The Mediating Role of Message Concreteness and Perceived Persuasiveness in Explaining the Match Effect Between Temporal Frame and Self-View

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Abstract Different temporal frames are often used in health communication to convey persuasive messages. This work investigates how temporal frames can be used more effectively depending on an individual's accessible self-view. This study found that a distal temporal frame is more effective with an independent self-view whereas a proximal temporal frame is more effective with an interdependent self-view. In addition, this chapter examines two mediating variables as being important in understanding the relationship between temporal frame and self-construal on behavioral intentions: persuasiveness and message concreteness. This study revealed that the cognitive information processing of the match effect varied depending on how concretely one construes health-risk-related information. This chapter adds to the existing literature by explaining the underlying mechanisms of the match effects between temporal frame and self-view.

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