

The credibility of shock advocacy: Animal rights attack messages

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Abstract

This study examined the impact of a graphic animal rights campaign launched by People for the Ethical Treatment of Animals (PETA) against alleged abuses on a corporate farm. It considered the impact of the campaign upon the credibility of the target of the campaign as well as the producer of the campaign. Results indicated that PETA's attack message against abuses at corporate pig farms was effective in eroding the credibility of the corporate food-industry raising animals for consumption. At the same time, PETA's credibility rose overall after participants viewed the PETA attack message.

Keywords: Advocacy campaigns; Corporate image; PETA; Shock advocacy; Attack messages

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