

**Wiley Blackwell**



تحتوي على أكثر من ٣ مليون مقالة علمية لحوالي 1400 دورية في العلوم والطب  
والهندسة والعلوم الاجتماعية والإنسانيات والآداب.

[www3.interscience.wiley.com](http://www3.interscience.wiley.com)

**IGI Global Research Journals (NEW!)**

IGI Global publishes more than 100 peer-reviewed journals in information/computer science and technology applied to business and public administration, engineering, education, medicine and healthcare, and social science. Each IGI Global publication could be utilized by computer science and information technology professionals in keeping up with emerging innovations, technologies, and managerial techniques. This allows them to achieve greater strategic utilization and management of technology in their organizations.

[\[i\]](#) - More about IGI Global research Journals



**Search Books@Ovid**

Books@Ovid supports your research needs by combining classic and groundbreaking titles in a wide range of subject areas. Get anytime, anywhere online access to your essential textbooks. And as you link seamlessly between chapters, topics and referenced websites, as you browse the table of contents, Books@Ovid transforms research information into knowledge.

[\[i\]](#) - More about Books@Ovid



**Evidence Based Medicine Reviews (EBMR)**

A definitive resource for electronic information in the evidence based medicine (EBM) movement that combines 7 of the most trusted EBM resources into a single, fully-searchable database.

[\[i\]](#) - More about EBMR



**Nursing@Ovid**

New online Nursing & Allied Health Portal that provides a complete and integrated information source for Nursing Practice, Education, Research, and administration. Simple, easy to use, and built with the architecture of OvidSP.

[\[i\]](#) - More about Nursing@Ovid



**ASCE (NEW!)**

ASCE Journals are the premier source of technical information for the civil engineering profession and form the core collection in the field. 32 journals contains over 48,000 articles, more than 400,000 pages, published since 1990.

[\[i\]](#) - More about Asce Journals



**EMERALD**

EMERALD covers more than 200 international full text journals. All these journals are peer-reviewed and indexed through the web of science database and/or scopus. The database mainly focuses on Management, Business, Economics, Information science, Engineering, social science and Health care.

[\[i\]](#) - More about Sage Journals



**Sage Journals Online**

SAGE publishes more than 560 journals in Business, Humanities, Social Sciences, and Science, Technology and Medicine. SAGE Journals Online is the delivery platform that provides online access to the full text of individual SAGE journals. The SAGE Full-Text Collections, SAGE's award-winning, discipline-specific research databases, are also available on SAGE Journals Online.

[\[i\]](#) - More about Sage Journals



**ISI Web of Knowledge**

ISI Web of Knowledge is a premier research platform, helping you quickly find, analyze, and share information in the sciences, social sciences, arts, and humanities with 23,000 journals, 23 million patents and 110,000 conference proceedings and Over 20 million researchers in 90 countries base their research, planning, and budget decisions on the content and analytics they find in ISI Web of Knowledge, it also provides list of journal impact factor according to their subject areas or journal titles.

[\[i\]](#) - more about ISI web of Knowledge



**Wiley Blackwell**

Provides access to over 3 million articles across 1400 journals, this massive collection provide access to researches and articles in medicine, engineering, sciences, social sciences, arts, and humanities which make Wiley Blackwell one of the world's premiere resources for advanced research.

[\[i\]](#) - More about Wiley Blackwell Interscience



**Proquest**

With more than 2.4 million entries, the ProQuest Dissertations & Theses (PQDT) database is the most comprehensive collection of dissertations and theses in the world. ProQuest's UMI Dissertation Publishing group publishes more than 65,000 new dissertations and theses each year, with weekly updates to the PQDT database. Over 930,000 dissertations and theses are available in PDF format, and most include free twenty-four page previews.



Wiley Online Library - Windows Internet Explorer  
http://onlinelibrary.wiley.com/

File Edit View Favorites Tools Help

Wiley Online Library

WILEY ONLINE LIBRARY

PUBLICATIONS | BROWSE BY SUBJECT | RESOURCES | ABOUT US

WILEY PUSHES BOUNDARIES

LOGIN

Enter e-mail address  
Enter password  
REMEMBER ME

NOT REGISTERED ?  
FORGOTTEN PASSWORD ?  
INSTITUTIONAL LOGIN >

SEARCH

Advanced search Saved search

PUBLICATIONS A - Z

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 0-9

BROWSE

- Agriculture, Aquaculture & Food Science
- Architecture & Planning
- Art & Applied Arts
- Business, Economics, Finance & Accounting
- Computer Science & Information Technology
- Earth & Environment
- Humanities
- Law & Criminology
- Life Sciences
- Mathematics & Statistics
- Medicine
- Nursing, Dentistry & Healthcare
- Physical Sciences & Engineering
- Social & Behavioral Sciences
- Veterinary Medicine

RESOURCES

Training  
Tutorials, webinars and user guides

For researchers  
Personalization options and email alerts

For librarians  
Product and access information

For societies  
Get the most out of publishing with us

For authors  
Resources and online services

TRAINING AND TUTORIALS  
Self-paced tutorials available 24/7

REGISTER FOR ALERTS

ABOUT US | HELP | CONTACT US | AGENTS | ADVERTISERS | MEDIA | PRIVACY | TERMS & CONDITIONS | SITE MAP  
Copyright © 1999-2010 John Wiley & Sons, Inc. All Rights Reserved.

Internet | Protected Mode: On

Wiley Online Library - Windows Internet Explorer  
http://onlinelibrary.wiley.com/

File Edit View Favorites Tools Help

Wiley Online Library

WILEY ONLINE LIBRARY

PUBLICATIONS | BROWSE BY SUBJECT | RESOURCES | ABOUT US

WILEY

LOGIN  
Enter e-mail address  
Enter password  
REMEMBER ME  
NOT REGISTERED ?  
FORGOTTEN PASSWORD ?  
INSTITUTIONAL LOGIN >

SEARCH  
All content Publication titles  
Advanced search Saved search

PUBLICATIONS A - Z  
A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 0-9

BROWSE  
Agriculture, Aquaculture & Food Science  
Agriculture  
Aquaculture, Fisheries & Fish Science  
Food Science & Technology  
Alerts  
For societies  
Get the most out of publishing with us  
For authors  
Resources and online services

TRAINING AND TUTORIALS  
Self-paced tutorials available 24/7

REGISTER FOR ALERTS

ABOUT US | HELP | CONTACT US | AGENTS | ADVERTISERS | MEDIA | PRIVACY | TERMS & CONDITIONS | SITE MAP  
Copyright © 1999-2010 John Wiley & Sons, Inc. All Rights Reserved.

Internet | Protected Mode: On



# The next generation online service replacing Wiley InterScience



### LOGIN

Enter e-mail address

Enter password

REMEMBER ME

NOT REGISTERED ?  
FORGOTTEN PASSWORD ?  
INSTITUTIONAL LOGIN >

[PUBLICATIONS](#) | [BROWSE BY SUBJECT](#) | [RESOURCES](#) | [ABOUT US](#)

Home > Agriculture

### RESOURCES

[Agriculture Home](#)

#### FOR LIBRARIANS

Buy these titles

#### FOR ADVERTISERS

Advertise on this site

#### FOR CONTRIBUTORS

Submit your article

#### FOR PRESS

Visit the Press Room

#### FOR SOCIETIES

Publish with us

**ADVERTISING OPPORTUNITIES**

WITH

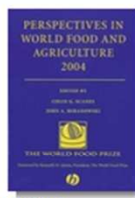


## Agriculture



JOURNAL

[Agricultural and Forest Entomology](#)



BOOK

[Perspectives in World Food and Agriculture 2004](#)



JOURNAL

[European Journal of Soil Science](#)



BOOK

[Pest and Disease Management Handbook](#)

[View all products in Agriculture](#)

[Discover New Research](#) | [Content Alerts](#)

Receive news of the latest research in your field as soon as it is published. [Select titles](#) to receive new content alerts.

[Subject Collections](#) | [More Information](#)

Institutional libraries can license online access to this subject collection of journals, backfiles, books, or reference works. For more information [visit here](#).

### SEARCH

All content

[Advanced >](#) [Saved Searches >](#)

### TOPICS

- All Agriculture
- Agricultural Economics & Resource Management
- Agricultural Engineering
- Agriculture & Ecology
- Agriculture Special Topics
- Animal Agriculture
- Animal Breeding & Genetics
- Biorenewable Resources
- Crops
- Feed
- Forestry
- General & Introductory Agriculture
- Horticulture
- Natural Resources
- Pests, Diseases & Weeds
- Soil
- Sustainable & Organic Agriculture
- Tropical Agriculture

**TRAINING AND TUTORIALS**

Self-paced tutorials available 24/7



Welcome to **WILEY ONLINE LIBRARY**

**WILEY ONLINE LIBRARY**

**LOGIN**

Enter e-mail address

Enter password

REMEMBER ME

NOT REGISTERED ?  
FORGOTTEN PASSWORD ?  
INSTITUTIONAL LOGIN >

[PUBLICATIONS](#) | [BROWSE BY SUBJECT](#) | [RESOURCES](#) | [ABOUT US](#)

Home > Agriculture

**RESOURCES**

[Agriculture Home](#)

**FOR LIBRARIANS**

Buy these titles

**FOR ADVERTISERS**

Advertise on this site

**FOR CONTRIBUTORS**

Submit your article

**FOR PRESS**

Visit the Press Room

**FOR SOCIETIES**

Publish with us

**ADVERTISING  
OPPORTUNITIES**

WITH



## Agriculture

40 publications in Agriculture

[ALL](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [0-9](#)

Select All [Get email alerts](#)

VIEW [1 - 40](#) | [41 - 80](#) | [81 - 120](#) | [121 - 160](#) | [Next >](#)

<input type="checkbox"/>		<a href="#">Agribusiness</a>	JOURNAL
<input type="checkbox"/>		<a href="#">Agricultural and Forest Entomology</a>	JOURNAL
<input type="checkbox"/>		<a href="#">Agricultural Economics</a>	JOURNAL
		<a href="#">Agricultural Policy for the 21st Century</a>	BOOK
		<a href="#">The Agricultural Revolution of the 20th Century</a>	BOOK
		<a href="#">Alternative Health Practices for Livestock</a>	BOOK
		<a href="#">Anaerobic Biotechnology for Bioenergy Production: Principles and Applications</a>	BOOK
		<a href="#">Anbau und Nutzung von Bäumen auf Landwirtschaftlichen Flächen</a>	BOOK
<input type="checkbox"/>		<a href="#">Animal Genetics</a>	JOURNAL
<input type="checkbox"/>		<a href="#">Animal Science Journal</a>	JOURNAL
		<a href="#">Animal Welfare: Limping Towards Eden: A Practical Approach to Redressing the Problem of Our Dominion Over the Animals</a>	BOOK
<input type="checkbox"/>		<a href="#">Annals of Applied Biology</a>	JOURNAL
		<a href="#">Aquaculture Engineering</a>	BOOK
<input type="checkbox"/>		<a href="#">Aquaculture Nutrition</a>	JOURNAL
<input type="checkbox"/>		<a href="#">Aquaculture Research</a>	JOURNAL
<input type="checkbox"/>		<a href="#">Australian Journal of Agricultural and Resource Economics</a>	JOURNAL
<input type="checkbox"/>		<a href="#">Australian Journal of Entomology</a>	JOURNAL

**SEARCH**

All content

[Advanced >](#) [Saved Searches >](#)

**FILTER LIST**

**PUBLICATION TYPE**

Journals (78)  
Books (135)  
Book Series (0)  
Database (0)  
Lab Protocols (0)

**TRAINING  
AND  
TUTORIALS**

Self-paced tutorials  
available 24/7



**LOGIN**

Enter e-mail address

Enter password

REMEMBER ME

[NOT REGISTERED ?](#)  
[FORGOTTEN PASSWORD ?](#)  
[INSTITUTIONAL LOGIN >](#)

[PUBLICATIONS](#) | [BROWSE BY SUBJECT](#) | [RESOURCES](#) | [ABOUT US](#)

**WILEY FOSTERS COLLABORATION**  
Connect to the global community of research and innovation



**SEARCH**

All content  Publication titles

[Advanced search](#) [Saved search](#)

---

**PUBLICATIONS A - Z**

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z 0-9

**BROWSE**

- Agriculture, Aquaculture & Food Science
- Architecture & Planning
- Art & Applied Arts
- Business, Economics, Finance & Accounting
- Computer Science & Information Technology
- Earth & Environment
- Humanities
- Law & Criminology
- Life Sciences
- Mathematics & Statistics
- Medicine
- Nursing, Dentistry & Healthcare
- Physical Sciences & Engineering
- Social & Behavioral Sciences
- Veterinary Medicine

**RESOURCES**

- Training**  
Tutorials, webinars and user guides
- For researchers**  
Personalization options and email alerts
- For librarians**  
Product and access information
- For societies**  
Get the most out of publishing with us
- For authors**  
Resources and online services

**TRAINING AND TUTORIALS**  
Self-paced tutorials available 24/7

**REGISTER FOR ALERTS**





**LOGIN**

Enter e-mail address

Enter password

REMEMBER ME

NOT REGISTERED ?  
FORGOTTEN PASSWORD ?  
INSTITUTIONAL LOGIN >

### Advanced Search | [Search Tips >](#)

**SEARCH FOR**

AND

AND

[Add another row >](#)

**SPECIFY DATE RANGE**

All Dates

In the last

Between

*Please enter 4-digit years.*

- All Fields
- All Fields
- Publication Titles
- Article Titles
- Author
- FullText
- Abstract
- Author Affiliation
- Keywords
- Funding Agency
- ISBN
- ISSN
- Article DOI
- References

**SEARCH**

All content

[Advanced >](#) [Saved Searches >](#)

Wiley Online Library: Search Results Page - Windows Internet Explorer

http://onlinelibrary.wiley.com/advanced/search/results?start=1&resultsPerPage=20

DAEMON Search

File Edit View Favorites Tools Help

Wiley Online Library: Search Results Page

WILEY ONLINE LIBRARY

PUBLICATIONS | BROWSE BY SUBJECT | RESOURCES | ABOUT US

LOGIN

Enter e-mail address

Enter password

REMEMBER ME

NOT REGISTERED ?  
FORGOTTEN PASSWORD ?  
INSTITUTIONAL LOGIN >

**Search Results**

There are **653347** results for: *Education in All Fields*

Sort by Best Match **Go**

Select All Save to profile Export Citation Edit search Save search

VIEW 1 - 20 | 21 - 40 | 41 - 60 | 61 - 80 | Next >

**Toward a Theory of Entertainment Persuasion: Explaining the Persuasive Effects of Entertainment-Education Messages**  
COMMUNICATION THEORY  
Volume 18, Issue 3, August 2008, Pages: 407–425, Emily Moyer-Gusé  
Article first published online : 7 AUG 2008, DOI: 10.1111/j.1468-2885.2008.00328.x  
Abstract | Full Article (HTML) | **PDF(380K)** | References

**Role of internship in higher education in environmental sciences**  
JOURNAL OF RESEARCH IN SCIENCE TEACHING  
Volume 41, Issue 1, January 2004, Pages: 24–46, Roland W. Scholz, Regula Steiner and Ralf Hansmann  
Article first published online : 30 DEC 2003, DOI: 10.1002/tea.10123  
Abstract | PDF(219K) | References

**Discussion on 'The g-Factor of International Cognitive Ability Comparisons: The Homogeneity of Results in PISA, TIMSS, PIRLS and IQ-Tests Across Nations' by Heiner Rindermann**  
EUROPEAN JOURNAL OF PERSONALITY  
Volume 21, Issue 5, August 2007, Pages: 707–765,  
Article first published online : 8 AUG 2007, DOI: 10.1002/per.648  
Abstract | PDF(416K)

**Views of inquiry: Mismatches between views of science education faculty and students of an alternative certification program**  
JOURNAL OF RESEARCH IN SCIENCE TEACHING  
Volume 47, Issue 6, August 2010, Pages: 716–741, Abdulkadir Demir and Sandra K. Abell  
Article first published online : 22 JAN 2010, DOI: 10.1002/tea.20365  
Abstract | Full Article (HTML) | PDF(176K) | References

**Dokumentation**  
MENSCH UND NATUR IN WESTAFRIKA  
Deutsche Forschungsgemeinschaft (DFG), Pages: 473–537, 2005  
Published Online : 23 NOV 2005, DOI: 10.1002/3527605754.ch5  
Summary | PDF(317K)

**FILTER LIST**

**PUBLICATION TYPE**

Journals (619104)  
Books (32415)  
Database (1767)  
Lab Protocols (61)

Internet | Protected Mode: On

100%

# COMMUNICATION THEORY

Communication Theory ISSN 1050-3293

ORIGINAL ARTICLE

## **Toward a Theory of Entertainment Persuasion: Explaining the Persuasive Effects of Entertainment-Education Messages**

Emily Moyer-Gusé

School of Communication, The Ohio State University, Columbus, OH 43210-1339

*A growing body of research indicates that entertainment-education programming can be an effective way to deliver prosocial and health messages. Some have even speculated that entertainment-education may be more effective than overtly persuasive messages in certain circumstances. Despite empirical advances in this area, more work is needed to understand fully what makes entertainment-education unique from a message-processing standpoint. To this end, the present article has three objectives. First, the article examines the involvement with narrative storylines and characters that is fostered by entertainment programming. This includes a much-needed explication and separation of several related constructs, such as identification, parasocial interaction, similarity, and others. Second, the article reviews and synthesizes existing theories that have addressed entertainment-*