## Accepted Manuscript

How people can become persuaded by weak messages presented by credible communicators: Not all sleeper effects are created equal

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PII: S0022-1031(16)30393-6 DOI: doi: 10.1016/j.jesp.2016.06.009

Reference: YJESP 3449

To appear in: Journal of Experimental Social Psychology

Received date: 25 October 2015 Revised date: 24 June 2016 Accepted date: 29 June 2016



Please cite this article as: Albarracín, D., Kumkale, G.T. & Vento, P.P.-D., How people can become persuaded by weak messages presented by credible communicators: Not all sleeper effects are created equal, *Journal of Experimental Social Psychology* (2016), doi: 10.1016/j.jesp.2016.06.009

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## How People Can Become Persuaded by Weak Messages Presented by Credible

**Communicators: Not all Sleeper Effects are Created Equal** 

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