

Table 51
Influence of Cognitive Effort on Attitude Change Time 1—Time 3

Cognitive Effort Group	Difference Score			F	
	n	Mean	S.D.	Between	Linearity
Gender				0.05	0.13
Irrelevant	5	-1.15	06.56		
Own Schema	19	-1.43	15.6		
Message	40	-0.55	12.65		
Message/Issue	31	0.02	14.11		
Orientation				0.15	0.42
Own Schema	16	5.29	11.75		
Message	96	7.65	15.30		
Message/Issue	7	9.09	08.00		
Education				0.48	0.90
Own Schema	20	4.1	13.07		
Message	74	1.02	14.84		
Coercion				0.57	2.20
Own Schema	28	6.61	13.49		
Message	69	2.75	14.55		
Message/Issue	5	0.25	07.80		

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