

The Influence of Parent and Expert Video Testimonials on Parental Engagement in a Parenting Intervention

Sally Burrows

Whilst evidence-based parenting interventions are available for the prevention of many childhood mental health problems, these interventions are largely not being accessed by parents. Limited research has examined strategies for increasing parental participation in parenting interventions. The present research aimed to help address this gap in the literature. Marketing techniques, such as testimonials, have increasingly been used to disseminate health interventions. Research indicates testimonials can influence peoples' attitudes, intentions and behaviours. This study examined using testimonials as a strategy for engaging parents in Triple P – Positive Parenting Program. Forty-nine parents were randomly assigned to one of three conditions: control; expert testimonial; parent testimonial. Participants in the testimonial conditions viewed a short video testimonial from either a parent or psychologist supporting Triple P. All participants then watched a video about Triple P. They were surveyed about their perceptions of, feelings towards and behavioural intentions regarding Triple P. It was hypothesised that participants exposed to a testimonial would have more positive attitudes towards Triple P, recall more about the intervention and have greater intentions to participate in the program than those not exposed to a testimonial. It was also hypothesised that the parent testimonial would be more influential than the expert testimonial. The hypotheses were partially supported. Participants exposed to a testimonial were significantly more likely to intend to participate in Triple P in the future than those not exposed to a testimonial. The two conditions did not differ significantly in their mean ratings of attitudes towards Triple P variables. However, those participants who viewed a testimonial consistently rated Triple P more positively on multiple variables than those not exposed to a testimonial. There were no significant differences between those who viewed a parent testimonial versus an expert testimonial however those exposed to an expert testimonial consistently rated Triple P more positively and had greater intentions to participate than those exposed to a parent testimonial. Implications of the research and future directions are discussed.

For More Information on the research, please contact:

School of Psychology

Dr. Alina Morawska
Parenting and Family Support Centre
University of Queensland

E-Mail: alina@psy.uq.edu.au

Phone: (07) 3365 7304



THE UNIVERSITY
OF QUEENSLAND



Brisbanesouth
Division of General Practice
Enriching General Practice