THE EFFECTS OF HEALTH THREATENING MESSAGES ON NON-MILK DRINKERS: DEFENSIVENESS OR ACCEPTANCE RESULTING FROM SELF-AFFIRMATION

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ABSTRACT

Sixty females working in identified government agencies in Iloilo City participated in the study investigating whether non-milk drinkers accept or become defensive towards a health threatening message after self-affirmation was given. There were four conditions applied during the experiment and these were the following: milk drinkers with self-affirmation, milk drinkers without self-affirmation, non-milk drinkers with self-affirmation, and non-milk drinkers without self-affirmation. With an alpha level ($\propto$)=.05, f critical=4.75 and f computed=19.34, the findings or results showed that there is a significant difference in the population mean of acceptance between the self-affirmation group and no self-affirmation group. Self-affirmation theory (Sherman et al., 2000) states that thoughts and actions are motivated by a desire to maintain a self-image as moral, adaptive, and capable.