INTRODUCTION
Narratives connect with our emotions, impact what we believe, teach us new behaviors, and shape our cultural identity.

The impacts and effects of narratives are possible because of the cognitive processes of the audience.

The world of media convergences offers farmers the opportunity to reach audiences in a powerful way through multiple forms of communication.

OBJECTIVE 1
Determine the effects of different types and lengths of video communication on the attitude of Florida residents toward the message.

OBJECTIVE 2
Determine the effects of different types and lengths of video communication on the elaboration Florida residents toward the message.

OBJECTIVE 3
Determine the effects of different types and lengths of video communication on the transportation of Florida residents into the message.

METHODS
- 2 x 3 between-subjects factorial design
- Type and Length of media
- Actor portrayal

FLORIDA POPULATION
- 18 years of age or older
- 712 respondents
- 507 completed responses

CONSTRUCTS OF INTEREST
- Attitude, Elaboration and Transportation
- Multiple-item scales adapted from pre-validated scales

DATA ANALYSIS
- Descriptive statistics for all of the objectives
- Demographics were analyzed using frequencies

RESULTS

ATTITUDE
M=4.44 | M=4.21
Largest overall mean was narrative medium treatment
Lowest overall mean was narrative long treatment

ELABORATION
M=4.87 | M=4.60
Largest overall mean was narrative medium treatment
Lowest overall mean was analytical long treatment

TRANSPORTATION
M=4.09 | M=3.55
Largest overall mean was analytical medium treatment
Lowest overall mean was analytical short treatment

DISCUSSION
All videos resulted in positive attitudes toward the information and practices on the farm.

Medium-length video treatment groups reported higher transportation as well as higher elaboration and positive attitude scores.

Narrative videos resulted in higher self-reported cognitive elaboration; however, analytical videos resulted in higher reported attitude scores.

Further research: direct measurements of elaboration, biometric measurement for cognitive load, increased differences in length of media, various talking heads/message sources, and qualitative inquiry.