

ANTECEDENTS OF EMPATHIC RESPONDING: THE CASE OF ANTIDISCRIMINATION PSAs

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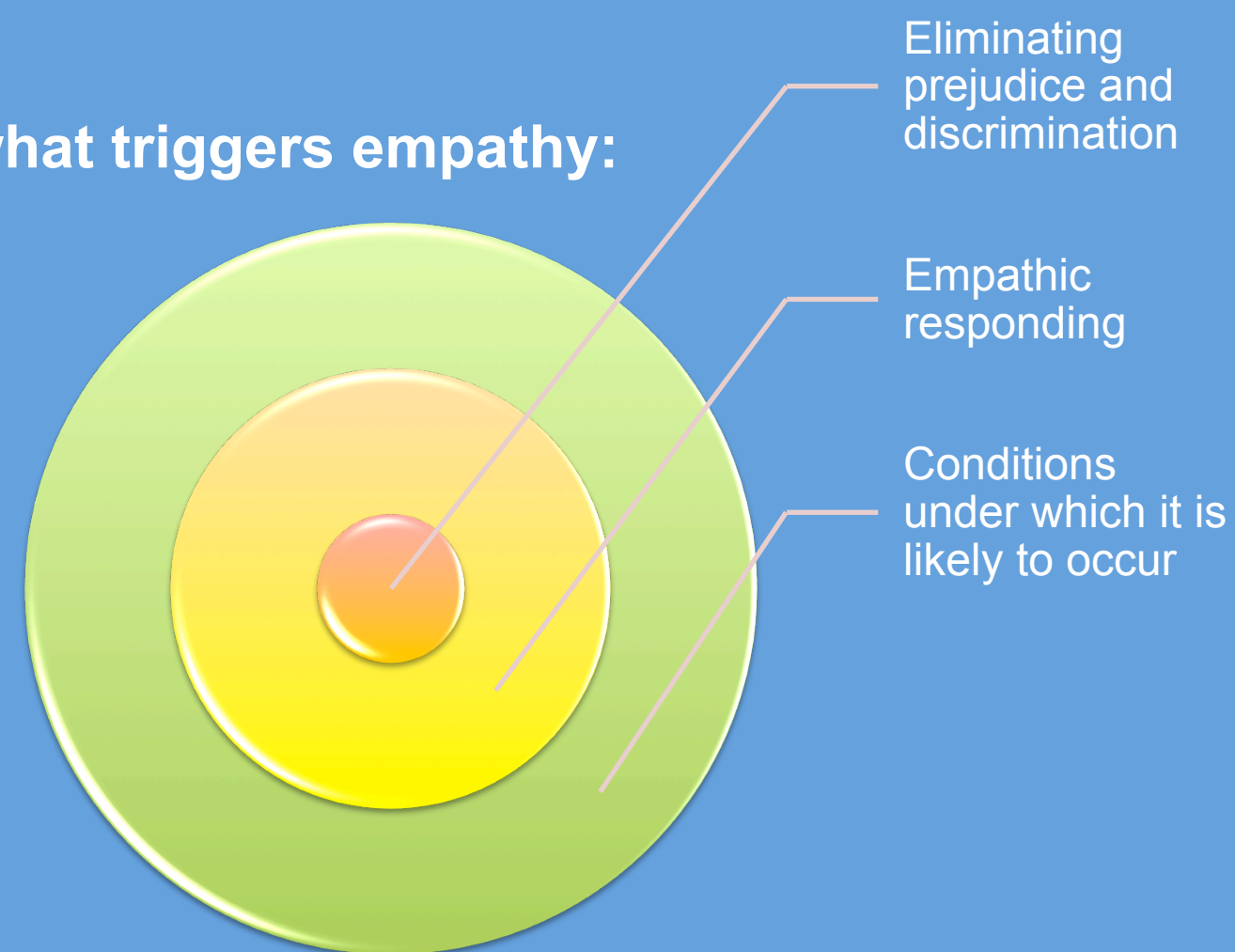


SOCIAL CONTEXT

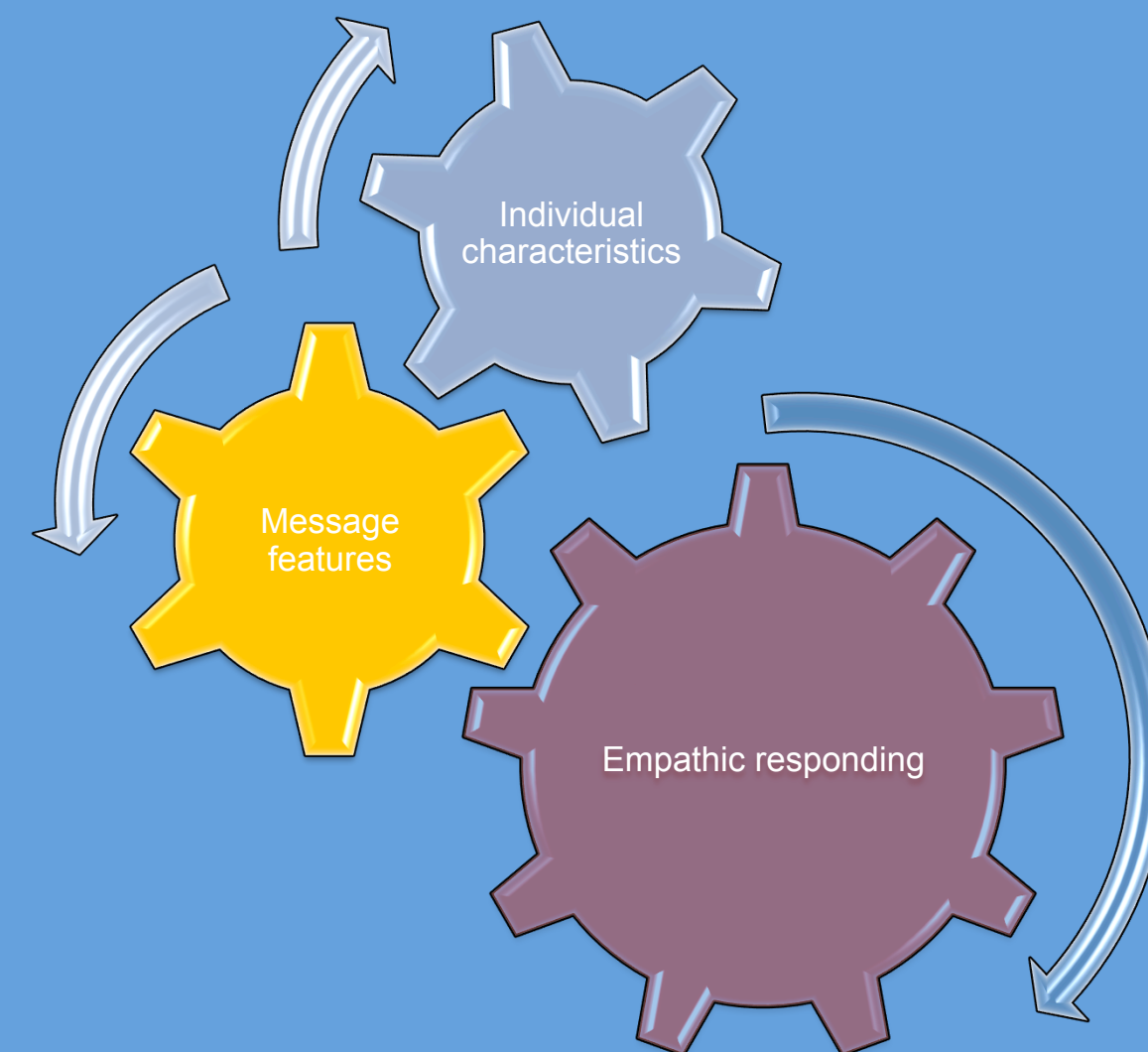
- Growing number of immigrants – changes in the social fabric;
- Many initiatives promoting social inclusion, access to employment and social cohesion exist;
- Discrimination still occurs;
- Some social marketing techniques have proven to be efficient in reducing discrimination;
- Induce empathic responses towards immigrants through public service advertisements.

RESEARCH OBJECTIVES

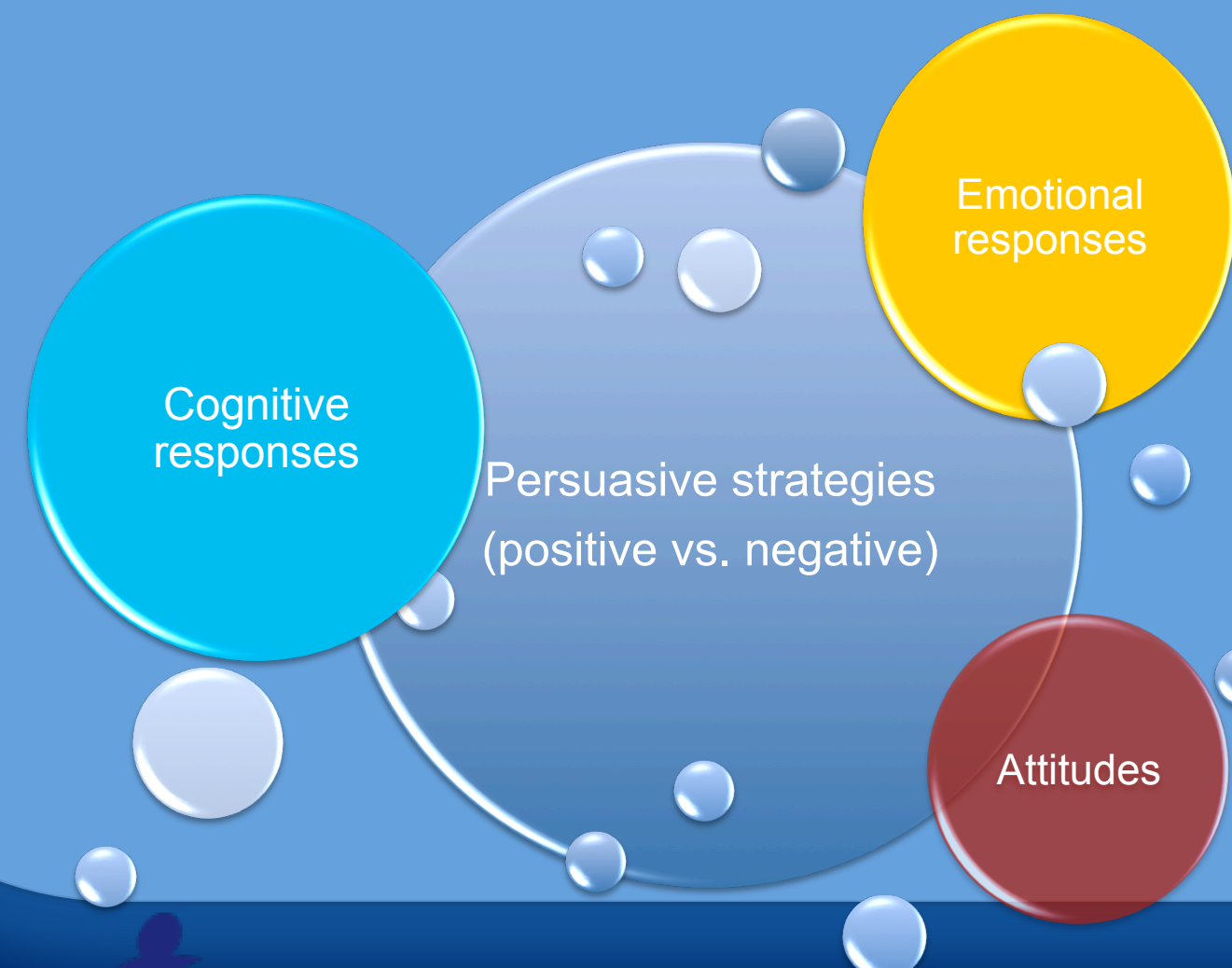
1 – Find out what triggers empathy:



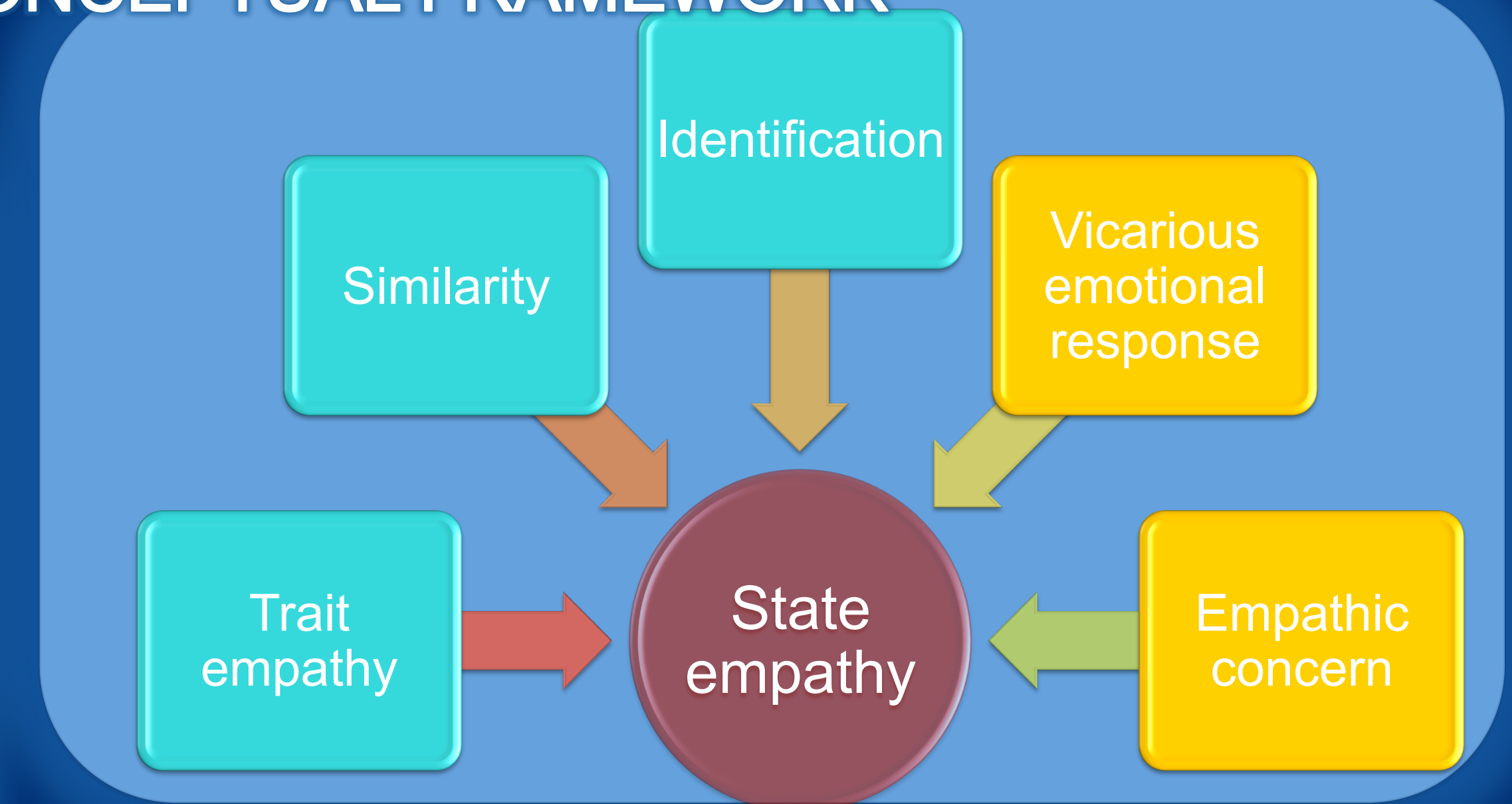
2 - Explore the two types of antecedents:



3 – Evaluate the effectiveness of persuasive communications:



CONCEPTUAL FRAMEWORK



EMPATHY

Key ingredient in tackling prejudice and discrimination ;
(Dovidio et al.,2010;Batson et al.,1997)

Improves intergroup relations ;
(Stephan & Finlay, 1999)

A variable that is likely to positively influence the persuasion process ;
(Campbell & Babrow, 2004; Campbell, 1998; Shen, 2010)

Antecedents of empathic responding remain underexplored ;

Little is known about the true impact of empathy on attitude change.

