



INTERNATIONAL JOURNAL OF
EDUCATION, PSYCHOLOGY
AND COUNSELLING
(IJEPC)

www.ijepec.com



EMOTIONAL IMPACT IN PARENTING ADVERTISEMENTS: INVESTIGATING RESONANCE WITH DIVERSE EMOTIONS

Deng Ting¹, Rahinah Ibrahim^{2*}, Rahima Dahlan³, Siti Mastura Md Ishak⁴, Shen Yaoheng⁵

¹ Faculty of Design and Architecture, Universiti Putra Malaysia, Serdang, 43400, Selangor, Malaysia.
School of Public Administration, Nanfang College, Guangzhou, 510970, Guangdong, China.
Email: gs58938@student.upm.edu.my

² Faculty of Design and Architecture, Universiti Putra Malaysia, Serdang, 43400, Selangor, Malaysia.
Email: rahinah@upm.edu.my

³ Faculty of Medicine and Health Sciences, Universiti Putra Malaysia, 43400, Serdang, Selangor, Malaysia.
Email: rahima@upm.edu.my

⁴ Faculty of Design and Architecture, Universiti Putra Malaysia, Serdang, 43400, Selangor, Malaysia.
Email: ct_mastura@upm.edu.my

⁵ Faculty of Intelligent Manufacturing Engineering, Shanxi College of Technology, 036001, Shuozhou City, Shanxi Province, China.
Email: 1077578296@qq.com

* Corresponding Author

Article Info:

Article history:

Received date: 10.12.2023

Revised date: 15.01.2024

Accepted date: 20.02.2024

Published date: 13.03.2024

To cite this document:

Ting, D., Ibrahim, R., Dahlan, R., Ishak, S. M. M., & Shen, Y. (2024). Emotional Impact In Parenting Advertisements: Investigating Resonance With Diverse Emotions. *International Journal of Education, Psychology and Counseling*, 9 (53), 259-268.

DOI: 10.35631/IJEPC.953022.

Abstract:

Busy work puts a lot of pressure on young parents, which has led to some problems in regulating their emotions and parenting styles, such as the lack of scientific parenting knowledge. In the current era of information explosion, the high frequency and variety of advertising information make the effective transmission of parenting advertising information face great problems. This study is part of a larger study designed to investigate the different effects and characteristics of emotional resonance generated by different emotions in parenting advertisements using a literature review. This study reported results from a systematic literature review synthesis process to understand how busy parents could gain more parenting knowledge through emotionally contagious parenting advertisements in public spaces. The results led to the development of an alternative approach to communicating an emotional resonance parenting training model for parenting advertising. The proposed parenting advertisement would attract audiences from different cultural environments and help them generate basic emotions from the advertising messages based on their experience, thinking styles, physiology, and psychological being. These antecedents were expected to be affected differently by emotions thus leading to beneficial and progressive actions, which had the potential to mediate memory generations and trigger emotional resonance. This study was expected

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



to benefit designers in designing parenting advertisements with emotional appeal and for parents to create a happier family atmosphere for children. Future study is recommended to develop public advertising communication modules for healthy family well-being.

Keywords:

Parenting Training Advertisement, Emotion Types, Emotional Resonance, Public Advertising Communication, Healthy Family Well-Being

Introduction

Ting & Ibrahim (2022) mentioned that the increasing pressure of work makes many busy parents lack scientific knowledge of parenting, which forces many children to live in unhappy and even violent home environments. Therefore, this study mentioned it is necessary to help parents acquire parenting knowledge through some parenting advertisements with high communication effects in their fragmented time. With the continuous growth of science and technology, people actively or passively receive a lot of information through communication devices or display carriers, such as commodity advertising information and social news that pop up from mobile phones every day. Due to the high frequency and variety of information, effective transmission of information in parenting advertising faces great problems. Montgomery et al. (2017) mentioned that empathy enables the audience to understand and share others' psychological states, which is crucial for regulating social interaction. In addition, Preston's (2007) "Perceptive action model" mentioned that emotions are the basis of the empathic mechanism. Therefore, this study argued that when designing parenting advertisements for busy parents who lack parenting skills, if they could emotionally resonate and be persuaded during fragmented time, it would have a positive impact on their families and allow the children of these families to have a happy living environment. Therefore, this paper will start with several common emotions such as sadness and happiness, fear and anger to understand the role of different emotional information in resonating with the audience.

Research Methodology

The literature review in this study follows the unique "Systematic Literature Review Synthesis Process." (Luo Na et al., 2022; Shasha et al., 2023). According to Rousseau et al. (2008), this procedure is a stand-alone literature review typology that helps make sense of a chosen body of current literature and helps determine the theoretical framework at the early stages of research ideation. When constructing a core research question, Ibrahim (2011) recognized the construct classification approach as RQ Constructs-'WHO', 'WHAT', and 'HOW'. 'WHAT' is the information or body of knowledge required to address the problem; 'HOW' is the research's intended effect; and 'WHO' is the element being affected by the study.

The RQ construct "encourage emotional resonance" was chosen for consideration in this investigation. This study used keywords like "sadness emotions and happiness, fear emotions, and anger", and the Scopus and Google Scholar databases were searched to find the academic articles. Through the title retrieval and abstract screening of all research papers from 1996 to now, 26 journal papers were identified. After being evaluated, the abstracts were divided into three smaller topics: the impacts of sad and happy, fear, and anger on emotional resonance. The abstracts were reviewed in terms of the major findings of previous scholars, how their work could support future studies, and what aspects need to be improved.

The study's findings led to the creation of a synthesised summary for each subthem, which underwent additional cross-analysis, integration of potential solutions, and prioritisation of the synthesised summary towards highly likely fixes for variables influencing parents' attention spans when watching commercials. In Figure 1, the 'Point of Departure (POD) Tree Diagram', which is derived from Ibrahim & Mustafa Kamal (2018), provides important synopses. The systematic review synthesis procedure was documented in this work using the web-based EAGLE system.

Encouraging Emotional Resonance in Public Parenting Advertisement

The following section covers the review process for 'sadness and happiness', 'fear', and 'anger' to understand the characteristics of these emotions and their relationship to increase emotional resonance.

Effects of Sadness and Happiness on Emotional Resonance

Many scholars' studies have mentioned that different types of emotional advertising can create different resonance effects and let users experience corresponding emotional changes. Vieillard et al. (2008) mentioned that sadness, happiness, fear, and anger are common emotions that are easy to express and recognize. Larsen et al. (2001) mentioned that sadness and happiness are a group of opposite emotions, which are also basic emotions that people can easily understand in daily life. They have opposite effects in many cases, so they are often discussed together.

Advertisements that used basic emotions (happiness, love, and sadness) generated more similar emotional responses among views worldwide than those that evoked social emotions (humor, warmth, and surprise) (Huang, 1998). Many studies have shown that sad faces have an advantage in eliciting empathic emotional responses. Sergerie et al. (2007) found that when advertising design shows sad emotions, it is more likely to make users feel familiar with or have seen before. Kang et al. (2022) also mentioned that the use of images of sad (as opposed to happy or neutral) faces can evoke empathy in the audience. Such as the sad image of the victim in the charity advertisement would cause the audience's sadness and then generate sympathy.

However, sadness in advertising has not always been so advantageous. Sergerie et al. (2007) showed that sad emotions in advertisements are more likely to make people feel familiar, sympathetic, and emotionally infected. Kang et al. (2022) also mentioned that sadness may also make viewers reflect on the "manipulative intention" of advertisements. Therefore, this study recommends carefully considering sadness when eliciting emotional resonance in parenting advertisements, as it can also cause parents to provide negative reactions.

Many scholars have also found that happy emotions can generate better attention and emotional infection in advertisements. Sergerie et al. (2007) found that when advertisements convey happy emotions, they are more likely to make users feel novel. Li & Atkinson (2020) found that consumers are more willing to help when viewing advertisements for happy children than for sad children. In addition, Matsumoto & Ekman (1989) said that happy emotions in advertisements will make people feel novel and easier to recognize and recall. Therefore, this study believes that the positive role of happy emotions in parenting advertising cannot be ignored.

It is worth noting that Matsumoto & Ekman (1989) mentioned that there would be cross-cultural differences in the use/experience of emotions in different contexts. Therefore, this study believes that when emotional stimuli are used to arouse the emotional resonance of the audience of parenting advertisements from different cultural backgrounds, the influence of cross-cultural differences should be considered. In summary, sadness and happiness can both elicit emotional resonance and attention from parents from parenting advertisements. On the other hand, this study cannot ignore the disadvantages of the "operational intention" of sadness and the differences in parenting advertisements in cross-cultural backgrounds. The details are shown in Table 1.

Table 1: Effects of Sad and Happy on Emotional Resonance

Emotion Type	Emotional Characteristics
Sad	<p>Sad expressions tend to be familiar to viewers.</p> <p>Negative emotions can strengthen the audience's memory.</p> <p>Easy-to-understand emotions in life.</p> <p>Sadness can elicit a strong empathic emotional response.</p> <p>Sad emotions tend to make people question their "operational intentions."</p>
Happy	<p>Easy-to-understand emotions in life.</p> <p>Happiness is prone to memories and novelty.</p> <p>Happiness tends to produce donations.</p>

Source: (This study)

Effects of Fear Emotions on Emotional Resonance

Mostafa (2020) mentioned that fear is a negative emotion caused by a perceived substantive threat. Many scholars have mentioned that there are many ways to express fear in advertising. Keum & Shin (2019) mentioned that fear can occur when the line of sight is blocked, such as when an opaque black screen is used to prevent the audience from seeing the threat in the advertisement. Furthermore, the study by Carrillo et al. (2019) also found that the looming light at the top of the advertisement and the simulated scene that can be touched will cause the audience to have a strong fear. Maister et al. (2013) mentioned that some people feel touched when they observe others being touched, which can enhance their understanding of fear. Furthermore, Maister et al. (2013) also found that attention to advertising messages could be enhanced by using terror to stimulate viewers to pay attention to ongoing harm. However, this study believes that excessive fear can also make the audience feel scared and resistant. Therefore, this study suggests that the use of fear must be mindful of the actual situation.

The research of Brattico et al. (2011) shows that the painful reactions caused by advertisements can indicate that advertisements have emotional resonance with the audience. Especially when viewers see painful emotions in the advertisement, the neurons in the viewer's brain will activate the empathy response and self-pain. Therefore, this study notes that such painful emotions can quickly introduce parents to the environment constructed by parenting advertisements and consider behavioral changes to reduce distress by the pain elimination guidelines in the advertisements. Therefore, this study suggests that a multisensory approach can be used to increase the emotional resonance effect of fear or other emotions in advertising.

Domínguez-Borràs et al. (2017) mentioned that the stimulation of salient emotions (such as violent graphic images, terrified expressions, or irate shouts) in advertisements was stronger than that of neutral emotions and that fearful faces were thought to be more negative and alert

than neutral faces. Yang et al. (2007) showed that advertisements with fear imagery enhanced the audience's brain processing power and recall power within 3 weeks. Therefore, this study believes that fear has certain advantages in deepening the audience's impression. However, as discussed earlier, fear in public service announcements is only better at promoting positive behavior change in the audience when it is appropriate. This is also proved by the study of Mostafa (2020), which states that advertisements with low or high fear will lead to low persuasion because the audience will generally be willing to resort to the defense or solution in the advertisement, rather than succumb to the threatening message in the advertisement. In addition, their study also mentioned that information about highly emotional fear can promote memory and recall. Therefore, this study believes that moderate fear in advertising can produce better persuasion. Based on the above analysis, appropriately expressed fear can have an impact on the audience's emotional empathy, memory, and persuasion. The details are shown in Table 2.

Table 2: Effects of Fear Emotions on Emotional Resonance

Emotion Type	Emotional Characteristics	Ways to Evoke Emotions
Fear	<p>Users empathize with fear when they see pain happening to others.</p> <p>In emotional music, music of joy and fear produces auditory signals that are more easily activated.</p> <p>Emotional stimuli such as violent scenes, fearful faces, or angry voices can promote the activation of sensory areas.</p> <p>Fearful faces make people feel more negative and alert.</p> <p>Fear imagery leads to increased brain processing and better memory.</p> <p>Threat information describing injury enhances information recall.</p> <p>People who are threatened with their health are prone to turning on their defense mechanisms out of fear.</p> <p>Low fear leads to the least persuasion, very high fear leads to the least persuasion, and moderate fear can act as a motivational driver.</p>	<p>Visual occlusion, jumping action, and faint light from overhead can all produce fear.</p> <p>Pain leads to fear.</p> <p>Visual and tactile stimulation will give users an enhanced somatosensory resonance and promote the generation of fear.</p> <p>Fear is a negative emotion caused by threats.</p>

Effects of Anger on Emotional Resonance

Fuchs & Koch (2014) found that emotions were experienced through physical resonance. As mentioned by Keum & Shin (2019), the association of body resonance, consciousness awakening, and muscle activation would make viewers ready for action immediately after emotional stimulation. From their examples, viewers would attack when they feel anger. Viewers may run away when they feel fear, and they may want to hide or disappear when they feel shame. On the other hand, viewers may want to approach and be approached when they feel love. Therefore, this study supports the use of appropriate anger in advertisements that can lead to generated targeted expected actions.

Fuchs & Koch (2014) found that the emotion of fear can cause the audience to have the same painful physical sensation, such as burning cheeks due to shame, fear, and rapid heart rate due to the painful feeling of exposure and humiliation. They also suggested that when a face in an advertisement shows an angry expression, it can enhance the viewer's short-term memory of that face. Mostafa (2020) agreed that the generation of such emotional resonance is related not only to emotional stimuli but also to the cultural background of the target audience. Additionally, O'Shaughnessy & O'Shaughnessy (2003) also found that younger people can judge positive and negative emotions more accurately in visual advertisements. However, this study found a limitation of the effect of a study by Jackson et al. (2008) that people with social anxiety disorder were less sensitive to people who expressed negative emotions.

Montagne et al. (2006) also said that the tired body and the drunk body are more permeable than the sober body. Therefore, this study recommends considering cultural background, age, and mental and physical states when designing parenting advertisements for busy parents. For example, the advertiser may want to consider sending parenting advertisements to young busy parents when they are tired, such as when they commute to work or pick up children, for a better emotional resonance effect. In summary, individuals in different situations could be affected by negative anger information differently due to their memory and physical performance state. The details are shown in Table 3.

Table 3: Effects of Anger on Emotional Resonance

Emotion Type	Emotional Characteristics
Anger	<p>Those individuals with social anxiety disorder do not perceive negative emotions well.</p> <p>Those younger individuals were able to identify and judge negative emotions in advertisements more accurately than older individuals.</p> <p>Visual short-term memory (VSTM) was significantly enhanced when the information represented anger.</p> <p>A tired body penetrates more easily than an awake body.</p> <p>The individual's heart pounded when he felt fear, his face blushed when he felt shame, and he felt pain when he felt humiliated.</p>

Discussion on Encouraging Emotional Resonance

Based on the above study, the information about various emotions in advertisements is believed to affect the audience's psychology and physiology differently. From the effects of sad and happiness on emotional response, this study found that sadness and happiness can elicit emotional resonance and attention from parents from parenting advertisements. However, effective sadness is recommended with additional consideration of the cross-cultural background of the targeted parents and the operational intent of the parenting advertisement. From the effect of fear emotions on emotional resonance, this study found that appropriately expressed fear can have an impact on the audience's emotional empathy, memory, and persuasion. From the effects of anger on emotional resonance, this study found that individuals in different situations could be affected by negative anger information differently due to their memory and physical performance state.

The prioritization process leads to this study that proposes that audiences in different cultural environments could help obtain basic emotions from advertising messages based on their experience, thinking styles, physiology, and psychological being. These antecedents were expected to be affected differently by emotions, thus leading to beneficial and progressive actions, which had the potential to mediate memory generations and trigger emotional resonance. The results were presented in a Point of Departure Tree Diagram (adapted from Ibrahim & Mustafa Kamal (2018) in proposing the communication of an emotional resonance parenting training model in Figure 1. Figure 2 illustrates the conceptual framework proposed for the same.

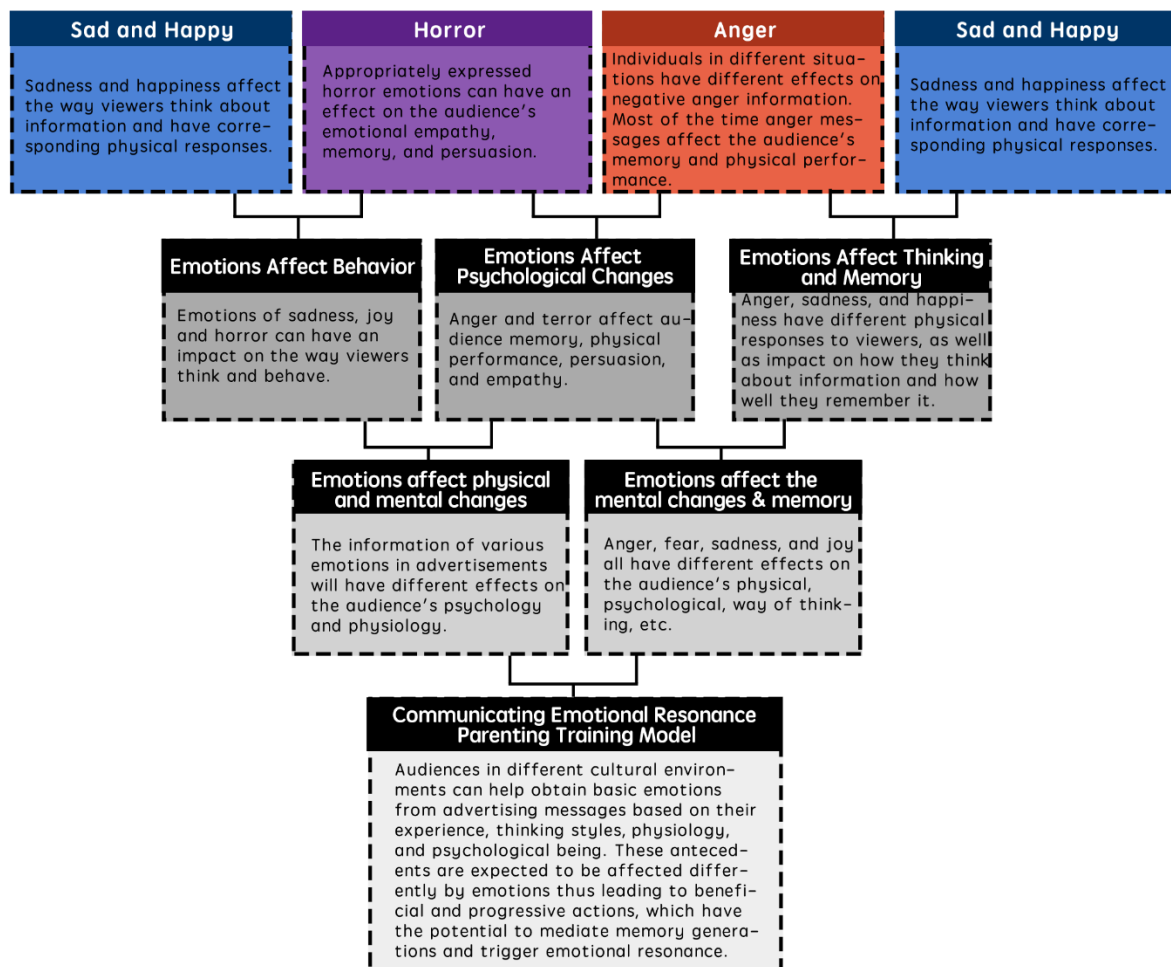


Figure 1: Point of Departure (POD) Tree Diagram for Communicating Emotional Resonance Parenting Training Model

Source: (Adapted from Ibrahim & Mustafa Kamal, 2018)

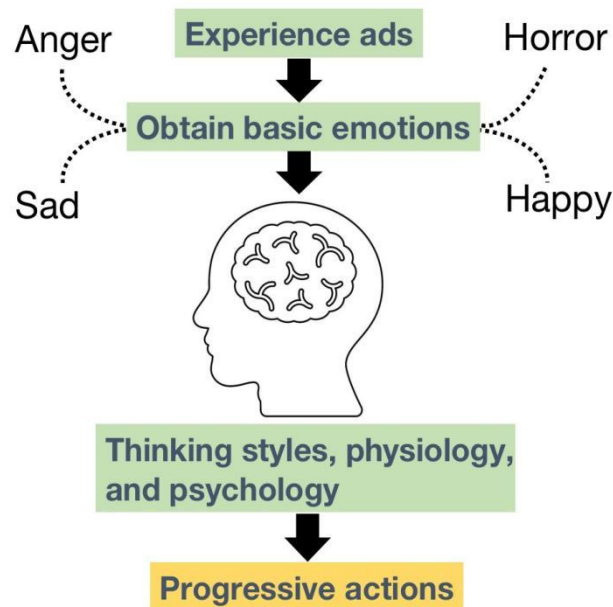


Figure 2: Conceptual Framework for Communicating Emotional Resonance Parenting Training Model

Conclusions

This study documented a systematic review synthesis process to understand how busy parents could gain more parenting knowledge through emotionally contagious parenting advertisements in public spaces. The results led to the development of an alternative approach to communicating an emotional resonance parenting training model for parenting advertising. The proposed parenting advertisement would attract audiences from different cultural environments and help them generate basic emotions from the advertising messages based on their experience, thinking styles, physiology, and psychological being. These proposed antecedents were expected to be affected differently by emotions thus leading to beneficial and progressive actions, which had the potential to mediate memory generations and trigger emotional resonance. This study was expected to benefit designers in designing emotional appeal parenting advertisements and for parents to create a happier family atmosphere for their children. Future studies are recommended to develop public advertising communication modules for healthy family well-being.

Acknowledgments

This research is a component of the first author's Ph.D. thesis in Integrated Design Studies at the Faculty of Design and Architecture, Universiti Putra Malaysia.

References

Brattico, E., Alluri, V., Bogert, B., Jacobsen, T., Vartiainen, N., Nieminen, S., & Tervaniemi, M. (2011). A Functional MRI Study of Happy and Sad Emotions in Music with and without Lyrics. *Frontiers in Psychology*, 2. <https://doi.org/10.3389/fpsyg.2011.00308>

- Carrillo, M., Han, Y., Migliorati, F., Liu, M., Gazzola, V., & Keysers, C. (2019). Emotional Mirror Neurons in the Rat's Anterior Cingulate Cortex. *Current Biology*, 29(8), 1301-1312.e6. <https://doi.org/10.1016/j.cub.2019.03.024>
- Domínguez-Borràs, J., Rieger, S. W., Corradi-Dell'Acqua, C., Neveu, R., & Vuilleumier, P. (2017). Fear Spreading Across Senses: Visual Emotional Events Alter Cortical Responses to Touch, Audition, and Vision. *Cerebral Cortex*, 27(1), 68–82. <https://doi.org/10.1093/cercor/bhw337>
- Fuchs, T., & Koch, S. C. (2014). Embodied affectivity: On moving and being moved. *Frontiers in Psychology*, 5. <https://doi.org/10.3389/fpsyg.2014.00508>
- Huang, M.-H. (1998). Exploring a new typology of advertising appeals: Basic, versus social, emotional advertising in a global setting. *International Journal of Advertising*, 17(2), 145–168. <https://doi.org/10.1080/02650487.1998.11104713>
- Ibrahim, R. (2011). Demystifying the arduous doctoral journey: The eagle vision of a research proposal. *Electronic Journal of Business Research Methods*, 9(2), pp130-140. <https://academic-publishing.org/index.php/ejbrm/article/view/1275>
- Ibrahim, R. & Mustafa Kamal, R. (2018). *Templates for Thinking(Unpublished Literary. Copyright MYIPO LY2018002437)*.
- Jackson, M. C., Wolf, C., Johnston, S. J., Raymond, J. E., & Linden, D. E. J. (2008). Neural Correlates of Enhanced Visual Short-Term Memory for Angry Faces: An fMRI Study. *PLoS ONE*, 3(10), e3536. <https://doi.org/10.1371/journal.pone.0003536>
- Kang, I.-H., Leliveld, M. C., & Ferraro, R. (2022). The impact of facial emotional expression on the effectiveness of charitable advertisements: The role of sympathy and manipulative intent. *Journal of Behavioral Decision Making*, 35(5), e2281. <https://doi.org/10.1002/bdm.2281>
- Keum, S., & Shin, H.-S. (2019). Neural Basis of Observational Fear Learning: A Potential Model of Affective Empathy. *Neuron*, 104(1), 78–86. <https://doi.org/10.1016/j.neuron.2019.09.013>
- Larsen, J. T., McGraw, A. P., & Cacioppo, J. T. (2001). Can people feel happy and sad at the same time? *Journal of Personality and Social Psychology*, 81, 684–696. <https://doi.org/10.1037/0022-3514.81.4.684>
- Li, D., & Atkinson, L. (2020). Effect of emotional victim images in prosocial advertising: The moderating role of helping mode. *International Journal of Nonprofit and Voluntary Sector Marketing*, 25(4), e1676. <https://doi.org/10.1002/nvsm.1676>
- Luo, N., Ibrahim, R., & Abidin, S. Z. (2022). Transformation of Children's Paintings into Public Art to Improve Public Spaces and Enhance People's Happiness. *International journal of environmental research and public health*, 19(24), 16780.
- Maister, L., Tsiakkas, E., & Tsakiris, M. (2013). I feel your fear: Shared touch between faces facilitates recognition of fearful facial expressions. *Emotion*, 13(1), 7–13. <https://doi.org/10.1037/a0030884>
- Matsumoto, D., & Ekman, P. (1989). American-Japanese cultural differences in intensity ratings of facial expressions of emotion. *Motivation and Emotion*, 13(2), 143–157. <https://doi.org/10.1007/BF00992959>
- Montagne, B., Schutters, S., Westenberg, H. G. M., van Honk, J., Kessels, R. P. C., & de Haan, E. H. F. (2006). Reduced sensitivity in the recognition of anger and disgust in social anxiety disorder. *Cognitive Neuropsychiatry*, 11(4), 389–401. <https://doi.org/10.1080/13546800444000254>
- Montgomery, M. A., Kappes, A., Crockett, M. J., Sinnott-Armstrong, W., & Miller, C. B. (2017). Compassion is not always a motivated choice: A multiple decision systems

- perspective. *Moral Psychology*, 5, 409–418.
<https://books.google.com/books?hl=en&lr=&id=gSLDgAAQBAJ&oi=fnd&pg=PA409&dq=Batson,+Duncan,+Ackerman,+Buckley,+%26+Birch,+1981%3B+De+Waal,+2008%3B+Preston+%26+de+Waal,+2002&ots=F0cWOUb5lz&sig=TF874Xxs9dvixPoJE9RLlp-9u18>
- Mostafa, M. M. (2020). Neural correlates of fear appeal in advertising: An fMRI analysis. *Journal of Marketing Communications*, 26(1), 40–64.
<https://doi.org/10.1080/13527266.2018.1497680>
- O'Shaughnessy, J., & O'Shaughnessy, N. (2003). *Persuasion in Advertising*. Routledge.
- Preston, S. D. (2007). A perception-action model for empathy. In T. F. D. Farrow & P. W. R. Woodruff (Eds.), *Empathy in Mental Illness* (1st ed., pp. 428–447). Cambridge University Press. <https://doi.org/10.1017/CBO9780511543753.024>
- Rousseau, D. M., Manning, J., Denyer, D. (2008). “Evidence in Management and Organizational Science: Assembling the Field’s Full Weight of Scientific Knowledge through Syntheses.” In AIM Research Working Paper Series. *Advanced Institute of Management Research*.
- Sergerie, K., Lepage, M., & Armony, J. L. (2007). Influence of Emotional Expression on Memory Recognition Bias: A Functional Magnetic Resonance Imaging Study. *Biological Psychiatry*, 62(10), 1126–1133.
<https://doi.org/10.1016/j.biopsych.2006.12.024>
- Shasha, Z., Ibrahim, R., Abidin, S. Z., & Ishak, S. M. M. (2023). Up-cycling with Painting Language Features in Unique Green Product Packaging Design. *International Journal of Designed Objects*, 17(2).
- Ting, D., & Ibrahim, R. (2022). Understanding effects of interactive experience in advertising. *DESIGN-DECODED 2021: Proceedings of the 2nd International Conference on Design Industries & Creative Culture, DESIGN-DECODED 2021, 24-25 August 2021, Kedah, Malaysia*, 445.
- Vieillard, S., Peretz, I., Gosselin, N., Khalfa, S., Gagnon, L., & Bouchard, B. (2008). Happy, sad, scary, and peaceful musical excerpts for research on emotions. *Cognition and Emotion*, 22(4), 720–752. <https://doi.org/10.1080/02699930701503567>
- Yang, E., Zald, D. H., & Blake, R. (2007). Fearful expressions gain preferential access to awareness during continuous flash suppression. *Emotion*, 7, 882–886.
<https://doi.org/10.1037/1528-3542.7.4.882>