Preserving the Water of Lebanon:

A Mass Media Flow of Awareness and Action

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Abstract

This project was made possible through the collaboration of LWP funded by USAID. The purpose is twofold: a proposition of a successful advertisement that can be used in a media campaign to highlight the importance of water conservation awareness, as well as suggesting the best medium to carry out such a campaign. The deliverables of the report are the following: creation of two advertisements, and three messages, along with empirical evidence to further understand which advertisement, message and medium are the most effective in addressing the issue investigated. In Lebanon, according to the FAO ASQUASTAT[1] database the total water withdrawn annually is below the water scarcity threshold. This grave problem lends its way for finding solutions. One way to tackle this issue is not only by making the public aware, but also to attempt at influencing their attitudes and behavior. Media can be used in order to spread awareness about certain social issues impacting the country and its citizens. For that reason, a media campaign is created and tested in this research initiative in order to effectively reach the public.

Keywords: Water Conservation, Awareness Campaign, Social Learning Theory, Social Cognitive Theory, Advertisement, Lebanon.

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[1]AQUASTAT Main Database, 2016 Food and Agriculture Organization of the United Nations (FAO). Refer to: http://www.fao.org/nr/water/aquastat/data/query/results.html

Chapter 1: Introduction

Water sustains life, which is a common value among people of the world regardless of their race, ethnicity, and religion. It is the substance that ensures our continuity as humans and should, therefore, be respected. According to the United Nations-Water[2] water scarcity and the respect for water is a recurrent topic in today's world because it affects half the global population (Burek et al., 2016).[3]

In Lebanon, according to the Food and Agriculture Organization (FAO) ASQUASTAT database[4], the total annual amount of water withdrawn per capita is 302.5m.[3] This level is well below the water scarcity threshold of 1000 m^3/ca. per year. In addition, there is a concern that climate change might be threatening the water cycle.

A recent study by Fransabank shows that Lebanon will face a deficit of around 610 million cubic meters by the year 2035 respecting the increased demand and supply. While nowadays, Lebanon enjoys 2.7 billion cubic meters of water but only extracts 1.6 billion cubic meters. (Azar, 2018) [5]

"Lebanon, which has many rivers and water sources, is water-rich compared to Jordan, Israel or much of Syria. But the amount of renewable water available in the country has dropped," now the threshold of water is at a poverty level (Walnycki & Husseiki, 2017, p. 1)[6].

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[2] "UN-Water is the United Nations inter-agency coordination mechanism for all freshwater related matters, including sanitation. Building on a long history of coordination in the UN system, UN-Water was formalized in 2003 by the UN System Chief Executives Board for Coordination. It provides the platform to address the cross-cutting nature of water and maximize system-wide coordinated action and coherence." Refer to: https://www.unwater.org/about-unwater/governance/

[3] Burek, P., Satoh, Y., Fischer, G., Kahil, M., Scherzer, A., Tramberend, S., Nava, L. F., Wada, Y., Eisner, S., & Flörke, M. (2016). Water futures and solution-fast track initiative.

[4] Refer to: http://www.fao.org/nr/water/aquastat/data/query/results.html

[5] Azar, G. (2018). Lebanon water shortage on the horizon. *Annahar*

[6] Walnycki, A. and Husseiki, M. (2017 December 18). Five fundamentals to keep Lebanon's water flowing. International Institute for Environment and Development, Retrieved from https://www.iied.org/five-fundamentals-keep-lebanon-water-flowing.

"The country's water system has been left vulnerable as the country finds itself entrenched in one of the most pressing humanitarian crises of our time," (Walnycki & Husseiki, 2017, p. 1) [7] especially with the increase number of refugees who have found shelter in Lebanon since 2011. However, even before the entrance of refugees, other factors such as "dilapidated infrastructure, patchy data on water access, unregulated property development and information urbanization – have undermined urban planning processes and efforts to ensure reliable water provision" (Walnycki & Husseiki, 2017, p. 1)[8]. This whole water situation has also led people in all over Lebanon to purchase water from private sectors. This is a glimpse of what Lebanon faces in terms of water scarcity.

Involving citizens in the preservation of water, therefore, becomes imperative. More importantly, providing citizens with guiding steps as to how they can contribute to that preservation makes them active agents of positive change and contributors to the preservation of the environment.

The Lebanese Water Project aimed to increase reliable, sustainable water for the Lebanese citizens, while improving and maintaining water management practices. Their main objective involves the long-term protection of Lebanon's water resources via sustainability initiatives which include environmental, financial and social practices that engage the private sector and municipalities in such a way as to alter their behavior. The LWP team has focused in the past on

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[7] Walnycki, A. and Husseiki, M. (2017 December 18). Five fundamentals to keep Lebanon's water flowing. International Institute for Environment and Development, Retrieved from https://www.iied.org/five-fundamentals-keep-lebanon-water-flowing.

[8] Walnycki, A. and Husseiki, M. (2017 December 18). Five fundamentals to keep Lebanon's water flowing. International Institute for Environment and Development, Retrieved from https://www.iied.org/five-fundamentals-keep-lebanon-water-flowing.

engineering initiatives to conserve water in the Lebanese communities. However, they found the importance of raising awareness through communication campaigns as a significant part of their on-ground solutions, therefore, this research is geared towards fulfilling that aim.

In doing so, this research, seeks to identify ways to improve citizen knowledge about the current water situation in Lebanon. The results will offer citizens guidelines to adopt water management or water conservation systems, encouraging them to become responsible at home, in the workplace, and around their community to protect water resources. This civically engaged citizen will be responsible for sustaining water, as well as bringing forth this idea to their own communities.

The media is a powerful tool to use in the spreading of awareness to encourage people to become model water citizens. Persuasive communication messages can be spread through advertisements, public service announcements, television commercials, and digital media to encourage the changing of attitudes and behaviors.

Citizens need to feel that they have the ability to make a difference, privately as individuals and collectively as a community. In practice, media campaigns help to spread these messages, which people become receptive to and learn from. In theory, an increase in self-efficacy, changing in a person's behavior and collective efficacy, changing in a community's behavior, prompts a person to act. According to the social cognitive theory, people's attitudes and behaviors change due to some type of identification and/or para-social interaction with certain media characters and/or messages. In addition, indirect messaging increases the levels of persuasiveness in such

topics (Bandura, 2009[9]; Miller & Cohen, 2001[10]; Moyer-Gusé, 2008[11]). Aside from that, when people learn about the severity of an issue and the solutions that may help face it, they are more likely to engage in the new behavior, especially if this behavior is a positive one that reaps gratifications (Brock, & Kaufman, 2004[12]; Singhal & Papa, 2006[13]).

This research identifies the type of message that would encourage people to change their behavior and conserve water. It will also identify the best medium to advertise water conservation messages. It's important for the long-term protection of Lebanon's water resources to increase reliable, sustainable water for the Lebanese citizens and that is why this particular research initiative grounded on the social learning and social cognitive theories will suggest the most persuasive advertisement (created and tested by the researcher) that can potentially help spread awareness and build self and collective efficacy in people to model water conservation behaviors.

[9] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.
[10] Miller, E. K., & Cohen, J. D. (2001). An integrative theory of prefrontal cortex function. Annual review of neuroscience, 24(1), 167 202.
[11] Moyer-Gusé, E. (2008). Toward a theory of entertainment persuasion: Explaining the persuasive effects of entertainment-education messages. Communication theory, 18(3), 407 425.
[12] Green, M. C., Brock, T. C., & Kaufman, G. F. (2004). Understanding media enjoyment: The role of transportation into narrative worlds. Communication theory, 14(4), 311 327.
[13] Papa, M. J., Singhal, A., & Papa, W. H. (2006). Organizing for social change: A dialectic journey of theory and praxis. Sage.

Chapter 2: Literature Review

This section of the paper reviews the scholarly articles, books and press releases related to media use in Lebanon, previously employed media campaigns for environmental sustainability, and the effectiveness of these campaigns in successfully altering human behavior.

2.1 History of Media Used in Lebanon For Campaigns.

A study done by global market research firm, Ipsos, on Lebanon in 2016 showed that TV accessibility reached 92% of the Lebanese population. The time spent watching television grew by 2.5% compared to 2015 with a peak viewing time at 9:30 PM. There were 1.8 average number of TV sets per household in 647 surveyed households. Local TV revenues increased by nearly 6% between 2015 and 2016. Lebanon had the highest daily viewing rate among the Arab countries totaling an average of 4 hours 9 minutes a day (Ipsos, 2016).[14]

Ipsos stated that Lebanon had over 2.5 million smartphone users implying that usage of social media platforms is a highly quick and effective means of delivering campaign messages (Ipsos, 2016), [15] considering the fact that Lebanon's population is approximately four million (CIA, 2020).

Social Media has become an element of the promotion mix because it empowers companies to communicate with their audience and to communicate with each other about brands. This holds its advantages and disadvantages. It is beneficial when it is transmitting news to the customers and working on attracting new ones, giving feedback to the brand which automatically encourages a community to try it. Sometimes, social media holds a negative side where consumers can write negative reviews about a brand, which can go out of control of the company and harms its

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[14] Ipsos, M. (2016). Healthy Ireland survey 2015: Summary of findings. Department of Health (DoH).
[15] Ipsos, M. (2016). Healthy Ireland survey 2015: Summary of findings. Department of Health (DoH).

reputation. Nevertheless, social media is perceived to be the strongest way of advertising nowadays on both Facebook and Instagram (Mangold & Faulds, 2009).[16]

In 2007, Facebook added a new feature known as Facebook ads allowing international and local business to connect with users. In Lebanon the usage of this system is 5,546,494 internet users as of December 2019[17] out of which 3.4 million are Facebook users[18] and 1.3 million active Instagram uses as of August 2017,[19] meaning a great possibility of the ad reaching to millions of users whether through sharing or boosting.

2.2 Previously Employed Media Campaigns for Environmental Sustainability

In this section, media campaigns on environmental sustainability and the effects that these campaigns produced will be discussed. An example whereby combined campaigns have been successfully employed for altering human behavior when it comes to environmental protection will be presented.

2.2.1 Water Shortage Media Campaign in 2014

Lebanon is a water-rich country compared to the countries in the Middle East and North Africa (MENA) region because of the long duration of the winter season. During 2014, Lebanon faced an unusual situation where the seasonal average of rainfall was half of what was expected. This led to a water crisis because of climate change and mismanagement of the water sector (Cousins, 2014).[20]

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[16] Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business horizons, 52(4), 357▢365.
[17] Refer to https://www.internetworldstats.com/middle.htm#lb
[18] Kowalczyk, K. (2017). Facebook and Instagram user demographics in Lebanon.
[19] Kowalczyk, K. (2017). Facebook and Instagram user demographics in Lebanon.
[20] Cousins, S. (2014). Climate and instability threatens water and food supplies in the Middle East.
Refer to : https://www.natureasia.com/en/nmiddleeast/article/10.1038/nmiddleeast.2014.99

During the summer period a media campaign titled "Save Water, Save Life" was launched on local TV channels, billboards and social media. It taught people how to conserve water through the use of animation, graphics, news reports, and posters (photographs) which highlighted the many ways people can help conserve water. The Ministry of Energy and Water encouraged Lebanese citizens to close the taps of water and to conserve water in-home use because only 10% of the water networks can be metered and the government can't control water usage (Cousins, 2014).[21]

"We are not telling people to save water so they pay less or more, the idea of the campaign is for children to tell their parents to save water not only for now, but for the future generation," said Randa Nemer in 2014, an advisor to Energy and Water Minister Arthur Nazarian. She added that she didn't have exact figures on how much water Lebanon uses annually.

, Citizens were directly affected by the water shortage and many had to buy water to compensate for the shortage especially during the summer months. Farmers in located in one of Lebanon's most important farming grounds, the Bekaa valley, were the most affected, because they were and still are the largest water consumers. The water shortage also affected Syrian refugees in the camps across Lebanon, around one million people. 27% of the refugees, were drinking unfiltered water, putting them at a high risk of contracting water-borne diseases (Cousins, 2014).[22]

Far from the awareness campaign, the Ministry of Energy and Water suggested producing between 40,000 and 50,000 cubic meters of water per day by digging new wells. However, Claude

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[21] Cousins, S. (2014). Climate and instability threatens water and food supplies in the Middle East.
Refer to : https://www.natureasia.com/en/nmiddleeast/article/10.1038/nmiddleeast.2014.99
[22] Cousins, S. (2014). Climate and instability threatens water and food supplies in the Middle East.
Refer to : https://www.natureasia.com/en/nmiddleeast/article/10.1038/nmiddleeast.2014.99

Tabbal an expert in Lebanese water resources replied that digging new wells was not the solution for the crisis and the long-term water administration (Cousins, 2014).[23]

Although there are no figures available, the campaign reached people and spread awareness, but it was too late to conserve water, since it was out of the hands of the citizens. It was the government's problem because they were not prepared for such an unusual water crisis.

2.2.2 "River of Trash" in 2016

The Lebanese government was using the landfill in Al Nehme as a temporary landfill until they actually come up with a permanent solution for a landfill location. Once the contract with the Al Nehme landfill ended, Al Nehme landfill closed and at that point Beirut's garbage crisis expanded (Hume & Tawfeeq, 2016)[24]. The crisis began in July 2015 when no other landfills were accepting garbage. The results of this crisis led to the main road in Jdeideh, which is a heavily populated area in Matn Lebanon spanning hundreds of meters, to be turned into a huge dumpster (Hume & Tawfeeq, 2016)[25].

In May 2016 CNN broadcast a report about the garbage situation Lebanon was facing at that time. This report exposed Lebanon's dysfunctional politics. Lebanese politicians, then, rushed to solve the garbage crisis in an attempt to save face and save the tourism season in Lebanon.,

The citizens were protesting at that time because of the garbage crisis and the government didn't make any step to provide a solution for this crisis, although the Lebanese media had picked up this news before CNN reported on it, it wasn't till CNN's report that the news about the garbage

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[23] Cousins, S. (2014). Climate and instability threatens water and food supplies in the Middle East.
Refer to : https://www.natureasia.com/en/nmiddleeast/article/10.1038/nmiddleeast.2014.99
[24] Tim Hume & Mohammed Tawfeeq (2016). Lebanon: 'River of Trash' chokes Beirut suburb as city's garbage crisis continues
[25] Tim Hume & Mohammed Tawfeeq (2016). Lebanon: 'River of Trash' chokes Beirut suburb as city's garbage crisis continues

crisis in Lebanon became viral. Hence, with the help of this report it became an even greater problem, every local TV talked about it in their news and spread the word around Lebanon. This CNN report eventually got broadcasted on televisions all over Lebanese news channels, before making its way to social media platforms where people shared the video which went viral and received around 500,000 views on Facebook.   At the same time, the Lebanon's Council for Development and Reconstruction (CDR) did not offer the citizens prompt solutions to the crisis nor had any plans devised to start taking care of the situation, perhaps leaving the citizens in greater despair (Hume & Tawfeeq, 2016)[26]. The viral coverage and lack of solutions gave birth to the name "You Stink" protest movement and its protesters, frustrated with the garbage crisis gathered to revolt against this crisis and the government (Hume & Tawfeeq, 2016)[27]. It was also a health alert for all citizens because if this crisis prolonged through winter, the toxins of the garbage would mix with the rains, which would create an even worse problem (e.g., health problems, pesticides, horrible smells) for everyone in the region and surrounding areas.

Yet despite the efforts of the movement and its sporadic months protests, no actual solution was given to the garbage crisis, which remains unresolved till the writing of this thesis, in May 2020.   Nonetheless, it is interesting to note that during the You Stink movement social media served as a major catalyst to get people to gather, set up dates for protests and post images and videos from the citizens involved.

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[26] Tim Hume & Mohammed Tawfeeq (2016). Lebanon: 'River of Trash' chokes Beirut suburb as city's garbage crisis continues
[27] Tim Hume & Mohammed Tawfeeq (2016). Lebanon: 'River of Trash' chokes Beirut suburb as city's garbage crisis continues

2.2.3 Landfilling Anti-Campaign

Amid the garbage crisis, and to get rid of the waste, people started burning their garbage in all areas across Lebanon. This action moved the Human Rights Watch (HRW) to raise a campaign to stop people from burning their waste by showing the serious health risks that such actions posed on the residents. The campaign also wanted to move the parliament and the cabinet to adopt a national waste management law and strategy for the entire country.

Before launching the campaign, Human Rights Watch issued a report in December 2017 titled 'As If You're Inhaling Your Death': The Health Risks of Burning Waste in Lebanon." This report highlighted the main health problems which affected the residents of the cities, close to which garbage burning took place. People reported coughing, throat irritation, skin conditions, and asthma. The billboard and online campaign were launched in January 2018 (Beyond Magazine, 2017)[28].

"Through this campaign, we want to raise awareness about the ongoing danger open burning poses to families across Lebanon, and of the need for urgent action to stop open burning and adopt a sustainable long-term strategy," said Lama Fakih (2017), deputy Middle East director at Human Rights Watch. "Open burning is one symptom of the larger waste management crisis in Lebanon and is a serious threat to public health."

The outcomes of this campaign were positive; the health minister asked for an inspection of the open dumps and the cabinet approved a waste management plan presented by Ministry of the Environment. It is important to note, that until the date of the writing of this thesis in May 2020, Lebanon does not have a solid waste management law. In the 1990s the central government

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[28] Beyond Magazine (2017); As if you're Inhaling your death': The health risks of burning waste in Lebanon

had put a plan to collect and dispose of garbage only for Beirut and Mount Lebanon but left the other regions with no financial or technical support to get rid of their waste (Beyond Magazine, 2017)[29].

2.2.4 Save Our Face Campaign

To convey a cleaner image of Lebanon, the Ministry of Environment with the civil society launched an initiative to clean up the coast from Arida village in the North reaching Naqoura in the South covering 150 locations in Lebanon and 25 meters depths in the sea. This campaign featured social media posts shared by people who covered their faces with the palm of their hands. The face covering emphasized the need to clean up to "save face." Covering your face with your hand often means that you have done something shameful or wrong and you wish to hide your face; and that is pretty much the aim of the campaign to show the Lebanese that we are the ones who have corrupted our country and we are the ones who need to clean it.

The campaign was launched on May 27, 2019 through a video on all social media platforms showing individuals from all ages covering their face while an old traditional Lebanese song played in the background. After this video, social media was full of photos of people covering their face and using the hashtag "#saveourface."

On June 9, 2019, the big beach cleanup took place. Families, NGOs, and businesses volunteered and were up to the challenge; they all rolled their sleeves up to make a significant change. As many as 7,000 volunteers were reportedly involved in the massive cleanup all along the Lebanese coast, spanning over 120 locations. Minister Jreissati, the Minister of Environment

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[29] Beyond Magazine (2017); As if you're Inhaling your death': The health risks of burning waste in Lebanon

at the time, enthusiastically claimed that the event was like a wedding for the Lebanese people, as the community came together to make a positive change.

Mrs. Kehdy, the founder of Recycle Lebanon and the BalaPlastic movement claimed that the campaign positively influenced people's attitudes towards sorting and recycling of difficult to recycle waste (Zaatari, 2019)[30].

All the above campaigns do not have statistical results or reports that indicate whether the campaign reached its specified goal or even what the estimated percentage of reach was, or even research relating to the effectiveness of the advertisement/message strategies. The data on these campaigns is scarce only limited to the amount of people that actually engaged which is an indicator (direct and/or indirect) of the impact of that particular campaign. For example, with Save our Face campaign, where they used simple advertising strategies such as direct messaging (call for action to go to locations and clean the Lebanese coast) and a faint humor appeal (as a feeling of embarrassment) where able to reach over 7,000 volunteers. In creation of the ads of this research project, humor and direct messaging were implemented.   On the other hand, the anti-landfilling campaign used billboards as the medium with a fear appeal message (portraying the lungs as garbage bags on fire). This particular campaign is an example of a campaign without any data knowing people's reactions to the given messages, thus the effectiveness and/or potential remain unknown. Hence in creating a new campaign, the researcher cannot depend on such strategies alone due to the lack of information and will have to couple different strategies together and test their effectiveness with a Lebanese public.

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[30] Mohamad Zaatari (2019); Daily Star: 'Save Our Face' Campaign cleans beaches up and down coast

Chapter 3: Theoretical Framework

This section explains two theories: social learning and cognitive theories, along with the concept of persuasion. Both theories are essential to the framework of this research to help identify the behavior and persuasion techniques of media campaigns.

3.1 Social Learning Theory

By observing the behavior and attitudes of others, people instinctively acquire information. As Bandura (2009) explains, "Most human behavior is learned observationally through modeling: from observing others, one forms an idea of how new behaviors are performed, and on later occasions, this coded information serves as a guide for action" (p. 110).[31]   Therefore, social learning theory is best described as a constant interaction between cognitive, behavioral, and environmental influences.

The important elements of an effective model for acquiring information for social learning are attention, retention, reproduction, and motivation. The amount of *attention* paid may vary widely depending on certain fluctuating factors ranging from distinctiveness and complexity to functional value. *Retention* serves memory; it all depends on what the observer pays attention to. To name a few, symbolic coding, mental images, cognitive organization, symbolic rehearsal, and motor rehearsal. *Reproduction* is the formation of an image through physical capabilities and self-observation. The final element, *motivation,* serves as a positive objective to imitate. In some cases, past traditions may serve positively to trigger imitation, believing that an action performed by the individual would be beneficial on a personal and collective level. To reinforce the model beyond the short-term, it is essential for the imitation to be stored in the long-term memory.

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[31] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬜140). Routledge.

It was a widely accepted theory that one's environment causes one's behavior. While studying adolescent aggression, Bandura (2009)[32] realized how simplistic this theory was and thus suggested that behavior causes the environment as well, dubbing it "reciprocal determinism."

Upon realizing this, Bandura's theory evolved, recognizing personality as an interaction between three components: the environment, behavior, and one's ability to translate and define images and sounds. Dubbed as a link between behaviorist and cognitive learning theories, social learning theory embodies attention, memory, and motivation.

3.2 Social Cognitive Theory

The fundamental concept of this theory of apprenticeship is "learning by observing others" (Bandura, 2009).[33] Some of the central aspects of one's personality can be based on these learned behaviors. The environment in which one is raised contributes significantly in generating behavior (as agreed among the social psychologists). Not to forget that a person's individuality and subjective cognitions also play a vital role that is just as significant (Bandoura, 2009).[34]

Environment, cognition, and behavior are three main factors in a relationship reciprocally influencing one's development. The roots of the concept of "learning by observing others" can be found in this triadic relationship. The behaviors observed by an individual can contribute to the change in the way this person processes his thoughts, which is also called his "cognition." In the same way, the environment in which one grows up can influence subsequent behavior.

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[32] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110▯140). Routledge.
[33] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110▯140). Routledge.
[34] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110▯140). Routledge.

Bandura (2009) [35] explains the main aspects of this theory by schematizing the interaction and reciprocal influence each and every concept has. He underlines that observed behavior is generated by the interference of the following triad:

1. Personal: Regardless of whether the subject has an inferior or superior self-efficacy regarding the behavior, the objective is to encourage the learner to believe in his own abilities to adopt a correct behavior.

2. Behavioral: This is the reaction received in response after performing a behavior. Attempts to execute correct behavior should be provided for the learner and encouraged once successfully executed.

3. Environmental: These are the factors that determine the individual's ability to succeed in accomplishing the behavior. Therefore, improving self-efficacy can be achieved by supplying adequate conditions in the environment such as support.

Learning can happen without behavioral change. "While a visible change in behavior is the most common proof of learning, it is not absolutely necessary" (Ormrod, 2009).[36] Social learning theorists think that people's learning may not necessarily be manifested in their behavior since they learn just by observing. One can notice the interdependence of these factors as one can link their influence on "individual or group psychological behaviors" (Ormrod, 2009). "It is critically important to recognize that the relative influences exerted by one, two, or three interacting factors on motivated behavior will vary depending on different activities, different individuals and different circumstances" (Luthans, Luthans, & Luthans, 1998, p. 1)[37].

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[35] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.

[36] Ormrod, J. E. (2009). Social cognitive theory. Omrod JE, 117⬚148.

[37] Luthans, F., Stajkovic, A., Luthans, B. C., & Luthans, K. (1998). Applying behavioral management in Eastern Europe. European Management Journal, 16(4), 466⬚475.

3.2.1 Self-Efficacy

According to social cognitive theory, an individual is more likely to learn if he/she can identify with the model, the main character. Along with this identification, the chances of learning increase if the observer has a high level of self-efficacy (Ormond, 2009).[38]

Self–efficacy is the amount of confidence in oneself regarding mastering a specific ability. Beliefs of self–efficacy function as important agents that determine human motivation, affect, and action. "Self-efficacy is the belief in one's capabilities to organize and execute the courses of action required to manage prospective situations" (Bandura, 2010).[39]

Luthans, Luthans, & Luthans, (1998)[40] found that an individual's self-efficacy acts as the main part of the way challenges, goals, and tasks are handled. Individuals characterized with high self-efficacy tend to have confidence in mastering challenging complications and they believe that they are capable of recovering rapidly from obstacles and frustrations. Individuals characterized with low self-efficacy tend to be less self-reliant and don't trust in their ability in performing well, which leads to the avoidance of perplexing responsibilities. For that reason, self-efficacy plays a dominant role in behavior performance. Viewers having a high level of self-efficacy are more expected to embrace learning behaviors by observing (Luthans, Luthans, & Luthans, 1998).[41]

According to Schunk (1991)[42] self-efficacy scale can be advanced or amplified by the following: the Mastery Experience, which is a procedure that aids an individual in accomplishing simple tasks (e.g., turning off the water faucet) that lead to more complex purposes (e.g., saving

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[38] Ormrod, J. E. (2009). Social cognitive theory. Omrod JE, 117￾148.
[39] Bandura, A. (2010). Self‐efficacy. The Corsini encyclopedia of psychology, 1‐3.
[40] Luthans, F., Stajkovic, A., Luthans, B. C., & Luthans, K. (1998). Applying behavioral management in Eastern Europe. European Management Journal, 16(4), 466￾475.
[41] Luthans, F., Stajkovic, A., Luthans, B. C., & Luthans, K. (1998). Applying behavioral management in Eastern Europe. European Management Journal, 16(4), 466￾475.
[42] Schunk, D. H. (1991). Self-efficacy and academic motivation. Educational psychologist, 26(3￾4), 207￾231.

water in the household); Social Modeling, offers a recognizable prototype (e.g., water conservation advertisement) that displays the manners that achieve an action; Improving Physical and Emotional States, refers to making sure a person is relaxed preceding to trying a new behavior; in other words the more tranquil, and more tolerant, the more probable they will reach the desired behavior; and lastly Verbal Persuasion, which is ensuring praise for the individual to execute a task or accomplish a certain behavior.   For instance, in creating the advertisements (that are tested in this study) the researcher incorporated an ordinary citizen in which people can identify with and therefore model his/her simple behaviors, he is portrayed in actual or real-setting environment, and is shown to have friends who can help him reach his goals of saving water. The identification permits the observer to feel a resemblance with the model that can accordingly lead to a greater chance for the viewer to continue the modeled action, especially if the viewer perceives an emotional attachment with the model, therefore the observer tends to "reenact" more often the behavior (Schunk, 1991).[43]

Identification with a model/character (e.g., narrative ad) might lower resistances to the message, by decreasing the need to counterargue which at that point allow the audience to be more accepting to the message (Moyer-Guse & Nabi, 2009)[44]. Identification works in such a way that the audience member vicariously adapts to the character/model's perspectives and as indicated in the social cognitive theory, ends up upholding the certain attitudes and behaviors.

In a study related to sexual health messages, the researchers concluded that those who were likely to identify with the main characters of the narrative were more likely to choose safe

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[43] Schunk, D. H. (1991). Self-efficacy and academic motivation. Educational psychologist, 26(3⎕4), 207⎕231.
[44] Moyer-Guse, E., and Nabi, R. L. (2009). Explaining the effects of narrative in an entertainment television program: overcoming resistance to persuasion. *Human Communication Research, 36*(1), 26-52.

sex solutions, thus adopting the perspectives of the perceived characters/models. Also, identification with the characters reduced counterarguing the information presented in the message (Moyer-Guse & Nabi, 2009) [45]. For these reasons it is important to include a character in the ad in which people can identify with (e.g., similar facial characteristics to Lebanese people and linguistics).

To further illustrate, when students realize that they are capable of mastering a particular given task, their efficiency, dynamic, attention, and motivation increase immediately. The teacher must allow the student to recognize his/her potential and effectiveness by sending reactions to make them appreciate their level of competence. Without forgetting that teachers must provide students with adequate information and the needed tools to complete the tasks. Self-efficacy is also used for expecting behavior in several health-related situations such as losing weight and quitting smoking.

3.2.2 Collective Efficacy

Collective efficacy is complementary and shapes the notion of self-efficacy. Life-challenges are often centered on common problems that involve people working together to express their needs within the form of a collective voice to improve their lifestyles (Bandura, 2000[46]; Goddard et al., 2004[47]; Zaccaro et al., 1995[48]). "The strength of families, communities, organizations, social institutions, or nations lies partly in people's sense of collective efficacy

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[45] Moyer-Guse, E., and Nabi, R. L. (2009). Explaining the effects of narrative in an entertainment television program: overcoming resistance to persuasion. *Human Communication Research, 36*(1), 26-52.
[46] Bandura, A. (2000). Exercise of human agency through collective efficacy. Current directions in psychological science, 9(3), 75   78.
[47] Goddard, R. D., Hoy, W. K., & Hoy, A. W. (2004). Collective efficacy beliefs: Theoretical developments, empirical evidence, and future directions. Educational researcher, 33(3), 3   13.
[48] Zaccaro, S. J., Blair, V., Peterson, C., & Zazanis, M. (1995). Collective efficacy. In Self-efficacy, adaptation, and adjustment (p. 305   328). Springer.

that they can solve the problems they face and improve their lives through unified

effort"(Bandura, 2000).

Bandura (2000) describes enhancement of human agency: a procedure that makes people

believe that through their collective action, they can make big differences. "We investigated the

relationship between collective efficacy and health-related problems of communities and

neighborhoods, they do not need to analyze neighborhoods based solely on individuals' traits,

but on the collective ones" (Sampson et al., 1997)[49]. The roots of a collective efficacy are found

in the self-efficacy of individuals; therefore, group functioning creates evolving and harmonic

effects, also because "collective efficacy" is a group feature.

3.3 Persuasion Strategies

"When we say that one person persuaded another, we ordinarily identify a successful

attempt to influence. That is, the notion of success embedded in the concept of persuasion"

(O'Keefe, 2016)[50], Below persuasive strategies techniques are exposed through television, radio,

magazines, websites, and other social networks.

- Humor might not have a direct influence on persuasiveness, however it acts in story-like

   messages as a means to lower resistance to the communicated message, thus allowing the

   audience to absorb the message and potentially retaining the content and/or reference it to

   it (El-Khoury, 2020)[51]. Humor can be an effective method used because it is directed

   towards a person's cognition and emotions. This research will utilize a moderate level of

[49] Sampson, R. J., Raudenbush, S. W., & Earls, F. (1997). Neighborhoods and violent crime: A multilevel study of collective efficacy. Science, 277(5328), 918 924.
[50] O'Keefe, Daniel J. (2016). Persuasion, Theory and Persuasion, Third Edition.
[51] El-Khoury, J. R. (2020). Prosocial effects of an entertainment-education television sitcom and celebrity PSA: Investigating the role of parasocial interaction, humor, and resistance to persuasion. International Communication Conference. Gold Coast, Australia.

humor in both ads as a base for grabbing people's attention to the advertisement (e.g., band singing in the bathroom; exaggerated situations where water is wasted).

- Plain folks strategy is used to show the audience that the person portrayed (i.e., character/model) is a person who carries out similar tasks as a person would in ordinary life (Read Write Think, 2009)[52]. This technique was used in the creation of the ads in this study in order to boost identification and to show that what is doable, by a person who is similar to the viewer, is a task (e.g., taking a shower, going to the pool), people in everyday life do and/or can do.

- The slogan is a catchphrase used in campaigns and advertisements. The slogan will be stuck in the head of the spectator. As he/she remembers it, he/she will associate with it on a personal extent. The temptation increases the next time he/she goes shopping, the spectator may end up buying it. For the creation of the advertisement message in this research three different slogans or what are considered messages that can easily be remembered by anyone and/or sound familiar linguistically were created and tested.

Because slogans are catchy, they turn out to be a part of our daily life and especially of our language. This technique makes viewers believe what the business is marketing (it could be services, products, and even ideas).

"Fear appeal in advertising is a message that is designed to scare the intended audience by describing a serious threat to them" (Grimsley, 2015)[53], in order to motivate them to do the intended behaviors described. In a study about public service announcements conducted in Russia,

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[52] Read Write Think, 2009. Retrieved from
http://www.readwritethink.org/files/resources/lesson_images/lesson1166/PersuasiveTechniques.pdf
[53] Grimsley, S. (2015, September 29). Fear Appeal in Advertising: Theory & Examples. Retrieved from
https://study.com/academy/lesson/fear-appeal-in-advertising-theory-examples-quiz.html.

the researchers concluded that "the receivers of messages must believe they can enact the coping strategies to either prevent or reduce the threat (Lewis et al., 2007; Lewis et al., 2013)" (Ngondo, & Klyueva, 2019)[54]. In other words, content creators should have a good understanding of the level of fear to incorporate in the message in order for the receivers to first accept the message and second to believe they should take action. Too much fear, might look exaggerated and believable, too little fear might not instill action, moderate amounts of fear can perhaps be a better approach. For this research a moderate level of fear is used in creating one of the three messages (e.g., Because there will come a day when water ceases to exist).

All of the above techniques are taken into consideration in the creative idea behind the ads created for this research, through the story, character, what is happening in the ad and what is the message.

Storyboard 1 involved a man taking a shower in his private bathroom and suddenly because he seems to be wasting a lot of water a band appears and starts singing a song related to saving water. Storyboard 1 used humor appeal and plain-folks strategies.

Storyboard 2 focused on a man who did not close the faucet in a public bathroom who soon realizes in his journey starting from being a passenger in the car with his girlfriend that he did not find water in his water bottle, then they arrive at a swimming pool and again he does not see any water, following in the third scene it starts to rain all over expect on him, then upon arriving home he wanted to wash the dishes, yet no water was coming out of the faucet, he ends

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[54] Ngondo, P. S., & Klyueva, A. (2019). Fear appeals in road safety advertising: An analysis of a controversial social marketing campaign in Russia. *Russian Journal of Communication, 11*(2): 167-183.

up wanting to take a shower and again no water exists for him. Storyboard 2 used exaggerated situations of moderate fear appeal.

The researcher created, as detailed above, two different advertisement storyboards (i.e., Storyboard 1, Storyboard 2 which are detailed in Appendix A). All the ads carried a specific slogan which were provided at the end of the animated/actual story. Message one was a direct message, message two focused on an indirect common language (which had a slight humor aspect), and message three used a future fact (which had a slight fear aspect). The three different messages (Message 1: "Sakkir hanafiytak," or Turn off your Faucet; Message 2: "Ma tekhoud wejj 3al may," or Don't take water for granted; Message 3: "La2enno ma32oul yeje nhar w to2oti3" or Because there will come a day when water ceases to exist) were provided at the end of the animated/actual story.

Table of the Storyboard and Message Combinations

Stimulus condition 1: Storyboard 1 with message 1 Sakkir Hanafitak or Turn off your Faucet	Stimulus condition 4: Storyboard 2 with the message Sakkir Hanafitak or Turn off your Faucet
Stimulus condition 2: Storyboard 1 with the message Don't take water for granted	Stimulus condition 5: Storyboard 2 with the message Don't take water for granted
Stimulus condition 3: Storyboard 1 with the message Because there will come a day when water ceases to exist	Stimulus condition 6: Storyboard 2 with the message Because there will come a day when water ceases to exist

Note: Storyboard 1 (emphasize on humor); Storyboard 2 (portrayal of personal experience). Humor refers to the bathroom scenario or storyboard 1, Non-Humor refers to the personal experiences' scenario or storyboard 2. Direct refers to the direct message "Sakkir Hanafiytak", Indirect Common Language refers to the indirect message "Ma tekhoud wejj 3al may," and Future Fact refers to the future fact message "La2enno ma32oul yeje nhar w ton2oti3."

To reintegrate, this thesis will use the social learning and social cognitive theories which specify that people learn certain behaviors and can change their attitudes and behaviors if they

like and/or identify with the characters/models and can even build their self-efficacy or ability in oneself to be able to do the desired action endorsed in a message (e.g., campaign). Since this research relies on advertisements, persuasion strategies are a must to incorporate in order to fully achieve effective communication. The researcher thus has created and will be testing different advertisements and three messages as described in the table above along with assessing which medium (e.g., billboard, social media, or television) the messages are better perceived on. The methodology that follows will further detail the path of research.

Research Questions

The researcher will investigate which storyboard is seen as more impactful and then investigate which accompanied message out of the three will lead to greater persuasion levels. Then, the researcher will be able to identify which combination of storyboard and message lead to more positive attitudes about the water conservation advertisement (as a whole). Finally, it is imperative to understand which medium is best for this type of advertisement to be broadcast or posted on in order to make the greatest impact.

RQ1: Which ad storyboard is more impactful?

RQ2: Which message will have a greater level of persuasion?

RQ3: Which ad and message combined lead to greater persuasion and more positive attitudes?

RQ4: Which medium is the best for the ad?

Chapter 4: Methodology

This chapter will highlight the methodology needed to study which advertisement, message and medium would be the most effective for an awareness campaign directed at preserving water in Lebanon and to change the behavior of a mass population based on all the theories proven in the previous chapter so that people in Lebanon won't waste water when not needed. In this section, the methodology used for this study will be presented detailing the research design, procedure, sample, variables and data analysis. To draw on causal relationships an experimental quantitative design was used to investigate which advertisement leads to greater levels of persuasion and positive attitudes towards the message portrayed. However, to understand which medium works best (as in where viewers would be more accepting/receptive to the advertisement), qualitative research, more specifically focus groups were conducted.

4.1 Research Design: Experiment

In order to investigate a cause and effect relationship, an experiment was needed. To study the most impactful advertisement with the most impactful message a 2 (storyboard) x 3 (messages) factorial design experiment was conducted (see Appendix A for storyboards). The two storyboards, created by the researcher, included one humorous and the other non-humorous approach with consideration to the persuasive techniques (referred to in the theoretical framework) and also from the bases of Bandura's social learning and social cognitive theories, specifically where the viewer can identify himself as the character in the advertisement. At the end of the ad a message appeared; the message was one of the following: Message 1: "Sakkir Hanafiytak" (Turn off your faucet); Message 2: "Ma Tekhoud Wejj 3al May," (Don't take water for granted); Message 3: "La2enno Ma32oul Yeje Nhar W Ton2oti3" (Because there will come a day when water ceases

to exist). Thus, a total of six conditions were tested by participants. A post-questionnaire was administered to measure the outcomes/effects detailed in the variable section below.

4.2 Procedure

In order to begin the study, the ideas for the advertisements were brainstormed. The contents of the ads were drawn out after consultation with a storyboard artist, Charbel Rahme. Afterwards, three messages were carefully selected, noting that the theoretical framework was always taken into consideration.

In order for the message to relate to the Lebanese culture, the expert Wissam Matar, the managing director of Operation Unicorn advertising agency, was asked to intervene by elaborating on the three messages directed to the sample. Matar assisted in contributing to the formulation of the three messages in ensuring that they work for the purpose of advertising.   The editing of the storyboard was conducted in order to make it easily understood by the viewer. The two storyboards and the three messages were made into six different videos (as described in the design). The videos were uploaded on YouTube using private links to link them onto six questionnaires prepared on Google Forms. After exposure to one of the six specified condition (media stimulus or in other words storyboard plus message) all participants filled out the same questionnaire. For each questionnaire a private link was provided to fifty different individuals via Whatsapp totaling a minimum of 300 respondents and a deadline was given to complete the questionnaire. Upon receiving the link, the participants were asked to agree to a consent form to be able to complete the questionnaire. The consent form clarifies that the questionnaire is both confidential and anonymous. After obtaining their consent, participants were introduced to general questions about water consumption. They were then exposed to one storyboard and one message. After exposure

to the advertisement, participants answered questions directly related to what they viewed (see Appendix B for questionnaire).

Focus Groups

After data collection for the experiment was completed; two focus groups, each consisting of six volunteers from Maten area, Lebanon; this particular area was selected by the Lebanese Water Project personnel because it is a main focus casa in Lebanon to track water consumption. Focus group participants were assigned to meet at Notre Dame University-Zouk Mosbeh, Lebanon, on Friday, February 1, 2020. They were given the task to watch the two storyboard ads with three different messages in each, discussing the effectiveness of the medium and the message. The focus group sessions were voice recorded with the full knowledge and consent of participants. Since the sessions were conducted in Arabic, as it is the language the participants felt more comfortable using, the recordings were translated to English. Results were compiled and analyzed.

4.3 Sample

The sample consisted of 304 participants, from different areas of Lebanon, aged from 14 to 69 years ($M = 29.33$, $SD = 10.337$). The sampling was based on non-probability distribution, specifically snowball technique. However, the participants were randomly assigned into one of each of the six conditions (Storyboard 1 + Message 1; Storyboard 1 + Message 2, Storyboard 1 +Message 3, Storyboard 2 + Message 1; Storyboard 2 + Message 2, Storyboard 2 +Message 3)insuring a heterogeneous selection based on gender with 47% female and 53% males. The educational level of the sample showed that 85.2% had a college degree, 12.2% had a high school diploma, 2.3% had a a technical certificate and 0.3% with no degree. The majority of the sample were exposed to television and social media in a consistent manner. Furthermore 88.5% participants claimed that they have continuous access to water, however their water consumption

differs.18.8% strongly agreed, 52.3% agreed, 24.7% were neutral, 3.3% disagreed and 0.7 strongly disagreed to try to save water.

In addition, two different sessions were allocated to two focus groups from Maten area, Lebanon. The first focus group consisted of parents aged between 40 and 67 years with five females and one male, while the second focus group consisted of a younger generation with ages raging between 19 and 37 years, with three females and three males.

4.4 Variables

In this study, different variables were selected, encompassing aspects of the theoretical framework. These variables or direct effects of the exposed conditions (ad plus message) were all a reliable way to test as the Cronbach's alpha scores indicate below.

Attitude is the way one thinks or feels about something. This variable was measured using a Likert-type scale from 1= strongly disagree to 5= strongly agree and included seven items, such as "I like the ad" and "The ad was entertaining" ($\alpha = 0.860$, M = 4.078, SD =0.603).

Persuasion the ability to alter one's perceptions about a given idea. This variable was measured using a Likert-type scale from 1= very unlikely to 5= very likely and included four items adapted from (O'Keefe, 2008)[55], such as "I will close the water while not actively using it" and "I will share this ad on my social media platforms" ($\alpha = 0.819$, M = 4.092, SD = 0.738).

Self-efficacy is the ability in oneself to do something. This variable was measured using a Likert-type scale from 1= strongly disagree to 5= strongly agree and includes four items adapted from the Bandura (2010) self-efficacy scale. It is measured using statements such as "To be a

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[55] O'keefe, D. J. (2008). Persuasion. THE INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATION.

responsible citizen" and "To make my own initiative to save water" (α = 0.862, M = 4.389, SD = 0.556).

Collective efficacy is the ability in a community to do something. This variable was measured using a Likert-type scale from 1= strongly disagree to 5= strongly agree and includes six items adapted from the Bandura (2010) collective-efficacy scale, such as "My community has the ability to save water" and "My friends can be responsible citizens" (α = 0.918, M = 3.973, SD = 0.642).

Identification describes the individuals' sense of belonging to a certain idea. This variable was measured using a Likert-type scale from 1= strongly disagree to 5= strongly agree and includes five items adapted from social cognitive theory (2009) framework, such as "The character reminded me of someone I know" and "I can relate to the character" (α = 0.829, M = 3.902, SD = 0.652).

4.5 Data Analysis

Research questions were analyzed through quantitative tests and supported by focus groups results. Research question one "Which ad is the best or more impactful?" was analyzed through an independent t-test. Research question two "Which message will have a greater level of persuasion?" referring to the message with greater persuasion was analyzed through a Univariate ANOVA. Research question three referring to "Which ad and message combined leads to greater persuasion and more positive attitudes?" was analyzed through a Univariate ANOVA. Research question four referring to "Which medium is the best for the ad?" was first examined through descriptive statistics. Then, all these research questions were further examined and analyzed based on focus groups results. For the focus group answers, results were thematically analyzed.

Chapter 5: Results and Discussion

This chapter will display the results of the study. The results were acquired interpreting and analyzing the questionnaire and focus groups done for this study.

RQ1: Which Ad is the Best or More Impactful?

According to the independent sample t-test, there wasn't a statistically significant difference between storyboard 1 (humor) or ad 1 and storyboard 2 (personal experience) or ad 2 on the variables tested: attitude, persuasiveness, self-efficacy, collective efficacy and identification (see table 1 below for mean scores between the two ads). This indicates that both ads were similar in their impact on the specified measures. In other words, more than 70% of the participants in the study liked the ads, the music used, and found the ads entertaining. Moreover, the ads allowed them to think about their own water consumption and found the message to be strong (see Table 2 for percentages related to attitude about the ads). In addition, and what is of great importance is that the majority of the participants are likely to share the ad on social media platforms, tell their friends, family and relatives about the advertisement, and the vast majority would repeat the message to others when their friends/family use water.   Participants (Ad 1/storyboard 1 M=4.37, ad 2/ storyboard 2 M=4.40) agreed that the ads was believable and think that the ads try to get people to do something that they should be doing (see graph 1 and diagram 1 for percentages of self-efficacy towards the ads). Likewise, the purpose of the ad was understood and agreed upon by the majority of the participants (see Table 4 for percentages related to the aim of the ad).

Table 1: Ad Impact

	Ad/Storyboard	Mean	SD
Attitude	1	4.0514	.62067
	2	4.1057	.58620
Persuasiveness	1	4.0359	.80572
	2	4.1500	.65985
Self Efficacy	1	4.4058	.53936
	2	4.3733	.57474
Collective Efficacy	1	3.9747	.67455
	2	3.9711	.60946
Identification	1	3.9455	.64282
	2	3.8587	.66091

Note: ad 1/storyboard 1 refers to the bathroom scenario and ad 2/storyboard 2 refers to the personal experiences' scenario. N= 304
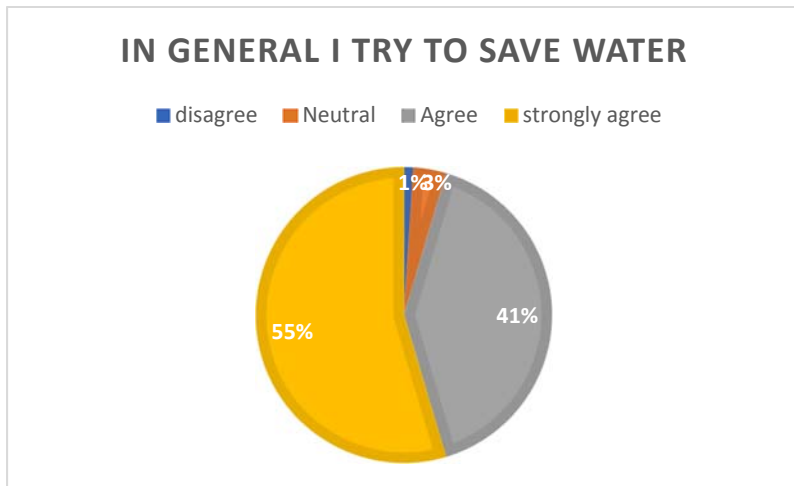
Table 2: Attitude towards the Storyboards/Ads

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like the ad.	42.4%	45.1%	10.2%	1.6%	0.3%
I like the music in the ad.	33.2%	49%	15.5%	1.6%	0.3%
The ad was entertaining	30.9%	50%	15.5%	2.6%	0.7%
The ad makes me think about my own water consumption.	38.5%	47.7%	11.8%	1.6%	0%
I can watch the ad several times without getting bored.	21.1%	39.1%	28.9%	7.6%	3%
The message in the ad was strong.	42.4%	42.8%	11.2%	2.3%	1%

Graph 1: Saving Water Frequency

IN GENERAL I TRY TO SAVE WATER
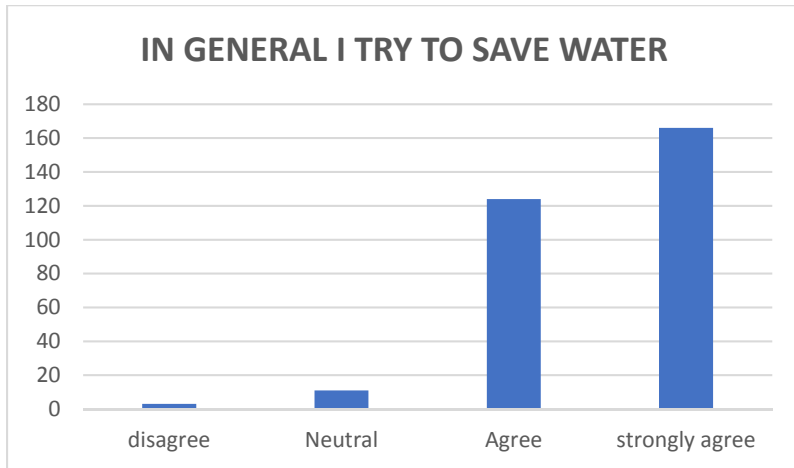
Diagram 1: Saving Water Percentage

IN GENERAL I TRY TO SAVE WATER

disagree   Neutral   Agree   strongly agree

1% 3%
41%
55%

Regarding the first focus group, as per their answers, one chose storyboard 1 and five chose storyboard 2. For the second focus group out of six participants, 3 chose storyboard1 and three chose storyboard 2. This means that in total, four out of twelve chose storyboard 1 and eight out of twelve chose storyboard 2. The majority who chose storyboard 2 had good arguments regarding the consequences that this man had because of leaving the tap water open, for example, one of the respondents' answer was ''there's something shocking in the first ad: when you see an empty pool,

you think to yourself "since we're wasting a lot of water, will we get to a point when the pool will be empty? We won't have water in the bottle anymore"… so these are shocking so it's an attractive ad" Another answer from another respondent: "The one that's impactful the most is the scene in which it's raining all around him but not on top of him… it's a punishment from God", unlike ad 1 where the main character didn't get any consequences when he left the water running in the shower. In addition, they liked the scene where it's raining everywhere except on the main character. That's why their answers went towards storyboard 2.

Results of the variables tested on both advertisements indicate that Bandura's social learning theory and cognitive theory match the criteria of both main characters (or interchangeably used as model or the person chosen to act out the ad) in both advertisements and were successful because the sample related to the model and the behavior that was done by him (Bandura, 2009).[56] Whereas for the focus group, storyboard 2 was more impactful because water punishing the model was more rewarding and could link more to the model in that case, which this lead to the retention interaction in the social learning theory (Bandura, 2009)[57], where the observer payed attention to the water's consequences if it's wasted and gave the attention to it which created it as a more impactful ad than storyboard 1 because the consequences of wasting water have more humor effect where a band suddenly appears playing a song that tell the model to stop wasting water. The majority of the focus group preferred a non-humor consequence on the model if water is wasted. Referring to the literature review, people prefer to see fear in ads, like the "Save Our Face Campaign" where people are shown embarrassed. In this storyboard it's linking to water and in the "Save Our Face Campaign", it's linked to garbage on the Lebanese coast. So, people take

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[56] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.
[57] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.

action because of the level of fear appeal portrayed in the ad motivating them (Grimsley, 2015).[58] In the case of the messages provided, a moderate level of fear appeal that was also seen as real. This sense of realism can perhaps instill a sense of urgency for the participants to adopt the pro-social environmentally friendly behavior described in the advertisement.

RQ2: Which Message Will Have a Greater Level of Persuasion?

A Univariate ANOVA indicated that there is a significant statistical difference among the various messages (F (2, 303) = 9.661, $p < .05$, η = .061). Further analysis using Tukey's post hoc assessment showed that message one or the direct message "Sakkir Hanafiytak" ($M = 4.290$, $SD = .072$) was more persuasive than message three or future fact message "La2enno Ma32oul Yeje Nhar W Ton2oti3" ($M = 3.856$, $SD = .070$). Likewise, there was a difference between message two or the indirect message "Ma Tekhoud Wejj 3al May" ($M = 4.143$, $SD = .072$) and message three, in which message two was seen as more persuasive than message three. There was no significant difference between message one and two. This means that message one and two have similar persuasion levels.

Table 3: Persuasiveness of the ad and message

	Very unlikely	Unlikely	Neutral	Likely	Very likely
I will share this ad on my social media platforms	3.3%	10.2%	18.8%	34.5%	32.9%
I will tell my friends, family, and/or relatives about the ad	2.6%	6.9%	16.8%	44.4%	28.9%
I will close the water while not actively using it	0%	2.3%	7.6%	36.8%	53%
I will repeat the message to my family, friends and/or relatives when they use water	0.3%	3%	13.5%	40.8%	42.1%

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[58] Grimsley, S. (2015, September 29). Fear Appeal in Advertising: Theory & Examples. Retrieved from https://study.com/academy/lesson/fear-appeal-in-advertising-theory-examples-quiz.html.

With regards to the level of persuasion, out of the 12 participants in the focus group, two chose message 1, three chose message 2 and seven chose message 3. Unlike the results of the questionnaire, the main comments on the messages were that the direct message "Sakkir Hanafiytak" was bad because it was so direct, harsh; four out of 12 also thought that the words Sakkir Hanafiytak, which literally means "close your tap" or "turn off your faucet" may have an indirect hidden meaning. For the second, "Ma Tekhoud Wejj 3al May" (or don't take water for granted) two out of twelve were hesitating and four out of twelve liked it; Those who were not sure about the message felt that it did not encourage them to save water. As for the third message, "La2enno Ma32oul Yeje Nhar W Ton2oti3" (Because there will come a day when water ceases to exist) the majority liked it because it stated the fact that people may run of water and considering that such a consequence was highly likely in Lebanon, many believed the ad's message. One of the respondent's answers: "If you want something that everyone will like, you should take the third message; but if you want people to think a little bit more, you should go for the second message. Another respondent highlighting the weakness of the first message: "Sakkir Hanafiytak" is fine; you might close it today and open it later…"

As the results showed from the questionnaire, the direct message non-humor or humor (common language) can have the same effect on people's behavior. These messages resemble the message given out by the successful campaign's message "Save Our Face" which was discussed in the literature review. The Save Our Face campaign featured a direct message to which people responded positively (Zaatari, 2019)[59]. Whereas the majority of the focus group chose the "La2enno Ma32oul Yeje Nhar w Ton2oti3" ad which featured an anti-campaign message similar to the landfilling anti-campaign's message "As If You're Inhaling Your Death" (Beyond

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[59] Mohamad Zaatari (2019); Daily Star: 'Save Our Face' Campaign cleans beaches up and down coast

Magazine, 2017)[60]; these kinds of messages instill fear of the future. This indicates that results from focus group and the questionnaire contradict each other; yet despite this contradiction, both ads can be successful, as they were seen to be persuasive. When people are directed to what they have to do they feel responsible, especially when they accept the strategies as solutions (Ngondo, P.S., & Klyueva, 2019).[61]

RQ3: Which Storyboard and Message Combined Leads to Greater Persuasion and More Positive Attitudes?

A Univariate ANOVA showed that there is a significant statistical difference among the various messages and ads ($F (5, 303) = 4.565$, $p < .05$, $\eta = .071$). Additional analysis using Tukey's post hoc analysis found that there is a difference between Humor-Direct (Storyboard 1 Message 1 "Sakkir Hanafiytak") ($M = 4.285$, $SD = .694$) and Humor-Future Fact (Storyboard 1 and Message 3 "La2enno Ma32oul Yeje Nhar w Ton2oti3") ($M = 3.731$, $SD = .930$). Also, there is a difference between Humor-Future Fact (Storyboard 1 Message 3 "La2enno Ma32oul Yeje Nhar w Ton2oti3") and Non-Humor-Direct (Storyboard 2 Message 1"Sakkir Hanafiytak")($M = 4.295$, $SD = .646$). In addition, a difference appears between Non-Humor-Direct (Storyboard 2 Message 1 "Sakkir Hanafiytak") and Non-Humor-Indirect Common Language (Storyboard 2 Message 2 "Ma Tekhoud Wej 3al May") ($M = 4.165$, $SD = .667$). Last, a difference is spotted between Non-Humor-Indirect Common Language (Storyboard 2 Message 2 "Ma Tekhoud Wej 3al May") and Humor-Future Fact (Storyboard 1 Message 3 "La2enno Ma32oul Yeje Nhar w Ton2oti3"). This means that Humor-Direct (Storyboard 1 Message 1 "Sakkir Hanafiytak" or Turn off your faucet),

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[60] Beyond Magazine (2017); As if you're Inhaling your death': The health risks of burning waste in Lebanon
[61] Ngondo, P. S., & Klyueva, A. (2019). Fear appeals in road safety advertising: An analysis of a controversial social marketing campaign in Russia. *Russian Journal of Communication, 11*(2): 167-183.

Humor-Indirect Common Language (Storyboard 1 Message 2 "Ma Tekhoud Wej 3al May" or don't take water for granted), Non-Humor-Direct (Storyboard 2 Message 1 "Sakkir Hanafiytak") and Non-Humor-Indirect Common Language (Storyboard 2 Message 2"Ma Tekhoud Wej 3al May") have similar levels of persuasion and positive attitudes (see table 4).

Table 4: Ad and Message

AD_ID	Mean	Std. Deviation
Humor_Direct	4.2857	.69410
Humor_Indirect CommonLanguage	4.1200	.65900
Humor_FutureFact	3.7315	.93017
Non-Humor_Direct	4.2950	.64620
Non-Humor_Indirect CommonLanguage	4.1650	.66741
Non-Humor_FutureFact	3.9900	.64278
Total	4.0924	.73812

Note: *Humor refers to the bathroom scenario, Non-Humor refers to the personal experiences' scenario, Direct refers to the direct message "Sakkir Hanafiytak", Indirect Common Language refers to the indirect message "Ma tekhoud wejj 3al may," and Future Fact refers to the future fact message "La2enno ma32oul yeje nhar w ton2oti3."* N = 304.

As for the results of the first focus group and out of six participants, one chose Humor-Future Fact (Storyboard 1 Message 3), three chose Non-Humor-Indirect Common Language (Storyboard 2 Message 2) and two chose Non-Humor-Future Fact (Storyboard 2 Message 3). Then, for the second focus group and out of another six participants two chose Humor-Indirect Common Language (Storyboard 1 Message 2), one chose Humor-Future Fact (Storyboard 1 Message 3), last, three chose Non-Humor-Future Fact (Storyboard 2 Message 3). This means that

Non-Humor-Future Fact which is Ad 2 (storyboard 2) message 3 ("La2enno ma32oul yeje nhar w ton2oti3 or a day will come when water will cease to exist) got the highest percentage from both focus groups with five out of twelve positive votes. Some of the respondents in the focus group of them changed their opinion in the message and ads while combining them together because after seeing the ads and the messages at first sight, we discussed the ad and the message and how they can be better, this discussions between the moderator and the respondents reflected to the vote at the end. Some of Respondent's answers: "I think that both ads are important" also "the second message on the second ad; I'd like to see the guy showering being punished, something like not having rain, even though it's hard to execute it…".

The results analyzed from the questionnaire of the variables studied on both advertisements and three messages indicate that both storyboards and both messages one and two "Sakkir Hanafiytak" and "Ma Tekhoud Wejj 3al May" are highly persuasive and lead respondents to developing a positive attitude towards the overall ad. However, the majority of the focus group chose storyboard 2 combined with message 3 "La2enno Ma32oul Yeje Nhar w Ton2oti3." (Because there will come a day when water ceases to exist, this shows that there is a contradiction between the results of the questionnaire and those of the focus groups. This indicates a contradiction between both results and although there are two different perspectives both of ads have principles of Bandura's social cognitive theory, through the aspects of self-efficacy, where the individual can identify with the model (character), where the main purpose is to stop wasting water (Bandura, 2009)[62]. Indicating that both storyboards and two direct messages are highly persuasive, this leads to a successful approach in the concept of both storyboards and messages.


[62] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.

RQ4: Which Medium is the Best for the Ad?

As per the descriptive analysis, the results showed (see Table graph 2 and diagram 2) that 71.1% of the participants preferred to see the ad on social media, 26.0% stated that the television would be the best medium, 2.0% specified that billboards work best, while .1% said either all would work, or other media. the results indicate that regardless of demographic factors, the majority of the participants preferred to see the ad on social media regardless of the age. However, the fact that the ad was first introduced to them online has to be taken into consideration.

Graph 2: Frequency for Best Medium for the Ad
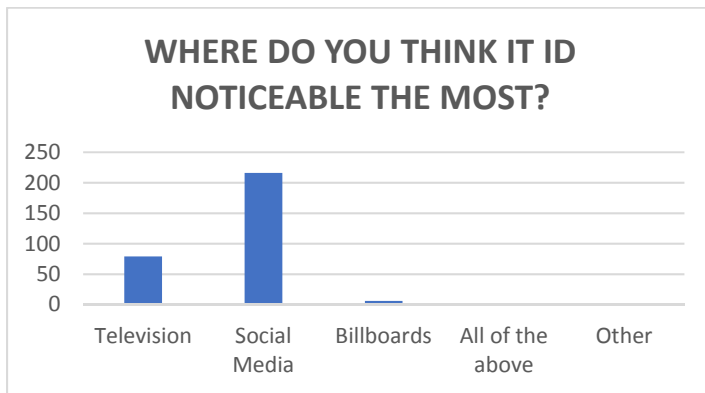
Diagram 2: Percentage for best medium for the ad
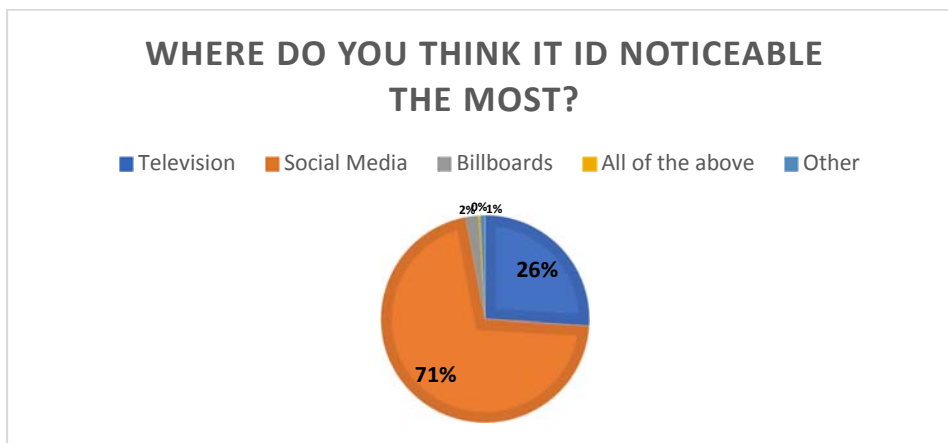
For the focus groups and in terms of choosing the best medium for the ad, social media got five out of twelve votes, four out of twelve chose television and three out of twelve chose both social media and television. For the first focus group, because the age range was 40's and above, some were sure that TV was better because they stay the majority of the time at home and watch TV, while others spend less time on TV and more time on social media, mainly in the mornings and at late night, they preferred social media. For the second focus group and because the age range was between 18 and 37, three of them chose both TV and social media because a successful campaign uses them both. But all focus group participants mentioned that they spent more time on social media than TV.

Examples from respondents: "I'd also like to have it on the social media and on the TVs for mothers; that's the target for this ad." Also "it should be on the TV first and then it should continue on the social media".

The results of both the questionnaire and the focus groups match, showing that social media is the best medium to be used for this campaign. Television was also a medium chosen for the campaign as it can reach those who in the 40s plus age group. these results match the research done by Ipsos in 2016 that stated Lebanon has over 2.5 million smartphone users and delivering campaign messages, through mobile phones, is becoming effective more and more nowadays (Ipsos, 2016).[63] Regarding previous campaigns and especially "Save Our Face" campaign, it was aired on TV as a TV commercial and also shared and boosted on social media. So, this combination made it successful. This indicates that the results in this study for the best

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[63]Ipsos, M. (2016). Healthy Ireland survey 2015: Summary of findings. Department of Health (DoH).

medium that can be used is not only social media, but also can be as a TV commercial to have a good reach especially since this concept is targeting all ages and genres.

Chapter 6: Limitations, Further Suggestions, and Conclusion

In any study, limitations in the form of time or budget constraints may be expected. In this particular study, USAID requested this project as a joint initiative with LWP to actually implement (into campaigns) in the near future the storyboard and message that was found to be more effective. Ample time was given, but due to the current situation in Lebanon, from the revolution to the economic crisis may be expected to have a negative effect on the validity of the sample, because people have other interest and/or concerns nowadays in Lebanon, perhaps making water conservations not a priority given the economic crisis facing the country and people's top priority is not water at this point in time (e.g., May 2020), rather people might be focused more on solutions for means of financial stability. Technically, and due to the financial limitations, the ads were not filmed, and respondents' answers were based on the storyboard. The shooting of the campaign may have helped respondents visualize it better. In addition, only two focus group sessions were conducted, and this did not lead to the desired level of saturation; although the results gathered were efficient in understanding why people prefer an ad on a particular medium versus another.

The use of social learning theory, social cognitive theory and persuasion strategies for this thesis showed that there was no significant difference between both ads in terms of attitude, persuasiveness, self-efficacy, collective efficacy and identification which means that Bandura's both social learning theory and social cognitive theory were applicable to this kind of advertisements (Bandura, 2009)[64]. The respondents were able to observe the behavior and attitude through the model (the main actor) in both advertisements.

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[64] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.

For the first advertisement, the environment comprised of the bathroom and the main attention and retention element comprised of the band that appeared suddenly and played music while the model was taking a shower were the main ad elements that generated an impact. At the end of the ad, the model closes the tap of water; this motivates the viewers to close the water thereby leading to self-efficacy that encourages the learner to believe in his own abilities to adopt the correct behavior which is closing the water when not needed.

What made the second advertisement impactful is the "revenge" that the water instigated when the model did not close the tap of water. The sample identified with the model and learned the good behavior by observing the water punishing the model, for example when he went to the swimming pool, he found it empty while others were enjoying it. To link this advertisement to the theory is that attention is mainly the punishment of water, retention is that the locations where the model did not find water in. Reproduction is that the locations were familiar to the observer and the motivation is understood at the end of the ad where the observer analyze that closing the tap of water will be a good behavior so that water won't "punish" the observer. This applies also for the social cognitive theory where the environment is public and familiar to anyone watching this advertisement; cognition then is to encourage the observer to believe that he/she can adopt a correct behavior even if it's somehow exaggerated in this advertisement by the behavior of water (Bandura, 2009).[65]

Repetition was adapted in both advertisement by enhancing in the first advertisement the sound of water and seeing the water is wasted in some shots on the model and in the second

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[65] Bandura, A. (2009). Social cognitive theory of mass communication. In Media effects (p. 110⬚140). Routledge.

advertisement by showing that water is not available in cases where it should have been. The slogan chosen for each message helped it become memorable and repeatable:

- "Sakkir Hanafiytak" or Turn off your Faucet which is a direct message that directs people towards closing water when not needed, as the "Save Our Face" direct message which was a motivating message for Lebanese citizens to clean the shores from the garbage and had a good results as shown in the literature review chapter above (Zaatari, 2019).[66]

- "Ma tekhoud wejj 3al May" or Don't take water for granted, which is a kind of humor, slang language message that is not a usual kind of message addressed to viewers in a typical kind of advertisement which can create a humorous approach to make it clear to observers to have a good behavior towards water.

- "La2enno ma32oul Yeje Nhar w Ton2oti3" or Because there will come a day when water ceases to exist, inspires fear for the future message and places the burden of responsibility on the viewers who feel that they should not waste water in order to preserve it for themselves and for the future generations. This matches the message from the landfilling anti-campaign "As if you're inhaling your death" where the outcomes were positive as shown in the literature review chapter (Beyond Magazine, 2017)[67].

After the results were analyzed, it was concluded that both storyboards were similar in impact factor when it comes to persuading the general public about water conservation while taking into consideration that the focus group liked storyboard 2 more. As the results showed, storyboard 1 and 2 will have a great impact due to the fact that storyboard 1 or ad 1 contains a

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[66] Mohamad Zaatari (2019); Daily Star: 'Save Our Face' Campaign cleans beaches up and down coast

[67] Beyond Magazine (2017); As if you're Inhaling your death': The health risks of burning waste in Lebanon

sense of humor that can make an imprint in people's minds, whereas, the researcher suggests that this campaign can also cover not only in the shower, but while brushing the teeth and also washing dishes so that it can be a series of ads with the same concept of a band appearing suddenly. In addition, storyboard 2 or ad 2 will have also a great impact due to the scenes that show how water is having a revenge on the man who abused it. Although the results showed that message 1 "Sakkir Hanafiytak" and message 2 "Ma Tekhoud Wejj 3al may", were equally impactful. The researcher believes that, on the contrary as the focus group thought, message 1 "Sakkir Hanafiytak" (turn off your faucet) can have a greater level of persuasion than the other messages because it's a direct message and call for action which will lead to persuade people to take action and close the tap of water when not in need. The medium that is the best for the ad proved to be social media, which coincides with the researcher's viewpoint. However, this does not imply that other media tools such as television can't be utilized to convey the campaign to a wider audience (Ipsos, 2016)[68].

Water shortage is a big problem in Lebanon, it's known that it's a governmental issue to solve it. But thanks to some NGO's who are taking it as a responsibility and creating initiatives to conserve water. In their attempts, and as a major stepping stone for awareness and a call to action, they can publicize these ads created and tested in this study, as a basis for water conservation messages which have proven to be persuasive.

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[68]Ipsos, M. (2016). Healthy Ireland survey 2015: Summary of findings. Department of Health (DoH).

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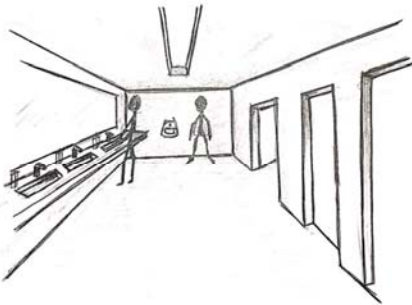
      Adaptation, and Adjustment (p. 305□328). *Springer.*

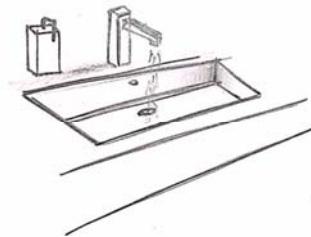# Appendix A: Storyboards/Advertisements

Storyboard/Advertisement 1
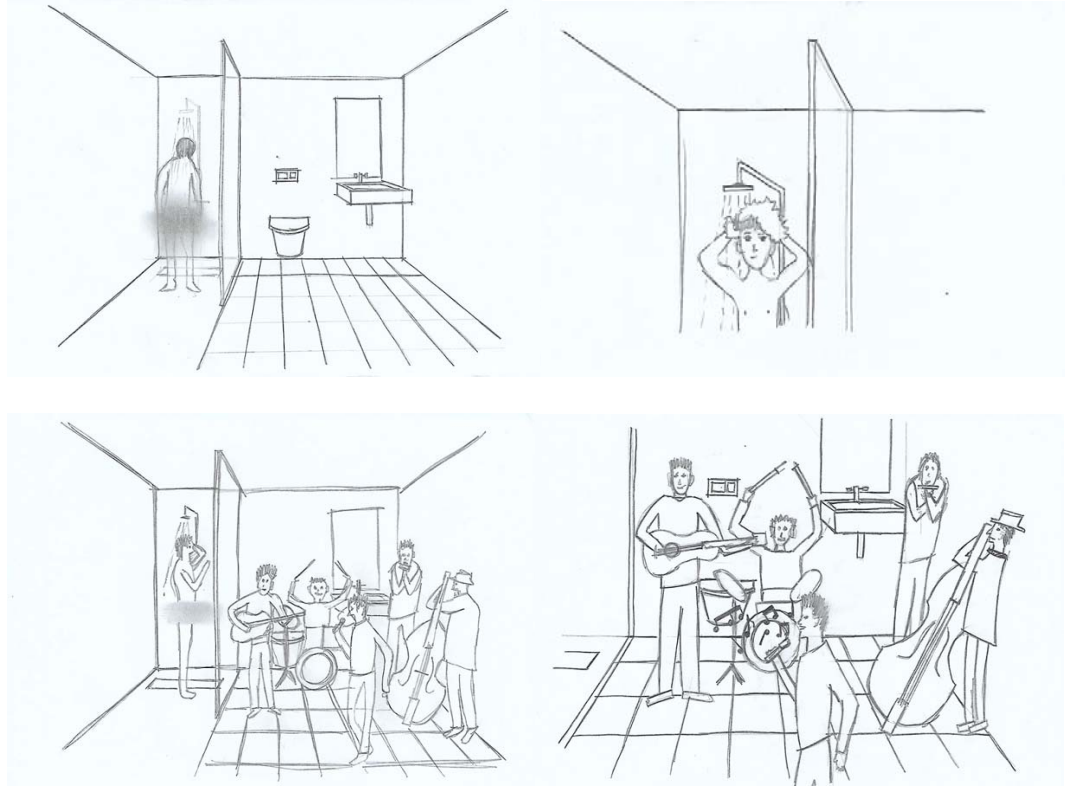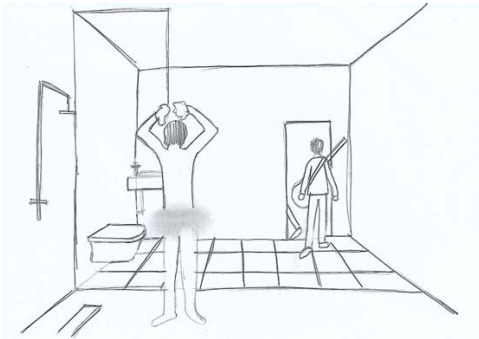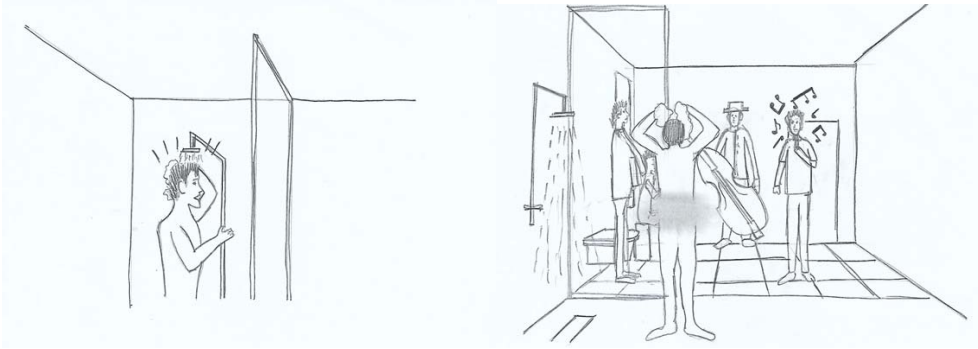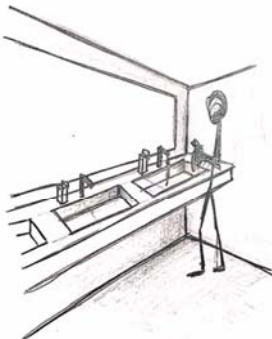
Storyboard/Advertisement 2

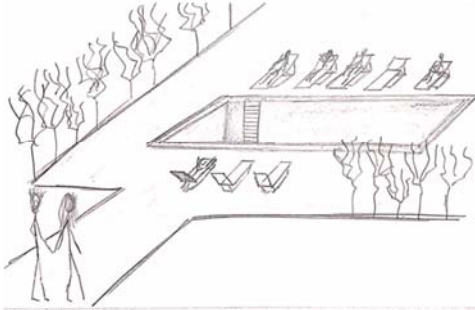1 | Wide shot in a public bathroom (many people are washing their hands)

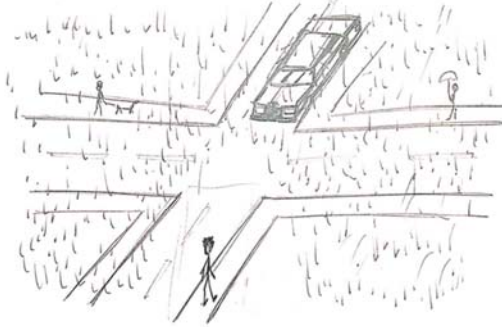2 | C.U shot on tap water (the man didn't close it)

3 | Wide shot the man drying his hands with towels

4 | the man is next to his girlfriend in the car, he opens the bottle of water and notices that it is empty (Medium shot)

5 | He arrives to a pool where there is not water, but full of people (wide shot)

7 | Wide shot of the man walking on the road, and it's raining next to him but he doesn't get any rain drop.

6 | The man is surprised (Medium shot)

8 | He opens the tap water to wash the dishes but there is no water (medium wide)

9 | He tries to open the water in the shower but there's no water

Song Lyrics for ADVERTISEMENT 1:

Helo Sot el May

Bass Rahit w Ma Stahlakta

Enno Enta w 3am Tefrouk Rasak

Fik Tsakkir Hanafiytak

Kermelak w Kermel Ghayrak

Fakkir Addeh Rawahet May

W Ba3dak 3am Trawi7

Water consumption

1. Do you always have access to water?
a. Yes = 2
b. No = 1
c. Sometimes = 3

2. Approximately, how long are your showers?
a. 5 minutes = 1
b. 10 minutes
c. 15 minutes
d. 20 minutes
e. 30 minutes = 5

3. On average, do you consider yourself:
a. a heavy user of water = 3
b. a moderate user of water = 2
c. a light user of water = 1

4. In general, I try to save water.
a. Strongly agree
b. Agree
c. Neutral
d. Disagree
e. Strongly disagree

_____ **Page break** _____

They are introduced to the ad

5. What was the advertisement about?

   _____

Attitude towards the ad

6. Rate the following statements from strongly disagree to strongly agree to match your attitude towards the ad that you have just viewed.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I like the ad					
I like the music in the ad					
I found the humor exaggerated					
The ad was impactful					
The ad was entertaining					
The ad make me think about my own water consumption					
I can watch the ad several times without getting bored					

The message in the ad was impactful					

Persuasiveness of the ad

7. In relation to the ad that you just viewed, please rate the following statements from very unlikely to very likely

	Very unlikely	Unlikely	Neutral	Likely	Very likely
I will share this ad on my social media platforms					
I will tell my friends, family, and/or relatives about the ad					
I will close the water while not actively using it					
I will repeat the message to my family, friends					

and/or relatives when they use water					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The ad is poor taste					
The ad tries to get people to do something we should all be doing.					
The ad is believable					
The ad is persuasive					
The aim of the ad is to show us that we can save water					
The aim of the ad is to influence my attitude toward water conservation					
The aim of the ad is to make me want to save water					

8. The ad was:

a. very unconvincing
b. unconvincing
c. neither convincing nor unconvincing
d. convincing
e. very convincing

Self-efficacy

9. Rate the following from strongly disagree to strongly agree in relation to the following statement:

I feel confident in my own ability….

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
to save water					
to help others save water					
to be a responsible citizen					
To take my own initiative to conserve water					

Collective-efficacy

10. Rate the following statements from strongly disagree to strongly agree.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My family have the ability to save water					
My family have the ability to help others save water					
My family can be responsible citizens					
My friends have the ability to help others save water					
My friends have the ability to help others save water					
My friends can be responsible citizens					
My community have the ability to save water					
My community has the ability to help others					

My community can be responsible citizens				

Identification with the character

11. Rate your level of agreement with the following statements related to the character in the ad.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The character reminded me of someone I know					
I can identify with the character					
I can relate to the character					
I think the character represents a lot of people in my community					
The character reminds me of me					

12. Is there something that should be added to the advertisement? _____

13. Did any other awareness campaign change your behavior to certain extent?
- Yes
- No

    If yes, please specify which awareness campaign_____

Where did you remember seeing this campaign_____

Demographics

14. How old are you? _____
15. Specify your gender
a. Male = 2
b. Female = 1
16. Where do you live? _____
17. What is your highest education level?
a. No degree = 1
b. Technical certificate = 2
c. High school diploma = 3
d. College degree = 4

Media

18. On average, per day, how many hours do you watch local television?
a. Less than an hour = 1
b. 1-2 hours = 2
c. 3-4 hours = 3
d. 5-6 hours =4
e. 7 or more hours = 5
f. I don't watch TV = 0
19. On average, per day, how many hours do you spend on Facebook? N
a. Less than an hour
b. 1-2 hours
c. 3-4 hours
d. 5-6 hours
e. 7 or more hours
20. On average, per day, how many hours do you spend on Instagram?
a. Less than an hour
b. 1-2 hours
c. 3-4 hours
d. 5-6 hours
e. 7 or more hours

21. Thinking about the ad that you just saw, where do you think it is noticeable the most?
a. Television
b. Social media
c. Billboards

d. Other, specify _____

22. How likely are you to pay attention to billboards while driving?
a. Very likely
b. Likely
c. Unlikely
d. Very unlikely