

# Words Save a Life

## How verbal probability expressions and emotion affect people's donation

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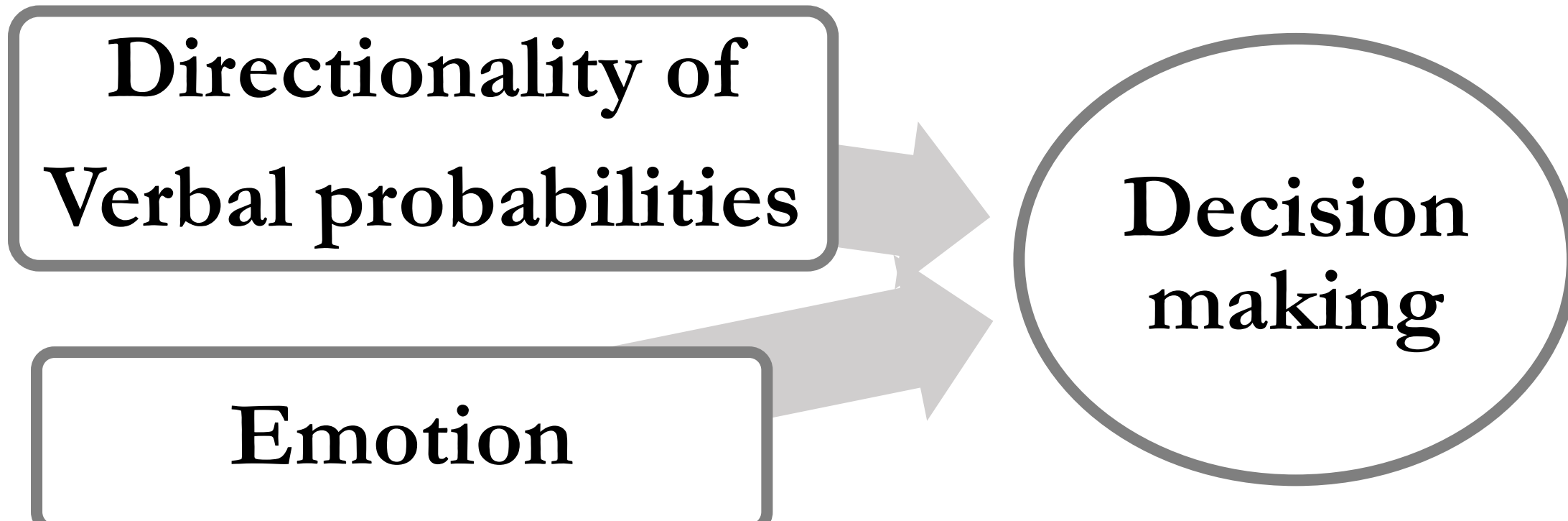


### Introduction

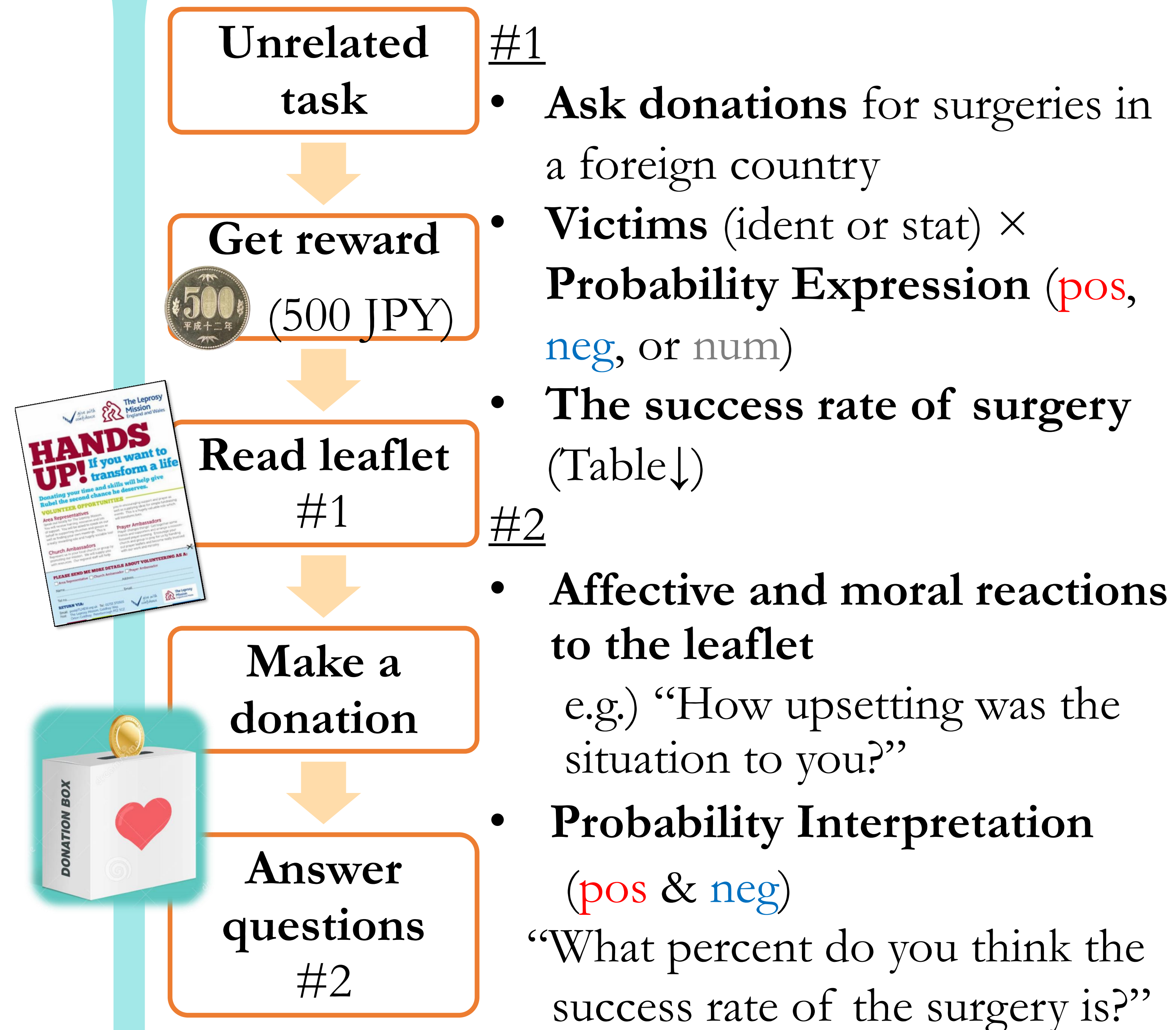
- **Probability Expressions**
  - Verbal “it is certain”
  - Numerical “80%”
- **Directionality of verbal probabilities** (Teigen & Brun 1995, 1999) a communicative function that **changes listeners' focus**.
  - **Positive** “X is likely”
    - X may occur.
    - affirmative actions
  - **Negative** “X is unlikely”
    - X may NOT occur.
    - negative actions
- **Emotion**
  - More donations to **identifiable victims** (ident) than to **statistical victims** (stat) (e.g., Small & Loewenstein, 2003)
  - Greater sympathy may lead to more donations (Small et al., 2007)

H) Directionality will affect decision making.

Q) How is the relationship between directionality and emotion?



### Method

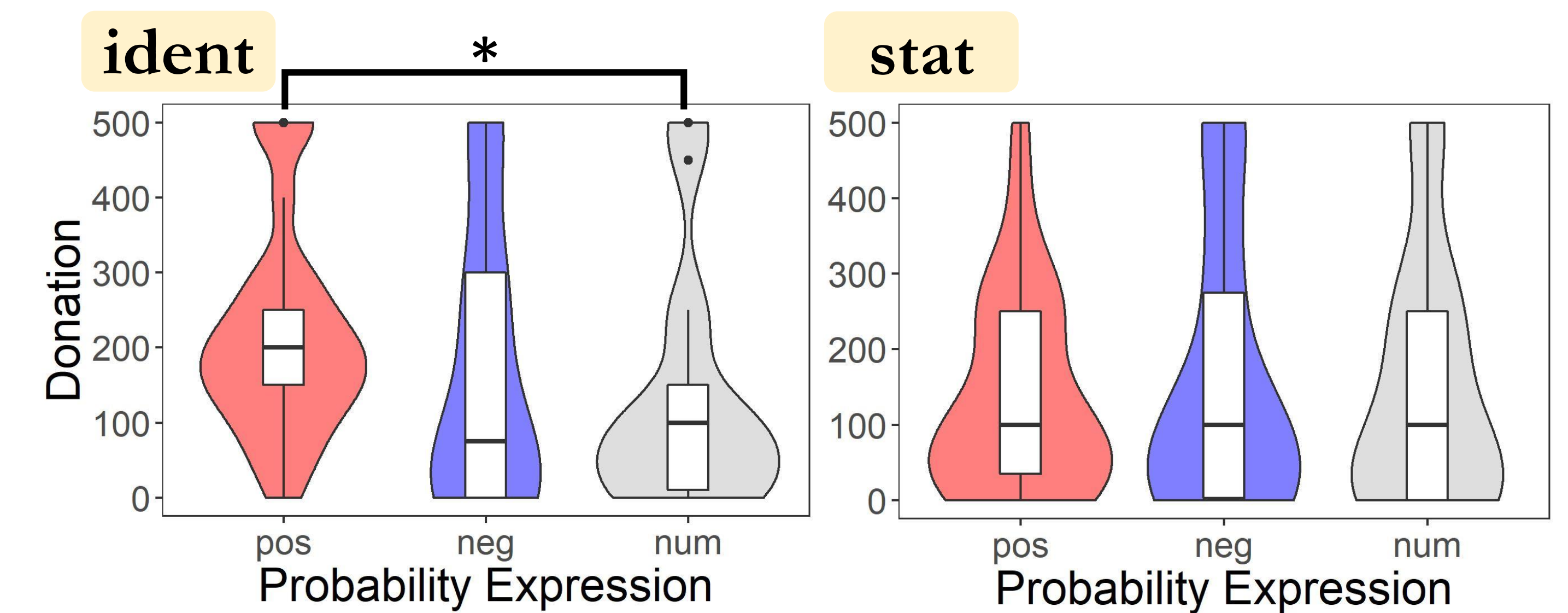


Group	Probability Expression
Positive (pos)	There is a small possibility that
Negative (neg)	It is quite doubtful that
Numerical (num)	About 25%

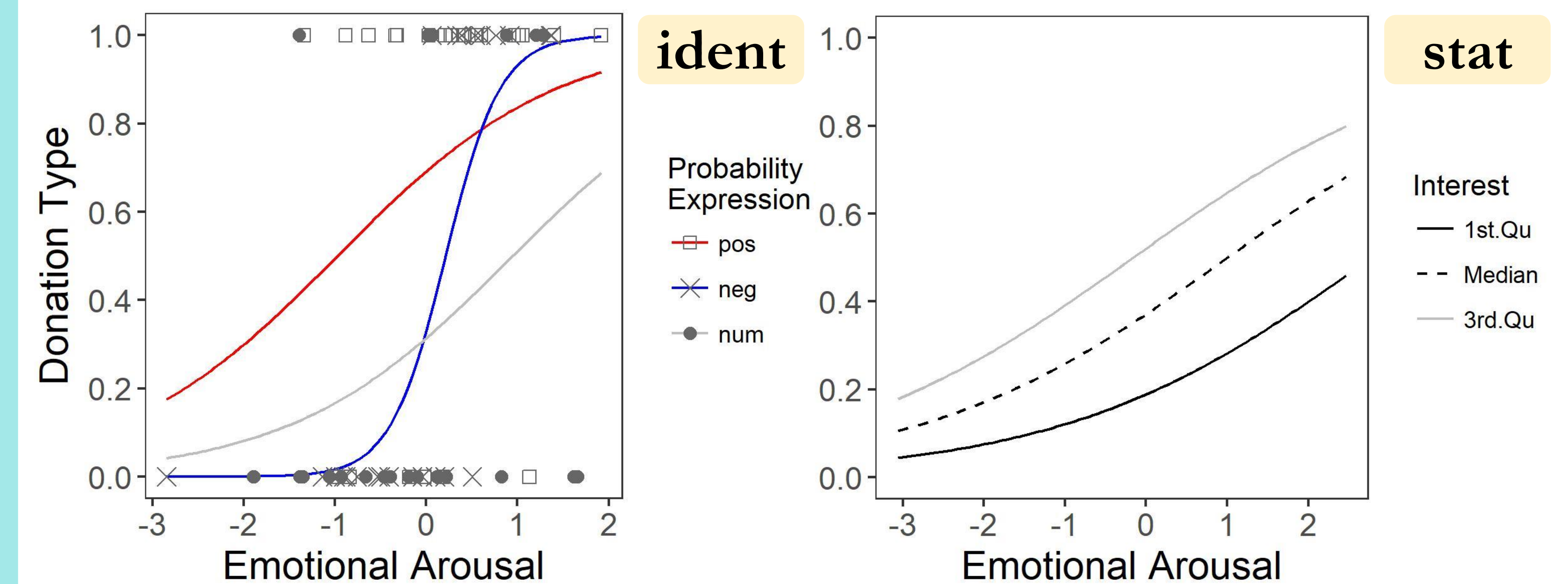
### Analysis

- Kruskal-Wallis analysis
- Multi-level logistic regression analysis
  - “Emotional Arousal”: factor scores of affective and moral reactions
  - “Donation Type”: active (> 100 JPY) or passive (≤ 100 JPY) → 0 or 1

### Result & Discussion



- People in **ident-pos** donated more than those in **ident-num**.
- No significant differences between other pairs.



- Participants generally **donated more as Emotional Arousal increased**.
- **Interactive effect in ident:**
  - near-linear increases in **pos** and **num**.
  - a sharp increase in **neg**.
- No differences between the three groups in stat.

### Conclusion

- Directionality of verbal probabilities affected people's decisions.
- There was an interactive effect on donations between the types of probability expressions and emotion.