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A content analysis of guilt appeals in animal welfare campaigns

by

Tianxin Wen

A thesis submitted to the graduate faculty

in partial fulfillment of the requirements for the degree of

MASTER OF SCIENCE

Major: Journalism and Mass Communication

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Iowa State University

Ames, Iowa

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ABSTRACT

Guilt appeals are common promotion strategies used by animal welfare organizations and animal shelters; however, little research has paid enough attention to the formation of guilt appeals and the association among different elements of guilt appeals. The purpose of this study is to investigate the frequency of different guilt appeal-generating elements used in animal welfare campaigns and the relationship among these elements. A content analysis of 338 animal welfare campaign posters for eight animal welfare topics was conducted using data from Google and Bing image search engines.

The research found that reactive guilt and anticipatory guilt are both most frequently used in animal welfare campaigns. In addition, most campaign posters tend to include harmfulness in their content. The statements of fact and victims are the most frequently expressed verbal and visual message, respectively. This study also found that components of guilt appeals are associated with different types of guilt. However, the association between guilt types, the intensity of guilt, and visual messages did not show any statistical significance. Overall, this study advances the understanding of how animal welfare organizations attempt to achieve their persuasive goals by using guilt appeals. Moreover, the findings from this study provide a foundation on how guilt is created from theoretical and practical perspectives for those interested in researching the effect of guilt appeals used in animal welfare campaigns.

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CHAPTER 1

INTRODUCTION

The topic of animal welfare has been brought to the attention of the American society in recent years (Yount, 2004). Animal welfare refers to "the relationships people have with animals and the duty they have to assure that the animals under their care are treated humanely and responsibly" (Strand, 2016). The human kind has always had relationships with animals. Through the ages, people raised domesticated animals as their workmates and assistants (Yount, 2004). Meanwhile, they also could get their meals and clothing from animals, or exchanged animals for currency (Yount, 2004). From these perspectives, it can be inferred that the relationships between humans and animals are unequal. The way that humans treat animals also can be concluded as a cruelty.

Ascione (1993) defined cruelty as "an emotional response of indifference or taking pleasure in the suffering and pain of others, or as actions that unnecessarily inflict such suffering and pain" (p. 226). Engaging in such unethical thinking, four different types of views regarding the nature of human duties to animals are presented: the utilitarianism, the animal right view, the species-integrity view, and the agent-centered view (Appleby & Hughes, 1997). What utilitarianism cares about is the interests of those who are being affected, but not the moral value of each individual animal (Appleby & Hughes, 1997). Opposite to utilitarianism, the animal right view never advocates sacrificing animal rights to

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benefit humans (Appleby & Hughes, 1997). In addition, the species-integrity view not only focuses on individual but also emphasizes the value of species (Rolston, 1989). Different from the other three kinds of views, the agent-centered view claims that humans have duties to animals since they treated themselves as a moral agent (Kant, 1989). Among these four, utilitarianism view leads to the problem of cruelty.

The puppy mills in the U.S. show how the utilitarianism view toward animals has yielded the poor living condition of animals. According to the American Society for the Prevention of Cruelty to Animals (ASPCA), almost two-thirds of American households have at least one pet, with 28% of dogs bought from pet stores. However, most puppies sold in pet stores are purchased from puppy mills, which do not provide them with humane treatment. Because of the filthy environment in puppy mills, where profit is placed above the living quality of animals, animals in these puppy mills always confront serious health problems (Carmody, 2016). To maximize profits, those who own and run these puppy mills would let female dogs breed as much as they can until these dogs cannot reproduce, and then they kill them once they become infertile. In addition, there have been a number of cases where animals are treated cruel, such as animal testing (Abbott, 2005), animal circus (Carmeli, 1997) and the animal skin industry (Merz-Perez & Heide, 2003). Under these circumstances, animals are likely to be infected with diseases that they would rarely previously have contact with or lose their life only for contributing their skin to humans' welfare.

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In order to avoid such tragedies, animal shelters and non-profit animal rights organizations promote a series of campaigns to persuade publics to support animal welfare and fight for animal rights. For instance, the People for the Ethical Treatment of Animals (PETA) encouraged people to adopt pets from animal shelters instead of purchasing them from pet stores by listing eight shocking reasons. It also launched the "keeping skeletons out of the closet" campaign to encourage the public to stop wearing animal skin products (Austin, 2013). These advertising campaigns promote how we ought to treat animals and what is the right thing to do as a moral individual.

In these campaigns, various approaches to persuading people to treated animals humanely are used, including guilt appeals. Advertisements using guilt appeals, which successfully mentions some voluntary behaviors and customers' duties, are more effective than advertisements without the use of guilt appeals (Z. Basil, M. Ridgway, & D. Basil, 2006). In the context of advertising, creating an effective campaign can be understood as making a profound impression of the product in customers' minds or getting higher sales. Previous research suggests that if animal shelters and non-profit animal right organizations use guilt appeals as a message strategy, they will motivate more people to adopt animals from shelters (Haynes, Thornton & Jones, 2004).

However, there are few studies showing how guilt appeals are used in animal welfare campaigns. There are numerous studies that analyzed the use of guilt appeals on charity affairs, encouraging generous actions or donations to aid the poor, ill, or helpless, such as

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organ donation and world hunger (Lichtenberg, 2009). The findings show that the campaigns using guilt appeals as a tactic to promote donation can be more persuasive than those without using them (Hibbert, Smith, Davies & Ireland, 2007). Since the purpose of animal welfare is to provide help and save the life of animals, animal welfare could be one of the charity affairs. This leads us to wonder whether there is similar usage of guilt appeals in animal welfare campaigns. As such, exploring what types of content are used and how they are presented in guilt appeals is the first step to understanding the use of guilt appeals in animal welfare campaigns.

Therefore, the purpose of this study is to analyze the content of guilt appeals in the context of animal welfare issues. More specifically, this study samples guilt-appeal campaigns of animal shelters and non-profit animal welfare organizations, and then conducts a content analysis to understand the current status of using guilt appeals in animal welfare campaigns. Also, this study analyzes how the verbal messages of campaigns are presented differently depending on the type of guilt in animal welfare campaigns employing guilt appeals. The contribution of this study is to fill the gap between the existing literatures on guilt appeals. This study also contributes to advancing our understanding of how these animal welfare organizations attempt to achieve their persuasive goals by using guilt appeals. Furthermore, the findings from this research can provide those interested in studying the effect of guilt appeals used in animal welfare campaigns with knowledge on how guilt is created from theoretical and practical perspectives.

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This research follows the structure like this: Chapter 1 briefly informed the background and goal of this study. Chapter 2 outlines previous literature related to guilt appeals in both campaigns and advertising. By using the literature reviewed in Chapter 2, Chapter 3 introduces the details method used in this study. In Chapter 4, results and analyses are presented. Then, Chapter 5 makes a deeper discussion for the results in Chapter 4. Chapter 6 provides implications and limitations of this study along with suggestions for future research.

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CHAPTER 2

LITERATURE REVIEW

Definition of Guilt

Guilt is one of the ubiquitous emotions happening in our lives and across different cultures (Izard, 1977). It is a type of mental hardship existing in the society that prompts and inspires prosocial behavior (Lazarus, 1991; O'Keefe, 2000). As social norms affect individual's cognition, guilt eventually comes from an "essentially private recognition that one has violated a personal standard" (Kugler & Jones, 1992, p. 262). When people are aware of violating a social norm, moral standard, or existing laws, a feeling of guilt may be generated (Heidenreich, 1968). For example, Izard (1977) suggested "usually people feel guilty when they become aware of the fact that they have broken a rule and violated their own standards or beliefs. They may also feel guilty for failing to accept or carry out their responsibility." (p. 423). What's more, the feeling of guilt always comes with regrets and the wish of undoing the action that had already happened or will happen (Roseman, Wiest, & Swartz, 1994). There is another condition that can trigger people's feelings of guilt. If an individual notices that there is a huge gap in well-being between himself or herself and other people who are living in worse conditions, that awareness may provoke a sense of guilt (Burnett & Lunsford, 1994).

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From the previous studies, there seem to be three dimensions on the concept of guilt: the violation of standards, the temporal dimension, and the subsequent feeling of regret. First, the violation of standards can be divided into individual and social levels. For example, people may feel guilty when they refuse to lend money to their friends (individual level) or they may feel guilty when they fail to return the extra money withdrawn from ATM (social level). Second, regarding the temporal dimension, the feeling of guilt may stem from a violation that had already happened in the past or a contemplation of violation that will happen in the future. In other words, if a person played hooky from work, he or she might experience guilty feelings. Also, if people recognize that there is a person in need whom they decided not to help, then guilt will be generated even though they have not done any action yet. Finally, guilt usually comes with a subsequent feeling of regret. This kind of subsequent feeling could occur if someone left the scene after causing a traffic accident.

Wide Use of Guilt Appeals in Campaigns

People's behavior can be modified after experiencing guilt, for guilt plays a significant role in shaping people's conscience (Izard, 1977). Ruth and Faber (1988) found that audiences who are exposed to guilt-appealing advertising are more likely to have guilty thoughts than other people who are not. It is important to use guilt appeals with a moderate level of tolerance since too much or too little dose of guilt would lead to opposite effects form the persuader's intended goal.

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On a positive side, guilt appeals can be a useful tool to achieve persuasive goals, because the arousal of guilt may change people's behavior (Hyman & Tansey, 1990). Like other negative emotional appeals, researchers have noted that guilt appeals are frequently used in advertising to motivate prosocial behaviors (Huhmann & Brotherton, 1997), which refers to various behaviors that intend to have positive influence on the society and other people, such as helping strangers or cooperating with others (Batson, 1998).

With the wide use of guilt in achieving charity goals, many researchers have begun to discuss the effect of guilt appeals in marketing. Some studies confirmed that advertising campaigns that make people feel guilty (Wheatley & Oshikawa, 1970) result in people's purchasing the product or service. Furthermore, researchers have investigated reactions of audiences as well (Ghingold, 1981). For example, when people feel guilty, they may be concerned with unpleasant feelings, which drive them to pay the compensation to mitigate the feeling of guilt (Ghingold, 1981; Izard 1977). Donating money, volunteering time and effort, or intention to donate or volunteer can be a useful way to reduce negative feelings and to balance their emotions to a normal state (Haynes et al., 2004). In the context of charity affairs, the idea of amending the feeling of guilt will lead to the motivation and behavioral intention of donation (Hibbert et al., 2007).

When it comes to the use of guilt appeals for animal welfare organizations, guilt-appeal campaigns were found to be more effective than non-guilt appeal campaigns in audiences' decision- making process (Haynes et al., 2004). The study by Haynes et al. (2004)

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compared the effect of warmth-appeal with guilt-appeal print advertising on donation behavior. They demonstrated that negative posters, which elicited guilt, were more persuasive than positive posters eliciting warmth. As for the persuasiveness of such negative appeals, it is common to achieve charity goals by evoking audiences' guilt (Huhmann & Brotherton, 1997). Hence, for the audiences, "prosocial behavior that is motivated by a desire to reduce one's anticipated sense of guilt would be egotistically motivated" (Basil et al., 2006, p. 1036).

On the contrary, an improper intensity of guilt may cause opposite outcomes with negative influences, which goes against the persuader's intended goals. Previous literature suggested that medium intensity of guilt appeals could be most effective among the target audiences than high and low intensity of guilt appeals (Coulter & Pinto, 1995). Therefore, the manipulation process of the most appropriate level of guilt has proven hard to determine. Several studies have demonstrated that high intensity of guilt may lead to opposite responses and discourage the intended idea (Coulter & Pinto, 1995). An excessive use of guilt appeals may arouse anger or annoyance from the audience when used in campaigns (Coulter & Pinto, 1995). In addition, when people feel that the advertiser manipulates them, the reactions might be negative (Cotte, Coulter, & Moore, 2005).

All in all, advertisers use guilt appeals in animal welfare campaigns frequently. However, advertisers have to maintain a balance between an adequate or inadequate (e.g., too much or too little) level of guilt in advertising. Guilt appeals can be used in different media

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channels in advertising, but this study focuses on guilt appeals in print advertising. The following section introduces the different types and primary components of guilt appeals that help identify variables to be coded in the content analysis of animal welfare campaigns.

Types and Primary Components for Guilt Appeals

Reactive, anticipatory, and existential guilt are three major types of guilt used in advertising (Huhmann & Botherton 1997). First, when people transgress their own principle of appropriate behavior, they may generate reactive guilt (Huhmann & Botherton 1997). It can be categorized into post-decision guilt, which is important in advertising and marketing (Burnett & Lunsford, 1994). In real life, reactive guilt occurs after we did something that violates our own moral standard or social discipline like failing to return a wrong addressed parcel. In the context of animal welfare, *the People for the Ethical Treatment of Animals* (PETA), promoted a campaign using reactive guilt to encourage pet lovers to adopt animals at shelters. As seen in Figure 1, there are several lines of verbal messages on the left of this poster that reads “I’m Kai. I was bought and sold on Gumtree and ended up homeless.” The slogan of this campaign is “Adopt. Don't shop.” This slogan shows that people should not treat animals as merchandise. If people do so, it may violate the ethic of the audience.

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Figure 1. Poster of PETA campaign "Abandoned Dog Kai is Why You Should Never Buy or Sell an Animal Online"

Different from reactive guilt, anticipatory guilt will arise when people are about to go against their own standard, like lying about asking for a sick leave (Huhmann & Botherton 1997). The difference between reactive guilt and anticipatory guilt is that the former is post-decision guilt while the latter is pre-decision guilt. In advertising, anticipatory guilt can be aroused by telling consumers that they will develop a sense of guilt if they do not purchase the products that they consider buying (Burnett & Lunsford, 1994). As such, anticipatory guilt focuses on the action that has not happened yet, and it can build the intentions and behaviors in various domains (Richard, Pligt & Vries, 1996). For example, as illustrated in Figure 2, *Pawsitively Texas*, an organization founded to save homeless animals and raise money for the care of pets, aroused a guilty feeling by asking the question: "Why buy when you can find purebred pets like me at city shelters?" and state the fact: "If not adopted, we will be killed. It's a sad truth!" It gives the audience the awareness that, if they do not adopt animals, they will contribute to the death of the stray dogs, which will make them feel guilty.

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Figure 2. Poster of Pawsitively Texas campaign "Adopt a Pet!"

Finally, when people feel luckier than other people, they may get a feeling of empathy, which leads to a sense of guilt. This is the case of existential guilt. As Montada (1993) explained, the moral emotion of existential guilt can be generated when people profit from some illicit benefits. In that case, people tend to diminish the gap between their own prerogative and other's destitutions by offering help to the people in need (Schmitt, Behner, Montada, Müller & Müller-Fohrbrodt, 2000). Similarly, Basil et al., (2006) illustrated that empathy (i.e., the ability to understand another people) would enhance the effectiveness of guilt appeals. In the context of animal welfare, *the Association of Shelter Volunteers and Animal Rights Istanbul*, an animal welfare organization in Turkey, promoted an advertisement that calls for the end of buying animals from pet stores. The text in this print advertising reads, "Every pet you buy from pet shops causes death of another. Don't buy, let's adopt from shelters." (Figure 3). In this poster, the man wearing a shirt swipes his card across the body of a dog. The action shows the strong power of the human versus the weakness of the shelter animal, which leads the audience to generating existential guilt.

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Figure 3. Poster of Association of Shelter Volunteers and Animal Rights Istanbul campaign "Dog"

In addition to these three types of guilt, there are several necessary components for guilt formation that previous studies have emphasized: responsibility, harmfulness (Miceli, 1992), and self-efficacy (Z. Basil, M. Ridgway, & D. Basil, 2008). First of all, responsibility refers to three layers of meanings in The Oxford American Dictionary of Current English ("responsibility", 1999): (a) the state or fact of being responsible (b) the ability to act independently and make decisions; (c) the person or thing for which one is responsible. For example, soldiers have responsibilities to obey orders and serve for the military, which means they have duties and they are legally required to act on orders as well as protect other people. Figure 4 shows an example of emphasizing responsibility in an animal welfare campaign. *The Pet Lovers Foundation* has a print advertisement with a huge slogan, which declares: "A pet is for life!" Under this slogan, there are also lines of smaller-size text that says, "To be a responsible cat owner, say no to pet abandonment, indiscriminate breeding & casual ownership." Responsibility comes from the ability to make something happen or prevent things from happening (Basil et al., 2006). Specifically, an awareness of responsibility will be

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raised, when people recognize the effectiveness of charitable donation to the poor that they could make. This kind of responsibility can be used to mediate the charitable issue (Basil et al., 2006) and have positive effects on campaign persuasiveness. In other words, if people do not recognize the responsibility to follow the suggestions from the campaign, they will not feel guilty.

Figure 4. Poster of Pet Lovers Foundation campaign "A Pet is for Life"

Also, people will not evoke the feeling of guilt when an advertising campaign does not mention potential harms during the persuasion process (Miceli, 1992). Miceli (1992) defined harmfulness as something that is "endowed with negative power, i.e., with power to thwart goals." (p. 82). For example, people will feel guilty if they refuse to make a charitable donation to the people in need, because it may threaten their lives. In the context of animal welfare, *Peta2* makes a poster to persuade the audience from buying animals and encourage them to adopt animals, because "Buying animals is killing animals" as seen in Figure 5.

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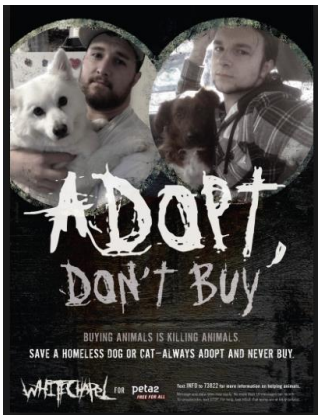

Figure 5. Poster of Peta2 campaign "Adopt, don't buy"

Third, it is also known that both the level of guilt and donation intention can be increased with the use of self-efficacy in the context of charity donation campaigns (Basil et al., 2008). Self- efficacy refers to individuals' own ability to deal with the situation and accomplish the intended behaviors (Bandura, 1986). This tactic is also well used in advertising campaigns. For example, *the American Society for the Prevention of Cruelty to Animals* (ASPCA) has promoted a serial of donation campaigns to encourage people to donate to animal welfare organizations. In this print advertisement, the text reads, "You can help save animals from abuse for just 60₵ a day." or "Become an ASPCA Guardian for just 60₵ a day and help find loving homes for abandoned pets." Also, the slogan "Will you be my miracle?" obviously indicates that the audience can be animals' miracle easily since they have the ability to pay 60₵. In this regards, when an individual is certain that he or she is able to achieve the intended goals with no much effort, the individual has more possibility to act on the advocated behaviors to mitigate the guilt (Basil et al., 2008).

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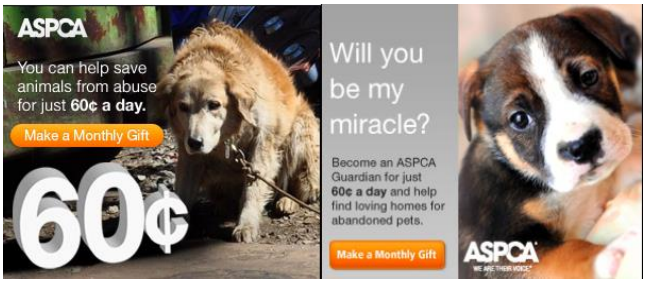

Figure 6. Poster of ASPCA campaign "Will you be my miracle?"

However, guilt can also evoke negative emotions toward the campaign messages (Cotte et al., 2005). So it is necessary to use this approach to avoid any unwanted responses. In consideration of the negative outcomes and the relationships between guilt and these three components, communicators should test not only the type of guilt that the appeal induces, but also the usage of responsibility, harmfulness and self-efficacy. Previous studies have only tested the situation of guilt appeals in popular magazine advertisement. A more accurate research of guilt appeals used in animal welfare campaigns by analyzing all these three types of guilt will be provided in this research.

Verbal and Visual Messages of Guilt Appeals

From examples in the context of animal welfare in the previous section, it can be understood that a verbal message always helps the expression of guilt inducement. In the communication process, a verbal message can easily arouse guilt emotion. For these verbal messages, Vangelisti listed 17 types of guilt-eliciting forms of verbal techniques (Vangelisti, Daly, & Rudnick, 1991). Among these 17 forms, Huhmann and Brotherton (1997) identified four major guilt-eliciting statements that were widely used in print advertisements.

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The first statement refers to the statement of fact, which describes the environment and information, thereby producing guilt of the audience. For instance, "every day, two thousand children lost their right to enter school because they are living in poverty in the U.S." Second type of verbal message refers to the statement of action, which stands for the individual behavior should whether or not occur by supporting or rejecting certain behaviors (Huhmann & Brotherton, 1997). Similarly, it also can be edited into a statement of action, "Yesterday, another kid left school because of your behavior." The third kind of statement is suggestion/order, which gives you advice for the future and guides your behaviors (Huhmann & Brotherton, 1997). In that strategy, it can be stated "you should donate money to help bring the children back to school." or "You must donate money to the children." The reason for merging these two types of statement is coders always fail to distinguish the sentences from each other. The fourth type of statement is question (Huhmann & Brotherton, 1997), such as "did you help any kids go back to school?"

Last, the fifth type of statement that can be used in animal welfare campaign is warning, which demonstrates the potential negative consequence of certain behavior. For example, the statement "When you are buying a pet you are killing a pet" illustrated the potential harm and negative result of purchasing a pet from a pet store. By using such techniques, verbal message can be a useful tool to elicit guilt from audiences.

At the same time, visual messages also play an important role in print advertising. Advertisers always use visuals to attract their audience's attention and to increase the impact

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of their advertising message (Moriarty, 1987). From the literature, there are three types of visual messages (Huhmann & Brotherton, 1997). First, visual message may depict one guilty person who may arouse the same feeling of the reader (Huhmann & Brotherton, 1997). For example, a picture may describe a person who keeps silent when he notices a thief is stealing one passenger's purse. Second, visual message can portray another person who is blaming the readers (Huhmann & Brotherton, 1997), such as someone else is blaming the reader for not speaking out for that passenger. Third, a picture also can stand on the other side, describing the victims (Huhmann & Brotherton, 1997). In that case, the picture depicts the passenger who will suffer from the reader's inaction.

Bendapudi, Singh, and Bendapudi (1996) suggested that image plays an important role in charity issues, particularly when they show a needy person or situation. They can also create a connection between the reader and guilt-inducing messages (Huhmann & Brotherton, 1997). Verbal and visual messages come together and both increase the effects in advertising (McQuarrie & Mick, 1992).

Research Questions

Based on the review of previous literature on guilt appeals, this study posed the following research questions.

RQ_1: In animal welfare campaigns with guilt appeals, which type of guilt is most often used?

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RQ_2: In animal welfare campaigns with guilt appeals, how frequently is each component of guilt appeals (i.e., responsibility, harms, and self-efficacy) used?

RQ_3: In animal welfare campaigns with guilt appeals, which type of verbal message is most frequently used?

RQ_4: In animal welfare campaigns with guilt appeals, which type of visual message is most frequently used?

RQ_5: In the animal welfare campaigns with guilt appeals, how does each element (components, verbal messages, visual messages) associate with specific type of guilt (reactive, anticipatory, and existential)?

RQ_6: In the animal welfare campaigns with guilt appeals, how does different intensity of guilt associate with specific type of visual message?

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CHAPTER 3

METHOD

This study attempted to find how guilt appeals were used in animal welfare organizations' print campaigns, thus campaign posters were sampled for analysis. According to *the Humane Society of the United States*, more than 3,000 animal shelters were operated in the U.S., yet there was no comprehensive list of animal welfare organizations (Bockman, 2015). Thus, the sample frame did not exist for this topic. Another challenge was that most campaign posters were neither listed on animal welfare organizations' official websites nor social networking service pages. Thus, a convenience sample based on Internet searches was chosen to collect data for this research.

Sampling Procedure

Animal welfare campaigns were sampled using the following eight keywords: animal adoption, general animal rights, animal welfare, animal testing, animal entertainment, meat alternatives and lab meat, wild animal rescue and animal status. The Animal Charity Evaluators categorized over 170 animal organizations into 11 categories by their type of work (Bockman, 2015). Eight of these 11 categories were used in this study. This research used the Google search engine and the Bing search engine as a sampling tool to collect data because those two search engines are the most popular search engines on the Internet. In a

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rough result, Google accounted for 65 percent of searches, and Bing accounted for 33 percent of searches (Sterling, 2015). Once the author searched for a keyword, 30 images that returned first were chosen from each search engine. The search results were to some degree similar between the two search engines, but there were still about half of images that were not overlapped. After finished the search using the eight keywords, a total of 338 animal welfare campaigns were collected.

First, as illustrated in the literature review section, researchers identified guilt based on several dimensions, this study used the following criteria to identify guilt appeals: 1) the content of the poster described violations of individual or social standards; 2) the content of poster generated a subsequent feeling of regret. Also, this study focused on campaign posters but not normal images. Campaign posters should meet the following standards: 1) contained the name or logo of an animal related organization; 2) expected to produce certain results or achieve specific goals related to animal welfare; 3) the language used in campaign posters should be English; 4) included both verbal and visual messages; 5) no repeated images. All sampled images that did not meet all the criteria above were excluded.

Second, the aforementioned keywords were typed in both Google and Bing image search engines and the first 30 images under each category was chosen using the poster selection criteria mentioned in the previous step. Since each poster was a unit of analysis in this study, key words typed in the image search engines was a combination of "name of the category" and "campaign". Then, overlapped images were excluded. For example, when

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posters for animal adoption were sampled, coders typed “animal adoption campaign” in both the Google image search engine and the Bing image search engine, and then collected the first 30 images that met the criteria above, overlapped images were counted once.

Analytical Procedure

After training both coders, a pilot coding with 40 randomly chosen campaign posters was conducted to check intercoder reliability. This research used Krippendorff’s alpha method to check intercoder reliability.

There was a pilot conducted to test the feasibility of the coding scheme after both two coders fully understand the coding scheme. 40 campaigns posters were selected from the 338 samples, specifically 5 posters in each category.

As a result, this pilot study achieved an acceptable degree of intercoder reliability for the coding scheme. Krippendorff’s alpha values ranged from 0.789 to 1 (see Appendix B), which satisfied the condition to continue the coding process. Since the coefficient was greater than .70, the measures and procedures were reliable (Neuendorf, 2002).

Then two coders coded these eight categories of guilt appeal campaigns from three aspects: type, component and content message of campaign posters. A detailed coding scheme is provided in Appendix A.

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RQ_1: in animal welfare campaigns with guilt appeals, which type of guilt is most often used?

To answer RQ_1, the types of guilt appeared in guilt appeal animal welfare campaigns were measured. Two coders recorded the three types of guilt appeals: 1) Reactive guilt—making audience generate post-decision guilt when moral standard or social discipline were violated, 2) Anticipatory guilt—contrasted with reactive guilt, making audience generate pre-decision guilt when people were about to go against standards or principles. 3) Existential guilt—showed the gap between the audience and other groups, made the audience feel luckier. For those types used by certain type of guilt appeal campaigns but not belonged to any types of guilt listed above, coders chose "Others" instead. Four variables were coded as follows (1=Reactive guilt, 2=Anticipatory guilt, 3=Existential guilt, and 4=Others). For example, if reactive guilt appeal existed in the campaign poster, it was recorded as "1" in the column that named "Type". A frequency and percentage calculation for each type of guilt was used to answer RQ_1. Then a one-sample chi-square test was conducted to analyze which type of guilt occurs more frequently than others and whether that occurrence is significantly higher than that of other types of guilt. After that, a simple Z-test was run to compare the two of the more frequently observed types of guilt.

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RQ_2: In animal welfare campaigns with guilt appeals, how frequently is each component of guilt appeals (i.e., responsibility, harmfulness, and self-efficacy) used?

To answer RQ_2, two coders were trained to fully understand the definition of each component examined. In this study, three components were chosen for coding: 1) Responsibility—showing the audiences' duty or something audiences should do, 2) Harmfulness—portraying something endowed with negative power and potential harms, 3) Self-efficacy— showing audiences have the ability to deal with the situation and accomplish the intended behaviors, and 4) Others. The "Components" were coded based on whether the given component was present or not (1=present, 0=not present). If a campaign contained more than one type of component, it coded at the same time. After the coding, a frequency calculation for each type of component was used to answer RQ_2.

A one-sample chi-square test was performed to analyze which components occurs more frequently than as they were expected to happen by chance. After that, a simple Z-test was conducted to compare the two of the more frequently observed types of guilt if there are two components have positive residual value.

Also, this research question conducted a 95% confidence interval of each component, as components can be coded as multiple choices. In other words, some of the posters contain more than one type of component. Thus, using a confidence interval can be more accurate than only conducted the frequency of each components presented in all animal welfare campaign posters sample.

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RQ_3: In animal welfare campaigns with guilt appeals, which type of verbal message is most frequently used?

Huhmann and Brotherton (1997) identified four major guilt-eliciting statements that were widely used in print advertising. The coders looked through 40 animal welfare campaigns to conduct a survey and determine the most popular verbal message in guilt appeal campaigns. As a result, five types of common verbal message were chosen for coding: 1) The statement of fact—describing the environment and information, 2) Statement of action—describing individual situation, which depends on audience behaviors, 3) The Statement of suggestion/order—giving you advice and to instruct the audience to do or say something, 4) Question—making a point and expecting to answer, 5) Warning—demonstrating the potential negative consequence of certain behavior, and 6) Others. For those types of verbal message used by certain guilt appeal campaigns but not belonged to any types of verbal messages, coders chose "Others".

When a campaign poster contained several sentences that used difference types of verbal messages, coders only coded the most significant one, like the slogan. The verbal message variable was coded based on the following guideline: 1= The statement of fact, 2= The statement of action, 3= The statement of suggest/order, 4= Question, 5= Warning, and 6= Others. After the coding, a frequency and percentage calculation for each type of verbal message was used to answer RQ_3. Then a one-sample chi-square test was run to see whether

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there is any statistical difference in occurrences of the types of verbal messages. After that, a simple Z-test was used to comparing between two types of verbal message.

RQ_4: In animal welfare campaigns with guilt appeals, which type of visual message is most frequently used?

Coders also recorded the type of visual message of each animal welfare campaign when they were coding visual messages. There were three major types of visual messages needed to be clarified: 1) Guilty people—depicting people who made mistakes and aroused similar feelings of the audience, 2) Blaming people—depicting people who were censuring the audiences' behaviors. The characters always serve as a third party, 3) Victims—depicting those who had suffered from negative influence, 4) More than one types of characters—contained two or more types of characters in one poster, and 5) Others. For those combinations of different types of visual characters used by certain guilt appeal campaigns, they may be coded as more than one type of characters. The visual message variable was coded based on the following guideline: 1= Guilty people, 2= Blaming people, 3= Victims, 4= More than one type of characters, and 5= Others. After the coding, a frequency and percentage calculation for each type of visual message was used to answer RQ_4. Then a one-sample chi-square test was performed to see whether there is any statistical difference in occurrences of the types of visual messages. After that, a simple Z-test was used to comparing between two types of visual messages.

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RQ_5: In the animal welfare campaigns with guilt appeals, how does each element (components, verbal messages, visual messages) associate with specific type of guilt (reactive, anticipatory, and existential)?

By using data collected from RQ_1 to RQ_4, coders grouped the data based on different types of guilt, and then recorded the frequency of different components, verbal messages, and visual messages used in each guilt type. By creating a cross-tabulation of guilt types and other variables and conducted a chi-square test. This study answered which components, verbal messages, and visual messages are more strongly associated with types of guilt.

RQ_6: In the animal welfare campaigns with guilt appeals, how is the level of guilt intensity associated with a specific type of visual message?

According to the study by Turner and Underhill (2012), the intensity of guilt appeals could be divided into three levels by "varying the severity of consequences of not following the message's recommendation." In this research, the intensity of guilt was varied into three levels based on the severity of visual message portrayed. These three levels of guilt intensity are defined as follows: 1) High—showing blood, dead animal, or killing animal in a visual message, 2) Medium—showing injured animals, or hurting animals, and 3) Low—showing healthy animals, or cartoon pictures that related to animal welfare issues. All characters refer to animals were counted as "animals". By creating a cross-tabulation of the level of guilt intensity and the types of visual messages, RQ6 answered how visual messages were related with different intensity of guilt.

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CHAPTER 4

RESULTS

A total of 338 campaign posters were collected and analyzed. Among the 338 campaign posters, 46 campaign posters belonged to animal adoption category (13.6%), 48 campaign posters fell under the general animal rights category (14.2%), 37 campaign posters characterized animal welfare (10.9%), 39 campaign posters described animal testing content (11.5%), 49 campaign posters represented animal entertainment issues (14.5%), 42 campaign posters portrayed meat alternatives and lab meat matters (12.4%), 42 campaign posters identified wild animal rescue problems (12.4%) and 35 campaign posters came up with the idea of animal status (10.4%). The results revealed that there were several clear tendencies among these variables. Descriptive statistics for each variable were shown as follows.

Research Questions Results

Most frequently used type of guilt in animal welfare campaigns (RQ_1)

RQ_1 asked which type of guilt was used most frequently in animal welfare campaigns. As shown in Table 1, overall, reactive guilt was most frequently used in animal welfare campaigns by animal welfare organizations (n = 163, 48.2%), followed by the anticipatory guilt (n = 147, 43.5%). These two types of guilt were both highly used by animal welfare

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organizations respectively. Nonetheless, the proportion of existential guilt was found much smaller than the other types of guilt (n=28, 8.3%).

By using the information from Table 1, a one-sample chi-square test of guilt types was performed to determine whether the three types of guilt were equally preferred. Preference for the three types of guilt was not equally distributed in the population, X^2 (2, N=338) = 96.574, $p < .05$. Thus, reactive guilt and anticipatory guilt occured more frequently than when each of them happened by a random chance. The opposite applied to existential guilt.

Table 1.

Guilt Types in Animal Welfare Campaigns with Guilt Appeals

Types	n	%	Residual
Reactive	163	48.2	50.3
Anticipatory	147	43.5	34.3
Existential	28	8.3	-84.7

Note. X^2=96.574, *df*= 2, *p*<.001

Then this study used the formulas as follows:

$$Var\left(\hat{p}_i - \hat{p}_j\right) = \frac{p_i\left(1-p_i\right)}{n} + \frac{p_j\left(1-p_j\right)}{n} + 2\frac{p_i p_j}{n}$$

$$Z = \frac{\hat{p}_i - \hat{p}_j}{\sqrt{Var\left(\hat{p}_i - \hat{p}_j\right)}}$$

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This formula estimated sampling error for the difference between reactive guilt and anticipatory guilt in a multinomial distribution (*se*= 0.052). A difference between the frequency of occurrence for reactive guilt and anticipatory guilt was not statistically significantly different, z= 0.90, p = .37. An alpha level of .05 was applied for all statistical tests in this research. So in this case, there was no significant difference for frequency between reactive guilt and anticipatory guilt used in animal welfare campaigns at $p < .05$. In other words, reactive guilt and anticipatory guilt are both most frequently used type of guilt in animal welfare campaigns.

Frequency for each guilt component used in animal welfare campaigns (RQ_2)

RQ_2 asked how frequently each component of guilt appeals used in animal welfare campaigns appears. As shown in Tables 2, 3, &4, harmfulness was the most frequently used components in animal welfare campaigns (n = 278, 82.2%), which had a 95% CI [0.78, 0.86], followed by the self-efficacy (n = 107, 31.7%), which had a 95% CI [0.27, 0.37]. What's more, during the research of the responsibility used in animal welfare campaigns, the proportion of responsibility was found less than the other two components (n=50, 14.8%), which has a 95% CI [0.11, 0.19]. Also, there were two posters that contained none of these three guilt components in their content. On the contrary, both of them mentioned the idea that "human and animals are equal" and depicted animal face in the poster. Specifically, one of

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them stated: “they value their lives like we do. Different but equal”, the other stated: “90% of our DNA sequence are identical. We are all creatures great and small”.

A one-sample chi-square test of guilt components was conducted to check whether the occurrence of each guilt component. Only “Harmfulness” observed more than expected. Preference for “Harmfulness” was not equally distributed in the population, X^2 (1, N=338) = 140.604, $p < .05$. Thus, “Harmfulness” occurs significantly more frequently in animal welfare campaigns than by a random chance. As a result, it is 95% confident that the percentage of all animal welfare campaign posters that contained “Harmfulness” is between 78% and 86%.

Table 2.

Responsibility Used in Animal Welfare Campaigns with Guilt Appeals

Responsibility	n	%	Residual
Yes	50	14.8	-119.0
No	288	85.2	119.0

Note. 95%CI=[0.11,0.19], X^2= 67.586, *df*=1, *p*<.001

Table 3.

Harmfulness Used in Animal Welfare Campaigns with Guilt Appeals

Harmfulness	n	%	Residual
Yes	278	82.2	109.0
No	60	17.8	-109.0

Note. 95%CI=[0.78,0.86], X^2= 140.604, *df*=1, *p*<.001

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Table 4.

Self-efficacy Used in Animal Welfare Campaigns with Guilt Appeals

Self-efficacy	n	%	Residual
Yes	107	31.7	-62.0
No	231	68.3	62.0

Note. 95% CI=[0.27,0.37], X^2= 45.491, *df*=1, *p*<.001

Most frequently used verbal message in animal welfare campaigns with guilt appeals (RQ_3)

RQ_3 asked which type of verbal message was used most frequently in animal welfare campaigns with guilt appeals. As shown in Table 5, overall, "The statement of fact" was the most frequently used verbal message in animal welfare campaigns (n = 146, 43.2%), followed by "The statement of suggestion/order" (n = 91, 26.9%). These two types of verbal messages were both highly employed by animal welfare organizations respectively. By using the information from Table 5, a one-sample chi-square test of verbal messages was performed to determine whether the five kinds of verbal message were equally preferred. The preference for the five types of verbal message was not equally distributed in the population, X^2 (4, N=338) = 175.935, $p < .05$. In this perspective, "The statement of fact" and "The statement of suggestion/order" were used more than expected, while "The statement of action", "Question", and "Warning" were used less than expected.

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Table 5.

Verbal Messages in Animal Welfare Campaigns with Guilt Appeals

Verbal Message	n	%	Residual
Fact	146	43.2	78.4
Action	64	18.9	-3.6
Suggestion/order	91	26.9	23.4
Question	32	9.5	-35.6
Warning	2	1.5	-62.6

Note. X^2 =175.935, *df* = 4, *p*<.001

But when using the same formulas from page 30, the estimate of sampling error for the difference between "The statement of fact" and "The statement of suggestion/order" was 0.045 (se= 0.045). And then, a simple Z- test was run to check the discrepancy between the frequency of occurrence for "The statement of fact" and "The statement of suggestion/order" is statistically significantly different, z= 3.62, p < .05. As a result, "The statement of fact" is the most frequently used verbal message in animal welfare campaigns.

Most frequently used visual message in animal welfare campaigns with guilt appeals (RQ_4)

RQ_4 asked which type of visual message was used most frequently in animal welfare campaigns with guilt appeals. As shown in Table 6, overall, "Victims" was the most frequently used visual message in animal welfare campaigns (n = 218, 64.5%), followed by "More than one types of characters" (n = 87, 25.7%), and "Others" (n=4, 1.2%). The visual message categorized into "Others", depicting either the environment/ situation of animal

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lived in (e.g. destroying ship; dog's last meal), or hurting equipment (e.g. an injection with a mascara head; trash in a lake).

From Table 6, a one-sample chi-square test of visual messages was conducted to see whether the five kinds of visual message were equally preferred. The preference for the five types of visual message was not equally distributed in the population, X^2 (4, N=338) = 485.580, $p < .05$. Therefore, "Victims" and "More than one type of characters" appeared more commonly than each five verbal message occured with same possibility. Oppositely, "Guilty people", "Blaming people", and "Others" were less frequently used in the visual portion of animal welfare campaigns.

Table 6.

Visual Messages in Animal Welfare Campaigns with Guilt Appeals

Visual Message	n	%	Residual
Guilty People	6	1.8	-61.6
Blaming People	23	6.8	-44.6
Victims	218	64.5	150.4
More than one	87	25.7	19.4
Others	4	1.2	-63.6

Note. X^2=485.580, *df*= 4, *p*<.001

When using the same formulas on page 30 to check the difference, the estimate of sampling error for the difference between "Victims" and "More than one type of characters" was 0.047 (*se*= 0.047). And then, a simple Z- test was run to test the distinction between the frequency of occurrence for "Victims" and "More than one type of characters" was

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statistically significantly different, z= 8.26, $p < .05$. Hence, "Victims" is most frequently used visual message in animal welfare campaigns.

Association between three components and type of guilt (RQ_{5-1})

RQ_{5-1} asked if there was any relationship between guilt types and components of guilt generation. 9.20% of reactive guilt, compared to 19.05% of anticipatory guilt and 25.00% of existential guilt prefer to contain "Responsibility" in the content. A chi-square test for "Components" and "Type" was conducted. As seen from Table 7, the percentage of "Responsibility" did differ by guilt type, X^2 (2, N=338)=8.467, $p < .05$. Since the p-value was less than the significant level, it concluded that there was an association between "Responsibility" and "Guilt type" in animal welfare campaigns.

Overall, few posters contained responsibility no matter the guilt type. Also, the chi-square test revealed that "Responsibility" had the strongest relationship with existential guilt and had the weakest relationship with reactive guilt.

Table 7.

Crosstabulation of Guilt Type and Responsibility

Responsibility	Guilt Type		
	Reactive	**Anticipatory**	**Existential**
Yes	15 (9.20%)	28 (19.05%)	7 (25. 00%)
No	148 (90.80%)	119 (80.95%)	21 (75.00%)

Note. X^2=8.467, df= 2, p=.015
Numbers in parentheses indicate column percentage

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The sample included 159 reactive guilt posters contained harmfulness, 98 reactive guilt posers contained harmfulness, and 21 existential guilt posters contained harmfulness. As could be inferred from Table 8, 97.55% of reactive guilt, compared to 66.67% of anticipatory guilt and 75.00% of existential guilt tended to use “Harmfulness” in campaign posters. A chi-square test of independence was performed to examine the relation between harmfulness and guilt type. The relation between these variables was significant, X^2 (2, N=338)=51.578, $p < .05$. Thus, the result showed there was a relationship between “Harmfulness” and “Guilt type” in animal welfare campaigns.

The result also showed “Harmfulness” was presented more for all three kinds of guilt than as it was presented randomly. Specifically, almost all reactive guilt campaign posters contained “Harmfulness” in their contents.

Table 8.

Crosstabulation of Guilt Type and Harmfulness

Harmfulness	Guilt Type		
	Reactive	**Anticipatory**	**Existential**
Yes	159 (97.55%)	98 (66.67%)	21 (75. 00%)
No	4 (2.45%)	49 (33.33%)	7 (25.00%)

Note. X^2=51.578, df= 2, p< .001
Numbers in parentheses indicate column percentage

Similarly in Table 9, 22.09% of reactive guilt, compared to 41.50% of anticipatory guilt and 35.71% of existential guilt inclined to use “Self-efficacy” in campaign poster. A chi-square test of independence was performed to examine the relation between self-efficacy and

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guilt type. The relation between these variables was significant, X^2 (2, N=338)=13.693, p < .05. As a result, there was a relationship between "Self-efficacy" and "Guilt type".

In addition, few posters contained "Self-efficacy" in animal welfare campaigns with guilt appeals no matter the guilt type. What's more, the chi-square test revealed that "Self-efficacy" has a stronger relationship with anticipatory guilt than with reactive guilt and existential guilt.

Table 9.
Crosstabulation of Guilt Type and Self-efficacy

Self-efficacy	Guilt Type		
	Reactive	**Anticipatory**	**Existential**
Yes	36 (22.09%)	61 (41.50%)	10 (35.71%)
No	127 (77.91%)	86 (58.50%)	18 (64.29%)

Note. X^2=13.693, df= 2, p=.001
Numbers in parentheses indicate column percentage

Association between verbal messages and types of guilt (RQ_{5-2})

RQ_{5-2} focused on the relationship between guilt type and verbal messages. As shown in Table 10, there were 47.85% of reactive guilt, 37.41% of anticipatory guilt, and 46.43% of existential guilt declared the statement of fact in verbal message. Nonetheless, a chi-square test of independence was performed to examine the relation between verbal messages and types of guilt. The relation between these variables was not significant, X^2 (8, N=338)=7.599, p = .474. Statements of fact had a stronger relationship with guilt type than other verbal

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messages, but since the p-value was more than the significant level, it could be concluded that there was no significant relationship between “Verbal message” and “Guilt type”.

Table 10.

Crosstabulation of Guilt Type and Verbal Message

Verbal Message	Guilt Type		
	Reactive	**Anticipatory**	**Existential**
Fact	78 (47.85%)	55 (37.41%)	13 (46.43%)
Action	31 (19.02%)	28 (19.05%)	5 (17.86%)
Suggestion/order	42 (25.77%)	42 (28.57%)	7 (25.00%)
Question	11 (6.75%)	18 (12.24%)	3 (10.71%)
Warning	1 (0.61%)	4 (2.72%)	0 (0%)

Note. X^2=7.599, *df*= 8, *p*=.474.
Numbers in parentheses indicate column percentage

Association Between Guilt Types And Visual Messages ($RQ_{5\text{-}3}$)

$RQ_{5\text{-}3}$ was designed to check the relationship between guilt types and visual messages. As concluded in Table 11, the observation revealed that “Victims” and “More than one type of characters” were dominant, resulting in a smaller spread of distribution among other visual messages. Specifically, 126 (77.30%) of reactive guilt, 83 (56.46%) of anticipatory guilt and 9 (32.14%) of existential guilt characterized victims in visual portion. What’s more, 28 (17.18%) of reactive guilt, 40 (27.21%) of anticipatory guilt, and 19 (67.86%) of existential guilt depicted more than one types of characters in visual message. Since there were 7 cells

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(46.7%) expected count less than 5, it did not satisfy the condition to conduct a chi-square test (Yates, Moore, & McCabe, 1999).

Table 11.

Crosstabulation of Guilt Type and Visual Message

Visual Message	Guilt Type		
	Reactive	**Anticipatory**	**Existential**
Guilty people	4 (2.45%)	2 (1.36%)	0 (0%)
Blaming people	2 (1.23%)	21 (14.29%)	0 (0%)
Victims	126 (77.30%)	83 (56.46%)	9 (32.14%)
More than one	28 (17.18%)	40 (27.21%)	19 (67.86%)
Others	3 (1.84%)	1 (0.68%)	0 (0%)

Note. X^2=57.971, *df*= 8, *p*<.001
Numbers in parentheses indicate column percentage

Association between intensity of guilt and visual messages (RQ_6)

RQ_6 tested the relationship between intensity of guilt and visual messages. As shown in Table 12, the observation was also "Victims" and "More than one types of characters" dominant other visual messages. Specifically, 37 (59.68%) of high intensity guilt, 58 (79.45%) of medium intensity guilt and 123 (60.60%) of low intensity guilt characterized victims in visual portion. What's more, 24 (38.71%) of reactive guilt, 14 (19.18%) of medium intensity guilt, and 49 (24.14%) of low intensity guilt depicted more than one types of characters in visual message. Since there were 8 cells (53.3%) expected count less than 5, it did not satisfy the condition to conduct a chi-square test (Yates et al., 1999).

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Table 12.

Crosstabulation of Intensity of Guilt and Visual Message

Visual Message	Intensity of Guilt		
	High	**Medium**	**Low**
Guilty people	1 (1.61%)	0 (0%)	5 (2.46%)
Blaming people	0 (0%)	0 (0%)	23 (11.33%)
Victims	37 (59.68%)	58 (79.45%)	123 (60.60%)
More than one	24 (38.71%)	14 (19.18%)	49 (24.14%)
Others	0 (0%)	1 (1.37%)	3 (1.48%))

Note. X^2=26.756, *df*= 8, *p*=.001
Numbers in parentheses indicate column percentage

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CHAPTER 5

DISCUSSION

The main purpose of this study is to investigate how animal welfare organizations promote their campaigns by using guilt appeals and to analyze the content of guilt appeals in the context of animal welfare issues. The finding showed that reactive guilt and anticipatory guilt were both the most frequently used type of guilt in animal welfare campaigns. Huhmann & Brotherton (1997) stated that anticipatory guilt was the most often used guilt in their research, for the reason that it tended to help the audience to prevent negative outcomes happening in the future. On the contrary, in animal welfare issues, animal shelters or animal organizations already had a large number of animals in poor living conditions and attempt to speak for these animals. These organizations would use strong negative verbal or visual messages to indicate that animals were suffering in order to arouse reactive guilt in the audience. Likely, by using anticipatory guilt, these organizations tried to provide information on the current situation of these animals. For example, regarding the topic of wild animal rescues, advertisers usually arouse audience's guilty feeling by forecasting what may happen if they did not rescue animals. In these two cases, it is possible that both reactive guilt and anticipatory guilt are the most frequently adopted types of guilt in the context of animal welfare issues. What's more, the differences of the results also could come from other factors. First, sources and data collection method between the two studies are different. For the study

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by Huhmann & Brotherton (need to include the year), they used 48 magazine issues as their sampling source. In this study, the source of the posters was the Internet, mainly the Google and Bing image searching engines. Second, Huhmann & Brotherton published their article in 1997. The time difference may have some influence on the content of posters.

Furthermore, for components of guilt, most posters tended to emphasize harmfulness in campaigns, and some posters provided a convenient way, which emphasized audience's efficacy, to guide the audience to donate money or help with the animals. One of the possible explanations for this finding is that the content in animal welfare campaigns is usually about people's inhumane treatment to animals, which causes harm to these animals. Specifically, these posters stress any intended harm or profit-oriented approaches like animal fur industries or animal circuses. For these conducts, animal welfare organizations showed potential harms to the audience in order to arouse the audience's guilty feelings. Just like Izard (1977) suggested, "usually people feel guilty when they become aware of the fact that they have broken a rule and violated their own standards or beliefs" (p.423). In addition, animal welfare organizations include the message of self-efficacy to tell the audience that he/she has the ability to act on the advocated behaviors to mitigate the guilt, and by following the suggestion in the campaign promoted, they can reduce their guilt.

The analysis indicated that the statement of fact was the most common type of verbal message among all five kinds, but none of them showed a statistically significant association with specific kinds of guilt in this study. It is possible that "fact" was not strong enough to

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encourage the audience to adopt the suggested behavior compared to a goal-directed statement. Since the statement of fact was the most objective one among all types of verbal messages, organizations preferred to state a fact to make the audience generate a guilty feeling.

Similarly, the current study revealed that victims were portrayed most frequently in animal welfare campaigns. One of the possible reasons is that victims (usually animals) are the main characters who are recipients of various potential harms in this topic. For the reason that harmfulness was the most common content in animal welfare campaigns, animal welfare organizations would use these victims to demonstrate what would happen via the image of harmfulness. In that case, victims are the most common characters portrayed in animal welfare campaigns. Also, from this research, it can be implied that other than these four types of visual messages, terrible environments or hurting equipment may arouse audience's guilty feelings.

The relationship between guilt appeals components and guilt types is significant. The analysis indicated that many reactive guilt campaign posters tended to contain harmfulness and anticipatory guilt campaign posters were inclined to include self-efficacy in their content. One of the possible explanations for this finding was that when audiences saw one poster containing a cruel situation, it might violate moral standards and then generated guilt feelings. If a poster mentions a possible convenient way to ask the audience to help animals, the audience may generate a guilty feeling if they refused to do so.

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Additionally, in this study, “Victims” and “More than one types of characters” were the most commonly used visual messages with guilt appeals. Specifically, most reactive guilt appeals posters inclined to characterize “Victims,” whereas most anticipatory guilt appeals frequently used “More than one types of characters” in visual message part. There were not enough samples to prove that there was any significant relationship between visual messages and guilt type. The study might need a larger sample to test in the future.

Finally, the relationship between intensity of guilt and visual messages had not been declared in this research, because the sample size was not large enough to ensure each expected count was more than five. Although the connection between these two variables could not be distinguished by conducting a chi-square test, the distribution pattern still obviously illustrated that low intensity of guilt is most frequently used in animal welfare campaigns which portrayed “Victims” and “More than one types of characters.” It was possible that the organizations tended to persuade audiences in a less gory way by using a low intensity of guilt. From the second research question, it already revealed that “Harmfulness” was the most frequently used guilt component in animal welfare campaigns. Also, “Harmfulness” was the most important evaluation criteria for intensity of guilt. In that case, it can be inferred that campaign posters will contain more “Harmfulness” in the verbal message portion.

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CHAPTER 6

IMPLICATIONS AND LIMITATIONS

The contribution of this study is to fill the gap in the extant research on guilt appeals. This study also advances our understanding of how animal welfare organizations attempt to achieve their persuasive goals by using guilt appeals. Moreover, the findings from this study provide a foundation on how guilt is created from theoretical and practical perspectives for those interested in researching the effect of guilt appeals used in animal welfare campaigns.

Findings of this study offer insights to researchers who are interested in guilt appeals in animal welfare campaigns. Even though previous research had tested the frequency of guilt appeals used in magazine advertisements, the analysis for animal welfare campaigns on the Internet has not been conducted. This content analysis of 338 campaign posters found that guilt appeals appear with different types, components, verbal and visual messages in various frequencies. It helps researchers to get a better understanding of the most frequently used guilt elements in each variable. In addition, this study examined the association between different guilt-generating elements. Researchers who are interested in guilt appeals may apply the associations on other topics to see whether it follows the same pattern.

This study also provides a more detailed analysis of guilt-appeal components. For example, previous studies only analyzed four types of verbal messages, whereas this study extended and integrated one more type of verbal message (e.g. extended “Warning”, and

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integrated “The statement of suggestion” and “Order” into “The statement of suggestion/order”), thus providing a more comprehensive but concise category for most types of verbal statements used in animal welfare campaigns. These five types of verbal statements accounted for all of the verbal messages in samples that were collected and analyzed. As a result, the five guilt statements could have the possibility to be used in content analysis of guilt in other mediums, topics, or languages. However, this study used a convenience sample, so it may not be a completely comprehensive list when it is used in a larger and more representative sample of animal welfare campaign posters. In future studies, researchers should use a larger sample to test the association between visual messages and guilt types as well as intensity of guilt and visual messages.

The result of this study made a foundation for researchers who are interested in the effectiveness of guilt appeal with different combinations of such guilt elements. The results of this research can help design an experiment. For example, researchers may design an experiment to test: Which campaign posters portrayed victims in visual portion, the lower intensity of guilt, the better the effect to the audience? Or which combination of “Harmfulness” and “Guilt type” has the best effect towards the audience?

Limitations and Suggestions for Future Research

Although this study makes progress from previous studies and sets a foundation for future studies, there are several limitations that need to be addressed. First of all, the sample

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of this study is not representative. What's more, during the data collecting process, this study eliminated overlapping images from Google and Bing. The mechanism for the overlapping images has not been investigated in this study since it is beyond the scope of this study. It is possible that the overlapping images are more important than the others. In this perspective, further studies can investigate on image search engines to see whether there are any systematic patterns or algorithms that influence image search results among different search engines.

Second, this study only determined the intensity of guilt in visual messages. Actually, there is a possibility that verbal messages also are related to the intensity of guilt. Future studies need to investigate the relationship between intensity of guilt and type of verbal messages.

The third limitation in this study is that it only analyzed campaign posters in English. When campaigns target audiences in regions where English is not a native language, the result might be different from this study. Also, when using different languages, the verbal messages might have a significant association with different types of guilt. Future research should also sample posters in different languages to check whether there are similarities or differences between their findings and findings from this study.

The fourth limitation is that, although this study provides a comprehensive list of variables that are related to guilt creation, there could be other variables that this study failed to capture in the content analysis, for example, the layout of posters (e.g. fonts, size, frame

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structure), the pictures type (e.g. photos or cartoons) and so on. In further studies, researchers can investigate guilt appeals from other aspects of campaign posters, and make the research more comprehensive.

Despite the limitations, this study used an innovative approach to examine the use guilt appeals in animal welfare campaigns. Specifically, it investigated the occurrence of each guilt element in existing campaign posters and explored the association between different variables, which would contribute to future studies.

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APPENDIX A

CODING SCHEME FOR CONTENT ANALYSIS

Guilt Type	Coding Rule	Operational Definition	Examples
Reactive	Campaign poster makes the audience generate post-decision guilt because it violates people's moral standard or social discipline.	Campaign poster uses the past tense or the present perfect in its verbal message part. Or visual message shows the situation that verbal message portrayed has been already happened and asked audience stop doing something. Or the visual message shows that the animal has already been hurt.	Example 1 -- 3
Anticipatory	Campaign poster makes the audience generate pre-decision guilt when the consequences of the audiences' actions are about to against standard or principles. The content of the campaign poster focuses on the action that has not happened yet.	Campaign poster uses the present continues to state plan and arrangement or use "will", "plan", "would"and etc. to encourage audience to do something in the future. Or shows that verbal message portrayed has not been happened yet.	Example 4 -- 5
Existential	Campaign poster shows the gap between the human and animals, making the audience feel luckier and have a sense of empathy. Also, campaign poster describes what the audience can profit from some illicit benefits, it can be coded as existential guilt.	Campaign poster mentions relationship between human and animals. Also shows poor condition of the animals live or showing human is hurting animals in either verbal or visual messages.	Example 6 -- 7

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Example 1: There are several lines of verbal messages on the left part of this poster that read, “I’m Kai. I was bought and sold on Gumtree and ended up homeless.” The slogan of this campaign is, “Adopt. Don't shop.” This slogan shows that people should not treat animals as merchandise. The poor situation of Kai violates the ethics that the slogan expressed, so the poster may make the audience generate reactive guilt.

Example 2: In this poster, the visual message portrays a sop of blood with the shadow of a squirrel on the road, which indicates that the squirrel was hit by a driving car on road. The verbal message reads: stop roadkills. Protect the wildlife. It is clear that the squirrel has already been killed. Thus this poster make the audience generate reactive guilt.

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Example 3: In this poster, the verbal message reads: Tied-down, beaten, and electro-shocked。 That verbal message indicate what human has done to the elephant shown on the poster. Their cruel action may violet the moral standard of the audience who are reading this poster. Then they may generate reactive guilt.

Example 4: This campaign attempts to save homeless animals and raise money for the care of pets. It aroused a guilty feeling by asking the question: "Why buy when you can find purebred pets like me at city shelters?" and states the fact: "If not adopted, we will be killed. It's a sad truth!" It gives the audience the awareness that, if they do not adopt animals, they will contribute to the death of the stray dogs, which makes the audience feel guilty.

Example 5: This campaign attempts to persuade audience stop eating animals, and go vegan by asking questions: Would you eat one of your own? Then why eat another animal? The first question makes the audience assume a situation that they eat themselves. So it helps the audience generate anticipatory guilt about a thing that has not happened yet.

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Example 6: The text in this print advertising reads, “Every pet you buy from pet shops causes death of another. Don’t buy, let’s adopt from shelters.” In this poster, the man wearing a shirt swipes his card across the body of a dog. The action shows the strong power of the human versus the weakness of the shelter animal, which leads the audience to generating existential guilt.

Example 7: The text in this print campaign poster reads: “Love us. Don't eat us.” and “Pigs are friends, not food.” This poster shows the unequal relationship for human and pigs. For human, pigs are food. The idea that human hurt pigs by eating them leads the audience to generating existential guilt.

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Component	Coding Rule	Operational Definition	Examples
Responsibility	Campaign poster shows the audience should in charge of something. Also, it may needs the audience to conduct certain duty to a situation.	Campaign poster uses words like: "responsible", "duty", "your business" or other verbal message, which indicate the potential result such like death or injured of animals may caused by the audiences' behaviors. Or showing the ownership via visual message.	Example 8--9
Harmfulness	Campaign poster mentions potential harms during the persuasion process, or the campaign endowed the audience with negative power.	Campaign poster mentions: "kill", "hurt", "cruelty", "destroy" or other words, which indicates harms. Or, the visual message portrays a picture with bleeding or dead animals.	Example 10--12
Self-efficacy	Campaign poster mentions the audience has their own ability to deal with the situation and accomplish the intended behaviors. Audience behavior may have some effects to the situation.	Campaign poster may point out the way that the audience can help with the animals in need. Using words like: "you can", "you could", "let's", "your ability" or other words indicate these ways always not difficult for human to achieve. Or clearly states a way, and asks audience to conduct.	Example 13--15

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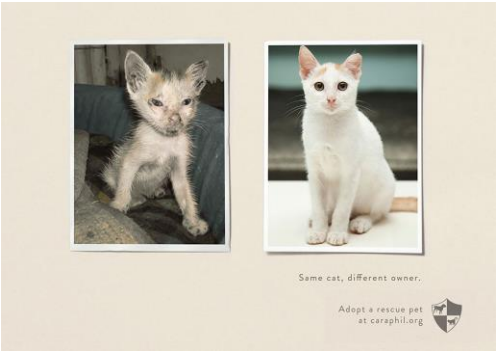
Example 8: *The Pet Lovers Foundation* has a print advertisement with a large slogan, which declares: “A pet is for life!” Under this slogan, there are also lines of smaller-size text that note, “To be a responsible cat owner, say no to pet abandonment, indiscriminate breeding & casual ownership.” An awareness of responsibility will be raised, when people recognize the effectiveness of charitable donation to the poor that they could make.

Example 9: This poster presents two photos of one same cat. The left one looks miserable and dirty, while the right one looks cute and healthy. The verbal message reads: Same cat, different owner. This poster encourages the audience to be a responsible owner.



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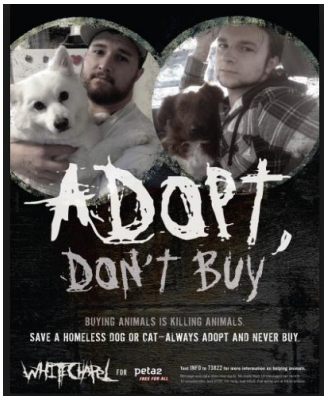
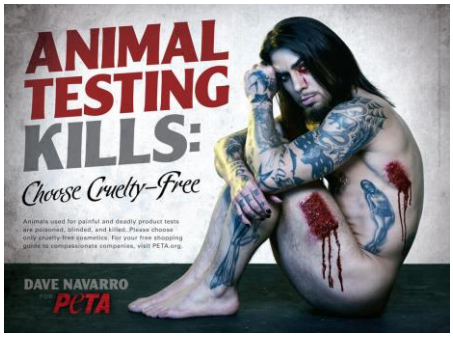
Example 10: *Peta2*'s poster persuades the audience from buying animals and encourages them to adopt animals, because "Buying animals is killing animals". It shows the potential harms of buying animals.



Example 11: This poster promotes cruelty-free product by using a slogan reads: Animal testing kills. And other verbal message also describes other animals suffered from animal testing. Besides these sentences, there is a naked human who is bleeding, sitting next to the verbal message. The man refers to the animals used in some experiment. So this poster shows the potential harms of animal testing.



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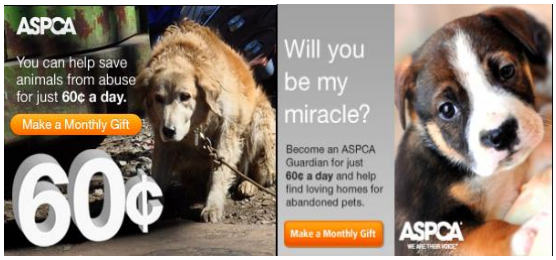
Example 12: This campaign poster paints an injured crocodile in a lake. On the belly of the crocodile, there is a bleed boots shape. Also the verbal message in this poster is: “We aren’t born to be worn”. This poster portrayed the potential ha harm of animal skin industry.

Example 13: In this print advertisement, the text reads, “You can help save animals from abuse for just 60₵ a day. ” and “Become an ASPCA Guardian for just 60₵ a day and help find loving homes for abandoned pets.” Also, the slogan “Will you be my miracle?” clearly indicates that the audience can be an animal’s miracle easily since they have the ability to pay 60₵.



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Example 14: In this poster, there is a man's face overlapped with a dog's face, and they share one mouse. The verbal message reads: Their pain, your voice. It can be inferred that human may have the ability to reduce the dog's pain by speak for them. Also the attitude of the human may influence the life of the animals. So the poster mentions self-efficacy through "the voice"

Example 15: This poster portrays a hand act as an elephant with a line of text written: Their life in your hand. This poster emphasize that human's behavior can significantly influence animals life, which means it contains self-efficacy component.

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Verbal Message	Coding Rule	Operational Definition	Examples
Statement of Fact	Campaign poster uses text to state the environment and information related to animal welfare.	The verbal message may portray the background of the poster or a well-known knowledge related to animal welfare.	Example 16--17
Statement of Action	Campaign poster uses text to describe audience behaviors, which may cause particular result.	The verbal message may use a gerund as the subject to indicates action. Or portrays somebody's action or behavior.	Example 18--19
Statement of Suggestion/ Order	Campaign poster gives the audience an advice or instructs the audience to do something	The verbal message may use "should", "please", or may states as an imperative sentence. Always have some appeals for the audience.	Example 20--21
Question	Campaign poster makes a point and expecting audience to answer.	The verbal message always ends up with a question mark.	Example 22--23
Warning	Campaign poster illustrates the potential negative consequence of certain behavior.	The verbal message may use "if", "last chance", "once" to assume the bad consequence in the future.	Example 24--25

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Example 16: In the corner of this campaign poster, there is a slogan written “Every 60 Seconds A Species Dies Out.” It is clear that the sentence presents a fact of species.

Example 17: In this campaign poster, it has two parts of verbal message. The main part “Rufu’s last meal” implies Rufu (might be a shelter dog) will die after finished its dinner. It presents a fact of this is Rufu’s last dinner.

Example 18: The slogan of this poster reads: “You’d never force your best friend to drink shampoo.” It states what you will do as a friend.

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Example 19: The verbal message of this poster reads: “When you abandon a dog, you never leave it behind”. This slogan describe the human’s action of abandon a dog.

Example 20: This campaign poster uses the sentence “help us fight the effects of cosmetic testing” at the corner of the whole picture. It gives the audience an advice/ command that against animal cosmetic testing.

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Example 22: This campaign is fight for bluefin tuna. The verbal message in this poster points out a question: “Would you care more if I was a panda?” to the audience.

Example 23: This campaign uses slogan reads: “Will only words remain?” It let the audience generate guilty feeling by asking this question.

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Example 24: This picture shows audience a dead duck, which filled full with human garbage in its stomach. It can be supposed that littering might cause the death of wild animals by using the sentence “if you don’t pick it up they will.”

Example 25: This picture uses “The future is man made” to warn the audience if they don't pay attention on protecting wildlife, we could only have man made animals in the future.

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Visual Message	Coding Rule	Operational Definition	Examples
Guilty People	Campaign poster depicts people who made mistakes and may arouse same feeling of the audience in its image.	The character in the poster is hurting animals or doing something violet the social standards.	Example 26--27
Blaming People	Campaign poster depicts people who are censuring the audiences' behaviors in its image. Third party, neither the man who made mistake nor the victim.	The character in the poster is condemning other people or certain behavior.	Example 28--29
Victims	Campaign poster depicts animals or man-made animal characters who are suffered from negative influence in its image.	The main character in the poster can be an animal or injured people who are pretend to act as an animal.	Example 30--31
More than one type of characters	Campaign posters contain two or three types of characters in one image.	The poster contains more than one type of characters in visual part.	Example 32--33

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Example 26: From this campaign poster, it can be seen that a woman walks through an international airport, wheeling her blooding carry-on bag. With the help of the verbal message, the audience can be noticed that the woman in this picture purchased exotic animal. Thus the character this campaign portrayed is guilty people who did bad thing.

Example 27: From this poster, it can be seen that a woman is using her cosmetic product, and a tail of a mice is get out of the product. It can be infer that the woman is using an animal-testing product. Thus the character in this poster is the guilty people.

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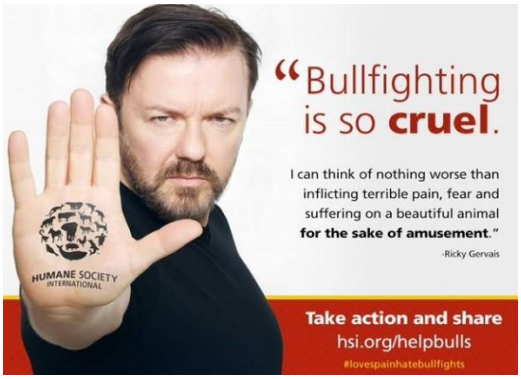
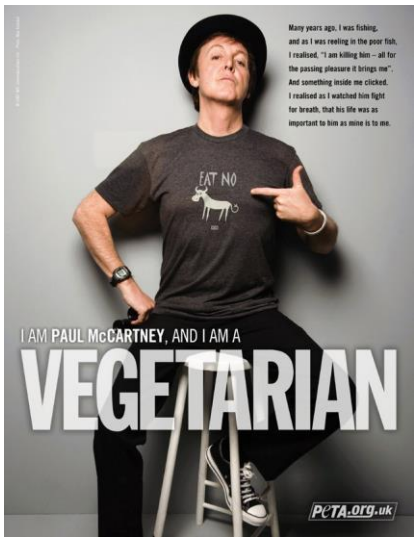
Example 28: From this campaign poster, it can be inferred that the man is fighting against bullfight because he thinks bullfight is so cruel that inflicting pain and suffering on animals. The man is blaming people who enjoy bullfighting.



Example 29: This poster uses Paul McCartney, who is claiming himself as a vegetarian, as its character. In this picture, he is pointing his t-shirt that has a pattern means eat no meat. He is blaming the people who are eating meat and promoting the idea that people should go vegetarian.



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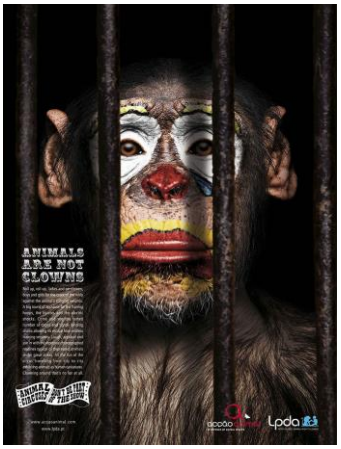
Example 30: This campaign poster depicts an imprisoned gorilla with a clown face. The face expression of this gorilla shows it is suffered from both physical and psychological pains.



Example 31: This campaign poster depicts a rhinoceros is killing by his horn, which indicates the victims of horn trading are rhinoceros.

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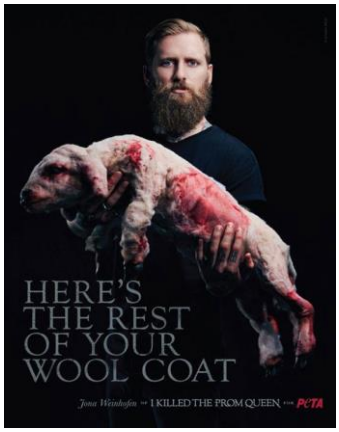
Example 32: From this campaign poster, the audiences are facing a man who is presenting an injured hairless lamb. It seems like the man is talking to the audience "Here's the rest of your wool coat". So this man is a blaming person. The lamb is the victim. This poster contains both blaming person and victim at the same time.



Example 33: This picture depicts both human and monkeys. Two monkeys are eating the brain of the human. Actually, in this poster, the human refers to monkey in real life, while two monkeys refer to human in real life. So in this poster, guilty people and victim both are presented in one picture.

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Intensity of Guilt	Coding Rule	Operational Definition	Examples
High	Campaign poster shows extreme severe negative consequence in visual message part.	Visual message showing bleeding, dead animal, or killing animal in visual message.	Example 34 -- 35
Medium	Campaign poster shows negative consequence in visual message part, or makes the audience generate medium degree of guilt after seeing the poster by showing them an uncomfortable scene.	Visual message showing injured animals, or hurting animals.	Example 36--37
Low	Campaign poster shows normal status of the animals but may contains psychological negative consequence; most of them are endurable scenes.	Visual message showing healthy animals with sad face expression, a human who is blaming the other people. Also may contain cartoon pictures or environment that related to animal welfare issues.	Example 38--39

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Example 34: This poster showing a monkey are cutting by a large meat slicer. The head of this monkey is already gone. This dead monkey may generate high intensity of guilt.

Example 35: This poster shows a bleeding elephant standing on a circus ball. Since it contains blood in the visual message part, it can generate into high intensity of guilt of the audience.

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Example 36: There is an injured woman tied in chain in this picture. It can be inferred that this woman refers to elephant in circus. So it makes the audience generate medium intensity of guilt.

Example 37: In this poster, it can be seen that half of a leopard is becoming sand because of desertification. It is clear that desertification may hurt the animals. So it may generate medium intensity of guilt.

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Example 38: This poster shows a bear's head next to a man's head. They have similar face expression, which indicates they are not that different. This campaign poster makes audience generate low intensity of guilt.

Example 39: This poster wants to encourage people go vegan by showing these four chicks in visual message. These chicks neither injured nor dead, so the poster generates low intensity of guilt of the audience.

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APPENDIX B

CODER RELIABLITY RESULTS

	Percent Agreement	Krippendorff's Alpha	N Agreement	N Disagreement
Guilt type	95%	0.918	38	2
Responsibility	95%	0.876	38	2
Harmfulness	92.50%	0.809	37	3
Self-efficacy	90%	0.789	36	4
Other	100%	1	40	0
Verbal Message	90%	0.865	36	4
Visual Message	97.50%	0.946	39	1
Intensity of Guilt	100%	1	40	0

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