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Author Name: Jeff Cappella

Author Company: Resource Media

Second Author's Name:

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It can really pay to pick the right photo for a visual communication. In the two years since we first presented at BECC on the science behind people's reactions to images, we've been running online experiments to compare real-life performance of different visuals related to clean energy and climate. We found that some of our photo selections sparked our audience to engage, such as filling out an online survey, at rates two or three times higher than for other photos we had thought would work well too. That translates into a big difference in action-takers, as well as cost savings if you're using paid ads. In this presentation, Jeff Cappella -- Resource Media's lead researcher for these online experiments -- will share the findings that have emerged repeatedly in our quantitative and qualitative research and can be confidently deployed by BECC attendees in their visual communications. For example, we'll help participants learn how to watch out for images that are too "indirect" to succeed in outreach that will get only a fleeting glance from viewers. We'll look at the role that text plays in combination with photos. And we'll show one visual approach that seems virtually guaranteed to work. Every visual project is different, so we will also provide a primer to help attendees plan for a successful image-testing project of their own to ensure that they are using the very sharpest visual approaches in their own work.