



3

A Meta-Analytic Review

- Italicize key terms, 4.21

4

Description of meta-analysis, 1.02;
Guidelines for reporting meta-analysis,
2.10; see also Appendix

Selection Criteria

1. We only included studies that involved the presentation of a communication containing persuasive arguments. Thus, we excluded studies in which the participants played a role or were asked to make a speech that contradicted their opinions. We also excluded developmental studies focusing on delayed effects of an early event (e.g., child abuse), which sometimes are also referred to as sleeper effects....[section continues].

Moderators

We also coded each experiment in terms of ...[section continues].

Paper adapted from "The Sleeper Effect in Persuasion: A Meta-Analytic Review," by G. Kumkale and D. Albarracín, 2004, *Psychological Bulletin*, 130, pp. 143–172. Copyright 2004 by the American Psychological Association.

Figure 2.3. Sample Meta-Analysis (continued)

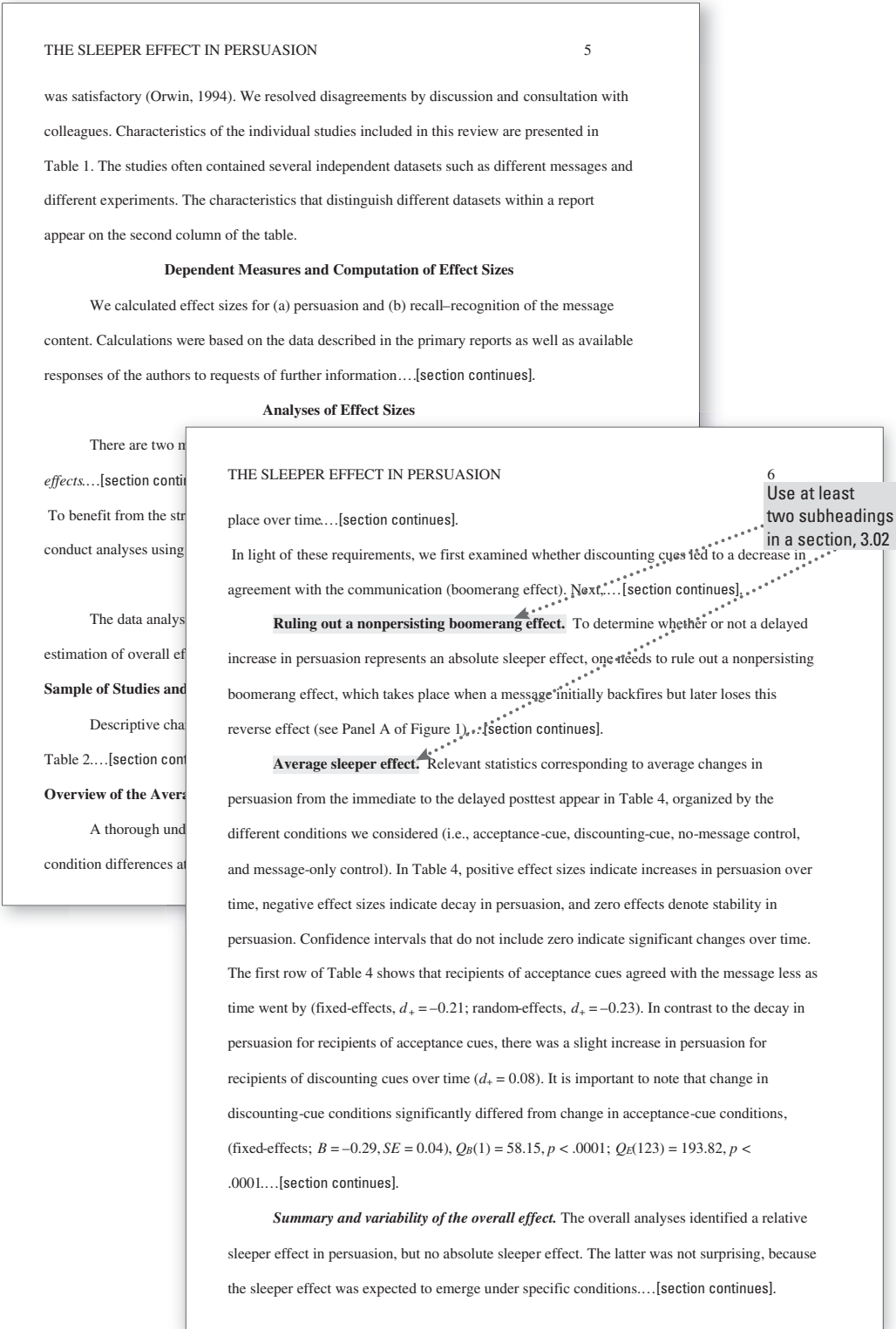


Figure 2.3. Sample Meta-Analysis (continued)

