2016-04-06

The Effects of Anti-Trafficking Ads on Support for Anti-Trafficking

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THE EFFECTS OF ANTI-TRAFFICKING ADS ON SUPPORT FOR ANTI-TRAFFICKING

MARCOS GALLO, ECONOMICS
MENTOR: JOEL SELWAY

INTRODUCTION

A significant gap exists in the literature on the effectiveness of advertising on increasing support for anti-trafficking policies and community involvement in anti-trafficking organizations.

There is a debate in the literature as to whether positively framed ads are more effective than negatively framed ads.

METHODOLOGY

Survey experiment in Thailand (N=945).

Respondents were randomly assigned to a control (no text) or one of the five treatments:

- Nationalism (King)
- Culture (Motherhood)
- Religion
- Negative
- Positive (Pro-sociability)

After the seeing the ad, respondents saw:

How much do you agree with the statement: "The government should spend more money on anti-trafficking measures."

Click here to know more about TRAFCORD. Or click next to continue survey.

RESULTS

How effective are ads in changing people’s support for policy?

How effective are ads in persuading people to volunteer?

DISCUSSION

- Treatments have no statistically significant effect on support for policy when compared to the control.
- All treatments change behavior significantly, as measured by the amount of clicks.
- Pro-sociality ads are more effective than negatively framed ads (more salient among men).
- Overall, there are no significant differences among different treatments.
- Persuasion rate (DellaVigna & Kaplan 2007) for treatments in aggregate: 23.5%

IMPlications

- NGOs should use advertisements as a means of persuading people to volunteer and donate.
- Advertisements are not a very effective tool to increase support for anti-trafficking policy.
- Further research should include field experiments to provide more externally valid results.