

DESCRIPTION FOR THE GENERAL PUBLIC (IN ENGLISH)

Social campaigns are an important tool for promoting positive change social attitudes (in ecology, health prevention, tolerance, etc.). Improving their effectiveness may therefore have a very tangible effect on many aspects of life – both for individuals and for whole societies. The character of this kind of campaigns is different from the campaigns in the framework of commercial marketing, thus the methodology of the evaluation should also be different. Media messages in the context of social campaigns require not only remembering the presented content, but also understanding the importance of behaviour that is being promoted. An effective message should engage the recipient and shape his consciousness, as it can significantly increase the impact of social campaign. Therefore, the need arises to acquire a knowledge of the relationship between media message, and the emergence, spread and durability of awareness concerning the behaviour promoted in the campaign. The main objective of the project is therefore to develop procedures to measure the effectiveness of media messages in social campaigns using triangulation of cognitive neuroscience and diagnostic survey methods.

The research project will be carried out according to the plan covering 7 main steps:

1. Analysis of methods currently used to evaluate the effectiveness of social campaigns.
2. Defining the role of media messages in social campaigns.
3. Selection of case studies for the research.
4. Design and execution of an experiment examining the perception and reception of media messages in selected social campaigns.
5. Identification of the factors influencing the effectiveness of media messages.
6. Evaluation and interpretation of research results.
7. Development of a methodological framework and aggregate measure, based on the identified factors, to evaluate media messages.

As a result of the research it will be possible to determine the relationship between the media message and the activation of conscious thinking process and the formation of social consciousness. A methodological framework for the assessment of media messages in social campaigns will be developed. Moreover, an appropriate set of measurement methods and a set of rules allowing further research to establish the measures of effectiveness for given types and specific examples of social campaigns, will be elaborated.