The third-person effect and the acceptance of threatening road safety television advertising: are current advertisements ineffective for male road users?

Lewis I, Watson BC, Tay R. Proceedings of the Australasian road safety research, policing and education conference 2003; 7(2):411-417

ARTICLE IDENTIFIERS

DOI: unavailable PMID: unavailable PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available pISSN: not available eISSN: not available OCLC ID: 173409047 CONS ID: not available US National Library of Medicine ID: not available

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