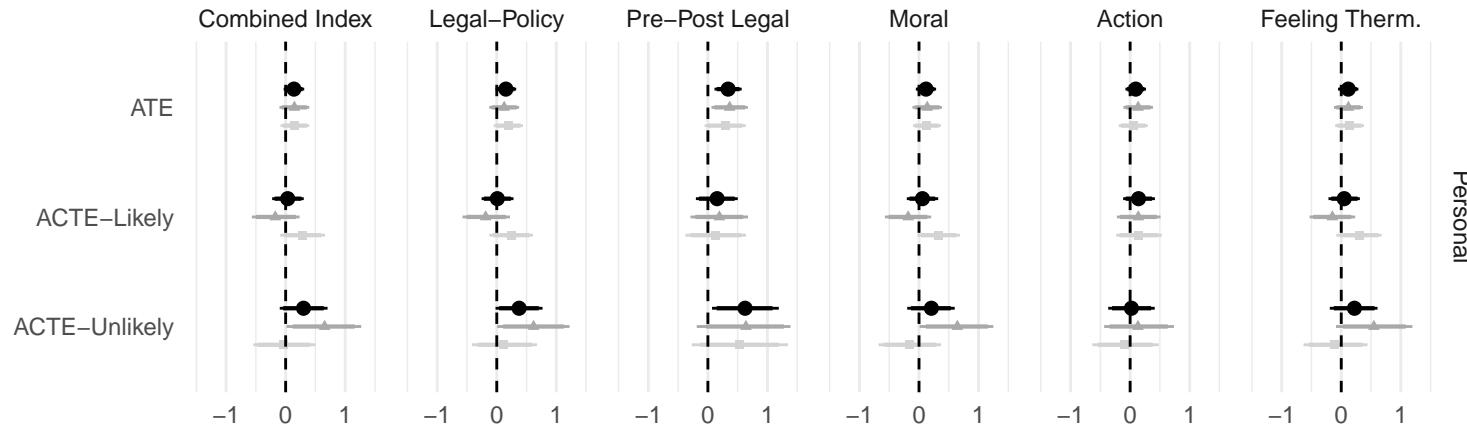
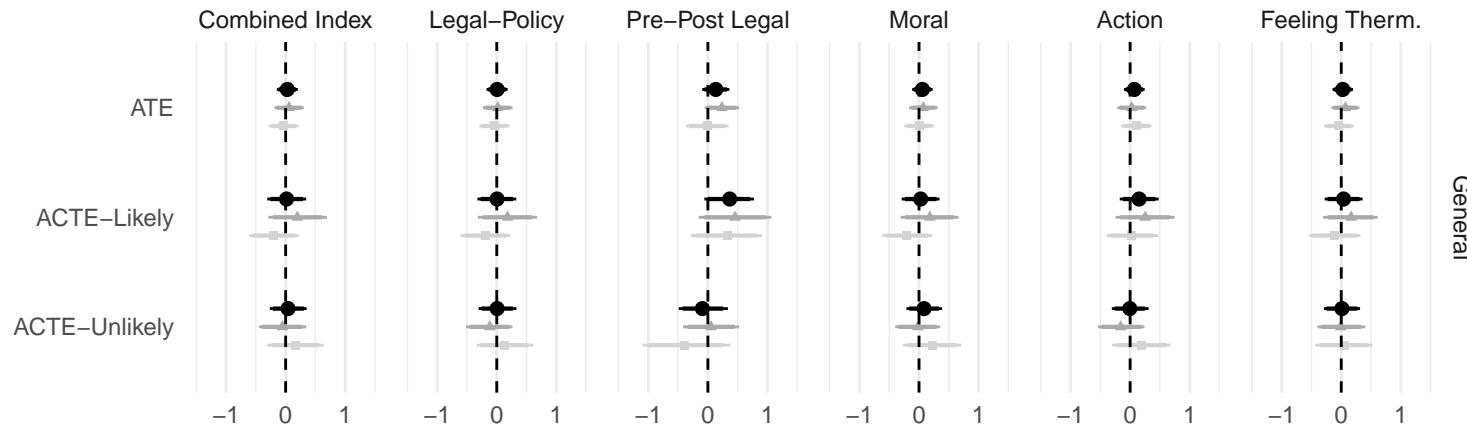


# Personal narratives are most persuasive among those likely to hear them



# General appeals are generally unpersuasive



Group    ● Overall    ↑ Women    ⌂ Men