

## Abstracts

### **Is Rectification Useful? The Consequences of Rectification for the Image of Those Concerned**

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Negative publicity in newspapers can cause severe and lasting damage to a company's corporate reputation. Judges can order a newspaper to publish a correction if they find the publication to be unjustified or incorrect. The aim of this correction is to repair the damage of the company's reputation. The question is though whether corrections succeed at this aim. Previous research has shown that people tend to stick to their initial beliefs regardless of whether these beliefs are contradicted by new information or not. In an experiment, it was studied whether corrections succeed in repairing such damage. The results show that, at least under certain circumstances, a correction can repair the damage caused by unjustified negative publicity.

Keywords: corrections, journalism, damage to the image, bad publicity, experiment

### **The Attitude of Teenagers Towards Advertising. A Study of Flemish Teenagers Aged 15 to 20 years**

Tinne Borremans

The article describes the results of a study of the attitude towards advertising, among 1.406 Flemish teenagers. Respondents were aged between 15 and 19. As advertising theory states, the attitude towards an advertisement can influence the attitude consumers hold towards the advertised brand. The attitude towards advertising in general and the attitude towards a particular advertisement can influence the success an advertisement has. Advertisements that irritate, increase zapping. This study particularly looks at and compares the attitude towards television advertising and radio advertising. Respondents were asked to give their opinion on several sets of statements about attitudes towards radio and television advertising and zapping.

Keywords: radio and television advertising, teenagers, attitude towards the ad, zapping

### **Aids Prevention Campaigns in Flanders**

Inge Aerts

Aids prevention campaigns want to inform people about the disease and the ways of transmission but they also want to change the sexual behaviour of people. Several theoretical models exist to predict behavior. In this article the most important and most recent ones will be reviewed. These theoretical models focus especially on the different variables like attitude, social norm, self-effectivity and risk-perception.

This article also describes an effect-evaluation of an aidspreventioncampaign in Flanders. The campaign was targeted at teenagers, and included personal contact between the teenagers and the instructors. The most important conclusion is that it is not too difficult to change knowledge, but that it is more or less impossible to change behaviour by just a simple campaign. It is not a very optimistic conclusion but it is one we have to keep in mind if we want to create aids prevention campaigns with realistic goals.

Keywords: aids prevention, reasoned behaviour, protection motivation, elaboration likelihood, effect-evaluation