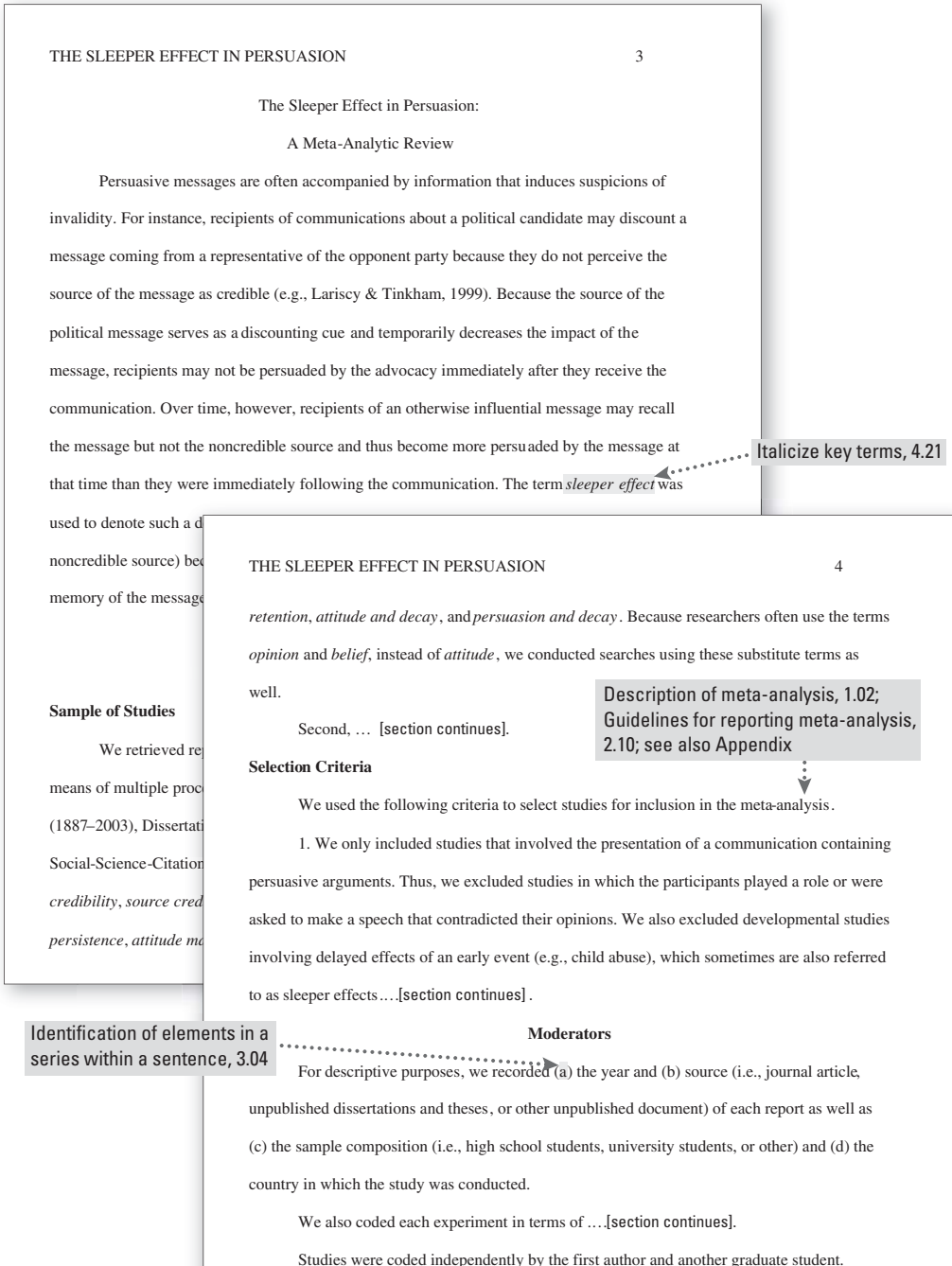


Figure 2.3. Sample Meta-Analysis (The numbers refer to numbered sections in the *Publication Manual*. This abridged manuscript illustrates the organizational structure characteristic of reports of meta-analyses. Of course, a complete meta-analysis would include a title page, an abstract page, and so forth.)



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

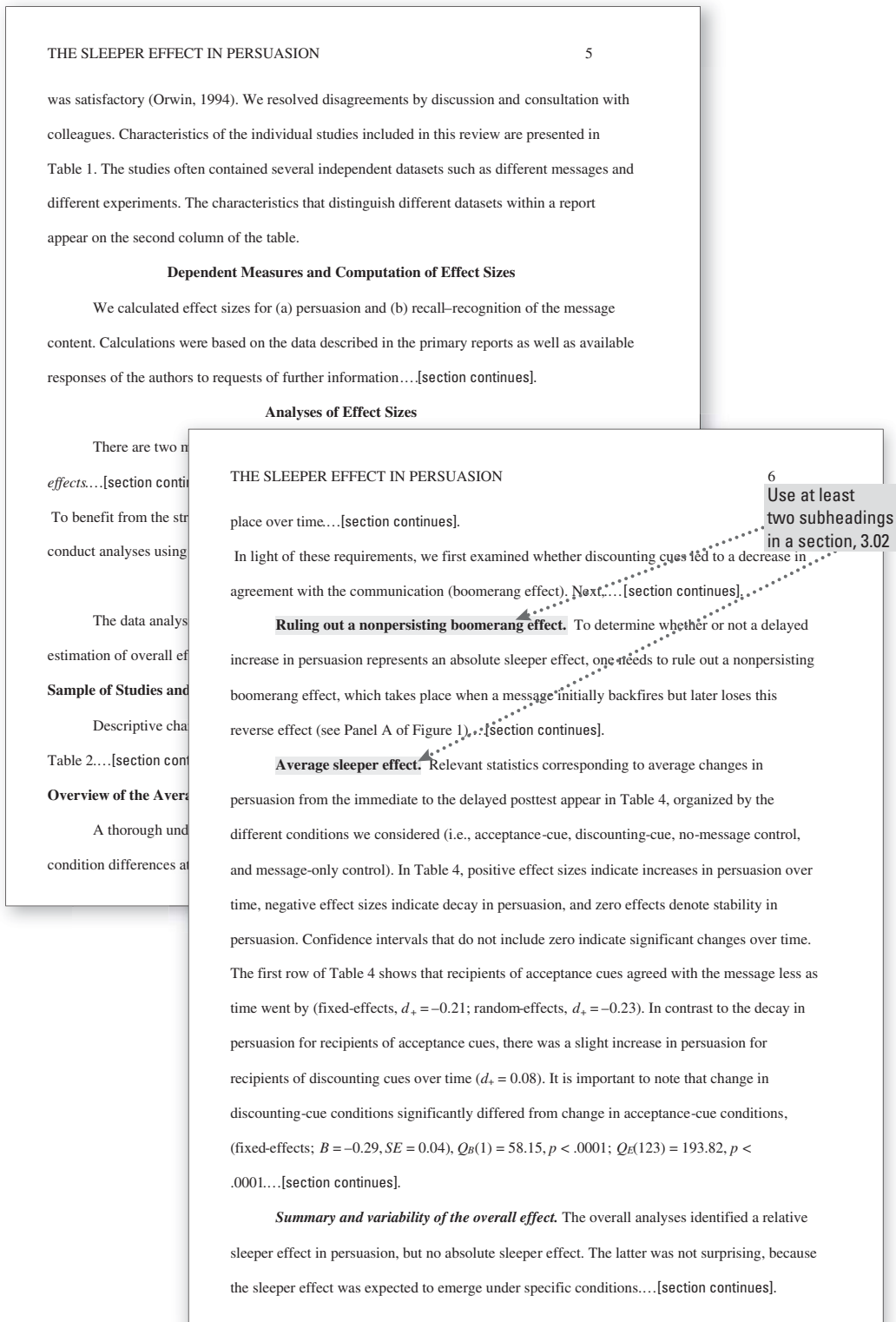
Figure 2.3. Sample Meta-Analysis (continued)

Figure 2.3. Sample Meta-Analysis (continued)

THE SLEEPER EFFECT IN PERSUASION

7

Moderator Analyses

Although overall effects have descriptive value, the variability in the change observed in discounting-cue conditions makes it unlikely that the same effect was present under all conditions. Therefore, we tested the hypotheses that the sleeper effect would be more likely (e.g., more consistent with the absolute pattern in Panel B1 of Figure 1) when...[section continues].

Format for references included in a meta-analysis with less than 50 references, 6.26

THE SLEEPER EFFECT IN PERSUASION

8

References

References marked with an asterisk indicate studies included in the meta-analysis.

Albarracín, D. (2002). Cognition in persuasion: An analysis of information processing in response to persuasive communications. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 34, pp. 61–130). doi:10.1016/S0065-2601(02)80004-1
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... [references continue]

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