

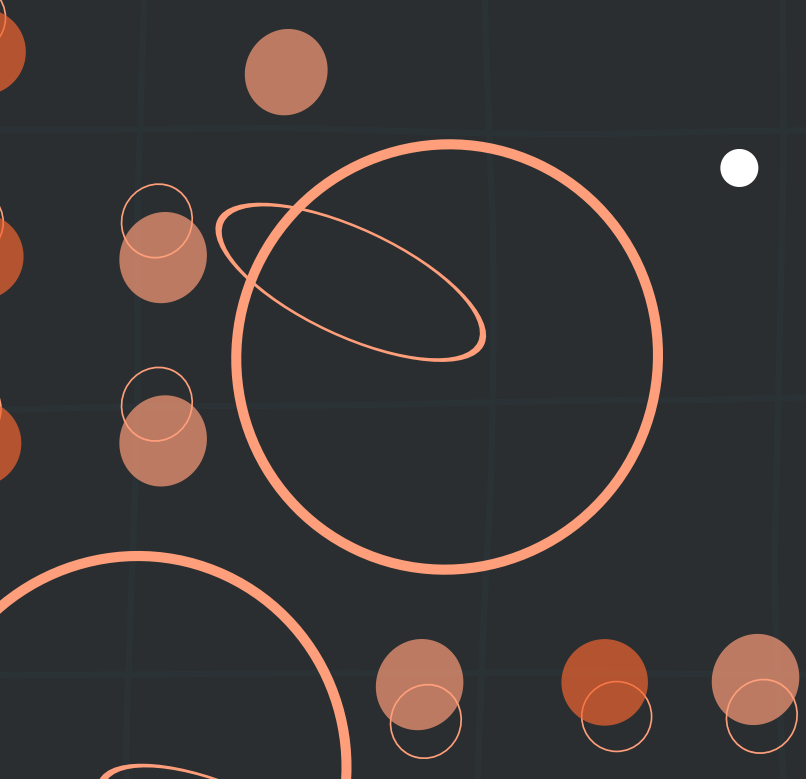

The background is a dark navy blue with a subtle grid pattern. The corners are decorated with geometric shapes: the top-left and bottom-right corners feature clusters of small, semi-transparent circles in light grey and burnt orange; the top-right corner has larger, overlapping circles in white and burnt orange with thin orange outlines; the bottom-left corner features a large, thin orange circle and several smaller circles in burnt orange and light grey.

EXPOSURE TO CHANGE TALK VS. PARTICIPANT'S INTENTION TO ENGAGE IN EVERYDAY ACTIVISM

Bre Jordan



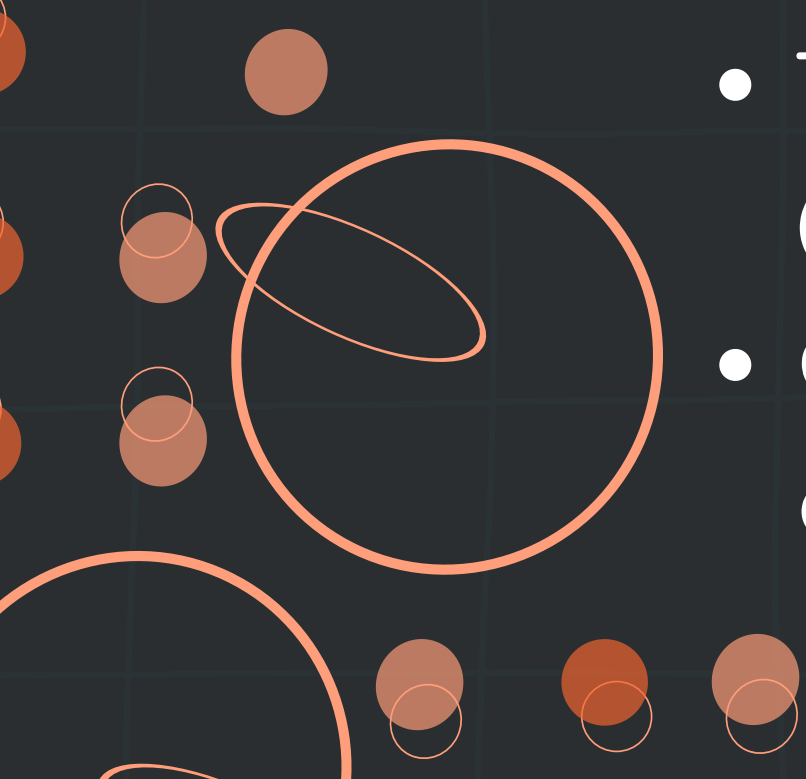

RESEARCH QUESTION

- Does viewing change talk impact participants intentions to engage in everyday forms of civic engagement?
 - Likewise, does it impact their beliefs about these everyday actions?
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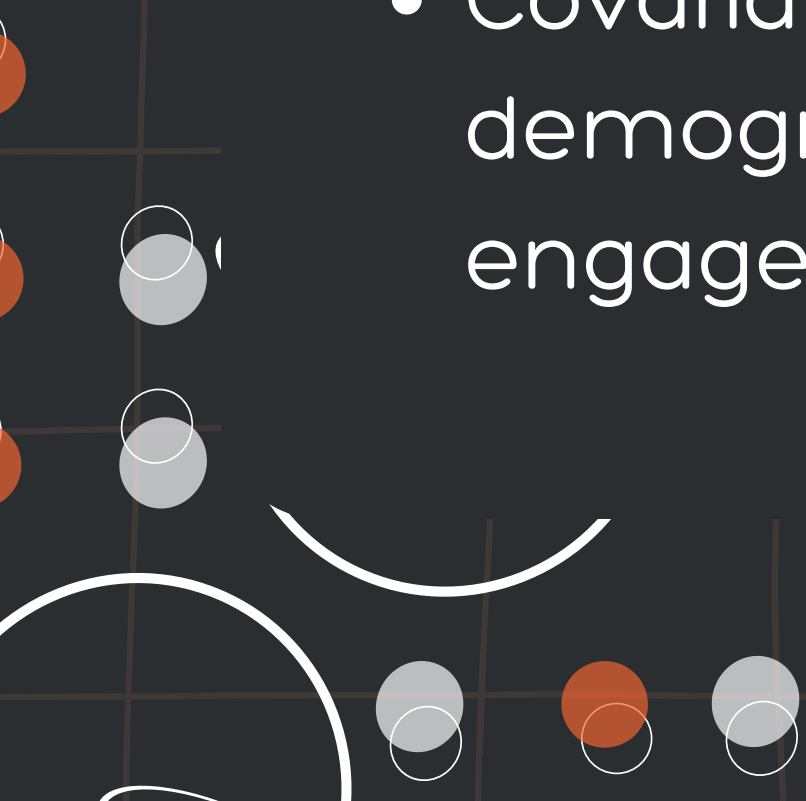
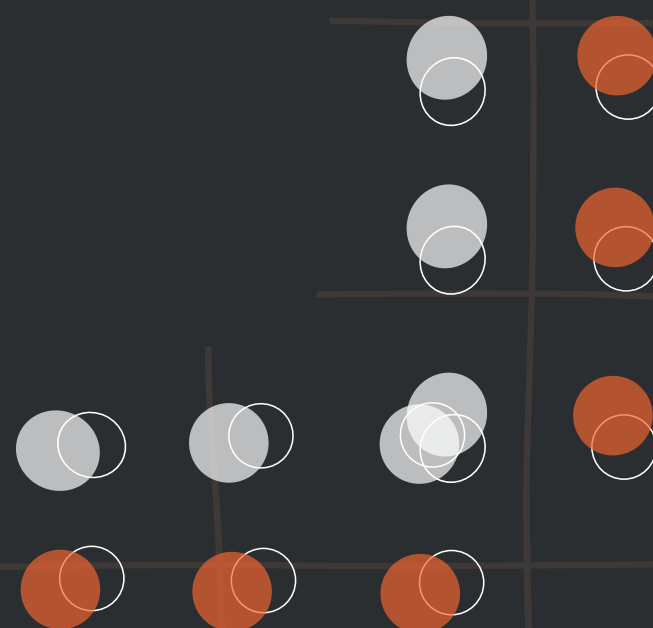
BACKGROUND



- Motivational Interviewing is a successful therapeutic framework for helping patients shift their behaviors and beliefs (Scales et al., 2025)
 - It's been applied in other contexts such as reducing vaccine hesitancy and employment coaching (Armson et al., 2023)
 - There is also preliminary activism research (Brouwer et al., 2022)
 - Change vs Sustain Talk is a core tenet of MI that can be applied on its own (Blanc et al., 2024)
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STUDY DESIGN

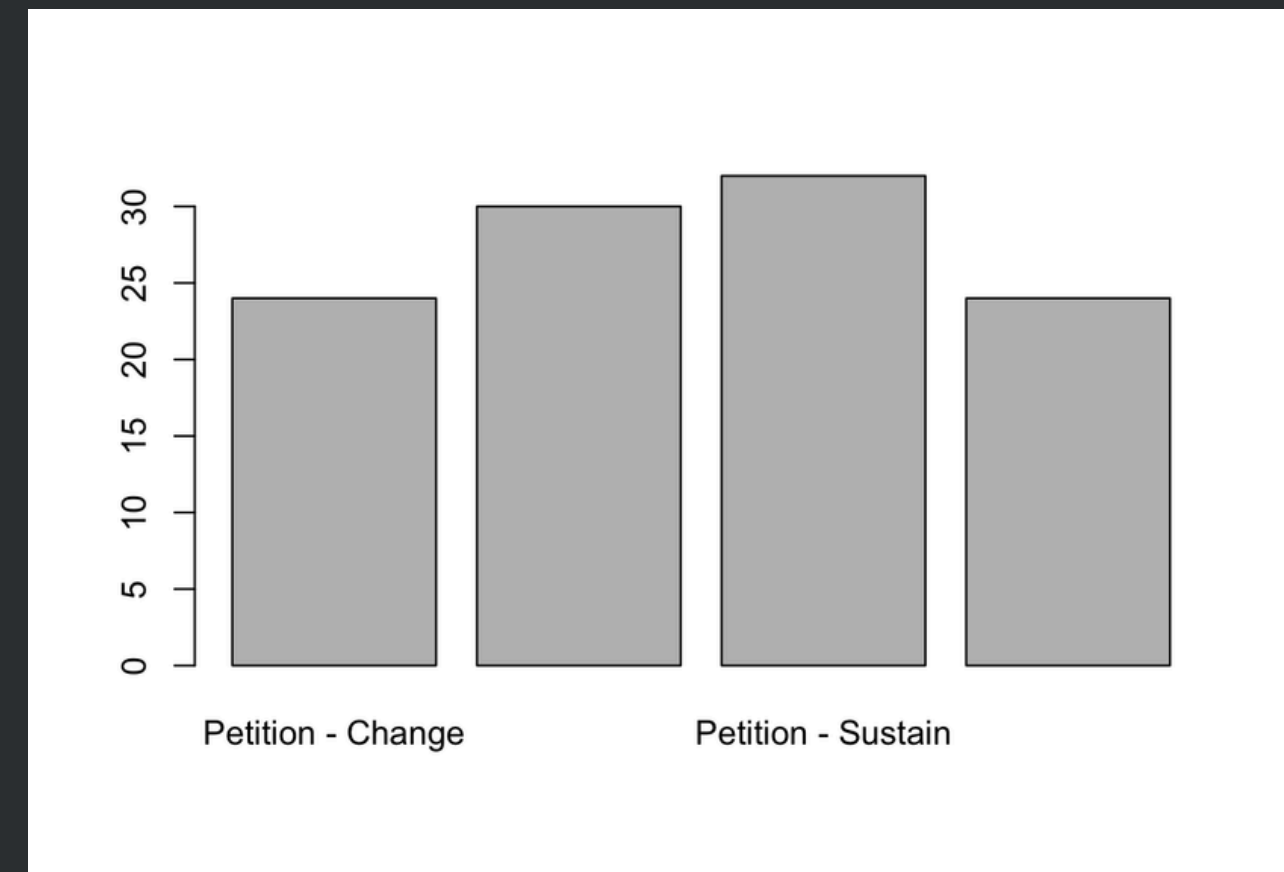
- 4 level CRD
 - Qualtrics Survey
 - 5-point Likert Scales (ordinal)
 - Covariates including demographics and previous engagement are collected
 - The Treatment: each participant is assigned to read 1 of 4 vignettes
 - Each Vignette is a combination of petition/donation, change/sustain
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VIGNETTE EXAMPLE

Signs asking for donations have become ubiquitous in many places, especially college campuses. On campus, students are often asked to donate for a variety of causes, whether via cash or mobile payment apps. Many students give a few dollars here or there, though not everyone contributes. On her way to lunch, Jenna, a college sophomore, is asked if she can donate to a cause. "I usually just ignore these," she thinks, "a few dollars won't make a real difference--I'll pass."

RESULTS

- I recieved 112 responses
- Fairly even distribution of treatment levels
- But no significant results for my treatment variables



```
formula: Petition_Month ~ Vignettes1 + Q19_c
```

```
data: myData
```

```
link threshold nobs logLik AIC niter max.grad cond.H  
logit flexible 92 -135.71 289.42 5(0) 7.83e-09 1.1e+02
```

```
Coefficients:
```

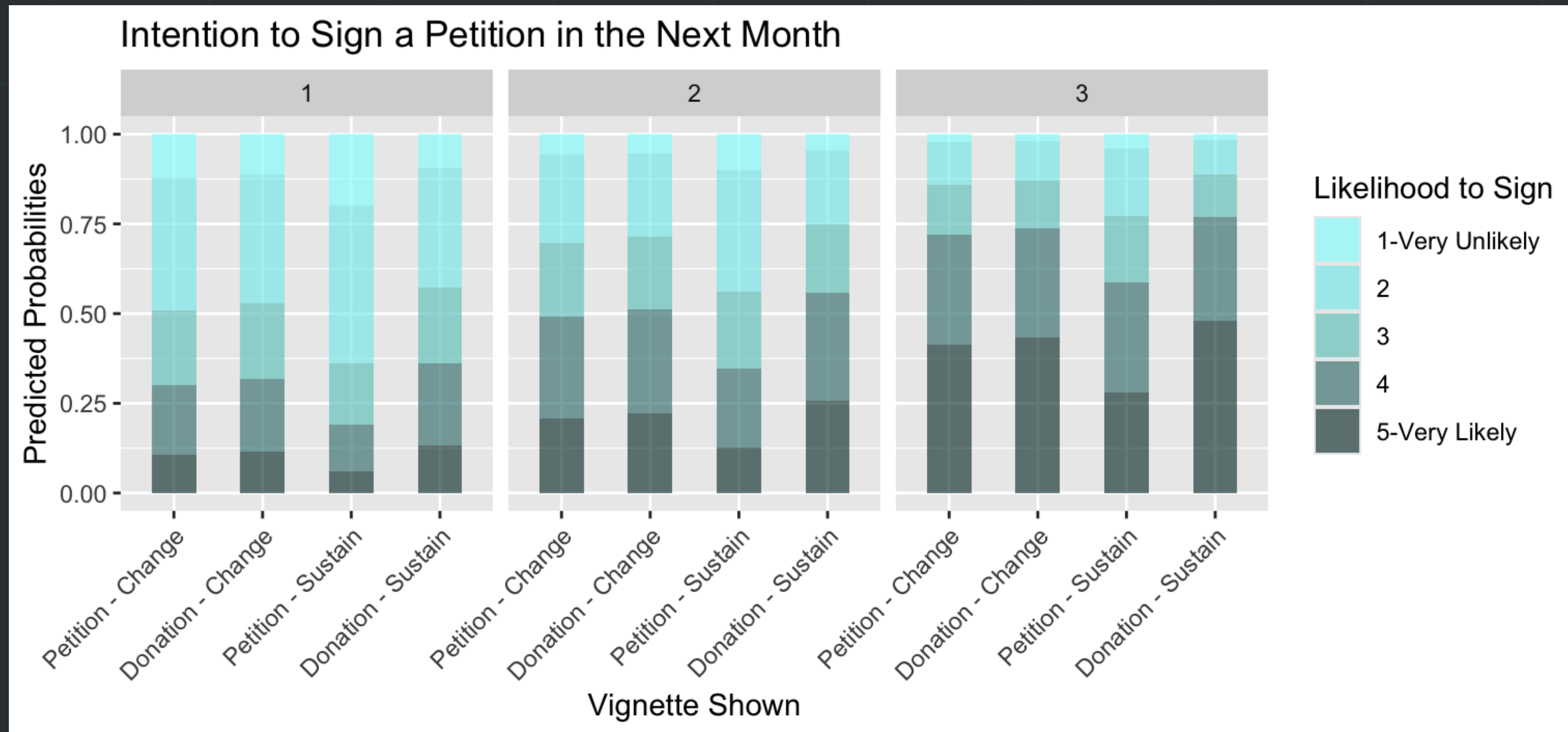
	Estimate	Std. Error	z	value	Pr(> z)
Vignettes1Donation - Change	0.08577	0.54687	0.157	0.87537	
Vignettes1Petition - Sustain	-0.59435	0.55778	-1.066	0.28662	
Vignettes1Donation - Sustain	0.26694	0.57171	0.467	0.64056	
Q19_c2	0.80388	0.44833	1.793	0.07296	.
Q19_c3	1.78652	0.60441	2.956	0.00312	**

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Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
Threshold coefficients:
```

RESULTS



NOTES

- There was an effect of the treatment but it wasn't significant
- This could be a study design issue--people did not read the Vignettes
- The effect could also be moderated by other variables--there was a lot of missing data for the covariates
- Also the majority was collected around Thanksgiving, which could affect results

The background is a dark navy blue with a subtle grid pattern. The corners are decorated with geometric shapes: top-left has a 4x4 grid of small circles in light grey and burnt orange; top-right features large white circles with orange outlines and smaller orange circles; bottom-left has orange circles and outlines of various sizes; bottom-right has a 3x3 grid of small circles in light grey and burnt orange.

THANK YOU

For listening

STUDENTS: SCAN TO HELP!



\$10 gift card drawing! (3 winners)

2 Minutes, Anonymous, & Phone-Friendly Survey

QAC307 | Bre Jordan | <https://bit.ly/bjQAC307>

ENTER THE \$10 DRAWING



Three gift card winners!

Phone-Friendly, 2-min Survey | QAC307 | Bre Jordan

https://wesleyan.qualtrics.com/jfe/form/SV_6Ao4NPb21xs1AtE