following free of charge services should they be needed due to participation in the study:

The Samaritans: *web* samaritans.ie, *phone* 116123, *text* 0872609090, *email* jo@samaritans.ie
Aware: *web* aware.ie, *phone* 1800804848, *email* supportmail@aware.ie

Confidentiality

As outlined in the Procedures above, this image will be used in order to develop an advertising campaign that will be used as part of this research study. This campaign will be used in a social media research survey along with being used in the researcher's dissertation. There is further possibility that this image will be used in research reports and publications, including but not limited to journal articles, conference papers and distributed research findings. Therefore, it is understood that you will be identifiable should you agree to participate. Any additional personal information obtained that can identify you such as name or age will remain confidential and will be disclosed only with your written permission or as required by law. No names, personal information or any other means of identification that may lead to you being identified will be used in any of the information from this study or in any research reports or publications. The researcher will use the information collected in a dissertation and other publications, ensuring the safety at all times of your confidentiality and anonymity. No image will be directly accessed by anyone unconnected with the study without your prior written consent. The images will be retained and destroyed in line with IT Carlow's Data Protection and Freedom of Information Policies and Procedures, available on the IT Carlow website.

Participation and Withdrawal

It is solely your choice whether or not to be in this study. If you volunteer to participate in this study, you may withdraw at any time without consequences or penalties of any kind. On withdrawal at any time, you will not lose any benefits to which you are otherwise entitled.

Identification of Investigator

If you have any questions regarding the study, please contact the researcher directly:
Eva Troy, Wexford Campus of IT Carlow, Summerhill Road, Wexford.
Email: Mobile Number:

APPENDIX Q: *Photography Consent Form*

I understand the procedures as described to me in the information sheet which I have read fully. Any questions that I have had have been answered to my full satisfaction by the relevant parties. This written consent shows my agreement to participate in this study relating to advertising and its power to initiate social change.

_____
Printed Name of Participant

_____   _____
Signature of Participant   Date

_____   _____
Signature of Witness   Date

APPENDIX R: *AD1 Adjectives*

	GEN Z	GEN Y	GEN X	BABY BOOMERS	TOTAL
True	55	22	19	3	99 (56.9%)
Relevant	45	30	15	2	92 (52.9%)
Attention Grabbing	24	9	6	-	39 (22.4%)
Informative / Educational	21	10	6	1	38 (21.8%)
Attractive / Visually Appealing	22	3	6	1	32 (18.4%)
Creative / Unique	19	5	2	-	26 (14.9%)
Memorable	15	6	-	-	21 (12.1%)
Pleasant	11	2	4	2	19 (10.9%)
The Usual	7	6	4	1	18 (10.3%)
Boring	5	2	5	-	12 (6.9%)
Pointless	3	-	5	-	8 (4.6%)
Unappealing	2	-	2	-	4 (2.3%)
Not Believable	-	-	2	-	2 (1.1%)
Offensive	-	-	-	-	-

APPENDIX S: *AD1 and AD2 Message Understanding*

Responses have been analysed depending on the specific aspects of the message and therefore, each responses may contain a number of aspects. Example: "use social media less, live in the real world more" contains 2 aspects: (1) spend less time on your phone / social media, and (2) live in and enjoy the real world / moments. Percentages have been calculated from the total number of correct responses in each generational group.

A. AD1

	GEN Z	GEN Y	GEN X	BABY BOOMERS	OVERALL
Spend less time on your phone / social media	43 *(58.1%)*	32 *(76.2%)*	18 *(64.3%)*	2 *(66.7%)*	95 *(83.3%)*
Communicate / interact more	27 *(36.5%)*	16 *(38.1%)*	19 *(67.9%)*	1 *(33.3%)*	63 *(55.3%)*
Live in and enjoy the real world / moments	29 *(39.2%)*	11 *(26.2%)*	3 *(10.7%)*	1 *(33.3%)*	44 *(38.6%)*

B. AD2

	GEN Z	GEN Y	GEN X	BABY BOOMERS	OVERALL
Social media is like a drug / is addictive	51 *(83.6%)*	22 *(68.8%)*	12 *(63.2%)*	1 *(100%)*	86 *(76.1%)*
Social media is harmful / bad for your health / the effects of social media	12 *(19.7%)*	5 *(15.6%)*	6 *(31.6%)*	-	23 *(20.4%)*
Spend less time on your phone / social media	6 *(9.8%)*	4 *(12.5%)*	4 *(21.1%)*	-	14 *(12.4%)*

APPENDIX T: *Mean and Mode Scores Across Generations*

	GEN Z		GEN Y		GEN X		BABY BOOMERS		OVERALL		
	AD1	AD2	AD1	AD2	AD1	AD2	AD1	AD2	AD1	AD2	
Attention	3.2	4.3	3.5	4.1	3	3.5	3.2	3.8	3.2	4	*Mean*
	3	5	5	5	3	4	3	5	3	5	*Mode*
Creativity	3.3	4.3	3.4	4.3	3.1	3.4	3.2	2.7	3.3	4	*Mean*
	3	5	5	5	4	4	4	1	4	5	*Mode*
Knowledge Increase	3	3.6	2.8	3.3	2.9	3.2	2.7	2.2	3	3.4	*Mean*
	3	5	1	5	3	4	3	1.5	3	5	*Mode*
Understanding	4.5	4.1	4.5	4.3	3.9	3.7	3.3	2.7	4.4	4	*Mean*
	5	5	5	5	5	5	4.5	1	5	5	*Mode*
Relevance	3.75	3.1	3.7	2.7	2.7	2.2	2.2	1.5	3.4	2.7	*Mean*
	5	5	5	1.5	2	1	1	1	5	1	*Mode*
WOM	3	3.3	2.8	3.4	2.4	2.7	1.8	2	2.8	3.7	*Mean*
	5	4	3	5	1	2	2	1	1	5	*Mode*
More on Social	4	3.9	3.6	3.7	3.2	3.1	2.5	2.3	3.7	3.6	*Mean*
	5	5	5	5	5	5	2.5	1	5	5	*Mode*
Engagement	3.7	3.8	3.6	3.7	3	3.1	3.2	2.2	3.5	3.5	*Mean*
	5	5	5	5	5	1	3	1	5	5	*Mode*
Believability	4.4	4.2	4.5	4.2	3.8	3.4	3.5	2.8	4.3	4	*Mean*
	5	5	5	5	5	5	4.5	2.5	5	5	*Mode*
Memory	3.7	4	3.5	4	3.1	3.1	3.7	2.2	5.5	3.8	*Mean*
	5	5	5	5	5	3	3	1	5	5	*Mode*

APPENDIX U: *AD1 Survey Likes and Dislikes*

A. AD1 Likes

	GEN Z	GEN Y	GEN X	BABY BOOMERS	OVERALL
Relevant / Realistic	5	2	2	-	9
The Message	4	1	1	-	6
Truthful	5	-	-	-	5
Simplicity / Ease of Understanding	3	2	-	-	5
Photography / Image	3	2	-	-	5
Typography	1	3	-	-	4
Headline / Slogan	1	-	1	-	2
Eye - Catching	-	1	-	1	2
Creativity	1	-	-	-	1

A. AD1 Dislikes

	GEN Z	GEN Y	GEN X	BABY BOOMERS	OVERALL
Boring	2	2	1	-	5
Message is Unclear	1	2	-	-	3
Message is Dull / Bland / Obvious	2	1	-	-	3
It's Ordinary	1	-	1	-	2
Image	2	-	-	-	2
Showing the truth about society	-	-	1	-	1
Unbelievable	-	-	1	-	1
Not Enough Colour	-	1	-	-	1
Not creative	-	1	-	-	1
Doesn't Catch Attention	-	1	-	-	1
Unrealistic	1	-	-	-	1

APPENDIX V: *AD2 Adjectives*

	GEN Z	GEN Y	GEN X	BABY BOOMERS	TOTAL
Attention Grabbing	54	18	15	1	88 (50.6%)
Relevant	47	22	14	2	85 (48.9%)
True	41	20	11	2	74 (42.5%)
Creative / Unique	43	17	12	1	73 (42.0%)
Memorable	39	18	4	1	62 (35.6%)
Informative / Educational	38	13	9	2	62 (35.6%)
Attractive / Visually Appealing	26	13	9	1	49 (28.2%)
Unappealing	5	2	8	3	18 (10.3%)
Pointless	5	2	5	1	13 (7.5%)
Pleasant	3	3	-	-	6 (3.4%)
The Usual	2	2	1	1	6 (3.4%)
Boring	1	-	3	-	4 (2.3%)
Offensive	-	1	2	1	4 (2.3%)
Not Believable	1	-	1	1	3 (1.7%)

APPENDIX W: *AD2 Survey Likes and Dislikes*

A. AD2 Likes

	GEN Z	GEN Y	GEN X	BABY BOOMERS	OVERALL
Image / Visual / Symbolism	3	4	-	1	8
Clarity / Ease of Understanding	4	3	1	-	8
Creative	3	2	1	-	6
Truthful	1	1	1	2	5
Attention Grabbing	2	1	-	-	3
Comparison	-	3	-	-	3
Colour / Contrast	-	-	3	-	3
The Message	2	1	-	-	3
Poignancy	2	-	-	-	2
Memorable	1	-	1	-	2
Awareness Raising	1	-	-	-	1

A. AD2 Dislikes

	GEN Z	GEN Y	GEN X	BABY BOOMERS	OVERALL
Did Not Understand / Unclear / Vague	2	2	3	1	8
Normalises Drugs In Society	2	1	-	-	3
Basic / bland visual	2	-	-	-	2
Not Appealing	-	-	-	1	1
The Message	-	-	-	1	1
Typical / Ordinary	-	-	1	-	1
Boring	-	-	1	-	1
Not Eye-Catching	1	-	-	-	1
Too Much Text	1	-	-	-	1
Colours Unappealing	1	-	-	-	1
Typography	1	-	-	-	1

APPENDIX X: *Knowledge Increase Participant Details*

"Were you aware of social media addiction before seeing these ads?"

	GEN Z	GEN Y	GEN X	BABY BOOMERS	TOTAL
Definitely Yes	46	38	27	1	112 (65.1%)
Somewhat	36	7	8	4	55 (32.0%)
Definitely No	1	-	1	-	2 (1.2%)
Unsure	1	1	-	1	3 (1.7%)

"Has your knowledge increased after seeing these ads?"

	GEN Z	GEN Y	GEN X	BABY BOOMERS	TOTAL
Definitely Yes	29	16	10	4	59 (34.3%)
Somewhat	46	17	14	1	78 (45.4%)
Definitely No	4	9	9	1	23 (13.4%)
Unsure	5	4	3	-	12 (7.0%)

"Which ad increased this knowledge more?"

	GEN Z	GEN Y	GEN X	BABY BOOMERS	TOTAL
AD1	20	12	6	2	40 (29.2%)
AD2	55	21	18	3	97 (70.8%)

Total Sample: 137 (those who stated 'definitely yes' or 'somewhat' previously)

APPENDIX Y: *Pearson Correlation Table*

	Creativity	Attention	Knowledge Increase	Ease of Understanding	Relevance	W.O.M	More on Social	Engagement	Believability	Memory
Creativity	1									
Attention	0.689374	1								
Knowledge	0.570544	0.471146	1							
Ease of Understanding	0.373936	0.39153	0.389882593	1						
Relevance	0.300047	0.250301	0.486609136	0.381307624	1					
Word of Mouth	0.586716	0.525874	0.632698522	0.371621943	0.520554	1				
More on Social	0.542104	0.486521	0.535794502	0.485671601	0.472765	0.630102	1			
Engagement	0.525549	0.448851	0.551025122	0.45968738	0.4993	0.65744	0.816795642	1		
Believability	0.390526	0.35012	0.414977821	0.648224759	0.467179	0.395463	0.590219147	0.58292588	1	
Memory	0.608386	0.569557	0.559588952	0.486285394	0.464039	0.681058	0.700406324	0.7305597044	0.61349943	1