

Using STOPS to predict prosocial behavioral intentions: Disentangling the effects of passive and active communicative action

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PUBLIC RELATIONS REVIEW

Volumen: 46

Número: 4

Número de artículo: 101956

DOI: 10.1016/j.pubrev.2020.101956

Fecha de publicación: NOV 2020

Tipo de documento: Article

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Abstract

This study seeks to understand the confluence of factors that might lead individuals to engage in prosocial action around a societal issue that has received little attention- the mass incarceration of women in the United States. Through qualitative and quantitative inquiry, the authors employ the situational theory of problem solving (STOPS) to disentangle active and passive communicative action in a model that predicts three common supportive prosocial behaviors-financial support, volunteerism, and political support. Findings demonstrate an asymmetry between passive and active communicative actions, both with respect to antecedents and the strength with which they predict prosocial behavioral support. While both situational motivation and referent criterion predict active communicative action; only situational motivation predicts passive communicative action. Further, in this context, passive communicative action is the best predictor of common support behaviors including donating money, volunteering time and participating in policy advocacy. Theoretical and practical implications are discussed.

Palabras clave

Palabras clave de autor: [Active communicative action](#); [Behavioral intention](#); [Mass incarceration](#); [Passive communicative action](#); [Situational motivation](#)

KeyWords Plus: [STRUCTURAL EQUATION MODELS](#); [SITUATIONAL THEORY](#); [UNOBSERVABLE VARIABLES](#); [MEASUREMENT INVARIANCE](#); [FIT INDEXES](#); [INFORMATION](#); [PUBLICS](#); [ADVOCACY](#); [SUPPORT](#); [PEOPLE](#)

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Financiación

Entidad financiadora	Número de concesión
Ethics and Excellence in Journalism Foundation	

[Ver texto de financiación](#)

Editorial

ELSEVIER SCIENCE INC, STE 800, 230 PARK AVE, NEW YORK, NY 10169 USA

Información de la revista

- **Impact Factor:** [Journal Citation Reports](#)

Categorías / Clasificación

Áreas de investigación: Business & Economics; Communication

Categorías de Web of Science: Business; Communication

Información del documento

Idioma: English

Número de acceso: WOS:000571184100010

ISSN: 0363-8111

eISSN: 1873-4537