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EQA

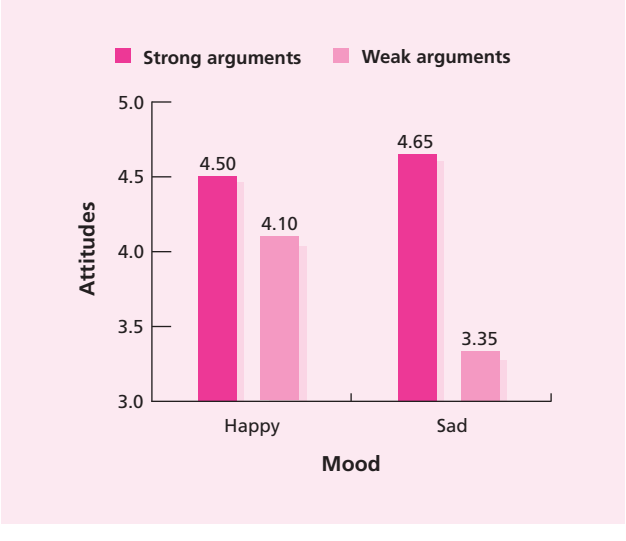

FIGURE 7.11

Attitude Change, Argument Quality, and Mood

Argument quality affected persuasion when participants were sad, but not when they were happy. These findings suggest that positive moods instigate peripheral route processing and negative moods activate central route processing.

Source: Bless, Bohner, Schwarz, and Strack (1990).