An Examination of Message-Relevant Affect in Road Safety Messages: Should Road Safety Advertisements Aim to Make Us Feel Good or Bad?

Lewis I, Watson BC, White KM.

Transportation research part F: traffic psychology and behaviour

2008; 11(6):403-417

ARTICLE IDENTIFIERS

DOI: 10.1016/j.trf.2008.03.003

PMID: unavailable PMCID: not available

JOURNAL IDENTIFIERS

LCCN: 98646718 pISSN: 1369-8478 eISSN: 1873-5517 OCLC ID: 39912222 CONS ID: not available

US National Library of Medicine ID: not available

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