

Table 50

Influence of Cognitive Effort on Attitudes

Cognitive Effort Group	Attitudes by Time of Measurement									
	Time 1					Time 3				
	n	Mean	S.D.	F <sub>bet</sub>	F <sub>lin</sub>	n	Mean	S.D.	F <sub>bet</sub>	F <sub>lin</sub>
Gender				1.16	2.35				1.29	3.33 <sup>+</sup>
Irrelevant	6	55.25	12.2			5	52.30	13.24		
Own Schema	21	52.76	19.0			22	53.50	17.14		
Message	42	59.97	17.4			42	59.46	16.14		
Message/Issue	31	60.59	14.8			32	60.77	13.97		
Sexual Orientation				5.16**	13.74***				5.21**	13.15***
Own Schema	17	33.59	21.32			16	39.53	20.05		
Message	96	53.23	22.25			100	61.01	22.92		
Message/Issue	9	59.89	26.59			7	65.11	29.88		
Sex Education				1.36	2.67				0.29	0.58
Own Schema	20	69.11	19.34			20	73.21	14.13		
Message	77	75.73	17.23			74	76.65	20.32		
Sexual Coercion				2.61*	5.64**				0.89	0.45
Own Schema	28	54.84	19.21			30	62.82	17.52		
Message	70	64.68	13.18			70	67.16	14.37		
Message/Issue	5	70.65	12.95			5	70.90	12.74		

Note. Groups consisting of 0 or 1 cases are not reported.

<sup>+</sup>p < .10.      \*p < .05.      \*\*p < .01.      \*\*\*p < .001.