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Information Systems Division
High-Density Paper Session:

“Information Systems and Narrative”

Exploring the Impact of Narrative Framing on Intergroup Attitudes and Prosocial Behavior through Immigrants’ Testimonial Narratives

Juan-José IGARTUA¹, Verónica BENET-MARTÍNEZ², & José J. PIZARRO-CARRASCO³

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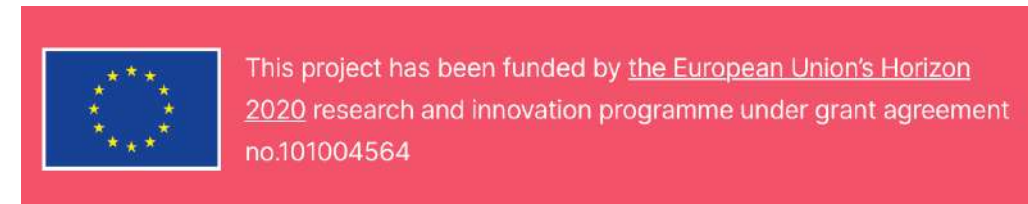
This project has been funded by the European Union’s Horizon 2020 research and innovation programme under grant agreement no.101004564

<https://www.bridges-migration.eu/about/>



BRIDGES project

- Title: **Assessing the production and impact of migration narratives**
- Founded Agency: **European Commission**.
H2020 EU Framework Programme for Research and Innovation.
- Budget: 2.999.695,41 euros.
- Years: **2021-2024**.
- 11 work packages (WPs).
- **WP5: *The impact of narratives on individuals' attitudes in Europe*** (how narratives have an impact on individual psychological processes).
- Method: two online **experiments online** in Spain an Hungary (in 2023).



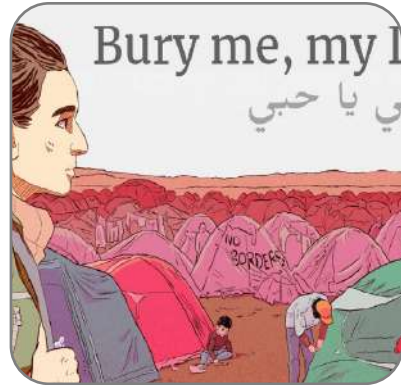
<https://www.bridges-migration.eu/about/>

Migration Narratives and Narrative Persuasion

Narrative persuasion field:
Analyses the characteristics that increase their effectiveness in persuasion (Braddock & Dillard, 2016), and understand the explicative mechanisms behind the effects.

A wide variety of formats:

- Audio-visual creations, series, movies, shorts,
- Literature, classic media, videogames, etc.
- Political speeches.



Video-games



“Classic Media”



Cinema, series, etc.



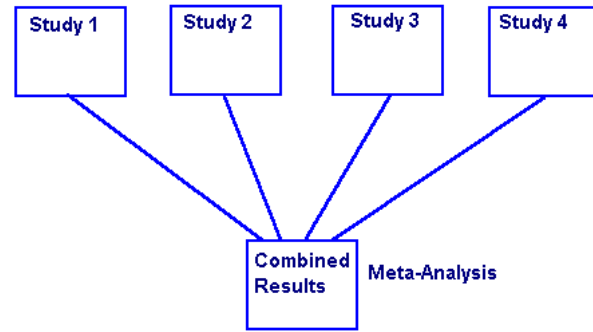
Literature

Different functions and goals:

- Giving meaning, entertain, and instrumental goals (e.g., reduction of prejudice and stigma) (Igartua & Cachón-Ramón, 2021; Paravati et al. 2022)

Narrative impact

Meta-analysis



The use of narratives elicits significant effects on attitudes ($r = .19$), beliefs ($r = .17$), behavioral intentions ($r = .17$), and behaviors ($r = .23$) (Braddock & Dillard, 2016).




Braddock, K., & Dillard, J. P. (2016). Meta-analytic evidence for the persuasive effect of narratives on beliefs, attitudes, intentions, and behaviors. *Communication Monographs*, 83(4), 446–467.

Narratives and stigma reduction

BASIC AND APPLIED SOCIAL PSYCHOLOGY
<https://doi.org/10.1080/01973533.2022.2039657>



Does Storytelling Reduce Stigma? A Meta-Analytic View of Narrative Persuasion on Stigma Reduction

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ABSTRACT

Stigmatization of one or more discredited attributes has a profoundly negative social impact on stigmatized individuals. Researchers have applied narratives as a persuasion device to reduce stigma. However, the overall effect of narratives on stigma is yet known. This research synthesized and quantified the effect of narratives in reducing stigma and identifies moderating factors. Forty-six effect sizes were extracted from 40 articles investigating the effect of narratives on stigmatization in various stigmatized conditions. A small effect of narratives on reducing stigma was yielded, which indicated that narratives were effective in reducing stigma. Narratives constructed with the first-person point of view were to be superior in reducing stigma. Theoretical and practical implications are discussed.

“(...) narratives were **effective** in reducing stigma. Narratives constructed with the first-person point of view were to be superior in reducing stigma” (Zhuang & Guidry, 2022, p. 25).

Zhuang, J., & Guidry, A. (2022). Does storytelling reduce stigma? A meta-analytic view of narrative persuasion on stigma reduction. *Basic and Applied Social Psychology*, 44(1), 25-37. <https://doi.org/10.1080/01973533.2022.2039657>

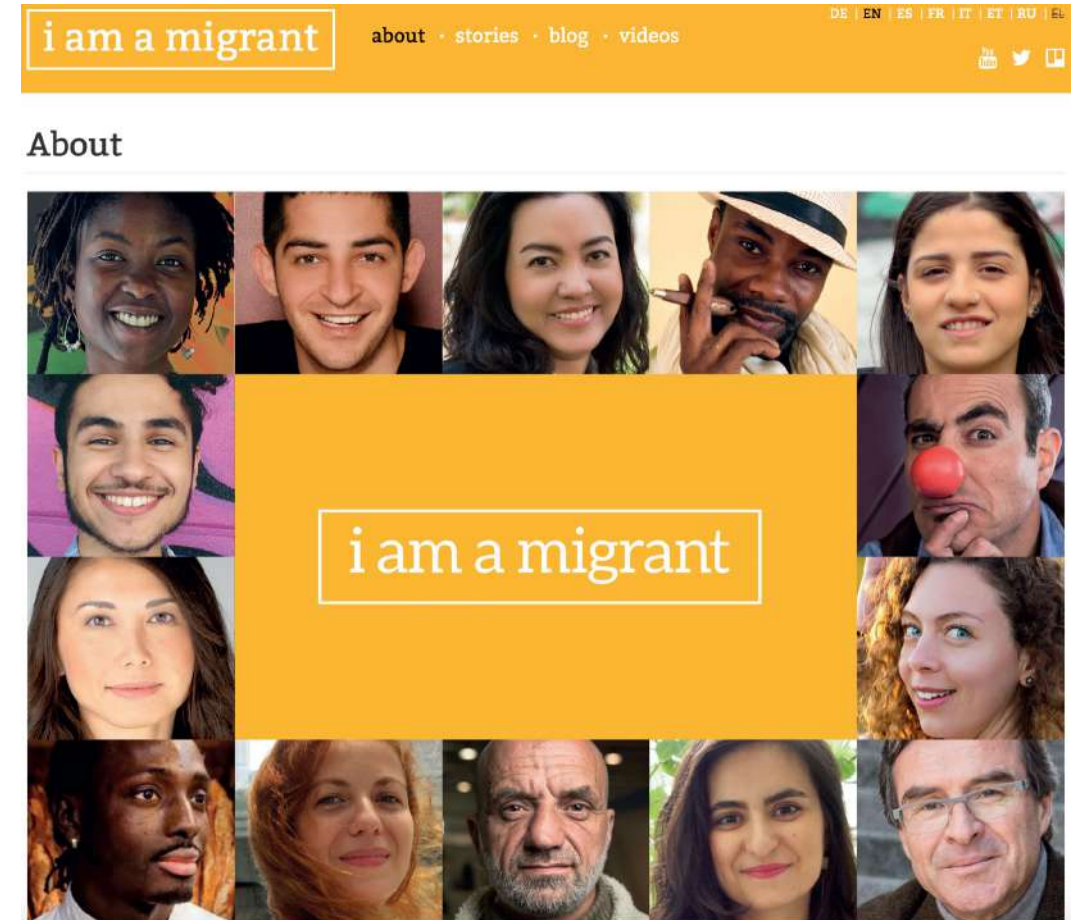
Testimonial Migration Narratives

A specific type of narrative message is **testimonial messages** (Igartua & Cachón-Ramón, 2023):

- Narration of a person's "story" (protagonist, experiential, temporal sequence) including protagonist's intentions, emotions, goals, etc.

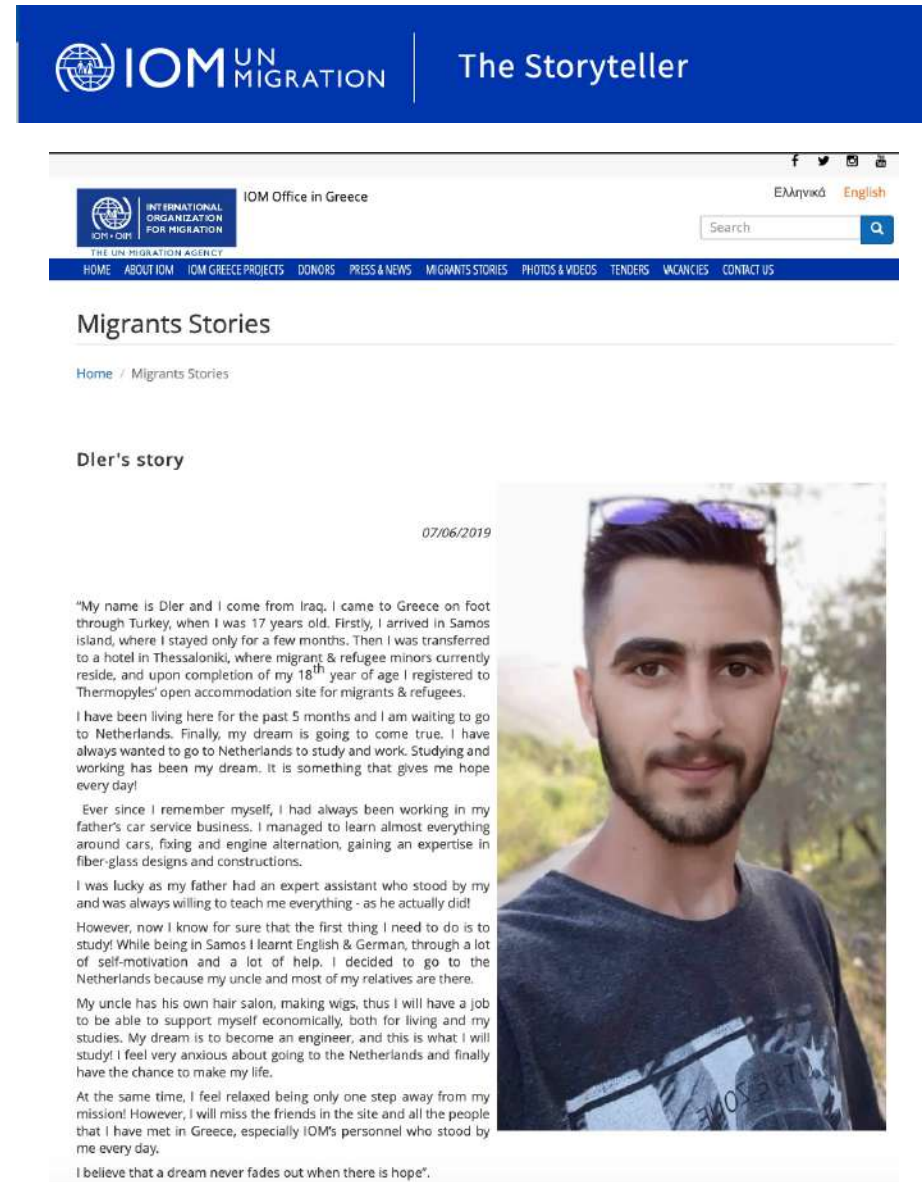
Testimonials are a form of **parasocial intergroup contact** (Park, 2012; Schemer & Meltzer, 2020).

Testimonial messages as **narrative vaccines** (Igartua & Guerrero-Martín, 2022) **against social viruses** (such as xenophobia and prejudice).



Testimonial messages for improving intergroup attitudes

- **Definition:** Brief personal stories or testimonial messages, featuring an immigrant describing their life project as a migrant in the host society.
- **Temporal and causal sequence:** The narrative refers to two different states, life before migrating and life after becoming an immigrant in a host society.
- **Protagonist's intentions and goals:** Reasons for leaving the country, work history in the host country, feelings of belonging, social and family relationships, and future expectations.
- **Underlying persuasive message:** Expressing emotions and advocating for actions to be taken to reduce prejudice.
- **Main goal:** Raise awareness among the host population about immigrants' situations in general and provoke changes in attitudes, beliefs, and behaviors.
- **Applications:** Campaigns aimed at preventing racism and xenophobia.



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Migrants Stories

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Dier's story

07/06/2019

"My name is Dier and I come from Iraq. I came to Greece on foot through Turkey, when I was 17 years old. Firstly, I arrived in Samos island, where I stayed only for a few months. Then I was transferred to a hotel in Thessaloniki, where migrant & refugee minors currently reside, and upon completion of my 18th year of age I registered to Thermopyles' open accommodation site for migrants & refugees.

I have been living here for the past 5 months and I am waiting to go to Netherlands. Finally, my dream is going to come true. I have always wanted to go to Netherlands to study and work. Studying and working has been my dream. It is something that gives me hope every day!

Ever since I remember myself, I had always been working in my father's car service business. I managed to learn almost everything around cars, fixing and engine alternation, gaining an expertise in fiber-glass designs and constructions.

I was lucky as my father had an expert assistant who stood by my and was always willing to teach me everything - as he actually did!

However, now I know for sure that the first thing I need to do is to study! While being in Samos I learnt English & German, through a lot of self-motivation and a lot of help. I decided to go to the Netherlands because my uncle and most of my relatives are there.

My uncle has his own hair salon, making wigs, thus I will have a job to be able to support myself economically, both for living and my studies. My dream is to become an engineer, and this is what I will study! I feel very anxious about going to the Netherlands and finally have the chance to make my life.

At the same time, I feel relaxed being only one step away from my mission! However, I will miss the friends in the site and all the people that I have met in Greece, especially IOM's personnel who stood by me every day.


I believe that a dream never fades out when there is hope".

(Our) Previous studies

EJSP

RESEARCH ARTICLE

How the interplay of imagined contact and first-person narratives improves attitudes toward stigmatized immigrants: A conditional process model

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How to Enhance the Effects of Mediated Intergroup Contact? Evidence from Four Countries

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Article

Personal narratives to improve attitudes towards stigmatized immigrants: A parallel-serial mediation model

Juan-José Igartua , and Diego Cachón-Ramón

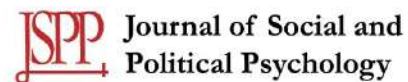
MEDIA PSYCHOLOGY
2020, VOL. 23, NO. 6, 891–914
<https://doi.org/10.1080/15213269.2019.1665548>



The Presence of the Protagonist: Explaining Narrative Perspective Effects Through Social Presence

Nuri Kim^a, Hye Kyung Kim^a, Magdalena Wojcieszak ^{b,c}, Juan-José Igartua ^d, and Cui Min Lim^a

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Original Research Reports



Personal Migrant Stories as Persuasive Devices: Effects of Audience–Character Similarity and Narrative Voice

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Narrative frame (Benson, 2013)

The testimonial develops one of the following narrative frames:

- The immigrant who takes advantage of the welfare system (*profiteer frame*).
- The immigrant as a victim of labor exploitation (*victim frame*).
- The immigrant as a hero who faces and overcomes adversity (*hero frame*).

Narrative voice

The testimonial message is presented:

- In the first person.
- In the third person.

Group cue

The protagonist of the testimonial message belongs to a group of immigrants:

- With low stigma.
- With high stigma.

To date no study has examined the interactive joint effect of these three factors on individuals' attitudes and reception processes

Narrative frame

- Testimonial messages can be constructed differently depending on the approach used.
- **Entman (1993)**: framing a message involves the deliberate selection of one or more aspects of a text to communicate a specific idea.

Immigration frames

- Delinquency frame and economic contribution frame (Igartua & Cheng, 2009; Igartua et al., 2011).
- Victim-frame and intruder-frame (Van Gorp, 2005).
- Threat frame, burden frame, victimization frame and normalization frame (Amores et al., 2023).
- Emancipation frame, multicultural frame, assimilation frame and victimization frame (Lecheler et al., 2015).

The type of frame emphasized in the message influences emotions, cognitive responses, and attitudes towards immigration (e.g., Igartua et al., 2011; Wojcieszak et al., 2020).

Narrative voice

- The **perspective** adopted by the narrator and from which the story is told (Christy, 2018): first, second, or third person.
- **Meta-analysis**: There is greater persuasive effectiveness when using first-person point of view in health messages (Chen & Bell, 2022).
- Empirical evidence on the effect of narrative voice in the context of **intergroup relations and prejudice reduction** is scarce and contradictory (e.g., Guerrero-Martín & Igartua, 2021; Igartua & Guerrero-Martín, 2022; Kaufman & Libby, 2012).


PSYCHOLOGY & HEALTH
2022, VOL. 37, NO. 5, 545–562
<https://doi.org/10.1080/08870446.2021.1894331>

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EDITOR'S CHOICE PAPER

 Check for updates

A meta-analysis of the impact of point of view on narrative processing and persuasion in health messaging

Meng Chen^a  and Robert A. Bell^b

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ABSTRACT

Objective: To synthesize experimental research on the impact of narrative point of view (POV) on message processing and persuasion outcomes in health promotion. Moderators examined included characteristics of study design, participants, and experimental stimuli.

Design and Main Outcome Measures: Random effects model meta-analysis of 16 health promotion experiments, using the *metafor* package in R. Studies included compared the effects of first- and third-person POV on risk perceptions, attitudes, behavioral intention, identification and transportation.

Results: There was no evidence of publication bias. Narratives told in the first-person POV led to higher levels of perceived susceptibility ($d=0.10$, 95% CI [0.01, 0.20]) and identification feelings ($d=0.10$, 95% CI [0.10, 0.21]) than third-person narratives. The effects of first-person POV narratives were significantly stronger for stories that were written in the past-tense and that depicted the protagonist as being similar to message recipients.

Conclusion: Findings support a theoretical model of POV impact in which a first-person perspective increases identification with the character, thereby leading to higher levels of perceived susceptibility to the health threat. The practical implication is that the effectiveness of narrative persuasion is enhanced by using the first-person point of view, emphasizing target audience-protagonist similarities, and telling stories in the past tense.

ARTICLE HISTORY

Received 14 September 2020
Accepted 12 February 2021

KEYWORDS

Narrative persuasion;
meta-analysis; point of
view; health promotion;
risk perceptions

Group cue (country of origin): stigma associated with the immigrant group

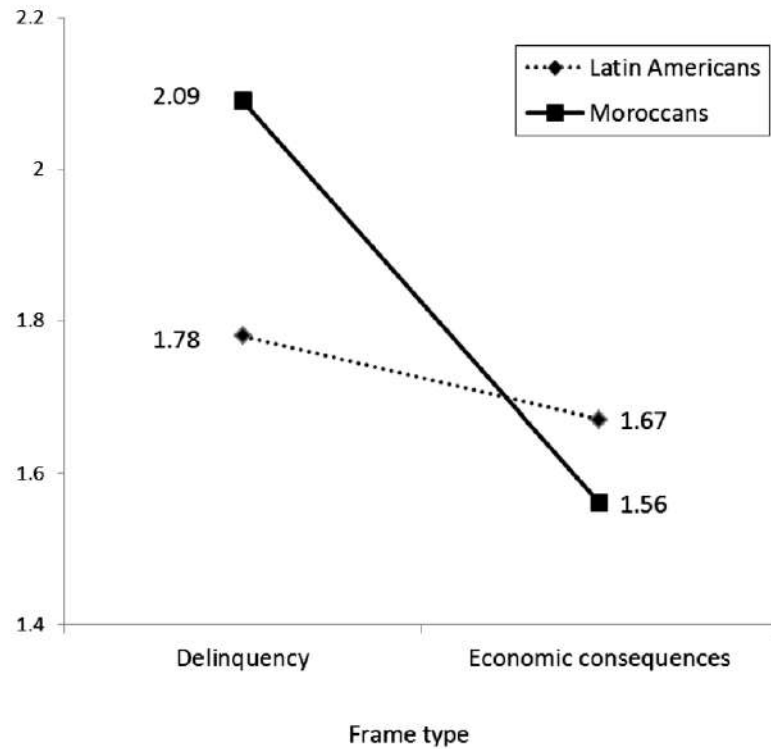
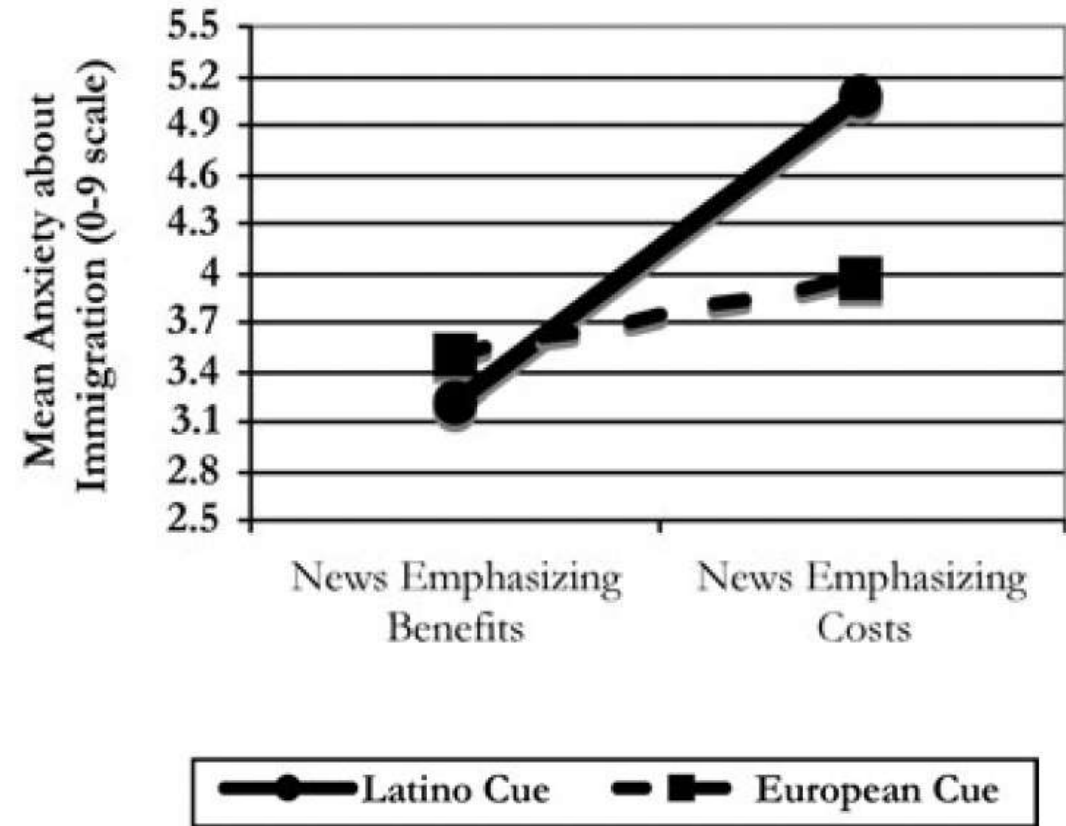


Figure 1. Effect of frame type and group cue on the negative emotions index (disgust, contempt, anger, shame, and fear; $\alpha = .82$) (ANCOVA).

Igartua et al. (2011)



Brader et al. (2008)

Mediating mechanisms

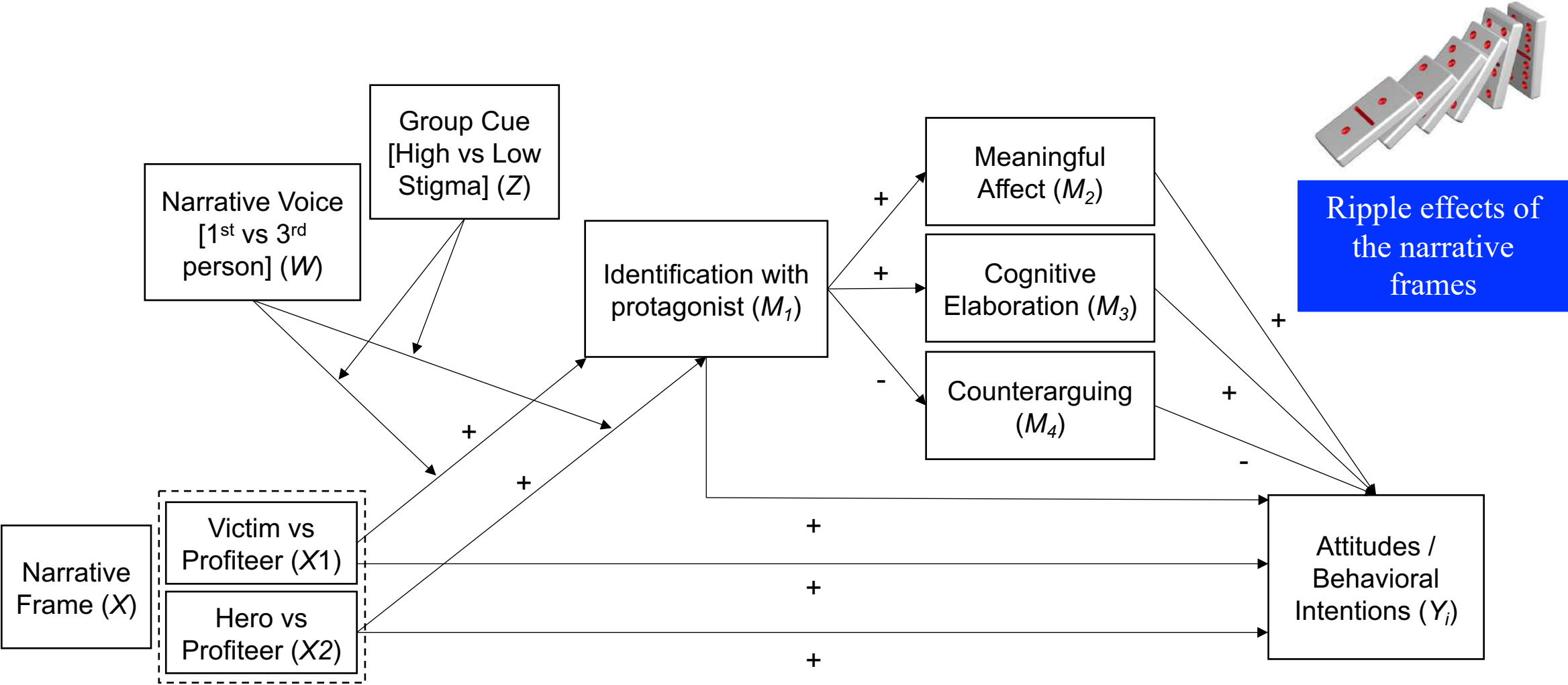
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- **Identification with the protagonist:** A psychological phenomenon whereby members of the audience mentally adopt the position of the narrative's protagonist (Tal-Or & Cohen, 2017).
- **Cognitive elaboration:** A process of reflecting on the content of a persuasive message (reflection during message reception); the intensity of information processing (Petty & Cacioppo, 1986).
- **Counterarguing:** Generating thoughts that explicitly refute the persuasive proposal embedded in the message (Niederdeppe et al., 2012).
- **Meaningful affect** (Positive Media Psychology): Positive emotions that foster openness towards others and are "other-focused" (feeling moved, touched, compassionate, inspired). These emotions lead to improved intergroup attitudes and increased prosocial behavior (Raney et al., 2021).

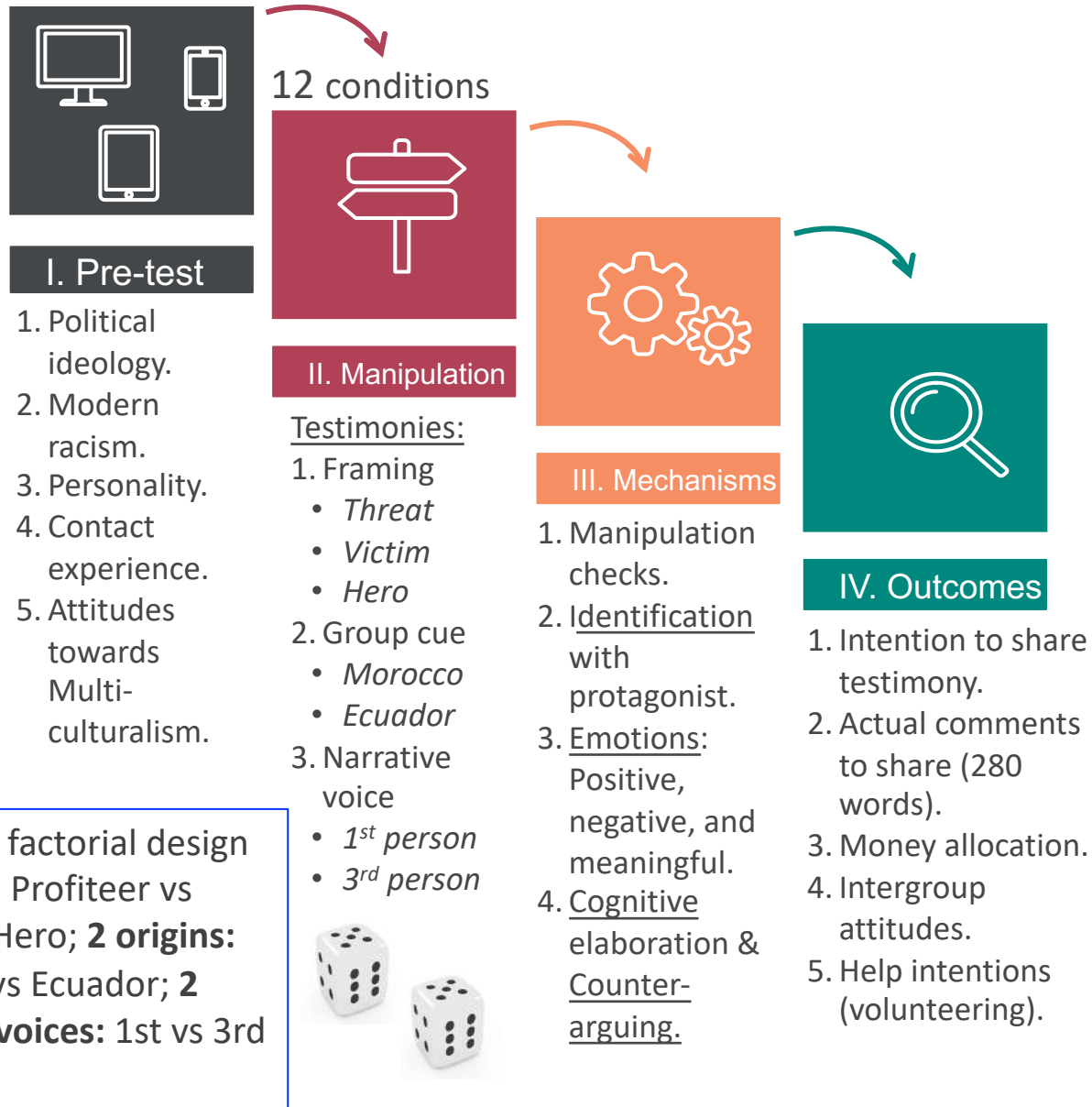
Identification with the protagonist induces persuasive influence because this process contributes to reducing the audience's critical capacity (counterarguing is decreased) (Moyer-Gusé, 2008) and increases cognitive elaboration (Igartua & Vega, 2016).

Identification is associated with a greater emotional impact, which in turn can lead to a persuasive effect.

Full model of conditional indirect effects of narrative frames



Full overview of the experiment



I. Pre-test

Measurement of variables that can have an impact (e.g., McConahay, 1986; Goslin et al., 2003; Wolsko et al., 2006).

II. Manipulation

Experimental manipulation of testimonies (pilot tested, $N = 360$).

III. Mechanisms

Manipulation checks (i.e., were the testimonies effective?) and evaluation of the psychological mechanisms that can explain the outcomes (Igartua & Guerrero-Martín, 2022; Olivier et al., 2012; Zickfeld et al., 2018).

IV. Outcomes

Measurement of dependent variables (Barbour et al., 2016; Wojcieszak & Igartua, 2020; Igartua & Guerrero-Martín, 2022).

Participants

1502 people born in **Spain** whose fathers and mothers were also born in Spain:

- 740 men and 759 women (ages 18-88; $M = 43.35$; $SD = 13.46$),
- *Representative* in terms of gender, age, education and regions.
- Average time in the experiment was of 15.3 minutes ($SD = 7.38$).



Exclusion criteria:

- *Fast or slow* readers,
- *Straight-liners*, and
- Those who failed the attention check.

Pre-register: <https://osf.io/8j5ab>

960 people born in **Hungary** whose fathers and mothers were also born in Hungary:

- 461 men and 497 women (ages 18-80; $M = 41.45$; $SD = 13.64$),
- *Representative* in terms of gender, age, education and regions.
- Average time in the experiment was of 16.08 minutes ($SD = 7.38$).



The Impact of Migration Narratives on Individuals' Attitudes

Registration template: OSF Preregistration
Registry: OSF Registries
Registered: Tue Feb 14 2023 12:36:01 GMT+0100
Last updated: Wed Feb 15 2023 12:55:59 GMT+0100
Contributors: Pizarro Carrasco, Igartua, and Benet-Martínez
Description: This project aims to assess the impact of testimonial narrative mess...
Tags: Framing, Help intentions, Immigration, Intergroup relations, Narrative persuasion, Narrative voice, Prejudice, Testimonial narratives

Open resources
Data
Analytic code
Materials
Papers
Supplements

View Update

Narratives and measures: full description in...



All of the materials used in the studies (i.e., measures and experimental materials) as well as their data, syntax and supplemental analyses, can be freely accessed at:

<https://osf.io/pn94w/>

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The Impact of Migration Narratives on I... Metadata Files Wiki Analytics Registrations

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The Impact of Migration Narratives on Individuals' Attitudes

Contributors: José J. Pizarro Carrasco, Juan-José Igartua, Verónica Benet-Martínez
 Date created: 2023-01-09 09:57 AM | Last Updated: 2024-05-20 05:35 PM
 Category: Project

Description: *This project explores the impact of testimonial narrative messages on individual psychological processes of social perception and how they can promote beliefs, attitudes and behavioural intentions that favour relationships with immigrants.*

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Has supplemental materials for Exploring the Impact of Narrative Framing on Intergroup Attitudes and Prosocial Behavior through Immigrants' Testimonial Narratives on OSF Preprints

Exploring the Impact of Narrative Framing on Intergroup Attitudes and Prosocial Behavior through Immigrants' Testimonial Narratives

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Paper presented to the Information Systems Division of the International Communication Association 74th Annual Conference "Communication and Global Human Rights" ("Information Systems and Narrative", High-Density Paper Session). Gold Coast (Australia), 20-24 June 2024.

Abstract

Despite its ubiquity in human life, narrative exposure has only recently begun to receive more theoretical and empirical attention seeking to explain *what* and *how* they produce different psychological outcomes. These attempts highlight how, for instance, narrative transportation or identification-related processes, can explain attitudinal and behavioral changes. However, there is still a lack of systematic and simultaneous tests of the underlying mechanism. Here, we focus on testimonial narrative messages and test a complex model in a two-part online experiment (Spain; $N = 1502$) and then replicated it in a different cultural context (Hungary; $N = 960$). In each study, native participants read testimonial messages about the work life of an immigrant, which were manipulated along two dimensions: narrative frame (immigrant as a Profiteer vs Victim vs Hero) and stigma (higher vs lower stigma), and narrative voice used (1st vs 3rd person). We measured participants' attitudes and helping intentions towards immigrants, and tested a model of mechanisms that evaluates participants' psychological experience with the narrative. Mediation analyses carried out in both cultural contexts revealed ripple effects of narrative frames via, mainly, a stronger identification with the protagonist of the story, as well as subsequent increases in meaningful affect and cognitive elaboration, and decreased counterarguing. These effects are discussed concerning their implications for models of narrative persuasion and the relevance of testimonial messages to address social issues.

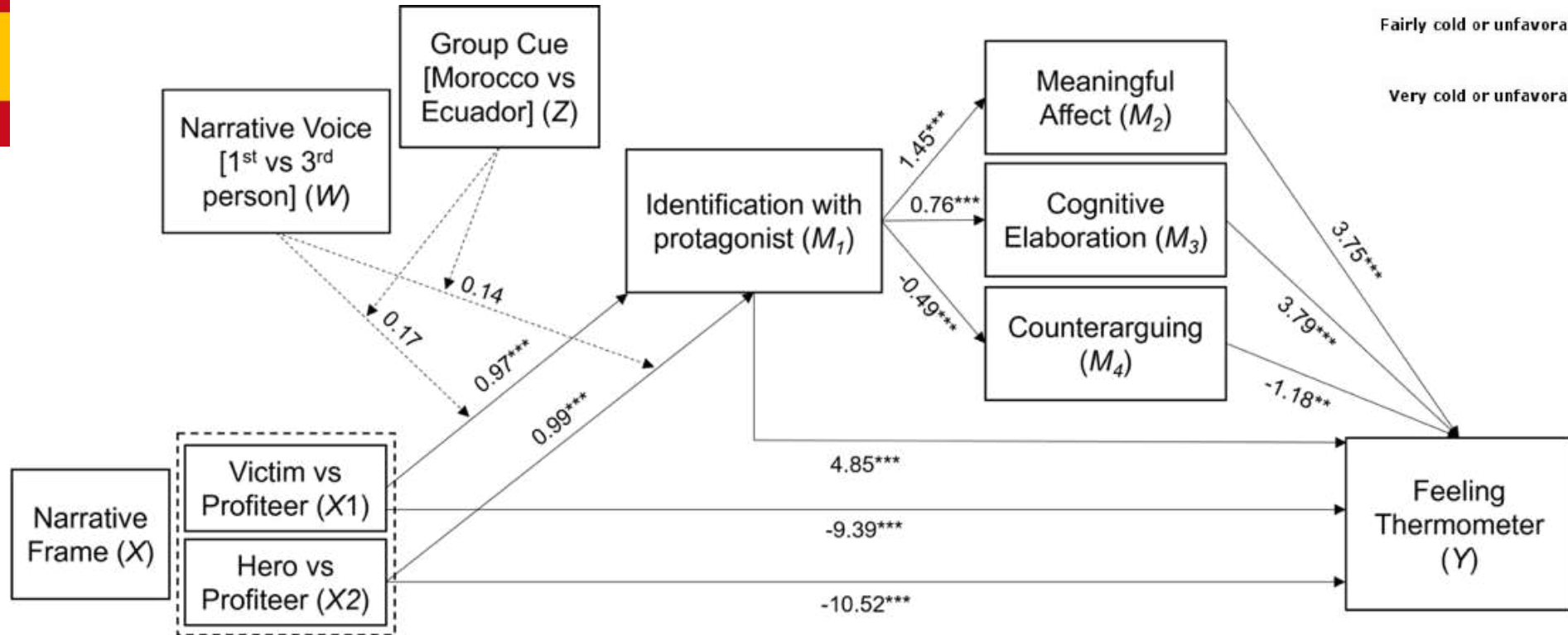
Keywords: Narrative Persuasion, Testimonial Narratives, Immigration, Intergroup Relations, Frame, Narrative Voice.

A characteristic feature of human life is our capacity to create, distribute and immerse ourselves in narrative messages – hence the expression *Homo Narrans* (Fisher, 1985). Narratives are ubiquitous in every culture (e.g., oral tradition, mass media, novels, video games, etc.) and, apart

from an entertainment function, they possess immense relevance for the transmission of cultural information, the development of psychological skills (e.g., Mar et al., 2009) and to shape intergroup relations (e.g., Park, 2012).

ICA paper

Results (example): Feeling Thermometer



Non-significant three-way interaction

Relative conditional specific indirect effects of narrative frame on feeling thermometer



Relative Conditional Specific Indirect Effects of Narrative Frame on Feeling Thermometer via <i>Identification with the Protagonist</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Morocco	4.89	2.67	7.42	X2-3rd person-Morocco	5.05	2.77	7.63
X1-3rd person-Ecuador	4.60	2.57	6.85	X2-3rd person-Ecuador	4.84	2.66	7.19
X1-1st person-Morocco	4.36	2.31	6.69	X2-1st person-Morocco	4.45	2.33	6.84
X1-1st person-Ecuador	4.89	2.68	7.37	X2-1st person-Ecuador	4.92	2.66	7.41
IMMM	0.82	-1.26	3.15	Test of effects	0.69	-1.39	3.06

Relative Conditional Specific Indirect Effects of Narrative Frame on Feeling Thermometer via <i>Identification with the Protagonist → Meaningful Affect</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Morocco	5.46	3.36	7.80	X2-3rd person-Morocco	5.63	3.58	7.96
X1-3rd person-Ecuador	5.13	3.17	7.28	X2-3rd person-Ecuador	5.39	3.38	7.61
X1-1st person-Morocco	4.86	2.91	7.10	X2-1st person-Morocco	4.96	2.97	7.24
X1-1st person-Ecuador	5.45	3.41	7.70	X2-1st person-Ecuador	5.49	3.47	7.64
IMMM	0.92	-1.43	3.41	IMMM	0.77	-1.61	3.19

Relative Conditional Specific Indirect Effects of Narrative Frame on Feeling Thermometer via <i>Identification with the Protagonist → Cognitive Elaboration</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Morocco	2.89	1.87	4.11	X2-3rd person-Morocco	2.98	1.96	4.15
X1-3rd person-Ecuador	2.72	1.78	3.82	X2-3rd person-Ecuador	2.85	1.91	3.97
X1-1st person-Morocco	2.57	1.65	3.68	X2-1st person-Morocco	2.62	1.69	3.72
X1-1st person-Ecuador	2.88	1.92	3.98	X2-1st person-Ecuador	2.90	1.90	4.03
IMMM	0.49	-0.76	1.81	IMMM	0.41	-0.83	1.76

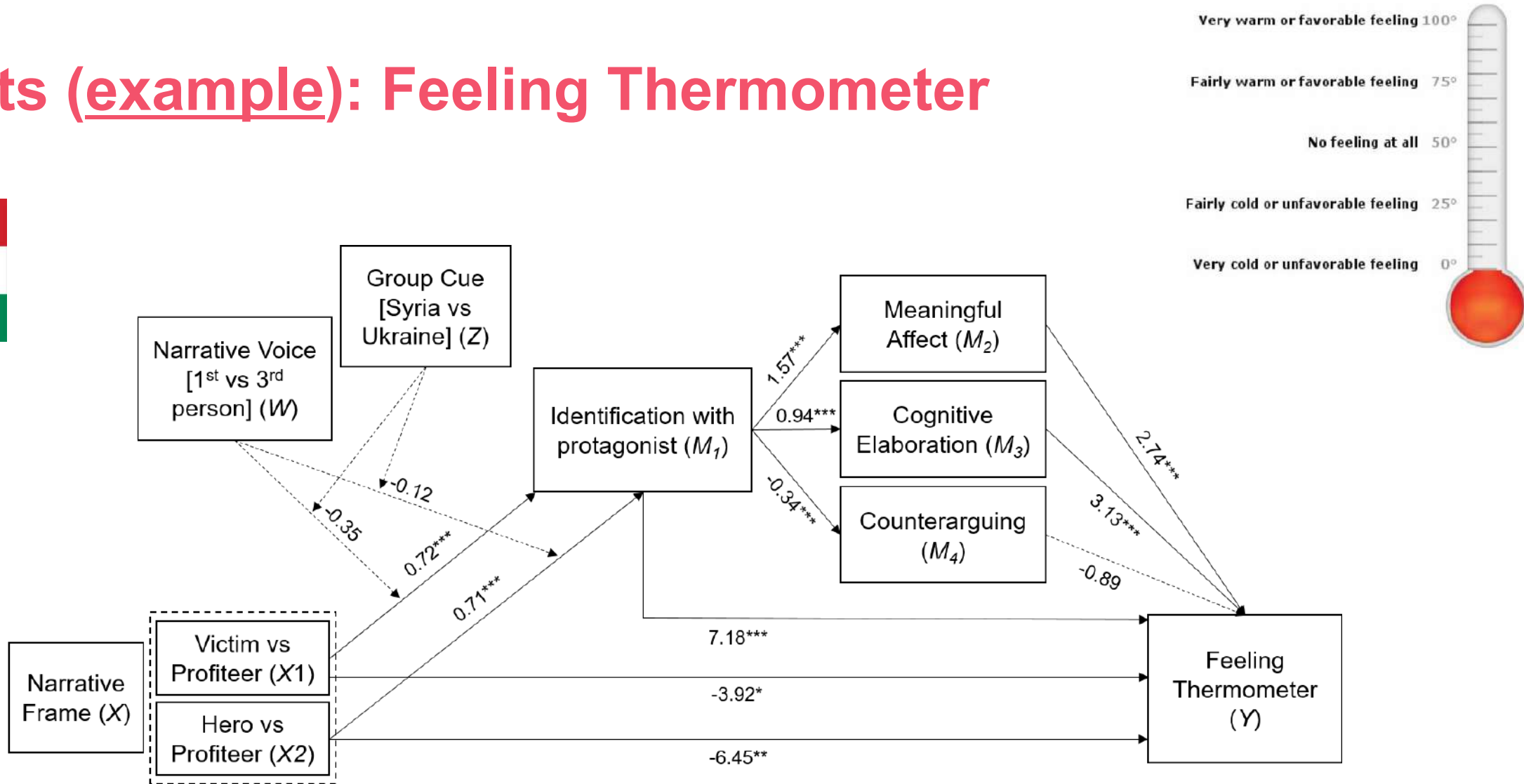
Relative Conditional Specific Indirect Effects of Narrative Frame on Feeling Thermometer via <i>Identification with the Protagonist → Counterarguing</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Morocco	0.58	0.18	1.05	X2-3rd person-Morocco	0.60	0.19	1.08
X1-3rd person-Ecuador	0.55	0.16	0.99	X2-3rd person-Ecuador	0.58	0.18	1.03
X1-1st person-Morocco	0.52	0.16	0.96	X2-1st person-Morocco	0.53	0.16	0.96
X1-1st person-Ecuador	0.58	0.18	1.04	X2-1st person-Ecuador	0.59	0.18	1.05
IMMM	0.10	-0.17	0.39	IMMM	0.08	-0.18	0.38

Analyses were conducted with bootstrapping-based inference using 10,000 samples for Standard Errors (*SE*) and Confident Intervals: Lower Limit Confident Interval (*LLCI*) and Upper Limit Confident Interval (*ULCI*).

IMMM = Index of Moderated-Moderated Mediation (i.e., difference between conditional indirect effects).

An **indirect effect** (*Effect*) is considered statistically significant if the established confidence interval (95% CI) does not include the value 0.

Results (example): Feeling Thermometer



Non-significant three-way interaction

Relative conditional specific indirect effects of narrative frame on feeling thermometer



Relative Conditional Specific Indirect Effects of Narrative Frame on Feelings Thermometer via <i>Identification with the Protagonist</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Syria	4.65	2.04	7.98	X2-3rd person-Syria	3.54	1.33	6.46
X1-3rd person-Ukraine	5.99	3.16	9.34	X2-3rd person-Ukraine	5.95	3.19	9.20
X1-1st person-Syria	5.60	2.78	9.08	X2-1st person-Syria	4.71	2.32	7.69
X1-1st person-Ukraine	4.40	1.96	7.58	X2-1st person-Ukraine	6.24	3.29	9.90
IMMM	-2.54	-7.19	1.54	IMMM	-0.88	-4.72	2.95

Relative Conditional Specific Indirect Effects of Narrative Frame on Feelings Thermometer via <i>Identification with the Protagonist → Meaningful Affect</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Syria	2.78	0.86	5.18	X2-3rd person-Syria	2.12	0.55	4.17
X1-3rd person-Ukraine	3.59	1.16	6.44	X2-3rd person-Ukraine	3.56	1.15	6.30
X1-1st person-Syria	3.36	1.06	5.95	X2-1st person-Syria	2.82	0.87	5.14
X1-1st person-Ukraine	2.64	0.76	5.02	X2-1st person-Ukraine	3.74	1.24	6.45
IMMM	-1.52	-4.56	0.90	IMMM	-0.53	-3.15	1.68

Relative Conditional Specific Indirect Effects of Narrative Frame on Feelings Thermometer via <i>Identification with the Protagonist → Cognitive Elaboration</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Syria	1.91	0.88	3.25	X2-3rd person-Syria	1.46	0.55	2.62
X1-3rd person-Ukraine	2.46	1.32	3.92	X2-3rd person-Ukraine	2.45	1.35	3.80
X1-1st person-Syria	2.31	1.23	3.65	X2-1st person-Syria	1.94	0.99	3.15
X1-1st person-Ukraine	1.81	0.82	3.09	X2-1st person-Ukraine	2.57	1.41	4.05
IMMM	-1.04	-2.89	0.64	IMMM	-0.36	-1.95	1.20

Relative Conditional Specific Indirect Effects of Narrative Frame on Feelings Thermometer via <i>Identification with the Protagonist → Counterarguing</i>							
	Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>		Effect	Boot <i>LLCI</i>	Boot <i>ULCI</i>
X1-3rd person-Syria	0.20	-0.04	0.53	X2-3rd person-Syria	0.15	-0.03	0.43
X1-3rd person-Ukraine	0.25	-0.06	0.64	X2-3rd person-Ukraine	0.25	-0.06	0.64
X1-1st person-Syria	0.24	-0.05	0.61	X2-1st person-Syria	0.20	-0.05	0.51
X1-1st person-Ukraine	0.18	-0.04	0.49	X2-1st person-Ukraine	0.26	-0.06	0.67
IMMM	-0.11	-0.42	0.08	IMMM	-0.04	-0.26	0.15

Analyses were conducted with bootstrapping-based inference using 10,000 samples for Standard Errors (*SE*) and Confident Intervals: Lower Limit Confident Interval (*LLCI*) and Upper Limit Confident Interval (*ULCI*).

IMMM = Index of Moderated-Moderated Mediation (i.e., difference between conditional indirect effects).

An **indirect effect** (*Effect*) is considered statistically significant if the established confidence interval (95% CI) does not include the value 0.

Main conclusions

Our results corroborate **testimonials' effectiveness**:

- **Non-significant three-way interaction**: in the topic of immigration, the **frame** of the testimonial message is the most relevant *narrative device*.
- The **hero frame** (i.e., competent and counter-stereotypical information) has proved to be highly beneficial and benefits extended to the outgroup.
- Victimization and heroism testimonial messages activate a **human route**.
- Greater identification and subsequently, more meaningful affect, and less cognitive barriers (more cognitive elaboration and less counterarguing).

Social impact:

- Better understanding of how the content of the narratives activates a series of psychological responses that can reduce prejudice and promote intergroup help.
- In addition, we provide evidence useful to the creation of **narrative vaccines** to help improving intergroup relations through social media.

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