

Introduction:

STDs – something we've all been warned about since we were teenagers. STDs can be spread without proper protection and can lead to adverse health effects. Despite this, many college students lack proper STD prevention. With this, by using two contrasting health communication appeals, we aimed to create digital campaigns for STD prevention in college students. Since creating digital campaigns can take time, we used the help of our trusty (kind of) friend: artificial intelligence.

Fear Appeal:

We asked gpt-4-1106-preview to do the following:

This is an example of a health campaign that uses the fear appeal. Which contains 1.

Threat

- Outlines negative consequences that occur if you don't do what's advocated

2. Recommended Response (RR)

- What you should do to avoid experiencing the threat

Using this example and the fear appeal, create an image similar to the one I'm sending you about STD prevention in college students that also uses the fear appeal.



GPT's Response (Response 1):

This is an example of a health campaign that uses the fear appeal,

Title: "Protect Your Future: Prevent STDs in College"

1. Threat:

- Outlines the negative consequences of STDs, such as long-term health issues, infertility, and social stigma.
- Emphasizes the prevalence of STDs among college students and the risks associated with unprotected sex and multiple partners.

2. Recommended Response (RR):

- Encourage regular STD testing and screenings.
- Promote the use of condoms and other barrier methods during sexual encounters.
- Encourage open communication with partners about STD status and safe sex practices.
- Provide information on the importance of getting vaccinated against certain STDs, such as HPV.
- Offer resources for free or low-cost STD testing and treatment options.
- Highlight the availability of counseling and support services for those affected by STDs.

Campaign Elements:

- Emotional and impactful visuals of individuals affected by STDs, with a focus on the emotional toll and long-term health consequences.
- Personal stories from college students who have experienced the impact of STDs on their lives.
- Clear, concise messaging that emphasizes the importance of prevention and the availability of resources.
- A call to action, such as a website or hotline where students can find information on testing, treatment, and support.
- Collaborations with campus health centers, student organizations, and local health departments to promote the campaign and provide resources.

By using the fear appeal, the campaign aims to motivate college students to take action to protect themselves and their partners from the negative consequences of STDs.

Then, we asked the same tool to create an image for the campaign, but since the preview on chat.lmsys.org can't generate images, it described an image:

Creating an image for a campaign is a visual representation of the message you want to convey. Here's a conceptual image that could be used for an STD prevention campaign targeting college students:

The image shows a group of college students in a casual, social setting, perhaps a campus event or a party. They are engaged in conversation and enjoying themselves. The focus is on one student who is looking at their phone, which displays a message or notification about STD prevention. The message could be a reminder to get tested, a link to a resource for free testing, or a notification about a campus event related to STD awareness.

The background is vibrant and lively, with the colors of the campus life, and the lighting suggests an indoor setting with natural light coming through windows. The overall mood is positive and energetic, reflecting the spirit of college life.

The text overlay on the image could include the campaign's slogan, such as "Protect Your Future: Prevent STDs in College," along with a call to action, like "Get Tested Today" or "Visit Your Campus Health Center." The text should be clear and easy to read, ensuring that the message is immediately understood by the viewer.

The image should be designed to be eye-catching and shareable, with a clear message that resonates with the target audience. It should also be respectful and sensitive to the topic at hand, avoiding any graphic or sensational imagery that could be distressing.

Then, when we fed the `open_api_access` notebook the copy for our campaign, made by AI, it created the following image:



Then, we went on the vision direct chat on chat.lmsys.org and asked if this image fits the description AI gave us of an image and it said the following:

Yes, the image you've provided fits the description you've given for an STD prevention campaign targeting college students. It depicts a group of students in a social setting, with one student looking at their phone, which has a message or notification about STD prevention. The background is lively and colorful, reflecting a campus environment. The text overlay includes a call to action and a reminder to get tested, which aligns with the campaign's message. The overall design is eye-catching and seems to be respectful and sensitive to the topic.

When I provided the notebook the original prompt of This is an example of a health campaign that uses the fear appeal, which contains 1. Threat

- Outlines negative consequences that

occur if you don't do what's advocated

2. Recommended Response (RR)

- What you should do to avoid experiencing the threat

Using this example and the fear appeal, create a campaign about STD prevention in college students that also uses the fear appeal.

We got this image:



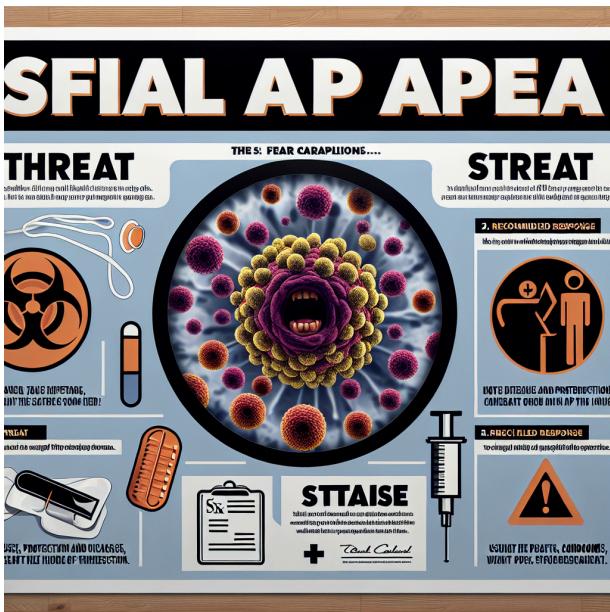
Then I asked the Vision Direct Chat to assess if this image fits a fear appeal campaign and it said the following:

The image you've provided appears to be a staged scenario that could be used as part of a campaign to raise awareness about STD prevention in college students. The fear appeal is a persuasive technique that aims to evoke fear in order to motivate people to take action.

Here's how this image could fit into a campaign using the fear appeal:

1. Threat: The image shows a group of students in a classroom setting, with one student prominently in the foreground looking concerned. The presence of a sign that reads "STAR APPEAL STD DP" suggests a focus on STD prevention. The other students are holding signs with various messages, which could be part of the campaign's messaging. The signs could be highlighting the negative consequences of not practicing safe sex, such as the risk of contracting STDs, the potential for long-term health issues, and the emotional toll of dealing with an STD diagnosis.
2. Recommended Response (RR): The campaign would then provide information on what college students should do to avoid these negative consequences. This could include promoting regular STD testing, using condoms, getting vaccinated against certain STDs, and practicing safe sex. The campaign might also encourage open communication with partners and the importance of knowing one's own STD status.

The use of the fear appeal in this campaign would aim to motivate college students to take action to protect themselves from STDs by emphasizing the potential negative consequences of not doing so. It's important to note that while fear appeals can be effective in raising awareness, they should be used carefully to avoid causing unnecessary panic or stigma. The campaign should also provide clear, actionable steps that individuals can take to protect themselves and their partners.



when I provided a generative AI tool an example of a health campaign that uses the fear appeal, which contains 1. Threat

- Outlines negative consequences that occur if you don't do what's advocated

2. Recommended Response (RR)

- What you should do to avoid experiencing the threat

They created these two images for the campaign about STD prevention in college students that also uses the fear appeal. Which image do you think is better at doing this? The one on the left is created as a result of the first fear appeal prompt and was done with CoPilot. The one on the right was made from DALL-E-3, specifically from the open_api_access notebook.

The image on the right, titled "PROTECT FUTURE," seems to be better at using the fear appeal for an STD prevention campaign targeted at college students. It features a group of young people who appear to be enjoying themselves, which is relatable to the target audience. The text "PROTECT FUTURE" is prominent and suggests the importance of taking action to prevent negative consequences. The call to action "GET TESTED

TODAY" is clear and direct, and the mention of the campus health center as a place to get tested is specific and actionable.

The image on the left, titled "SIAL APPEA," is more informational and educational, focusing on the biology of the virus and the recommended response. While it provides valuable information, it doesn't seem to use the fear appeal as effectively as the image on the right. The fear appeal is typically more effective when it directly addresses the potential negative consequences and the recommended response in a way that resonates emotionally with the target audience.



When I fed the notebook this: Title: "Protect Your Future: Prevent STDs in College"

3. Threat:

- Outlines the negative consequences of STDs, such as long-term health issues, infertility, and social stigma.

- Emphasizes the prevalence of STDs among college students and the risks associated with unprotected sex and multiple partners.
4. Recommended Response (RR):
- Encourage regular STD testing and screenings.
 - Promote the use of condoms and other barrier methods during sexual encounters.
 - Encourage open communication with partners about STD status and safe sex practices.
 - Provide information on the importance of getting vaccinated against certain STDs, such as HPV.
 - Offer resources for free or low-cost STD testing and treatment options.
 - Highlight the availability of counseling and support services for those affected by STDs.

Campaign Elements:

- Emotional and impactful visuals of individuals affected by STDs, with a focus on the emotional toll and long-term health consequences.
- Personal stories from college students who have experienced the impact of STDs on their lives.
- Clear, concise messaging that emphasizes the importance of prevention and the availability of resources.
- A call to action, such as a website or hotline where students can find information on testing, treatment, and support.
- Collaborations with campus health centers, student organizations, and local health departments to promote the campaign and provide resources.

By using the fear appeal, the campaign aims to motivate college students to take action to protect themselves and their partners from the negative consequences of STDs.

We got the above flyer, however, it does not use the fear appeal

Copilot:



I got these three images by prompting an AI tool with:

"This is an example of a health campaign that uses the fear appeal

Title: "Protect Your Future: Prevent STDs in College"

Threat:

- Outlines the negative consequences of STDs, such as long-term health issues, infertility, and social stigma.
- Emphasizes the prevalence of STDs among college students and the risks associated with unprotected sex and multiple partners.

Recommended Response (RR):

- Encourage regular STD testing and screenings.
- Promote the use of condoms and other barrier methods during sexual encounters.

- Encourage open communication with partners about STD status and safe sex practices.
- Provide information on the importance of getting vaccinated against certain STDs, such as HPV.
- Offer resources for free or low-cost STD testing and treatment options.
- Highlight the availability of counseling and support services for those affected by STDs.

Campaign Elements:

Emotional and impactful visuals of individuals affected by STDs, with a focus on the emotional toll and long-term health consequences.

Personal stories from college students who have experienced the impact of STDs on their lives.

Clear, concise messaging that emphasizes the importance of prevention and the availability of resources.

A call to action, such as a website or hotline where students can find information on testing, treatment, and support.

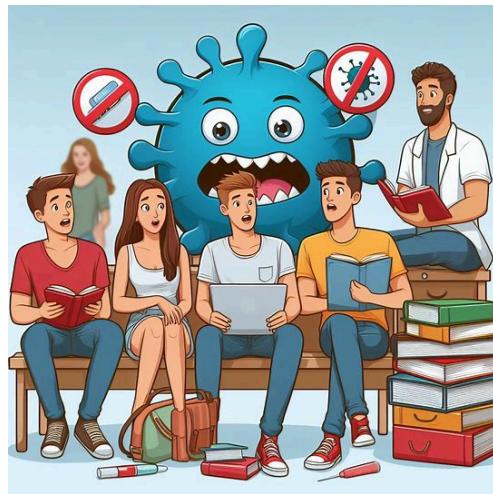
Collaborations with campus health centers, student organizations, and local health departments to promote the campaign and provide resources.

Using this example and the fear appeal, create an image similar to the one i'm sending you about STD prevention in college students that also uses the fear appeal"

Which image out of the three is the best?

The image on the bottom right is the most effective in conveying the fear appeal for STD prevention in college students. It features a vivid illustration of a monster with multiple tentacles, which symbolizes the spread of STDs and the potential for multiple infections. The monster is depicted in a chaotic and overwhelming manner, which can evoke a sense of fear and urgency. The use of bright colors and the chaotic composition of the image draws attention and can be more memorable than the other two images.

The other two images are more realistic and may not have the same emotional impact as the illustrated monster.



These weren't the best so we prompted Copilot withL create a new image of it that is a flyer with words



Which flyer for our health campaign on STD prevention among college students, which is supposed to use the fear appeal, is the best?

The image you've provided shows four different flyers for a health campaign on STD prevention among college students. Each flyer uses different design elements and messaging to appeal to the target audience.

1. The top left flyer features a group of students with a large "STD PREVENTION" banner. It includes a variety of words and phrases related to STD prevention, such as "safe sex," "condoms," and "get tested." The design is straightforward and uses a lot of text to convey its message.

2. The top right flyer has a more playful and colorful design, with a cartoon-like character that seems to be a representation of an STD. It includes the words "STID PREVENTION" and "STID as a college suite." The design is more engaging and might be more appealing to a younger audience.
3. The bottom left flyer is more graphic and uses a combination of text and images to convey its message. It includes the acronym "STAD" and the phrase "Fear Appeal." The design is modern and could be effective in grabbing attention.
4. The bottom right flyer is a close-up of a flyer with a lot of text and images, including a cartoon character that seems to be a representation of an STD. It includes the words "FEAR APPEAL" and "STID." The design is busy and might be overwhelming to some viewers.

The best flyer for your health campaign would depend on your target audience and the message you want to convey. If you want to reach a broad audience and provide a lot of information, the top left flyer might be effective. If you want to engage a younger audience with a more playful approach, the top right flyer could be a good choice. If you want to use a fear appeal to grab attention, the bottom left flyer might be the most effective. If you want to use a fear appeal with a more graphic design, the bottom right flyer could be the best option.

Ultimately, the effectiveness of a flyer depends on how well it resonates with the target audience and how well it communicates the message of STD prevention. It's important to test different designs and messages to see which ones are most effective in reaching your goals.