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 whether positively framed ads are more effective than negatively framed ads.

METHODODOLOGY

▶️ 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-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?

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<th>Male</th>
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<tr>
<td>Positive</td>
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<td>2.2</td>
</tr>
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</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.