Abstract
The purpose of this study is to examine the content of environmental PSA videos on YouTube—specifically about the global water crisis—and evaluate the potential effectiveness of these PSAs based on components from two different communication models; the Extended Parallel Process Model (EPPM) and the Elaboration Likelihood Model (ELM). Communication goal (awareness vs. behavior change) and type of entity producing the PSA are also explored.

Background
- Public Service Announcements (PSAs) are often utilized for environmental risk communication efforts (Bator & Galdini, 2000; Maibach, 1993).
- The Extended Parallel Process Model (EPPM) (Witte, 1992) asserts that effective risk communication must balance threat-based and efficacy-based messages.
- The Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) states that effective persuasion is based on the amount of mental processing or elaboration undergone by the message receiver.
- Recently, web-based video sharing has enabled the dissemination of PSAs beyond the traditional donated TV air time model.

Findings
- Water issue category prioritized by organization
- Threat and efficacy level by issue category

Conclusions
No significant differences found among use of EPPM and ELM constructs based on organization type, indicating that production entity does not predict effectiveness of risk communication for water-related PSAs.

Based upon prevalence of the EPPM and ELM constructs, findings suggest YouTube PSAs are communicating risks effectively in some ways. The majority of videos reflected high levels of susceptibility and response efficacy messaging.

However, severity messaging and self-efficacy based messaging, and use of central and peripheral cues in tandem should be focused on more in future PSAs.

References