

TABLE 13.2

Data for Example 13.1

Person	Cues		
	No Cues	Generic Cues	Smoking-Related Cues
A	2	5	5
B	3	5	6
C	1	4	5
D	4	5	7
E	4	3	6
F	5	4	7
G	2	2	6

The results of a within-subjects study design in which participants rated the effectiveness of three different types of antismoking advertisements in Example 13.1.