

Am I a responsible drinker? The impact of message frame and drinker prototypes on perceptions of alcohol product information labels

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Psychology and Health

2022; ePub(ePub):ePub

ARTICLE IDENTIFIERS

DOI: 10.1080/08870446.2022.2129055

PMID: 36190181

PMCID: not available

JOURNAL IDENTIFIERS

LCCN: not available

pISSN: 0887-0446

eISSN: 1476-8321

OCLC ID: not available

CONS ID: not available

US National Library of Medicine ID: not available

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