

Alianza and Climate Advocacy Lab Action-Taking Test

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Overview of Experiment



- **Alianza** is an Afro-Latinx, woman-directed, community-based non-profit known for grassroots organizing. Alianza wanted to learn how to engage the Florida Latinx community on the issue of climate change.
- [Past research](#) suggested Latina mothers are interested in engaging on climate change and that emphasizing *family and legacy* was an effective way to reach them.
- Focus groups also identified that Latinx constituencies were concerned about climate change but had low feelings of efficacy.

Overview of Experiment



- Social scientists have developed a model for social movement participation known as the [Social Identity Model of Collective Action](#) (SIMCA). This model suggests that **shared identity, collective efficacy, and feelings of injustice** are the key elements motivating people to participate in collective action.
- The purpose of this experiment was to test **which of the three** elements of the SIMCA are most effective at **recruiting Latina mothers** to work with Alianza.

Experiment Design

Original Randomization Universe

248,085 Latinas in Florida under the age of 70 predicted to likely have children under 17 in their household that have cell phone numbers and either have environmental activist scores greater than or equal to 50 or CAC patch scores greater than or equal to 23.

Supplemental Universe

The original list of Florida Latinas was supplemented with a lookalike audience produced by Facebook. The original randomization universe was suppressed from this lookalike audience.

Family/Legacy Message

33% of the full universe was targeted with paid digital ads on Facebook that featured *bilingual family/legacy* messages that encouraged people to “learn more” about how to act on climate.

Ads ran in May and June 2022

Collective Efficacy Message

33% of the full universe was targeted with paid digital ads on Facebook that featured *bilingual efficacy* messages that encouraged people to “learn more” about how to act on climate.

Ads ran in May and June 2022

Latina Identity Message

33% of the full universe was targeted with paid digital ads on Facebook that featured *bilingual Latina identity* messages that encouraged people to “learn more” about how to act on climate.

Ads ran in May and June 2022

Analysis and Results



Compared differences in (cost per) clicks on the ad and (cost per) action taken across treatment conditions.

Facebook Ad Program




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Family/Legacy message linking well-being of children to the planet



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The love for our children is powerful. ¿Qué mundo le vamos a dejar? Cuidemos lo nuestro. Take action today.





FORM ON FACEBOOK
 ❤️ Mis Niños ❤️ My Planet


[Learn more](#)

 Rebecca Sanpedro and... 2 Comments

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Pronto será muy tarde. Defend our children's future against the dangerous effects of global warming. ¡Hazlo por ellos hoy!




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 Nachanella Kristal and 23 others

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To take care of our planet and nature is to ensure the future of our children. No lo dejes para mañana. ¡Hazlo hoy!



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 Maria Fernandez and 33... 1 Comment

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Collective efficacy message referencing working *together* to improve the planet

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Together we can help mother earth against global warming. ¡Vamos con todo!

Confirmed organization



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Jaqui Cruz and 127 others · 2 Comments

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¡Unidas, podemos! Let's be part of the movement to end global warming and create a better future para todos.

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Carmen Almendarez ... · 1 Comment

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No dejes para mañana lo que podemos hacer hoy. Así no nos arrepentimos. Together let's save our planet.

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Dani Agudelo an... · 4 Comments · 1 Share

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Latina identity message describing that the planet/land is a part of the Latina legacy

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Nosotras, más que nadie, estamos preocupadas por el medio ambiente y sabemos que tenemos que cuidarlo. Join us in the fight.

Luchar POR TIERRA La con La PASION De ser Latina  Confirmed organization



FORM ON FACEBOOK **Cuidamos lo nuestro**   [Learn more](#)

  Aracely Robledo and 5... 3 Comments

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The lands we come from are the legacies of our abuelos y abuelas. Now, it is up to us to take care of Madre Tierra. Que esperas? Join us!

Luchar POR TIERRA La con La PASION De ser Latina  Confirmed organization



FORM ON FACEBOOK **Cuidamos lo nuestro**   [Learn more](#)

  Diana Perez and 48 others

 Like  Comment

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Somos luchadoras incansables, here and in our homelands. Global warming is coming for us, but we will be ready!

Luchar POR TIERRA La con La PASION De ser Latina  Confirmed organization



FORM ON FACEBOOK **Cuidamos lo nuestro**   [Learn more](#)

  Antonia Correa and 58 o... 1 Comment

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Ad Run Dates

- The ads ran between 5/4/22 and 6/21/22.
- The ad run with the Facebook lookalike audience took place 6/14/2022-6/21/22.

Despite a lower ad spend, the collective efficacy ads had a larger reach and a higher number of impressions

| | Family/Legacy Message | Collective Efficacy | Latina Identity Message |
|-------------------------------|-----------------------|---------------------|-------------------------|
| Reach ¹ | 22,804 | 30,026 | 28,680 |
| Impressions | 54,697 | 66,642 | 64,906 |
| Frequency (impressions/reach) | 2.40 | 2.22 | 2.26 |
| Spent | \$2,862 | \$2,807 | \$2,874 |

¹ Overall ad delivery was best for the collective efficacy ads compared to the standard message ads. However, in our analysis, we use number of impressions as the denominator to control for the difference in the number of impressions.

Program Implementation Challenges

- The initial plan was for the experiment to be voter file targeted based on individually-randomized lists. However, a first run of the Facebook ads using the voter file lists resulted in a low number of actions.
- In order to ensure that a large enough number of actions were taken, the decision was made to supplement the voter file lists with a Facebook lookalike audience based on those lists. This choice resulted in more actions, but it meant that individual-level topline and subgroup analyses were not possible.

Results

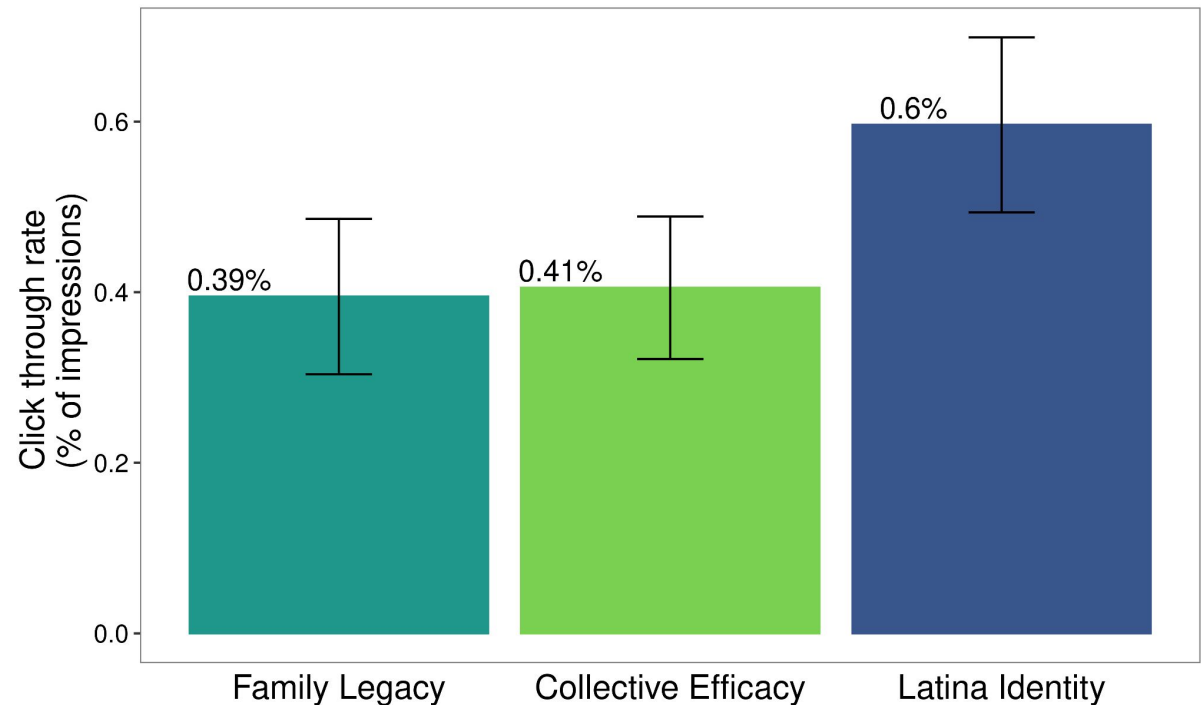


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The identity message generated a 50% higher click-through rate compared to the family/legacy and collective efficacy messages.

The click-through rate in the family/legacy and collective efficacy conditions were approximately equal.

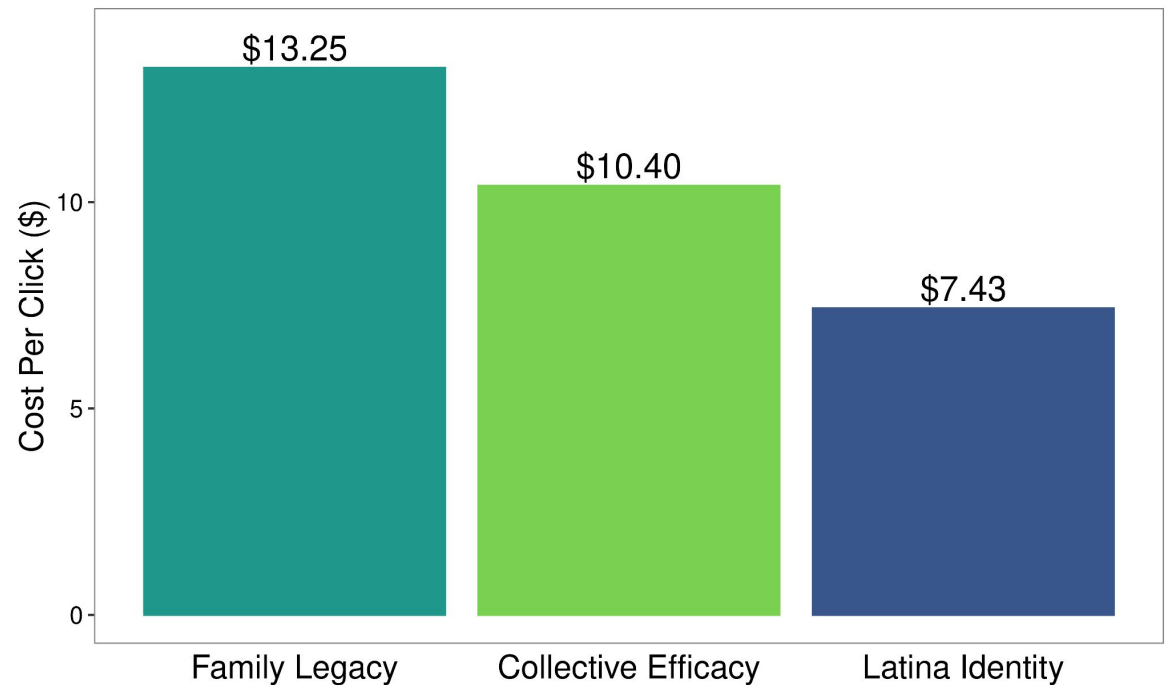
Click-through Rate



* Error bars represent 95% confidence intervals

Cost per Click

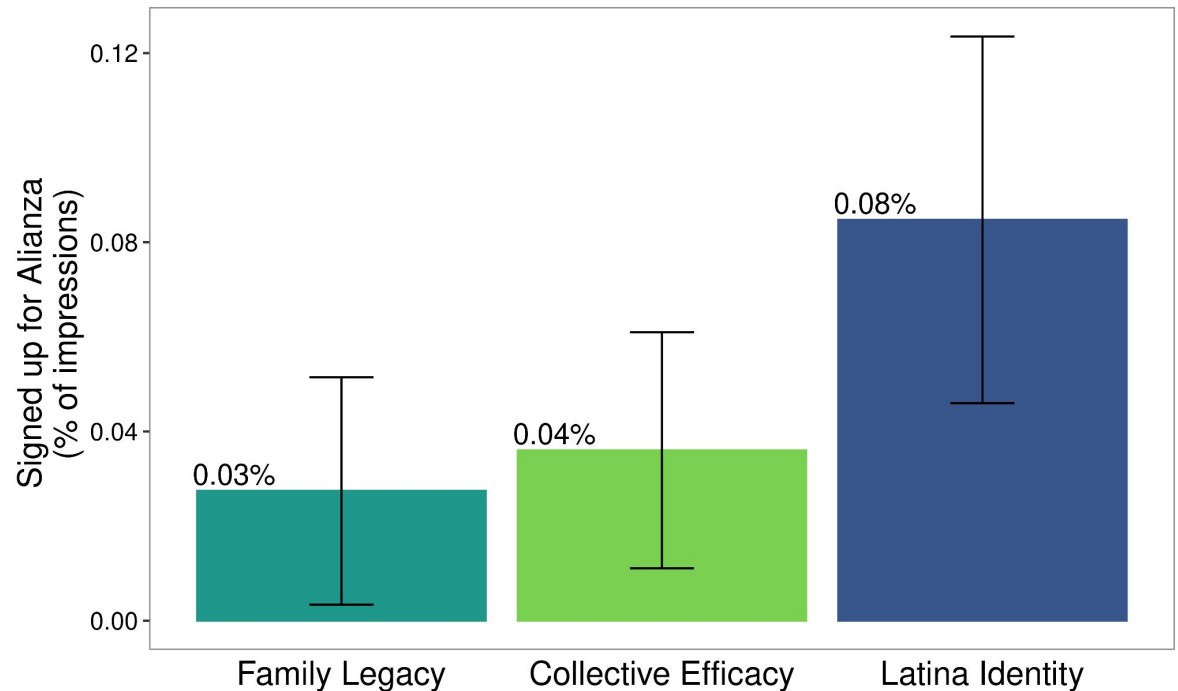
The cost per click ranged from \$13.25 per click in the family/legacy group to \$7.43 per click in the Latina Identity group.



In total, 94 forms were submitted, with 55 in the Latina identity condition, 24 in collective efficacy, and 15 in family/legacy.

The Latina identity message appeared to generate the highest rate of action-taking, but the low rate of action-taking in all the groups means that this difference could be due to statistical noise.

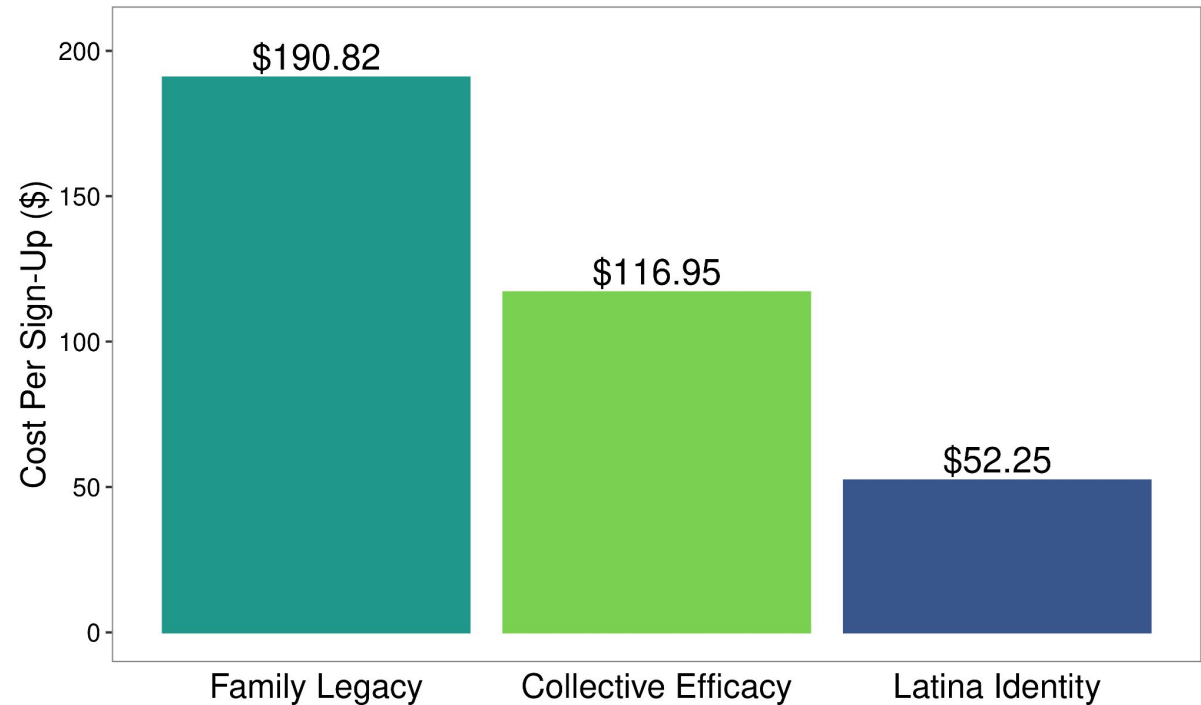
Sign ups for Alianza



* Error bars represent 95% confidence intervals

Cost per Alianza Sign up

The cost per Alianza sign up ranged from \$190.82 in the family/legacy message condition to \$52.25 in the Latina identity message condition.



Conclusions



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Results

- The Latina identity message generated the highest click-through rate - 50% higher than the family/legacy and collective efficacy messages.
- The Latina identity message had a cost per click of \$7.43.
- In total the program generated 94 Alianza sign ups.
- The cost per Alianza sign up ranged from \$50-\$190.

Discussion

- This test studied the SIMCA model to motivate action-taking among an understudied group: Latina moms.
- This test is an important contribution to understanding how the SIMCA model can be employed to motivate collective action despite not being able to conduct an individual-level analysis as originally planned,
- This is the second test of its kind of the SIMCA model, and similar to the [previous one](#), an identity-based message was found to be particularly effective at motivating collective action.

Discussion

- A future experiment could be designed to explore the effectiveness of employing multiple elements (efficacy, injustice, and identity) at the same time, which is what the social identity model recommends.
- In addition, this test included very short messages referencing each of these elements, which might not be sufficient to meaningfully prime feelings of efficacy, injustice, or identity. A future test could display longer messages or use non-skippable ads.
- Finally, a future test might try to replicate these results with another mode (SMS, for example) to see if these findings are robust outside of the Facebook algorithm-driven ecosystem.

Thank You!

Alianza and Climate Advocacy Lab

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Join the Analyst Group at **analystinstitute.org/join**



Appendix

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Treatment Effects

Click-through rate (% of impressions)

| Treatment Group | Predicted Level | Standard Error | 95% CI Lower Bound | 95% CI Upper Bound |
|---------------------|-----------------|----------------|--------------------|--------------------|
| Family/Legacy | 0.39 | 0.05 | 0.49 | 0.30 |
| Collective Efficacy | 0.41 | 0.04 | 0.49 | 0.32 |
| Latina Identity | 0.60 | 0.05 | 0.70 | 0.49 |

Standard errors were calculated by taking the square root of $k \cdot p \cdot q / n$, where $k = 3$, p = click-through rate, $q = 1 - p$, and n = number of impressions.

Treatment Effects

Sign up rate (% of impressions)

| Treatment Group | Predicted Level | Standard Error | 95% CI Lower Bound | 95% CI Upper Bound |
|---------------------|-----------------|----------------|--------------------|--------------------|
| Family/Legacy | 0.03 | 0.01 | 0.00 | 0.05 |
| Collective Efficacy | 0.04 | 0.01 | 0.01 | 0.06 |
| Latina Identity | 0.08 | 0.02 | 0.05 | 0.12 |

Standard errors were calculated by taking the square root of $k \cdot p \cdot q / n$, where $k = 3$, p = action-taking rate, $q = 1 - p$, and n = number of impressions.

Ad Performance Metrics

| | Family/Legacy | Collective Efficacy | Latina Identity |
|------------------------------|---------------|---------------------|-----------------|
| Clicks | 216 | 270 | 387 |
| Actions | 15 | 24 | 55 |
| Click-through rate (% reach) | 0.95 | 0.90 | 1.35 |
| Action-taking rate (% reach) | 0.07 | 0.08 | 0.9 |
| Cost per click | \$13.25 | 10.40 | \$7.42 |