

TABLE 7.2 Message Order Effects in Persuasion

EXPERIMENTAL CONDITION							
1	Case 1	Case 2	One-week delay	Decision		The two cases were presented without a delay between them, but a one-week delay occurred between the time the last case was presented and the jury's decision.	Primacy effect: Participants were more persuaded by the first argument they heard.
2	Case 1	One-week delay	Case 2	Decision		The two cases were presented with a one week delay between them, and the jury's decision was made immediately after the second case was received.	Recency effect: Participants were more persuaded by the second argument they heard.
3	Case 1	Case 2	Decision			The two cases were presented without a delay between them, and no delay occurred between the last case and the jury's decision.	No effect: Jury decisions did not differ as a function of presentation order.
4	Case 1	One-week delay	Case 2	One-week delay	Decision	The two cases were presented with a one week delay between them, and the jury's decision was made one week after the second case was received.	No effect: Jury decisions did not differ as a function of presentation order.

Source: N. Miller and Campbell (1959).