

# Research Proposal

Student's Name

Institutional Affiliation



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The research will include a simple quasi-experiment, aimed at finding out how fear and persuasion work in the passing of a message to the general public. Fear as is known, has been one of the main ways used in the past to make people believe in certain things. This study will be used to find out whether the technique still works with public service announcements. The research will aim at showing how fear and persuasion work specifically with policies such as texting and driving.

In order to be effective, the constructs of interest have to be fully understood. One of these constructs in this case is The Impact of High Fear Levels in Public Service Announcements. High fear levels can be explained using a few phenomena. One of these phenomena is the appeal to victimization. In the case of texting while driving, high fear appeal advertisements would be those that threaten people with victimization if they do so.

A good example of a high fear appeal plan is when the announcement uses peers of a driver to show everyone else that the effects of something on friendships are negative. It could be an advertisement showing a person's peers endorsing him for not texting while driving. It could also be one that shows a person's peers frowning upon him once they realize that he texts and drives at the same time. The appeal to the public could easily be measured, with some control on the side, where the effects of no advertising at all would be compared.

For this research, the main method that will be used will be a real

experiment. The experiment will involve observing a particular set of people about how they view fear when it is used to prevent them from texting while driving. In this experiment, specific groups of people will be observed. The ages of these people will be considered. For example, the sample size of groups of people will be people aged above 25 years versus those aged below 25 years. All these people need to drive and own a cell phone. The sample size could also be aim at showing the difference in education levels impact on the fear appeal. Here, people with at least a college education will be compared to those without a college education. Gender could also be used where the fear appeal effect in males and females is compared. In all these cases, a control group of people who are not subjected to the conditions should be present. The methods that will be used will include questionnaires and interviews, both before exposure to fear inducing video and after. Honesty from the participants will be encouraged in this case.

The study in itself will not be entirely conclusive. Instead, it should be a doorway for other future studies on the same or different phenomena. In that case, it would be necessary to note down the weaknesses of the methods used here, along with the conclusions that will be made. The literature from other writers on the same subject would be helpful when it comes to the subject in question.

In summary, the first bit of the proposal has been explained. From this, the hypothesis is clear, so is the research question. The methods that will be used have also been outlined. At the end of this research, a report will be written, with some of the main challenges that were encountered during the research.