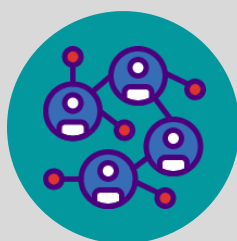


# POSITIVE OR NEGATIVE IN SOCIAL ACTIVISM

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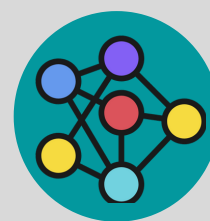
## INTRODUCTION



Dialogue between social injustice frames and pro-cause action emotions as a way to increase social mobilization



Role of communication in social activism from models that surpass the mere emotional reaction



Possessing attitudes is not enough to influence behavior. People need to believe that their attitudes are correct and feel comfortable with them

## OBJECTIVE

A message focused on the cause (and its results) will motivate a previously sensitized audience depending on their interactions with source favorability

## METHODOLOGY

**Bifactor experimental action 2**

**action result**

**(failure versus success)**

**x 2 valences**

**(favorable versus unfavorable source)**

**297 people who are pro-avoidance of evictions**

## RESULTS

Table 1. Results of the interaction between result of the action vs. source on pro-cause motivation						
	Mean	DT	F	GI	p	$\eta^2$
<b>Moral motivation (MM)</b>			9.238	3	<.000	.086
Success vs. unfavorable source (n=63)	7.68	1.81				
Failure vs. unfavorable source (n=83)	7.87	1.69				
Success vs. favorable source (n=81)	7.64	1.79				
Failure vs. favorable source (n=70)	6.28	2.77				
<b>Affective motivation for action (AMA)</b>			0.024	3	.995	.000
Success vs. unfavorable source (n=63)	4.54	1.63				
Failure vs. unfavorable source (n=83)	4.56	1.63				
Success vs. favorable source (n=81)	4.56	1.66				
Failure vs. favorable source (n=70)	4.50	1.71				
<b>Affective motivation for rejection (AMR)</b>			14.302	3	<.000	.128
Success vs. unfavorable source (n=63)	5.09	1.75				
Failure vs. unfavorable source (n=83)	5.91	1.50				
Success vs. favorable source (n=81)	5.10	1.97				
Failure vs. favorable source (n=70)	4.03	1.84				
<b>Pro-conduct Motivation (PcM)</b>			15.416	3	<.000	.136
Success vs. unfavorable source (n=63)	6.74	1.77				
Failure vs. unfavorable source (n=83)	7.29	1.62				
Success vs. favorable source (n=81)	6.83	1.77				
Failure vs. favorable source (n=70)	5.34	2.17				

The results allow us to infer that the messages from sources that are hostile to the cause that report negative results, have the potential to emotionally and behaviorally motivate activists to a greater extent than messages with more positive results from favorable sources

## CONCLUSIONS



The results show that reporting on the failure of the cause better sensitizes a pro-cause audience



This perception of failure is accentuated when reported in a hostile medium



The sharper the perception of social injustice as revealed by the news, the more likely the person will be to act in favor of the cause

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