

Fear, guilt, hope or humour? Understanding emotional responses to water safety advertising in young adult men using OCOsense eyewear technology

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Abstract

Drowning in the UK presents a pressing public health issue, exceeding annual fatalities from home fires and cycling accidents. Despite awareness efforts, approximately 300 deaths occur annually, accompanied by numerous life-altering injuries. Globally, males face an 80% higher drowning risk, especially middle-aged men and teenage boys, attributed to risky behaviors and societal factors. The RNLI employs emotive storytelling, notably with the "Float to Live" campaign, recognizing emotions' pivotal role in advertising efficacy. This feasibility study targets young males aged 18-25, using OCOsense smart glasses to analyze their emotional and physiological responses to RNLI advertisements. By interpreting these reactions, valuable insights into emotional advertising's impact can inform safety initiatives. This research enhances our understanding of emotional advertising's efficacy, facilitating informed decisions and potentially saving lives.

Subject Areas: *Advertising; Cognition; Decision-Making; Intention-Behavior Link; Technology, innovations, robotics*