

Summary

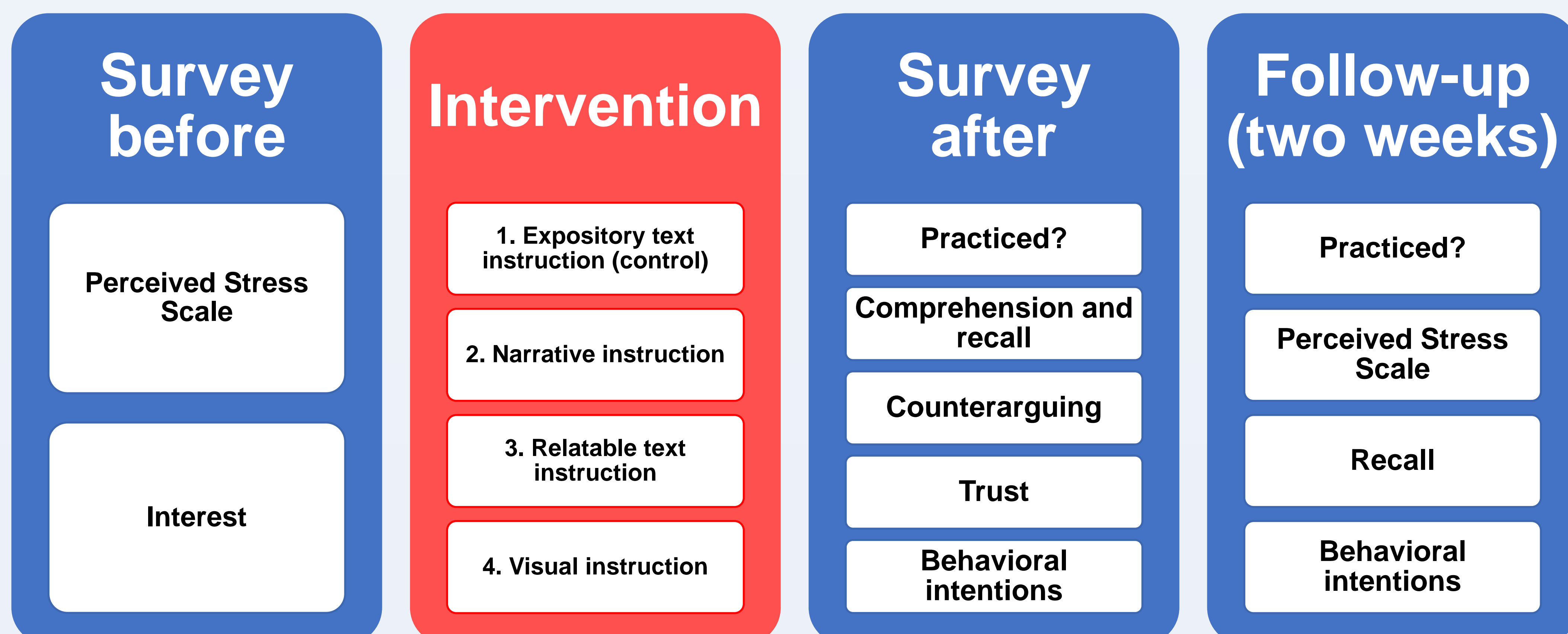
Although there is strong scientific evidence regarding effective practices in management, managers are often unaware of the evidence. If they are aware of the evidence, they do not believe it. Even if they are aware of the evidence and believe in it, they do not implement it into practice (Rynes et al., 2018; Rynes-Weller, 2012).

There is little evidence about the transfer of knowledge regarding evidence-based practices. More specifically, the very way of communication proven evidence-based practices has not been tested, except few rare studies (e.g., HR management practices, Zhang et al., 2018, 2019). Therefore, there is an opportunity to show which communication method provably leads to a change in people's attitudes or behavior and leads to the implementation of evidence-based practices (Rynes et al., 2018).

The aim of our study is to assess the effectiveness of various communication methods of two evidence-based practices (i.e., progressive muscle relaxation, assertion-evidence approach for slide design) in two online survey experiments on Prolific. Participants will be exposed to different communication methods (stories, relatable text, or infographics) based on research from other fields (e.g., Bholat et al., 2019; Mar et al., 2021; Williamson et al., 2020). Afterward, participants will be asked to rate the message (e.g., trust, intention to recommend and adopt). We are currently finalizing the study preregistration. We plan to collect data during February and March 2022.

The main contribution of our research would be how to communicate evidence-based practices that people believe in. The second contribution would be which communication method leads to implementing evidence-based practices.

Procedure



Research questions

- RQ1:** How to communicate evidence-based practices to be remembered?
- RQ2:** How to communicate evidence-based practices to be believed?
- RQ3:** How to communicate evidence-based practices to be implemented in practice?

Hypotheses

- H1:** Participants will show better recall of EBP immediately and after two weeks if communicated as a narrative message, relatable text, or visual instruction compared to an expository text message.
- H2a:** Participants will report less counterarguing against the EBP after reading the message immediately and after two weeks if communicated as a narrative message, relatable message, or visual instruction compared to an expository text message.
- H2b:** Participants will trust more in EBP after reading the message immediately and after two weeks if communicated as a narrative message, relatable message, or visual instruction compared to an expository text message.
- H3:** Participants will be more likely to show intention to recommend and adopt the EBP after reading the message immediately and after two weeks if communicated as a narrative message, relatable text, or visual instruction compared to an expository text message.
- H4a:** Participants will practice the EBP during the experiment and after two weeks more often if EBP is communicated as a narrative message, relatable text, or visual instruction compared to an expository text message.
- H4b:** Participants will show lower perceived stress after two weeks if progressive muscle relaxation is communicated as a narrative message, relatable text, or visual instruction compared to an expository text message.
- H5:** Participants will perceive the message as more relatable to their everyday lives when communicated using relatable text than communicated otherwise.

Sample materials

Indeed, you can flex your biceps muscles, can you? What about clenching your fists? Are you able to tense other muscles like your thighs, abdomen, or chest? If you do, then you actually know how to perform an effective stress-reduction technique. This technique is called Progressive muscle relaxation.

In the progressive muscle relaxation, you aim at:
 1) **tightening** and **relaxing** muscle groups
 2) **focusing** on how your muscles feel while **relaxing**



„Everything has changed since I visited my general practitioner. He recommended a technique called Progressive muscle relaxation. I decided to try it once before midnight at work. I was surprised how I immediately felt better.“

References

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