

The impact of locus of control and controlling language on psychological reactance and ad effectiveness in health communication

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Health communication

2016; 32(12):1463-1471

ARTICLE IDENTIFIERS

DOI: 10.1080/10410236.2016.1230807

PMID: 27824266

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: sf 93091418

pISSN: 1041-0236

eISSN: 1532-7027

OCLC ID: 18611352

CONS ID: sn 88007935

US National Library of Medicine ID: 8908762

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