

Title: Examining Imagery and Individualism-Collectivism in Workplace Violence Prevention

Theme: Risk Assessment/Crisis Communication/Risk Communication

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Abstract

This study integrated prior research on imagery and Individualism-Collectivism (IC) by examining the effectiveness of different types of imagery (Self, Collective, None) in workplace violence prevention messages given to members of ethnic groups typically considered Individualistic (Caucasian) and Collectivistic (Asian). It was predicted that messages containing imagery would be more effective at changing attitudes and behavioral intentions than messages without imagery. In addition, an interaction was predicted between the Imagery in the brochure (Self, Collective) and Cultural Orientation (Individualism, Collectivism), such that imagery messages that matched a participant's cultural orientation would be more effective than messages that did not match their orientation. Examining the IC dimension cross-culturally, no significant differences were found, although a number of variations did occur between Asians and Caucasian participants. However, an examination of IC on an individual level showed that when the type of imagery was incongruent with an individual's IC orientation, this caused them to think more about the messages. On the other hand, imagery messages that did match participants' IC orientation elicited more positive attitudes in Individualists and the belief that arguments were more convincing in Collectivists. In addition, imagery processing, overall, produced more positive attitudes and beliefs towards the stimulus.

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**9:15-10:00 Opening Keynote Session: Occupational Safety and Health
Education, Training and Communication: Needs and Priorities
for the Future**

John Howard, MD, MPH, JD, LLM

Director, National Institute for Occupational Safety and Health
Washington, DC, USA

**10 am Break
Promenade Lobby
Lobby Level**

10:30-12:30 pm Concurrent Scientific Sessions

Communicating Hazard Prevention

McKeldon Room

Cabana Level, South

Moderator: *Sergio Iavicoli, MD, PhD, Italy*

- Trends and Priorities in Occupational Safety and Health in the European Union. *Sergio Iavicoli, MD, PhD, Italy. Coauthor: C. Grandi*
- Hazard Communication in the Workplace. *Jinky Leilanie D. Lu, Philippines*
- The European Campaign 2001 for OSH - Using an International Communication Code in a Regional Reality in Italy. *Idillio Tagliaferro, MD, Italy. Coauthor: Marco Nardi*
- Supervisory Training Practices in the Construction Industry. *Jacqueline Villnave, MHS, CIH, USA. Coauthors: Steven Hecker, MSPH; Marc Weinstein, PhD*
- Communicating Risk: A DOD Perspective. *R. Craig Postlewaite, DVM, MPH, USA*

Targeting Risk Communication

Lincoln Room

Cabana Level, North

Moderator: *Donald Eggerth, PhD, USA*

- Applying Communication Theory to Workplace Safety Messages. *Donald Eggerth, PhD, USA*
- Theoretically-based Eye Injury Prevention Messages: Working with Carpenters. *Catherine Inman, MD, MPH, USA. Coauthors: Vickie Lewis, MA; Larry Jackson, PhD; Doug Landsittel, PhD; Laura Blanciforti, PhD*
- Evaluation of a NIOSH Alert to Reduce the Risk to Fire Fighters from Structural Collapse. *Jennifer Wellbourne, PhD, USA. Coauthor: Steve Booth-Butterfield, EdD*

- Examining Imagery and Individualism-Collectivism in Workplace Violence Prevention. *Sherrilyn Robertson, BA, USA*. Coauthors: *Jennifer Wellbourne, PhD; Joseph Scotti, PhD*
- Culture and Family: Targeting Health Communication to Hispanics. *Chris Hawkins, PhD, USA*

Hazard Recognition and Risk Communication Tools: Examples from Mining, Construction, and Emergency Response

Hopkins Room

Lower Lobby Level

Moderator: *Ted Scharf, PhD, USA*

- Introduction: Hazard Recognition and Risk Communication Tools: Examples from Mining, Construction, and Emergency Response. *Ted Scharf, PhD, USA*. Coauthors: *Kathleen Kowalski, PhD; Bill Wiehagen, MS, CMSP; Raja Ramani, PhD, PE, CMSP; G.T. Lineberry, PhD*
- Hazard Recognition: Fall Prevention in Construction. *Raja V. Ramani, PhD, PE, CMSP, USA*. Coauthors: *Joseph Flick, MS, CMSP; Mark Radomsky, PhD, CMSP; Garold Russell, BA, CMSP; Bobbie Calhoun, MEd; John Haggerty; Kathleen Kowalski, PhD; Lynn Rethi, MS, CMSP; Carol Merry Stephenson, PhD; Bill Wiehagen, MS, CMSP; Ted Scharf, PhD*
- Ladder Simulation Exercise for Construction, Mining, and Other Industries. *Bill Wiehagen, MS, CMSP, USA*. Coauthors: *Raja V. Ramani, PhD, PE, CMSP; Bobbie Calhoun, MS, CMSP; Joseph Flick, MS, CMSP; Mark Radomsky, PhD, CMSP; Garold Russell, BA, CMSP; John Haggerty; Kathleen Kowalski, PhD; Lynn Rethi, MS, CMSP; Carol Merry Stephenson, PhD; Bill Wiehagen, MS, CMSP; Ted Scharf, PhD*
- Progress Toward A Multi-use Educational Intervention for Reducing Injury Risk in the Set-up and Use of Extension Ladders. *G. T. Lineberry, PhD, USA*. Coauthors: *Bill Wiehagen, MS, CMSP; Ted Scharf, PhD; Mike McCann, PhD, CIH*
- Discussant. *Henry P. Cole, EdD, USA*

The Importance of Risk Communication

Schaefer Room

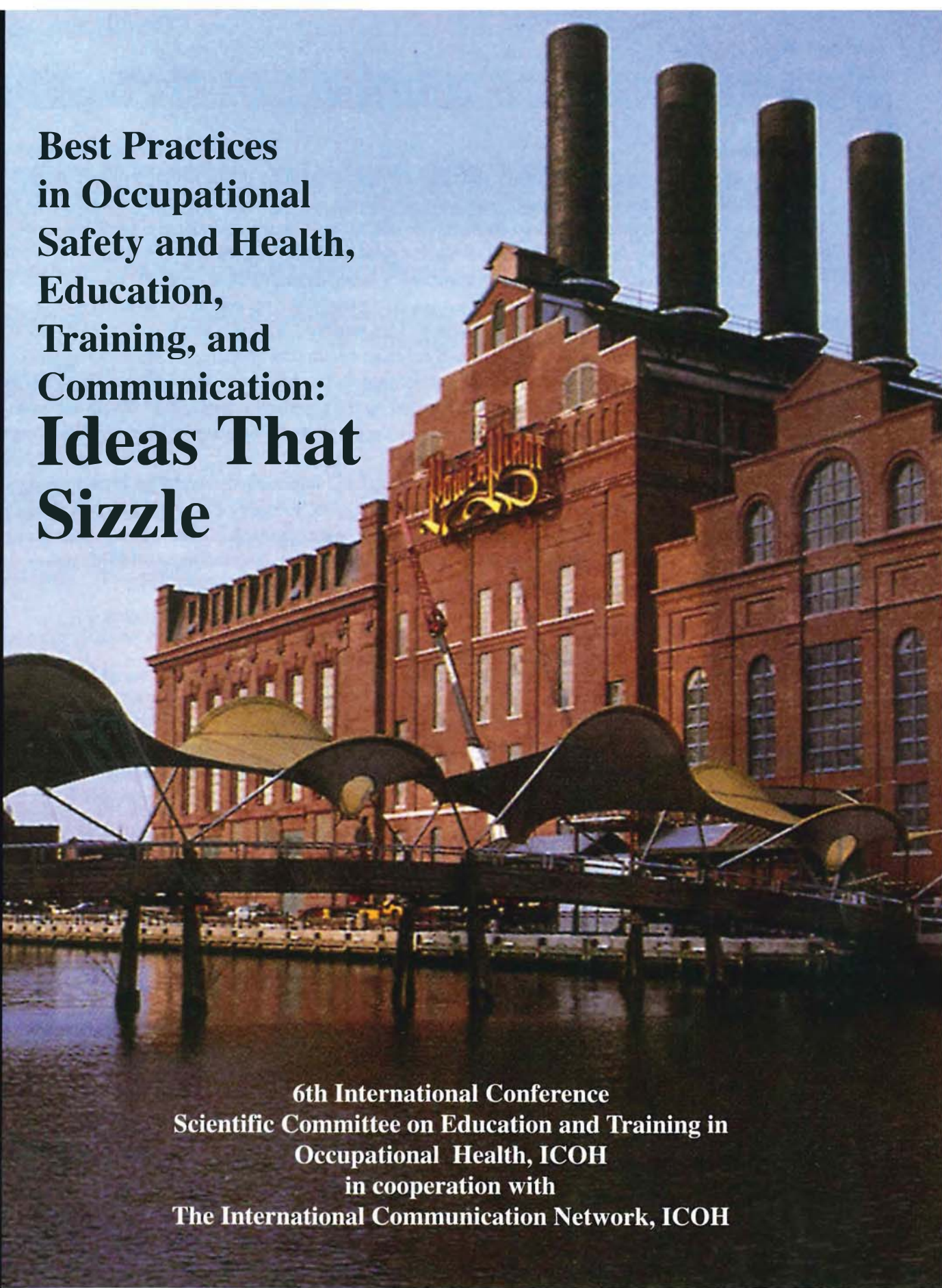
Lower Lobby Level

Moderator: *Marilyn Null, BA, USA*

- The Washington, DC War-Related Illness and Injury Study Center (WRIISC): A Comprehensive Approach to Caring for America's War Veterans., *Hang Kang, DrPH, USA*. Coauthors: *Mitchell T. Wallin, MD, MPH; Aaron I. Schneiderman, PhD, RN, MPH; Andrew B. Lincoln, ScD, MHS; Michelle K. Prisco, ANP-C, MSN*

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