Impact of Value Aspirations, Age, and Gender on Television Viewing Connectedness Among Preteens and Teens

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We examine the effect of three value aspirations (academic achievement, popularity and physical attractiveness) on connectedness with reality television. We found that both popularity and physical attractiveness are positively associated with connectedness. For males, popularity appears to be more strongly associated with connectedness that physical attractiveness. For females, teens who strive for popularity are more likely to be connected to reality TV; popularity is not associated with connected to reality TV for preteens. Girls who desire to be physically attractive are generally more likely to be connected to reality TV; however, this relationship becomes weaker with age.

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should be more based on personal associations than in a control condition. Conversely, we expect a priming of extrapersonal associations to have a differential effect on novices such that their brand attitudes (as measured by the IAT and explicit scales) should be more based on personal associations than in a control condition.

Overall, we believe the present research project promises important insights for our understanding of the different influences consumers rely upon when constructing and reporting judgments about brands.

References

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The Use of Humor in Promoting Healthy Eating and Better Communication in Parent-Child Dyads and the Moderating Role of Attachment: A Web-Related Intervention
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Background
Adopting a healthy lifestyle is paramount to reduce the incidence and impact of health problems, to better recover and cope with life stressors, and to improve quality of life. Because healthy diets rich in fruits and vegetables are part of a healthy lifestyle, they consequently contribute to better health and longevity. The objective of this research is to make web nutrition information more effective by incorporating humor appeals that render the information more enticing and more likely to be fully explored.

Humor is a fundamental ingredient of social communication and has been wildly used in ads throughout the world to improve persuasion outcomes such as attitudes, memory and behavior. The persuasiveness of humor has also been successful in educational and health settings. When neutral appeals are used to present a communication, components of the appeal are generally abstract and objective, in order to keep the focus of the viewer on processing and reasoning on the information content. Humor appeals, in contrast, are designed to trigger fun and other pleasant affective responses and thus can help individuals engage in healthier lifestyle behaviors, i.e. increased