

## BACKGROUND

### Making Communication More Effective

knowledge  $\neq$  behaviour change  
Strategically 'framed' messages can influence attitudes



## Research Question

HOW DO IMAGES OF GAIN AND LOSS  
IMPACT THE INTENTION TO ADOPT  
CONSERVATION ACTIONS?

### Why Visuals?

VISUALS AFFECT OUR EMOTIONS  
more than text

Heighten emotional response  
Greater information retention  
Higher cognitive processing

## CASE STUDY

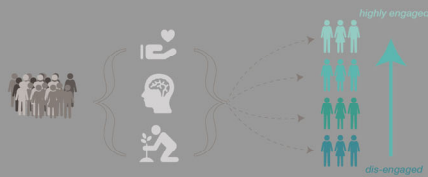
National program to eradicate  
invasive predators from New  
Zealand called Predator Free NZ



## METHODS

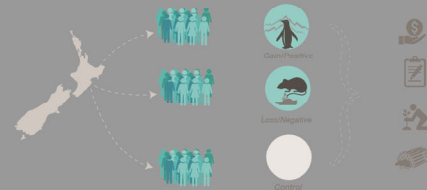
### Audience segmentation

based on emotional cognitive behavioural engagement



### Experimental conditions

Behavioural change will be tested by intention to adopt a PFNZ action  
Participants will be randomly assigned to three groups which include 2  
treatments and a control group



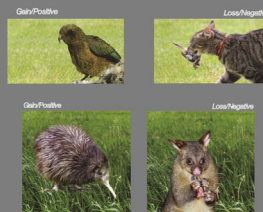
## VISUAL MESSAGE FRAMING

effects of images of loss and gain  
on the intention to adopt a  
conservation initiative  
in New Zealand

TARA LAL

## Images for experiment

Images for the experiment were manipulated  
to reduce variation across visual variables



## Contrasts



### Conservation engagement



### Demographics



## Expected Outcomes

