

Abstract

This study's main aim is to find out how would emotion presented in a health message announcement affect the persuasiveness and memory of the audience, especially to the elderly. Our study includes 68 older participants and 91 younger participants.

There are three hypotheses: (a) older participants will like the version with positive affect more whereas younger participants will not have special preferences; (b) older participants will have better memory of what is told in the positive version of announcement whereas the younger participants will generally be better in the memory across versions; (c) older participants will be more persuaded by the positive affect version whereas younger participants will not be affected by the kind of affect used. The result revealed that older participants preferred the versions with higher level of affect used, both positive and negative and they remembered the most from the negative version. They overall were more persuaded by the announcement despite of different affect used than the younger participants.