

**A Comparison of Persuasive Message Factors and Frames in Animal Agriculture  
Communication Campaigns on the Web**

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## **Abstract**

In the United States, livestock production practices have changed in order to provide a growing population with a constant supply of safe and affordable meat; however, the gradual intensification of livestock production has led to increased concerns about animal welfare and environmental and human health impacts. The uncertainty and disconnect most people have with animal agriculture makes this a prime issue with which to explore persuasive communication tactics aimed at shaping, reinforcing, and changing people's attitudes and behaviors in the voting booth or the grocery store. Although on opposite sides of the issue, the Humane Society of the United States and the Animal Agriculture Alliance share the goal of persuading members of the general public, agribusiness owners, and state and federal policymakers about issues related to animal agriculture through multiple methods. The purpose of this study was to examine and compare the persuasive message factors present on the AAA and the HSUS Web sites through a content analysis of their animal agriculture communication campaigns. Findings indicated the Humane Society's Factory Farms Web site had more content overall, more content regarding the layer and broiler industries, and contained more message strategies indicative of effective persuasion than the Animal Agriculture Alliance. Future research should examine the actual effect these persuasive strategies have on message recipients.

**Keywords:** animal agriculture, framing, communication campaign, persuasion, elaboration likelihood model, Web site, content analysis