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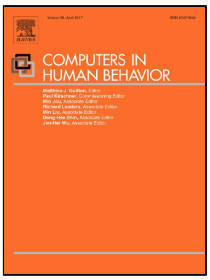

Reactions to ideological websites: The impact of emotional appeals, credibility, and pre-existing attitudes

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Highlights

- This study manipulated emotional appeals and credibility on an ideological website
- Users' pre-existing attitudes were taken into account
- The influences on users' emotional responses, attitudes and intentions was examined
- Credibility had an effect when it was paired with the other IV's
- Emotional appeals provoke emotionally consistent responses in website viewers
- A 3-way interaction on post attitudes was found

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