TV charity actions as a subject of psychological impact on mass audience

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The aim of the project – studying of TV impact on audience's emotions by the example of charity actions.

The research included consideration of elements influencing on emotional and cognitive components of audience' perception, and analysis of these elements and matching of them with possible behavior changing (making a decision of taking part in charity action)

16 participants (M age=31.4, SD=5.32, 8 male). And as a method to define empathy level was used Emotional Empathic Tendency Scale. When interrogation was over all the participants of the research were combined in focus-groups.

Figure 1. Image scheme of opinions about TV charity actions of the respondents with high empathy level

Figure 3. 3D model: addiction between choice of charity action (1- First channel, 5- Fifth channel) from empathy level indexes and availability of emotional, cognitive, visual, audio elements.

Figure 2. Image scheme of opinions about TV charity actions of the respondents with low empathy level

But the greatest impact on the audience's emotional state was caused by demonstration of empathy feeling from the main hero's relatives on the screen. The viewer feels empathy towards both the main hero and his relative, and feels with empathy from relatives to the hero.

Intention of the audience to take part in charity action depends on their level of empathetic abilities. People with different level of empathy had also different important for their self factors and effects of charity plots, when they formed a decision of taking part in charity movies. So that empathic viewers are more tempted to react at emotional components of charity plots

On the other hand such factors as concrete facts, proofs or familiar live experience played the main role in perception for responders with low empathy level. But at the same time high level of cognitive empathy can appear with low level of emotional empathy. Such conclusion is proved in theoretical rationales of researchers who divided empathy on emotional and cognitive (Davis, Rogers, Goldstein).