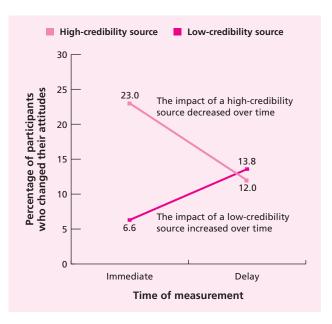
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## FIGURE 7.1

Source Credibility, Time of Measurement, and the Ability to Persuade

The impact of a high-credibility source decreased over time, but the impact of a low-credibility source increased over time. This latter tendency has been dubbed the sleeper effect.

Source: Hovland and Weiss (1951).