

Figure 2.3. Sample Meta-Analysis (The numbers refer to numbered sections in the *Publication Manual*. This abridged manuscript illustrates the organizational structure characteristic of reports of meta-analyses. Of course, a complete meta-analysis would include a title page, an abstract page, and so forth.)

THE SLEEPER EFFECT IN PERSUASION

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The Sleeper Effect in Persuasion:
A Meta-Analytic Review

Persuasive messages are often accompanied by information that induces suspicions of invalidity. For instance, recipients of communications about a political candidate may discount a message coming from a representative of the opponent party because they do not perceive the source of the message as credible (e.g., Larisyc & Tinkham, 1999). Because the source of the political message serves as a discounting cue and temporarily decreases the impact of the message, recipients may not be persuaded by the advocacy immediately after they receive the communication. Over time, however, recipients of an otherwise influential message may recall the message but not the noncredible source and thus become more persuaded by the message at that time than they were immediately following the communication. The term *sleeper effect* was used to denote such a d

Italicize key terms, 4.21

Description of meta-analysis, 1.02; Guidelines for reporting meta-analysis, 2.10; see also Appendix

Identification of elements in a series within a sentence, 3.04

Moderators

Sample of Studies

Second, ... [section continues].

Selection Criteria

We used the following criteria to select studies for inclusion in the meta-analysis.

1. We only included studies that involved the presentation of a communication containing persuasive arguments. Thus, we excluded studies in which the participants played a role or were asked to make a speech that contradicted their opinions. We also excluded developmental studies involving delayed effects of an early event (e.g., child abuse), which sometimes are also referred to as sleeper effects ...[section continues].

We also coded each experiment in terms of ...[section continues].

Studies were coded independently by the first author and another graduate student.

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retention, attitude and decay, and persuasion and decay. Because researchers often use the terms *opinion and belief*, instead of *attitude*, we conducted searches using these substitute terms as well.

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Figure 2.3. Sample Meta-Analysis (continued)

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was satisfactory (Orwin, 1994). We resolved disagreements by discussion and consultation with colleagues. Characteristics of the individual studies included in this review are presented in Table 1. The studies often contained several independent datasets such as different messages and different experiments. The characteristics that distinguish different datasets within a report appear on the second column of the table.

Dependent Measures and Computation of Effect Sizes

We calculated effect sizes for (a) persuasion and (b) recall–recognition of the message content. Calculations were based on the data described in the primary reports as well as available responses of the authors to requests of further information...[section continues].

Analyses of Effect Sizes

There are two n
effects....[section conti
To benefit from the str
conduct analyses using
The data analys
estimation of overall ef
Sample of Studies and
Descriptive cha
Table 2....[section cont
Overview of the Avera
A thorough und
condition differences at

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place over time...[section continues].

In light of these requirements, we first examined whether discounting cues led to a decrease in agreement with the communication (boomerang effect). Next....[section continues].

Ruling out a nonpersisting boomerang effect. To determine whether or not a delayed increase in persuasion represents an absolute sleeper effect, one needs to rule out a nonpersisting boomerang effect, which takes place when a message initially backfires but later loses this reverse effect (see Panel A of Figure 1)...[section continues].

Average sleeper effect. Relevant statistics corresponding to average changes in persuasion from the immediate to the delayed posttest appear in Table 4, organized by the different conditions we considered (i.e., acceptance-cue, discounting-cue, no-message control, and message-only control). In Table 4, positive effect sizes indicate increases in persuasion over time, negative effect sizes indicate decay in persuasion, and zero effects denote stability in persuasion. Confidence intervals that do not include zero indicate significant changes over time. The first row of Table 4 shows that recipients of acceptance cues agreed with the message less as time went by (fixed-effects, $d_+ = -0.21$; random-effects, $d_+ = -0.23$). In contrast to the decay in persuasion for recipients of acceptance cues, there was a slight increase in persuasion for recipients of discounting cues over time ($d_+ = 0.08$). It is important to note that change in discounting-cue conditions significantly differed from change in acceptance-cue conditions, (fixed-effects; $B = -0.29, SE = 0.04$), $Q_B(1) = 58.15, p < .0001$; $Q_E(123) = 193.82, p < .0001$...[section continues].

Summary and variability of the overall effect. The overall analyses identified a relative sleeper effect in persuasion, but no absolute sleeper effect. The latter was not surprising, because the sleeper effect was expected to emerge under specific conditions....[section continues].

Use at least two subheadings in a section, 3.02

Figure 2.3. Sample Meta-Analysis (continued)

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Moderator Analyses

Although overall effects have descriptive value, the variability in the change observed in discounting-cue conditions makes it unlikely that the same effect was present under all conditions. Therefore, we tested the hypotheses that the sleeper effect would be more likely (e.g., more consistent with the absolute pattern in Panel B1 of Figure 1) when...[section continues].

Format for references included in a meta-analysis with less than 50 references, 6.26

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References

References marked with an asterisk indicate studies included in the meta-analysis.

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Jonas, K., Diehl, M., & Bromer, P. (1997). Effects of attitudinal ambivalence on information processing and attitude-intention consistency. *Journal of Experimental Social Psychology*, 33, 190–210. doi:10.1006/jesp.1996.1317
... [references continue]

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