

INTRODUCTION

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

(Appel & Maleckar, 2012; Dal Cin et al., 2008)

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

(Appel & Maleckar, 2012; Gerrig, 1993; Gordon et al., 2018; Van Laer et al., 2014)

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

(Holt et al., 2015)

METHODS

EXPERIMENTAL SURVEY DESIGN



- 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**

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

LITERATURE REVIEW

Theoretical framework included elaboration likelihood model, narrative transportation theory, and cognitive theory of multimedia learning

(Gerrig, 1993; Mayer & Moreno, 2003; Petty & Cacioppo, 1986)

Videos that are three minutes and under showed the highest engagement between the viewer and the media

(Guo et al., 2014)

High transportation (engagement) within a message leads to higher intentions to accept information and elaborate further on the issue

(Cho et al., 2014; Seo et al., 2018; Williams et al., 2010)

High transparency within a message results in more favorable attitudes and higher self-reported trust

(Lundy, 2007)

LET'S GET PERSONAL!

Determining the effects of personal narratives in agricultural messaging.

Levy Randolph, Tiffany Rogers-Randolph, Ricky Telg, Joy Rumble, Sebastian Galindo, & Angie Lindsey

Kansas State University | University of Florida | Ohio State University

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