



Illinois Wesleyan University
Digital Commons @ IWU

John Wesley Powell Student Research
Conference

2008, 19th Annual JWP Conference

Apr 12th, 2:35 PM - 3:35 PM

Increasing Condom-Related Behavioral Intentions, Motivation, and Willingness Via Social Ties in Advertisements

Marylee Richardson
Illinois Wesleyan University

Natalie Smoak, Faculty Advisor
Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/jwprc>

Richardson, Marylee and Smoak, Faculty Advisor, Natalie, "Increasing Condom-Related Behavioral Intentions, Motivation, and Willingness Via Social Ties in Advertisements" (2008). *John Wesley Powell Student Research Conference*. 21.
<https://digitalcommons.iwu.edu/jwprc/2008/posters2/21>

This Event is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Poster Presentation P40

**INCREASING CONDOM-RELATED BEHAVIORAL INTENTIONS,
MOTIVATION, AND WILLINGNESS VIA SOCIAL TIES IN ADVERTISEMENTS**

Marylee Richardson and Natalie Smoak*

Psychology Department, Illinois Wesleyan University

Although researchers have identified factors associated with increased condom use, condom use rates are still less than ideal. In an attempt to increase condom use, various advertising techniques have been implemented, but, to date, these techniques have been largely self-focused. Based on research in exercise adherence and cognitive interdependence, the current study used advertisements targeting social ties in an attempt to increase condom use. Approximately 120 Illinois Wesleyan University students viewed one of six critical advertisements; these advertisements were either self, relationship, or friendship focused and featured either condoms or sunscreen. After rating the advertisement's effectiveness, participants completed measures assessing their product-related implicit and explicit attitudes, intentions, motivation, willingness, and behaviors. I hypothesized that the social ties condom advertisements would be rated as more effective than the self-focused condom advertisements and would result in more favorable, or approach-related, attitudes, intentions, and behaviors and increased willingness and motivation to use condoms. Additionally, I tested whether demographic variables influenced the hypothesized relations.