

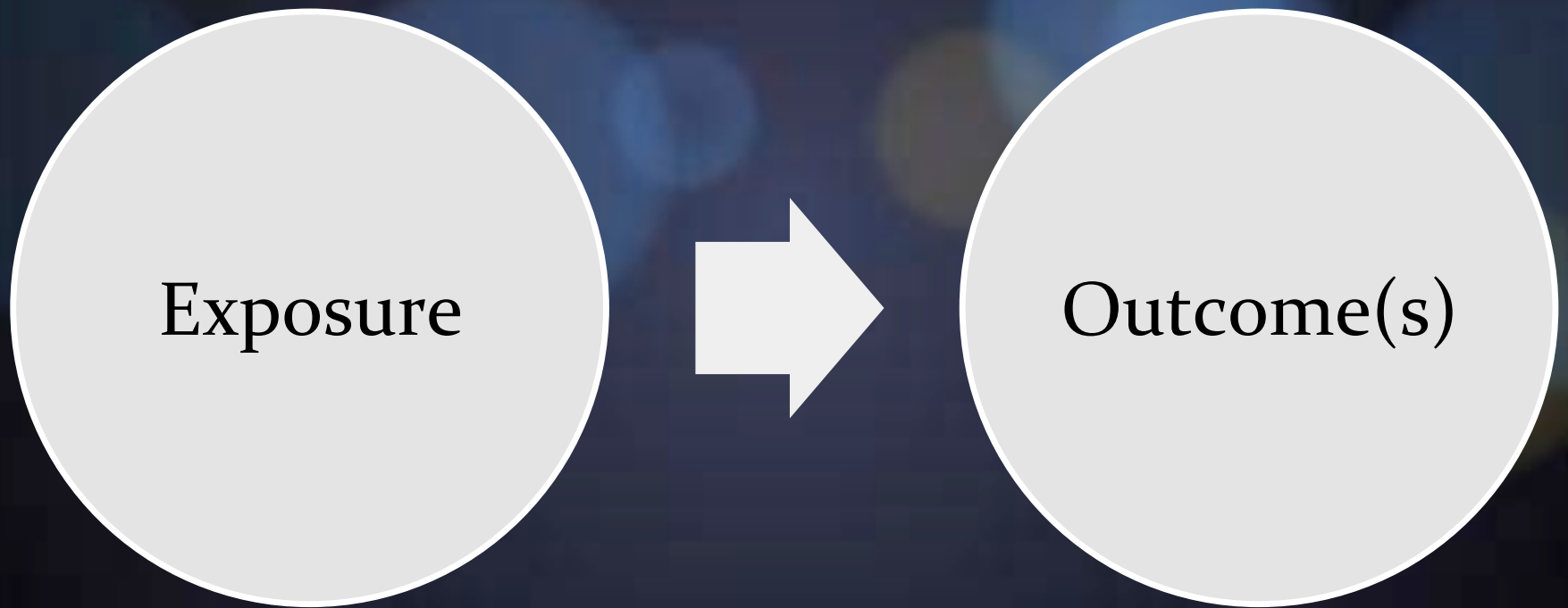
Measuring exposure and intention:
Complications, considerations, and opportunities

Dr. Brian Southwell
bsouthwell@rti.org

In search of effects: Typical program assumption of process



Typical evaluation approach

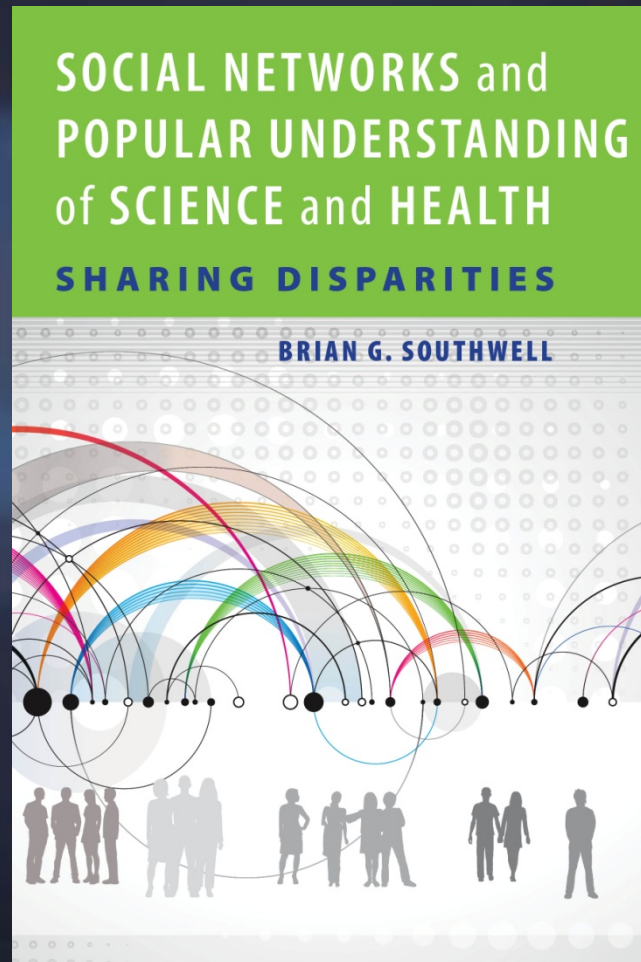


How to measure exposure?

- Content recognition potentially useful
 - Southwell et al. (2002)
- However...
- Recognition is not perfect indicator
 - Southwell (2005) or Southwell et al. (2010)
- *Indirect exposure* often missed
 - Consider interpersonal diffusion processes
 - Consider cultural change processes

Indirect exposure: A role for social networks?

Southwell (2013) from Johns Hopkins University Press



Southwell: Measuring Exposure and Intention

Indirect exposure

- Often useful to assess *interpersonal exchanges* **over time** as sign of idea diffusion
 - Example: smoking cessation in the Netherlands
 - [van den Putte et al. \(2011\)](#)
 - *Direct* campaign exposure didn't fully account for diffusion and effects over time
 - Exposure led to interpersonal talk which led to cessation

Indirect exposure

- How to model?
- One approach: Community-level exposure and assessment of interpersonal exchange over time
- Example: Hwang and Southwell (2009)

Culture change?

- Advocacy efforts might eventually alter information environment over time
- Important to capture information environment changes and not just initial campaign exposure
- Example: Smoking in movies
 - Choi et al. (2011)

How to measure **intention**?

- Asking about future intention can be reasonable
- However...
- Intention not perfect indicator of behavior
- Hypothetical behaviors pose measurement problems

Intention in the abstract?

- *Hypothetical* behaviors pose measurement problems
- Example: Novel products, e.g., dissolvable tobacco
 - Southwell et al. (2012)
- Example: Response to domestic abuse
 - Nabi et al. (2002)
- Behavioral *willingness* measures can help

So...

- Measuring basic concepts such as exposure and intention fraught with constraints (and opportunities)
- Consider:
 - indirect exposure and social network diffusion
 - community-level exposure proxy approaches
 - longitudinal designs
 - behavioral willingness in addition to future intention