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## EMOTIONS IN PRO-HEALTH SOCIAL CAMPAIGNS

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### **Key words:**

- health promotion,
- public health,
- mass media,
- mood,
- emotions.

### **Abstract:**

The aim of study was to verify the attitude of subjects toward five selected social campaigns about pro-health behaviours (among other prevention examination, physical activity), mark of experienced emotions induced by those campaigns and the evaluation of their attractiveness and credibility among subjects. In study took part students of Cracow's universities, aged 19-25. In present study two tools were used: Łaguna, Oleś and Filipiuk (2011) Mood and Six Emotions Scales that measure current mood and experienced emotions and self-designed survey that contains questions about selected pro-health campaigns content and their subjective evaluation. The results show that campaigns which contain positive emotions were evaluated better than those that use negative emotion-load.

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### INTRODUCTION

In the literature we can be found many definitions of public health. Different authors interpret this concept in different way, however, they accenting that it is largely dependent on a common and organised public effort (Wdowiak, 2004). Active cooperation between individuals, economic and social sectors, and national administration contributes to improve public health. An interdisciplinary range of activities for all areas of health aims to strengthen the health of the entire population (Wojtczak, 2009). According to the World Health Organization a public health is not only a science but also an art of preventing disease, prolonging life and promoting health and healthy behaviour through the organisation of collective social efforts (Acheson, 2000).

Among the priority tasks of public health there are promotion a healthy lifestyle and health education. Ottawa Charter defines health promotion as the process of providing the possibility of greater control of their own health by making healthy choices and decisions, shaping attitudes and competences, as well as increasing health potential. Potentially elements to ensure success in this matter are building a preventive treatment of social policy, creating a friendly environment, developing individual skills, strengthening local community activity in the field of health-enhancing physical activity, realigning of the health care system (Karski, 2009).

The activities promoting health should be lead towards the "culture of health", and its effectiveness should be evaluated, so that the direction of taken actions could be verified whether it brought to expected changes (Włodarczyk, 2007). Modern health promotion model focuses on empowerment of individuals and communities, and as a result people acquire the ability and capacity to act and control of their own health and the environment. This model assumes that decisions and choices of an individual and society base on free choices (Tones and Green, 2004).

Mass media are one of many sources of gaining information about health that have a significant influence on social life. Appropriate social marketing through mass media enables

a communication which purpose is to encourage people to change their behaviour and attitude toward an object or a matter. According to Lefebvre social marketing is a shared responsibility of all citizens, which is a chance to improve the health of the entire community (Pike and Foster, 1998). An integral part of the social marketing are social campaigns and social advertising. Public awareness campaigns that are carried out in mass media have a very wide range. They apply to health prevention, disease treating, illnesses prevention, addictions, protecting of human rights and fighting against intolerance (Włoszczak-Szubzda, Jarosz, Horoch, 2007, s. 483).

Tooby and Cosmides (1990 after Doliński, 2006) claim that emotions are a mechanism that was created by evolution and are an adequate response for surrounding demands toward individual. According to their theory negative emotions are an alarm signal that inform about a threat in an individuals surrounding. Falkowski and Tyszka (2006) say that direct contact with a particular stimulus, also reminding of it arouse emotions. It means, that in mechanism of forming emotions are involved cognitive processes – perceiving and recollecting. Negative emotions such as anxiety and sadness are a tip for an individual to take certain actions to avoid unpleasant situation. In case of positive emotions they release number of different positive associations like delight, pleasure or joy that cause transferring positive emotions on an object that induce them. The purpose of using negative emotions in advertising is to minimize the risk that relate to health or safety, whereas using positive emotions is meant to neutralise negative affection (*ibidem*). However, advertising or social campaigns that contain a dose of anxiety isn't effective (Doliński, 1998). The reason depleting of cognitive resources because of not cutting away the source of negative stimuli. In order to effective influence of advertising or social campaign they should contain three elements: point the threat, show the cause of the threat and a way of removing it (Doliński, 2003, Falkowski i Tyszka, 2006).

## PURPOSE

The aim of the study was to verify the perceived pro-health messages in chosen social campaigns and assess their attractiveness and credibility.

## METHODS

In the study took part 80 individuals, including 48 women, aged 19-25 (M=20,4 years). The subjects were students of University School of Physical Education in Cracow. Survey methodology was conducted using the following materials:

**a.** Mood and Six Emotions Scales by Wojciszke and Baryła which are characterized by high reliability and accuracy:

- General Mood Scale consists of 10 statements that express general positive or negative mood. Subjects mark their responds on the 5-degree scale.
- Mood Scale contains 20 adjectives that refer to mood. Subjects encircle adjectives that describe their mood during past week. Because of significant lack of answers this scale was not taken into consideration during statistical analysis.
- Emotions Questionnaire consists of 24 adjectives relating to emotions. Subjects mark their answers on 7-degree scale.

**b.** Videos and a poster of chosen health-related social campaigns:

- spot campaign „Papierosy pożerają Cię żywcem”<sup>1</sup>. Broadcasted in 2009, addressed to people after 20 years of age addicted to smoking cigarettes;

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<sup>1</sup> Translation: Cigarettes eat you alive

- spot campaign „Siła odruchu<sup>2</sup>“ (depending on the test group with the participation of a man or a woman). Broadcasted in 2011, addressed to adults who are not engaged in any physical activity;
- postercampaign „Zostań Superbohaterką, zrób cytologię<sup>3</sup>”. The third edition of the campaign „Piękna bo zdrowa<sup>4</sup>“, launched at the end of 2012, addressed to women;
- spot campaign „Zawalcz o swoje serce<sup>5</sup>“. Broadcasted since 12/11/2010, addressed to men over 38 years old and women over 45 years old.
- spot campaign „Rak. To się leczy!<sup>6</sup>“. The campaign launched in February 2013, addressed to adults.

c. Self-constructed survey questionnaire consisting of two parts: in the first respondents were asked about familiarity of chosen health-related social campaigns, changes in habits and knowledge about role of that type of campaigns. The second part enclosed questions about target group of each campaign, reflections about the campaigns after watching them, experienced emotions and evaluation of credibility and attractiveness of presented campaigns at scale from 1 to 10 (1=very unattractive/unreliable, 10=very attractive/reliable).

Obtained survey data were analyzed statistically and qualitatively.

## RESULTS

Questionnaire survey using the General Mood Scale showed that during the study approximately 75.03% of the respondents identified their current mood as positive, while 8.14% declared that they are in a negative mood. Statistical analysis using Spearman correlation showed a statistically significant relationship between the overall positive or negative mood at the time of the study and selected Experiential emotions within a week before the examination.

Shown strong correlations between the three positive emotions on Emotion Scale (joy, gaiety, contentment) and six positions in the General Mood Scale. Also two strong correlations between negative emotion (unhappiness) and two positions from the General Mood Scale (tab. 1.). This means that the current mood level during the study correlated with the emotions felt by the respondents within a week before the examination.

Based on the collected data, it was found that 82.5% of respondents had no contact with any social health prevention campaign before the study. The analysis of the answers given in the self-prepared questionnaire showed that 71.3% of respondents perceived public health education campaigns as needed, in turn, 22.5% had no opinion on the subject. Other respondents responded negatively to the usefulness of such a campaigns. The diagram below summarizes the responses of respondents who were asked, in their opinion, what is the role of health promotion campaigns. 68.8% of respondents indicated that they increase public awareness of health issues, while only 10% felt that such action is useless (graph 1.).

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<sup>2</sup>Translation: The power of the impulse

<sup>3</sup>Translation: Be a superhero! Make cytological diagnosis

<sup>4</sup>Translation: Beautiful because healthy.

<sup>5</sup>Translation: Fight for your heart

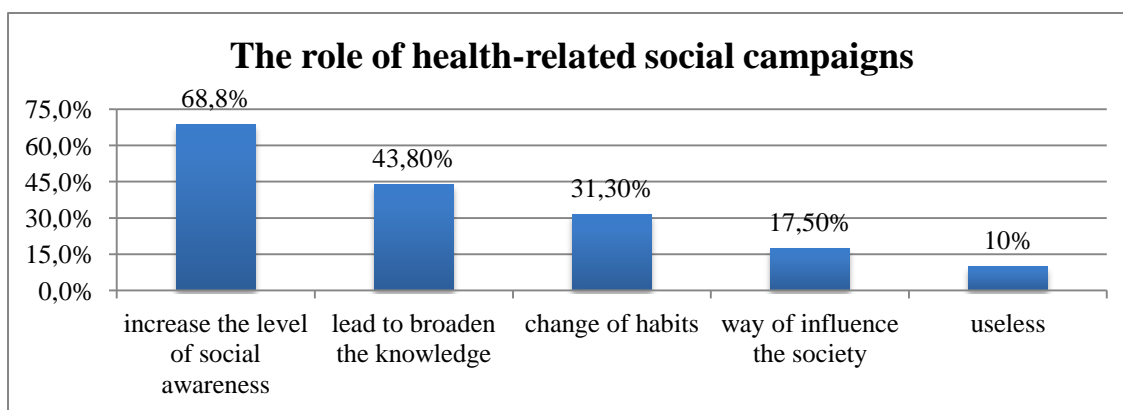
<sup>6</sup>Translation: Cancer. This is curable.

**Table 1.** Summary of statistically significant correlations between chosen positions from Emotions Questionnaire (columns) and the General Mood Scale (rows)

<b>Spearman's rho</b>		<b>Joy</b>	<b>Cheerfulness</b>	<b>Sadness</b>	<b>Break</b>	<b>Happyness</b>	<b>Rage</b>	<b>Satisfaction</b>	<b>Miserable</b>
SNO1 I'm bad-tempered	Correlation Coefficient	<b>-0,331**</b>	<b>-0,386**</b>	<b>0,347**</b>	<b>0,358**</b>	<b>-0,196</b>	<b>0,263*</b>	<b>-0,304**</b>	<b>0,524***</b>
	Sig. (2-tailed)	0,003	0,000	0,002	0,001	0,085	0,020	0,007	0,000
	N	78	78	77	78	78	78	78	78
SNO2 I feel great	Correlation Coefficient	<b>0,474**</b>	<b>0,447**</b>	<b>-0,147</b>	<b>-0,222</b>	<b>0,426**</b>	<b>-0,175</b>	<b>0,419**</b>	<b>-0,308**</b>
	Sig. (2-tailed)	0,000	0,000	0,203	0,051	0,000	0,126	0,000	0,006
	N	78	78	77	78	78	78	78	78
SNO3 I'm in a bad mood	Correlation Coefficient	<b>-0,426**</b>	<b>-0,502***</b>	<b>0,349**</b>	<b>0,357**</b>	<b>-0,332**</b>	<b>0,400**</b>	<b>-0,407**</b>	<b>0,472**</b>
	Sig. (2-tailed)	0,000	0,000	0,002	0,001	0,003	0,000	0,000	0,000
	N	78	78	77	78	78	78	78	78
SNO4 I feel relaxed and calm	Correlation Coefficient	<b>0,474**</b>	<b>0,385**</b>	<b>-0,312**</b>	<b>-0,293*</b>	<b>0,322**</b>	<b>-0,244*</b>	<b>0,336**</b>	<b>-0,225*</b>
	Sig. (2-tailed)	0,000	0,001	0,006	0,009	0,004	0,031	0,003	0,048
	N	78	78	77	78	78	78	78	78
SNO5 I feel blue and miserable	Correlation Coefficient	<b>-0,359**</b>	<b>-0,394**</b>	<b>0,274*</b>	<b>0,269*</b>	<b>-0,295*</b>	<b>0,249*</b>	<b>-0,287*</b>	<b>0,334**</b>
	Sig. (2-tailed)	0,001	0,000	0,016	0,017	0,009	0,028	0,011	0,003
	N	78	78	77	78	78	78	78	78
SNO6 I'm in a good mood	Correlation Coefficient	<b>0,521***</b>	<b>0,494**</b>	<b>-0,293*</b>	<b>-0,382**</b>	<b>0,436**</b>	<b>-0,300**</b>	<b>0,465**</b>	<b>-0,316**</b>
	Sig. (2-tailed)	0,000	0,000	0,010	0,001	0,000	0,008	0,000	0,005
	N	78	78	77	78	78	78	78	78
SNO7 I'm cheerful	Correlation Coefficient	<b>0,515***</b>	<b>0,445**</b>	<b>-0,242*</b>	<b>-0,313**</b>	<b>0,449**</b>	<b>-0,303**</b>	<b>0,503***</b>	<b>-0,320**</b>
	Sig. (2-tailed)	0,000	0,000	0,034	0,005	0,000	0,007	0,000	0,004
	N	78	78	77	78	78	78	78	78
SNO8 I feel depressed	Correlation Coefficient	<b>-0,485**</b>	<b>-0,516***</b>	<b>0,308**</b>	<b>0,305**</b>	<b>-0,432**</b>	<b>0,269*</b>	<b>-0,413**</b>	<b>0,414**</b>
	Sig. (2-tailed)	0,000	0,000	0,006	0,007	0,000	0,017	0,000	0,000
	N	78	78	77	78	78	78	78	78
SNO9 My mood feels bad	Correlation Coefficient	<b>-0,391**</b>	<b>-0,470**</b>	<b>0,371**</b>	<b>0,450**</b>	<b>-0,324**</b>	<b>0,333**</b>	<b>-0,429**</b>	<b>0,526***</b>
	Sig. (2-tailed)	0,000	0,000	0,001	0,000	0,004	0,003	0,000	0,000
	N	78	78	77	78	78	78	78	78
SNO10 My mood feels good	Correlation Coefficient	<b>0,509***</b>	<b>0,463**</b>	<b>-0,247*</b>	<b>-0,359**</b>	<b>0,458**</b>	<b>-0,187</b>	<b>0,448**</b>	<b>-0,311**</b>
	Sig. (2-tailed)	0,000	0,000	0,031	0,001	0,000	0,100	0,000	0,006
	N	78	78	77	78	78	78	78	78

\*Weak correlation \*\*Avarage correlation \*\*\*Strong correlation

Tab. 1. Summary of statistically significant correlations between chosen positions from Emotions Questionnaire (columns) and the General Mood Scale (rows)

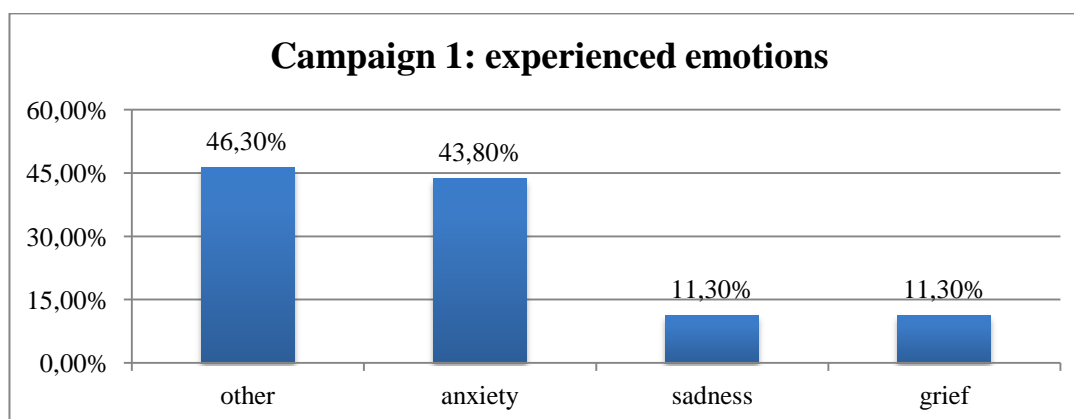


**Graph 1.** Summary of replies about the role of health-related social campaigns

At the same time, as many as 73% of respondents asked if under the influence of the social campaign attended medical examinations gave negative answer. 17.5% of the respondents declared that under the influence of the social campaign changed their eating habits and habits associated with physical activity. And as many as 66.3% said they watching social campaigns so far not led to any changes in their behavior.

#### Campaign 1

After show of the campaign no. 1 („Papierosy pożerają Cię żywcem”) 83.8% of respondents said they had not seen it before. Qualitative analysis of provided responses showed that respondents correctly indicated the target group of the campaign - smokers - and the message of the campaign, which was the harmfulness of nicotine addiction. The subjects indicated that the campaign makes them negative emotions. The graph below presents the summary of the emotions most often mentioned by respondents.

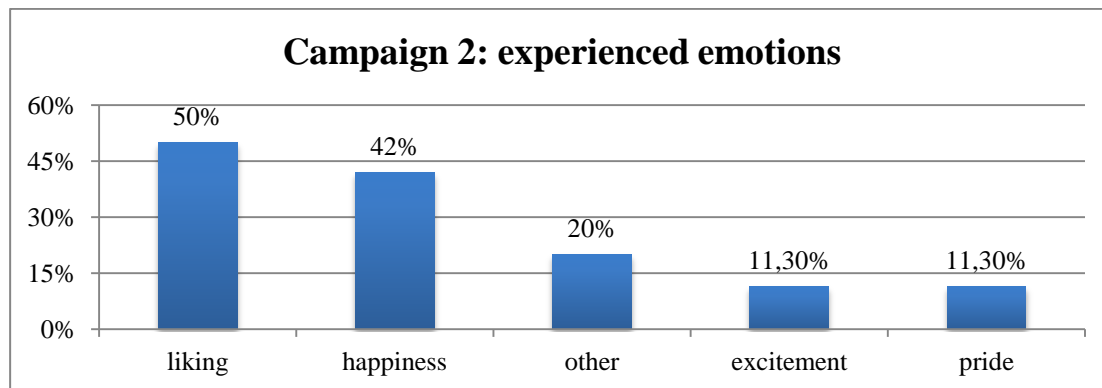


**Graph 2.** Summary of most often declared emotions by the respondents for campaign no 1

As many as 43.8% said that they felt fear after seeing the campaign no. 1, 46.3% indicated other emotions – disgust (graph 2.). Further analysis using test  $\chi^2$  showed a significant correlation between the gender of the subjects and the feeling of fear, which means that women often than men felt this emotion. It can therefore be concluded that images and messages, used in this campaign, aimed at triggering unpleasant arousal in viewers, in order to influence their behaviour associated with nicotine addiction. Based on the data collected can be concluded that used campaign message was based on negative emotions. On a scale of 1 to 10 respondents evaluated the attractiveness of this campaign an average of 2 points, while the credibility of the estimate for an average of 4 points.

### Campaign 2

After the presentation of the campaign No. 2 that deals with physical activity („Sila odruchu”) 15% of respondents said they had seen it before. Target group of the campaign was correctly identified, in particular young people, and its message - to encourage increasing physical activity and bringing attention to its positive effects.

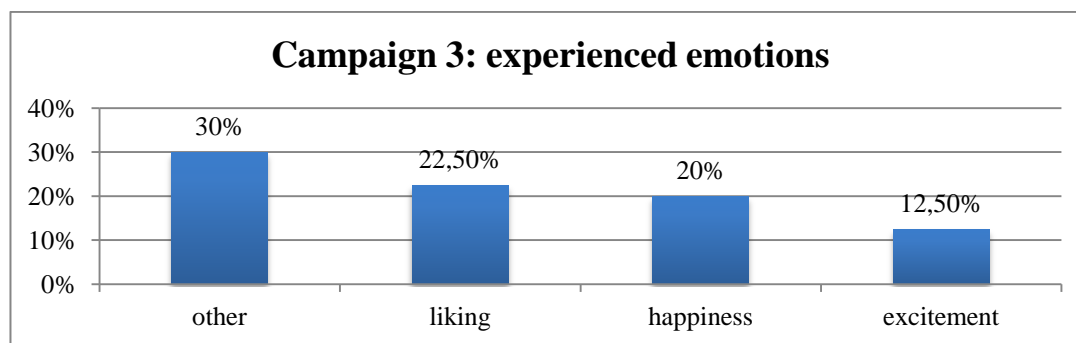


**Graph 3.** Summary of most often declared emotions by the respondents for campaign no 2

Graph 3. shows the most frequently indicated by respondents to the emotions of a positive tint. Among the responses close to 9% of those polled declared that after watching the campaign were a shame, it can be assumed that due to insufficient in subjective perception of the amount of time spent on the physical activity. The correlation test  $\chi^2$  showed relation between sex and feeling of pride. According to the results, after watching the campaign number 2, men more often than women were experiencing this emotion. Based on the data gathered, it can be conclude that the campaign uses the message based on the positive emotions. On a scale of 1 to 10 respondents evaluated the attractiveness of this campaign an average of 7 points, while the credibility of the estimate also for an average of 7 points.

### Campaign 3

93,8% of respondents said they had not seen campaign „Piękna bo zdrowa”, encouraging women to preventive cervical smear test , before the study. 46.3% of those polled correctly identified the target group of the campaign, but her message was clear for only 5% of respondents.



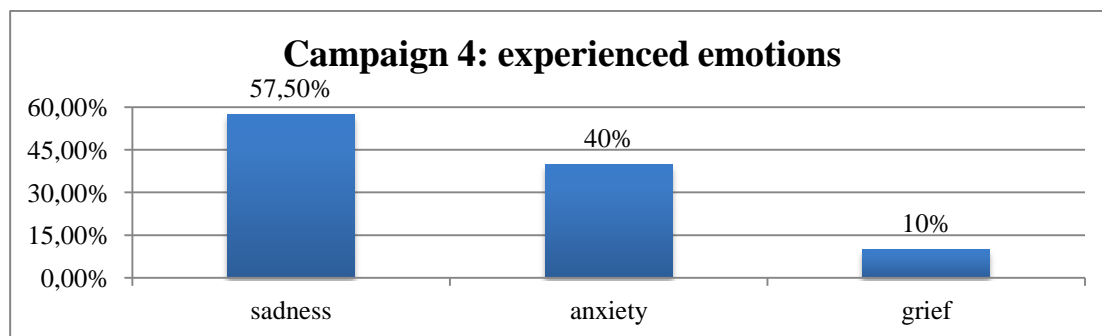
**Graph 4.** Summary of most often declared emotions by the respondents for campaign no 3

The campaign elicits among subjects positive emotions (graph 4 presents a summary). Among the answers 30% of respondents indicated that apart from possible replies they experienced different emotions like curiosity and confusion. Correlation  $\chi^2$  revealed that men more often than women experienced an excitement during presenting that campaign. Based on collected

data it can be concluded that the campaign was based on positive-load of emotions. Subjects evaluated attractiveness average on 6 points, while credibility average on 2 points.

#### Campaign 4

Although 88,8% of respondents did not see the campaign "Zawalcz o swoje serce", that encouraging check-ups and medical exams among people exposed to heart attack, before everyone correctly indicated the target group of that social campaign. The message of the campaign was accurately read, namely, respondents pointed to encouraging people in their closest surrounding to care for the health, not to neglect alarming signals from the body and the necessity of immediate medical consultation.



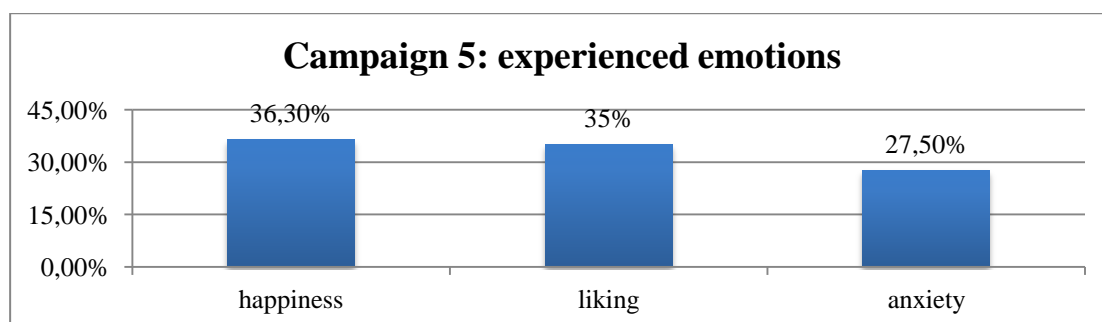
**Graph 5.** Summary of most often declared emotions by the respondents for campaign no 4

Among given answers 57% of respondents indicated the emotion of sadness during presentation of footage, 40% indicated for anxiety and 10% experienced regret (graph 5). There was no relationship between perceived emotion and subjects gender. Based on collected data it can be concluded that the campaign was based on negative-load of emotions. Subjects evaluated attractiveness average on 8 points, while credibility average on 8 points.

#### Campaign 5

After presenting the last campaign (Rak. To się leczy), that encourages society to examine toward cancer prevention, 87,5% of the respondents declared that they did not see previously that campaign. 70% of respondents correctly indicated the target group of the campaign, while 30% said that it was addressed only to people with cancer. The message of the campaign was accurately read.

The subjects declared experiencing joy (36,3%) and liking (27,5%). Despite this, 27,5% of replies pointed to feeling of anxiety (graph 6). Based on collected data it can be concluded that the campaign was based on positive-load of emotions (joy, liking), which were meant to minimize experiencing negative emotions (anxiety). Subjects evaluated attractiveness average on 8 points, while credibility average on 7 points.



**Graph 6.** Summary of most often declared emotions by the respondents for campaign no 5

## DISCUSSION

Collected data indicate that before the research only 17,5% of subjects were familiar with health-related social campaigns. Moreover, despite the awareness of the role of that kind of campaigns 66,3% of subjects did not change their health-related habits under influence of a campaign. However, it cannot be explicitly stated that lack of change in behaviour was a result of inefficiency of campaigns or difficulties with recollecting watching them. Correlation analysis revealed a relationship between experienced emotion in preceding week of the research and the mood during the research, but confirmation of that relationship requires further investigation.

In case of campaign no 1, which relates to the tobacco addiction, women more often than men declared experiencing anxiety. The reason may be due to the fear of disfigurement, inasmuch in the campaigns footage were presented very drastic images of consequences of smoking cigarettes. What is more, that campaign was evaluated as the worst (the least attractive and credible) in comparison to other presented campaigns. The reason for that may be using of strong negative-loaded emotions, which caused unpleasant arousment among subjects which resulted in reception of the campaign. In evaluating campaign no 2 about physical activity men more often than women declared the feeling of pride, but in order to make accurate analysis of this relationship and its reasons additional research should be performed.

Among all presented health-related social campaigns those which included positive-load of emotions (campaigns 2, 4, 5) were evaluated higher on the scales of attractiveness and credibility. The exception was the campaign no 3 about preventive cytology examination which message was considered as not clear to the respondents, what might influence on campaigns credibility evaluation. High score for attractiveness may relate to the fact that campaign presents a group of young, smiling and identically dressed women, which could evoke positive associations, which refers the theory that was mentioned in the introduction. Campaign no 4 (prevention of heart attack) contained all three elements of effective advertising - pointed the problem and showed how to deal with it, what in spite of negative-loaded emotions (anxiety and sadness) pointed the way to solve the problem. Despite the negative-load of message in campaign no 5 (you might have cancer, test yourself) were positively evaluated because of involving well-known voice of popular character from a fairy tale, which activated positive associations allowing minimize a negative affection. The additional research is suggested to study of the impact of campaigns that may reveal with time.

## SUMMARY

Present study shows that campaigns which were evaluated higher by respondents contain positive-load which was referring to other positive associations or pointed a way of dealing with a problem or threat. In turn, exaggerated campaigns were perceived as less credible and less attractive, therefore the assumption might be that they are less effective. Thus, using psychological knowledge in constructing health-related social campaigns may be a crucial clue in the context of effective impact on individuals.

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