

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

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# 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?

# 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)

# STUDY DESIGN

- 4 level CRD
- Qualtrics Survey
- 5-point Likert Scales (ordinal)
- Covariates including demographics and previous engagement are collected

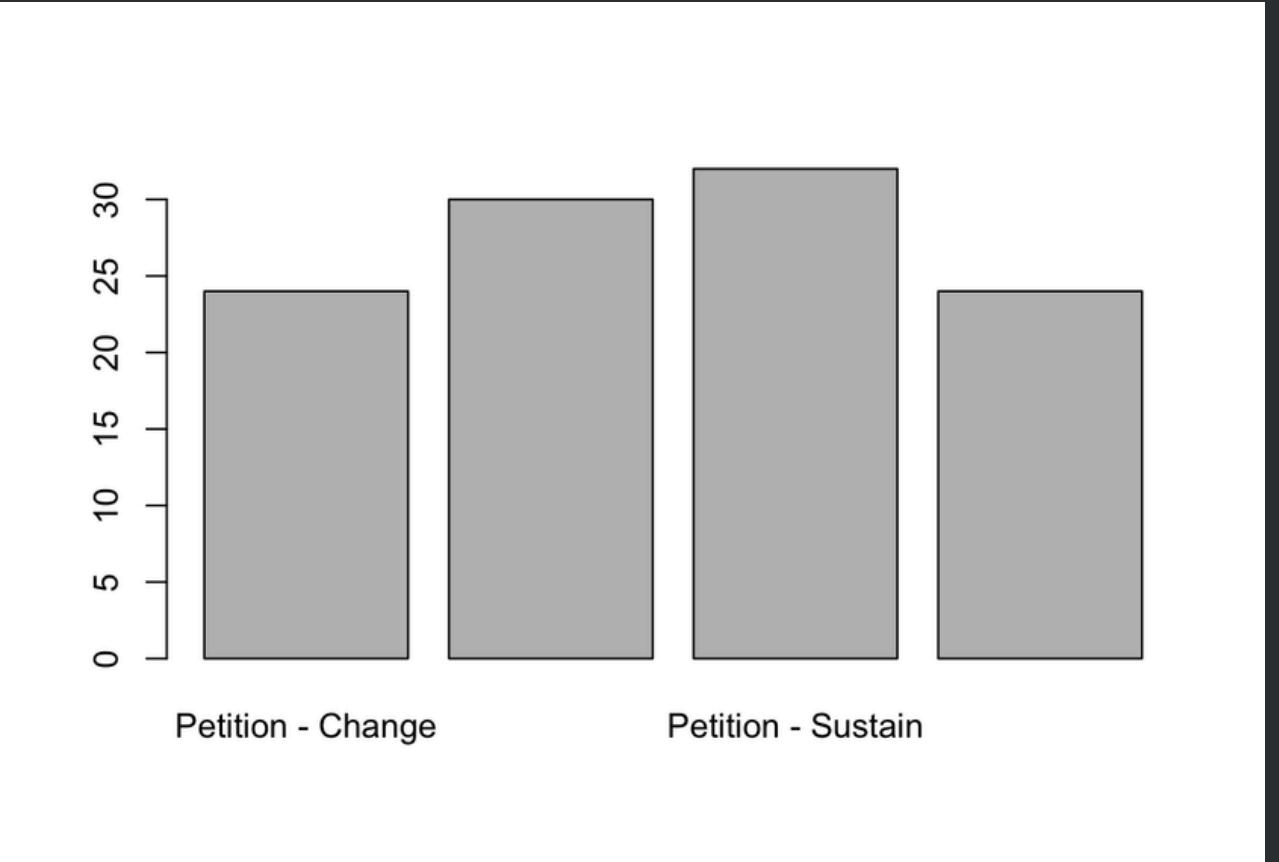
- The Treatment: each participant is assigned to read 1 of 4 vignettes
  - Each Vignette is a combination of petition/donation, change/sustain

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



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

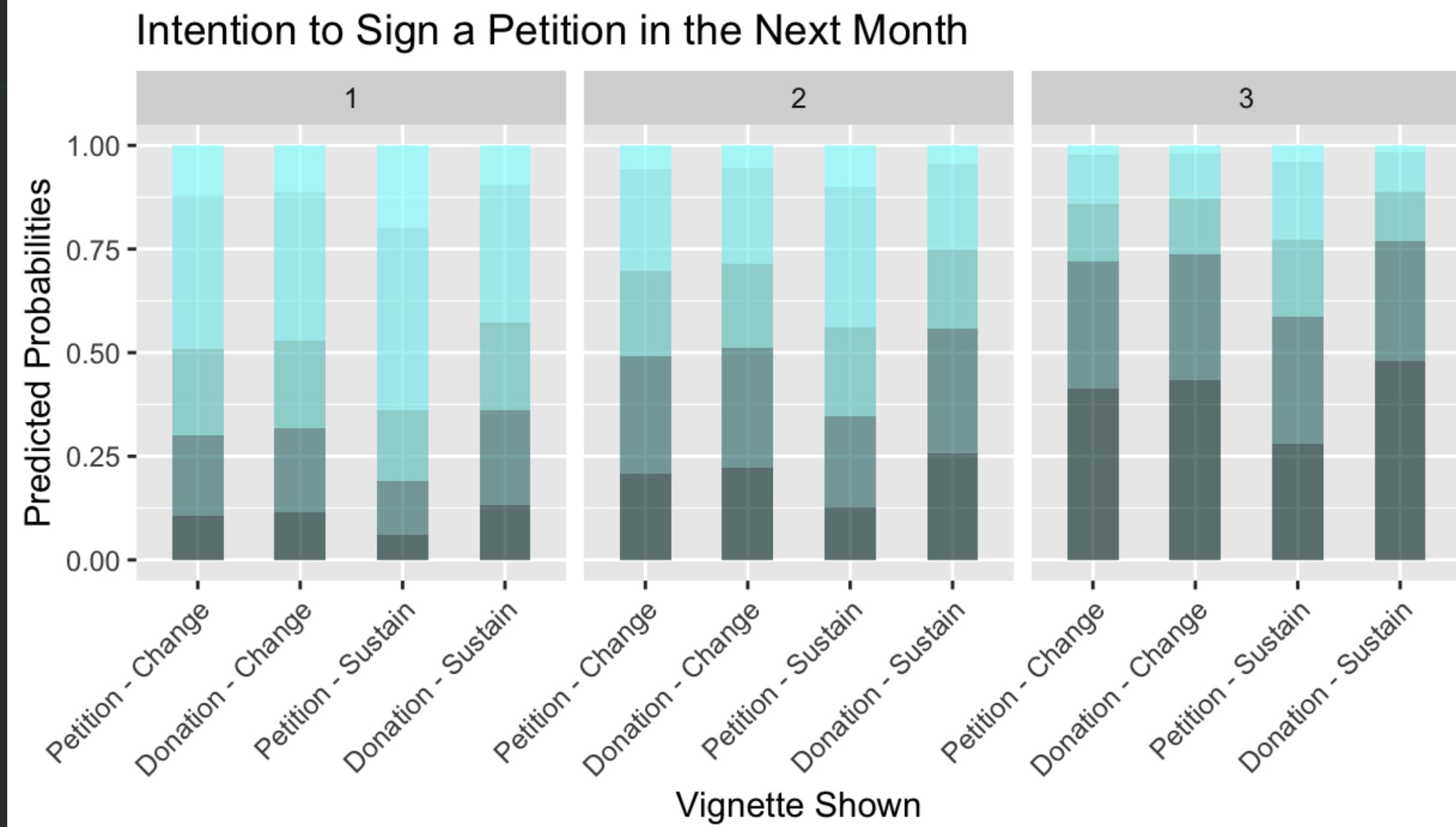
```
link threshold nobs logLik AIC      niter max.grad cond.H  
logit flexible 92    -135.71 289.42 5(0)  7.83e-09 1.1e+02
```

Coefficients:

		Estimate	Std. Error	z value	Pr(> z )
Vignettes1	Donation - Change	0.08577	0.54687	0.157	0.87537
Vignettes1	Petition - Sustain	-0.59435	0.55778	-1.066	0.28662
Vignettes1	Donation - 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

# THANK YOU

For listening

**STUDENTS:  
SCAN TO HELP!**



**\$10 gift card drawing! (3 winners)**

2 Minutes, Anonymous, & Phone-Friendly Survey

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

**ENTER THE  
\$10 DRAWING**



**Three gift card winners!**

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

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[https://wesleyan.qualtrics.com/jfe/form/SV\\_6Ao4NPb21xs1AtE](https://wesleyan.qualtrics.com/jfe/form/SV_6Ao4NPb21xs1AtE)