

Prosocial Television: Using Programmes To Promote Charitable Causes.

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ABSTRACT

The literature on prosocial television consists of studies from various disciplines but mainly falls within the area of persuasion in social psychology. In Malta, Xarabank is an established Maltese television programme and well known for producing programmes which create awareness about social problems as well as instigate prosocial behaviour such as donating funds to help vulnerable people. Annually, Xarabank collects one and a half million in funds for various non-government organizations (NGO's). Behind every successful programme, Xarabank uses various persuasion tactics. These influential tactics persuade the viewers' to make a donation, be it a financial one or in another form. This dissertation will analyze the various persuasive techniques that the production team uses to persuade viewers by interviewing four persons from the production team of Xarabank. The data collected was analysed using thematic analysis. The three major themes which emerged were: the programme's production, the participation of the audience and the techniques used.

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May you rest in peace Karl.

CHAPTER 1- INTRODUCTION

The Emergence of Prosocial Behavior

As the plane hit the World Trade Centre tower, there was chaos and panic! Many people were thinking how they are going to get out of there. Many felt helpless and did nothing. However, the evidence indicates that there were people who helped others to survive the terrorist attack that happened back in September, 2001. William Wik was one of the heroes who helped many people escape from the towers. William was found wearing work gloves and holding a flashlight. Abe Zelmanowitz was another hero from this tragic event. Abe was carrying his friend Ed Beya (a quadriplegic) down the stairs, when, unfortunately, the tower collapsed, and both died (Daily News, 2001). Why do people help?

Prosocial behavior is our drive to help other people. Prosocial behavior is all about feelings, awareness of other people rights and wellbeing. Prosocial behavior refers to "voluntary actions that are intended to help or benefit another individual or group of individuals" (Eisenberg, 1989 p.3). Understanding and worry for others are some of the characteristics of prosocial behavior. To understand better prosocial behaviour, it is important to analyse "How" people are acting and "Why" people are acting in that way.

An Evolutionary Perspective

Evolutionary psychologists would argue that we help other people because they are genetically similar to us. On the other hand Social Exchange theories emphasise on the rewards that one receives when helping others (Blau, 1964; Homans, 1961; Thibaut & Kelley, 1959). There is also the empathy-altruism hypothesis that speaks about the empathy and compassion we feel for the victim to help him or her without any intention to receive something in return.

Unfortunately, there are people in the world who act in uncaring and heartless ways. So how can we explain that there are people who choose to sacrifice and serve as heroes? What makes such persons different from others? Is it culture? Does the mood affect our intention of helping? Is there a pure motive for helping?

In 1859, Charles Darwin spoke about the theory of evolution where he found out that natural selection favors those genes that endorse the existence of the individual. E.O. Wilson (1975) and Richard Dawkins (1976) are both evolutionary biologists. They have used Darwin's theory of evolution to explain social behaviours like aggression and altruism. They argue that prosocial behavior takes place because of kin selection. Kin Selection theory explains how people are more inclined to help those who are genetically related to them. A study conducted by Burnstein, Gransall & Kitayama in 1994 shows that people admitted that they would be more likely to help relatives than nonrelatives in critical events such as a house fire. In 1983, Sime reported that in real fire situations that occur at a vacation resort, survivors were more likely to search for family members than they were to search for friends before they exit.

Apart from kin selection, evolutionary psychologists also speak about two more factors that influence our behaviour. These are the norm of reciprocity and learning. Reciprocity is that we help others because we think that we will be helped when we will be facing a problem:

The rule says that we should try to repay, in kind, what another person has provided us. "... By virtue of the reciprocity rule, we are obligated to the future repayment of favors, gifts, invitations and the like" (Cialdini, 2009, pg13).

As described by Ciadini in his book *Influence: The Psychology of Persuasion*, the term "reciprocity" is simple. If there are volunteers of a non-governmental

organisation like “Puttinu Cares” in the street and they are distributing free roses for Valentines Day, one feels obliged to give them a donation. Thus “reciprocity” is the act that if someone does something for you, you will want to do something for them (Soskey, 2013).

The other norm is the ability to learn and follow social norms. Hoffman (1981) said that people are genetically modified to absorb social norms. Since pre-school, one of the rules that we learn is the value of helping others. However, isn't it illogical to say that people contribute to charitable events because they calculate how genetically similar they are to others before deciding to support?

Social Exchange Theory.

This theory speaks about rewards. Social Exchange theorist argues that people help others to get a reward. They disagree that people help others because of genetics. They assume that just as a company tries to ameliorate its profits, people attempt to enhance the ratio of social rewards. Helping someone can be rewarding in many ways. It can be an investment in the future. For example, if a student who is good at maths helps another student who is good in French. When the maths student faces a difficulty in French, the other student will assist him in return.

Reciprocity can be a future obligation, which is when someone gives something to another with confidence that it is an investment. For example, two friends are in a bar and one of them buys the other a beer; he may expect his friend to buy him one in return at some time in the future. Another perfect example related to charity is when a person may give money to the “Malta community chest Fund” to feel safe that if he or she will need the help from this organisation in the future, there will be money. This is what anthropologist Marshall Shalins in 1965 called “Generalized Reciprocity”, giving a gift without expecting an immediate return. The

noted archeologist Richard Leakey ascribed the essence of what makes us human to the reciprocity system: “We are human because our ancestors learned to share their food and their skills in an honored network or obligation” (Cialdini, 2009, pg14).

Shalins also came up with balanced reciprocity. Balanced reciprocity “is an explicit expectation of immediate return” (O'Neil, 2008, p.1). A perfect example of balanced reciprocity is “Rockestra” an annual show where the orchestra plays rock music in aid of Malta Community Chest Fund (MCCF). When you buy a ticket for “Rockestra” you are expecting to see the event. By purchasing the ticket, you are also helping to collect funds for MCCF. Through socialization we are taught the rules of reciprocity and each of us know “the social sanctions and derision applied to anyone who violates it” (Cialdini, 2009).

Social approval from others and increased feeling of self-worth are other factors that people gain because they help someone.

Purpose of the study

Last summer, I decided to sit for a Marketing Advanced Level examination. ‘Advertisements’ was one of the topics that I had to study for this exam. I became aware of the different types of advertisements that exist and I became very engaged with this subject matter. I used to surf the Internet, look for adverts and try to understand what was behind the message being conveyed. I became much more aware of the various types of adverts used by companies to communicate with their audience and to promote their product or brand in the best possible way. I realised psychology and theories of persuasion were at the core of advertising and social marketing. I also decided to use this as a basis for my dissertation, which will be focusing on the use of the media to persuade people to help others.

Problem and Significance

This research will analyse how a particular local TV programme uses persuasion techniques to encourage people to donate funds to Non-Governmental Organizations (NGO's). This study will contribute to understand further the importance and power of the psychological theories in advertising. Persuasion through advertising makes a heavy use of psychology (Richard, 2014).

The contribution of this study will help us understand the processes involved in fostering prosocial behavior through TV programmes. NGOs can read this study and be inspired by the examples given to conduct their own charity programme.

Research Questions

1. What types of persuasion techniques are used to encourage prosocial behavior during charity programmes?
2. What is the most effective type of persuasion technique to promote prosocial behavior through television production?
3. What persuasive techniques are used?

Limitations

A limitation for this study is that this study was focused only on one local programme that promotes charitable causes.

CHAPTER 2 - LITERATURE REVIEW

Prosocial Behavior

As defined by Penner et al. (2005), prosocial behavior is “a broad category of acts that are defined by some significant segment of society and/or one’s social group as generally beneficial to other people” (Penner, 1999, p. 56). Fleischman (2006) describes the term prosocial behavior as “positive actions that benefit others, prompted by empathy, moral values, and a sense of personal responsibility rather than a desire for personal gain” (p. 90).

Helping people in need, donating blood or vital organs and providing adequate resources to poor people are examples, amongst others, of prosocial behavior. Prosocial behavior is sometimes influenced by persuasion through the various media. Understanding persuasion will highlight the importance of developing strong messages in order to encourage prosocial behaviour (Yocco, 2014).

Persuasion

What persuades people to donate money? What are the psychological appeals used in different television advertisements? What is our attitude towards charity advertisement? These and other questions are addressed in research carried out in various disciplines. However in this study the focus is psychological.

Our attitudes and behaviour are influenced by many factors among them the social environment, group interactions and peer pressure - this is one of the areas psychologists are interested in. When one is persuaded to do something, there are instances where they result in a change in attitude or behaviour. Consumers are continuously being bombarded with advertisements aimed to create the need and consequently entice consumers to buy a particular product or service. It is estimated

that consumers come across around 500 advertisements per day, 182,000 per year, and millions in a lifetime (Wilson, 1998).

The very first advertisements came in a form of a notice. These were excavated from the remains of the Egyptian city of Thebes. These particular signs notified that whoever finds and hands over a runaway slave to his master, would be awarded a gold coin (Wood, 1958). Advertising is one of the communication methods designed to persuade. The result of advertising can be cognitive (recognize or learn something about the product), attitudinal (like the product) and/or behavioral (buy the product), (Richard, 2014). Advertising can also be used to promote prosocial behavior. Giles (2010) argues that prosocial media “tap into behaviors, encouraging cooperation and altruistic behavior” (p. 50).

Advertising as Persuasion

“The whole field of persuasion, for instance, arose directly from theory developed to account for the effectiveness of advertising and was then generalised to account for all types of persuasion, such as political influence” (Giles, 2010, p. 56). Persuasion is certainly one of the most important aspects in advertising.

More than half a century ago, in their book ‘Communication and Persuasion’, Hovland, Janis & Kelley (1953) suggested that “the key to understanding why people would attend to, understand, remember and accept a persuasive message was to answer the question ‘Who says what to whom and with what effect?’. The three variables include: The source, Message Factors and Audience Factors” (Hogg, 2010, p. 112). The following are some classic studies put forward by researchers.

The Source Or Communicator

Hovland & Weiss (1952) found that experts are more persuasive than non-experts. For example in their advert, Colgate uses a doctor to persuade people that Colgate's toothpaste is the most recommended toothpaste by dentists.

The communicator in an advert can also be a celebrity. "Popular and attractive communicators are more effective than unpopular or unattractive ones" (Kiesler & Kiesler, 1969). For example in their advert, 'PepsiCo' uses various celebrities like Shakira and David Beckham to recommend their beverage.

Message Factors

Wasler & Festinger (1962) said that "we are more easily persuaded if we think the message is not deliberately intended to manipulate us." (Cited in Hogg, 2010, p. 112)

Messages that stimulate fear can be very successful though there are researchers who argue to the contrary (Leventhal, Singer & Jones, 1965). For example, to stop people from drinking and driving, 'Drink Aware Malta' presented people with scenarios of car crashes.

Audience Factors

Janis (1954) found out that people prone to be easily persuaded are those having a low self-esteem, while those having a superiority complex tend to be more difficult to persuade.

People who get distracted and do not concentrate, are sometimes more vulnerable to be persuaded (Allyn & Festinger, 1961).

The Dynamics of Persuasion

Richard Perloff identifies and describes persuasion as follows: First persuasion is communication, when a message is transmitted, it has to be strong and clear. Persuasion is an attempt to influence. If the sender of the message (communicator) knows the target audience it is easier for him or her to succeed in transmitting an effective message. Persuasion is made up of more than words. Persuasion is more effective if an advertisement or message is accompanied with the appropriate use of colours and music. This enables a good communication from the sender (communicator) to the receiver. Persuasion is not coercion, when the sender sends a message, it is up to the receiver to decide to accept or deny the message. Persuasion can reinforce attitudes (Perloff, 2003).

One important theory in social psychology that describes how consumers react to persuasive messages is the 'Elaboration-likelihood Model' (Richard Petty and John Cacioppo, 1986).

Elaboration-likelihood Model

The 'Elaboration likelihood model' is a theory about the thinking processes that might occur when one attempts to change a person's attitude through communication (Bwa, 2012). "Persuasion follows two routes, depending on whether people expend a great deal or very little cognitive effort on the message" (Hogg, 2010, p. 114).

Petty and Cacioppo (1986) identified these two ways of persuasion; these are the central and peripheral routes: Central Route is when a message implicates analysis and involves high elaboration. "This is where you focus on all the functions and attributes of the new model – its price, special features, tariffs and so on" (Giles, 2010, p. 60). The peripheral route implicates very little cognitive effort. "It involves

the ‘environmental’ or incidental feature of the message – things like source credibility, attractiveness, advertising slogans and so on” (Giles, 2010, p. 60).

In the history of marketing, two opposing forms of advertising were formed. These are the “hard sell” and “soft sell”. These fit perfectly to the theory of the ‘Elaboration-likelihood Model’. Those advertisements that show direct product information and focus on the technical and pricing information of the product are linked to the Central Route of persuasion (Giles, 2010). “Hard sell advertising is much more in-your-face, with enthusiastic sales people pushing the product or service” (McFarlin, 2014, p. 1) and is more linked to how the consumer can directly benefit from using the advertised product.

On the other hand “soft sell is an approach where the appeal is subtler. This approach is linked to the peripheral route. Music, imagery and narrative messages are used to persuade consumers in an indirect way” (Giles, 2010). Soft advertisements influence the consumer by arousing positive emotional behaviors that are then related with the promoted brand or service (AdAge, 2003).

Why do some people help more than others?

Selfish or Altruistic? Can a selfish person be persuaded to help? Personal qualities differ in people who are selfish and people who are altruistic. September 11 heroes like William Wik, Abe Zelmanowitz and many more were without any doubt selfless and caring people. These people answered the pleas for help when they were on the edge of dying, and in fact they died helping. What about Kitty Genovese’s neighbors? In 1964, Kitty was stabbed to death near her neighborhood. Numerous neighbors heard her pleas but no one reported anything to the police, no one helped her. Why did Kitty not receive any help from her neighbors? Social psychologists have studied Kitty’s case and came up with the bystander effect. Bibb Lantane and

John Darley (1970) two social psychologists, argued that the larger number of witnesses who will see the tragedy, the fewer people will help the victim. “We came up with the insight that perhaps what made the Genovese case so fascinating was what made it happen – namely, that not just one or two, but thirty-eight people has watched and done nothing” (Latane, 1987, p. 78).

Empathy and Altruism

Suppose that while you are studying at the library, a student tries to reach for a book on a shelf, and accidently this student drops all the books onto the floor. Will you help the student pick up books? C. Daniel Batson (2008) suggests that people help other people depending on whether they feel empathy for the individual. Batson argues that people help others because a sense of goodness is inbuilt in them. Batson explains the notion of understanding. We feel empathy for the person in need of help because we try to put ourselves in his or her situation. This is why charity programmes such as “L-Istrina” and “Xarabank” interviews people that are experiencing some sort of disability. The audience gets to know the story of the person who needs help, empathise with such persons and finally send a donation.

Batson’s empathy-altruism hypothesis is about the feeling of empathy. When we feel compassion for another person, we will help the person because of altruistic reasons, no matter what we have to gain or receive.

Abraham Lincoln says that we help others on the basis of self-interest. When Abraham Lincoln was with his friend, he encountered a screeching pig who was trying to save her piglets from drowning. Abraham stopped the bus and ran down to lift the piglets. Abraham argued that if he did not help the pigs, he would not get peace of mind. Lincoln’s example according to Aronson clearly shows “an act that seems truly altruistic is sometimes motivated by self-interest” (Aronson, 2012).

Culture differences in Prosocial Behavior

“Few people would be surprised to learn that, as a rule, we most prefer to say yes to the requests of someone we know and like” (Cialdini, 2009, p. 126). People feel positive towards another person on the basis of “liking”. Since children are more likable than grown-ups, charitable programmes use children in their advertising so that people will donate more. Infact to promote a fundraising programme for Puttinu Cares, Xarabank invites various children that are cancer survivors to participate in the programme. These children will communicate a message to the audience that “you saved our lives, now can you please help our friends who are diagnosed with cancer”.

Brewer and Brown (1998) continued on Cialdini’s theory and argued that people are more likely to help someone in his or her group and less likely to help someone who forms part of the outer group. “Cultural factors come into play in determining how strongly people draw the line between in-groups and out-groups. In many interdependent cultures, the needs of in-group members are considered more important than those of out-groups” (Aronson, 2012, p.168).

‘Simpatia’ a term illustrated by Levine et al. in 2001 is a value that goes hand in hand with prosocial behavior. Being friendly, polite, good-natured and being helpful are characteristics of simpatia.

The Effects of Mood on Prosocial Behaviour

Studies indicate that positive moods instigate prosocial behavior. In 1972, Isen and Levin conducted an experiment in the shopping malls in San Fransisco and Philadelphia to see if positive attitudes affect prosocial behavior. They set up a pay telephone machine, and when shoppers finished the phone call, the machine boosted the shoppers by leaving dimes in the coin-return slot. Then Isen and Levin waited for

someone to find the coin. As the customers find the money, an actor intentionally drops the folder in front of the lucky shopper. The experiment was setup to see if the buyers would help the actor picking up his papers. Results show that 84 percent of the people who find a dime stopped to help. This shows that positive mood is linked to a prosocial behavior. Only 4 percent of the people who did not find the money helped the actor picking up papers.

This is the “feel good, do good” effect. There are a number of factors why people are more likely to help if they are in a good mood. So if a person is doing well on a test, or just received a gift or maybe is listening to pleasant music, he or she is more likely to be more helpful in many ways. There are three reasons why people in a good mood are more likely to help: Initially, good mood helps us look on the bright side of life. When we are peaceful and in a good mood we tend to see the right side of the victim, giving him or her the benefit of the doubt (Carlson et al., 1988). Furthermore, by helping other people, we prolong our happiness and thus will stay in a good mood for a longer time (Clark & Iden 1982). Finally, being in a good mood makes us more aware of ourselves. We are more likely to think according to our values and ideals (Berkowitz, 1989).

People who are in a bad mood are also subject to act in a prosocial manner. Baumeister (1994) suggests that bad mood can make us feel more helpless and thus we may feel guilty. However, “people often act on the idea that good deeds cancel out bad deeds. When they have done something that has made them feel guilty, helping another person balances things out, reducing their guilty feelings” (Aronson, 2012, p.371). A study conducted by Harris, Benson and Hall (1975) shows that churchgoers are more likely to donate money prior confessing. Under certain conditions, sadness can also lead to prosocial behaviour. When we feel sad, we look towards activities

that make us feel better (Wegner & Petty, 1994). It seems that sadness and distress make people act in a prosocial behaviour. Cialdini calls this negative-state relief hypothesis. “It is an example of the social exchange theory approach to helping ... People help someone else with the goal of helping themselves” (Aronson, 2012, p.371).

What persuades people to help?

Cialdini a Professor of Marketing and also a Professor of Psychology speaks about the psychology of persuasion. In his book: Influence – the Psychology of Persuasion, Cialdini listed several characteristics on how people are persuaded to help others. The motives governing prosocial behavior will be examined in the next section.

Commitment And Consistency

Most people do not like breaking their promises, and this is what commitment is all about. We are more likely to act and complete a task when we make a promise to ourselves that we will do it. In summer 2014, Amyotrophic Lateral Sclerosis Foundation (ALS) came up with a brilliant charity plan; they called it the “Ice Bucket Challenge”. People from around the world started to post their videos taking a shower with ice and then nominate their friends to do the same. The person who took the challenge had to make a public commitment. “This form of peer pressure makes the nominated people feel morally obligated to accept and follow through” (Summerfield, 2014, p.1). This is similar to what Snyder and Cunningham (1975) called this terminology ‘foot-in-the-door’ technique. If a person is committing to something, whether it is to do a challenge or to sign up for an event, that person will feel like they have made a promise and undertake to do the task. “Once they make

that commitment, people will be much less likely to bail” (Soskey, 2013, p.1).

“Because consistency is valued in society, people have a strong desire to appear and be consistent in their behaviours. Thus, performing a behaviour pressures the subject to perform future behaviours that are consistent with the initial behaviour”

(Aggarwal, 2005, p.4).

Social Proof

Another persuasive technique that Cialdini mentions in his book, “Influence – Psychology of Persuasion” is Social Proof. People in general look at what others are doing and copy them in their decisions. In other words, it is the “me too” effect. A perfect example is “canned laughter”. Canned laughter is a fake laugh, which is used for comedy shows to initiate laughter in the audience. Producers choose to add fake laughter in their productions because it will increase the humorous responses from the audience. Cialdini said that Social Proof is “the tendency to see an action as more appropriate when others are doing it normally works quite well” (Cialdini, 2009, p.88).

The church ushers use this persuasive technique when collecting money during mass. Sometimes church ushers add money from previous collections at the beginning of the ceremony to give the impression that giving money is the proper behavior. Another perfect example in the Maltese context is “The President’s Charity Fun Run” an annual event where a large number of people pay a small contribution and walk or run with the president. This event is transmitted live on national television, thus non-attenders may be encouraged to go to this event the following year.

This is why telethon hosts dedicate an enormous amount of time reading the names of the people or companies that made a contribution to the charity

organization. The telephone ringing of the fundraising programmes is also contributing to the social proof technique. “The message being communicated to the holdouts is clear: Look at all the people who have decided to give. It must be the correct thing you do” (Cialdini, 2009, p.90). Why does Social Proof work like this? This is what the psychologists call a "decision heuristic". “A decision heuristic is a shortcut for making decisions. Life is too complicated to evaluate every element of every situation carefully, so we learn to take shortcuts to help us make what are usually reasonable and reliable decisions” (Rieck, 1997, p.1).

Authorities and Celebrities

Another principle in Cialdini’s book is “Authority”. Authority figures influence people. At an annual Maltese event called “L-Istrina,” important authority figures and national leaders are present in the show. President Hon. Marie Louise Coleiro Preca, Prime Minister Dr. Joseph Muscat and the Opposition leader Dr. Simon Busuttil address the public and encourage people to donate money. Most people naturally obey authority figures. We are more likely to trust the opinions presented by authority figures because we believe that they are credible.

Celebrity Endorsement is another common form of persuasive technique used by charity programmes. It is a form of an advertising campaign that involved celebrities like singers, presenters, actors and other people that are well known with the general public. These people will use their fame to help promote a service or a charitable cause. For example Shakira, a well-known Columbian singer had her second baby in February 2015. Shakira released her first baby photo on a website that belongs to the UNICEF; a charity website that the singer has been supporting for long. She encouraged her fans to buy gifts and help new families that are living in poor conditions around the world. “Because people are familiar and comfortable with

celebrities and may wish to emulate them, consumers might be moved to listen to and trust a "star" 's opinion about a product" (Timothea Xi, 2015, p.1).

Emotional Appeals

Pity and compassion are two feelings that make people want to help. Charity adverts are based on the idea of emotional appeals. "The more closely the advertiser can link the product with those natural and positive emotions, the more successful the advert" (Richard, 2014, p.97). Pathos is an appeal to emotion. When the advertiser wants to evoke an emotional response to the consumer, the advertiser will use pathos. An example of pathos in charity advertisement is when people who are living in poor environment receive a glass of pure and healthy water. These people will be happy and thus will evoke positive emotional response to the viewer. Other times, producers of charity events will use negative emotions such as pain. For example showing a young boy who has cancer and is having chemotherapy. These emotions such as fear and guilt may persuade people to send money.

Conclusion

There are number of factors that contribute to prosocial behavior. The literature refers to both personality traits and biological factors as contributing to prosocial behaviour. However besides these two very important factors there are others, which may be less obvious. One of these factors is being in a good mood, which will make the person act positively. The media play a crucial role especially in encouraging social behaviour during charity events.

Authority figures and celebrities influence people to help. Reciprocity is another factor. Some argue that we help to have something in return either in the future or as a social reward. Emotional appeals are amongst the contributors to

instigate prosocial behavior. Later we will see what motivates Maltese people to contribute to charity events.

CHAPTER 3 - RESEARCH METHOD

Method

The aim of the following section is to explain how this research was organised, designed and accomplished in order to achieve the aims of the study. Semi-structured interviews were used in this study in order to collect data from the production team of Xarabank. Four interviews were carried out. The interviews were recorded and later translated and transcribed. The transcription of the interviews were analysed qualitatively.

As a means of understanding why people donate money for charity programmes, thematic analysis of the text was carried out. Thematic Analysis is “(A) a method for identifying, analyzing and reporting patterns within data” (Braun and Clarke (2006), p.79). Thematic Analysis offers flexibility in the researchers choice of theories. From the data, a set of themes was pointed out. “A theme captures something important about the data in relation to the research question and represents some level of patterned response or meaning within the data set” (Braun and Clarke, 2006, p.82). Thematic Analysis helps the researcher get rich, detailed description of the data. Braun And Clarke suggests these steps when using Thematic Analyses. First the researcher needs to become familiar with the data. Then he or she will generate initial codes. Afterward searching for themes and review the themes. Next the researcher will define and name the themes and finally produces a report.

Research Design

A qualitative approach was used for this study for the following reasons. Primarily qualitative approach is chosen because it offers the researcher the opportunity to understand better the meaning of the data. Another reason is that

information obtained in qualitative study helps to gain a deeper understanding of why people donate money and what motivates people to help. Since this study focuses on prosocial behavior, qualitative approach was the ideal to find out more and get detailed information about the research question.

Instrument

The semi-structured interview was made up of eight open ended questions.

Three such questions included:

1. What types of persuasion techniques have you used for charity programmes?
2. Why do you choose certain types of persuasion techniques rather than others?
3. What is the most effective type of persuasion technique to promote charity programmes? What is the most effective persuading tactic?

These questions were put forward so as to help the researcher understand what motivates and persuades people to contribute to charity programmes. A copy of the interview guide can be found in Appendix A.

Data Collection Method

Semi-structured interviews were chosen to collect data. Open-Ended questions were designed and based on the research question and on the literature review. The questions asked were as open-ended as possible, in order to enable the participants to answer flexibly about the topic. The interviews were scheduled on one-to-one basis at the time and place chosen by the participants. One-to-one interviews give the researcher the possibility to engage in a profound conversation. Approximately each interview lasted about one hour. Table 1 gives information about the participants. These four participants are the main persons behind the fundraising programmes that Xarabank produces. The participants included two men and two women.

Each of these participants has a unique role in the organization of this programme. Mr. Peppi Azzopardi was interviewed to give feedback from the presenter point of view. Mrs. Anita Piccinino elaborated on the production side of the programme while Mrs. Olwyn Saliba explained the technical side of the fundraising programme. Finally, the researcher interviewed Mr. Paul John Vassallo, the CEO of the company to explain further about his experience in charity programmes.

Table 1 - The details of the participants that took part in this study

Name	Age	Working Position	Years working with Xarabank
Peppi Azzopardi	56	Presenter/Producer	18 years
Anita Piccinino	35	Producer	3 years
Olwyn Jo Saliba	29	Video Editor	10 years
Pj Vassallo	39	CEO of Wemedia	18 years

During the interviews there were instances where extra questions were asked. This was done so that the researcher would understand more what the participants are saying.

Choosing “Xarabank”

Mr. Peppi Azzopardi, the host and producer of the show, was amongst the first in Malta who contributed to charity programmes. Peppi founded “L-Istrina” an annually fund raising marathon which collects funds for “Malta Community Chest Fund: MCCF”. Peppi is also known for “Xarabank”, Malta’s most watched discussion and entertaining programme. “Xarabank” was the first Maltese production to collect more than nine hundred thousand euros in about three hours. During its season,

Xarabank organizes an average of three fund raising programmes. This season (2014 – 2015) Xarabank organized three fundraising programmes. These were in aid of Puttinu, Caritas Malta and Dar tal-Providenza where a total sum of €1,497,653 was collected.

Table 2 - Sum collected during Xarabank between 2014 - 2015

Name of the institution	Sum collected	Date
1. Puttinu Cares	€915,772	3/04/2015
2. Caritas Malta	€256,871	29/05/2015
3. Dar tal-Providenza	€325,010	3/06/2015

Xarabank is not the only show that organizes fundraising programmes. There are various other dedicated programmes that are aired on television and collect money for institutions. There is a big difference between the sum that Xarabank collects and the sum that these other programmes collect. Keeping in mind that Xarabank is only a three hour programme and other fundraising programmes take more than one day, it can easily be said that Xarabank is using persuasion techniques that are more suitable for fundraising.

Table 3 - The sum that dedicated fundraising programmes collect money

Name of the institution	Duration	Sum collected
1. Puttinu Cares Football Marathon	3 days	€692,252
2. Dar tal-Providenza Volleyball Marathon	3 days	€225,602

Participant Sample Size and Recruitment

Xarabank's team is made up of seven people, four of which take care of the fund raising programmes. This study interviews the four people working for these programmes.

An email was sent to xarabank@tvm.com.mt where the researcher asked to meet with one of the producers of Xarabank. A meeting was set with Mr. Peppi Azzopardi on 10th October, 2014 where the study was discussed. Following a personalized email to inform the participants about the study, the participants agreed to take part in this study.

Ethical Considerations

Prior to the interview, an information letter defining the purpose of this research was given to the participants. It was made clear that the participants had the right to stop the interview at any time they wanted.

The questions which were asked during the interviews were approved by the tutor, and also the departments of ethics committee "FREC" and "UREC". Prior to the beginning of the interviews, the researcher gave a "Consent Form" (Appendix D) and the participants had time to read and sign the consent form. When the participant's signature was obtained, all interviews were recorded using a mobile device. The recording clips were only accessible to the tutor and to the researcher.

Data Analysis

All interviews were held in Maltese, because the participants felt more comfortable answering in Maltese. The researcher transcribed the recordings of the interviews then translated the interviews to English. As already stated, the data was

then analysed using Thematic Analyses on the steps suggested by Braun and Clarke (2006). First to become familiar with the data the researcher heard and transcribed the data collected during the interviews. At this stage, reading and re-reading the data helped the researcher to become more familiar with the data. Initial codes can only be generated when the researcher is familiar with the data. This second step involves looking for interesting features in the data and coding them. When all the data has been coded, the researcher searches for themes. This means that the codes that were found are now categorized under potential themes. Next is the step to review the themes. As the themes developed, the researcher filters the appropriate themes that are needed for this data. At this point the researcher finds that certain themes can be included under one theme. Subsequently the research defines and names themes. When the researcher found the appropriate themes, then it was time to refine and rename the themes. Finally a report is produced. This is the last stage of the Thematic Analyses. The researcher writes a report about findings which come out after analyzing the data.

Methods of Validation

To increase validity, a second researcher was asked to read the transcription in Maltese and then read the transcription in English. Then the second researcher was asked to determine what were the major themes. The themes found by both researchers were discussed. The themes that were mentioned and agreed upon by both researchers will be discussed in the following section.

CHAPTER 4 - RESULTS AND DISCUSSION

Analysis

The themes derived from the interviews will be presented in this chapter. The data is collected from 4 semi-structured interviews. The transcripts were analysed using thematic analysis as suggested by Braun and Clarke (2009). Each category and themes will be discussed. Data will be compared with theories found in the literature review.

Table 4 - Themes Derived from the Data

Categories	Themes	Keywords
1. Program's Production	i. Planning the Show	<ul style="list-style-type: none"> • People benefitting from the fundraising • Mood • Date and Time • Clothes and Image of the people involved
	ii. The Production Team	<ul style="list-style-type: none"> • Common Goal • Teamwork • Planning • Trust in the person who face of the campaign
2. The Participation of the Audience	i. Addressing Audience's Values	<ul style="list-style-type: none"> • Humility • Empathy • Solidarity

- ii. Valuing Audience Experience
 - Bond with People
 - Liking
 - Individualization
 - Object Tangibility
 - Social Exchange

3. Persuasion Techniques

- i. Endorsement
 - Politicians
 - Celebrities
 - ii. Testimonials
 - Stories
 - Experiences
 - Fear
 - Type of Clothes
 - iii. Social Proof
 - Telephone Ringing
 - Social Media
 - Sponsorships
-

Theme 1: Programme's production

Planning the Show

The first thing that all producers Anita, Peppi, Olwyn and Pj made clear is that, one needs to keep in mind that, every fundraising programme has its own study and story. The production team always has the audience in mind when planning the show:

There is a difference whether it is a fundraising for children with cancer or a fundraising for drug addicts or victims ... What is the audience perception of the people benefiting from this fundraising? (Peppi)

Xarabank, collects money for various institutions. This season (2014 – 2015) Xarabank collected money for Puttinu Cares, Caritas Malta and Dar tal-Providenza. These programmes needed a strategy. Prior each programme, the production team meet with the organization benefitting from the fundraising and discuss the programme. Olwyn claims that it is important that the audience know and have knowledge of the people benefitting from the fundraising. The producers must do their utmost to teach and transmit certain images so that the audience will connect with the victim:

For organizations like Mission Fund, we had to make sure to show the people what they do and why. So we went to Tanzania to film the 'problems' they have and also film what Mission Fund have been doing in Africa. We filmed poor people living homeless, and then we filmed children in schools that Maltese people have built with their hands. Like that we can show the audience for whom we will be raising money and that the money is actually being spent well for the same cause. (Olwyn)

Olwyn mentions that if there might be negative perceptions among the audience about those benefitting from the funds. The producers must first and foremost study and analyse how to deal with the situation:

People most of the time feel rage and anger against drug users. So this charity programme tries to give out information how young people can avoid and don't start taking drugs. Giving information is important about drug users, and showing that anyone can be a victim of drugs. (Olwyn)

This is known as the 'Framing Effect' (Tversky et al, 1979). "The 'framing effect' is observed when a decision makers risk is dependent upon how a set of options is described" (Cleotilde Gonzalez, 2013, p. 2). In 1981, Amos Tversky and Daniel Kahneman studied this effect. They analyzed the difference in phrasing and how this difference affected participants' responses to a life and death situation. The way the producer frames the content and uses words will have a direct impact on how the audience reacts. Framing things in a positive light will help the audience see a clear gain:

If it is a fundraising for drug victims and the presenter will say "... These people take drugs. They have the right to have fun! Nobody has the right to interfere or stop them. Let them take drugs ..." then do not expect to collect money! ... On the other hand, if the host will say "Listen! These are drug victims, these people began when they were 12, 13 years old. Let's help, Caritas to educate more people so that our children won't be like these victims ... Then it's another story! (Peppi)

Anita spoke about the importance of the connection between the host of the programme (in Xarabank's case it's Peppi) and the audience:

Eye contact is very important. The presenter needs to make a connection with the audience. Speaking to the audience whilst making eye contact and thanking the audience for contributing, makes the audience feel the connection with the presenter. (Anita)

It can be argued that Peppi uses the “Propinquity Effect” (Festinger, 1950) to persuade people. This effect was developed by psychologists Leon Festinger, Stanley Schachter and Kurt Back. Propinquity Effect refers to the fact that “the more frequently we interact with specific individuals, the more likely we are to form friendships with them” (Festinger, 1950).

Television is not just about words that the host says but it is also about the vision. Peppi mentioned that to project a sense of humility, the host and the persons who will appear on the show must wear normal clothing:

When I used to produce “l-Istrina” I wanted the show to be as humble as possible, both in a presentation of the show and even in the presenter’s clothing. ... People want to see a normal person acting on behalf of people in need. (Peppi)

Consistency does not only apply to a person’s appearance but also to mood. For example the producers also take care to schedule the fundraising programme at the right date and time. Every year, Xarabank team organizes a fundraising for people who have cancer on Holy Friday:

Puttinu’s fundraising programme is held on Holy Friday on purpose. People on Holy Friday would be returning from the procession. You have to understand their mood on that day. (Peppi)

To stay consistent with the audience mood, the host refers to practices and tradition related with the time of year:

We have made sacrifices during lent. 40 days without eating sweets or chocolate, now imagine if you donate some money from the money you have retained, to this cause. Would it make more sense? (Peppi)

Another example of scheduling a good date for a fundraising is when last year (2014), Xarabank organized a fundraising on silent day. A day before the European elections:

Last year, the fundraising for Mission Fund was held on the Silent Day of an election. This was the perfect day because there were no discussions or important stuff on other channels. We even connected the programme with the day by saying “On silent day, help the poor who suffer in silence”. (Anita)

The Production Team

Apart from the production of the show, the majority of the respondents emphasised that there must be teamwork behind every programme. Producing a programme involves a lot of people. Olwyn mentioned that there must be a common goal between all people involved:

There should be a common goal between the interviews, scripts, editing style and music. Every cut, each song is there not just to make the clip look better, but to convey a message. (Olwyn)

There must be a link with all the work involved. Everyone needs to work hand in hand. (Anita)

Once, when I was part of ‘L-Istrina’ we were going to set a record, as we collected one million Maltese Lira. One of the presenters, LB stopped campaigning for patients with cancer, grabbed the microphone and said ‘Now that we collected one million, the rest of the money will be spent on the

production of this event.’ Not a single donation was made from that moment onwards. (Peppi)

When producing a show, a link between all people involved is highly important. People involved must work as a team with one mission. That’s why planning is important in these kind of events. Peppi explained that the audience must have trust in the presenter. He said that trust is one of the secrets behind a successful fundraising programme organized by Xarabank:

The success of a fundraising programme is the trust people have in the presenter or anchor. If people do not have trust in you, you won’t collect money! (Peppi)

Peppi also mentioned a true example of a successful local fundraiser that nowadays is a failure in fundraising events:

There was once a campaign named ‘Cash for Cancer’. MB collected thousand of euros each and every year. MB was an inspirational person because she was once diagnosed with cancer ... Once she was interviewed on a television program, were she was asked questions about how is money spent. Unfortunately she answered the question wrongly and when she was asked to publish the account details for Cash for Cancer she rejected ... From that day onwards she never collected another one cent. (Peppi)

The audience must trust the person who faces of the campaign because he/she is representing those who benefit from the funds.

Theme 2: The Participation of the Audience

Addressing Audience's Values

An inspirational person that was invited in every fundraising programme that Xarabank organised was Karl Vella. Karl worked as nurse at Mater Dei with cancer patients. After some time, Karl was diagnosed with cancer and he needed to start chemotherapy. Karl was an effective person in fundraising events, because he experienced cancer, so he knew what he was talking about. He spoke with passion. Furthermore, Karl also motivated people to donate money by giving a donation himself. This shows valued of the simplicity and courage that Karl endorsed. When Karl became severely ill, he still came and made a small contribution:

Karl was an inspirational person! He was very effective in fundraising programmes. When we were collecting money for the Tanzanian people and Karl came in our studio the telephone lines were all occupied! ... When people saw a weak person who was suffering from cancer and instead of asking people to give him money he gave two hundred euros to other people, it was an out-of-this-world experience. People were emotionally touched and the sum doubled. (Peppi)

The audience shows empathy with a person in need. Empathy in fundraising events is one of the values that works. "Empathy is the ability to be aware of, understanding of, and sensitive to another person's feelings and thoughts without having had the same experience" (Battarbee, 2013, p. 1). Peppi mentioned another case of a person who needed fifty blood bags to survive in an operation:

In Xarabank, I interviewed a person that during his operation, the doctors used fifty blood bags. This person is alive because fifty people gave blood. I said

“Now there is a higher demand for blood and we need more people to donate blood.” This message was very effective! (Peppi)

For people to donate they must be convinced that their action will actually make a difference. People felt the urge to donate blood. In the case of donating money the audience needs to understand why they are donating money or why they are donating blood. The audience needs to have a concrete example of how the money is spent:

People need to feel the need to give money, and also empathize with the subject. By showing true live stories (be it happy, sad or motivational) the audience is captured in a reality that they have never felt or seen, which in turn makes it easier for them to understand the issue. (Olwyn)

As Olwyn said, when the audience is listening and watching emotional stories, a connection will be created. “Studies have shown emotional and psychological appeals resonate more with consumers than feature and function appeals” (Rosenthal, 2014). A person who doesn’t know what cancer is, needs to learn what cancer patients feel to sympathise with him/her:

In the case of Puttinu, people who have never had any illness within the family don't know what it takes and what issues people facing cancer go through.

Through testimonials, people can witness their story, their problems and their appreciation towards Puttinu who is helping them. (Olywn)

On the other hand, cancer survivors that are watching the programme and are seeing other cancer patients will feel the urge to donate and to reciprocate:

People who answer the telephone inform us that some of the people who donate by telephone, thank the organization for helping them or their family in some way or another. (Anita)

Previous benefitters feel obliged to give back to people who have given them something. A research in 2002 on “Using candy to increase tips” shows that waiters increase tips with the aid of reciprocity. “Customers feel obligated to reciprocate the server’s generosity by being generous with respect to their tip” (Strohmetz, 2002).

Peppi also mentioned that relatives of people that died with cancer are also invited in the show:

The children who unfortunately died because of cancer help to increase donations as well. We talk to the parents and invite them to our programme to answer the phones. People will be emotionally touched and donate to support them. (Peppi)

We have many examples of relatives who feel they should give back something from what their family had received. (Pj)

Solidarity is another factor here. During this year (2015) preparation for a fundraising programme of Puttinu, Leah, a three-year-old cancer patient died. During their child’s funeral her mother and father collected a sum of money that was presented live during the fundraising of Puttinu. The audience was asked to show solidarity with these parents and donate.

Valuing Audience Experience

Peppi argued that the audience must make a connection with the person in need. To achieve this connection, the audience needs to be shown a story that they can empathise with. The audience won’t necessary feel the urge to donate for a group of people:

People won’t donate for all Ethiopians! ... A crowd does not emotionally touch anyone! People donate for a particular person! What you need to do is to pick up a person from these poor people and then motivate people by saying

“with 10 Euros you are buying these pills that can help this boy fight death.

(Peppi)

The strategy that Peppi mentioned is an example of grouping (Wertheimer, 1923). Peppi will focus on one particular story then the audience will generalize on other people. This strategy is based on to the Gestalt Principles (Ehrenfels, 1890).

“Gestalt theory tries to explain how humans organize individual elements into groups and how humans perceive and recognize patterns” (Chang, 2007).

Poverty is an abstract thought. One can imagine being poor in many ways. One strategy is to visualize things. For example in the case of people who are poor and who have malaria the presenter shows malaria pills. He tries to objectify poverty by presenting a story of a person that is diagnosed with malaria and uses objects and concrete images such as malaria pills:

For Mission Fund’s fundraising we use a lot of objects that can be seen as common to us. Peppi shows malaria pills that can be bought from any pharmacy in Malta. But these people do not have the ability to buy these pills. So Peppi encourages people to give money so that the missionaries will buy these pills to save a person’s life. (Anita)

Paul-Joseph also known as PJ claimed that during this year’s (2015) fundraising programme for Puttinu, People were asked to give money so that Puttinu can buy flats in London:

This year, we introduced a new method to donate money. A sketch of a flat was shown on television. This sketch is filled with one thousand squares that filled the whole sketch. Every square costs two hundred euros. People were asked to buy squares so that Puttinu can buy a new flat in England. People took the challenge and bought the all boxes. (Pj)

People love challenges. In fact when, Peppi asks people to send a donation via sms as a group, their will be an increase in SMS donations:

During the fundraising, Peppi encourages people so that people send an SMS altogether, at that time, there will be a lot of people sending SMSs. This is because people want to be part of the challenge. (PJ)

Cook & Emerson (1978) expanded the theory of “Social Exchange”. This theory is based on the exchange of social and material resources. Sometimes in fundraising programmes, prizes are won. Peppi confirms that prizes were an effective tool. People would donate money for a chance to win a prize. Peppi turned this belief into a challenge, he asked the audience to start giving money without receiving anything back:

Prizes are effective in a fundraising program! I believe that there is a pattern; first you donate to help the poor. Then you make another contribution to win. But when we removed prizes we’ve put the audience a challenge to donate without receiving back and it worked! (Peppi)

Theme 3: Persuasion Techniques

Testimonials

Robert Cialdini (1984) in his book “Influence: The Psychology of Persuasion” mentions six persuasion techniques. The six principles are: Reciprocity, Commitment, Social Proof, Liking, Authority and Scarcity. As previously mentioned, Xarabank uses the principle of Reciprocity and Liking through the use of Testimonials.

Testimonials are one of the persuasion techniques that persuade people to donate.

Olwyn said that testimonials are central to Xarabank’s campaigns:

The most interesting issues that attract people are human stories. We try to keep that central to our campaign. So the most used persuasion technique is testimonials. People talking about the cause so that the audience can gauge the issue from within the problem itself. (Olwyn)

Xarabank's producers, try to avoid fear, but in Caritas¹' fundraising, fear is used so that people stop or don't begin taking drugs:

(Fear) ... is more likely being used while raising money for Caritas. Fear that any family member can be a victim of drugs, is complimented by offering ways how one can stop it or even prevent from ever happening. (Olwyn)

Endorsement

Another common theme, which was revealed from the data of all the participants, was the involvement of celebrities or authorities in fundraising programmes. The presenter said that not all the celebrities are appropriate for fundraising. He claimed that celebrities must have a connection with the cause. In 2013, Xarabank organized a blood donation campaign. Dr. Gianluca Bezzina, who is a doctor and a famous singer in Malta, won the Eurovision and became quite popular. Xarabank's team wanted Gianluca to be part of this event, because he was the highlight of the year and because he was a doctor as well:

We wanted Gianluca Bezzina to be part of our fundraising campaign to collect blood! Gianluca is appropriate because he is a doctor. His credibility and his career make him the best candidate to motivate people and donate blood.

(Peppi)

¹ Caritas mission is to alleviate poverty and promote human development and social justice. Caritas helps a wide range of people especially drug victims.

Moreover if a person is reliable in that field, the testimonial is even more powerful. Having Gianluca (as the Eurovision winner - so he is quite famous) being also a doctor to raise awareness for blood donation, is even stronger than having any other famous singer. (Olwyn)

Peppi claimed that other celebrities that would make an appeal for blood donation would be less effective:

Other celebrities that make public appeals so that people donate blood do not affect anybody! It has to be someone that has a connection with the cause.

(Peppi)

Celebrity Endorsement is a form of advertising that involves a celebrity or a well known person. By using their fame, they will help to promote a product or service. In this case, celebrities will help to promote charity events. Olwyn believes that celebrities make the cause more popular. Celebrity Endorsements always help to make the cause more popular and genuine” (Olwyn). Pj also spoke about celebrities he said that “When we have celebrities in our programmes people donate more money” (Pj).

Peppi added that during the telethon, Xarabank invites authority figures such as the prime minister, the leader of the opposition, the president and the archbishop to take part. Peppi claims that the person who most persuades people during a fundraising is the Archbishop. The archbishop is still considered by many as an authority:

When the Archbishop makes a present in our fundraising programmes people donate more. The Archbishop emotionally touches Christians with Jesus’ words. ‘Truly I say to you, to the extent that you did it to one of these brothers of mine, even the least of them, you did it to Me’. (Peppi)

In his book, Cialdini mentions “Authority” as one of the six persuasion techniques. “Few people would be surprised to learn that, as a rule, we most prefer to say yes to the requests of someone we know and like” (Cialdini, 2009, pg 126).

Social Proof

The last persuasive technique that Xarabank’s producers spoke about is Social Proof. Social Proof is a psychological technique where people will copy other’s actions to reflect correct behavior (Cialdini, 1984). Xarabank uses Social proof in many ways. One of the techniques that motivate people to donate money is the sound of the telephone ringing. Olwyn said that the telephone ringing is part of the show:

The more audience see the telephone ringing the more they want to phone themselves, so they will be part of the show. (Olwyn)

People see others are donating money, so they will donate as well. During a Christmas event, PJ was part of a competition with another celebrity. They had a money box and wanted to ask people to donate money for ‘L-Istrina’ an annual charity programme. During the competition, when he asked an individual to donate money, he or she refused. But when he went on a group of people, they accepted to donate:

Last Christmas, I was part of a competition. This competition was held in Valletta and its aim was to collect money from people walking in Valletta. I noticed that when I stood there waiting for a person to donate money, nobody donated. But when I went to a group and asked a person to give me money for a cause and this person donates money, then everybody felt the urge to donate. (Pj)

Another technique that involves social influence is the use of social media during the programme. Anita said that during the programme, the audience is asked to log on to their social media accounts and encourage their friends to make a donation:

This year we introduced the hashtag #jiencepilt (#idonatated) so that people on their social media accounts encourage their friends and families to donate.

(Anita)

People copy and influence each other. Advertisers use this technique to show that the product is the fastest growing. This is to convince people that the product is good. Cialdini mentions, “the producers of charity telethons devote inordinate amounts of time to the incessant listing of viewers who have already pledged contributions” (Cialdini, 1984, pg 90). The message that Xarabank producers are passing is clear: “Look at all the people who have decided to donate. It must be right to do so.”

CHAPTER 5 - CONCLUSION

The Study

This research aimed at understanding the various persuasion techniques that Xarabank, a local television programme, uses to promote charitable causes. The most appropriate approach for this study was considered to be a qualitative approach. Three main themes emerged from this study, these are: (1) Programmes's production, (2) Participation of the audience and (3) Persuasion Techniques used. The three major themes that emerged were discussed in view of this literature on persuasion. These three major themes were:

Programmes' Production: The importance of a team work and planning was highlighted. Xarabank's team asks "What is the people's mood?". Knowledge about people benefitting from the fundraising is important. People need to identify with the cause. Finally, the image portrayed by the people involved in the prosocial programme is important because these people are presenting the cause.

The Participation Of The Audience: The audience plays the crucial and fundament role in a fundraising programme. The audience must identify with the cause and feel emotionally connected. The producers must create situations where the audience understands the reason for the fundraising. Showing the audience, tangible and concrete examples, the audience will understand and sympathize with the cause.

Persuasion Techniques: Finally, an explanation of all the techniques that Xarabank uses during the fundraising were presented. Through the use of testimonials, the audience understands the cause and empathise with the benefiter. The importance of authority and celebrities was discussed. Celebrities

who are relevant to the cause are the ones who will motivate the audience.

Finally, Social proof is used to motivate other people to donate. Through the use of telephones ringing during the show, the audience will be motivated to donate money spurred by the fact that others are donating as well. As a final point as Olwyn said during the interview, “All the work involved, by all the team makes a charity programme successful.”

Strengths and Limitations

All of the four participants involved in preparing fundraising programmes were interviewed. This is certainly an advantage in this study because it features all the views of the persons involved. All the respondents answered with examples to enhance the credibility of the persuasion technique used.

Also, the researcher interviewed the respondents after producing one of the most successful fundraising programme of this season (2014-2015). The interviews were conducted after Puttinu’s fundraising programme in which a record sum of €965,600 was collected during the three-hour programme. Producers found it easy to remember all the persuasion techniques that worked well during the fundraising.

Amongst these strengths, various limitations can be mentioned. A limitation for this study is that this study focused only on one local programme that promotes charitable causes. Other fundraising programmes are mentioned in brief and then techniques are not discussed. Further understanding of persuasion techniques could have also been achieved if other programmes were analysed.

Recommendations

This research was focused on television and how a local television programme uses persuasion technique to persuade people to give money. To enhance this research, it is suggested that further research must be done, this time by analysing the impact of social media. Social media is the new communication tool that is reaching a lot of people. “Prosocial Media: Using Facebook to promote charitable causes” is a recommendation to find out persuasion techniques that are being used online. An example of this research would be to analyse how to engage users to share or like an advert for fundraising.

The Ice Bucket Challenge was one of the first successful social media campaigns in this matter. Evaluating the strengths and strategies of this campaign would be an ideal recommendation to enhance this study.

This study has explored the persuasion techniques used to promote charitable causes. It is hoped that the findings and recommendations from this study will encourage further research and in turn provide the information needed for other institutions to apply these persuasion techniques and persuade more people to donate money. Furthermore, it is hoped that this research gives a better understanding of persuasion involved in advertising and promoting positive social behaviour.

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Appendix A: Interview Guide

Interview Guide

1. What types of persuasion techniques you have used for charity programmes?
X'tipi ta' tattici ta' perswazjoni wżajt għall-programmi ta' ġbir ta' fondi?
2. Why do you choose certain types of persuasion techniques rather than others?
Għaliex tagħzlu ċerti forom ta' tattici ta' perswazjoni u mhux oħrajn?
3. Do you include 'fear' to promote contributions during charity programme?
When?
Iddahhlu element ta' biżà biex tipromovu kontribuzzjonijiet għal programmi ta' ġbir ta' fondi? Meta?
4. Is the date of the airing of the charity programme important? Why?
Id-data ta' meta l-programm tal-ġbir għall-karità jiġi mxandar hija importanti?
Għaliex?
5. What is the most effective type of persuasion technique to promote charity programmes? What is the most effective persuading tactic?
X'inhil-aktar forma effettiva biex tipromovi programmi ta' ġbir għall-karità?
Liema tattika influwenti hija l-aktar effettiva?
6. Have you ever used celebrity endorsement? Why?
Qatt uzajtu personalitajiet famużi biex jipromovu riklam għall-ġbir?
Għaliex?
7. Are emotional stories effective in charity programmes? Why?
Huma effettivi l-istejjer emozzjonali f'programmi ta' ġbir ta' fondi? Għaliex
8. What do you think is the secret behind last year successful charity programmes?
X'taħseb li hu s-sigriet wara s-suċċess tal-programmi ta' ġbir tas-sena l-oħra?

Appendix B: Recruitment Letter

Date

To Whom It May Concern,

Mr. Anthony M. Baldacchino (ID 8993M), a fourth year psychology student at the University of Malta, is currently collecting data for his research topic regarding ‘Prosocial Television: Using programmes to promote charitable causes’. This information will assist him in completing his dissertation in this area of interest.

It would be appreciated if you could kindly extend any assistance to Mr. Baldacchino in order for him to be able to further his studies in the above field. Any information provided will be treated in a confidential manner.

Lil min tikkonċerna,

Is-Sur Anthony M. Baldacchino (ID 8993M), student tar-raba' sena fil-psikologija ġewwa l-Università ta' Malta, qed jiġbor materjal fuq is-sugġett ‘Prosocial Television: Using programmes to promote charitable causes’. Din l-informazzjoni ser tghinu fit-tezi tiegħu.

Ikun apprezzat jekk inti ġentilment tagħti kull assistenza lis-Sur Baldacchino sabiex ikun jista' ikompli l -istudji tiegħu f'dan il-qasam. Kull informazzjoni provduta se tkun miżmuma b'mod kunfidenzjali.

Yours sincerely Dejjem tiegħek

Original signed by Iffirmata minn

Appendix C: Information Sheet

INFORMATION SHEET

As part of the dissertation for my Higher diploma in Psychology, I am conducting a research study about prosocial television. My study focuses on the different types of influential tactics that television programmes use for charitable causes. I have chosen this topic as I am interested in marketing. Last year, “Xarabank” collected over a million and a half euros to various charity institutions (Puttinu Cares, Mission Fund, Dar tal-Providenza amongst few others). I chose the “Xarabank” because I know that “Xarabank” is synonymous with charity and that it uses various influential techniques that persuade people to donate money.

I reserve you the right that you can decide to withdraw from my studies anytime. Any information given to me will also be withdrawn from my studies. If you wish to participate in this study, please contact me on mobile number 79920058 or via email: anthonymbaldacchino@gmail.com

Dokument tal-Infommazzjoni

Bħala parti mit-tezi tiegħi għall-kors universitarju “Higher Diploma in Psychology”, qiegħed nirriċerka fuq “Prosocial Television”. L-istudju tiegħi jiffoka fuq it-tipi differenti ta’ tattici influwenti li l-programmi televiżivi jużaw biex jigbru l-flus għall-karità. Għażilt dan is-sugġett għax jinteressani ħafna l-‘Marketing’. Is-sena l-oħra, l-programm “Xarabank” għabar ’il fuq minn miljun u nofs ewro għal diversi għaqdiet tal-karità (Puttinu Cares, Mission Fund, Dar tal-providenza fost l-oħrajn). Għażilt dan il-programm għax naf li “Xarabank” huwa sinonimu mal-għbir u għax jagħmlu użu minn diversi tattici influwenti li jiperswadu n-nies jagħtu l-flus.

Jekk f'xi hin, int tkun tixtieq twaqqaf l-involviment tiegħek f'dan l-istudju, int tista' tagħmel dan. Kull informazzjoni li inti tkun tajtni, tiġi rtirata mil-istudju tiegħi. Jekk tixtieq tiegħu sehem f'dan l-istudju, jekk joġġbok ikkuntatjani fuq in-numru tal-'mobile' 79920058 jew permezz tal-indirizz elettroniku:

anthonybaldacchino@gmail.com

Appendix D: Consent Form / Formola tal-Kunsens

Project Title: Prosocial Television: Using programmes to promote charitable causes.

Student Investigator: Anthony M. Baldacchino

Introduction/Purpose

You are being asked to participate in a research study which seeks to understand the use of television programmes to promote charitable causes. This is because you are a producer of one of Malta's main programme that promotes charitable causes; Xarabank.

The purpose of this study is to understand which persuasion techniques "Xarabank" uses to persuade people to donate money. There will be 4 individuals taking part of this study.

Qed tintalab tipparteċipa fi studju ta' riċerka li qed tfittex biex nifhem l-użu tal-programmi televiżivi li jippromovu ġbir ta' fondi għall-karità. Dan għaliex inti għandek il-kariga ta' 'Producer' ta' wieħed mill-aktar programmi b'saħħithom fejn jidhlu ġbir għall-għaqdiet.

L-għan ta' dan l-istudju huwa biex dwar it-tattiċi influwenti li "Xarabank" juża biex jipperswadi l-udjenza biex tagħti l-flus. Ser ikun hemm 4 persuni li ser ikunu qed jieħdu sehem f'dan l-istudju.

Procedures

Your participation in this study will include a one-hour semi-structured interview, consisting of questions related to your experience working with "Xarabank". With your permission the interview will be audio recorded so that I can

remember what you said. After the interview, the recording will be transcribed and a written copy will be sent to you for review.

At any time in the study, you may decide to withdraw from the study, and no more information will be collected from you. If you decide to withdraw, the interviewer will ask if the material collected can be used for the purpose of the study. If you do not agree the material collected will not be used in this study. Your participation in this study will involve no cost to you. You will not be paid for your participation in this study.

Il-Parteċipazzjoni tiegħek f'dan l-istudju ser tinkludi intervista 'semi-structured' ta' madwar siegħa, li l-mistoqsijiet ser ikunu relatati mal-esperejenza tax-xogħol tiegħek f'Xarabank. Bil-permess tiegħek l-intervista ser tkun irrekordjata sabiex inkun nistà niftakar x'intqal f'dan il-ħin. Wara l-intervista, r-‘recording’ ser ikun miktub u ser tintbagħat b’imejl biex inti tara xi jkun intqal.

F’kull ħin tal-istudju tiegħi, inti tista’ tagħzel li ma tibqax tieħu sehem, u l-ebda mistoqsija oħra mhi ser tkun mistoqsija. Jekk tażgħel li ma tibqax tieħu sehem, ir-riċerkatur ser isaqsi jekk l-materjal miġbur mingħandek ikunx jista jigi użat. Jekk ma taqbilx, il-materjal miġbur mhux ser jintuża għal dan l-istudju. Il-parteċipazzjoni f’dan l-istudju mhux ser tqum flus u mintix ser tithallas għax qiegħed tieħu sehem f’dan l-istudju.

Risks

Your participation does not involve any risks other than what you would encounter in daily life. If at any time you wish to stop the interview, tell me that you are not able to continue. If you do not wish to answer a particular question, you may skip it and go to the next question.

Il-partecipazzjoni tiegħek f'dan l-istudju ma tinvolvi l-ebda riskju li ser taffetwalek hajtek. Jekk f'xi mumentu inti tkun tixtieq twaqqaf l-intervista għidli li ma tixtieqx tkompli. Jekk ma tkunx tixtieq twieġeb mistoqsija, inti tista tagħzel li taqbez il-mistoqsija u tmur għall-oħra.

Benefits

There may be no direct benefit to you by your participation in this research study. Though, your participation in this study may aid in society's understanding of prosocial behavior.

Mhux ser ikun hemm l-ebda benefiċċju għalik billi tiegħu sehem f'din ir-riċerka. Minkejja dan, il-partecipazzjoni tiegħek f'dan l-istudju tista tgħin lis-soċjetà biex jifmhu imġieba prosoċjali.

Confidentiality

Anonymity cannot be guaranteed because I am going to identify the programme and your role in the programme. Since the programme is aired prime time on National Television it is easy for readers to identify you. A copy of the transcription will be given to you so that you can verify whether or not the transcription is faithful to what you said. If at any time you wish to stop the interview, tell me that you are not able to continue. If you do not wish to answer a particular question, you may skip it and go to the next question.

Ma nistax inwiedgħek li tkun anonimu għaliex ser inkun qed nidentifika il-programm u l-irwol tiegħek fil-programm. Peress li l-programm jixxandar Prime Time fuq l-istazzjon Nazzjonali huwa faċli għall-qarrej sabiex jidentifika min int. Kopja tat-transcript ser tingħata lilek sabiex tikkonferma il-kliem miktub huwa l-veru kliem li għidt waqt l-intervista. Jekk f'xi mumentu inti tkun tixtieq li twaqqaf l-intervista, għidli li ma tixtieqx tkompli. Jekk ma tkunx tixtieq twieġeb mistoqsija, inti tista tagħzel li taqbez il-mistoqsija u tmur għall-oħra.

Subject's Rights

Your participation in this study is voluntary and you are free to withdraw at any time. You may ask that the tape recorder be turned off at any point during the interview, if there is something that you do not want to have recorded.

Il-Parteċipazzjoni tiegħek f'dan l-istudju hija volontarja u inti tista' tagħzel li tiegħaf tiegħu sehem fix-ħin trid. F'każ li nkunu se ngħidu xi affarijiet li ma tridx li jiġu rrekordjati, inti tista' twaqqaf ir-‘recording’ f'dak il-ħin.

CONSENT

I have read this form and the research study has been explained to me. I have been given the opportunity to ask questions and my questions have been answered. If I have additional questions, I have been told whom to contact. I agree to participate in the research study described above and will receive a copy of this consent form after I sign it.

Jiena qrajt din il-formola u r-riċerkatur spjegali din ir-riċerka. Kelli l-opportunità li nsaqsi mistoqsijiet u l-mistoqsijiet tiegħi ġew mwiegħba. Jekk ikolli xi mistoqsija qaluli li min irrid nkellem. Jien naċċetta li niegħu sehem f'din ir-riċerka msemmiha hawn fuq u ser nirċievi kopja tal-formola tal-kunsens wara li niffirmaha.

Subject's Name	Signature	Date
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Mr. Anthony Baldacchino	Signature	Date
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(Person Obtaining Consent)