

Do Violent Video Games Impair The Effectiveness of In-Game Advertisements? The Impact of Gaming Environment on Brand Recall, Brand Attitude, and Purchase Intention

Yoo SC, Peña J.

Cyberpsychology, behavior and social networking

2011; 14(7-8):439-446

ARTICLE IDENTIFIERS

DOI: 10.1089/cyber.2010.0031

PMID: 21117975

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.