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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 five treatments:

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

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?

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>2.0</td>
<td>2.6</td>
</tr>
<tr>
<td>King</td>
<td>2.1</td>
<td>2.7</td>
</tr>
<tr>
<td>Motherhood</td>
<td>2.2</td>
<td>2.8</td>
</tr>
<tr>
<td>Religion</td>
<td>2.3</td>
<td>3.0</td>
</tr>
<tr>
<td>Negative</td>
<td>2.4</td>
<td>3.1</td>
</tr>
<tr>
<td>Positive</td>
<td>2.5</td>
<td>3.2</td>
</tr>
</tbody>
</table>

How effective are ads in persuading people to volunteer?

<table>
<thead>
<tr>
<th></th>
<th>Probability of Clicking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>0.3</td>
</tr>
<tr>
<td>King</td>
<td>0.4</td>
</tr>
<tr>
<td>Motherhood</td>
<td>0.5</td>
</tr>
<tr>
<td>Religion</td>
<td>0.6</td>
</tr>
<tr>
<td>Negative</td>
<td>0.7</td>
</tr>
<tr>
<td>Positive</td>
<td>0.8</td>
</tr>
</tbody>
</table>

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.