

Mediational role of mental imagery and situational generativity in the prosocial persuasive process toward the donation of placental blood'stem cells

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Abstract

An element of optimism for public health and future generation has emerged with the ability to conserve placental blood' stem cells. Communication campaigns, that can create positive mental images, would be useful to sensitize parents to stem cell conservation. This need for communication, as well as the concern for future generations draws attention to the concept of generativity. Derived from social psychology and recently introduced to marketing, it is defined as «primarily the concern in establishing and guiding the next generation» (Erikson, 1950). In the field of persuasive communication, a question that could be asked is «How to construct prosocial health campaigns influencing pregnant women intentions toward the conservation of the umbilical cord stem cells by stimulating their mental imagery and situational generativity? ». An experiment was conducted among pregnant women. The results highlight the role of mental imagery and situational generativity in the persuasion process.

Keywords: *communication; persuasion; generativity*

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