

FLORIDA STATE UNIVERSITY  
COLLEGE OF COMMUNICATION AND INFORMATION

TO BOYCOTT OR NOT?  
THE IMPACT OF HIGH MORAL INTENSITY FRAMING  
ON CONSUMER BOYCOTT DECISION-MAKING

By  
OLIVIA STACIE-ANN CLEOPATRA BRAVO

A Dissertation submitted to the  
School of Communication  
in partial fulfillment of the  
requirements for the degree of  
Doctor of Philosophy

2020

© 2020 Olivia Bravo

Olivia Bravo defended this dissertation on November 23, 2020.

The members of the supervisory committee were:

Sindy Chapa

Professor Directing Dissertation

Deana Rohlinger

University Representative

Laura Arpan

Committee Member

Jaejin Lee

Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the dissertation has been approved in accordance with university requirements.