

The Effects of Mortality Salience and Message Framing on Persuasion: Moderation of Regulatory Focus

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The current study explored the interaction effects of mortality salience and message framing on persuasion. It is argued that death-threatening may evoke people's prevention focus concerns, thus, based on the effect of "regulatory fit", prevention-framed messages may be more persuasive in mortality salient contexts than promotion-framed ones. In Study 1, 82 military personnel participated in a 2 (mortality salience: experimental / control group) × 2 (message framing: promotion vs. prevention) factorial experiment. The results support the aforementioned hypothesis. In Study 2 ($N=48$), by using a subliminal perception task to manipulate mortality salience, it is found that people under death-threatening were faster in reacting to prevention-related words than people of control group.

Keywords: *attitude change, death, mortality salient, psychological warfare, regulatory fit*