



SEMINARIO

“Understanding Ambivalence and its Role in Persuasion”



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Attitudes of drug-abstinent youth considering marijuana initiation can be highly ambivalent - the positive features of usage (e.g., popularity, being rebellious, etc.) contrast with negative outcomes (parent issues, police involvement, health effects). Invalidating pro-usage elements (i.e., opinions) of ambivalent marijuana attitudes, while leaving anti-marijuana elements intact, may create stronger, less ambivalent marijuana-resistant attitudes and lower usage intentions. The current research was created to realize this goal, while concurrently elucidating the role of ambivalence in persuasive prevention. An experiment testing three methods of invalidating pro-marijuana attitude components showed clear differences in respondents' susceptibility to the different anti-marijuana appeals. Analyses illustrated the possible gains in prevention offered by one approach, and the losses incurred with another. The results help elucidate the mediating role of attitude ambivalence in prevention, and provide a more complete understanding of potential facilitative use of ambivalence in prevention models based on persuasion. Results support further examination and use of methods that invalidate pro-marijuana opinions, thereby leading to greater susceptibility to prevention appeals.

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ore 15.00 - Aula 8

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