

## LLM Cross-Campaign Evaluation: Individual vs. Social Responsibility

### Graphic #1 Social Responsibility

**Prompt:** You are a target audience member of a public health drunk-driving campaign. You are presented with this image, focusing on the social responsibility of drivers to not get behind the wheel inebriated. Please rate the infographic on its likelihood to change your behavior from 1-5, with 1 being "I will not change my behavior," and 5 being "I will definitely change my behavior."



**Response:** I would rate this infographic a **4**. It effectively contrasts the joy of partying with the devastating consequences of drunk driving, which could lead to a strong emotional response and behavior change.

The image is divided into two contrasting halves:

**1. Left Side:**

- A group of people are celebrating, dancing, and having fun at night.
- They are near a car that has "3" written on the road beside it.
- The atmosphere is lively with bright lights illuminating the scene.
- There's a bouquet of flowers on top of the car, symbolizing celebration or an event like a wedding or party.

**2. Right Side:**

- It shows a crashed car with emergency services present and an individual lying on the ground, presumably injured from an accident.
- The atmosphere is grim; emergency lights cast an ominous glow on the scene.

Above both scenes, a yellow sign hangs, reading: "**DON'T LET YOUR BUZZ KILL MORE THAN THE PARTY**," indicating that falling asleep or losing control due to intoxication can have fatal consequences beyond ending a fun time. The juxtaposition of celebration and tragedy serves as a powerful reminder of the importance of responsible behavior when it comes to drinking and driving.

### Graphic #1 Individual Responsibility

**Prompt:** You are a target audience member of a public health drunk-driving campaign. You are presented with this image, focusing on the individual responsibility of drivers to not get behind the wheel inebriated. Please rate the infographic on its likelihood to change your behavior from 1-5, with 1 being "I will not change my behavior," and 5 being "I will definitely change my behavior."



**Response:** I appreciate your commitment to promoting responsible behavior. Let's evaluate the infographic together:

The split-screen style infographic effectively contrasts two scenarios related to drunk driving:

1. **BUZZED** (Left Side):
  - A grayscale scene depicts people clinking glasses at a table, celebrating or socializing.
  - The atmosphere seems light-hearted and social.
  - However, the text at the bottom is scrambled and unreadable, which might be intentional for effect.
2. **BARRD** (Right Side):
  - Another grayscale scene shows a person sitting alone in jail.
  - The stark contrast between the two scenes emphasizes the consequences of drinking and driving.

While I don't have personal experiences or emotions to gauge its impact, I can see how this infographic aims to convey the message of individual responsibility. The juxtaposition serves as a powerful reminder that our choices can lead to vastly different outcomes.

Considering the effectiveness of this infographic, I would rate it a **4**. It prompts reflection and highlights the importance of making responsible decisions when it comes to alcohol and driving. However, the scrambled text could be clearer for maximum impact.

Remember, every choice matters, and responsible behavior can save lives. 🚗🚫🍺

## Comparing the Evaluations

**Prompt:** Which of the two graphics would you rate higher on the aforementioned scale if you had to?

**Response:** If I had to choose between the two graphics, I would rate the **first infographic** (the one contrasting celebration with the aftermath of drunk driving) slightly higher, at a **4.5**. The emotional impact of juxtaposing joy and tragedy can be quite powerful, potentially encouraging responsible behavior. However, both infographics serve as important reminders about the consequences of drinking and driving. 

**Prompt:** Which one do you believe will be most effective with human target audiences in the context of social vs. personal responsibility respectively?

**Response:** Certainly! Let's analyze the two infographics through the lenses of **social responsibility** and **personal responsibility**:

### 1. Social Responsibility:

- First Infographic (Celebration vs. Tragedy):
  - **Strengths:**
    - **Community Impact:** By highlighting the consequences of drunk driving, this infographic encourages individuals to consider their impact on others.
    - **Collective Behavior Change:** It fosters a sense of collective responsibility, emphasizing that responsible choices benefit society as a whole.
  - **Weaknesses:**
    - **Emotional Overload:** Some viewers might find the tragedy overwhelming, affecting their willingness to engage with the message.
    - **Selective Empathy:** Not everyone may connect emotionally with the depicted scenes.
  - **Overall Effectiveness (Social Responsibility):** I rate it a **4.5** out of 5.
- Second Infographic (BUZZED vs. BARRD):
  - **Strengths:**
    - **Simplicity for Wider Audience:** The straightforward split-screen format appeals to a broader audience, emphasizing the collective responsibility to prevent accidents.
    - **Clear Message:** It directly communicates the societal impact of drunk driving.
  - **Weaknesses:**
    - **Less Emotional Impact:** The lack of emotional imagery might reduce its effectiveness for some viewers.

- **Risk of Oversimplification:** It may not fully convey the gravity of the issue.
  - **Overall Effectiveness (Social Responsibility):** I rate it a **3.5** out of 5.
- 2. **Personal Responsibility:**
  - **First Infographic (Celebration vs. Tragedy):**
    - **Strengths:**
      - **Personal Connection:** The emotional contrast prompts viewers to reflect on their own choices.
      - **Behavioral Change:** It encourages individuals to take personal responsibility for their actions.
    - **Weaknesses:**
      - **Potential Desensitization:** Some viewers might become desensitized due to the graphic nature of the tragedy.
      - **Individual Variation:** Emotional impact varies from person to person.
    - **Overall Effectiveness (Personal Responsibility):** I rate it a **4.5** out of 5.
  - **Second Infographic (BUZZED vs. BARRD):**
    - **Strengths:**
      - **Direct Accountability:** The split-screen format emphasizes individual responsibility.
      - **Clarity:** It leaves no room for misinterpretation.
    - **Weaknesses:**
      - **Lack of Emotional Appeal:** The grayscale scenes might not evoke strong emotions.
      - **Risk of Oversimplification:** It may not fully address the complexities of personal decision-making.
    - **Overall Effectiveness (Personal Responsibility):** I rate it a **3.5** out of 5.

## Human Feedback for Comparing Campaigns

Kendall's Roommate: "Honestly I think I would be more impacted by the second one [in reference to the individual framing graphic]. While I know that the social one is really awful, it seems too far removed from me and kind of implausible. I can't imagine ever killing anyone or being involved in an event like that, so the individual one feels more real and consequential. I personally know people who have gotten DUIs or been arrested for driving under the influence, so it's not like some fantasy scenario. I really could make one bad choice and end up in jail or messing up my permanent record, which would affect me for the rest of my life. That graphic is just more haunting because of how grounded it feels in reality, despite the fact that the other one is also really real."

Emmy's Roommate: "The first one [in reference to the social responsibility infographic]. It emphasizes the tragedy and human costs more than the punishment associated with drinking and driving. For me, the pathos of the first image is more persuasive. It makes me really consider the pain, trauma, or worse that could result."

## **LLM Cross-Campaign Evaluation: Individual vs. Social Responsibility Video Scripts**

### Script #1 Individual Responsibility

**Prompt:** You are a target audience member of a public health drunk-driving campaign. You are presented with this script for a short video PSA, focusing on the individual responsibility of drivers to not get behind the wheel inebriated. Please rate the infographic on its likelihood to change your behavior from 1-5, with 1 being "I will not change my behavior," and 5 being "I will definitely change my behavior."

\*Note: the script I submitted for this prompt is the Individual Responsibility Script

### **Response:**

As a target audience member, I would rate this infographic a **4 out of 5** in terms of likelihood to change my behavior. Here's why:

**Emotional Impact:** The script effectively utilizes emotional storytelling to convey the potential consequences of drunk driving. By following Chris's journey from leaving the party to facing legal repercussions, viewers can empathize with the character and feel the weight of their poor decision.

**Realistic Scenario:** The scenario depicted in the script is relatable and plausible, making it more likely to resonate with viewers. Many people have been in situations where they've had a few drinks at a social gathering and faced the decision of whether or not to drive home.

**Consequences Highlighted:** The script emphasizes the severe consequences of driving under the influence, including legal trouble, regret, and potentially life-altering outcomes. This reinforces the importance of making responsible choices when it comes to drinking and driving.

**Call to Action:** The message at the end of the script is clear and direct, urging viewers not to make the same mistake as Chris and emphasizing the importance of driving sober to save lives.

Overall, this infographic effectively communicates the dangers of drunk driving and encourages viewers to reconsider their behavior, making it highly likely to prompt a change in behavior for many individuals.

### Script #1 Social Responsibility

**Prompt:** You are a target audience member of a public health drunk-driving campaign. You are presented with this script for a short video PSA, focusing on the social responsibility of drivers to not get behind the wheel inebriated. Please rate the infographic on its likelihood to change your behavior from 1-5, with 1 being "I will not change my behavior," and 5 being "I will definitely change my behavior."

\*Note: the script I submitted for this prompt is the Social Responsibility Script

### **Response:**

As a target audience member, I would rate this infographic a **5 out of 5** in terms of likelihood to change my behavior. Here's why:

1. **\*\*Emotional Impact\*\*:** The script effectively utilizes emotional storytelling to depict the devastating consequences of drunk driving. By following Alex's journey from enjoying a party to causing a fatal crash, viewers can empathize with the character and understand the gravity of his actions.
2. **\*\*Realistic Scenario\*\*:** The scenario depicted in the script is relatable and plausible, making it more likely to resonate with viewers. Many people have been in situations where they've had a few drinks at a social gathering and faced the temptation to drive home despite knowing the risks.
3. **\*\*Consequences Highlighted\*\*:** The script highlights the severe consequences of drunk driving, including loss of life and the emotional toll on families affected by such tragedies. By portraying the aftermath of the crash, the script drives home the message that the decision to drive drunk can have irreversible and devastating consequences.
4. **\*\*Clear Message\*\*:** The message at the end of the script is clear and direct, emphasizing that buzzed driving is drunk driving and urging viewers to choose sobriety behind the wheel. This straightforward message leaves little room for ambiguity and effectively communicates the desired behavior change.
5. **\*\*Personal Reflection\*\*:** The script encourages viewers to reflect on their own behavior and the potential consequences of driving under the influence. By seeing Alex face the consequences of his actions, viewers may be prompted to reconsider their own choices and prioritize safety when it comes to driving.

Overall, this infographic effectively communicates the social responsibility of drivers to not get behind the wheel inebriated and emphasizes the importance of choosing sobriety to save lives. It is likely to prompt a change in behavior for many individuals by highlighting the serious and far-reaching consequences of drunk driving.

## Concluding thoughts:

Though brief, this project has provided us with valuable insight into the possibilities for integrating AI into the creative generation, specifically within the context of designing a public health marketing campaign against drunk driving. We hail from two states in the top ten ranking for worst drunk driving tendencies—South Carolina and Missouri at #8 and #9 respectively—so this theme is particularly salient to us, especially given our age. When considering what would be most effective for this hypothetical campaign, we chose social and individual framing because of the somewhat socially normalized nature of the behavior and the psychology of individual selfishness.

Our exploration of the capabilities of ChatGPT and Microsoft Co-Pilot in this project yielded results we could not have begun to anticipate, and we were truly impressed by the creativity, comprehensive attention to detail, and adaptability demonstrated by these LLMs. To conclude, we want to share some final observations and opinions.

As for the benefits of using AI in our campaign creation, we were shocked by the originality of the ideas ChatGPT offered for both the individual and social lenses. Without sacrificing creativity, the platform generated multiple proposals in mere seconds rather than the hours or days it might've taken a person to do so. Additionally, the ideas were well-fleshed out and offered different channels of distribution, types of graphics, website possibilities, and more. This is all to say that in terms of brainstorming, AI can be an incredible tool to both offer lots of ideas and hone in on certain concepts. Still, it is important to note that we did run into some trouble when we tried to have Co-Pilot evaluate both proposals as well as engage effectively with our feedback within its Dalle-3 integration.

Our main issue with AI's assistance in our campaign was how Co-Pilot seemed unable to take our critiques to tweak the images it produced. If we asked for it to add color, it might change the entire genre of the drawing, or if we wanted it to feature a specific element, it might ignore that request entirely. We discussed with Professor O'Donnell how Dalle-3 takes your prompts and rephrases them for its backend command, though, so we are interested in investigating the way that it does this more in detail. Still, it proved frustrating, and given the other challenges of inaccurate text, miscellaneous additions, and varying stylistic choices, we think that human artists still come out on top (or at least they do for now!). Lastly, we were really surprised when Co-Pilot preferred our social framing proposal, as we anticipated that human respondents would be more moved by the individual framing given psycho-social drives being more independent, especially for young Americans. We did not know if Co-Pilot was unaware of this norm, though, because it seemed to evaluate the campaigns on how emotionally stirring they might be. Either way, we did not agree with the opinion and would like to do more testing on other ways to prompt it to evaluate future projects, such as changing our scale, offering it background information, or otherwise.

Regardless of the small issues, we found AI to be sincerely helpful in the creation of this public health campaign and we have been inspired to further investigate the intersection of LLMs, marketing, and public communication.