

## A comparative statistical meta-analysis of persuasive advertising strategies



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Advertising appeals is a major strategic consideration in designing an advertising campaign. This research attempted to assess quantitatively past studies on advertising-appeal differences and scale them on a common metric. On the basis of a large and unique dataset using a comparative meta-analysis, it provided measures of the relative impact of seven types of appeals. Meta-regression was used to test whether certain moderators can explain the variability in effect sizes. Results suggest that appeals were not effective equally, and their estimated impact was used to create a hierarchy of appeals. Emotional appeals, led by sex and humor, appeared to be more effective than fear and rational appeals. The most important moderators were media type. Among other results, emotional appeals were more effective on television, and were more impactful in more recent studies. The paper also adds a recent follow-up study, of other researchers, who elaborated on the role of emotional advertising in a persuasive campaign. The article concludes with implications for advertisers and ad agencies, and emphasizes the need for more qualitative and quantitative research, especially on mixed modes of appeals.

## Information systems in the service of adaptive climate regulatory response



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Regulatory systems confront formidable challenges in addressing the escalating impact of extreme climate events. Conventional approaches often prove slow and inflexible, impeding timely responses to dynamic environmental conditions. To overcome these limitations, we propose a digitally driven adaptive regulatory process that integrates information systems, fostering resilience and efficiency in climate regulatory response. Our model comprises three digitally-enabled learning cycles: (1) constant identification of new risks through collaboration with diverse stakeholders, (2) real-time monitoring of key indicators using machine learning and artificial intelligence algorithms, and (3) enforcement assessment aided by technology to ensure compliance and effectiveness. With contemporary digital technology, these cycles can operate in real-time, efficiently analyzing large-scale data while maintaining transparency through documentation and accountability.