

Supplementary Materials for
First-Person Effects of Emotional and Informational Messages
in Strategic Environmental Communications Campaigns

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Stimuli examples

Emotional messages. The emotional video messages used in this study were broadcast television commercials for Toyota, GE, CSX, and Nissan that supported the pro-environmental aspects of the company's products and/or operations. The CSX and Toyota advertisements emphasized emotional images; the GE and Nissan messages emphasized emotional stories.



In the GE commercial, a child “captures the wind” so his grandfather can blow out his birthday candles (the same way GE captures the wind for clean energy generation).



Nissan tells the story of a polar bear traveling all the way down from the Arctic to give hug to a Nissan Leaf owner.

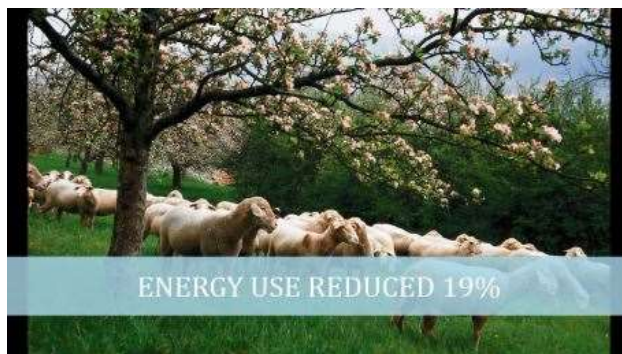


The Toyota advertisement uses the imagery of a car “composting” into the landscape to convey the company’s commitment to zero-waste processes.



The CSX commercial uses the tag line “nature is spectacular” with exciting and emotive nature images (including one of a little girl blowing on a dandelion) and a CSX train moving across a perfect landscape to connect the lower emissions associated with train transportation with the glories of nature.

Informational messages. The informational messages were videos created by the researchers, with assistance from film/video faculty, to convey the same idea of pro-environmental products and practices that are the responsibility of each company. Background music and moving images were included to create equivalency on these factors. But rather than emotional images or narratives, the narrator used rhetorical arguments and factual evidence to support the pro-environmental claim (e.g., GE is reducing carbon emissions with increased wind power). In addition, statistics and “laundry-list” factual items that support the arguments were superimposed over the images on the video.



This screenshot from the GE informational video shows how facts and statistics were imposed on nature images.



This screenshot from the Toyota informational video shows the same car as the emotional advertisement (Prius), but rather than “composting,” the facts about carbon emissions reduction were shown.



Also from the Toyota video, pro-environmental achievement “laundry lists” were presented (as opposed to emotional images that were metaphors for the product’s natural qualities).