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경영학 석사학위 논문

Which Story Is More Worth It?

The Effect of Narrative Perspective
and Message Framing on Empathy
and Intent to Donate

어떤 이야기가 더 의미 있을까?

이야기의 시점과 구성이 감정 공감과
기부 의도에 미치는 효과

2018년 2월

서울대학교 대학원
경영학과 경영학 (마케팅) 전공
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2017년 12월

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ABSTRACT

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Even with a long history of people's prosocial behavior, it is yet unknown what exactly best motivates such behavior. Previous research into this issue has mostly focused on the relationship between emotion and prosocial behavior. However, diverse emotions are induced by different methods and so, there are differing conclusions as to what method is more effective in eliciting prosocial behavior. While some may think that there is such a diverse audience for one method to be more effective than the others, by breaking down the decision-making process of potential givers, a more plausible method may be found to motivate prosocial behavior. The current study aimed to see the effect of narrative perspectives and message framing on empathy and donation intentions. It was hypothesized that a first-person perspective and a negatively framed message would each increase empathy and thus donation intentions. In addition, it was expected that the interaction effect of the two would be most effective in encouraging prosocial behavior. Participants recruited through Amazon Mechanical Turk were randomly assigned to each condition. Analysis with 50,000 bootstrap samples through Hayes' PROCESS model revealed that

consistent with the hypotheses, donation intention was significantly predicted by narrative perspective, empathy, and message framing. However, only the effect of message framing was mediated by empathy and there was no significant interaction effect of the two proposed factors. The current study hopes to bring attention to other emotions and mechanisms that may underlie within the factors that promote prosocial behavior.

Keyword: Prosocial behavior, donation, decision making, empathy, narrative perspective, message framing

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Chapter 1. INTRODUCTION

“Empathy is the most mysterious transaction that the human soul can have, and it's accessible to all of us, but we have to give ourselves the opportunity to identify, to plunge ourselves in a story where we see the world from the bottom up or through another's eyes or heart.”

—Sue Monk Kidd

As the holiday season approaches, the nonprofit community sees a spike in prosocial behavior among people. Due to this phenomenon, the last few months of the year is also known as the “Giving Season”. The Center on Philanthropy at Indiana University conducted a study in 2007 and found that people reported giving about 24% of their annual sum between the Thanksgiving and New Year’s. Also the Nonprofit Research Collaborative in their 2011 survey, found that majority of the nonprofit organizations reported to have received 25% of their donations during the Giving Season and among them 16% of the organizations received 50% of their annual contributions during that season. Why is this the case? Could it be that the holiday spirit of thinking about loved ones inspire people to also think about others? Perhaps charities are using such timing to better appeal to people’s emotions. What could be the underlying factor of such a spike?

When it comes to topic of charitable giving, many of the past research have found a relationship between people's emotions and prosocial behavior. Among the many types of emotions, sympathy and empathy are often cited as motivators of such behavior (Aderman & Berkowitz, 1970; Coke, Batson, & McDavis, 1978; Krebs, 1975). This is because during a decision-making process for prosocial behavior, individuals are influenced to try to put themselves into the shoes of those in need of help. This type of practice of perspective taking best elicits empathetic concern and thus increases one's intentions to help (Batson & Shaw, 1991). If this is the case, shouldn't charity organizations place more focus on trying to get people to deeply understand the situation of those in need of help? How can charity organizations elicit more empathy and thus more prosocial behavior?

The current study ultimately aims to explore what approach would most increase donation intention of people. Previous research has found that identifiable victims stimulate more powerful emotional response than do statistical victims (Small & Loewenstein, 2003) and thus motivate people to give more to identified victims (Small, Loewenstein, and Slovic, 2005). Expanding on that finding, the current study uses narratives to help people identify victims. In addition, it also differentiates the narratives by the perspective it is written from to see whether the first-person perspective makes the narratives more personal to the readers and thus help them to experience empathy and emotion in consonance with those of the actor (Cohen, 2001). Additionally, in order to more effectively

tap into the affective mode of reasoning during a prosocial decision, narratives were constructed with a positive or a negative tone to explore which helps induce more emotional response from readers. Because there are very few research on ways to promote prosocial behavior, this research hopes to suggest a starting point of understanding the underlying mechanism to prosocial behavior.

1.1 Dual Process Theory: Two Modes of Information Processing

According to the dual process theory, there are two basic modes of reasoning: the faster, automatic, affective mode and the slower, effortful, deliberate mode (Chaiken & Trope, 1999; Epstein, 1994; Kahneman & Frederick, 2002; Sloman, 1996). Although some research asserts that affect is post-cognitive and that it is elicited only after the processing of information, Zajonc (1980) argues that affect may be present at any stage of reasoning and is capable of influencing one's reasoning (Epstein, 1994; Shiv & Fedorikhin, 1999; Strack & Deutsch, 2004; Wilson & Brekke, 1994; Wilson, Lindsey, & Schooler, 2000).

While one mode may be chosen over the other depending on the nature of the information, the theories suggest that individuals may be more emotionally and mentally engaged when processing information about a more specific stimuli than when processing information about abstract stimuli. According to Elaboration Likelihood Model (ELM) of persuasion, people engage in two ways of processing stimuli: the central route where one carefully reasons out the given

information and the peripheral route where inferences made from cues of the stimulus are used (Petty and Cacioppo, 1986). A specific route is used depending on the individual's desire to process the message (Petty and Cacioppo, 1979) and the individual's ability to evaluate the information critically (Petty, Wells, and Brock, 1976). This may depend on the individual's attitude towards the information, the relevancy of the information, and the availability of the cognitive resources to process the information (Kunda, 1990).

Another similar model is the Heuristic-Systematic model which also suggests two ways of information processing: heuristic processing which allows individuals to use previously stored knowledge and the systematic processing which requires individuals to use comprehensive, analytic, and cognitive processing of the relevant information (Chaiken 1980). The two processes may occur both independently and simultaneously but are likely to be chosen depending on whether the individual places more value on the economic or reliability concern.

These two models suggest that when individuals are dealing with a more specific case (vs. abstract case), they may be more cognitively and emotionally engaged during the information processing. This leads to a more central or systematic processing of the information (vs. peripheral or heuristic processing). Petty and Cacioppo (1986) assert that specific cases usually will bring about affective involvement. This can be seen through the fact that people may find it easier to identify with one child's suffering than to identify with the global

problem of world hunger. In addition, lower certainty with a decision leads to central processing (Chaiken & Eagly, 1989; Trope & Liberman, 1996). Because a specific case increases affective involvement, individuals need a higher threshold to feel that a decision is accurate which requires more careful processing. When details about an individual are communicated, that target will become more vivid (Nisbett & Ross, 1980). Therefore, the affective mode may be dominant when the target is more specific, personal, and vivid (Epstein, 1994; Sherman, Beike, & Ryalls, 1999). When information invokes the affective system, it elicits greater emotions in our case, empathy. Therefore, this study aims to find out whether a certain type of situation induces more empathy and thus tap into the affective system in reaching a choice.

1.2 Prosocial Behavior and Empathy

As social beings, our lives are intertwined with those of others whether we choose to or not. Whether it be for the welfare of others or of one's own, we try to live in peace with others. Children are taught to share with others and to help those in need. We can see that to a certain level, prosocial behavior, which is any type of action that benefit the society and those in it (Penner, Dovidio, Piliavin, & Shroeder, 2005), is innate to our social nature. Furthermore, the more people simulate and learn from others exhibiting prosocial behavior, the more likely they will too perform prosocial behavior as a consequence (Greitemeyer, Osswald, & Brauer, 2010). Therefore, we expect to easily see prosocial behavior

around us. However, it is true that the number of people in need of help outweighs the number of people that perform prosocial behavior towards them. This is why there are organizations that work to receive and to deliver help to those in need.

One of the many ways such organizations successfully achieve their goal is by appealing to people's hearts –and thus their affective system. This is because many times, prosocial behavior can be elicited by people's emotions especially through empathy. There are many studies that prove the relationship between empathy and prosocial behavior. While there are many definitions of the emotion, empathy can be defined as the “ability to experience and understand what others feel”. When people feel such empathetic concern for others, such emotion can be characterized by feeling compassionate, tender, softhearted, and sympathetic (Decety & Lamm, 2006). This type of concern is said to influence prosocial behavior. Numerous studies have shown that increase in empathy increases helping behavior (Eisenberg & Fabes, 1990) and that empathy is an important motivator for helping (Aderman & Berkowitz, 1970; Coke, Batson, & McDavis, 1978; Krebs, 1975).

One of the well-known theory of this topic is Batson's Empathy-Altruism Theory. This theory states that the psychological state of empathetic concern for another may produce purely altruistic action (Batson et al., 1983; Carlo and Randall, 2002). So exactly what is it about empathy that makes people want to help when they see others in need? Previous research claims that there are three components of empathy –affective empathy, emotional contagion, and

perspective-taking (Davis, 1983; Decety & Jackson, 2006; De Vignemont & Singer, 2006). While all the components may lead to prosocial behavior (Eisenberg & Eggum, 2009), within those components, perspective-taking best increases empathetic concern and thus increases individuals' helping behavior the most (Batson & Shaw, 1991). Through imagination, people can experience sensations similar to those of the other person (Decety & Lamm, 2006). So what medium would best help people understand others in need of help by putting the into others' shoes?

1.3 Influence of Narratives on Emotion and Decision Making

In order to approach such diverse audience, charity organizations have been using many types of medium to appeal their charity goals. Many times we see pictures, statistics, and narratives used to capture the attention and to help understand the situation and to deliver the magnitude of help that others are in. Past research has compared different type of approaches to determine what works best for certain situations. In their 2003 paper, Small and Loewenstein have found that being able to identify victims even in a very weak form (versus statistics -- just knowing the number of victims) increases caring. This is because they stimulate a more powerful emotional response than do statistical victims. When people make a decision to donate money toward a cause, most of the choices are made intuitively based on spontaneous affective reactions (Slovic et al., 2002).

This is perhaps why gifts to identified victims were significantly greater than gifts to unidentified victims (Small, Loewenstein, and Slovic, 2005). Therefore, compared to statistics, messages in the form of stories or narratives may be more successful in stimulating emotional response and thus prosocial behavior from people.

The importance of narratives as a mean of communication is emphasized across diverse fields of academia. When dealing with a serious case of justice, even the court system uses witnesses to deliver their narratives in order to appeal to the juries. Of course the judicial system ensures that all cases are met with a fair eye, but the narratives help the juries understand each person connected to the case from that person's perspective. In her law review, Bandes emphasizes that "ordering events into a narrative is a key component of the ability to empathize with another's suffering". She claims that to truly empathize is to run a narrative through one's mind about what happened to the sufferer to bring the individual to that state and what might be done to help (Bandes, 1996).

Many studies have found that narratives can influence people's attitudes (Green & Brock, 2000; Marsh, Meade, & Roediger 2003; Mazzocco et al., 2010; Prentice, Gerrig, & Bailis, 1997). Narratives are important part of our development because it allows people to simulate and learn from fictional social experience and therefore experience empathetic growth (Mar & Oatley, 2008). It was even found that removing a narrative text reduced level of empathy (Boy et al., 2017). In addition, it is found that difference in narrative perspective also has

an effect in the degree of influence on the readers' emotion and attitudes. A first-person narrative more readily evokes feeling responsiveness than third-person narratives (Keen, 2006). This is because just as how identifying the victim enables one to empathize more easily, character identification is one of the most important feature of a narrative that is associated with empathy.

When reading a narrative, readers create a mental representation of the situation described in the story (Kelter, Kaup, & Clause, 2004). Depending on the narrative perspective, a first-person or third-person perspective controls the visualization of the readers. When the narrative is in a first-person perspective, readers are able to visualize the situation from the actor's perspective and from a bystander's perspective for a third-person narrative (Brunyé et al., 2009). In addition, readers may be more motivated to view the story as their own when they visualize it through a first-person perspective. When readers identify with the actor of the story, they are also able to experience empathy and emotion in consonance with those of the actor and also may have the illusion of being the actor themselves (Cohen, 2001).

Given these reasoning, previous studies have found that a first-person perspective has a persuasive effect on an individual's decision (Fagerlin et al., 2005). Some studies found that the persuasive effect was due to the vividness of the information (Sherer & Rogers, 1984) and perceived credibility of the message or the speaker. Consistent with the mechanism that induce affective reasoning, increase in emotional interest, proximity, and concreteness of information were

the factors that best explains how narratives persuade decision making (Nisbett & Ross, 1980). Therefore, this study aims to see such effect in the context of narratives given to induce prosocial behavior.

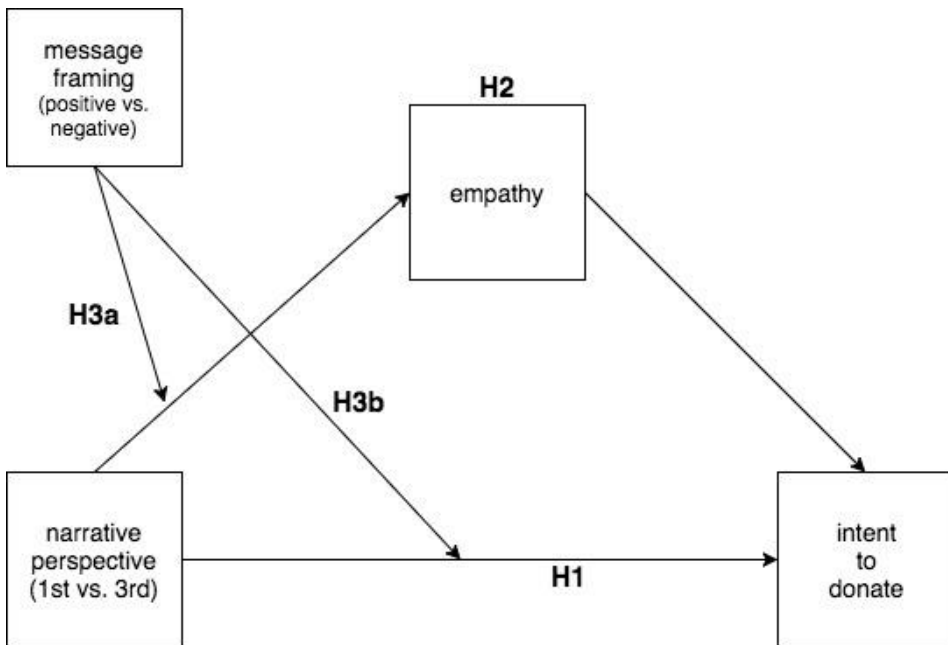
1.4 Message Framing as a Moderator

To add to the persuasiveness of a narrative, message framing was chosen to be used as a moderator. Message framing is known to influence how people think and feel about certain situations by encouraging them to think and feel about such issues in particular ways. While there are many research on the effect of message framing, they have reached opposite conclusions as to which is more persuasive (Ahluwalia, Burnkrant, & Unnava, 2000; Herr, Kardes, & Kim, 1991; Levin & Gaeth, 1988). This is because the effect differs depending on the processing motivation and the capacity of the receiver. It was found that a negative framing is more effective when there is high processing motivation (Block & Keller, 1995; Maheswaran & Meyers-Levy, 1990; Rothman et al., 1993). Especially when issue involvement is high, negatively framed message was found to be more persuasive. This is because negative information is often given greater weight than does positive information (Maheswaran & Meyers-Levy, 1990).

In addition, Kahneman and Tversky's Prospect Theory states that people are loss averse. They dislike losses more than equivalent valued gains (Kahneman and Tversky, 1979). Therefore, a message with a negative framing

such as “one will die without your support” may be more persuasive compared to a message with a positive framing such as “one can be saved with your support”. The negative framed message may also activate people emotionally and put them into an interacting state (Mayer et al., 1992). This is because compared with positive information, negative information is more attention-grabbing and persuasive because losses are experienced more strongly than gains of the equivalent magnitude (Maheswaran & Meyers-Levy, 1990). It also induces people’s self-relevance, consciousness, and empathy regarding the consequences if one does not take action. Therefore, with a first-person narrative, individuals may be more likely to already be in an interactive state and thus a negative message would have a stronger influence on their emotions and decision making.

1.5 Proposed Framework and Hypotheses



[Figure 1. Proposed model of the study.]

H1. Narrative perspective will have effect on intent to donate.

H1a. First-person narrative (vs. third-person narrative) will **increase** intent to donate.

H2. Effect of narrative perspective and messaging framing on intent to donate would be mediated by empathy.

H3. Effect of narrative perspective on intent to donate and empathy will be moderated by message framing.

Chapter 2. METHOD

2.1 Participants and Design

Data were collected through a Qualtrics survey on Amazon Mechanical Turk. 300 participants who reside in the United States were recruited. Among the participants, those who failed to pass the attention check and manipulation check were removed, leaving a final sample of 258 participants ($M_{age} = 40.89$, $SD_{age} = 11.84$, 50.4% male, 49.6% female). They were randomly assigned to one of four conditions in a 2 (narrative perspective: 1st person vs 3rd person) x 2 (message framing: positive vs negative) between-participants design.

2.2 Procedure

Participants were instructed to read a narrative that described an experience of a fictitious victim of a tragic earthquake. The narrative was adapted from an interview of a true victim of the 2010 Haiti earthquake. The story was told from the perspective of either the victim (“I”) or of another person (“he”) and the message was either positively or negatively framed. The narrative explained what happened on the day of the tragedy. It described that the victim was saved after the helpless incident. The positively framed narrative emphasized how valuable the donations of others was in helping the victim while the negatively

framed narrative emphasized how the victim would suffer more without such donation. After reading the narrative, participants then responded to a series of dependent measures. Then participants were given a series of questions for attention check and manipulation check followed by demographic questionnaires.

2.3 Measures

2.3.1 Empathy

Empathy was measured using an adapted version of Batson, Early, and Salvarini's (1997) empathy index. Participants were asked to rate the level of agreement on a 7-point scale (1= not at all, 7=extremely) with the following statements: "I feel... sympathetic, compassionate, softhearted, warm, tender, moved". The items were averaged to form a composite rating of empathy.

2.3.2 Intent to Donate

Two questions were used as measure for intent to donate derived from past research (Maheswaran & Meyers-Levy, 1990). Participants were asked to rate the level of agreement on a 7-point scale (1=definitely not, 7=definitely will) with the following statements: "I am willing to help by donating money", "I am willing to help by recommending donating to family or friends". Then the items were averaged to form a composite rating of intent to donate.

2.3.3 Attention Check

Two attention check questions were inserted in the questionnaire to discern which participants were actually reading the narrative and the items carefully. The attention check questions were “What type of disaster happened to Kay?” (options: tsunami, flood, earthquake, tornado) and “I enjoy watching television (please check ‘sometimes’)”.

2.3.4 Manipulation Check

Three items were used to make sure the manipulation of the constructs was effective. To check the manipulation of the narrative perspective, participants were asked two questions: “The story was told from” (options: First person’s perspective (Kay’s perspective), Third-person’s perspective (other’s perspective), and cannot remember or not sure), “Who was the narrator of the story?” (options: Kay, another person, cannot remember or not sure). In addition, to check the manipulation of the framing of the message, participants were asked to rate the tone of the story (1=mostly negative, 7=mostly positive).

2.3.5 Demographics

Demographic information was measured in the study including gender, age, and Mturk ID.

Chapter 3. RESULTS

3.1 Preliminary Analyses

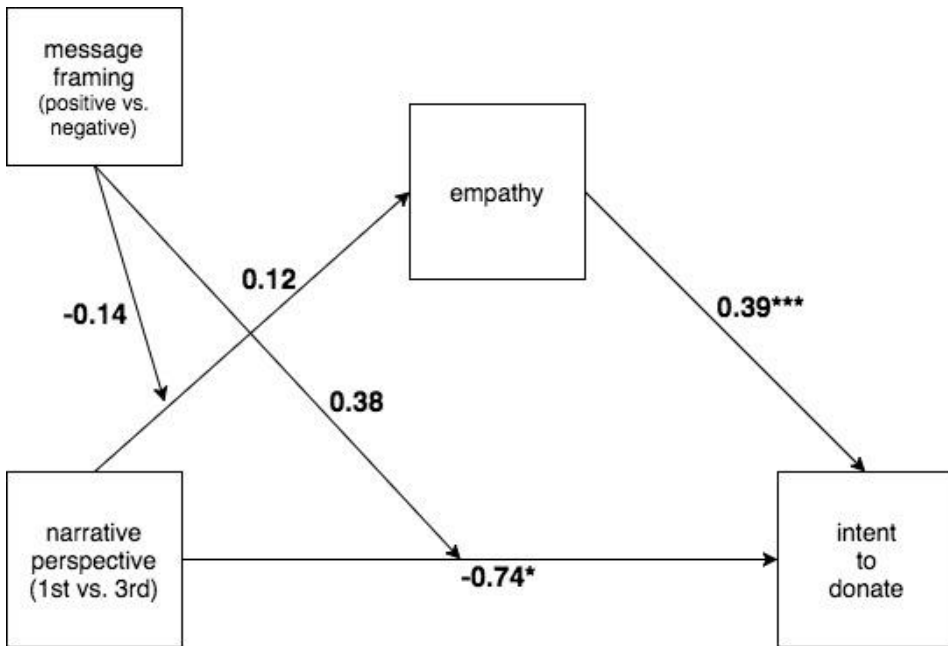
Prior to hypotheses testing, the collected data was processed. First, relevant variables were re-coded in accordance with the analyses. Then the total sample (N=300) were screened and those who failed the attention check and the manipulation checks were removed leaving 258 samples for analyses.

Second, an independent-samples t-test was conducted to check the manipulation of message framing. Results showed that there was a significant difference among the two groups. Participants in the negatively-framed narrative condition reported a lower rating in tone ($M=2.26$, $SD=0.78$) than those in the positively-framed narrative condition ($M=5.75$, $SD=1.01$) ($t(256)=31.25$, $p=0.000$). The results suggest that the manipulation of the framing of the messages were successful. The negatively-framed narrative (vs. positively-framed narrative) appeared more negative in tone and vice versa.

Lastly, items used to measure empathy and intent to donate were averaged to form composite ratings on each construct for each individual. Reliability of the items for each construct were already proven with past research and thus skipped in this research.

3.2 Hypotheses Testing

To test the proposed moderated mediation model, Hayes' PROCESS model 8 (2013) with 50,000 bootstrap samples was used. The indirect effect of moderated mediation was not significant (index=-0.05, SE=0.08, 95% CI [-0.22, 0.12]).



Note: *p<.05, **p<.01, ***p<.001

[Figure 2.] Moderated Mediation Model Results.

In the mediator model, empathy was significantly predicted by message framing (B= 3.11, SE=0.34, t(254)=9.28, p=0.000) but was not significantly predicted by narrative perspective (B= 0.12, SE=0.34, t(254)=0.34, p=0.734).

The interaction effect of narrative perspective and message framing was also not significant (B=-0.14, SE=0.22, t(254)=-0.63, p=0.529).

In the dependent variable model, intent to donate was significantly predicted by empathy (B=0.39 , SE=0.06, t(253)=6.10, p=0.000), narrative perspective (B=-0.74 , SE=0.35, t(253)=-2.14 p=0.033), and message framing (B=1.49, SE=0.39, t(253)=3.78, p=0.000). The interaction term of narrative perspective and message framing did not significantly predict intent to donate (B=0.38, SE=0.22, t(253)=1.71, p=0.088).

[Table 5.] Summarized Results Table

| Dependent Variable | Independent Variable | B | se | t | p |
|---------------------------|---|----------|-----------|----------|----------|
| empathy | narrative perspective | 0.12 | 0.34 | 0.34 | 0.73 |
| | message framing | 3.11 | 0.34 | 9.28 | 0.00*** |
| | narrative perspective x message framing | -0.14 | 0.22 | -0.63 | 0.53 |
| intent to donate | empathy | 0.39 | 0.06 | 6.1 | 0.00*** |
| | narrative perspective | -0.74 | 0.35 | -2.14 | 0.03* |
| | message framing | 1.49 | 0.39 | 3.78 | 0.00*** |
| | narrative perspective x message framing | 0.38 | 0.22 | 1.71 | 0.09 |

*p<.05, ** p<.01, ***p<.001

Consistently, the indirect effect of the highest order product was not significant (indirect effect=-0.05, SE=0.08, 95% CI [-.22, 0.12]) and the conditional indirect effects through empathy were not significant at both conditions of message framing (positive-framing: indirect effect =-0.009, SE =0.067, 95% CI [-0.15, 0.12]; negative-framing: indirect effect =-0.062, SE =0.055, 95% CI [-0.17, 0.04]). The conditional direct effect was not significant at negative-framing (direct effect = 0.02, SE=0.16, $t(253)=0.13$, $p=0.894$, 95% CI [-0.30, 0.34]), but significant at positive-framing (direct effect =-0.36, SE=0.15, $t(253)=-2.34$, $p=0.02$, 95% CI [-0.66, -0.06]).

3.3 Conclusion

The study found that narrative perspective did have an effect on intent to donate. Consistent with hypothesis 1, those who read the first-person narrative were more likely to donate than those who read the third-person narrative. Also, like the findings of many previous research, increase in empathy did increase intent to donate. While message framing did have an effect on intent to donate wherein those who read the negatively framed narrative were more likely to donate compared to those who read the positively framed narrative, the interaction effect was not significant. Therefore, the effect of narrative perspective on intent to donate was not moderated by message framing and thus hypothesis 3 was partially supported. The effect of message framing on intent to donate was mediated by empathy but the effect of narrative perspective on intent

to donate was not mediated by empathy, thus only partially supporting hypothesis 2. Also, the effect of interaction narrative perspective and message framing on the mediator of empathy was not significant.

Chapter 4. DISCUSSION

4.1 Contributions

While there are many previous studies that investigate the relationship between the emotion of empathy and prosocial behavior, there were only a few that aimed to understand how charity organizations could induce such behavior from consumers. Charity organizations use many types of media and advertisement effects to appeal to the diverse audience. However, because of a wide range of causes of charities and diverse interest of consumers, it is difficult to pin point out what exactly works effectively to encourage prosocial behavior. Previous research found that identifiable victims are more likely to evoke sympathy and thus resources are more likely to be allocated toward identifiable victims than to statistical victims (Small & Loewenstein, 2003). Also many research have found how narratives, which include identifiable victims, elicit emotional response from readers and tap into their affective system in decision making (Busselle & Bilandzic, 2008). Furthermore, it was found that people are more likely to place themselves in another's shoes when reading a narrative in a first-person perspective as opposed to reading a narrative in a third-person perspective (De Graaf et al., 2012).

Based on these previous findings, the current research aimed to see whether the difference in narrative perspective would have an effect on the

readers' empathy and thus their intentions to perform prosocial behavior. While it was found that those who read narratives in first-person perspective were more likely to donate than those who read narratives in the third-person perspective, it was not because the first-person perspective elicited greater empathy. Perhaps some other type of emotion or underlying mechanism of prosocial behavior was induced to reach have individuals donate more or less. Such findings should also be seen separately from the effect of message framing because message framing did not moderate the relationship between narrative perspective and intent to donate. While this suggests that a first-person perspective narrative may ultimately motivate consumers to perform prosocial behavior, it may also bring about different results depending on the situation since the underlying factor to this relationship is not yet clear.

Other than the difference of narrative perspective, this research also aimed to see the effect of message framing. Because people are loss aversive according to the Prospect Theory (Kahneman & Tversky, 1979), current research expected a negatively framed message to induce greater intent to donate. Consistent with previous research that negatively framed message elicited greater emotions than positively framed messages (Mayer et al., 1992), current study also found that negatively framed narrative did increase empathy and thus intent to donate. Based on this result, charity organizations may want to focus on negatively framed messages when their goal is to elicit empathy in order to induce

prosocial behavior. However, this effect was found to be separate from the effect of narrative perspective.

4.2 Limitations and Future Directions

The current research made some contributions by confirming that previous research on similar issues were also applicable in the context of prosocial behavior. Studies on narrative fictions found that first-person narratives induce greater narrative empathy and it helps readers identify with characters and thus are able to vividly experience the narrative situation as their own (Keen, 2006). The main effect of narrative perspective on intent to donate was supported but because the effect was not seen as a result through the emotion of empathy, further research should be conducted to see what types of emotions are elicited by the different perspectives. Previous research on empathy and prosocial behavior not only includes the emotion of empathy but also different underlying mechanism such as the emotion of personal distress, familiarity, similarity, and many more (Batson & Shaw, 1991). It may be helpful to separate these factors to understand exactly what mechanism is activated during individual's decision making in a prosocial situation. However, it is important to first categorize the complex factors of emotions and attitudes that surround different charity causes.

In reality, most consumers are not given ample time to put thought into decision making for prosocial behavior. While this may be purposely used to tap into the affective system to induce such behavior, many times it constrains one's

time to process the information (Shiv, Britton, & Payne, 2004) which ultimately may hurt the case. However, one thing for sure is that most people do give more weight to a negatively framed message over a positively framed message (Maheswaran & Meyers-Levy, 1990). So when equal information and time is given, a negatively framed message will definitely be more persuasive. However, there are also claims that anecdotes work best as positively framed when statistics are more persuasive when negatively framed (Das, Kerkhof, & Kuiper, 2008). Because this research only found that such was the case when measuring persuasiveness, it may reach a different conclusion when the message contains emotional factors. Therefore, further research should be conducted in a charity setting to compare the effect of stories and statistics with different factors added in. A more detailed research on such media used by charities may help distinguish what appeals to consumers more effectively and what brings about prosocial behavior more effectively.

It is true that charity organizations use diverse types of media to appeal to as many people as they can. However, it should be realized that what is more important is to understand the audience as a consumer and understand what most effectively motivates them to decide to donate. Diverse fields conduct research on empathy and prosocial behavior and many conclude that many times the two goes along side by side. Also many fields agree that such emotion and such behavior may also be innate to human beings to a certain degree (Decety & Lamm, 2006). Whether it is for altruistic or selfish reasons, people want to live

in peace with others and alleviate any type of factors that would be an interference for such peace. Therefore, more importance should be placed on research for prosocial behaviors. It should be not only seen as a social issue but also as a consumer issue. Charities not only use media outlets but also individuals as service workers to appeal to consumers. Therefore, effective measures used in marketing settings would most likely be applicable to prosocial behavior settings too. Just as how the current study was conducted based on findings from different fields and has found significant effects, further exploration of the topic from diverse perspectives should be conducted to understand people as individuals and social creatures as a whole.

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Appendix A: TABLES

Table 1. Mediator Model (Empathy)

Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|----------|-------------|------------|----------|------------|------------|-----------|
| 0.8593 | 0.7384 | 0.7612 | 238.9381 | 3 | 254 | 0.0000*** |

Mediator Model

| | B | se | t | p | LLCI | ULCI |
|------------------------------|----------|-----------|----------|-----------|-------------|-------------|
| constant | 0.2086 | 0.5203 | 0.4008 | 0.6889 | -0.8161 | 1.2332 |
| narrative perspective | 0.1158 | 0.3405 | 0.34 | 0.7341 | -0.5548 | 0.7863 |
| message framing | 3.1121 | 0.3354 | 9.2796 | 0.0000*** | 2.4517 | 3.7726 |
| int_1 | -0.1378 | 0.2187 | -0.6301 | 0.5292 | -0.5685 | 0.2929 |

Note: int_1 = narrative perspective x message framing

*p<.05, ** p<.01, ***p<.001

Table 2. Dependent Variable Model (Intent to Donate)

Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|----------|-------------|------------|----------|------------|------------|-----------|
| 0.8799 | 0.7742 | 0.7821 | 216.8065 | 4 | 253 | 0.0000*** |

DV Model

| | B | se | t | p | LLCI | ULCI |
|---------------------------------------|----------|-----------|----------|-----------|-------------|-------------|
| constant | 0.3391 | 0.5276 | 0.6427 | 0.521 | -0.6999 | 1.3781 |
| empathy | 0.3882 | 0.0636 | 6.1036 | 0.0000*** | 0.2629 | 0.5135 |
| narrative pers pective | -0.7377 | 0.3452 | -2.1369 | 0.0336* | -1.4176 | -0.0578 |
| message framing | 1.4885 | 0.3934 | 3.784 | 0.0002*** | 0.7138 | 2.2632 |
| int_2 | 0.3796 | 0.2219 | 1.7109 | 0.0883 | -0.0573 | 0.8165 |

Note: int_2 = narrative perspective x message framing

*p<.05, ** p<.01, ***p<.001

Table 3. Direct and Indirect Effects

Conditional Direct Effect of Message Framing

| message framing | Effect | SE | t | p | LLCI | ULCI |
|------------------------|---------------|-----------|----------|----------|-------------|-------------|
| positive | -0.3581 | 0.1527 | -2.3447 | 0.0198* | -0.6589 | -0.0573 |
| negative | 0.0215 | 0.161 | 0.1333 | 0.8941 | -0.2956 | 0.3385 |

*p<.05, ** p<.01, ***p<.001

Conditional Indirect Effect of Message Framing

| mediator | message framing | Effect | Boot SE | BootLLCI | BootULCI |
|-----------------|------------------------|---------------|----------------|-----------------|-----------------|
| empathy | positive | -0.0085 | 0.0666 | -0.1477 | 0.117 |
| empathy | negative | -0.062 | 0.0546 | -0.1747 | 0.0429 |

Indirect Effect of the Highest Order Product

| mediator | Effect | SE(Boot) | BootLLCI | BootULCI |
|-----------------|---------------|-----------------|-----------------|-----------------|
| empathy | -0.0535 | 0.0847 | -0.2207 | 0.1153 |

Table 4. Index of Moderated Mediation

| mediator | Index | SE(Boot) | BootLLCI | BootULCI |
|-----------------|--------------|-----------------|-----------------|-----------------|
| empathy | -0.0535 | 0.0847 | -0.2207 | 0.1153 |

Table 5. Summarized Results Table

| Dependent Variable | Independent Variable | B | se | t | p |
|---------------------------|---|----------|-----------|----------|----------|
| empathy | narrative perspective | 0.12 | 0.34 | 0.34 | 0.73 |
| | message framing | 3.11 | 0.34 | 9.28 | 0.00*** |
| | narrative perspective x message framing | -0.14 | 0.22 | -0.63 | 0.53 |
| intent to donate | empathy | 0.39 | 0.06 | 6.1 | 0.00*** |
| | narrative perspective | -0.74 | 0.35 | -2.14 | 0.03* |
| | message framing | 1.49 | 0.39 | 3.78 | 0.00*** |
| | narrative perspective x message framing | 0.38 | 0.22 | 1.71 | 0.09 |

*p<.05, ** p<.01, ***p<.001

Appendix B: FIGURES

Figure 1. Proposed Model of the Study.

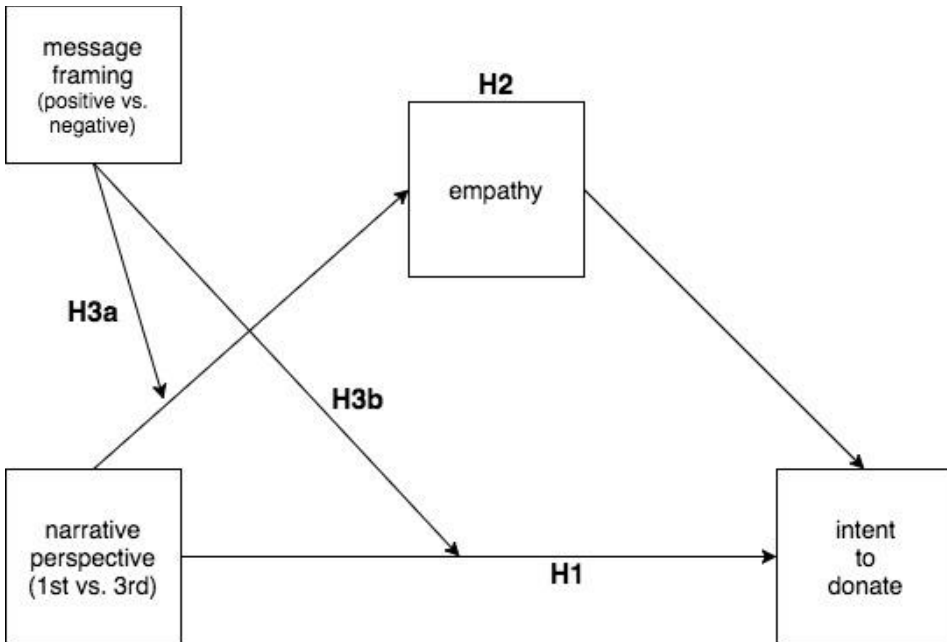
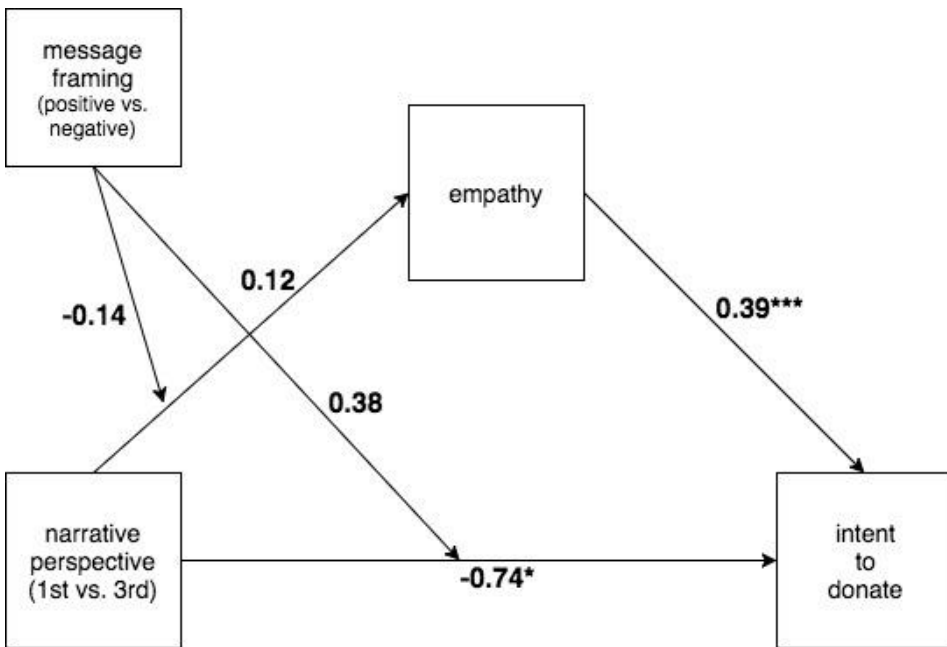


Figure 2. Moderated Mediation Model Results



Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Appendix C: MATERIALS

First-Person Perspective Narrative & Positive-Framing

My name is Kay and this is my story. On the day of the earthquake, I was home. It seemed like it was just another ordinary day. Then suddenly the earthquake occurred and I heard a loud sound and everything started to shake. I tried to run out of the house but didn't have time to get out. My shirt was caught on an iron rod and I couldn't move. Then the house collapsed while I was still inside. When I woke up I realized that I was buried under concrete. It was very dark and I cried for help. I was buried for a long time. After crying and crying, I just gave up. I thought I would just end up there, under the debris to die. Then I heard noises. People came with hammers and they tried to rescue me. I wanted to get out of there quickly but I couldn't move because my left leg was crushed. After hours and hours, I was finally saved.

Luckily, I survived, but I was left with nothing. Because my house and the neighborhood was gone, there was no food, water, or a place to sleep. But I was given help and so I was able to receive proper and timely medical attention to save my left leg. With the donations of many supporters, I can enjoy the small things in life again.

With generous supporters like you, I am able to dream about getting my ordinary life back. Now I have something to look forward to in my life again.

First-Person Perspective Narrative & Negative-Framing

My name is Kay and this is my story. On the day of the earthquake, I was home. It seemed like it was just another ordinary day. Then suddenly the earthquake occurred and I heard a loud sound and everything started to shake. I tried to run out of the house but didn't have time to get out. My shirt was caught on an iron rod and I couldn't move. Then the house collapsed while I was still inside. When I woke up I realized that I was buried under concrete. It was very dark and I cried for help. I was buried for a long time. After crying and crying, I just gave up. I thought I would just end up there, under the debris to die. Then I heard noises. People came with hammers and they tried to rescue me. I wanted to get out of there quickly but I couldn't move because my left leg was crushed. After hours and hours, I was finally saved.

Although I survived, I am now left with nothing. Because my house and the neighborhood is gone, there is no food, water, or a place to sleep. If I don't get proper and timely treatment, I will also lose my left leg. Without any help, I will no longer be able to enjoy the small things in life again.

Without generous supporters like you, I am not able to dream about getting my ordinary life back again. I have nothing to look forward to in my life anymore.

Third-Person Perspective Narrative & Positive-Framing

This is Kay's story. On the day of the earthquake, Kay was home. It seemed like it was just another ordinary day. Then suddenly the earthquake occurred and Kay heard a loud sound and everything started to shake. He tried to run out of the house but didn't have time to get out. His shirt was caught on an iron rod and he couldn't move. Then the house collapsed while Kay was still inside. When he woke up, he realized that he was buried under concrete. It was very dark and Kay cried for help. He was buried for a long time. After crying and crying, Kay just gave up. He thought he would just end up there, under the debris to die. Then Kay heard noises. People came with hammers and they tried to rescue him. He wanted to get out of there quickly but couldn't move because his left leg was crushed. After hours and hours, Kay was finally saved.

Luckily, Kay survived, but he was left with nothing. Because his house and the neighborhood was gone, there was no food, water, or a place to sleep. But Kay was given help and so he was able to receive proper and timely medical attention to save his left leg. With the donations of many supporters, Kay can enjoy the small things in life again.

With generous supporters like you, Kay is able to dream about getting his ordinary life back. Now he has something to look forward to in his life again.

Third-Person Perspective Narrative & Negative-Framing

This is Kay's story. On the day of the earthquake, Kay was home. It seemed like it was just another ordinary day. Then suddenly the earthquake occurred and Kay heard a loud sound and everything started to shake. He tried to run out of the house but didn't have time to get out. His shirt was caught on an iron rod and he couldn't move. Then the house collapsed while Kay was still inside. When he woke up, he realized that he was buried under concrete. It was very dark and Kay cried for help. He was buried for a long time. After crying and crying, Kay just gave up. He thought he would just end up there, under the debris to die. Then Kay heard noises. People came with hammers and they tried to rescue him. He wanted to get out of there quickly but couldn't move because his left leg was crushed. After hours and hours, Kay was finally saved.

Although Kay survived, he is now left with nothing. Because his house and the neighborhood is gone, there is no food, water, or a place to sleep. If Kay doesn't get proper and timely treatment, he will also lose his left leg. Without any help, Kay will no longer be able to enjoy the small things in life again.

Without generous supporters like you, Kay is not able to dream about getting his ordinary life back again. He has nothing to look forward to in his life anymore.

Empathy Index (7 Point Likert Scale)

Please indicate the level of agreement with the following statements.

| | not at all | | | | | | extremely |
|-----------------------|---------------|---|---|---|---|---|-----------|
| I feel sympathetic. | o | o | o | o | o | o | o |
| I feel compassionate. | o | o | o | o | o | o | o |
| I feel softhearted. | o | o | o | o | o | o | o |
| I feel warm. | o | o | o | o | o | o | o |
| I feel tender. | o | o | o | o | o | o | o |
| I feel moved. | o | o | o | o | o | o | o |

Batson, C. D., Early, S., & Salvarani, G. (1997). Perspective taking: Imagining how another feels versus imagining how you would feel. *Personality and Social Psychology Bulletin*, 23, 751–758.

Intent to Donate (7 Point Likert Scale)

Please indicate the level of agreement with the following statements.

| | definitely not | | | | | definitely will | |
|---|-------------------|---|---|---|---|--------------------|---|
| I am willing to help by donating money. | o | o | o | o | o | o | o |
| I am willing to help by recommending donating to family or friends. | o | o | o | o | o | o | o |

Maheswaran, D., & Meyers-Levy, J. (1990). The influence of message framing and issue involvement. *Journal of Marketing Research*, 27, 361-367.

요약 (국문초록)

본 연구는 기부 상황에서 도움이 필요한 사람의 이야기의 관점이 기부 의도에 어떤 영향을 주는지 알아보기 위해 고안되었다. 일인칭 시점과 삼인칭 시점으로 쓰여진 이야기가 각각 사람들에게 달리 영향을 끼칠 것이라 예측하였다. 기존 연구들의 의하면 사람들은 도움이 필요한 사람의 신원을 알 경우 알지 못할 경우보다 더 상황을 감정적으로 판단하였으며, 신원을 알 수 있는 대상에게 더 많은 기부를 한다고 밝혀졌다. 그리하여 신원 뿐만이 아니라 대상에 대한 상황을 자세하게 설명 할 수 있는 이야기가 통계적인 보고 보다 기부 의도를 더욱더 이끄는 데 효과적일거라 생각하여 본 연구는 이야기를 이용했다. 또한 사람들이 똑같은 경우에 놓여져 있을 때 이익을 획득 하는 것 보다 손실을 줄이는 것을 더 선호하기에 어떠한 메시지가 부정적으로 형성 되어 있을 때 긍정적인 메시지 보다 더 감정적으로 판단한다는 기존 연구 결과에 의거하여 이야기를 통해 유발되는 감정에 더하여서 이야기가 부정적으로 형성 되어 있을 경우 감정을 더더욱 자아낼 수 있다고 예측 하였다.

그리고 여러 기존 연구들에 따르면 기부 의도를 이끌어내는 주요소는 동정심 뿐만이 아니라 대상의 감정에 이입 되어 그 감정을 그대로 느끼는 것이다. 그리하여 본 연구는 일인칭 시점으로 쓰여진 부정적인 이야기가 도움의 대상의 절실한 상황과 그에 맞는 감정에 더 이입할 수 있게 하여 기부 의도를 증가 시킬 거라 예측하였다. 본 연구 결과에 따르면

일인칭 시점으로 쓰여진 이야기, 감정 공감 향상, 그리고 부정적인 메시지가 기부 의도를 더 이끌어 냄을 확인하였다. 하지만 부정적인 메시지와 달리 일인칭 시점의 이야기는 감정 공감을 향상하여 기부 의도를 이끌어 낸 것이 아니며 또한 두 요소들의 상호작용 또한 유의하지 않음을 밝혔다. 그리하여 이야기의 시점과 이야기의 구성이 기부 의도를 이끌어 내는 데에는 효과가 있다는 것을 시사 하지만 그 과정중의 작용하는 다른 요소나 감정을 더 살펴볼 필요가 있다고 생각된다. 이 연구를 비롯하여 기부 의도를 더욱더 이끌어 낼 수 있는 요소들에 대한 연구가 필요하다 생각된다.

주요어: 기부의도, 감정 공감, 이야기의 시점, 이야기 구성, 긍정적, 부정적

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