

Effects of Indirectly and Directly Competing Reference Group Messages and Persuasion Knowledge: Implications for Educational Placements

Cornelia Pechmann and Liangyan Wang

Web Appendix

Scenes from “Model Smoker” Episode

1. Cher wishes for a boyfriend in her last year of high school



2. Show's introductory credits



3. Cher spots Brad and finds out he is from France where he worked as a model



4. Cher meets Brad, sparks fly, but Brad bums a cigarette and shocks everyone



5. Cher's girlfriend states she disapproves of smoking



6. Cher and her girlfriends daydream about smoking and one friend states her approval of smoking (Directly competing approval and disapproval condition only)



7. Cher's male friend talks to Brad and states his disapproval of smoking



8. Cher and Brad sit in the restaurant's smoking section; he smokes, she disapproves



9. Cher talks to her girlfriend about not liking Brad's smoking, then asks him to quit



10. Cher, Brad and friends arrange a slumber party and Brad abstains from smoking



11. Cher, Brad and friends go bowling and cough at the bowlers who are smoking



12. Cher breaks up with Brad when she finds him smoking outside after bowling



13. Show's closing credits



14. Epilogue. Cher and her friends say “think twice before you light up” and they provided a website and phone number for information about how to quit smoking

