

Encouraging Prevention and Detection Safety Behaviors: Effects of Goal Framing

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This study will examine goal framing effects in the promotion of occupational safety behaviors. Specifically, it will investigate the effectiveness of gain- and loss-framed messages for the encouragement of prevention and detection safety behaviors. Based on findings regarding the promotion of health behaviors, it is expected that gain-framed messages will be more effective at encouraging prevention safety behaviors and loss-framed messages will be more effective at encouraging detection safety behaviors. In order to test this, participants from the manufacturing, construction, and mining sectors will be presented with safety promotional messages with a gain- or loss-frame and encouraging either two prevention or two detection safety behaviors. Participants will then indicate their behavioral intent, attitudes toward the behaviors, and perceived efficacy regarding the behaviors. In addition, data will be collected at a second time point in order to examine if the promotional messages had lasting effects on participants. If the hypotheses are supported, this study will increase our understanding of what types of messages are most persuasive in encouraging two distinct types of safety behaviors, allowing for more effective interventions aimed at increasing workplace safety behaviors.

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