



**University
of Victoria**

Graduate Studies

Notice of the Final Oral Examination
for the Degree of Master of Science

of

LI QIN TAN

BA Hon (Nanyang Technological University, 2015)

**“Raising Support for Potable Recycled Water
with the Elaboration Likelihood Model”**

Department of Psychology

Wednesday, April 11, 2018

11:30 A.M.

Cornett Building

Room A228

Supervisory Committee:

Dr. Robert Gifford, Department of Psychology, University of Victoria (Supervisor)

Dr. Graham Brown, Department of Psychology, UVic (Member)

External Examiner:

Dr. Martha McMahon, Department of Sociology, UVic

Chair of Oral Examination:

Dr. Steve Garlick, Department of Sociology, UVic

Abstract

In spite of modern technological advancements that can convert wastewater into potable water, the acceptability of recycled water is generally low. This study examined strategies for increasing the public acceptability of recycled water. Based on the elaboration likelihood model, I hypothesized that issue relevance, argument quality, and delivery type would interact to produce differing levels of support for potable recycled water. Undergraduate students took part in a 2 (issue relevance: low, high) x 2 (argument quality: weak, strong) x 2 (delivery: textual, pictorial) online study relating to their opinion and support for the potential implementation of a potable recycled water system on campus. Issue relevance was manipulated by varying the completion date of implementing the system (low: five years; high: one year). Argument quality was manipulated by varying the complexity of the message presented (weak: point-form; strong: paragraph form). Delivery was manipulated by presenting water recycling processes in a textual or pictorial format. The hypotheses were not supported, although the means were in the predicted direction. Limitations and future directions are discussed.