

Between likes and shares: effects of emotional appeal and virality on the persuasiveness of anticyberbullying messages on Facebook

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Cyberpsychology, behavior and social networking

2013; 16(3):175-182

ARTICLE IDENTIFIERS

DOI: 10.1089/cyber.2012.0265

PMID: 23374169

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 2009208160

pISSN: 2152-2715

eISSN: 2152-2723

OCLC ID: 477405630

CONS ID: not available

US National Library of Medicine ID: 101528721

This article was identified from a query of the SafetyLit database.