

Accepted Manuscript

Title: Examining effects of medical cannabis narratives on beliefs, attitudes, and intentions related to recreational cannabis: A web-based randomized experiment

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PII: S0376-8716(18)30020-6
DOI: <https://doi.org/10.1016/j.drugalcdep.2017.11.028>
Reference: DAD 6773

To appear in: *Drug and Alcohol Dependence*

Received date: 18-8-2017
Revised date: 19-11-2017
Accepted date: 20-11-2017

Please cite this article as: Sznitman, Sharon R., Lewis, Nehama, Examining effects of medical cannabis narratives on beliefs, attitudes, and intentions related to recreational cannabis: A web-based randomized experiment. *Drug and Alcohol Dependence* <https://doi.org/10.1016/j.drugalcdep.2017.11.028>

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Examining effects of medical cannabis narratives on beliefs, attitudes, and intentions related to recreational cannabis: A web-based randomized experiment*

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Highlights

- MC testimonials indirectly increase positive attitudes about recreational cannabis
- Attribution of responsibility for disease moderates the indirect effect.
- Cannabis prevention should address the role of media in shaping public opinion.

Abstract

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