

Book of Abstract

30° Congresso dell' Associazione Italiana di Psicologia

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THE MODERATING EFFECT OF NEED FOR AFFECT AND COGNITION ON THE RELATION BETWEEN PERSUASIVE COMMUNICATION ABOUT LOCKDOWN AND ATTITUDES TOWARD IT

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The literature has shown that people with an affective individual orientation (NFA) are persuaded by an affective message (affective correspondence), while people with an individual cognitive orientation (NFC) are persuaded by a cognitive message (cognitive correspondence). This study aims to make a further step in understanding the matching effect by investigating the moderating of NFA and NFC on the response to persuasive communication about lockdown characterized by affective and cognitive contents of positive and negative valence. After completing the NFA and NFC measurements, 1003 participants read a tweet about the lockdown in one of the conditions resulting from a 2 (Content: Affective vs Cognitive) X 2 (Valence: Positive vs Negative) design. Subsequently, the participants expressed their attitude towards lockdown through a semantic differential. The results showed that participants with high NFA and low NFC report a more positive attitude towards lockdown than other participants when exposed to an affective message with positive valence. These results enrich the comprehension of the matching effect by providing interesting suggestions about the composition of persuasive messages in health contexts.