

Are vivid (vs. pallid) threats persuasive? Examining the effects of threat vividness in health communications

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Basic and applied social psychology

2018; 40(1):36-48

ARTICLE IDENTIFIERS

DOI: 10.1080/01973533.2017.1412969

PMID: unavailable

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 85-645219

pISSN: 0197-3533

eISSN: 1532-4834

OCLC ID: 06006710

CONS ID: sc 83001110

US National Library of Medicine ID: 9426487

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