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Next, a meta-analysis was conducted and the impact of seven moderator variables was tested. The overall effect for the metaphor-literal comparison for attitude change was $r = .07$, which supported the claim that metaphors enhance persuasion.

Persuasive Effects of Metaphor: A Meta-Analysis

PAGE #1 : Persuasion Advances Through Meta Analysis The Hampton Press Communication Series By Georges Simenon - persuasion advances through meta analysis the hampton press communication series by raymond w preiss author editor mike allen author editor isbn 13 978 1572730670 isbn

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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.

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

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