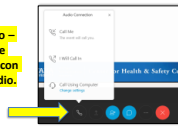


Make sure you join the audio – either by phone or over the internet. Click on the phone icon at the bottom to connect audio.



“Don’t Tell Me What to Do” Exploring the Role of Psychological Reactance and How It Impacts Our Communications

Jay Otto, M.S.

November 20, 2018 | 1 PM ET

(This webinar will be recorded and available on our website in a few days.)

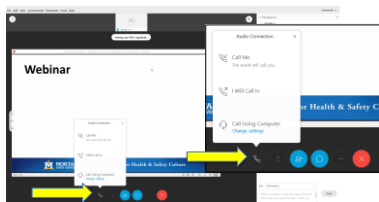


About WebEx

If you can't hear anything (or if you lose audio):

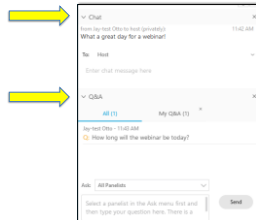
Click on Phone icon at the bottom and follow the steps.

You can have the system call you, you can call in, or you can use your computer audio.



About WebEx

Use the Chat box and Q&A Box to send questions.



About the Center for Health and Safety Culture

We are an interdisciplinary center serving communities and organizations through research, training, and guidance to cultivate healthy and safe cultures.



Core Issues



Traffic Safety



Substance Misuse



Domestic Violence



Child Wellbeing





Polling Question

How much do you want to bring fish in tomorrow and try it in the microwave?



- A. Not at all
- B. A little bit
- C. I'm seriously thinking about it
- D. YES, I am bringing fish tomorrow!

Psychological Reactance

Overview

- What is psychological reactance
- Why it may be important to our efforts
- Ways to reduce psychological reactance
- Future opportunities



Psychological Reactance

“an unpleasant motivational arousal that emerges when people experience a threat to or loss of their free behaviors”

“Reactance – the motivation to regain a freedom after it has been lost or threatened – leads people to resist the social influence of others.”

Steindl, C., Jonas, E., Sittenthaler, S., Traut-Mattausch, E., & Greenberg, J. (2015). Understanding Psychological Reactance. Zeitschrift Fur Psychologie, 223(4), p 210.



“The day they passed a primary seat belt law was the last day I wore my seat belt.”

- A participant at one our traffic safety workshops

Trait vs. State

Research seems to indicate a little of both.

- Physiological Responses
- Cognitive Responses

Steindl, C., Jonas, E., Sittenhaler, S., Traut-Mattausch, E., & Greenberg, J. (2015). Understanding Psychological Reactance. *Zeitschrift Fur Psychologie, 223*(4), 205-214. <https://doi.org/10.1027/2151-2604/a000022>



Reactance in Individualistic vs. Collective Cultures



<http://media.gettyimages.com/photos/healthcare-workers-image261661676-12864814188>

Individualistic

“Them vs. me”



<http://www.gettyimages.com/photos/cheerleaders-for-american-football-id-164623888-621418>

Collective

“Them vs. us”

Steindl, C., Jonas, E., Sittenhaler, S., Traut-Mattausch, E., & Greenberg, J. (2015). Understanding Psychological Reactance. *Zeitschrift Fur Psychologie, 223*(4), 205-214.



Eliciting Reactance

1. Source
2. Message
3. Tone



Eliciting Reactance: Source





Eliciting Reactance: Message

“As any sensible person can see, there is really no choice when it comes to flossing.”

Dillard, J. P., & Shen, L. (2005). On the Nature of Reactance and Its Role in Persuasive Health Communication. *Communication Monographs*, 72(2), 144-168.



Eliciting Reactance: Tone



"This is Your Brain on Drugs"
PSA

"OK. Last time.

This is drugs.

This is your brain on drugs.

Any questions?"

Partnership for Drug-Free Kids, <https://drugfree.org/>



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Psychological Reactance

Overview

- What is psychological reactance
- **Why it is important to our efforts**
- Ways to reduce psychological reactance
- Future opportunities

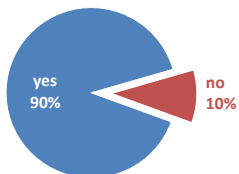


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Prevalence of Risky Behaviors:

Seat Belt Use in U.S.



U. R., & Pickrell, T. M. (2018, April, revised). Seat belt use in 2017—Overall results. (Traffic Safety Facts Research Note, Report No. DOT HS 812 465). Washington, DC: National Highway Traffic Safety Administration.

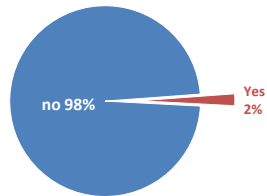


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Prevalence of Risky Behaviors:

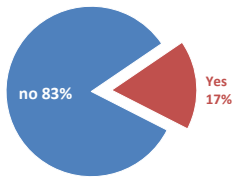
Alcohol Impaired Driving



Jewett, A., Shults, R., Banerjee, T., & Bergen, G. (2015). Alcohol-impaired Driving Among Adults — United States, 2012. *Morbidity and Mortality Weekly Report. Surveillance Summaries* (Washington, D.C.: 2002), 64(30), 814-817.

Prevalence of Risky Behaviors:

High-Risk Drinking (i.e., binge drinking)



Jewett, A., Shults, R., Banerjee, T., & Bergen, G. (2015). Alcohol-impaired Driving Among Adults — United States, 2012. *Morbidity and Mortality Weekly Report. Surveillance Summaries* (Washington, D.C.: 2002), 64(30), 814-817.

Preventing Risky Behaviors

As we see smaller and smaller populations engaging in risky behaviors, we need to be more attentive to the role psychological reactance may play.

Consequences of Reactance

- Adopt a position opposite to what is desired
- Make the risky behavior more attractive (and the protective behavior less attractive)
- Reject the source of messages

Rains, S. A. (2013). The Nature of Psychological Reactance Revisited: a Meta-Analytic Review. *Human Communication Research*, 39(1), 47-73. <https://doi.org/10.1111/j.1468-2958.2012.01493.x>



Polling Question

How much do you think psychological reactance may be impacting your efforts to improve health and safety?

- A. Not at all
- B. Slightly
- C. Moderately
- D. Significantly



Psychological Reactance

Overview

- What is psychological reactance
- Why it is important to our efforts
- **Ways to reduce psychological reactance**
- Future opportunities



Reducing Psychological Reactance

Avoid "forceful" language:

"should," "ought," "must," "need"

Instead, try:

"consider," "can," "could," "may"

} Creating a sense of CHOICE

Steindl, C., Jonas, E., Sittenhaler, S., Traut-Mattausch, E., & Greenberg, J. (2015). Understanding Psychological Reactance. *Zeitschrift Für Psychologie*, 223(4), 205-214. <https://doi.org/10.1027/2151-2604/a000222>



Reducing Psychological Reactance

Choose "Gain" vs. "Loss" language

Gain:

"When you use sun protection, you will gain benefits."

Loss:

"When you do not use sunscreen, you will pay costs."

Steindl, C., Jonas, E., Sittenhaler, S., Traut-Mattausch, E., & Greenberg, J. (2015). Understanding Psychological Reactance. *Zeitschrift Für Psychologie*, 223(4), 205-214. <https://doi.org/10.1027/2151-2604/a000222>



Reducing Psychological Reactance

Pilot Test and ask about tone, etc.



Psychological Reactance

Overview

- What is psychological reactance
- Why it is important to our efforts
- Ways to reduce psychological reactance
- **Future opportunities**



Research Sponsor



Traffic Safety Culture Pooled Fund

The Transportation Pooled Fund (TPF) Program allows federal, state, and local agencies and other organizations to combine resources to support transportation research studies.

Current Participating States: CA, CT, IA, ID, IN, LA, MT, NH, TX, UT, and WA.

Managed by: Sue Sillick, Research Programs Manager
 Montana Department of Transportation
 2701 Prospect Avenue, PO Box 201001
 Helena, MT 59620-1001
 Office: 406.444.7693
 E-mail: ssillick@mt.gov www.mdt.mt.gov/research/





Traffic Safety Culture Pooled Fund Project

Potential Research Objectives

1. Determine if the prevalence of psychological reactance and moral disengagement are higher among adult drivers who never or rarely wear their seat belts or who drive aggressively (i.e., speed, follow too closely, and pass excessively) compared to adults who do not engage in these risky behaviors; and
2. Identify potential messaging to minimize reactance and overcome moral disengagement regarding seat belt use and aggressive driving.

Timeline: 18 month project to (potentially) start in early 2019



Psychological Reactance

Review

- What is psychological reactance
- Why it is important to our efforts
- Ways to reduce psychological reactance
- Future opportunities



Upcoming Events

Upcoming Webinars

- Reducing Underage Drinking with Practical Tools that Develop Social and Emotional Skills (December 18, 2018, 12:00 PM MT)
- Communication: A Catalyst for Growing Positive Culture (January 16, 2019, 12:00 PM MT)
- Moving Beyond Bystander Engagement: Growing Citizenship to Improve Health and Safety (February 12, 2019, 12:00 PM MT)

Quarterly e-newsletter

Considering a **2019 Positive Culture Framework Training** (details soon)

2020 Symposium



CHSC's Other Services

Trainings

- o Positive Culture Framework
- o Communication Skills – Social Norms Marketing
- o Leadership Skills
- o Integration Skills

Guide Service

Assessments, Surveys, and Evaluation

Free Webinar Series

- o What is the Positive Culture Framework?
- o Positive Culture Framework Skills: Leadership, Communication, and Integration
- o The Science of Stigma
- o Laws, Policies, and Rules – How do They Change Behavior?
- o Social Ecology
- o Challenges of Fear Based Approaches
- o Hope and Concern



Contact Us

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Phone: (406) 994-7873



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Join our email list for updates on upcoming events!

www.chsculture.org

