Influenza – Getting the Staff Immunized
Presented by Dr. Jill Jacobson
A Webber Training Teleclass

Slide 1

Influenza
Getting the Staff Immunized

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Slide 2

Overview
• Present 2 separate lines of research:
  - First, focus specifically on recent research by Rothman and Salovey on health messages
  - Second, presents research by Cialdini on techniques used by compliance professionals (e.g., sales people, advertisers, charitable organizations)
• Discuss ways of applying this research to increase influenza vaccination compliance.

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Research on Health Messages (Rothman & Salovey, 1997)
• 2 types of messages
  – Gain-framed (positive)
    • Emphasize benefits of performing a behavior
    • Example: # of lives saved
    • Makes preferences risk-averse
  – Loss-framed (negative)
    • Emphasize the costs of NOT performing a behavior
    • Example: # of lives lost
    • Makes preferences risk-seeking
• 2 types of behaviors
  – Prevention – Seen as > certain or < risky
  – Detection – Seen as < certain or > risky

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Research on Health Messages
(Rothman & Salovey, 1997)

- Message effectiveness
  - Gain-framed messages better for promoting
    - Prevention behaviors (e.g., immunizations)
    - Health behaviors that are perceived as < risky
  - Loss-framed messages better for promoting
    - Detection behaviors (e.g., mammography)
    - Health behaviors that are perceived as > risky
- Rothman et al. (1999):
  - Presented info on a (fictitious) flu-like virus
  - Same behavior was presented as prevention or detection

Prevention Behavior Message

- Gain-frame:
  - Prevention insures you of your health . . .
  - “Getting an inoculation against the virus is the best way to reduce your risk of infection and increase your body’s resistance to the illness”
- Loss-frame:
  - Failing to prevent the virus may undermine your health . . .
  - “Unless you get an inoculation against the virus, your risk of infection will be very high and your body will have little resistance to the illness”

Results of Rothman et al. (1997)
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Rothman et al. (1997)
• A second study on dental hygiene yielded stronger support for proposed pattern
• Application to vaccination:
  – Gain frame should be more persuasive
  – BUT loss frame will be better if the vaccine is NOT perceived as:
    • Safe (e.g., getting the shot MAKES you sick)
    • Certain its effectiveness (e.g., only 20% effective)

Principles of Compliance (Cialdini, 1988)
• Reciprocity
• Social Validation
• Commitment/Consistency
• Friendship/Liking
• Scarcity
• Authority

Principles of Compliance (Cialdini, 1988)
• Reciprocity
  – Comply if provided with a favor or concession

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Reciprocity
- Door-in-the-face technique
  - First propose extreme request that is rejected
  - Follow it with a smaller request
- Cialdini & Ascani (1976): Blood donors
  - One-time = 32%
  - Long-term commitment then ask one-time = 50%
- Harari et al. (1980): Professors’ time
  - Spend 15-20 minutes with student = 59%
  - Spend 2hrs/wk then ask 15-20 minutes = 78%

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Reciprocity
- That’s-Not-All technique
  - Before respond to 1st offer, make it a better deal

- Applying reciprocity:

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Principles of Compliance (Cialdini, 1988)
- Social Validation
  - Comply > if similar others do
  - Two techniques
    - List Technique:
      - Make request only after showing a list of similar others who already have complied
      - Longer list, > rate (Reingen, 1982)
    - Social Labeling Technique:
      - Tell person that others have labeled him/her in a specific way
      - Person comply > to later requests that are consistent with label

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Principles of Compliance
(Cialdini, 1988)
• Commitment/Consistency
  – After commitment, comply > if consistent request
  – Four-walls technique
    • Ask several initial questions to which respond “Yes”

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Commitment/Consistency
• Foot-in-the-door technique
  – Ask small favor and then a larger, related favor
  – Freedman & Fraser (1966): Safe driving study
    • Large request first = 17%
    • Small then large request = 56%
• Low-ball technique
  – Obtain commitment then increase costs of action
  – Cialdini et al. (1978): 7:00 am experiment
• Applying commitment/consistency:

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Principles of Compliance
(Cialdini, 1988)
• Scarcity
  – Comply > if rare or limited
    • West (1975): FSU cafeteria food
    • Mazis (1975): Miami phosphate detergent ban
  – Two sources of power of scarcity
    • Apply heuristics
    • Psychological reactance theory (Brehm, 1966)
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Scarcity  
• Limited-number tactic  
  – Limited supply and won’t be available for long  
• Deadline technique  
  – Official time limit is used  
• Applying scarcity:  

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Principles of Compliance  
(Cialdini, 1988)  
• Friendship/Liking  
  – Comply > if request is from a friend or liked other  
  – Factors that generate liking:  
    • Physical attractiveness  
      – 1974 Canadian Federal elections: Attractive candidates 2.5 times as many votes as unattractive candidates (Elliot & Peterson, 1976)  
      – Attractive male defendants 2 times as likely to avoid incarceration as unattractive defendants (Stewart, 1980)  
    • Similarity, notably clothing  
    • Compliments  
    • Cooperation

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Principles of Compliance  
(Cialdini, 1988)  
• Authority  
  – Comply > if suggested by legitimate authority

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Authority

- Hofling et al. (1966):
  - 95% nurses willing to administer unsafe dose
- Bickman (1974):
  - 92% complied if in guard uniform; 42% if street clothes
- Lefkowitz, Blake, & Mouton (1955):
  - 3.5 times as many follow jaywalker in a suit
- Applying authority:

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Summary

- For prevention behaviors:
  - Generally gain-framed messages are > effective
  - BUT if prevention behavior is seen as risky or uncertain, then loss-framed messages > effective
- Cialdini’s 6 principles of compliance:
  - Reciprocity
  - Social Validation
  - Commitment/consistency
  - Friendship/Liking
  - Scarcity
  - Authority