

Effective message design targeting college students for the prevention of binge-drinking: basing design on rebellious risk-taking tendency

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Health communication

2006; 20(3):299-308

ARTICLE IDENTIFIERS

DOI: 10.1207/s15327027hc2003_9

PMID: 17137421

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.