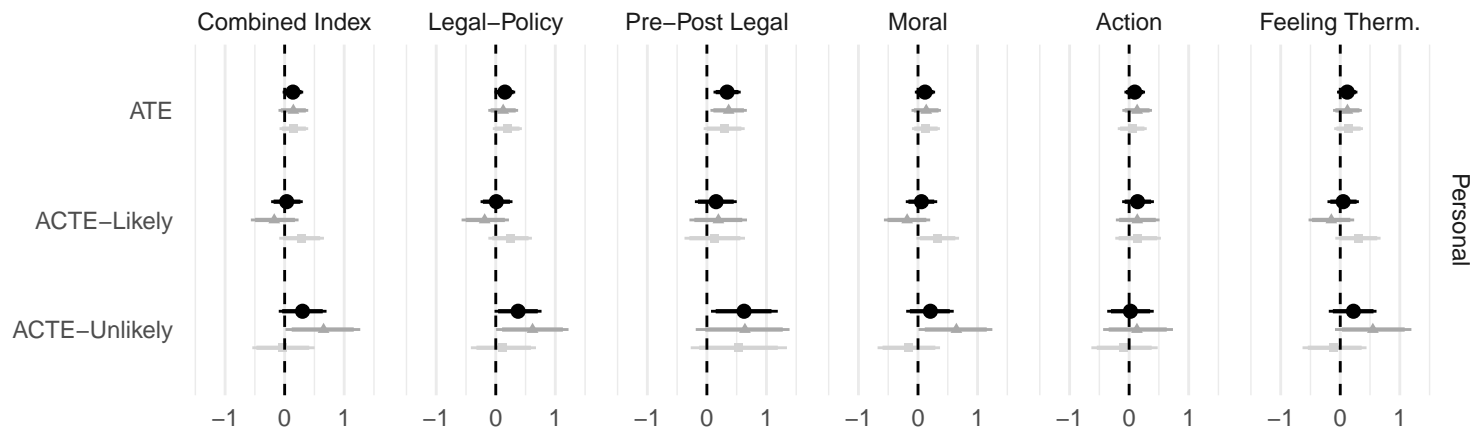


Personal narratives are most persuasive among those likely to hear them



General appeals are generally unpersuasive

