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FACULTY OF BEHAVIOURAL SCIENCE
Communication Science

Burning YOUR/ OUR bridges & helping Syrian refugees

The way, message valence and pronoun use
influence pro-refugee Germans and anti-
refugee Slovaks in changing their attitudes and
behavioural intentions towards Syrian refugees

**Thesis submitted for the degree of Master of Science
in Communication Studies**

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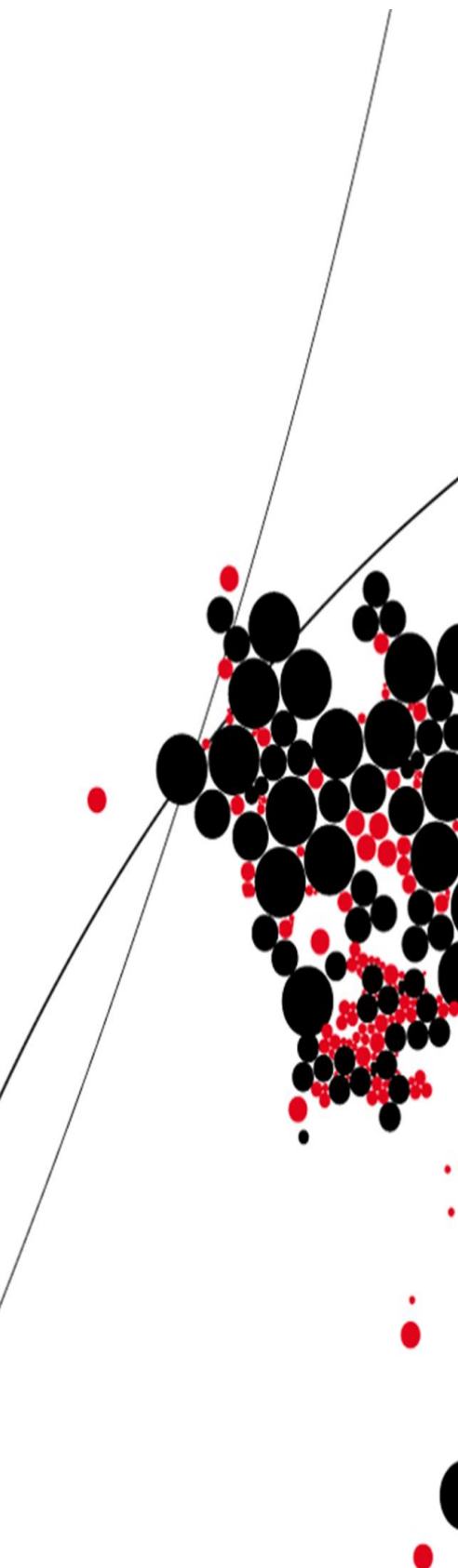
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ABSTRACT

Background: The conflict in Syria starting in March, 2011 between the government of Bashar al-Assad and other forces resulted in one of the biggest influxes of refugees in the history. More than three million Syrian refugees have fled to Turkey, Lebanon, Jordan and Iraq, six and half million were displaced within Syria and more than 150,000 Syrians have declared asylum in the states of the European Union. Recently, thousands of Syrian refugees are fleeing to Europe seeking peaceful living conditions. (UNHCR, 2016; Amnesty International, 2016)

Aim: Firstly, there was the necessity to design a campaign that would positively change the attitudes of pro-refugee German citizens whose welcoming attitude towards Syrian refugees was decreasing and of anti-refugee Slovak citizens. Secondly, the objective was to influence their intention to help Syrian refugees and to spread the campaign's message. Moreover, "WirZusammen" and "Caritas" in Deutschland and "Organisation for Aid to Refugees" in Slovakia are a couple of few organisations focusing on Syrian refugees that could benefit from this study and use the research for their volunteering purposes.

Method: The type of the conducted research was experimental with between-subject factors. The presented study consists of a 2 (positive vs. negative message valence) x 2 (the use of pronouns "you" vs. "we") x 2 (pro-refugee Germans vs. anti-refugee Slovaks) experimental design conducted within eastern and western European countries. To investigate the effects of independent variables, each German and Slovak respondent was randomly assigned to one of four different campaign messages. The data collection was carried out by the snowball sampling technique and the survey was created in the online survey tool called Qualtrics.

Results: In total, there were 326 valid responses, particularly 176 from German and 150 from Slovak respondents. The results have been evaluated by conducting MANOVA, regression, mediation and correlation analysis. The relation between the independent variables and a significant effect of a mediator, namely moral obligation, was detected.

Conclusion: Resulting from these analyses, it can be concluded that the positive message valence had surprisingly significantly higher effect on the attitude towards the campaign and the pronoun "we" had a stronger effect on the attitude towards the campaign and the intention to help Syrian refugees of both Germans and Slovaks. The interaction effect of two independent variables could not be confirmed by MANOVA due to the non-significance of the outcomes. The three-way interaction was not confirmed in this study. However, the present study provides the marketers with theoretical guideline how to create a persuading campaign.

Key words: *campaign, Syrian refugees, pronouns use, message valence, Germans and Slovaks*

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I. LIST OF ACRONYMS AND ABBREVIATIONS

df	degree of freedom
F	variance of the group means / mean of the within group variances
M	mean
MANOVA	Multivariate analysis of variance
N	number
R ²	R-square
SD	standard deviation
Sig.	level of significance
UNHCR	United Nations High Commissioner for Refugee
vs.	versus

II. LIST OF FIGURES AND TABLES

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1 Introduction

The current geo-political situation in the countries on the border with Europe, particularly the Middle East, Africa, and South Asia, has recently escalated in the immigration stream that became the most discussed topic in Europe. All member states of the European Union are experiencing one of the most significant influxes of refugees in its history and thereby “facing a major surge in the number of refugees arriving at its doors and shores” (Kirişci, 2015).

In March 2011, the Syrian Civil War resulted in the worst humanitarian crisis in the world and resulted in millions of killed, missing and displaced Syrians. Syria has turned into the largest battlefield in the world, with deep consequences on the future boundaries of the Middle East and with implications on the spread of terrorism (BBC, 2015). Syrian refugees lost their homes and were forced to abandon their country in order to save their lives. In most cases, their only belongings are clothes they wear on when arriving to Europe.

Syrian Civil War has become the biggest driver of the most significant influxes of Syrian refugees in our history. More than 11 million people have been killed or impelled to flee to the neighbouring countries (MercyCorps Organisation, 2016). The latest statistics have described Germany to be the country with more than 360,000 Syrian asylum seekers’ in 2015, thus the highest number of asylum seekers in the European Union (BBC, 2016).

Syrian refugees fleeing armed conflict through the Mediterranean to Europe consider Europe to be a “place of peace and wealth” in comparison to the political upheaval in the Middle East (E. Lilli, 2015). To a certain extent, the high number of Syrian refugees entering German borders can be explained by Germany’s “open-door refugee policy” and by its large economy that create hope for better living conditions (Spiegel online, 2016).

With regard to this most recently discussed topic, this paper will focus on the creation of a campaign concerning Syrian refugee crisis aiming to change attitudes of people and enhance their intention to help Syrian refugees, and to spread the campaign’s idea of peace and tolerance in the society. This research will particularly focus on German as one of Western European welcoming countries and Slovakia as one of Eastern European countries refusing to accommodate Syrian refugees. Even though, Germany was renowned for its “open-door refugee policy”, its welcoming attitude towards Syrian refugees radically changed after numerous attacks in Germany and its neighbouring countries in January 2016. Hence, around 60% of German nation, according to the ZDF – Politbarometer (2016), is now critical towards the welcoming Merkel’s refugee policy.

In comparison to Germany, Slovakia as well as other Eastern European countries such as Hungary, Czech Republic, Austria and Poland, has been pressured by officials of the European Union to share the number of refugees entering Europe and was requested to accept 802 asylum seekers under the European schemes. Thus, Slovakia accommodated around 200 Syrian refugees under a condition that they have to be Christians (Washingtonpost, 2015). The Prime Minister Fico explained this stipulation with regards to the Paris shooting attack in November 2015 and Cologne sexual assaults on the New Year's Eve.

The overemphasised immigration stream causes concern among European citizens about Islamic radicals entering the continent and increasing violence (J. Erpenbeck, 2015), and therefore involves negative attitudes of Europeans towards refugees. Moreover, the UNHCR (2014) carried out a report stating that countries hosting Syrian refugees are experiencing massive impact on their economies, infrastructure and societies threatening their stability. Due to the increasing negative attitude towards refugees in Western and Eastern countries, it is necessary to design a campaign persuading Germans, the nation with one of the largest economies in the world representing Western Europe, and Slovaks, the nation setting stipulations in order to avoid accommodating Syrian refugees in the light of their religion and representing Eastern Europe with poor economic background. Latter necessity for the campaign creation is the need to persuade people to help, either by volunteering or financially, to integrate Syrian refugees into our societies.

Although Syrian refugee crisis has become the most discussed topic in the last months, there are only few organisations aimed at immigrants' crisis, particularly "WirZusammen" and "Caritas", and focused on helping people in need and to protect each person in his/ her dignity. Image 1 and image 2 present an example of campaign from "WirZusammen".

The main aim of these organisations is to create a new perspective for refugees fleeing to Germany from the war. "WirZusammen" attempts to engage more companies to help refugees to integrate into German society and have peaceful living conditions. The campaign's message conveys the necessity of tolerance, openness, equal access to education and attempts to communicate a message that our goals are attainable only with corporate social responsibility.

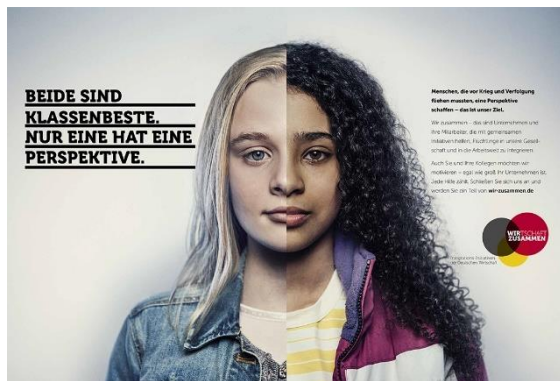


Image 1: WirZusammen Campaign



Image 2: WirZusammen Campaign

The campaign's elements are of crucial importance. One of the elements investigated within this paper is the campaign's message, particularly the way the message is formulated and how the audience is addressed. Campaign's message should be clear, state a problem, proposed solutions and actions that the audience is motivated to take in order to reach the campaign's goal (Raab & Rocha, 2011).

This study will focus on positive and negative formulation of the message and its influence on audience's attitudes and its intentions to act with regard to the goal of the campaign. Previous research on campaigns investigated the influence of message valence mostly in health campaigns, however not in relation to Syrian refugees (Gallagher & Updegraff, 2011). Moreover, the use of pronouns in the message will be investigated together with the message valence, since this affiliation remains undemonstrated in the literature and the "point-of-view", particularly pronoun use of first persons in singular and plural, that the message indicates has a significant effect on how the audience perceives and reacts to the message (Spear, 2009). Additionally, the cultural factor plays an important role in and brings the novelty to this study, hence different attitudes and intentions of pro-refugee German citizens and anti-refugee Slovak citizens will be examined with regards to the campaign's message. This research will provide a theoretical guideline for marketers designing campaigns in social marketing and help them to formulate a clear and effective message. Moreover, "WirZusammen" and "Caritas" in Deutschland and "Organisation for Aid to Refugees" in Slovakia are one of few organisations focusing on Syrian refugees that could benefit from this study and use the research for their volunteering purposes.

Resulting from the refugee crisis and confronting behaviour, it is necessary to focus the attention on how to persuade people to help Syrian refugees to integrate in the society either by volunteering or monetary donations, and to maintain peace and welfare in Europe. This

study further examines the differences between German and Slovaks' perception of refugees in their countries and their attitude towards them. Therefore, objective of this paper is to attempt a change in the attitude and behaviour of both German and Slovak citizens towards Syrian refugees fleeing warfare to Europe and thereby persuade them to help.

Hence, the main research question is concerned with the use of pronouns and message valence, and secondarily with the extent to what these elements influencing the attitude and intention differ among Germans and Slovaks.

The following primary research question is formulated in order to achieve the objective of this study:

To what extent have message valence (positive vs. negative) and pronoun use impact on the attitudes of Germans and Slovaks towards the campaign and Syrian refugees as well as on their intention to help Syrian refugees and to spread the social message of the campaign?

Secondary research question can be formulated as following:

To what extent do the influence of message valence (positive vs. negative) and pronoun use on the attitude towards the campaign and Syrian refugees as well as on the intention to help Syrian refugees and to spread the social message of the campaign differ among Germans and Slovaks?

Third research question is the result of the undiscovered association of the two independent variables:

Which combination of message valence (positive vs. negative) and pronoun use ("you" vs. "we") is the most effective in influencing the attitude towards the campaign and Syrian refugees, and the intention to help Syrian refugees and to spread the campaign's message?

Due to the lack of research on the three-way interaction, the following fourth research questions was formulated:

Which combination of the pronoun use, the message valence (positive vs. negative) and cultural and socio-demographic characteristics is the most effective in influencing the dependent variables, namely attitude towards the campaign, attitude towards Syrian

refugees, behavioural intention to help Syrian refugees by volunteering, behavioural intention to help Syrian refugees and the intention to spread the campaign's message?

To outline the suggestions for an effective campaign, the reviewed scientific literature related to Syrian refugees and campaign characteristics is laid out on the following pages. Secondly, the research method as well as results of the experimental survey will be described in the next sections. Finally, a discussion about theoretical and practical implications based on the results will be presented.

2 Theoretical framework

This paper provides a theoretical guideline on how to create a persuasive campaign related to the current Syrian refugee crisis in Europe. Since it is aimed to persuade Western and Eastern European countries, particularly Germany and Slovakia, to change their attitudes towards Syrian refugees, and thereby help them to integrate in the society and create favourable living conditions, the creation of a social marketing campaign will be investigated in the text below. Additionally, the differences between Germans and Slovaks will be presented on the basis of Hofstede's dimensions and social-demographic data. To conclude this section, the research model with hypotheses will be demonstrated.

2.1 Syrian refugee campaigns in Germany and Slovakia

According to Atkin & Rice (2012), a campaign is defined as purposive attempt to influence public behaviour, communicating messages via multiple channels to create non-commercial benefits to the society. Further they claim, the main objective of campaigns is to create awareness, change attitudes and behaviour.

Kotler & Zaltman (2006) defined social marketing as “a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment, and communities) as well as the target audience.” (p. 219). Similarly, Newton-Ward (2014) claimed that social marketing is a way to “increase facilitators to behaviours that improve the quality of life for individuals and society”. Therefore, the social marketing campaign can be considered as the best mean of changing attitudes of people to benefit the whole society and to maintain peace on the continent, and as the most comprehensive conceptualisation of campaigns since there is no theory developed to explain campaigns.

In the past months, European Union was on a daily basis experiencing a major surge of refugees that turned out to be the biggest refugee influx in its history (BBC, 2016). Resulting from the refugee surge of different origin, it is necessary to design an effective campaign contributing to benefits of the society by persuading people to help. As mentioned previously, there are not many campaigns motivating German and Slovak citizens to help Syrian refugees to integrate in the society. In contrary, the number of German volunteers has decreased dramatically (ZDF – Politbarometer, 2016) due to several sexual and terrorist assaults. In

comparison to Germany, Slovakia together with Czech Republic and Hungary enforced their borders instead of welcoming Syrian refugees (The Guardian, 2015) and decided to provide asylum only to the Christian immigrants (Washingtonpost, 2015).

Thus, the content of a campaign is of great importance in order to effectively change attitudes and behaviour of its recipients. Since this paper deals with the creation of the campaign's message only, particularly with elements such as message valence and pronoun use, the messages will be formulated and examined with respect to the cumulative prospect theory. According to the cumulative prospect theory (Tversky & Kahneman, 1981), people's preferences are dependent on how the information is framed. Prospect theory indicates how people evaluate information related to uncertain alternatives in terms of gains, positively framed messages, and losses, negatively framed messages (Smith & Petty, 1996). Tversky & Kahneman (1979) assign value to "gains and losses rather than to final assets and in which probabilities are replaced by decision weights" (p. 263). Specifically, people attempt to avoid risks when considering potential gains but averse risks when considering potential losses (Rothman et al., 2006). They further state that people are forced to decide between two alternatives, such as certain outcome and uncertain outcome. With regard to this cumulative prospect theory, the message valence, pronouns used in the framed message and cultural and socio-demographic characteristics of Germans and Slovaks will be discussed in the text below.

2.2 Message valence

In the last months, people were daily exposed to the massive media coverage of Syrian refugee crisis, and thereby to positively and negatively formed messages influencing their beliefs and attitudes. Since the main objective of a campaign is to change people's attitudes and behaviour, it is necessary to evaluate advantages and disadvantages about a certain topic communicated by means of message in order to form attitudes (Gleitman, Gross, & Reisberg, 2010). Previous studies have indicated that the way the message is formulated elicits the amount of persuasion (Smith & Petty, 1996).

The term valence refers to the positivity and negativity of an event, message (Brendl & Higgins, 1996). As mentioned above, the cumulative prospect theory provides the basis for evaluation of these positive and negative messages, particularly gain- and loss framed arguments that have a distinct impact on behavioural decision-making (Rothman & Salovey, 1997). Social marketing campaigns regularly use the gain- and loss-framed messages as they

enforce motivating behaviour and simultaneously aim persuasive and concise messages suitable for campaigns (Gerend & Sias, 2009). Gain-frame stands for positively and loss-frame for negatively framed message.

In consideration of the cumulative prospect theory (Tversky & Kahneman, 1981), the effectiveness of the two valences depends on the perceived risk – gain- and loss-framed messages, threat, and uncertainty. Moreover, Rothman & Salovey (1997) imply that people are in favour of taking risks when messages are framed in terms of losses, and avoid risk in terms of messages with a positive valence. Simultaneously, Gallagher & Updegraff (2011) claim that choices emphasising potential gains, individuals are less likely to opt for risk involving choices in order to secure the potential gains.

Although social marketing campaigns on Syrian refugee crisis remain undemonstrated in the literature, there are papers on the gain- and loss-framed messages in social marketing campaigns. These papers shows that loss-framed messages change individual's attitudes, intentions and behaviour positively (Gallagher & Updegraff, 2011; Bartels, Kelly, & Rothman, 2010; Meyerowitz & Chaiken, 1987). These results are consistent with the cumulative prospect theory (Tversky & Kahneman, 1981) ascribed above. Previous study performed by Meyerowitz & Chaiken (1987) on breast self-examination have demonstrated that the negatively framed messages were more persuasive in eliciting detection behaviour and positively framed messages were more effective in prevention behaviour. Studies on negativity bias hypothesis have indicated that negatively framed messages have different weight in people's judgments, for instance negative frames are more effective in high-involvement conditions (Maheswaran & Meyers-Levy, 1990). Additionally, Ditto & Lopez (1992) provided a first evidence suggesting that negatively framed messages grab more attention than positively framed ones.

The positive and negative messages might evoke different emotions in each individual, such as personal distress – guilt and shame. According to Han, Lerner, & Keltner (2007), emotions, such as anger and fear, have an impact on loss-framed messages. They define fear “by the appraisal pattern of low certainty and situational control”, and anger is defined “by the appraisal pattern of high certainty and individual control” (p. 162).

Moreover, emotions as guilt and shame encourages people to help others in need (Brennen & Binney, 2010). People exposed to negative messages evoking guilt and shame are likely to change their attitude towards the promoted object (Coulter, Cotte, & Moore, 1999). However, Skumanich & Kintsfather, (1996) claim that this is an “egoistic helping” in order to gain personal gain in terms of reward or to avoid personal pain in terms of guilt and shame.

With regard to the present study, the attitudes and behaviour of German and Slovak citizens will be influenced positively or negatively respectively to the cumulative theory (Tversky & Kahneman, 1981). Therefore, it is assumed that people will change their attitudes and behaviour positively in terms of risks presented in the message that accentuates the negative outcomes for Syrian refugees in the society. This change might be triggered by the emotions like guilt and shame. On the other hand, the attitudes towards Syrian refugees can be positively influenced by empathetic concerns and gains resulting from the message. Moreover, the cultural and socio-demographic background plays an important role in changing individual's attitudes due to the uncertainty present in gain- and loss framed messages.

Drawing on the cumulative prospect theory, the hypothesis for the dependent variable "message valence" has been formulated as following:

H1: The campaign's message conveying negative valence has more significant and positive impact on individuals' attitudes towards the campaign and Syrian refugees and on their intention to help Syrian refugees and to spread the campaign's social message than a message conveying positive valence.

2.3 The use of personal pronouns "we" and "you" in campaigns

Prior research has examined the effects of language on individual's behaviour (Krishna & Ahluwalia 2008). Language is a significant tool in mediating positively or negatively framed messages to the audience, and thereby achieves changes in behavioural audience response (Lagerwerf et al., 2014). Despite that, there is a little research attention received on whether subtle wording in marketing campaigns, for instance using personal pronoun "we" versus "you", can change individual's attitude and behaviour (Sela, Wheeler, & Sarial-Abi, 2012).

Furthermore, they claim that "the use of personal pronouns "you" and "we" have a strong effect on attitudes and is one "of the most distinctive features of advertising" (Cook, 2001, p. 157). Thus, using these pronouns is common in advertising discourse (Cui & Zhaou, 2013). According to Gocheco (2012), the use of the pronoun "you" may be used differently in accordance with the intended goal of a message. It can refer to the individual that can be interpreted as "I", however it can also be used for the individual to include him- or herself as a typical member of a category - "us" (Wales, 1996). Prior studies have shown that addressing the audience directly by the pronoun "you" increases its attention (Cui & Zhaou, 2013).

On the other hand, Fitzsimons & Kay (2004) stated that people consider their own as well as others' interpersonal relationships to be closer and more precious when using the pronoun "we" rather than "you." Based on their research, it can be concluded that the personal pronoun "we" leads to more positive attitudes than the pronoun "you."

From the cultural point of view, recent studies have shown that exposure to the pronoun of the second-person singular "you" forces individuals to adopt individualistic view. In contrary, the use of the first-person plural "we" induces an individual to adopt collectivistic view (Brewer & Gardner, 1996; Gardner, Gabriel, & Lee, 1999; Kühnen & Haberstroh, 2004). Secondly, pronouns communicate and reinforce perceptions about relationships (Gordon, Grosz, & Gilliom, 1993). Hence, the pronoun "we" refers to closeness and shared identity (Brown & Gilman, 1960). Furthermore, the pronoun "I", in the campaign's message presented by "you" however perceived by individuals as "I", indicates individualism and self-focus (Pennebaker, Mehl, & Niederhoffer, 2003).

The following hypothesis about the influence of the use of personal pronouns in a campaign's message was formulated:

H2: The personal pronoun "we" has more positive influence on individual's attitudes towards the campaign and Syrian refugees and behavioural intentions to help Syrian refugees and to spread the message than the use of personal pronoun "you".

2.4 Cultural and socio-demographic differences between Germany and Slovakia

Several research papers focused on the role of cultural characteristics in marketing. Mostly, the attention was on the relation between cultural dimensions and advertising practice (Albers-Miller & Gelb 1996; Caillat & Mueller 1996; Hong & Schweitzer 1996). Only some studies investigated the effectiveness of message valence across cultures (Reardon et al., 2006) and the use of pronouns in campaigns (Cook, 2001).

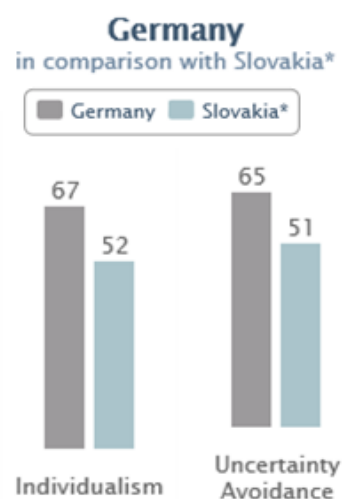
Culture represents the broadest influence on human behaviour. There are five Hofstede's cultural dimensions, however only uncertainty avoidance and collectivism can be applied to the current study. Hofstede (1991) defined uncertainty avoidance as "the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations"

(p. 113). Further, he describes collectivistic cultures as a group looking after each other in exchange for loyalty while the opposite held true for individualistic cultures.

This paper focuses on two particular countries, namely Germany and Slovakia. According to Hofstede's cultural dimension, German culture is highly individualistic culture with high uncertainty avoidance level. In comparison to Germany, Slovakia has a lower level of individualism and uncertainty avoidance (Hofstede, 1991). The Figure 1 presents the cultural differences between those two countries.

Figure 1

Comparison of cultural differences based on Hofstede's dimensions¹



Besides the cultural differences based on Hofstede's research, socio-demographic characteristics highlighting the differences between Germany and Slovakia are considered in the Figure 2. Since culture is a dynamic social phenomena (Hall, 2012) and Hofstede conducted a research on cultural differences based on the responses from IBM employees only, between 1967 and 1973, these cultural assimilations can be considered as too narrow. Moreover, Slovakia was a part of Czechoslovakia in the time when the research was conducted.

Therefore, the following political, economic, cultural and religious differences are to be considered. Firstly, Slovakia was in the past years led by a centrist party of the Prime minister Robert Fico, however he created an impression that Slovakia, "a small Christian country", is in danger of "muslim invasions" and that he is unable to solve this issue. Therefore,

¹ Data retrieved from <https://geert-hofstede.com/germany.html>

Slovak citizens voted for more extremist right-wing party that won elections in March, 2016 (Culik, 2016). In contrary, Germany is presented as a left-wing country with Chancellor Angela Merkel, since the words right-wing party evoke unsettling historical associations. Secondly, Slovakia represents eastern European countries and Germany stands for western European countries. Furthermore, the economic situation in Slovakia is not that advanced and developed as in Germany. According to the Trading Economics (2016), the Gross Domestic Product (GDP) in Germany was worth 3355.77 billion US dollars in 2015 and only 86.58 billion US dollars in Slovakia. Furthermore, German's GDP represents 5.41 percent of the world's economy. Additionally, Germany was the homeland of the Protestant Reformation, however 34 percent of the population belongs nowadays to the Evangelical (Protestant) Church and the same percentage to the Catholic Church. In contrary, the majority of the population in Slovakia is Christian, particularly Roman-Catholics. Lastly, Germany promotes welcoming "open-door policy" and Slovakia together with other eastern countries sets stipulations against accomodation of Syrian refugees and thereby promotes anti-refugee policy.

Figure 2
Socio-demographic comparison of Germany and Slovakia

<i>Germany</i>	<i>Slovakia</i>
Western European country	Eastern European county
Left-wing oriented	Rigt-wing oriented
GDP 3355.77 billion US dollars in 2015	GDP 86.58 billion US dollars in 2015
Unemployment rate 4.2 percent in 2016	Unemployment rate 9.5 percent in 2016
Protestant Reformation	Christianity (Roman-Catholics)
Pro-refugee policy	Anti-refugee policy

*Data retrieved from <http://www.tradingeconomics.com/slovakia/gdp>

As mentioned previously, individuals are forced to decide between certain outcomes and uncertain outcomes, as per the cumulative prospect theory (Tversky & Kahneman, 1981). Therefore, it can be assumed that cultures with high-uncertainty avoidance prefer certain outcomes and low-uncertainty avoidance cultures prefer uncertain outcomes. Thus, this relation between cultural characteristics and message valence has been investigated in the prior research on anti-smoking messages. It has been shown that teenagers with high-uncertainty avoidance responded more favourably to loss-framed messages than to gain-framed messages, the opposite applies for low-uncertainty avoidance (Reardon et al., 2006). The priming research of Na & Choi (2009) demonstrated that the use of the pronoun "you" activates individualistic orientation, and simultaneously the pronoun "we" collectivistic orientation.

Based on the cultural and socio-demographic differences described above, the following research question was formulated:

RQ2: To what extent do the influence of message valence (positive vs. negative) and pronoun use on the attitude towards the campaign and Syrian refugees as well as on the intention to help Syrian refugees and to spread the social message of the campaign differ among Germans and Slovaks?

Based on both cultural and socio-demographic differences, the following hypothesis has been formulated:

H3: Germans' intention to help Syrian refugees and to spread the campaign's message will be higher than the intention of Slovaks.

2.5 The interaction between independent variables & independent variables and the moderator

The present study introduces message valence and the use of pronouns “we” and “you” to investigate the effectiveness of a campaign designed for pro-refugee Germans and anti-refugee Slovaks under the theories described above. The cultural and socio-demographic background play an important role in examining the campaign's effectiveness among Germans and Slovaks as well as the extent to what the campaign's effectiveness among these two European countries.

The cumulative prospect theory (Tversky & Kahneman, 1981) is one of the theories explaining the effects of positive and negative message valence on the effectiveness of the campaign as well as cultural influence on the message valence. There is only limited number of research papers evaluating the influence of cultural characteristics on advertising effectiveness (Aaker & Williams, 1998; Han & Shavitt, 1994). Reardon et al. (2006) argues that the degree of uncertainty avoidance largely determines the valence effects. The results from his anti-smoking study have shown that the extent of uncertainty avoidance influences the outcome of message valence, particularly individuals with high-uncertainty avoidance prefer loss-framed advertisements than gain-framed advertisements.

As mentioned previously, the use of pronouns “we” and “you” is interconnected with the effect of cultural characteristics, and thereby influences the individual’s attitudes and behavioural intentions. Resulting from prior research of Brewer & Gardner (1996), the pronoun “we” in a message forces individuals from collectivistic countries to change their attitudes. Opposed to this, the pronoun “you”, from the receiver’s point of view “I”, activates individual’s individualistic self-view.

Although there are several studies examining the interaction between message valence and culture, and the use of personal pronouns and culture, there are no studies found in the literature that would examine the two-way interaction between message valence and the use of pronouns directly. Therefore, the following research question was formulated:

RQ3: Which combination of message valence (positive vs. negative) and pronoun use (“you” vs. “we”) is the most effective in influencing the attitude towards the campaign and Syrian refugees, and the intention to help Syrian refugees and to spread the campaign’s message?

Moreover, the possible three-way interaction between the message valence, use of pronouns and cultural and socio-demographic background remains undemonstrated in the literature. Even though there is an evidence of interaction between message valence and culture (Aaker & Williams, 1998; Han & Shavitt, 1994) and the use of pronouns and culture (Brewer & Gardner, 1996), there is no research on the three-way interaction yet. Therefore, the following research questions was formulated:

RQ4: Which combination of the pronoun use, the message valence (positive vs. negative) and cultural and socio-demographic characteristics is the most effective in influencing the dependent variables, namely attitude towards the campaign, attitude towards Syrian refugees, behavioural intention to help Syrian refugees by volunteering, behavioural intention to help Syrian refugees and the intention to spread the campaign’s message?

2.6 The relation between dependent variables

With regards to previous studies, it can be assumed that the attitude towards the campaign and Syrian refugees have an impact on behavioural intentions, particularly intention to help Syrian refugees and intention to spread the message.

This assumption is based on several theories claiming attitudes have an influence on behavioural intentions, for instance the Theory of Planned Behaviour (TPB) (Ajzen & Fishbein, 1980). The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action (TRA) and implies that attitude towards behaviour together with subjective norms and perceived behavioural control predict with high accuracy an individual's intention to perform a behaviour (Ajzen, 1991).

According to Ajzen (1991), attitude towards behaviour is defined as the extent to what individuals have favourable or unfavourable evaluations of behaviours they are about to perform. Furthermore, the author refers intentions to be supposed to capture factors of motivation that influence behaviours, thus they indicate the extent of effort individuals exert to perform behaviours.

Previous research on the relation between attitudes and behavioural intentions has indicated high percentage of attitudes towards behaviours significantly contributing to the prediction of behavioural intentions (van Ryn & Vinokur, 1990); Doll & Ajzen, 1990); Netemeyer, Burton, & Johnston, 1990). However, the Theory of Planned Behavior (Ajzen & Fishbein, 1980) was extended by one factor named moral obligation (Gorsuch & Ortberg, 1983) that resulted in a strongly mediated relation by moral obligation between attitudes and behavioural intentions. Thus, moral obligation is a prospective factor in the decision-making process because moral obligation is a significant predictor of behavioural intentions (Haines, Street, & Haines, 2008).

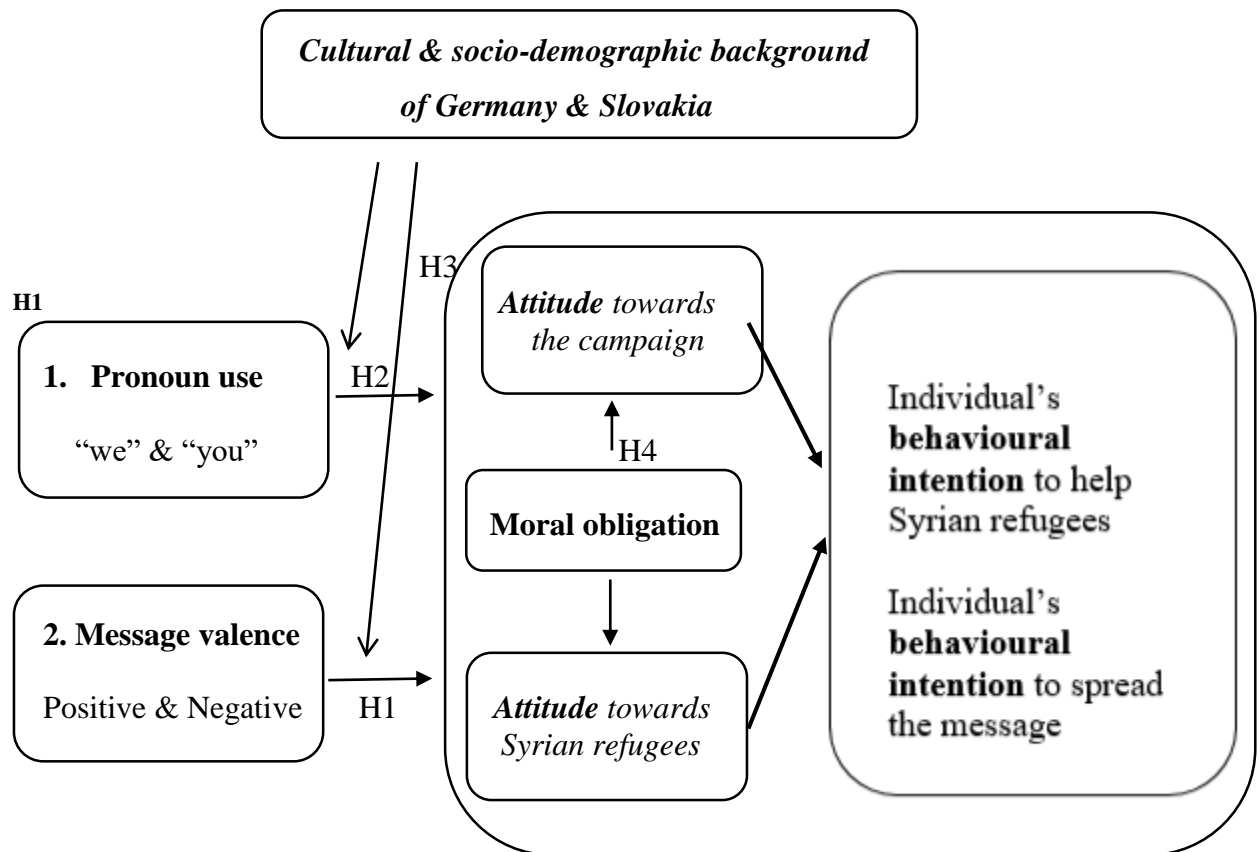
Therefore, the following hypothesis was formulated:

H4: The moral obligation positively increases the influence of the attitudes on behavioural intentions of individuals.

2.7 Research model

The research model is presented in the Figure 3 in order to illustrate the structure of this study:

Figure 3
The research model



3 Research design and methodology

This section presents an overview of the methodology of the current study. The research design, data collection and procedure, scale development, and participants will be discussed below.

The type of the conducted research was an experimental research with between-subject factors. The presented study consists of a 2 (positive vs. negative message valence) x 2 (the use of pronouns “you” vs. “we”) x 2 (pro-refugee Germans vs. anti-refugee Slovaks) research model design. To investigate the effects of independent variables, participants were randomly assigned to one of four different campaign’s messages. Four conditions were different in terms of the campaign’s elements, particularly positive vs. negative message valence and the use of pronouns “you” vs. “we”.

3.1 Research instruments

Before conducting the online survey, several experimental materials had to be created and analysed. Four conditions consisting of four campaign’s messages that were the main objective of the research were formulated, the flow and content of the survey was determined and the reliability of measured items was analysed.

3.1.1 *Development of stimulus material*

The creation of the campaign’s message was inspired by a message from a blog discussing the migrants’ and refugees’ crisis, see Image 3. The message was re-formulated to suit the main objective of this research paper. Image 4 presents one of four conditions that were used to demonstrate the positive message valence and thereby persuade participants to help Syrian refugees in need. In total, four conditions were developed and the stimulus material can be found in the Appendix B.

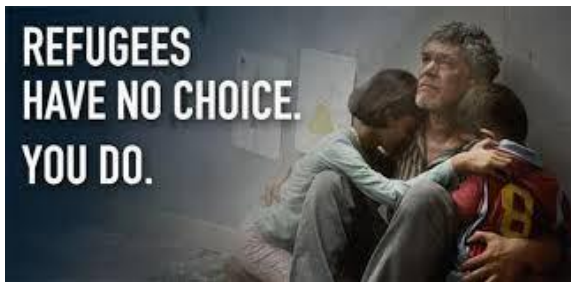


Image 3: Poster from the blog of Rod Williams²



Image 4: Poster from the present study

3.1.2 Scale development

Most of the items used in the online survey were adopted from social marketing research papers. All items were formulated to measure different constructs after the confrontation with the campaign's message. The item scales are presented in the Appendix D. The English questionnaire as well as the four conditions including the combination of positive vs. negative message valence and the pronoun “you” or “we” can be found in the Appendix B & C.

Scale development for the attitude towards the campaign

The items measuring the attitude towards the campaign were based on the study of Nan (2006) that was investigating the attitude towards brand-extension. The bipolar scales *appealing/unappealing*, *interesting/boring*, *likeable/unlikeable* and *good/bad* were used in the study by Nan (2006) and were suitable for the current study as well.

In the current research, the Cronbach's alpha score for these bipolar scales was 0.84 in German data set and 0.88 in Slovak data set, thus the item scale can be considered as reliable.

Scale development for the attitude towards Syrian refugees

Since the topic of the presented paper has earned the public attention just recently, there are almost no papers researching the attitude towards Syrian refugees. Therefore, the researcher has formulated an item scale, that can be found in the Appendix D and some examples are presented below:

- *I feel positive about Syrian refugees being in my community.*

² Williams, R. (2016). Migrant or refugee? Retrieved from: <https://rodwill1707.com/category/the-pledge/>

- *I have the same approach towards Syrian refugees as to other people in my community.*

The Cronbach's alpha for these items presents the score of 0.85 in German questionnaire and 0.86 in Slovak questionnaire that can be judged as reliable.

Scale development for the intention to help Syrian refugees

The items measuring intention to monetary donate were inspired by the study of Beldad, Snip, & van Hoof (2014) and adjusted to the topic of the current thesis. However, the items related to the intention to help were developed for the present study only based on the common sense of helping. Surprisingly, the Cronbach's alpha score for German and Slovak data set was higher than 0.87, and therefore the invented item scale appeared to be highly reliable. Examples of the measured items are presented below:

- *I am intending to donate money to Syrian refugees in the near future.*
- *I am intending to help Syrian refugees to learn German/ Slovak language.*
- *I will not hesitate to help to shelter Syrian refugees.*

Scale development for the intention to spread the campaign's message

The items measuring the intention to communicate the campaign's message were formulated within a study of Bresnahan et al. (2007). The items were simultaneously adjusted to the current study. The examples of the measured items are presented below:

- *I would feel comfortable talking to people from my social environment (family, friends, acquaintances, colleagues, etc.) about the campaign.*
- *I will recommend people from my social environment to help Syrian refugees either by volunteering or monetary donations.*

Scale development for moral obligation

The items measuring moral obligation were designed within the study of Beldad, Snip, & van Hoof (2014), who identified determinants for intention to donate. These items were adjusted to the current study, for instance:

- *I think that donating money to Syrian refugees conforms to my moral principles.*
- *I feel the moral obligation to help Syrian refugees.*

3.2 Data collection and procedure

The primary method of data collection was an online survey that provided possibilities to reach a vast amount of respondents. In comparison to offline surveys, online surveys are a mean of the most time efficient, low-cost, confidential and anonymous tools for data collection that randomly and equally distribute different conditions to participants. Moreover, participants could access the survey in their free time on their smart phones, tablets and computers. The survey was conducted in the online survey software named Qualtrics.

Prospective respondents were reached out by several social media channels, particularly Facebook, Twitter and LinkedIn. The snowball sampling technique has been employed in order to reach as many German and Slovak respondents as possible (Atkinson & Flint, 2001). Thus, they were asked to disseminate the link to their social circle to people who are Germans and Slovaks under age of 40. The collection of the data was completed almost in two weeks.

3.2.1 Procedure of conducting the questionnaire

The questionnaire was firstly formulated in English and subsequently translated into German and Slovak language.

The pre-test was distributed to 5 German and 5 Slovak native speakers in order to avoid grammatical and linguistic mistakes. Moreover, the pre-test served as a check for the comprehensibility of the questionnaire and the closing function that appeared when the respondents did not meet the criteria. The pre-test reflected some errors in the survey process, grammar mistakes both in German and Slovak questionnaires, and a confusion caused by similarly constructed questions presented in German questionnaire. These annotations had been applied to the final version of the questionnaire. An overview of these annotations emerging from the pre-test can be found in Appendix A.

3.2.2 Content and flow of the questionnaire

The questionnaire introduced the purpose of the current research and warranted confidentiality. The respondents were informed about the possibility to terminate the questionnaire at any time. Following the cover letter, there were demographic questions such as nationality, gender, age, religion, political affiliation, education level, profession and employment status. Additionally, there were questions regarding cultural characteristics to order German and Slovak participants into one of the Hofstede's cultural dimensions.

Once these questions were completed, respondents were confronted with one of the four campaigns followed by questions measuring its effect on dependent variables on 5-point Likert scale, ranging from strongly disagree to strongly agree. Some manipulation check questions related to the message valence and the use of pronouns were formulated in order to eliminate manipulations and bias. The English version of the questionnaire can be found in Appendix B.

One of the main conditions for participating in this study was German and Slovak nationality and age under 40 due to generational differences between the age group until age of 40 and above that age (Tolbize, 2008). When one of these criteria were not fulfilled, the questionnaire was automatically terminated. The time to fill in the questionnaire was not limited, but the approximate time for its completion was five to ten minutes.

3.2.3 Manipulation check

The manipulation check was conducted to test whether Slovak and German participants read the campaign's message thoroughly. Thus, the following two items were included in the study to measure validity of the participants' responses to the questions displayed after the campaign's message. Manipulation check questions were related to the content of the message and the way participants were addressed:

- *The way the message was formulated can be considered as **negative** or **positive***
- *Which pronoun was use to address you as a reader? **You** vs. **We***

The manipulation check has been shown as successful after the analysis of the data. The question regarding the way of formulating the message ($p = .000$), and the pronoun used to address the respondent ($p = .000$) were successful. Therefore, no data had to be deleted and the manipulation check might be considered as successful.

3.2.4 Reliability of measured items

The two independent constructs consisting of eight items were measured by using a five-point Likert scale (totally disagree/ totally agree) and a bipolar scale. Furthermore, the dependent variables were measured by 25 items on a five-point Likert scale (totally disagree/ totally agree). Besides that, the questionnaire contained seven demographic questions, questions reflecting cultural characteristics and manipulation check questions.

Reliability of each construct was analysed via the Cronbach's alpha score that was calculated by means of a statistical programme called IBM SPSS Statistics 22. According to Nunally (1978), the Cronbach's alpha coefficient lower than 0.60 is considered to be unsatisfactory; values between 0.60 and 0.69 are considered to be acceptable, and scores higher than 0.70 are assumed to be highly reliable. The overview of scores for all constructs in both German and Slovak data sets are presented below.

Once the item measuring other constructs were deleted (see deleted item below), the Cronbach's alpha value rapidly increased above 0.70, thus indicating sufficient internal consistency of measured items. The following item was deleted "*How would you best describe the advertisement: Unlikeable – Likeable?*". The following item "*The chance that I will donate money to Syrian refugees is very high.*" has been added to items measuring the intention to help since the Cronbach's alpha value has increased and the item was measuring the intention to help.

Resulting from the reliability analysis of both German and Slovak questionnaires, it was necessary to recode negatively formulated question, particularly "*I consider Syrian refugees to be the threat to the German/Slovak society.*", in order to increase the Cronbach's alpha value. Additionally, the following question, "*The chance that I will donate money to Syrian refugees is very small.*", from Slovak questionnaire had to be recoded as well.

Even though all constructs were far beyond the minimum Cronbach's alpha value, the value of German constructs was mostly higher than Cronbach's alpha of Slovak data set. However, there was a higher Cronbach's alpha value for attitude towards the campaign in Slovak questionnaire (0.88). The lowest Cronbach's alpha value was 0.80 in Slovak questionnaire for items measuring moral obligation.

Secondly, the reliability analysis was also conducted on the items measuring cultural characteristics, namely being individualistic or collectivistic culture and culture with high or low uncertainty avoidance. The Cronbach's alpha was in both data sets far below 0.7, therefore it can be assumed that the item scale used is not an appropriate to measure cultural background.

The scale was designed based on the studies of Yoo, Donthu, & Lenartowicz (2011); Chena & Westb (2007).

Table 1

Mean, standard deviation and Cronbach's alpha values for measured constructs after the deletion and re-coding of correlated items

<i>Construct</i>	<i>Mean</i>		<i>Standard Deviation</i>		<i>Cronbach's alpha</i>	
	<i>German</i>	<i>Slovak</i>	<i>German</i>	<i>Slovak</i>	<i>German</i>	<i>Slovak</i>
Attitude towards the campaign	3.4	2.90	0.95	1.04	0.84	0.88
Attitude towards Syrian refugees	2.97	2.43	0.55	0.94	0.85	0.86
Intention to help	3.70	2.21	1.15	0.88	0.91	0.87
Moral obligation	3.17	2.10	1.06	0.97	0.86	0.80
Intention to spread the message	2.98	2.43	1.08	1.04	0.87	0.85

3.3 Participants

The target group of this research was defined by the nationality and by age. The participants should not have been older than age of 40 due to generational differences between the age group until the age of 40 and above that age (Tolbize, 2008). Although the minimum amount of respondents for each culture was 120 (30 respondents for each condition), 514 respondents participated in this research. 185 were excluded due to missing responses and 3 due to the age higher than 40. Thus, there were 326 valid responses in total, particularly 176 Germans and 150 Slovaks.

As presented in the Table 2, there were 176 German respondents in total, 36 males (20.5 %) and 140 females (79.5 %). From 150 Slovak respondents, 33 were males (22 %) and 117 were females (78 %). The mean age of German respondents was 23.03 and 26.72 of Slovak respondents.

Secondly, the religious question resulted in the highest percentage of Roman Catholic Church of both German and Slovak respondents. In contrary, there were 4 German respondents of Islamic religion and 44 Slovak respondents who has no religious affiliation.

Another demographic question was regarding respondents' political affiliation. From 176 Germans, 29 (16.50 %) have affiliation with CDU (Christian Demographic Union in Germany) and 31 Slovaks (20.70%) voted for SAS (Freedom and Solidarity). However, almost the same number of German and Slovak respondents appears to have no political affiliation at all. The Tables 3a and 3b below present scores for the political parties in both Germany and Slovakia.

Moreover, respondents were asked about their current educational level. The highest number of German respondents, particularly 119 (67.60 %) have completed the education of middle level. In contrary, there were 76 (50.70 %) Slovaks with high education completed, however it was just 2 respondents more than respondents with middle education level. Furthermore, the most German and Slovak respondents who participated in the survey were employed, particularly 73 Germans (41.50 %) and 72 Slovaks (48 %).

Table 2
Demographic information about German and Slovak respondents

	<i>Slovak respondents (N = 150)</i>		<i>German respondents (N = 176)</i>	
Gender	<i>Frequency</i>	<i>Percent</i>	<i>Frequency</i>	<i>Percent</i>
Male	33	22.0	36	20.5
Female	117	78.0	140	79.5
Total	150	100.0	176	100.0
Age	<i>Frequency</i>	<i>Percent</i>	<i>Frequency</i>	<i>Percent</i>
Less than 18 years old	3	2.0	27	15.3
19 - 25 years old	82	54.7	103	58.5
26 - 35 years old	44	29.3	44	25.0
36 - 40 years old	21	14.0	2	1.1
Mean	26.72		23.03	
Total	150	100.0	176	100.0
Religion	<i>Frequency</i>	<i>Percent</i>	<i>Frequency</i>	<i>Percent</i>
Buddhist	3	2.0	1	0.6
Hindu	-	-	2	1.1
Jewish	-	-	-	-
Islam	-	-	4	2.3
Protestant	10	6.7	35	19.9
Roman Catholic	87	58.0	82	46.

Atheist	-	-	20	11.4
Other	6	4.0	32	18.2
No religion	44	29.3	-	-
Total	150	100.0	176	100.0
Education	Frequency	Percent	Frequency	Percent
Low educated	-	-	5	2.8
Middle educated	74	49.3	119	67.6
High educated	76	50.7	52	29.5
Total	150	100.0	176	100.0
Occupation	Frequency	Percent	Frequency	Percent
Pupil	-	-	31	17.6
Student	53	35.3	63	35.8
Employed	72	48.0	73	41.5
Self-employed	7	4.7	1	0.6
Unemployed	8	5.3	2	1.1
Retired	-	-	-	-
Other	10	6.7	6	3.4
Total	150	100.0	176	100.0

Table 3a
Demographic information about political affiliations in Germany

Political affiliation in Germany (N = 176)	Frequency	Percent
AfD (Alternative für Deutschland)	2	1.10
CDU (Christlich Demokratische Union Deutschlands)	29	16.50
CSU (Christlich-Soziale Union in Bayern)	6	3.40
FDP (Freie Demokratische Partei)	5	2.80
Grüne (Bündnis 90/Die Grünen)	20	11.40
Linke	16	9.10
NPD (Nation aldemokratische Partei Deutschlands)	-	-
ÖDP (Ökologisch-Demokratische Partei)	-	-
SPD (Sozialdemokratische Partei Deutschlands)	33	18.80
Other	5	2.80
No political affiliation	60	34.10
Total	176	100.00

Table 3b
Demographic information about political affiliations in Slovakia

Political affiliation in Slovakia (N = 150)	Frequency	Percent
KDH (Kresťanskodemokratické hnutie)	6	4.00
ĽSNS (Ľudová strana – Naše Slovensko)	4	2.70
Most – Híd	7	4.70

OLaNO–NOVA (Obyčajní ľudia a nezávislé osobnosti, Nová väčšina)	19	12.70
SaS (Sloboda a Solidarita)	31	20.70
SDKÚ–DS (Slovenská demokratická a kresťanská únia)	-	-
Sme Rodina	4	2.70
SMER - SD	6	4.00
SnS (Slovenská národná strana)	2	1.30
Other	7	4.70
No political affiliation	64	42.70

3.3.1 Randomisation check

The data collection, research instruments and participants were evaluated into details above. However, the Table 4 a, b presented below described the respondents' random assignment to particular conditions. Randomisation check was conducted in order to exclude the selection bias. It also insures the equality in receiving any of four conditions (Suresh, 2011). The respondents' distribution per condition has been determined and it can be concluded that respondents were almost equally assigned to one of four conditions.

Table 4

a. Randomisation check for German data set

German respondents (N = 176)				
Condition	I.	II.	III.	IV.
Gender	Frequency		(Percent)	
Male	11 (25%)	10 (22.2%)	6 (14%)	9 (20.5%)
Female	33 (75%)	35 (77.8%)	37 (86%)	35 (79.5%)
Total	44 (100%)	45 (100%)	43 (100%)	44 (100%)
Age	Frequency		(Percent)	
Less than 18 years old	11 (25 %)	5 (11.1%)	9 (20.9%)	2 (4.5%)
19 - 25 years old	16 (36.4%)	31 (68.9%)	27 (62.8%)	29 (65.9%)
26 - 35 years old	17 (38.6%)	8 (17.8%)	7 (16.3%)	12 (27.3%)
36 - 40 years old	-	1 (2.2%)	-	1 (2.3%)
Total	44 (100%)	45 (100%)	43 (100%)	44 (100%)
Religion	Frequency		(Percent)	
Buddhist	1 (2.3%)	-	-	1 (2.3%)
Hindu	1 (2.3%)	-	-	-
Jewish	-	-	-	-
Islam	-	2 (4.4%)	1 (2.3%)	1 (2.3%)
Protestant	7 (15.9%)	12 (26.7%)	10 (23.3%)	6 (13.6)

Roman Catholic	19 (43.2%)	18 (40%)	20 (46.5%)	25 (56.8%)
Atheist	4 (9.1%)	5 (11.1)	5 (11.6%)	6 (13.6)
Other	12 (27.3%)	8 (17.8%)	7 (16.3%)	5 (11.4%)
No religion	-	-	-	-
Total	44 (100%)	45 (100%)	43 (100%)	44 (100%)
Education	Frequency		(Percent)	
Low educated	1 (2.3%)	1 (2.2%)	2 (4.7%)	1 (2.3%)
Middle educated	32 (72.7%)	33 (73.3%)	27 (62.8%)	27 (61.4%)
High educated	11 (25%)	11 (24.4%)	14 (32.6%)	16 (36.4%)
Total	44 (100%)	45 (100%)	43 (100%)	44 (100%)
Occupation	Frequency		(Percent)	
Pupil	9 (20.5%)	5 (11.1%)	11 (25.6)	6 (13.6%)
Student	7 (15.9%)	20 (44.4%)	16 (37.2%)	20 (45.5%)
Employed	25 (56.8%)	19 (42.2%)	12 (27.9%)	17 (38.6%)
Self-employed	-	-	-	1 (2.3%)
Unemployed	1 (2.3%)	-	1 (2.3%)	-
Other	2 (4.5%)	1 (2.2%)	3 (7%)	-
Total	44 (100%)	45 (100%)	43 (100%)	44 (100%)
Political affiliation	Frequency		(Percent)	
Left-wing	6 (13.6%)	4 (8.9%)	2 (4.7%)	4 (9.1%)
Centre-wing	10 (22.7%)	6 (13.3%)	7 (16.3%)	10 (22.7%)
Centre	1 (2.3%)	7 (15.6%)	7 (16.3%)	5 (11.4%)
Centre-right	6 (13.6%)	12 (26.7%)	11 (25.6%)	7 (20.4%)
Right-wing	1 (2.3%)	-	-	1 (2.3%)
Other	2 (4.5%)	1 (2.2%)	2 (4.7%)	-
None	18 (40.9%)	15 (33.3%)	12 (27.9%)	15 (34.1%)
Total	44 (100%)	45 (100%)	43 (100%)	44 (100%)

Table 4

b. Randomisation check for Slovak data set

<i>Slovak respondents (N = 150)</i>				
Condition	I.	II.	III.	IV.
Gender	Frequency		(Percent)	
Male	6 (16.2%)	8 (20.5%)	10 (25.6%)	9 (25.7%)
Female	31(83.8%)	31 (79.5%)	29 (74.4%)	26 (74.3%)
Total	37 (100%)	39 (100%)	39 (100%)	35 (100%)
Age	Frequency		(Percent)	
Less than 18 years old	2 (5.4%)	-	1 (2.6%)	-
19 - 25 years old	23 (62.2%)	18 (46.2%)	22 (56.4%)	19 (54.3%)
26 - 35 years old	8 (21.6%)	14 (35.9%)	11 (28.2%)	11 (31.4%)

36 - 40 years old	4 (10.8%)	7 (17.9%)	5 (12.8%)	5 (14.3%)
Total	37 (100%)	39 (100%)	39 (100%)	35 (100%)
<i>Religion</i>	<i>Frequency</i>		<i>(Percent)</i>	
Buddhist	2 (5.4%)	1 (2.6%)	-	-
Hindu	-	-	-	-
Jewish	-	-	-	-
Islam	-	-	-	-
Protestant	6 (16.2%)	1 (2.6%)	3 (7.7%)	-
Roman Catholic	19 (51.4%)	27 (69.2%)	21 (53.8%)	20 (57.1%)
Atheist	-	-	-	-
Other	-	1 (2.6%)	3 (7.7%)	2 (5.7%)
No religion	10 (27%)	9 (23.1%)	12 (30.8%)	13 (31.1%)
Total	37 (100%)	39 (100%)	39 (100%)	35 (100%)
<i>Education</i>	<i>Frequency</i>		<i>(Percent)</i>	
Low educated	-	-	-	-
Middle educated	23 (62.2%)	19 (48.7%)	15 (38.5%)	17 (48.6%)
High educated	14 (37.8%)	20 (51.3%)	24 (61.5%)	18 (51.4%)
Total	37 (100%)	39 (100%)	39 (100%)	35 (100%)
<i>Occupation</i>	<i>Frequency</i>		<i>(Percent)</i>	
Pupil	-	-	-	-
Student	15 (40.5%)	14 (35.9%)	11 (28.2%)	13 (37.1%)
Employed	15 (40.5%)	18 (46.2%)	21 (53.8%)	18 (51.4%)
Self-employed	3 (8.1%)	1 (2.6%)	2 (5.1%)	1 (2.9%)
Unemployed	2 (5.4%)	2 (5.1%)	2 (5.1%)	2 (5.7%)
Other	2 (5.4%)	4 (10.3%)	3 (7.7%)	1 (2.9%)
Total	37 (100%)	39 (100%)	39 (100%)	35 (100%)
<i>Political affiliation</i>	<i>Frequency</i>		<i>(Percent)</i>	
Left-wing	-	-	-	-
Centre-wing	1 (2.7%)	2 (5.1%)	2 (5.2%)	1 (2.9%)
Centre	2 (5.4%)	3 (7.65%)	1 (2.6%)	1 (2.9%)
Centre-right	11 (29.7%)	13 (33.45%)	17 (43.4%)	19 (54.1%)
Right-wing	1 (2.7%)	2 (5.1%)	1 (2.6%)	2 (5.8%)
Other	3 (8.1%)	2 (5.1%)	1 (2.6%)	1 (2.9%)
None	19 (51.4%)	17 (43.6%)	17 (43.6%)	11 (31.4%)
Total	37 (100%)	39 (100%)	39 (100%)	35 (100%)

4 Results

This section was focused on the research findings resulting from the effects of independent variables, namely *the pronoun use* and *message valence (positive vs. negative)*, on dependent variables, *attitude towards the campaign*, *attitude towards Syrian refugees*, *behavioural intention to help Syrian refugees* and *to spread the campaign's message*, mediated by *moral obligation* of both cultures. The outcomes from the correlation analysis, multicollinearity diagnosis and regression analysis of both German and Slovak data sets were evaluated and the interpretation of unsupported or supported hypotheses was concluded at the end of this section.

4.1 MANOVA analysis

MANOVA is a type of multivariate analysis used to test hypotheses considering the effect of one or more independent variables on two or more dependent variables (Dooley, 2001). MANOVA analysis was conducted by means of the statistical programme IBM SPSS Statistics 22. The results of the analysis are presented in the Table 5. With regard to the mean value outlined in the text below, the higher the mean value was, the more positive attitude and/or intention was demonstrated via MANOVA analysis due to the item scale ranging from one (negative value) to five (positive value).

Table 5
MANOVA analysis of both data sets

<i>Source</i>	<i>Dependent Variable</i>	<i>Type III Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Message valence	Attitude towards the campaign	8.67	1	8.67	9.01	.00
	Attitude towards Syrian refugees	.55	1	.55	1.61	.21
	Intention to help	.09	1	.09	.08	.78
	Intention to spread the campaign's message	.05	1	.05	.05	.83
Pronoun use	Attitude towards the campaign	5.31	1	5.31	5.52	.02
	Attitude towards Syrian refugees	.41	1	.41	1.20	.27

	Intention to help	4.32	1	4.32	3.96	.05
	Intention to spread the campaign's message	1.20	1	1.20	1.06	.31
Cultural & socio-demographic background	Attitude towards the campaign	22.40	1	22.40	23.28	.00
	Attitude towards Syrian refugees	16.25	1	16.25	47.51	.00
	Intention to help	191.88	1	191.88	175.89	.00
	Intention to spread the campaign's message	23.36	1	23.36	20.63	.00
Message valence * Pronoun use	Attitude towards the campaign	1.17	1	1.17	1.22	.27
	Attitude towards Syrian refugees	.58	1	.58	1.68	.20
	Intention to help	.21	1	.21	.19	.66
	Intention to spread the campaign's message	1.68	1	1.68	1.49	.22
Message valence * Cultural & socio-demographic background	Attitude towards the campaign	.46	1	.46	.48	.49
	Attitude towards Syrian refugees	.01	1	.01	.03	.87
	Intention to help	.06	1	.06	.06	.81
	Intention to spread the campaign's message	.01	1	.01	.01	.93
Pronoun use * Cultural and socio-demographic background	Attitude towards the campaign	.06	1	.06	.06	.81
	Attitude towards Syrian refugees	.34	1	.34	1.01	.32
	Intention to help	.20	1	.20	.18	.67
	Intention to spread the campaign's message	3.45	1	3.45	3.04	.08
Message valence * Pronoun use * Cultural & socio-demographic background	Attitude towards the campaign	.00	1	.00	.00	.95
	Attitude towards Syrian refugees	.06	1	.06	.17	.68
	Intention to help	.12	1	.12	.11	.74
	Intention to spread the campaign's message	.01	1	.01	.01	.93

Table 6
Mean scores and standard deviations

	<i>Message valence</i>	<i>Pronoun use</i>	<i>Country</i>	<i>Mean (M)</i>	<i>Std. Deviation (SD)</i>	<i>N</i>
Attitude towards the campaign	Negative	You	Slovakia	2.694	1.025	36
			Germany	3.167	.893	42
			Total	2.949	.979	78
		We	Slovakia	2.851	.903	38
			Germany	3.283	.945	46
			Total	3.087	.946	84
		Total	Slovakia	2.775	.961	74
			Germany	3.227	.918	88
			Total	3.021	.961	162
	Positive	You	Slovakia	2.820	1.283	37
			Germany	3.456	.944	38
			Total	3.142	1.161	75
		We	Slovakia	3.231	.915	39
			Germany	3.800	.928	50
			Total	3.551	.960	89
		Total	Slovakia	3.031	1.121	76
			Germany	3.652	.945	88
			Total	3.364	1.073	164
Attitude towards Syrian refugees	Total	You	Slovakia	2.758	1.156	73
			Germany	3.304	.924	80
			Total	3.044	1.073	153
		We	Slovakia	3.043	.923	77
			Germany	3.552	.967	96
			Total	3.326	.978	173
		Total	Slovakia	2.904	1.049	150
			Germany	3.439	.953	176
			Total	3.193	1.032	326
	Negative	You	Slovakia	2.583	.604	36
			Germany	3.005	.666	42
			Total	2.810	.668	78
		We	Slovakia	2.532	.612	38
			Germany	3.030	.558	46
			Total	2.805	.631	84
		Total	Slovakia	2.557	.604	74

Intention to help	Positive		Germany	3.018	.609	88
			Total	2.807	.647	162
		You	Slovakia	2.454	.644	37
			Germany	2.800	.429	38
			Total	2.629	.569	75
		We	Slovakia	2.518	.627	39
			Germany	3.048	.520	50
			Total	2.816	.625	89
		Total	Slovakia	2.487	.632	76
			Germany	2.941	.496	88
			Total	2.731	.605	164
	Total	You	Slovakia	2.518	.624	73
			Germany	2.908	.572	80
			Total	2.722	.626	153
		We	Slovakia	2.525	.616	77
			Germany	3.040	.536	96
			Total	2.810	.626	173
		Total	Slovakia	2.521	.617	150
			Germany	2.980	.555	176
			Total	2.769	.627	326
	Negative	You	Slovakia	2.097	.863	36
			Germany	3.601	1.225	42
			Total	2.907	1.306	78
		We	Slovakia	2.266	.879	38
			Germany	3.794	1.159	46
			Total	3.103	1.287	84
		Total	Slovakia	2.184	.869	74
			Germany	3.702	1.188	88
			Total	3.009	1.296	162
	Total	You	Slovakia	2.024	1.005	37
			Germany	3.507	1.050	38
			Total	2.775	1.265	75
		We	Slovakia	2.218	.864	39
			Germany	3.878	1.151	50
			Total	3.150	1.321	89
		Total	Slovakia	2.123	.934	76
			Germany	3.717	1.118	88
			Total	2.979	1.305	164
	Total	You	Slovakia	2.060	.932	73
			Germany	3.5569	1.139	80
			Total	2.842	1.284	153

Intention to spread the campaign's message		We	Slovakia	2.242	.866	77
			Germany	3.837	1.149	96
			Total	3.127	1.301	173
		Total	Slovakia	2.153	.900	150
			Germany	3.710	1.150	176
			Total	2.994	1.299	326
	Negative	You	Slovakia	2.556	1.047	36
			Germany	2.8869	.971	42
			Total	2.734	1.014	78
		We	Slovakia	2.316	1.015	38
			Germany	3.082	1.134	46
			Total	2.735	1.142	84
		Total	Slovakia	2.432	1.031	74
			Germany	2.989	1.058	88
			Total	2.735	1.079	162
	Positive	You	Slovakia	2.385	1.115	37
			Germany	2.717	.982	38
			Total	2.553	1.055	75
		We	Slovakia	2.455	1.040	39
			Germany	3.180	1.157	50
			Total	2.862	1.159	89
		Total	Slovakia	2.421	1.070	76
			Germany	2.980	1.103	88
			Total	2.721	1.120	164
	Total	You	Slovakia	2.469	1.078	73
			Germany	2.806	.974	80
			Total	2.645	1.035	153
		We	Slovakia	2.386	1.023	77
			Germany	3.133	1.141	96
			Total	2.801	1.149	173
		Total	Slovakia	2.427	1.047	150
			Germany	2.984	1.078	176
			Total	2.728	1.098	326

4.1.1 Main effect of message valence

MANOVA analysis resulted in the conclusion that there was no main effect of the message valence mostly on all outcome variables, since the p-value was higher than .05 ($p < .05$). However, message valence had a significant influence on the attitude towards the campaign ($F = 9.00$; $p = .00$). Specifically, the positive message valence demonstrated significantly higher effect on the attitude towards the campaign ($M = 3.327$; $SD = 0.077$) than the negative message valence ($M = 2.999$; $SD = 0.077$).

Therefore, the hypothesis **H1** was **not supported** since the positive message valence had higher level of significance than negative valence.

4.1.2 Main effect of pronoun use

After conducting MANOVA analysis, it can be concluded that there was a significant effect of the pronoun use on the outcome variables, since the p-value was higher than .05 ($p < .05$). Particularly, the use of pronouns had a significant effect on the attitude towards the campaign ($F = 5.52$; $p = .02$) and had a marginal effect on the intention to help Syrian refugees ($F = 3.96$; $p = .05$). Therefore, it can be concluded that the use of the pronoun “you” was significantly different from the use of the pronoun “we” in influencing the attitude towards the campaign and the intention to help. While the pronoun “we” had significantly higher effect on both the attitude towards the campaign ($M = 3.291$; $SD = 0.075$) and the intention to help ($M = 3.039$; $SD = 0.08$).

Therefore, hypothesis **H2** was **supported**. In both countries, the pronoun “we” figured in as the most significant pronoun.

4.1.3 Interaction effect between message valence and pronoun use

The analysis examined the interaction between message valence and pronoun use on all outcome variables and it can be concluded that there were no interaction effects on the outcome variables (see Table 5). Since this interaction remained undemonstrated in the literature, there was a research question formulated instead of a hypothesis. All research questions are summarised at the end of this section.

4.1.4 Three-way interaction between message valence, pronoun use and culture

After conducting MANOVA analysis, there was found no significant effect of the three-way interaction of message valence, pronoun use, and cultural & socio-demographic background on the measured outcomes (see Table 5), since all p-values were higher than .05 ($p > .05$).

4.1.5 The main effect of the moderator on dependent variables

Resulting from MANOVA analysis, it can be concluded that there are significant differences in the moderator, particularly cultural & socio-demographic background, on the outcome variables. Namely, a significant effect of the moderator was observed on the attitude towards Syrian refugees ($F = 12.14$; $p = .00$), the intention to help them ($F = 58.6$; $p = .00$) and a marginal significance was observed on the intention to spread the campaign's message ($F = 3.84$; $p = .05$).

Particularly, German's cultural & socio-demographic background had a more significant effect on the attitude towards Syrian refugees ($M = 2.97$; $SD = 0.04$), the intention to help ($M = 3.70$; $SD = 0.08$) and the intention to spread the campaign's message ($M = 3.00$; $SD = 0.08$) than Slovak's cultural & socio-demographic background.

4.2 Hierarchical Regression Analysis

Hierarchical regression analysis was conducted with the aim to demonstrate the significant effects of predictors on the dependent variables (Dooley, 2001). With regard to the p-value, all measured constructs had statistical significance ($p < .001$) except the p-value for the attitude towards the campaign with added mediator in Slovak sample. Additionally, the R^2 presented in the tables below indicated the strength of the relationship between the predicting variables and the variations in the response variable.

There were two regression analyses conducted, particularly with the predictors effecting the intention to help, the intention to spread the campaign's message and with the added factor named moral obligation. Firstly, the attitude towards the campaign and towards Syrian refugees was entered in the first block of the regression analysis that resulted in the adjusted R^2 of the 47.2 % & 40.8 % in German data set and 59.2 % & 49 % in Slovak sample.

In the second block, moral obligation was validated and added to the predictors as a mediating effect was assumed. The addition of the mediator has increased the value of the variance to 61.1 % in German sample for the intention to help and to 57.2 % for the intention to spread the campaign's message. In Slovak data set, the value of the variance has increased with the mediator to 66.8 % for the intention to help and to 53.4 % for the intention to spread the campaign's message.

Resulting from the adjusted R^2 , the intention to help Syrian refugees can be predicted for 47.2% by the attitude towards the campaign and towards Syrian refugees in Germany and for 59.2 % in Slovakia. However, the overall variance increased rapidly by adding the mediating factor called moral obligation.

To conclude, attitude towards the campaign and towards Syrian refugees has more significant and positive impact on both dependent variables in combination with the moral obligation. Moreover, the German attitude towards Syrian refugees ($\beta = .53$) has more positive relationship with their intention to help Syrian refugees than their attitude towards the campaign. Furthermore, their moral obligation ($\beta = 0.53$) has more positive influence on the intention to spread the campaign's message than the other two predictors. In comparison to Germany, the attitude of Slovak respondents towards Syrian refugees ($\beta = .64$; $\beta = .48$) has more positive influence on both intentions to help and spread the campaign's messages than the other two predictors have.

Table 7 a
Hierarchical Regression Analysis of German Data

Model	Unstandardized Coefficients		Standardized Coefficients	R^2	t	Sig.	Collinearity Statistics	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>				<i>Tolerance</i>	<i>VIF</i>
				.478				
(Constant)	-.84	.37			-2.29	.02		
1 Attitude towards Syrian refugees	1.11	.12	.53		9.18	.00	.90	1.11
Attitude towards the campaign	.37	.07	.30		5.22	.00	.90	1.11
				.617				
(Constant)	-.42	.32			-1.31	.19		
2 Attitude towards Syrian refugees	.57	.12	.28		4.67	.00	.63	1.58

Attitude towards the campaign	.21	.06	.18	3.34	.00	.81	1.23
Moral obligation	.53	.07	.49	7.93	.00	.58	1.73

Dependent variable: Intention to help Syrian refugees

Model	<i>Unstandardized</i>		<i>Standardized</i>	R^2	<i>t</i>	<i>Sig.</i>	<i>Collinearity</i>	
	<i>Coefficients</i>		<i>Coefficients</i>				<i>Statistics</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>				<i>Tolerance</i>	<i>VIF</i>
				.415				
(Constant)	-.98	.37			-2.67	.01		
1 Attitude towards Syrian refugees	.96	.12	.49		8.03	.00	.90	1.11
Attitude towards the campaign	.33	.07	.29		4.69	.00	.90	1.11
				.579				
(Constant)	-.55	.32			-1.76	.08		
2 Attitude towards Syrian refugees	.42	.12	.22		3.47	.00	.63	1.58
Attitude towards the campaign	.17	.06	.15		2.71	.01	.81	1.23
Moral obligation	.54	.07	.53		8.19	.00	.58	1.73
Dependent variable: Intention to spread the campaign's message								

Table 7 b
Hierarchical Regression Analysis of Slovak Data

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	R^2	t	Sig.	<i>Collinearity Statistics</i>	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>				<i>Tolerance</i>	<i>VIF</i>
				.598				
(Constant)	.25	.15			1.65	.10		
1 Attitude towards the campaign	.18	.05	.22		3.61	.00	.75	1.34
Attitude towards Syrian refugees	.59	.06	.64		10.56	.00	.75	1.34
				.674				
2 (Constant)	.14	.14			1.04	.30		

Attitude towards the campaign	.11	.05	.13	2.33	.02	.70	1.44
Attitude towards Syrian refugees	.45	.06	.48	7.97	.00	.60	1.66
Moral obligation	.32	.05	.35	5.87	.00	.63	1.59

Dependent variable: Intention to help Syrian refugees

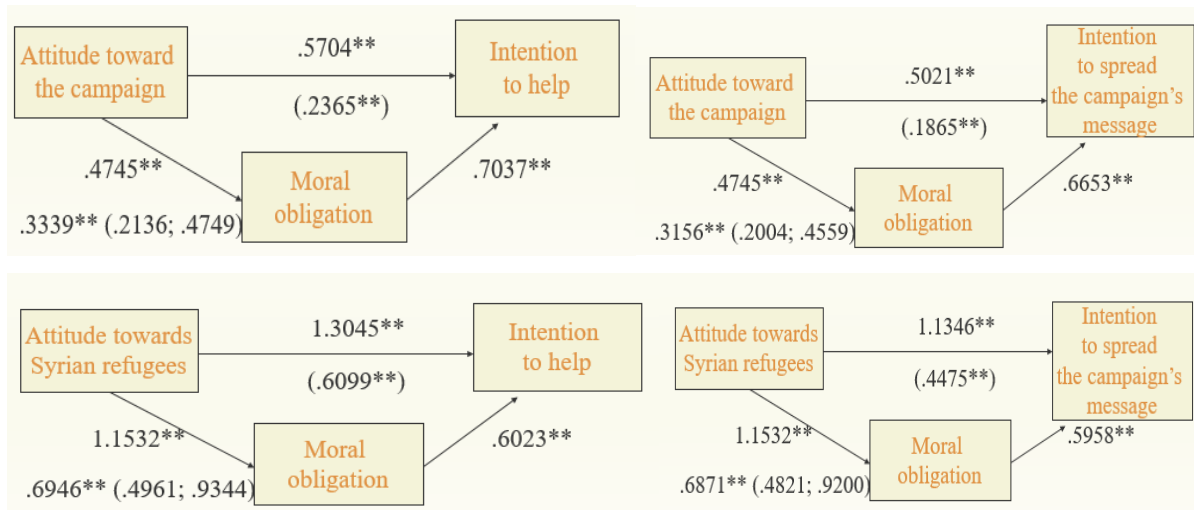
Model	Unstandardized Coefficients		Standardized Coefficients	R^2	<i>t</i>	Sig.	Collinearity Statistics	
	<i>B</i>	Std. Error	Beta				Tolerance	VIF
				.496				
(Constant)	.20	.20			.98	.33		
1 Attitude towards the campaign	.32	.07	.32		4.78	.00	.75	1.34
Attitude towards Syrian refugees	.53	.08	.48		7.13	.00	.75	1.34
				.543				
(Constant)	.10	.19			.51	.61		
2 Attitude towards the campaign	.26	.07	.26		3.83	.00	.70	1.45
Attitude towards Syrian refugees	.40	.08	.36		5.03	.00	.60	1.66
Moral obligation	.29	.08	.27		3.86	.00	.63	1.59

Dependent variable: Intention to spread the campaign's message

4.3 Mediation analysis

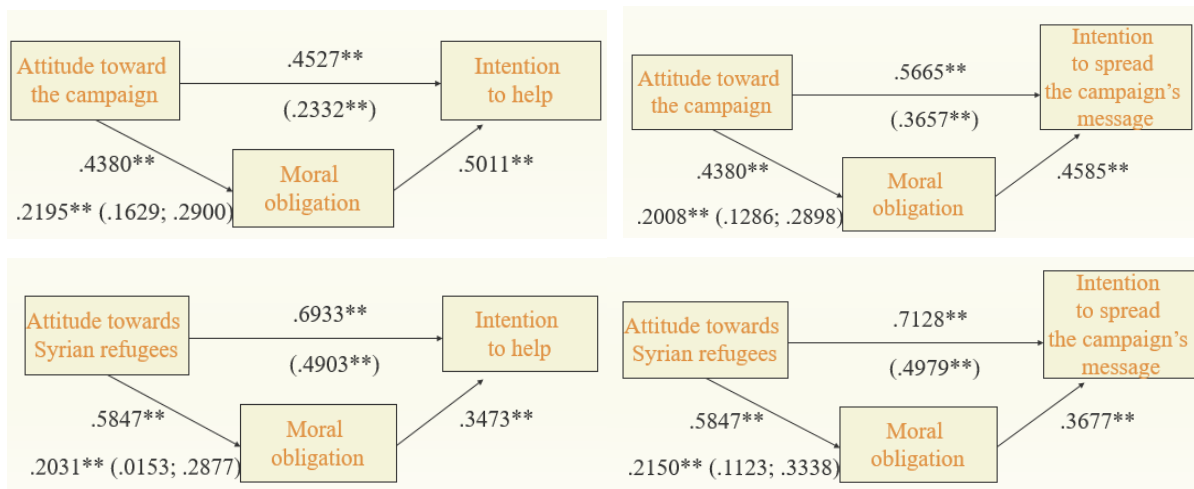
In the present research paper, mediation analysis was conducted by means of Process Macro in IBM SPSS Statistics 22 programme (Hayes, 2007). According to Hayes (2007), it can be concluded that the moral obligation is a significant mediator between attitudes and intentions ($p < .001$) since all confidence intervals do not contain 0. Results from the mediation analysis can be found in the Figure 4a and 4b below.

Figure 4a
Mediation analysis of German data set



Note: ** significance level $p < .001$

Figure 4b
Mediation analysis of Slovak data set



Note: ** significance level $p < .001$

4.4 Pearson correlation analysis

The Pearson correlation analysis was conducted by means of the statistical programme IBM SPSS Statistics 22 with the objective to explore any prospective relations between measured variables. Resulting from the Table 8a and 8b presented below, it may be concluded that there was no significant correlation between the constructs. Since the correlation of each construct with itself is 1, all diagonal correlations are identical (Dooley, 2001).

Table 8a
Pearson Correlation of German data set

Construct	1.	2.	3.	4.	5.
1. Attitude towards the campaign	1				
2. Attitude towards Syrian refugees	0.36**	1			
3. Intention to help Syrian refugees	0.47**	0.67**	1		
4. Moral obligation	0.43**	0.68**	0.73**	1	
5. Intention to spread the campaign's message	0.44**	0.64**	0.82**	0.73**	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 8b
Pearson Correlation of Slovak data set

Construct	1.	2.	3.	4.	5.
1. Attitude towards the campaign	1				
2. Attitude towards Syrian refugees	0.50**	1			
3. Intention to help Syrian refugees	0.54**	0.75**	1		
4. Moral obligation	0.47**	0.57**	0.69**	1	
5. Intention to spread the campaign's message	0.57**	0.65**	0.74**	0.60**	1

** Correlation is significant at the 0.01 level (2-tailed).

4.4.1 Multicollinearity testing

In order to investigate, whether there was a strong correlation between two or more predictor variables, the multicollinearity diagnosis was conducted (Field, 2013). The level of multicollinearity was measured within the variance influence factor (VIF) in the regression analysis. According to O'Brien (2007) and Field (2013), the tolerance value less than 0.10 and/or VIF value higher than 10 indicate a serious multicollinearity problem. To conclude, there was no multicollinearity problem in both German and Slovak data sets, since the highest VIF value was 1.733 in German data analysis and 1.655 in Slovak data set (see Table 7a and 7b).

4.5 Hypothesis testing

Table 9 provides an overview on the evaluation of tested hypotheses.

Table 9
The overview of tested hypotheses

<i>Hypothesis</i>	<i>Construct</i>	<i>Results</i>
H1	The campaign's message conveying negative valence has more significant and positive impact on individuals' attitudes towards the campaign and Syrian refugees and on their intention to help Syrian refugees and to spread the campaign's social message than a message conveying positive valence.	Not supported
H2	The personal pronoun "we" has more positive influence on individual's attitudes towards the campaign and Syrian refugees and behavioural intentions to help Syrian refugees and to spread the message than the use of personal pronoun "you".	Supported
H3	Germans' intention to help Syrian refugees and to spread the campaign's message will be higher than the intention of Slovaks.	Supported
H4	The moral obligation positively increases the influence of the attitudes on behavioural intentions of individuals.	Supported

Moreover, the overview of all research questions (RQ) is provided below in Table 10.

Table 10
The overview of research questions

<i>Research questions</i>
RQ1 To what extent have message valence (positive vs. negative) and pronoun use an impact on the attitudes of Germans and Slovaks towards the campaign and Syrian refugees as well as on their intention to help Syrian refugees and to spread the social message of the campaign?
RQ2 To what extent do the influence of message valence (positive vs. negative) and pronoun use on the attitude towards the campaign and Syrian refugees as well as on the intention to help Syrian refugees and to spread the social message of the campaign differ among Germans and Slovaks?

RQ3 Which combination of message valence (positive vs. negative) and pronoun use (“you” vs. “we”) is the most effective in influencing the attitude towards the campaign and Syrian refugees, and the intention to help Syrian refugees and to spread the campaign’s message?

Which combination of the pronoun use, the message valence (positive vs. negative) and
RQ4 cultural and socio-demographic characteristics is the most effective in influencing the dependent variables, namely attitude towards the campaign, attitude towards Syrian refugees, behavioural intention to help Syrian refugees by volunteering, behavioural intention to help Syrian refugees and the intention to spread the campaign’s message?

5 Discussion

The main purpose of conducting this research was to determine the campaign's characteristics that can be considered as the most effective in changing attitudes and thereby the behavioural intentions of the audience. The research was based on the 2 (positive vs. negative message valence) x 2 (the pronoun use "you" or "we") x 2 (pro-refugee Germans vs. anti-refugee Slovaks) experimental research design. The effectiveness of these independent variables was observed on the attitude towards the campaign, attitude towards Syrian refugees, the intention to help Syrian refugees and to spread the campaign's message.

As discussed in the previous section, results of MANOVA analysis demonstrated significant effect of the message valence on the attitude towards the campaign, of the pronoun use on the attitude towards the campaign and the intention to spread the message. Additionally, the regression analysis has shown the relation between the independent variables and moreover, a significant effect of a mediator, namely moral obligation, was detected. The more in-depth discussion of the results will be provided in the text below. Furthermore, the limitations as well as future research directions will be elaborated. To conclude, the theoretical and practical implications will be demonstrated before the conclusion of the present study will be highlighted.

5.1 Results summary

5.1.1 Main effect of the message valence on measured outcomes

The present study examined the prospective effects of positive and negative message valence on the attitude towards the campaign and Syrian refugees and the behavioural intention to help Syrian refugees and spread the campaign's message between two countries, namely Germany representing western European countries and Slovak representing eastern part. The first hypothesis (H1) was not supported since it predicted more significant effect of a negative valence in the campaign's message than a positive valence, and thereby it surprisingly resulted in a contradictory evidence.

According to MANOVA analysis, the positive message valence had more significant effect on the attitude towards the campaign than the negative valence. Other effects were not determined by the analysis. This evidence does however not support the prior studies (Gallagher & Updegraff, 2011; Bartels, Kelly, & Rothman, 2010; Meyerowitz & Chaiken,

1987). They claimed that messages with negative valence change individual's attitudes and behavioural intentions positively. Moreover, they stated that negatively framed messages grab more attention than positively framed messages. This study however revealed contradictory evidence.

To defend the contradictory results of the current study, some of discrepancies might be attributed to the formation of the campaign's message that can evoke different types of behaviour, for instance prevention and detection behaviour (Rothman et al., 1993). Prior studies have revealed that the behaviour preventing and detecting a problem might have significant implications on decisions, risk assessment and behaviour changes (Rothman et al. (1993). Further they state that the positive valence is more suitable for effecting prevention behaviour intentions. Conformable with the current study, people are aware of Syrian refugee crisis since it is a recent issue publicised by media almost on a daily basis and therefore it can be concluded that the positive valence had more significant effect in both countries to undertake some actions due to their previous knowledge about the dramatic consequences if nobody helps them and their need to protect them. Since the campaign's positive valence message "*Lets help them to find better living conditions...*" could have evoked the necessity of preventing Syrian refugees from unhuman conditions, the positive valence appeared to be as the best mean to reach the campaign's objective.

5.1.2 Main effect of the pronoun use on measured outcomes

Besides the message valence, the pronoun use, particularly "you" and "we", was considered as the second campaign's characteristic that was necessary to examine. With regards to previous studies on the use of pronouns in different cultural dimensions and with regard to the socio-demographic background (Brewer & Gardner, 1996; Gardner, Gabriel, & Lee, 1999), the H2 was formulated where the effect of "we" was hypothesised to effect individualists' attitudes and intentions.

The hypothesis H2 was supported and consistent with the prior studies. Considering the results of MANOVA analysis, the pronoun "we" demonstrated stronger effects on both German and Slovak population. Particularly, the pronoun "we" had significantly higher effect on the attitude towards the campaign and the intention to help.

On one hand, Germany represented one of western European countries that should have strong individualistic characteristics and high-uncertainty avoidance according to Hofstede

(1991). On the other hand, Slovakia represented one of eastern countries that have also individualistic characteristics and high-uncertainty avoidance but with the lower scores as German culture (Hofstede, 1991). As mentioned in the literature review section 2.4, the culture is dynamic (Hall, 2012) and Hofstede's research on cultural differences can be considered as too narrow since it was conducted between 1967 and 1973, at the time when Slovakia was part of Czechoslovakia. The items aimed to measure cultural differences were marked as unreliable after conducting reliability test and therefore could not be used to evaluate the cultural background.

Surprisingly, the pronoun "we" had significant effect on both Germans and Slovaks what would have indicated the collectivistic views with regard to prior studies (Kühnen & Haberstroh, 2004, Brown & Gilman, 1960). This research finding can be considered as contradictory with prior studies, however a possible explanation can arise from the cultural psychology. With regards to the cultural psychology, individuals from individualistic cultures might be manipulated in order to think that effort is important for the task, not the ability (Heine et al., 2001), and thereby think as collectivists rather than individualists. In the same vein, Germans could have been manipulated into thinking as interdependent self, instead of independent self. The interdependent self is more concerned with interpersonal harmony and is derived from one's role in distinct social situations (Heine et al., 2001). Since the moral obligation demonstrated a strong mediating effect on outcome variables, the feeling of interdependent self may have emerged in the individualistic cultures that are both Germans and Slovaks according to Hofstede (1991). The logic behind this argument can lie in the emotional campaign's message and the dangerous escape of Syrian refugees from the warfare.

5.1.3 Interaction between independent variables

Since there was undemonstrated interaction effect between message valence and the pronoun use in the literature, there was a following research question formulated: *"Is there any association between the pronoun use and the message valence (positive vs. negative) in the campaign's message?"*. As a result of MANOVA analysis, there were no interaction effects on the outcome variables found. It could have been caused by the narrow number of respondents representing mostly socially interconnected people and by the selection of two countries being not significantly different in terms of individualistic attitude.

5.1.4 *Three-way interaction*

The presented research attempted to elaborate the three-way interaction effects of the message valence, the pronoun use, and cultural background of eastern and western countries in Europe. Resulting from the analysis conducted in the previous section, the positive message valence had not had more significant influence on the outcome variables in both cultures than the negative message valence. Vice versa, the pronoun “you” had not had more significant effect on the outcome variables in both German and Slovak culture. Due to lacking prior research on the three-way interaction between the message valence, the pronoun use, and cultural backgrounds, further research is necessary to obtain a more detailed picture.

5.1.5 *Results concerning the relationships between predictors*

Within the result section, there was a regression analysis conducted in order to evaluate relations between predictors and dependent variables, particularly attitude towards the campaign and Syrian refugees and the intention to help Syrian refugees and to spread the campaign’s message. All measured constructs had statistical significance in both data sets. Moreover, the relationship between the predicting variables and the variations in the response variable was very strong, all above 45%. These relationships have however rapidly increased by adding a third mediating predictor, namely moral obligation, except the attitude towards the campaign in Slovak sample.

This result of the regression analysis was supporting the idea of the extended version of Theory of Planned Behavior (Ajzen & Fishbein, 1980). Gorsuch & Ortberg (1983) added to the theory another factor - moral obligation - influencing behavioural intention, and furthermore their research confirmed that moral obligation have a significantly higher impact on behavioural intention than the attitude without the mediator. This study conformed to the previous study since the attitude had significantly higher impact on the behavioural intention when mediated by moral obligation. To conclude, these results were also confirmed by the means of mediation analysis that demonstrated significantly stronger effect of attitudes towards behavioural intentions mediated by moral obligation.

5.2 Theoretical and practical implications

With regards to theoretical implications, the present study provides a detailed literature review for future research. Its theoretical relevance is based on the fact that it touches a prior

undemonstrated effects and relations in the literature, particularly the pronoun use and its interaction with the message valence. Even though, the study did not provide any significant evidence that the interaction between those two factors and the three-way interaction exists, this current study provides theoretical basis for further research in social marketing. Moreover, it contributes to the success of future research with the suggestions for the future research directions inspired by limitations that were experienced.

Although, the paper focuses on Syrian refugee crisis, the theoretical evidence as well as research findings can be practically adopted to other topics within social marketing. The main aim of the paper was to design the best and most persuasive campaign and change attitudes and behavioural intentions in Germany and Slovakia. Thus, the practical relevance consists of helping marketers to design the most appropriate campaign for different cultures. Bringing the positive message valence to attention, the campaign's message should, according to the results of this study, be formulated in a positive way when covering emotional topics as Syrian refugee crisis. The second implication of this research is related to the way of addressing the audience. As mentioned previously, the pronoun "we" had the most significant effect on both cultures because it might evoke a feeling that we all participate and help.

All non-profit organisations dealing with the refugee crisis, such as Caritas in Deutschland and Organisation for Aid to Refugees (OPU) in Slovakia, can use these results in order to create persuasive campaigns and/or slogans that would positively affect and influence its audience to help. These organisations have websites encouraging people to help Syrian refugees in need, however they are missing an advertisement in the television or on the billboards on streets that would enhance the interest of the population to help. Particularly this research would help them to fill this gap in their marketing strategy and enlarge the group of their prospective volunteers and investors.

5.3 Limitations and future research directions

This section will be concerned with some limitations that might have had an impact on the outcome variables and respectively the results of conducted analyses. Besides limitations, further research recommendations will be formulated.

First limitation was related to the respondents who participated in this research. The respondents were addressed via social media and internet and were mostly from the social area of the researcher. The data was collected based on the snowball sampling technique. Hereby, it can be concluded that only the western part of Slovakia and a small part of Germany was

covered. Therefore, the results of the study could not be generalised to the whole Slovak and German population. Consequently, future studies should focus their attention on a larger German and Slovak territory considering higher number of respondents. Higher number of respondents could provide more reliable and valid results generalizable for the whole culture.

Second limitation was associated with the age and gender of the respondents. The study was limited to the age below 40, the mean age of German respondents was 23.03 and 26.72 for Slovaks, and to the gender since only 69 males and 257 females participated in this study. The campaign was focused on changing attitudes and behavioural intentions with the aim to help Syrian refugees. However, younger people do not mostly have sufficient means to help others financially at this particular age. Therefore, higher number of respondents and balanced gender with no age limitation would provide better generalizable results.

Third limitation could have been found in the selection of the researched countries, Germany and Slovakia. Although, there are miscellaneous cultural & socio-demographic differences (discussed in the section 2.4), the results of the study have not demonstrated significant differences. Moreover, German population reacted more significantly towards a collectivistic pronoun “we” than towards the individualist pronoun “you”. As a consequent, future research should rather choose totally distinct cultures, highly individualistic and collectivistic, in order to examine the differences between the effect of campaign’s elements and the three-way interaction.

Fourth limitation could be found in the message the researcher has formulated and the picture presented to the respondents. Even though the annotations from the pre-test about the pictures were highly positive, they were not designed by professionals. Therefore, future campaigns should be designed by professionals in order to eliminate prospective ascertainment errors, particularly lack of adequate experience in and professional tools for designing a campaign and lack of creative thinking. It would be recommended to do more detailed pre-test on the content of the campaigns message.

Further limitation emerged when conducting factor analysis. Although, the constructs measured were highly reliable, there should be some changes in the item selection. Particularly, the items used for the intention to help and monetary donate Syrian refugees were measuring the same construct since it is considered as helping and for respondents it does not appear as a distinct act of help. Regarding future research, the item scale selected for the intention to spread the message should be selected cautiously in order to increase the validity of the construct.

Finally, the pronoun use remained still undemonstrated in the literature. The number of papers focusing on the pronoun use in social marketing is limited, and therefore further research is necessary to figure out the best use of pronouns under certain conditions.

5.4 Conclusion

Social marketing plays an important role in changing people's attitudes and their behavioural intentions. In the time of Syrian refugee crisis, it was necessary to design a campaign influencing Germans, as representatives of western European countries, and Slovaks, as representatives of eastern European countries, to help Syrian refugees and to spread the campaign's message due to the decreasing willingness to help and social avoidance of Muslim foreigners.

In this event, the present research was conducted to increase the number of pro-refugee individuals and to persuade anti-refugee individuals to change their attitude towards Syrian refugees and help them integrate. The results from the 2 (positive vs. negative message valence) x 2 (the use of pronouns "you" vs. "we") x 2 (German vs. Slovak cultural & socio-demographic background) experimental design conducted within two countries with 176 German and 150 Slovak respondents have demonstrated surprising results. Specifically, the results related to the message valence contradict prior studies.

With regards to the study's research questions, can be concluded that the positive message valence had significantly higher effect on the attitude towards the campaign in both cultures and the pronoun "we" was more effective on the attitude towards the campaign and on the intention to help Syrian refugees again in both cultures. Results have also confirmed the strong relation between the attitudes and behavioural intentions that demonstrated even higher scores when the mediation effect of moral obligation took place. Due to the limitations of the research, there were no interaction effects between the message valence and the pronoun use found. Moreover the three-way interaction of these two predictors together with the cultural & socio-demographic background did not demonstrate any relations. Since the differences between the two European countries were not so strong, the research question (RQ4) related to the distinction among Germany and Slovakia could not be elaborated into details, however the theoretical and methodological section provides a guideline for future research.

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IV. APPENDIX

Appendix A – Annotations from pre-tests

- What: Pretesting Slovak and German questionnaire
- When: 23rd May, 2016
- Who: 4 pre-testers for each language
- Why: to find out whether the questionnaire works smoothly (closing functions), to test the functionality on smart phones, correct grammatical and contextual mistakes, formulations and accuracy
- Time: 10 minutes

Annotations to Slovak questionnaire:

1st participant on the pre-test:

- Who: acquaintance – female, 52 years old
- Suggested some changes in the sentence formulations, corrected some grammatical mistakes
- Confirmed that the four pictures are distinct enough

2nd participant on the pre-test:

- Who: acquaintance – female, 54 years old
- Suggested changes in the educational level to match Slovak school system
- Confirmed as well the distinction between the four pictures
- Informed me about further grammatical mistakes

3rd participant on the pre-test:

- Who: acquaintance – male, 23 years old
- Confirmed, the closure of the questionnaire is working (as he has chosen other at the question of the nationality)

4th participant on the pre-test:

- Who: acquaintance – female, 36 years old
- Added another high education level to the education scale
- Added some political parties to the question regarding political affiliations

Annotations to German questionnaire:

1st participant on the pre-test:

- Who: acquaintance – female, 56 years old
- Corrected grammatical mistakes
- Confirmed that the four pictures are distinct enough

2nd participant on the pre-test:

- Who: acquaintance – female, 18 years old
- Suggested changes in the educational level to match German school system
- Confirmed as well the distinction between the four pictures
- Informed me about further grammatical mistakes

3rd participant on the pre-test:

- Who: acquaintance – male, 49 years old
- Suggested the re-formulation of manipulation check questions, as they were not clear
- Informed me that the questions seem to sound similarly regarding the question about the intention to help or monetary donate

4th participant on the pre-test:

- Who: acquaintance – female, 36 years old
- Confirmed the message of the closure was in Slovak
- Corrected grammatical mistakes on pictures/ on the four conditions

Appendix B – Four conditions

Condition 1: Positive valence & the pronoun “You”

Translation: Help them to live under better living conditions. You have the choice, but Syrian refugees don't.



Condition 2: Positive valence & the pronoun “We”

Translation: Let us help them to live under better living conditions. We have the choice, but Syrian refugees don't.



Condition 3: Negative valence & the pronoun “You”

Translation: Will you leave them to live under unhuman living conditions? You have the choice, but Syrian refugees don't. Please help!



Condition 4: Negative valence & the pronoun “We”

Translation: Will we leave them to live under unhuman living conditions? We have the choice, but Syrian refugees don't. Please help!



Appendix C – English questionnaire

Dear respondent,

Thank you for taking your time to fill in the questionnaire dealing with elements of a campaign related to the refugee influx. Your participation in this study will help me to successfully complete my Master Studies in Marketing Communication on the University of Twente in the Netherlands.

The results are used for academic purposes only. Filling in the questionnaire will take about five to ten minutes. You may stop the survey anytime, however your opinion is important for the results of this research. All research data will be treated confidentially and the survey is anonymous. If you have any questions related to the survey or results of the study, you can send an e-mail to: z.kapkova@student.utwente.nl.

After being asked about some general questions, you will be confronted with different messages of the campaign. Please, read the message carefully and respond to the questions accordingly.

Thank you in advance!

Kind Regards,

Zuzana Kapková
(Student of the University of Twente)

Personal data:

Demographic questions are anonymous and will be treated confidentially.

Gender:

- ☐ female
- ☐ male

Your age group: _____

Nationality:

- ☐ German
- ☐ Slovak
- ☐ Other

Religion:

- ☐ Buddhist
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Protestant
- ☐ Roman Catholic
- ☐ No religious affiliation
- ☐ Other: _____

Political affiliation in Germany

What political group do you associate your beliefs and morals with?

- ☐ AfD (Alternative für Deutschland)
- ☐ CDU (Christlich Demokratische Union Deutschlands)
- ☐ CSU (Christlich-Soziale Union in Bayern)
- ☐ FDP (Freie Demokratische Partei)
- ☐ Grüne (Bündnis 90/Die Grünen)
- ☐ Linke
- ☐ NPD (Nation aldemokratische Partei Deutschlands)
- ☐ ÖDP (Ökologisch-Demokratische Partei)
- ☐ SPD (Sozialdemokratische Partei Deutschlands)
- ☐ Other
- ☐ No political affiliation

Education level (highest completed education):

What is the highest degree or level of school you have completed?

- ☐ No education
- ☐ Primary education
- ☐ Secondary education
- ☐ Bachelor's degree

- ☐ Master's degree
- ☐ Doctoral degree

Professional or employment status:

- ☐ Pupil
- ☐ Student
- ☐ Employee
- ☐ Self-employed
- ☐ Unemployed
- ☐ Other: _____

Q: Cultural characteristics:

Uncertainty avoidance level:

Please select the most appropriate answer for the following questions:

Strongly disagree / Disagree / Neither agree nor disagree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

- I feel comfortable in ambiguous situations and with unfamiliar risks.
- Uncertainty in life is a threat that must be overcome.
- I feel confident about trying new and different things.
- I am the kind of person who would try anything at least once.
- It is important to have instructions spelled out in details so that I always know what I am expected to do.

Collectivism vs. Individualism

Please select the most appropriate answer for the following questions:

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

- I try to live my life independent of others as much as possible.
- When I face a difficult personal problem, it is better to decide what to do myself, rather than to follow the advice of others.
- When I make decisions, it is important for me to consider the effects that my decisions have on my welfare rather than on other people's welfare in my community.
- I should only pursue my personal goals after considering my own welfare.
- I want to be the best every time I compete.

Kindly read the message of the campaign properly and respond to the following questions accordingly.



Q1: Manipulation check for message valence

The way the message was formulated can be considered as

- ☐ Negative
- ☐ Positive

Q2: Manipulation check for the use of pronouns

Which pronoun was used to address you as a reader?

- ☐ You
- ☐ We

Q3. Attitude towards the campaign

How would you best describe the advertisement?

Unlikeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likeable
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good

Q4. Attitude towards Syrian refugees

Please select the most appropriate answer for the following questions:

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

I have a positive feeling about Syrian refugees.

I consider Syrian refugees as an added value for the German/Slovak society.

I feel positive about Syrian refugees being in my community.

I have the same approach towards Syrian refugees as to other people in my community.

I consider Syrian refugees to be the threat to the German/Slovak society.

Q5: The message valence (check question)

Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Non-credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Credible
Implicit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Explicit

Q6: The use of pronouns (check question)

After being confronted with the message of the campaign...

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

- I personally feel to be addressed to help Syrian refugees.
- I feel pleased to be addressed to undertake some actions in order to help Syrian refugees.
- I feel pressured to be asked to bear the burden on my own.
- I feel honoured to be addressed personally.
- I feel to be an added value to our society since I am addressed personally to do something for its good.

Q7: Intention to help Syrian refugees

After seeing the message of the campaign...

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

- I am intending to help Syrian refugees in need.
- I am willing to volunteer in the near future.
- I am intending to help Syrian refugees to learn German/ Slovak language.
- I will not hesitate to help to shelter Syrian refugees.
- The chance that I will donate my old clothes to Syrian refugees is high.
- I am willing to help Syrian refugees to find a job in the near future.
- I am willing to obtain food for Syrian refugees.

Q8: Intention to monetary donate:

After seeing the message of the campaign...

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

- There is a large chance that I will donate money to Syrian refugees in the near future.
- The chance that I will donate money to Syrian refugees is very high.
- I am willing to donate money to Syrian refugees.
- I am intending to donate money to Syrian refugees in the near future.
- I will not hesitate to donate money to Syrian refugees in the near future.

Q9: Intention to spread the message WOM:

After seeing the message of the campaign...

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree
☐ ☐ ☐ ☐ ☐

- I would feel comfortable talking to people from my social environment (family, friends, acquaintances, colleagues, etc.) about the campaign.
- I feel the need to talk to people from my social environment about the campaign.
- I will recommend people from my social environment to help Syrian refugees either by volunteering or monetary donations.

- I am willing to talk to people from my social environment about my decision to help Syrian refugees.

Q10: Influence of mediators: perceived control, social influence, moral obligation, guilt, personal gain

After being confronted with the campaign...

Strongly disagree / Disagree / Neither disagree nor agree / Agree / Strongly agree

0 0 0 0 0

- By taking an active part in donating money to Syrian refugees, I think I can control Syrian refugee problematic.
- When I look at it carefully I realise it is possible to have an important influence over helping Syrian refugees.
- People around me are volunteering to help Syrian refugees in my country.
- People from my community are donating money to Syrian refugees in my country.
- People who are important to me encourage me to help Syrian refugees in my country.
- People who are important to me encourage me to donate money to Syrian refugees in my country.
- I think that donating money to Syrian refugees conforms to my moral principles.
- I feel the moral obligation to help Syrian refugees.
- It would be morally wrong not to donate money to Syrian refugees in my country.
- It would be morally wrong not to help Syrian refugees in my country.
- I think it is egoistic not to donate money to Syrian refugees located in my country.
- I think it is egoistic not to help Syrian refugees located in my country.
- I would feel guilty, if I do not donate money to Syrian refugees in need.
- I would not forgive myself, if Syrian refugees did not receive sufficient help.
- I would feel good when I donate money to Syrian refugees.
- I would feel better when I help Syrian refugees.

Appendix D – Items measuring constructs in the questionnaire

Table 1: Items measuring the dependent and independent variables

Constructs	Items
Attitude towards the campaign	
	How would you best describe the advertisement?
Attitude towards Syrian refugees	
	I have a positive feeling about Syrian refugees.
	I consider Syrian refugees as an added value for the German/Slovak society.
	I feel positive about Syrian refugees being in my community.
	I have the same approach towards Syrian refugees as to other people in my community.
	I consider Syrian refugees to be the threat to the German/Slovak society.
Intention to help Syrian refugees	
	I am intending to help Syrian refugees in need.
	I am willing to volunteer in the near future.

I am intending to help Syrian refugees to learn German/ Slovak language.

I will not hesitate to help to shelter Syrian refugees.

The chance that I will donate my old clothes to Syrian refugees is high.

I am willing to help Syrian refugees to find a job in the near future.

I am willing to obtain food for Syrian refugees.

The chance that I will donate money to Syrian refugees is very high.

Intention to spread the campaign's message

I would feel comfortable talking to people from my social environment (family, friends, acquaintances, colleagues, etc.) about the campaign.

I feel the need to talk to people from my social environment about the campaign.

I will recommend people from my social environment to help Syrian refugees either by volunteering or monetary donations.

I am willing to talk to people from my social environment about my decision to help Syrian refugees.

Influence of mediator - moral obligation

I think that donating money to Syrian refugees conforms to my moral principles.

I feel the moral obligation to help Syrian refugees.

It would be morally wrong not to donate money to Syrian refugees in my country.

It would be morally wrong not to help Syrian refugees in my country.
