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Abstract. Empirical investigations of metaphor's persuasive effects have produced mixed results. In an effort to integrate the literature, we present a review and meta-analytic summary of existing studies. Six explanations for the potential suasive advantage of metaphor over literal language were reviewed: (a) pleasure or relief, (b) communicator credibility, (c) reduced counterarguments, (d) resource-matching, (e) stimulated elaboration, and (f) superior organization.

Persuasive Effects of Metaphor: A Meta-Analysis

A meta-analysis of 14 studies reporting the effect of argument strength on attitude under various mood states was conducted. The analyses included 39 estimates of effect size that were used to test the predictions of the processing deficit perspectives (i.e., motivational or ability deficits) and the hedonic contingency model.

The Impact of Mood on Persuasion: A Meta-Analysis - Craig ...

The fear appeal literature is examined in a comprehensive synthesis using meta-analytical techniques. The meta-analysis suggests that strong fear appeals produce high levels of perceived severity and susceptibility, and are more persuasive than low or weak fear appeals. The results also indicate that fear appeals motivate adaptive danger control actions such as message acceptance and maladaptive fear control actions such as defensive avoidance or reactance.

A Meta-Analysis of Fear Appeals: Implications for ...

meta-analysis of fear appeal research with two goals in mind. Our first goal was to compile the largest available meta-analytic data-base of fear appeal research and estimate average effects. Our second goal was to test a variety of theoretical predictions, many of which have never been examined meta-analytically, and to

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