From Attention to Motivation: The Efficacy of AI Testimonial Alcohol Warning Labels in Communicating Cancer Risks

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Abstract

This study examines the effectiveness of testimonial health warning labels (HWLs) in reducing alcohol consumption among young adults aged 18 to 25. Using an experimental design with three narrative conditions (testimonial, statistical, and industry-sponsored "responsible drinking" messages), the study analyzes two key variables: attention and motivation to reduce intake. Findings indicate that the testimonial label was perceived as equally credible as the other formats and captured significantly more attention than the responsible drinking message, though it did not outperform the statistical label. The study also found that testimonials are effective at capturing attention in the early stages of processing, but a single exposure may be insufficient to shift motivational states in young adults. The study expands the literature on the narrative of alcohol risk communication and offers a novel approach by testing AI-generated testimonial imagery in the context of Spanish alcohol labeling.

Keywords: Alcohol warning labels, Cancer, Narrative framing, Testimonials, Young adults