**2021 Winter Research Project Description**

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| **Project title:** | **The role of dynamic norms in the outcome of message appeals to blood donors** |
| **Positions available:** | **1** |
| **Project duration:** | Please outline the length of the project.     * 20 hours * 4 weeks |
| **Description:** | Recent appeal messages used by Australian Red Cross Lifeblood have communicated that fewer people are presenting to donate blood than previously (e.g., ‘Stop the Drop campaign – “Appointment numbers are heading south. Tassie needs 2,500 this week. Help stop the drop by booking your appointment today.”). These campaigns have been launched in the hope of attracting more people to donate. However, the broader research on ‘dynamic norms’ in meat consumption, conservation of water, and use of reusable cups (Sparkman & Walton, 2017; Loschelder et al., 2019) suggests that showing that the behaviour of others is changing may be sufficient to motivate others to follow their lead. That is, in the context of blood donation exposure to campaigns such as ‘Stop the Drop’ may result in fewer people presenting to donate than previously.  This project will consider evaluation data provided by Lifeblood on the outcomes of this campaign and experimentally investigate whether dynamic norms operate as theorised in the context of prosocial behaviour. The Winter Research Scholar will explore the evaluation data provided and assist in designing the experimental study/ies. |
| **Expected outcomes and deliverables:** | The successful applicant will have the opportunity to gain skills in data analysis and write-up of a brief report for an industry partner, along with experience navigating Qualtrics and contributing to project design. |
| **Suitable for:** | An interest in social psychology, particularly applied social psychology is highly desirable. Completion of a second- or third-year research methods course is also desirable. The ability to work as part of a team is essential. |
| **Primary Supervisor:** | Professor Barbara Masser & Dr Mel Hyde (co-supervision) |
| **Further info:** | If you have any questions about the project, please email Professor Barbara Masser ([b.masser@psy.uq.edu.au](mailto:b.masser@psy.uq.edu.au)) |