

# Do Not Move Before My Eyes! The Impacts of Vivid Presentation formats on Consumers' Judgments

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# Outline

1. Introduction

2. Literature Review

3. Hypotheses

4. Method & Results

5. Implications

# 1.Introduction

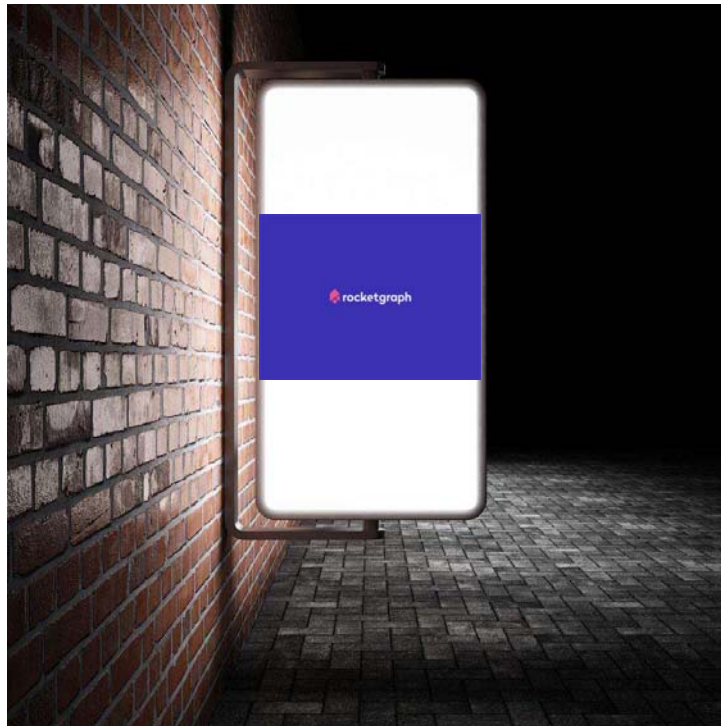
## 1.1 Background

- Distance



# 1.Introduction

- Dynamic Presentation formats



# 1.Introduction

## 1.2 Research Question

 Presentation formats x Different distance ?

# 2.Literature Review

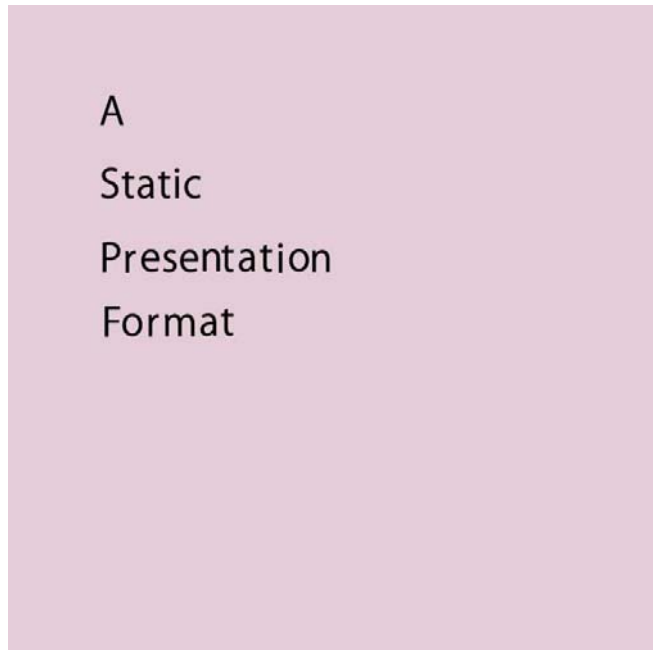
## 2.1 Definition

- Distance ->The physical distance between consumers and media.
- Presentation formats:

Static presentation formats

vs.

Dynamic presentation formats



# 2.Literature Review

## 2.2 Vividness Effects

Information may be described as vivid, that is, as likely to attract and hold our *attention* and excite the *imagination*.

(Nisbett and Ross 1980)

## 2.Literature Review

### ➤ Problem Identification:

- The null and negative impacts of vividness

**Taylor and Thompson (1982):** There was little tangible proofs of what the vividness can actually influence recipients' judgments. Vividness hypothesis seems self-evident.



## 2.Literature Review

### ➤ Vivid Contents vs. Vivid Formats

	Vividness	Nonvividness	Reference
Contents	Concrete	Abstract	Punam and Lauren (1997)
	Detailed	No Details	Collins (1988)
	Colorful language	Bland language	Frey and Eagly (1993)
Formats	Dynamic / Animation	Static	Roggeveen A L et al. (2015)
	Visual	Verbal	Ophir et al. (2017)
	Proximity	Distance	Jia Y. et al. (2017)

# 2.Literature Review

## 2.3 Attentional Resource

- 2 attributes of attentional resource
- A general *limit* on people's capacity to perform mental work. (Baddeley and Hitch, 1974)
- *Divided Attention*.(Kahneman, 1973)

# 3.Hypotheses

- Perception and linguistic comprehension are the different psychological processes. Consumers have to use a common source of attention to do both works (Lavie and Tsal, 1994).
- The resource competition between the perception of dynamic formats and contents comprehension will undermine the message elaboration. (Unnava et al., 1996)

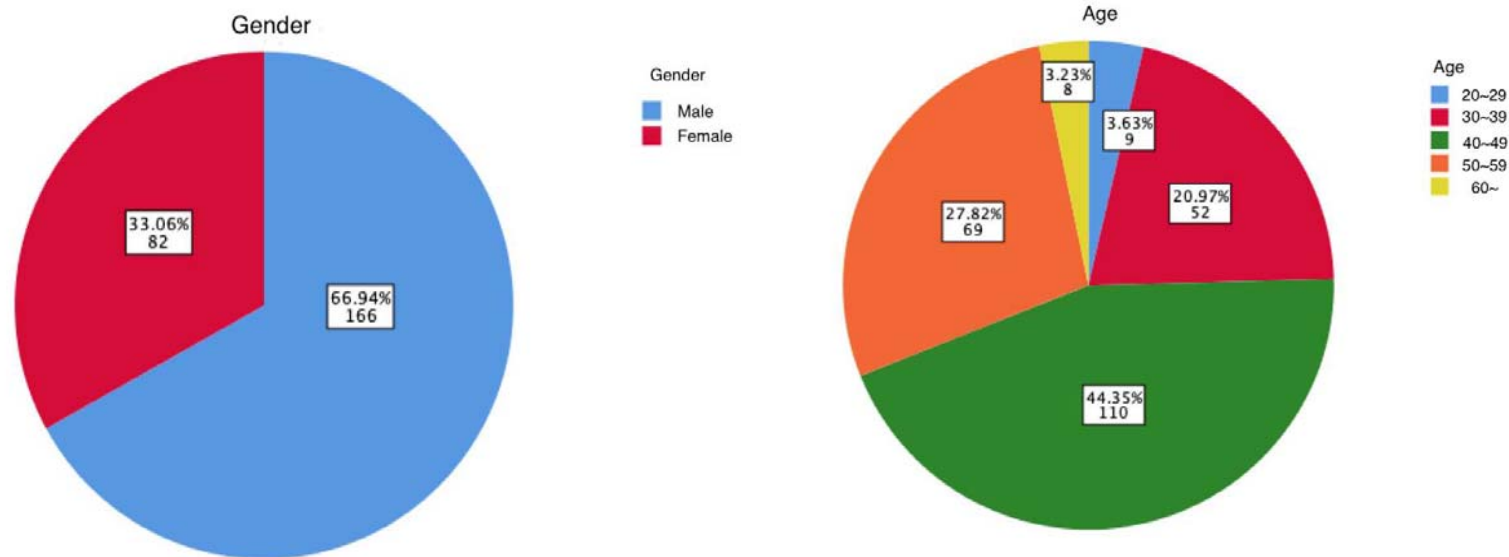
# 3.Hypotheses

- H1. A physical proximal dynamic (vs. static) presentation format will reduce consumers' judgments of the described product.
- H2. A physical distal dynamic (vs. static) presentation format will increase consumers' judgments of the described product.

# 4. Method&Results

## 4.1 Participants and Design

- Yahoo! Japan Crowd Sourcing; 248 participants.



- 2(proximity vs. distance) x 2(dynamic vs. static), between-subjects design.

# 4. Method & Results

## 4.2 Stimuli and Procedure:

- A meeting room which composed with several rows of seats.
- The description of a fictional food called "super jelly".

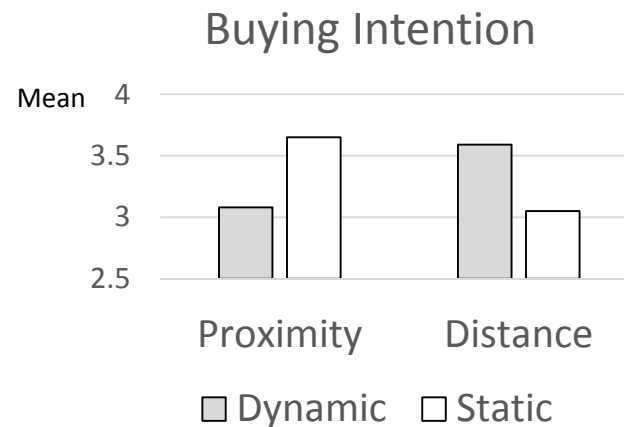
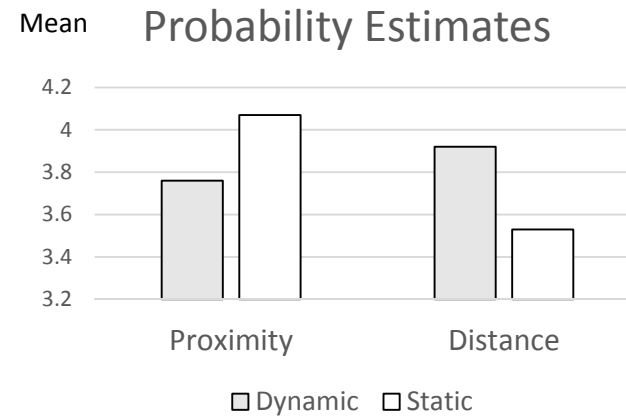
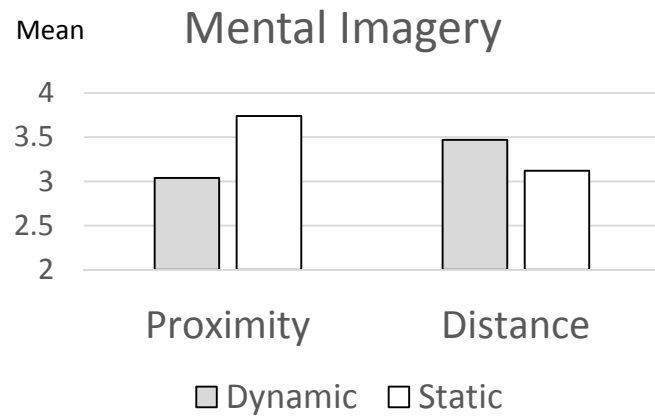
# 4. Method & Results

## 4.2 Stimuli and Procedure:

- a. Assigning participants into one of four conditions.
- b. Questionnaire.

# 4. Method & Results

## 4.3 Results





# 5. Implications

- The present study is another evidence to support vivid (vs. non-vivid) information's positive and negative influence.
- This study confirmed the combination effects of two vivid elements, saying presentation formats and physical distance between consumers and verbal stimuli.

Thank you for listening!