Public Service Announcement: the way to attract attention to problem in society and to change model of social behavior.

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Abstract

This multi methods research, which combines both of quantitative and qualitative methods, is about Public Service Announcement (PSA). This study aims 1) to understand public opinion about PSA in nowadays, 2) to look at the potential social changes for the better by an impact of PSA in Novosibirsk (Russia) and 3) to understand how PSAs influence or impact on changes of social behavior and attract an attention to the problems of society. In order to achieve thesis aims, various types of data are presented in this research: a survey of 50 people from different age and sex groups and two interviews with persons from social organizations. Univariate and bivariate analysis are used for quantitative data. Qualitative data processing is done in a phenomenological way. Results show, that people of all ages noted an influence of PSA on them, they got to know about social problem, begun to think about their behavior or changed behavior, begun to work as volunteers, made a donation. By the use of all these aspects as emotions, feelings and design, PSA impacts on changes in behavior of people and rise of attention to social problems among people in Russia. PSA impacts across effective psychological mechanism such as an emotional sphere of personality. The psychological aspects can be divided into cognitive and emotional. Emotion is one of the key factors of the PSAs. Cognitive component is related to how advertising information is perceived by people. All elements like illustration, title, text, logo, layout and general features of the image determine the overall effect of advertising. A PSA is a display of goodwill of society, its principled position on socially significant values. The PSA is considered as a mode of operation of social services.

Keywords: Public Service Announcements, impact, social problems, people's behavior.
Preface

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I, as the author of this report, take responsibility for everything outlined in this essay.

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Chapter 1. Introduction

If you thought about what still makes our life better, you probably have mentioned such things as a fine weather, problem-free family, good news, successful job and happiness in the children's eyes. But how often do we think about the facts that make our lives worse? How can we change a mood and behavior of people, to attract an attention to the daily social problems and to set thinking about the “simple” things? How can we influence on public? How is it possible to help the community struggle against alcoholism, drug addiction, smoking, cruelty, homelessness and crime? How can we encourage in society a respect for the disabled and the elderly, child care, family welfare, the importance of a healthy lifestyle, kindness and caring to everything around us? One of such means is Public Service Announcement (PSA). Through a really strong emotion, PSAs are supposed to attract an attention to the problems of society, and to change the example for imitation of social behavior. Themes of PSAs reflect important social problems faced by the country: drug and alcohol abuse, including children, the high price of higher education, control of forest fires as a result of careless handling of fire, a nationwide census of the population, violence against children in the family, and other problems.

In Russia this concept is called like “социальная реклама”, “social advertising” in English. In USA it is named public service advertising or public service announcement (PSA) (Stepanov, 2006). In this essay I will use the concept public service announcement, or in short PSA. It can reflect interests of people a whole country, one city or even one social organization. The purpose of PSA is in short term changing of public attitude to any problem, but in the long term - to change their behavior and to form new social values in its audience. PSAs are not an announcement of a specific product; it is a certain "attitude toward the world” (Parshanceva, 2006).

Pay no attention to PSAs, as a way to work with public opinion and social behavior, have an impact on the effectiveness of social service’s work. In connection with this, many social service agencies are using PSA now, because of its importance. PSA is considered as a mode of operation of social services. Therefore, PSA may well be used as a tool for public involvement in social life. That is why I am interest in PSA as a method of social work in my essay.
Currently, much attention is paid to the role and place of PSA in society. The necessity to solve social problems increases the importance of this type of announcement and sets tasks for its further development. However, it should be noted that theme of PSA is not fully developed, in spite of a lot of available researches and materials about it. My research will become a one more step in development of the subject as PSA. It will open for me and the reader main concepts of PSA, its function, work process and will show PSA impacts on the investigated group on an example of Russian city, Novosibirsk. This city, my hometown, is one of the biggest cities in Russia and can show a good example of PSA influence.

1.1. Connection to social work

“When was the last time you spent 24 hours without the media? From the moment you get up in the morning until the time you go to bed at night, mass media are available to keep you informed, make sure you are entertained, and – most importantly – sell you products”, says Biagi (Biagi, 2006, p.3). Today mass media participate in life of people almost all the time. According to the data, during the day, the average person spends more time with the mass media than without it (ibid, 2006, p.4). At the same time media actively influence on society, media are also a mirror of the society (ibid, p.22). “The media are key institutions in our society. They affect our culture, our buying habits and our politics. They are affected in turn by changes in our belief, interests and behavior” (ibid, p.11). With all this power, one would think that the mass media would be in an excellent position to initiate social change, positively affect social problems, and help combat social ills that are considered deviant.

When the mass media like the Internet, television and advertising have become so important to society, it is used for the benefit of society; PSAs found its place there. Alcoholism, drug addiction, AIDS, homeless children, domestic violence - all these social problems are topics that are covered in the PSAs. And these are just some topics covered in PSA. Respect for the elderly and disabled people, a healthy lifestyle, and the importance of education - this is part of knowledge which we learn from PSAs. PSA is a work tool for social organizations. PSA is a kind of social work.
1.2. Purpose, aim and research questions of study

1.2.1. Purpose

My standpoint as researcher was to go away from standard understanding of social work profession. If we will speak about social workers, more often we will concentrate on work with elderly, disable, and homeless people. But I wanted to try to look on other possibilities of social work profession. This is a special interest which I wanted to explore further. Walking around my home town I have often noticed posters on the street, in subway or in other places about urgent problems of mankind. That's the topic I wanted to devote my work.

The question about effectiveness of the announcement and its specificity arises naturally. In connection with this, it is relevant to study the influence of PSA on social behavior and public opinion. The question of studying the PSA’s impact mechanisms on society remains open. It influenced on a choice of the aims of my study, which contains two methods of data collection: quantitative and qualitative methods.

1.2.2. Aims of study

For the Quantitative research question my aim is:

- to understand public opinion about PSA in nowadays and to look at the potential social changes for the better by an impact of PSA in Novosibirsk, Russia.

And for the Qualitative research question my goal is:

- to understand how PSAs influence or impact on changes of social behavior and attract an attention to the problems of society.

1.2.3. Research questions

Quantitative research question:
What do Russian people think about PSA and its influence on them?

Sub-questions:

- Is PSA necessary for serving community interests according to Novosibirsk people’s opinion?
- Did something change in life of people from Novosibirsk?
- What did change in life of people from Novosibirsk?
Qualitative research question:
Whereby does PSA influence on social changes?

Sub-questions:
- Has a PSA an influence on people from Novosibirsk?
- How does PSA influence on people from Novosibirsk?
- What role do emotions and feelings play in PSA?

If I answer on these questions, the aim, which I defined for my research, will be fulfilled.

1.3. Essay disposition

I use a disposition for this research, which will contain: the title of the essay, abstract, preface, contents, introduction, previous research, and theoretical point of departure, methodology, presentation of results, discussion, bibliography and appendix.

Chapter 1 consists of the aim of study, research questions and background information of the study. References from earlier research and literature related to the aim of study are given in the chapter 2. Most relevant and supportive theory to the aim of study is explained in the chapter 3. In chapter 4, I point out methods of collecting data and data analysis in order to achieve the main goal of this research work. In the chapter 5, I’m presenting a result of my study. An analysis and interpretation of the material collected for the study linked to the theoretical perspective will follow in the next chapter, concluded by a Discussion, which will summarize all the important aspects of the study. All references can be found in the bibliography and important copies of documents produced for the study are enclosed in the Appendix I and II.
1.4. Background information about Public Service Announcement

1.4.1. PSA: history and specificity of development

More than a hundred years, PSA tries to attract attention to the problems of mankind. PSA’s history begins in 1906 in America when the NGO "American Civil Association" created the first advertisement of this kind, calling to protect the Niagara Falls from harm of energy companies.

In 1917 after the October Revolution the Soviet government established a special program to produce public service announcements. A feature of this program was the focus on illiterate urban population, the peasants. PSA of the Soviet period was striking, memorable, many slogans became popular expressions. We can say that the directives and slogans of the Bolshevik Party became PSA (Kolypaeva, 2010). In the late 50's themes of PSA changed in the direction of the needs of citizens, not just of government and more of Soviet-PSA became non-political. In that time we begin to understand PSA like we understand it in real time, it became not just political but also social with topics as sports and healthy lifestyles.

At the beginning PSA differs from what it is now. The term “public service announcement” in its modern interpretation appeared in USA at the beginning of twentieth century (Saginova, 2006). In Russia this term appeared in 1994-95 years when on all central TV channels appear a social project “Call your parents”. That is why we can say that PSA is a quite new phenomenon in Russia. Nowadays dictate already other topics of PSA. The reason is, first of all, changing of values and attitudes, which came to Russia from the West. One of the most popular topics of PSA in Russia today is the fight against alcoholism and drug addiction. Problems, wishes and hopes of modern society are directly reflected in the PSAs.

Now development and authority of PSA so increase that largest commercial corporations conduct social campaigns on their own (like an example, Phillip Morris: campaign against smoking; AVON: prevention of breast cancer). In UK government spends on it about 300 million dollars per year. If to take Germany as a representative of Europe, we can find a lot of various PSA. More often you can see it on the street, in transport and near shops (Journal Expert, 2003, № 10). Production of PSA in countries like USA, UK, and Germany is an industry, in Russia it is just the beginning.
1.4.2. The concept of PSA and its function

Public Service Announcement is a form of non-commercial advertising aimed to attract attention to the problems of society and to change a model of social behavior (Nikolayshvili, 2006).

According to the Advertising Law of the Russian Federation, “public service announcement represents a public interest and aims to achieve charitable purposes” (The Federal Advertising Law, art.18). PSA solves important social problems. It aims to promote a certain lifestyle and motivate to action.

It shows us that we do not always want to see. The best-known examples of such advertising campaigns in Russia are drug and alcohol abuse, HIV/AIDS, promotion of healthy lifestyles, environmental protection and others.

PSA uses the same set of tools as commercial: television, prints, outdoor, transport advertising, etc. The main difference between PSA and commercial advertising is its goal. While commercial advertisers stimulate a positive attitude to a particular product or increase its sales, the goal of PSA is to attract an attention to the problematic social phenomenon. PSA appears within the society and is a reflection of the processes that occur within it (Nikolayshvili, 2006).

We can define tasks of PSA, as formation of public opinion, effort to attract an attention to the urgent problems of social life, activation of action for a solution of these problems, forming a positive relationship with government and government organizations (GOs), a consolidation of the nongovernment organizations (NGOs), the formation of new types of social relations, changes in model of social behavior (Nikolayshvili, 2006). In general, I
define the function of PSA as the way to give information to citizens about the presence of a particular social problem and to attract an attention to this problem. This understanding of PSA’s function is playing the main role for my research; this is the point of departure for my work. Moreover, it is important to note that PSA is economically profitable for the government, because the elimination of many social problems leads to welfare of a country. PSA is promotion of a certain social values, the explanation of the problem, its source and solutions.

1.4.3. Varieties of PSA

It is possible to identify several types of PSA based on analysis of advertising in Russia and other countries like USA, UK and countries of Europe.

The first type of PSA is advertising of a certain way of life (Journal Expert, 2003, № 8, C. 30). This includes, on the one hand, advertising against smoking, drug addiction and alcoholism, on another hand it is advertising that promotes the AIDS protection, sport as a method for better health, correct nutrition and education, strong family relationships. An environmental advertising takes its own place in this type of PSA and is aimed at nature conservation and care of animals. According to the Diagram №1, the first type of PSA is paid most attention – 59 percent of the total expenditure on PSA (in 2002 the total expenditure on PSA in Russia averaged 26.7 million dollars) (The Federal Advertising Law, 1995, № 108). The predominant themes of public service announcements in 2002 were AIDS protection (23 percent of expense), the strengthening of family relationships (11 percent), protection of children (9 percent) and healthy lifestyle (6 percent).

Diagram №1: The main topics of PSA and percentage of expenses on it in Russia in 2002 (Journal Expert, 2003, № 8, C. 30).
Another two types of PSA are advertising of constitutional rights and freedoms of people and the patriotic PSA. An advertising of constitutional rights and freedoms of people, in the most cases, is political. The patriotic PSA includes advertising for the holidays, anniversaries, sports events, designed to unite people. The share of expenditure on these kinds of PSA is very insignificant in the total expense compare with a first type of PSA. This is the reason, why I will more concentrate just on one type of PSA, which is more common, is advertising of a certain way of life.

PSA is becoming a topic of different studies, is discussed at various conferences. In this area there are competitions, festivals, conferences and seminars, exchange experience with foreign partners and colleagues (Nikolayshvili, 2008). Like an example, it is an international festival of PSA”IAA Responsibility Awards”, which is conducted every year (ACT, 2008). In 2008 in category Print Social received gold a campaign ’’Lipstick & Hook’’ of non-profit organization Montana Meth Project, which seeks to reduce methamphetamine use, particularly between teenagers (AdMe, 2008). However, at the same time, the topic of PSA remains rather poorly developed and not represented enough; issues of social technologies in the field of advertising in both Russian and foreign literature are paid insufficient attention.
Chapter 2. Previous research

Theme of PSA often appears in a great variation of English and Russian literature: various articles, science magazines, studies and books. I have chosen a few early researches about PSAs that illuminate a subject from all sides.

The first special book on this subject, which I used for my research, is a monograph “Public Service Announcement in Russia: genesis, genres, evolution” of Eugene Stepanov. The main aim of author’s research was a theoretical understanding of the phenomenon of public service advertising. Author stays on those aspects that, in my opinion, are essential and necessary for the understanding of special scientific perspective. He means that PSA is the global theme for scientific research. Stepanov notes, that PSA is often designed for the widest possible audience, which is concerned with human problems: the fight against violence, environment, health of children (and society), drug addiction and AIDS. The four main functions of PSA are, in author’s view, formulated as: information about social services, a formation of new behaviors (renunciation of smoking, alcohol and etc.), a creation of a positive image of public social services and a consolidation of efforts of social institutions and sponsors in solving social problems (Stepanov, 2006).

According to a survey conducted in December 2000 by order of the Government Office in Moscow for outdoor advertising, information and decoration of the city it was revealed that most of the respondents do not even know such a term as “public service announcement”. The proof of this statement can serve qualitative results of sociological research about acquaintance people of Moscow with PSAs. Conclusions are the same: most of the respondents did not know about PSA (Cited in Stepanov, 2006).

Eugenia Kurochkina provides interesting facts in her article “The effectiveness of social and political advertising”. She writes: “In order to ascertain the people's attitude to social technology in modern society, and in particular to PSA and activities of NGOs and their services, I was carried out surveys” (Cited in Stepanov, 2006). The sample was 60 persons. The survey revealed that more than half of respondents (52 percent) did not know what PSA is; do not know about the activities carried out by PR services to identify the various social problems. Only twenty-five percent of respondents confirmed knowledge and a positive emotional attitude to public service, and in the first place most of the respondents recalled the
advertising campaign conducted by the Agency of Social Information (ASI) on television on the topic of children and parents.

Answers to the question “What kind of social problem you need to pay attention and action first in the field of PSA and PR?” (Cited in Stepanov, 2006) were distributed in that way: 1) The problem of alcoholism and drug addiction (this issue raised in the first place of importance and relevance over than 65 percent of respondents); 2) The problem of AIDS; 3) Protection of children and mothers; 4) Environmental protection; 5) Formation of a national idea and the integration of Russian society. Many respondents noted that all these problems are so serious and urgent that it is difficult to put on the first place any of them, they are all require extensive discussion and effective solutions. Kurochkina pursued his studies only in Novosibirsk. However, it can be assumed that a similar situation exists throughout Russia (Cited in Stepanov, 2006).

I can note a rise of people’s interest in PSA during the time. According to the investigation about the attitude towards PSAs conducted in April, 2010 by the company COMCON, which is part of an international research network that specializes in conducting market research of any difficulty, together with charitable foundation CAF Russia. As a result of the investigation, made as telephone interviews with 225 people, over 16 years old from biggest cities of Russia, is that every third person in Russia noted an impact of advertising, and pays more attention to the problems of society. The most noticeable over the last year has been PSAs against smoking, alcohol, drug abuse, the care of orphans, for road safety and against dangerous diseases. It is not enough public service announcements about the sick, disabled, veterans, protection of nature, and orphanages. About one-third of all respondents have changed something in their life under the influence of PSA. Young people under 35 years old are willing to change (Comcon, 2010).

A book of Guzella Nikolayshvili “Public Service Announcement: Theory and Practice” was the most usable for understanding of PSA concept. Nikolayshvili is occupied in a history of the world public service announcement and defines problems of PSA in Russia. The main problem of the Russian PSA’s market is that it not reached maturity and shortage of money for PSA. Hence, it appears the problems such as lack of a competent and professional executor, masking the commercial and political advertising under the PSA. Another pressing problem of PSA lies in the fact that the content of advertising campaigns are often tied to a
clear program of action, previously developed by the contracting authority (Nikolayshvili, 2006).

From foreign scientists, if to compare with Russia, I need to mention the legendary theorists and practitioners of advertising D. Ogilvie, devoted a chapter of social promotion in his book “Ogilvy on Advertising”. Ogilvie in his book gave the example of assertion of Howard Gossage, who “was an advertising innovator and iconoclast” during the fifties. “He introduced several innovative techniques to the advertising practice that only would become appreciated decades” (Wikipedia, 2010). He has always affirmed that advertising is a very valuable tool to use it only for commercial purposes. He believed that advertising demonstrates its value in practice in full only when it is used for the benefit of society.

Ogilvie himself maintains that the main task of PSA is to “shake up” society, and thus to prepare the base for the activities of the special charitable organization. Because it is difficult to immediately convince people to donate money or power to some good cause, if they even do not really understand what actually is meant (Ogilvie, 2006, cp.13).

As a conclusion, I can note, that PSA took an important place on the way to solve important social problems. If we will look on a result of the survey of different years about PSA, we will be able to see, what more and more people know what is it PSA, saw it on the street or the Internet, begin to think about social problems and what they can do to help or to change a situation. A lot of authors wrote about a PSA: its history, development in one or other country, functions, types and so on. According to experience of different countries we know that PSA is accompanied by positive processes, and is one of the most important elements of designing a full-fledged society, its self-regulating mechanism, the operational diagnostics tool, and correcting social problems.
Chapter 3. Theoretical point of departure

My research focuses on PSA, as a way to attract attention to problems of society and to change social behavior, on people’s opinion about it and on the way of PSA to influence on people and their opinion. For quantitative part of research, I concentrate on social cognitive theory, and for qualitative I use a mass media theory. These two theories are connecting with my subject.

3.1. Quantitative research

As the main theory for the quantitative part of my research I am going to use social cognitive theory. It is a learning theory based on the ideas that people learn by watching what others do and that human thought processes are central to understanding personality. This theory provides a framework for understanding, predicting, and changing human behavior. The theory identifies human behavior as an interaction of personal factors, behavior, and the environment (Bandura 1977; Bandura 1986). It focuses on the effects that others have on our behavior, the process of knowledge acquisition or learning directly correlated to the observation of models (Davis, 2006).

The models can be a media source, and that is why social cognitive theory is frequently used in advertising. In my case, PSA plays the role as a model in a people's learning acquisition. Effective model teaches general rules and strategies for dealing with different situations (Bandura, 1988, pp.275-302). By choosing the proper gender, age, and ethnicity or other criteria, in which person can see himself or herself, the use of social cognitive theory could help ensure the success of an AIDS campaign to inner-city teenagers by letting them identify with a recognizable peer, then imitate the actions in order to learn the proper preventions and actions for a more informative AIDS aware community (Miller, 2005, cp.14-15).

PSA illustrates positive behaviors and actions from audiences and can be achieved through education-based entertainment and health campaigns. Through these the PSA can educate people about positive behaviors or about consequences and punishments for negative behaviors. It is a good method to examine the inner world, it helps us to understand an
influence of public service announcement on people, and how PSAs effect on their behavior. Through the analyzing of human behaviors and thinking, and we can find out the solution of solving social problems with help of PSAs.

3.2. Qualitative research

Mass media theory will be used in qualitative part of research. The theories of mass media can provide a framework for the understanding of the role and effects as well as the influence of mass media, or if we will talk about PSA, influence of PSA. “Mass media can provide us with messages and information that may influence on our actions and decisions. Nevertheless, we can permit it to disrupt our lives seriously, or we can use it to improve the quality of our lives” (Theories of Mass Media, 2009).

I concentrate on one of mass media theories as central for my research to understand and describe these effects, which is a hypodermic needle theory. This theory “was generally accepted that the media have a strong effect on the behavior, thinking and attitudes of media users” (Fourie, 2001, pp.294-295). As you know, I want to define an impact of PSA on people, and this theory will help me in development of this subject. “This theory equates the influence of the media with the effect of an intravenous injection: certain values, ideas and attitudes are injected into the individual media user, resulting in particular behavior. The recipient is therefore seen as a positive and helpless victim of media impact” (ibid.). In my case, “injection” is a powerful and direct flow of information from the sender to the receiver about social problems of society, examples of good behavior and bad results of bad behavior. These ideas are supposed to attract an attention and change a particular behavior of people. Theorists believed the media could shape public opinion and persuade the masses toward any desired point of view (Theories of Mass Media, 2009).

It is very important to understand the process of getting information by people, how they react and respond on this message, to understand what is happening in the minds of people when they receive the message. This theory helped people to understand the way that mass media work by and how they are affecting our minds and changing our behaviors. In this research, this theory will help to understand the way of PSA to influence on changes of our behaviors and attitudes to social problems.
Chapter 4. Methodology

4.1. Pre-understanding

Before to begin my research, I understood a PSA as completely new idea in announcement, I think the reason of it was that in Novosibirsk this kind of advertising begun to be used just few years ago. I was not waiting good results after my research, I was not sure that people know about PSA, that they have a positive attitude to it. I really doubted about effectiveness of PSA in Russia. But during the whole research I tried to have a critical view on my pre-understanding by validating of all collected information throughout whole work process. Before the work took place, I considered my position as researcher about the subject, how the research process would develop and what kind of factors that could influence the final product.

4.2. Research design

In my study I use a mixed methods research, a combination of both quantitative and qualitative methods. Combining both of methods in one study can exploit advantages of each approach and compensation of their different disadvantages. The mixed methods approach is useful to capture the best of both quantitative and qualitative approaches. It could also provide more comprehensive answers to research questions, going beyond the limitations of a single approach. As Denzin (1978) noted, any single method ever adequately solves the problem of rival causal factors and each method reveals different aspects of empirical reality. The rationales for the mixed method approach are following the questions of my research to achieve an aim of study needed both quantitative and qualitative methods. The quantitative method is proper to address the first question of my research which is: “What do Russian people think about PSA and its influence on them?” The second question formulated as “whereby does PSA influence on social changes?” might be addressed qualitatively. Furthermore, the qualitative method may provide a perspective to the first questions different from the quantitative method. In order to address these questions, I collected various types of data: I carry out a large-scale survey of people in Novosibirsk about PSA and also conducted two interviews with two workers of two social organizations via e-mail.
4.3. Sampling

4.3.1. Quantitative study

To find respondents for my quantitative part of research, I used the largest social network in Russia (Russian site like Facebook - Vkontakte). I was using proportionate sampling method, which means that I have selected equal numbers of males and females, and approximately the same numbers of people from different age groups (Robson, 2009, p.262). All participants live in Novosibirsk. I have chosen this city because, first, it is my hometown and second this city is one of the biggest cities of Russia, and perhaps can give a clear picture of PSA in Russia (The free encyclopedia Wikipedia, 2011). I have sent an invitation to participate in a survey about PSA to all selected candidates. Finally, the number of respondent was 50 people from different age and sex groups from Novosibirsk.

4.3.2. Qualitative study

For my qualitative part of research I have chosen probability sampling that utilizes some form of random selection. In order to have a random selection method, I searched in the database of Yandex (www.yandex.ru) organizations working in different directions in the social sphere in Novosibirsk. I didn’t concentrate on specific organizations, for me it was important to find out social organizations which are using PSA in their work methods, which could provide rich data required for possible reliable and valid conclusions. To selected organizations, where were governmental and nongovernmental organizations working with teenagers, children, disable people, students, lonely mothers, orphans, ecologic problems and others. I have sent letters, where was given full information about the study conducted by me, as well as a list of questions, which were interested me. Of course, from the beginning I knew that I will not receive answers on most of the letters, because some of organizations do not use PSA in their work process and some will not find a time or will not be interested. However for me it was enough to get full answers to my questions from few organizations, because all organizations should have almost the same way of working with PSA. Finally, two organizations were very interested in my research and they have responded to my questions. There are municipal government-financed organization for the prevention of social orphanhood "Sunshine" and Center of Social Advertising in Novosibirsk.
4.4. Mode of procedure

4.4.1. Quantitative study

Introduction

My question for the quantitative method was to understand public opinion about PSA in nowadays and to look at the potential social changes for the better by an impact of PSA in Novosibirsk, Russia.

For the quantitative data collection, I did a questionnaire (See Appendix I) which I sent via the Internet to people in Novosibirsk. All respondents were chosen from this city across the largest social network in Russia, Vkontakte. I have sent an invitation to participate in a survey about PSA to all selected candidates where I have selected equal numbers of males and females, and approximately the same numbers of people from different age groups. As a result it was 50 people from different age and sex groups from Novosibirsk. For them, I prepared a questionnaire with 18 questions, 15 of them are closed questions to make it easy for the respondents to answer. As well as I had three open questions, there are questions on which it was important for me and my research to get a full answer. By the answer on these questions respondents could express their opinion about one or another subject. And one of the open questions is where I asked them for comments on the questionnaire.

Furthermore, knowing that not so much people are familiar with the concept of a PSA, in the questionnaire I had given a definition of this type of advertising, and examples of this form of advertising, to help respondents answer the questions proposed in the questionnaire. This helped respondents to understand what it exactly means. According to early investigations, about which I wrote more in the second chapter of my report that many people saw the PSAs, but did not know exactly that it is called like PSA.

Difficulties

The main problem for my research, I thought, is to search for respondents who are ready to answer on my questions. When you are able to attend personally it is always easier to gain a person to yourself and urgent slightly to participate in the survey, secured a respondent with words, which are very important to many to hear. These words are that participation in research is completely confidential, and that his or her participation would not affect his
future. In my situation, distance played a big role, Russia and Sweden. But at the end it was not a big issue, many people were ready to participate in the survey through a social network (Vkontakte.ru).

When a researcher makes an interview via e-mail it is always important to understand that perhaps respondent will not understand a question correctly, and consequently he/she will not give a correct answer, and this may affect the overall result of the study. But I tried to avoid even the slightest misunderstanding; the respondent could write me a letter and get help from me at any time.

But all these problems in any case I took into account when I was evaluating the results. And as well the use of two methods instead of one will help me to verify the results of research.

Tools of analysis

For the analyzing the quantitative data, first, I put all data in Microsoft Excel using codes and sort them by different criteria. This is an univariate level of analysis about the basic information. After that, I did the bivariate-level analysis —made diagrams and texts. In the analysis I chose few questions which I thought gave us the most interesting and valuable answers, for the aim and the question from the research (see chapter 5.1). By using the variables young, adult and elderly, I made a univariate and bivariate analysis to see correlations within the variables to see some special attitudes, values and perspectives. I also planned to use the comparative approach to analyze. Based on that, I can draw a conclusion.

4.4.2. Qualitative study

Introduction

During the work is also used a qualitative data as interviews with workers of organisation, which is using PSAs for their work. The qualitative findings are more detailed, and it will help me to understand more deeply the field which I chose for my essay (Patton, 2004, cp.1).

To proceed with the collection of empirical data, I used several computer assisted interviews with the help of email with the stuff of social organizations of Novosibirsk. So they could reflect and express their opinion about PSA (compare Robson, 2007. p.74). I had
seen some positive sides of the interview by e-mail. Respondents can choose any convenient
time for them to answer on questions, because really often the lack of free time of social
workers in organizations is the reason for the impossibility to conduct the interview. Also, the
respondent has enough time to think over questions, that considerably have an influence on
answers of respondents, and accordingly on the result of research which I will receive.

On a basis of my subject, the interview question was formed to know in detail if and
how a Public Service Announcement attracts attention to problems of society and changes a
model of social behaviour. There are 20 open-ended questions about people’s knowledge,
experience, opinions, feeling and etc. The first question is a question about the role
(profession) of a respondent, aimed to understand from which point of view he/she looks on
PSA. As well, to be sure that I did not miss something really important for my research in my
questionnaires, the last question is aimed on it, that respondents could note my oversights
(See appendix II).

For me it was important to know the professional’s opinion about PSA, their attitude to
such advertising. It was also important to understand, if these organizations use PSA in their
work process and if so, why, what themes does it cover, how do organizations choice these
themes of PSA, what do they expect from PSA, and does it justify their expectations. And of
course the most important thing is to understand how organizations affect people using PSA
and which role played emotions and feelings in PSA. Also I really wanted to know examples
of their PSAs, it was effective and achieved all its objectives or not. I also wanted to find out
more information about PSA that can help to increase the effectiveness of such a kind of
advertising.

**Difficulties**

One thing that I noticed early in my research, which was predicted from the start, was
the language, not for me but for the respondents. It was impossible to find an interviewee who
can speak English. All questions were translated on Russian, to give a chance for respondents
to answer. After all answers were translated on English, that I had a possibility to present it in
my research. As well as in quantitative analysis, the complication was the distance and the
impossibility of conducting interviews with respondents face-to-face.
Tools of analysis

Analysis of qualitative data is done in a phenomenological way for our study to create my own understanding of PSA impact on people, their thoughts and behavior. This has been accomplished by me drawing my own interpretations from the interviews in order to get the context of the meaning. I made a meaning condensation of transcriptions, which means that I formulated the meanings into shorter statements (Kvale, 2009, p.205). I focused on two themes to get a meaning of what is most important which will be mention later (in the result) which occurs in every interview. The analysis will also be made with help of theoretical tools and previous research.

4.5. Essay credibility

Every researcher strives to ensure that the analysis is of high quality and not affected by any simple errors which could be made during the analysis. I also was trying to eliminate all mistakes which could effect on results of my research. To increase a validity of my study, to provide more reliable and full answers to research questions, I have chosen for my research a combination of both quantitative and qualitative methods. Combining of these methods can reduce shortcoming of each other.

4.5.1. Quantitative research

Validity

“Validity refers in ordinary language to the truth, the correctness, and the strength of a statement” (Kvale et al, 2009 p.246). I think that question for my quantitative interviews gave me a broad, but still a detailed description of public opinion about PSA and its impact. To ensure the validity of my study, I made a well-done selection of respondents. The influence of me as a social researcher and mine views were minimized, because survey was made via e-mail. But I took into account anyway when I was evaluating the results.

Reliability

Reliability means the “consistency and trustworthiness of research findings” (Kvale et al, 2009 p.245). It includes the interviewing, transcribing and analyzing without reproduction
(Ibid, 2009). From the beginning I had problems with the reliability of my questionnaire, because the questions were not clear formulated, then I reformulated them and changed them to be more understandable for the respondents and more focusing on the impact of PSA on people. The questions are starting as basic information about the person and then they are directed within different factors that can form people's attitudes towards my aim (See appendix I). To get ‘reliable’ information I had to rely on most literature sources. As mentioned in previous research chapter, different observers, researchers collected almost the same data about the same object, as in my research, about PSA.

Generalizability

I have noted the importance of the subject of my research when I defined my research questions. I wanted that my research becomes applicable to a wide variety of settings. Generalizability is an important concept in research methodology. To generalize it was important to make a good selection of respondents. For my research I chose respondents from different sex and age groups, to see changing of results depends of these factors.

4.5.2. Qualitative research

Validity

By a compilation of data with previous research, results from quantitative part of research and my pre-understanding, by using an extensive quotation from transcripts of interviews I could ensure the validity of my study. And I think that question for my qualitative interviews gave me a broad, but still a detailed description of the way of PSA to influence on people’s life.

Reliability

Knowing that all interviews will be via email may give this research a big loss of information and experience that one usually gets from a personal interview, because the interviewee might interpret the questions differently. But I tried to avoid even the slightest misunderstanding; the respondent could write me a letter and get help from me at any time. As well quotations from interviews, detailed descriptions of made surveys and interviews, how data was collected and analyzed, will show a reliability of research.
Generalizability

To generalize a qualitative data it was important to find a convenience sample of interviewees, which can give broad and full information about the subject of research. For my research I chose respondents which know a lot about PSA, its function and ways to influence on people behavior and their attitude to social problems and can give a professional view about this topic.

4.6. Ethical standpoints

“Ethics pertains to doing good and avoiding harm. Harm can be prevented or reduced through the application of appropriate ethical principles. Thus, the protection of human subjects or participants in any research study is imperative” (Orb, Eisenhauer & Wynade, 2000). In research there are some ethical issues that need to be taken into consideration, this includes information, consent, confidentiality, cause no harm to respondents and usage.

4.6.1. Quantitative research

Information

Before an individual becomes a subject of research, he or she was notified of the aims, methods, anticipated benefits and potential hazards of the research; his/her right to abstain from participation in the research and his or her right to terminate at any time his/her participation (IDRS, 2011).

Consent

A consent is required in all research, that is why, before an interview were taken, I got a consent of every interviewees to participate in my research. I tried to encourage a client to make their own decisions by means of received information about me and my study, weighing the pros and cons of each side.

Confidentiality

The question of confidentiality of respondents is important. I promised confidentiality to all my respondents, in a way that their names or identity will never be let out in the process of my research or even later.
Usage

I tried to make certain that each respondent clearly understands the content and aim of the interview, the intended use of the information, his or her right not to answer questions and to put restrictions on how the information is used. As well, I let them know that all participants will receive feedback on results of my research, as a form of recognition and gratitude to participants for their collaboration.

4.6.2. Qualitative research

Information

Before the interviews, the participants also “should be informed about the purpose and the procedures of the research project” (ibid, p.71). All respondents were informed about me, as a student who is writing an essay, the subject of the essay and an aim of my study. I shortly explained which information I want to get from respondents. I gave advance notice that they did not need to answer certain questions if they felt uncomfortably to do so, luckily for me, they answered all the questions (Banks, 2006).

Consent

Before a person become an interviewee, I asked his agreement to assist in my research. Learn all about my research, the possible consequences, the person is free to choose that he or she is ready and wants to take part in my research.

Confidentiality

As a researcher to all respondents I treat collected data with confidentiality. I didn't give out their names or specific information that may identify them as the particular individual. All data collected from respondents were coded to protect their identity and privacy. Their anonymity will be maintained throughout; to protect them from consequences that they may feel harmful (Kvale & Brinkmann, 2009. p. 70, 72).

Usage

All interviewees were informed about the usage of received data from every interview. As well I attempted to be convinced that all interviewees understand supposed use of the information which interviewees gave and that they are able to constrain on how the information is used. In addition, I informed all respondents that by request of interviewees, they were entitled to a summary of the outcome of the study.
Chapter 5. Presentation of results

5.1. Quantitative study

Introduction

Like I mentioned before I have made the quantitative question about public opinion about PSA in nowadays and the potential social changes for the better by an impact of PSA in Novosibirsk, Russia. I made an analysis and could get some valuable information to the subject of my research. I chose these age and gender groups, because I wanted to get a general perspective of PSA impact, which varies with varying backgrounds in different contexts. The results could be influenced by different factors like unawareness or at the contrary deep knowledge about subject, prejudices, impressions, personal experiences, another kind of media and so on.

Results

To pursue the aim, I had to find an answer on the question “what do Russian people think about PSA and its influence on them?”

In the analysis I could see some answers that had a clearer opinion, but some question with answers like don’t know/ perhaps/ does not matter, which means that the result could mean both positive and negative opinion. I have collected answers of 50 respondents, where the ratio of male to female is 50:50. I have chosen three different age groups of respondents; there is 38 percent of youth (16-25 years old), 34 percent of adults (26-55 years old) and 28 percent of elderly people (56-over). It is quite hard to see a pattern, but I could see that for example the variable of adult and young have many similarities.

Almost all respondents were known with Public Service Announcement before my survey, just three persons, it is 6 percent of respondents, answered that were not familiar with the definition of “Public Service Announcement”. More than 80 percent of respondents considered that such kind of advertising like PSA is necessary for serving community interests, just nine people (18 percent of respondents) did not agree with this opinion. And the interesting fact that these nine people who thought that PSA is not necessary, never saw any advertising campaign. Thereby I can mark out from answers, that all respondents, who saw
and know about the campaigns conducted by social service agencies and organizations to pay attention to the various social problems, have a positive attitude to PSA and noted its necessity. As well, by the answers of youth, adult and elderly people I can note than longer people feel an impact of PSA on them, and then more they change.

![Diagram 2](image)

**Diagram № 2. Estimation of influence of PSA on personal behaviour (age and percent).**

On the question "What do you think, can a PSA change people’s behavior?" many youths and adult answered that people's behavior already changing. A lot of youth and elderly answered that behavior can change but in the future. The answer that behavior cannot change has the least percentages in all age groups. The variable that had the highest percentage of answers that behavior cannot change was elderly people, but it's not so much higher than a percentage of youth and adult people (See diagram №2).

Answers on the question “Did something change in your life because of PSA?” (See diagram №3) showed that youth and adult people have almost the same opinion. More than 80 percents of respondents of youth and adult groups gave positive answer on this question.
The variable that had the highest percentage of negative answer was elderly people, as in question before, that has confirmed the correctness of my words. But anyway 64,3 percent of respondents of elderly people, more than half of people, gave a positive answer as youth and adult, that something changes in their life by impact of PSA.

![Diagram 3](image)

*Diagram № 3. Estimation of life changes by impact of PSA (age and percent).*

By the answer on the next question, I wanted to see, what changed in their life. By reason that 20 percent (10 people) of all respondents on the question before "Did something change in your life because of PSA?" (See diagram №3) gave a negative answer; on the next question "What did change in your life because of PSA?" answered other 80 percent (40 people) of respondents, which gave a positive answer (See diagram №4).

On the Diagram №4.1 we can see that the most common answer of youth people on the question “What did change in your life because of PSA?” was that they get to know about social problems, 31 percent of youth gave this answer. The same percentage of youth answered that they changed their behavior.
The next diagram №4.2 shows answers of adult people. This indicates that most of adult get to know about social problems, as youth, it is 47 percent of respondents. The second place of most frequent answers shared two answers about behavior: 20 percent of respondents begin to think about their behavior, and 20 percent already changed their behavior. The answer “begin to work as a volunteer” chose none of the respondents.

Diagram № 4. 2: Estimation of kind of life changes for adult people by impact of PSA.

The answers of elderly people are distributed like this, that four different version of an answer have the same percentage, it is around 22 percent of elderly people per answer. They begin to think about their behavior, some already changed their behavior and even begun to work as volunteers or made a donation (See diagram №4.3).

Diagram № 4. 3: Estimation of kind of life changes for adult people by impact of PSA.

As a conclusion, I can note that almost all respondents were known with Public Service Announcement, have a positive attitude to PSA and considered that such kind of advertising like PSA is necessary for serving community interests.
Analysis of results

The purpose of this chapter is to analyze data concerning a public opinion about PSA in nowadays and the potential social changes for the better by an impact of PSA in Novosibirsk, Russia. Bandura’s (1986) Social Cognitive Theory provides the framework for explaining the data in terms of environmental, behaviors and personal factors that influenced on opinion of people and their social changes.

In my study, environmental factors are composed of previous knowledge and experience about PSA and media influences. According to Social Cognitive Theory, environmental factors are external influences which affect the social setting and human behavior. Almost all respondents in my research were known with Public Service Announcement before my survey. And more than 80 percent of respondents considered that such kind of advertising like PSA is necessary for serving community interests, just 9 people (18 percent of respondents) did not agree with this opinion.

By an answer of respondents, I can see that almost all people, who thought that PSA is not necessary, never saw any advertising campaign. Social Cognitive Theory suggests that impossibility to see PSA and topics covered in it influenced on public opinion towards PSA and about its necessity and effectiveness. By simply observing what other does and also what the consequences are, “we learn a great deal through imitations, and imitations involve cognitive processes. We acquire considerable information just by observing models, mentally coding what we see” (Bandura, 1994). PSA can educate people against dangerous behaviors that are displayed with consequences or punishment in PSA. Thereby I can mark out, that all respondents, who saw and know about the campaigns conducted by social service agencies and organizations to pay attention to the various social problems, have a positive attitude to PSA and noted its necessity. People who never saw PSA did not have a possibility to observe, to receive information. Users observe examples given in PSA and then reproduce the same actions, like donorship or help children or seniors. As well individuals refrain from making mistakes and can perform behaviors better if they see that this mistake led to unfortunate results. Like this, we can see that PSA change something in behavior of people, moreover it should change by its impact. Almost all respondents answered that PSA changed or will change their behavior. More than 80 percent of respondents gave the answer that something changes in their life by impact of PSA.
As concerns personal factors which influenced on public opinion and social changes are age and gender of respondents. I could see that for example the variable of adult and young have many similarities, more often these age groups have a positive attitude toward PSA, feel their effectiveness and change their behavior for better. The group that has the highest percentage of negative answers that behavior cannot change and that nothing changed in their life because of PSA was elderly people. The reason of elderly people’s opinion, that behavior cannot change by impact of PSA, can be unawareness about high possibilities of this kind of advertising. PSA was not so developed in time of their youth, and was not the same as we understand under this concept now. Other reason of negative attitude of elderly people can be, that there is not so much PSA covers topics of elderly. PSA lets the users of advertising identify themselves with a person on advertising, who have the same age and gender or had the same problem as a present in PSA, then imitate the actions: stop a negative behavior or begin good behavior. Maybe elderly group did not have a change to identify themselves with a person on PSA.

Behavioral factors as believes, other people’s action, motivation, and affective states are very important because these factors are key for changing in attitude and behavior of people and key component of PSA. By observing of examples of what is right and what is wrong, how other people react on it, people change their behavior. The answers of youth, adult and elderly people show that than longer people feel an impact of PSA on them, and then more they change. Psychological aspects of PSA influence on people. Positive behavior has a positive reinforcement when you have positive outcomes like in my case users feel their importance in society: they help other people, try to "change a world" for the better. Even small step for it makes person feel self-esteem/ self-confident. It is reinforced a repetition and continuation of the changes in behavior of people.

Now I can say with confidence that PSA performs its tasks, it attracts attention to the problems of mankind and has a positive effect on their behavior. People of all ages almost equally noted influence of PSA on them, they begin to think about their behavior or already changed their behavior, begun to work as volunteers or even made a donation. If to compare with previous research, made by Kurochkina in the same city as my research, we can see a progress in the work and effectiveness of PSA.
5.2. Qualitative study

**Introduction**

For my qualitative data, the two main themes chosen for the analysis are: 1) views on PSA and 2) ways of influence/impact. These themes show the most important question for my research which is to understand how PSA impacts on changes in behavior of people and rise of attention to social problems in Russia. I have interviewed two persons from two different organizations via e-mail; all identify themselves as a worker of social organizations, which are using a PSA in their work.

First interviewee works in municipal government-financed organization for the prevention of social orphanhood where PSA is aimed to place orphaned children in foster family. And second interview is worker of Center of Social Advertising in Novosibirsk; this center advertises the events of social importance, the activities of government agencies and nonprofit organizations.

**Results and analysis**

**Views on PSA**

With this theme I want to understand views on PSA according to the opinion of professionals, which use this kind of mass media in the work process of their organizations, what they think about and expect from PSAs. One respondent noted:

“Public Service Announcement is a noble work. Here we are not just trying to help in solution of specific problems, but also to strengthen the sense of solidarity and mutual understanding in our society. PSA is a necessary and valuable. In modern society it has its niche” (Interview person №2).

All two interviewees see a PSA as a really important way to attract attention to social problems or "a further impetus to take the right decision"(Interview person №1). It is extremely useful in areas where one of the keys to solving the problem is the involvement in solving the problem of most people, education of certain cultural and moral values. Well-designed PSA is the perfect weapon in this fight against troubles, which affect or able to affect everyone.
I continued by asking the respondents about a process of PSA creation, first interviewee gave an example of it:

“For example, we can raise the problem: we need to find the new family for the child. The solution is a new family. Different advertisers have different ways to create public service announcements on this topic. Someone will advertise the problem (orphans), and someone will advertise a solution (a good family for children). And it is important to understand that PSA is an advertising of solutions. Usually advertising sell something. And how can you sell a problem? I think that raising the issue, it is necessary to propose a solution. From my point of view advertising, which does not offer solutions, is ineffective (Interview person №1)”.

PSA is a contribution in the future. According to the opinion of interviewees, it is difficult to say how long it can be to achieve its goals, it can take a year, five years or ten (Interview persons №1 and №2). To solve the problem, this advertising needs to change some opinions, values, attitudes, worldview of people on which PSA is aimed. It is a long and difficult process. According to the opinion of one of the interviewee, PSA “is not very efficient, Russia still learn to make high-quality public service announcement...from its own mistakes” (An interview person №1).

Ways of influence/impact

With this theme I want to pay emphasis on ways of influence or impact of PSA on public, which mechanisms use creator of PSA to impact on people, their views and behavior. According answers of both interviewees, PSA cannot work without such an effective psychological mechanism such as an emotional sphere of personality.

Emotions and feelings play “the main role” in PSA (Interview person №1). “When you create a PSA, it is guided by emotions of fear, hatred, contempt, and confusion and, conversely, the pride, patriotism, self-esteem and other” (Interview person №2). Emotion is one of the key factors of the PSAs. Emotions can be positive or negative. Positive emotions stimulate the subject to achieve the goal, negative stimulate to avoid the objects, that give rise an unpleasant state.

“I can say that commercial advertising is mainly aimed to sell something, but with social advertising everything is really difficult. It needs to change established patterns of behavior. Our task is to persuade to change a negative behavior on positive, to attract an attention to
social problems. We persuade it on different ways. We must understand that people have in their heads, their stereotypes. This is a rather complicated process. We have to think, to conduct research” (Interview person №2).

PSA impacts "by the use of visualization", how advertising information is perceived by people (Interview person №1). PSA impacts "by the use of visualization", how advertising information is perceived by people. Like this, in print PSA “all its elements - an illustration, title, text, logo, layout and general features of the image” - and work closely and within a single system determines the overall effect of advertising. As well important PSA should have “high-quality artistic and technical implementation” (Interview person №2). Bad made PSA-campaign cannot effectively impact on people. Interview person number two told one really important sentence I think, that “every picture, every word, and every phrase - all can affect”(Interview person №2). For PSAs, each aspect is very important, from a slogan used, pictures, colors, to set out the problem and the chosen place for the publication. On PSA we can see the classic example of the application of the hypodermic needle theory, also called “magic bullet” theory. Well-designed PSA is the perfect “magic bullet” against problems in society rich emotion, feeling, and sensation. By all these aspects as emotion, feeling, sensation, design, PSA impact on changes in behavior of people and rise of attention to social problems in Russia. This “hypodermic needle”, which carry an important message affect or able to affect everyone. And it corroborates my result.

The chosen theory is talking about, that impact of media can have an effect which will be seen “for a short period, long period or at times, for a life-long period. It could however be said that the longer a person is exposed to the media content would determine how long that effect would be with you” (Philipatawura, 2010). And I can see it from the interviews as well, persons told that PSA impact process can take “a year, five years or ten” (Interview persons №1 and №2). Firstly, PSA is aimed to change some opinions, values, attitudes, worldview of people, and like this to solve the problem.
Chapter 6. Discussion

The history of Russia has changed so much within few centuries and together with history of the country has changed the concept of Public Service Announcements. From advertising which was presenting just political interest, PSA became an advertising which function is to give information to all citizens about the presence of a particular social problem, to attract an attention to this problem and to change behavior of these people. Currently, much attention is paid to the role and place of PSA in society. The necessity to solve social problems increases the importance of this type of announcement and sets tasks for its further development. When the mass media like the Internet, television and advertising have become so important to society, it is used for the benefit of society.

To achieve aims of my research I used a mixed methods research, a combination of both quantitative and qualitative methods. The mixed methods approach is useful to capture the best of both quantitative and qualitative approaches. A combination of quantitative and qualitative was a right choice for this study to get a rich data about PSA and its effects on people. It could be so that my research would have been richer, make information more reliable and give me broader perspectives about how PSA impact on an attraction of attention about social problems of nowadays and people's behavior, if I had made a face-to-face interview, but the distance made it impossible. A lack of time as well has an influence on the results of research. I rely on literature and the interviews to make the results clearer and made the essay more valuable and interesting. All the aims and research questions are fulfilled in my research.

According to my results and interpretation from the quantitative research, where the aim was to understand public opinion about PSA in nowadays and to look at the potential social changes for the better by an impact of PSA in Novosibirsk, I see that almost all people who assist in the survey about PSA have a positive attitude to this kind of advertising. Moreover all respondents think that it is necessary for serving community interests. Just elderly people were less interesting about this subject. Also from the qualitative results, where the goal was to understand how PSAs influence or impact on changes of social behavior and attract an attention to the problems of society I see that all interviewees think that PSA is a really important way to attract attention to social problems and that it is the perfect weapon in the fight against troubles. I meet in all researches that emotions are very important in the
work of PSA and its influence on people's behavior. Then more emotions people get from PSA than more its influence on them. It attracts their attention to the problems and has a positive effect on their behavior. People of all ages almost equally noted influence of PSA on them, they begin to think about their behavior or already changed their behavior, begun to work as volunteers or even made a donation. From this I can interpret that PSA is making its work well. It gives the people an all-round perspective of the problems of nowadays, examples of bad and good behavior.

For quantitative part of research, I concentrated on social cognitive theory, and for qualitative I use a mass media theory. The theoretical tools chose for my research just corroborate my results that the PSA as a kind of mass media have a rather strong effect on the behavior, thinking and attitudes of it users.

If we will look on a previous researches, as a result of the survey of different years about PSA, we will be able to see, what more and more people know what is it PSA, saw it on the street or the Internet, begin to think about social problems and what they can do to help or to change a situation. As well as I found out similarities with previous research, I was giving an example of Comcon investigation, that a lot of respondents have changed something in their life under the influence of PSA. But at the same time, I define a difference with previous research, made by Kurochkina in the same city of Russia as my research. Half of her respondents (52 percent) did not know what PSA is; do not know about any PSA-campaigns. Only 25 percent of respondents confirmed knowledge and a positive emotional attitude to public service (Cited in Stepanov, 2006). In my research, almost all respondents were known with Public Service Announcement before my survey, just 3 people from 50, it is 6 percent of respondents, answered that were not familiar with the definition of "Public Service Announcement". This result shows an increase of effectiveness of PSA in Russia during time. The way to continue the research presented in this essay would be to study some other cities of Russia or even other countries other than Russia, in order to conduct a comparative analysis between two or more countries to improve the effectiveness of PSA. Moreover, it is important to note that PSA is economically profitable for the government, because the elimination of many social problems lead to welfare of the society. PSA is the promotion of certain social values, the explanation of the problem, its source and solutions. In practice of public service announcements still a lot of aspects which are unspeakable and unwritten.
Appendix I – Quantitative interview questionnaire

English version:

The purpose of this study is to investigate if and how Public Service Announcement (PSA) can change the model of social behavior and to attract attention to the problems of society. This investigation is a university work at the bachelor-level.

A PSA is "any announcement (including network) for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments (e.g., recruiting, sale of bonds, etc.) or the programs, activities or services of non-profit organizations (e.g., United Way, Red Cross blood donations, etc.) and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements."

Hereby invites you to participate in this research. From your sincere response to the questionnaire depends general result of the research. Please, responding to questions, carefully read the proposed answers. You can see above a definition and examples of “PSA”, this information will help you to answer on the questions.

In the questionnaire there are 18 questions, a completing will take 10-15 minutes. Your answer is important for carrying out the investigation.

1. **Sex:** □ F □ M

2. **What year were you born in?** __________________________

3. **Were you familiar with the definition of "Public Service Announcement"?**
   □ Yes □ No

4. **What is your attitude towards the Public Service Announcements?**
   □ Positive;
   □ Negative;
   □ It doesn't matter.
5. Do you consider it necessary for serving community interests?

□ Yes □ No

6. Do you know about the campaigns conducted by social service agencies and organizations to pay attention to the various social problems?

□ Yes □ No

7. Can you call any advertising campaign, most recently in our country? (If not, then miss out questions 8-11)

□ Yes □ No

8. What kind of impression did this campaign make on you?

___________________________________________________
___________________________________________________

9. Where did you meet it?

□ Radio
□ TV
□ Outdoor advertising
□ Printed matter
□ Internet
□ Other

10. What was the related topic? (Several answers are possible)

   a) Smoking and alcoholism;
   b) Drug addiction;
   c) Help for orphanages, programs of adoption;
   d) Traffic safety;
   e) Information about dangerous illnesses;
   f) Development of sport, healthy lifestyle;
   g) Donorship;
   h) Help for sick people, disabled persons, elderly, veterans;
   i) Protection of nature and animals;
   j) Other

11. Do you think that these themes are social problems of nowadays?

□ Yes □ No

12. What kind of social problem, in your opinion, you first need to pay attention and action in the field of public service advertising and PR?

   a) Problem of smoking, alcoholism and drug addiction;
   b) Problem of AIDS and other diseases;
   c) Protection of childhood and motherhood;
13. Why do you think that this problem should be paid a special attention?

___________________________________________________
___________________________________________________

14. Are PSAs effective in Russia?

☐ Yes  ☐ No  ☐ Do not know

15. What do you think, can a PSA change people’s behavior?

☐ Yes, can in future;
☐ Yes, people’s behavior is changing already;
☐ Perhaps;
☐ No, cannot.

16. What do you think, what determines the effectiveness of PSA?

   a) Slogan;
   b) Place of publication;
   c) Design;
   d) Chosen topic (social problem);
   e) Other __________________________

17. Did something change in your life because of PSA? (If not, then miss out question 17)

☐ Yes  ☐ No

18. What did change in your life because of PSA? (several answers are possible)

   a) Get to know about social problems;
   b) Begin to think about my behavior;
   c) Changed my behavior;
   d) Made a donation/ became a blood donor;
   e) Begun to work as a volunteer;
   f) Other __________________________

19. Did I miss something important in my PSA-campaign?

___________________________________________________
___________________________________________________

Thank you for your participation!
Russian version:

Целью этой работы является исследование, если и как социальная реклама (PSA) может изменить модель социального поведения и привлечь внимание к проблемам общества. Это исследование проводится студенткой университета г.Евле (Швеция) для дипломной работы на степень бакалавра.

Социальная реклама — вид коммуникации, ориентированный на привлечение внимания к самым актуальным проблемам общества и его нравственным ценностям, направленный на актуализацию проблем общества. Она привлекает внимание к очень важным проблемам общества, к социальным программам и возможностям их решения. Главное в этой рекламе — наличие обратной связи. Если точно, остро и ярко вскрывается проблема, то социальная ответственность такой рекламы заключается в том, чтобы дать зрителям возможность выбора путей решения этой проблемы или реакции на нее.

Предлагаем Вам принять участие в исследовательской работе.

В опроснике вы найдете 18 вопросов, ответ на эти вопросы займет 10-15 минут вашего времени. Вы можете увидеть выше определение и примеры социальной рекламы, эта информация поможет вам ответить на вопросы. От Вашего искреннего ответа на вопросы анкеты во многом зависит достоверность общего результата исследования. Отвечая на вопросы, внимательно прочитайте предложенные варианты ответов.

1. Ваш пол: □ Ж □ М

2. Каков год Вашего рождения: _____________

3. Были ли вы знакомы с понятием “социальная реклама” до этого?
   □ да □ нет

4. Как Вы относитесь к социальной рекламе?
   □ положительно
   □ отрицательно
   □ всё равно

5. Считаете ли Вы её необходимой для служения интересам общества?
   □ да □ нет
6. Знаете ли Вы о мероприятиях, проводимых социальными службами для привлечения внимания к различным социальным проблемам?

☐ да ☐ нет

7. Можете ли Вы вспомнить какую-нибудь рекламную кампанию, проводимых в последнее время в нашей стране? (Если нет, то пропустите 8-11 пункты)

☐ да ☐ нет

8. Какое впечатление она на Вас произвела?

________________________________________________________________________

________________________________________________________________________

9. Где она Вам встретилась?

☐ радио
☐ ТВ
☐ наружная реклама
☐ печатные издания
☐ Интернет
☐ Другое ______________________

10. Какие темы в ней были затронуты? (возможно несколько вариантов ответа)

a) Против с курения и употребления алкоголя;
b) Против наркомании;
с) Помощь детским домам, программы усыновления;
d) За безопасность дорожного движения;
е) Информация по опасным заболеваниям
f) Развитие спорта, здоровый образ жизни;
g) Донорство;
h) Помощь больным, инвалидам, старикиам, ветеранам;
i) Охрана природы, защита животных;
j) Другое ______________________

11. Считаете ли Вы, что эти темы, являются социальными проблемами на данный момент?

☐ да ☐ нет

12. На какую социальную проблему, по Вашему мнению, в первую очередь необходимо обратить внимание и действия в области социальной рекламы и PR?

a) проблема алкоголизма, курения и наркомании;
b) проблема СПИДа и др. заболеваний;
c) защита детства и материнства;
d) охрана окружающей среды;
e) донорство и помощь нуждающимся;
f) трудно выбрать, потому что все актуальны и требуют широкое обсуждение.
g) другое.

13. Почему Вы считаете, что на эту проблему надо обратить особое внимание?
__________________________________________________________________________________
__________________________________________________________________________________

14. Как Вы думаете эффективна ли социальная реклама в России?

□ да □ нет □ не знаю

15. Как Вы думаете может ли социальная реклама изменить поведение людей?

□ да, может изменить в будущем;
□ да, поведение людей уже меняется под ее влиянием;
□ возможно;
□ нет, не может.

16. Как Вы думаете, от чего зависит эффективность социальной рекламы?

a) Слоган социальной рекламы;
b) место публикации;
c) оформление;
d) выбранная тема (социальная проблема);
e) другое ________________________________

17. Изменилось ли что-то в вашей жизни под влиянием социальной рекламы? (Если нет, то пропустите 17 пункт)

□ да □ нет

18. Что изменилось в вашей жизни под влиянием социальной рекламы? (возможно несколько вариантов ответа)

a) Узнали о социальных проблемах;
b) Задумались над своим поведением;
c) Изменили свое поведение;
d) Сделали пожертвование/ стали донором;
e) Стали работать волонтерами;
f) другое ________________________________

19. Как вы считаете, пропустила ли я что-то важное в ходе исследования, на что стоит обратить внимание?

__________________________________________________________________________________
___________________________________________________ _______________________________

Спасибо за Ваше участие!
Appendix II – Qualitative interview questions

<table>
<thead>
<tr>
<th>English version:</th>
<th>Russian version:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The subject of research: Public Service Announcement as the way to change model of social behavior and to attract attention to problem of society.</td>
<td>Субъект исследования: Социальной рекламы как способ изменить социальное поведение и привлечь внимание к проблемам общества.</td>
</tr>
<tr>
<td>This study is aimed at trying to understand how Public Service Announcement can change the model of social behavior and to attract attention to the problems of society.</td>
<td>Цель данного исследования: Понять как социальная реклама может поменять модель общественного поведения и привлечь внимание к проблемам общества.</td>
</tr>
<tr>
<td>Please answer the questions below (in accordance with ethical reasons, your name will be hidden throughout the research):</td>
<td>Ответьте, пожалуйста, на вопросы приведенные ниже (согласно этическим соображениям, ваше имя будет скрыто в ходе всего исследования):</td>
</tr>
</tbody>
</table>

1. What is your role/profession in organization?  
2. What do you understand by the definition “Public Service Announcement”?  
3. What do you think about the Public Service Announcement?  
4. Do you consider its necessary?  
5. Does your organization use Public Service Announcement?  
6. Why do you use Public Service Announcement in your work?  
7. Do you think that themes used in Public Service Announcements are in most cases, social problems?  
8. What topics (social problems) in Public Service Announcements in your case?  
9. How do you choose this topic (social problem)?  

1. Какова Ваша профессия в организации?  
2. Что вы понимаете под определением “Социальная рекламы”?  
3. Как Вы относитесь к социальной рекламе?  
4. Считаете ли Вы её необходимой?  
5. Использует ли ваша организация в работе услуги социальной рекламы?  
6. Для чего Вы используете социальную рекламу в вашей работе?  
7. Считаете ли вы, что темами используемыми в социальной рекламе, являются, в большинстве случаев, социальные проблемы?  
8. Какие темы (социальные проблемы) охватываете социальная реклама в вашем случае?  
9. Как вы подходите к выбору данных тем (социальных проблем)?
10. What aims do you pursue for public service announcements in your work?
11. What do you think, has a PSA an influence on people? If so, what kind of influence is it?
12. Whereby has PSA this effect?
13. What role do the emotions and feelings play in PSA?
14. Can you tell us about any advertising campaign, done lately? What problem has been touched there?
15. On what kind of social problem, in your opinion, is it necessary to pay attention and action firstly in the field of PSA and PR?
16. Why do you think that this problem should be paid a special attention?
17. Are PSAs effective in Russia? Why do you think so?
18. Do you think that PSAs achieve all its aims?
19. How is it possible to determine a result of PSA’s work?
20. Do you think, did I miss something really important for my research?

Thank you for your time/participation!!!

10. Какие цели Вы ставите перед социальной рекламой в вашей работе?
11. Как вы считаете, оказывает ли социальная реклама какое-то влияние на людей? Если да, то какое?
12. Посредством чего, как вы считаете, социальная реклама оказывает это влияние?
13. Какую роль играют эмоции и чувства в социальной рекламе?
14. Можете ли Вы рассказать о какой-нибудь рекламной кампании, проводимой в последнее время? Какая проблема в ней была затронута?
15. На какую социальную проблему, по-вашему мнению, в первую очередь необходимо обратить внимание и действия в области социальной рекламы и PR?
16. Почему Вы считаете, что на эту проблему надо обратить особое внимание?
17. Как Вы думаете эффективна ли социальная реклама в России? Почему Вы так считаете?
18. Как вы считаете, выполняет ли социальная реклама все поставленные перед ней цели?
19. Как возможно определить результат работы(влияния) социальной рекламы?
20. Как Вы считаете, пропустила ли я что важное для моего исследования?

Спасибо за Ваше время/ участие!
References


