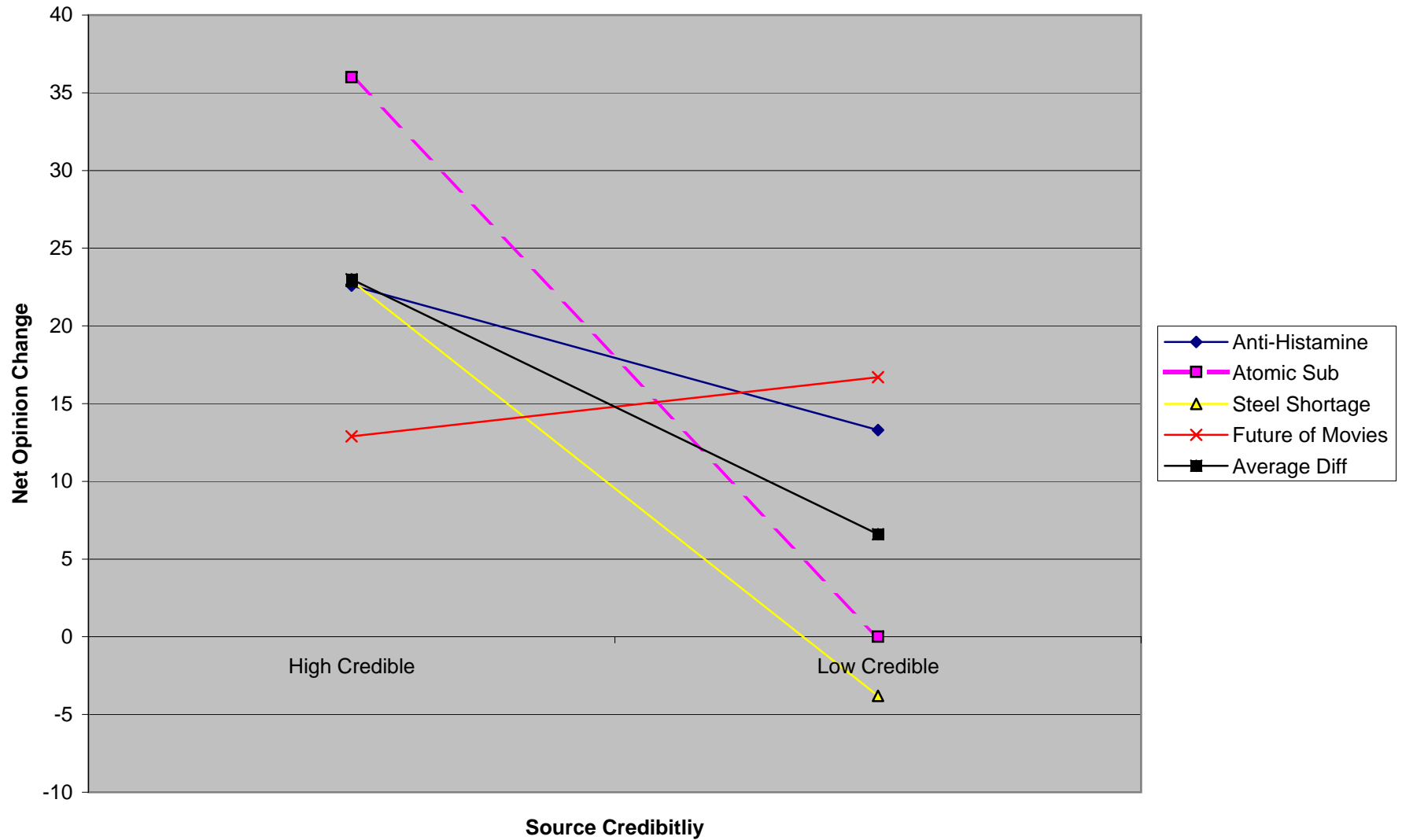
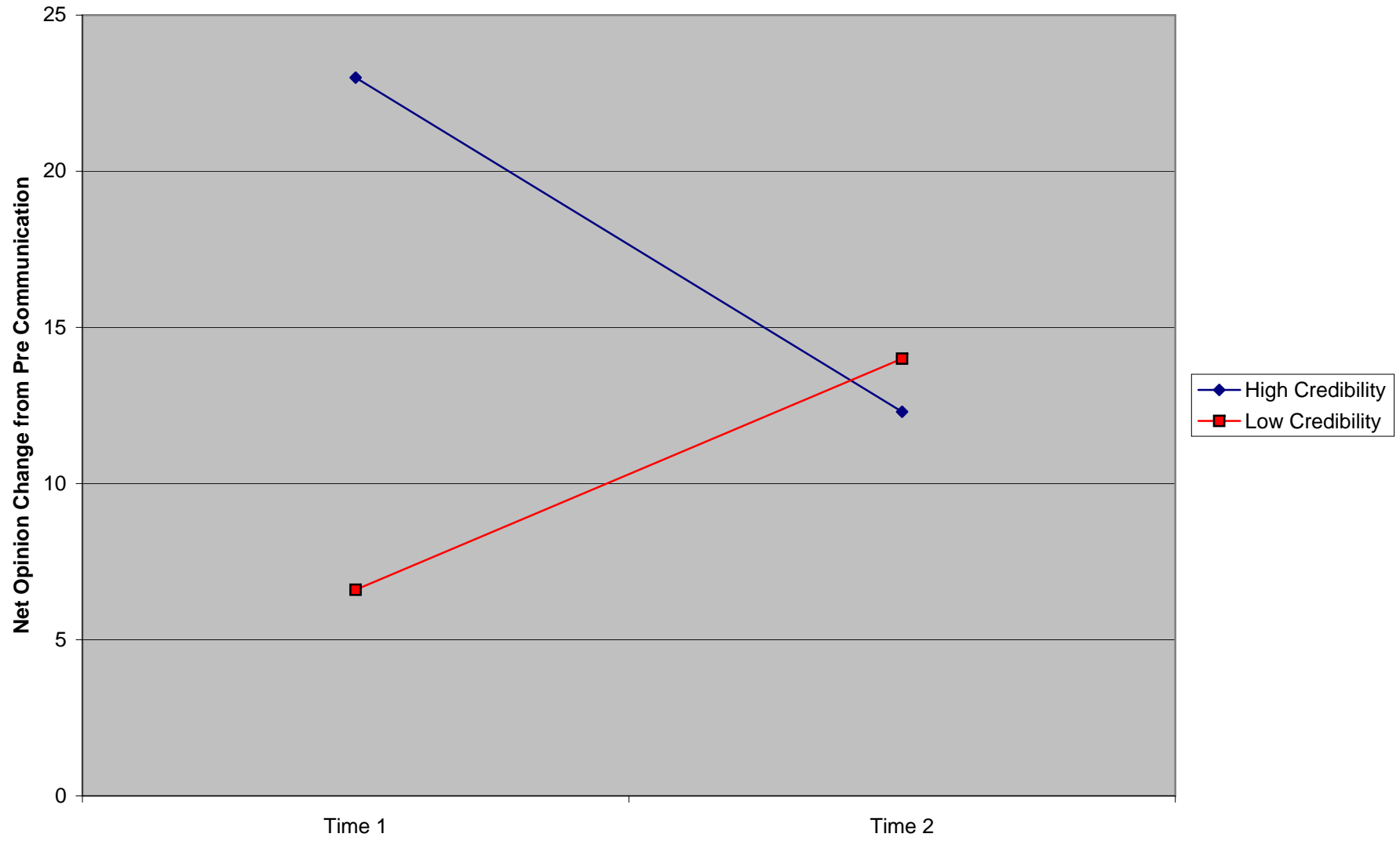


Opinion Change and Source Credibility



Opinion Change Across 4 Weeks



	High Credible	Low Credible
Anti-Histamine	22.6	13.3
Atomic Sub	36	0
Steel Shortage	22.9	-3.8
Future of Movies	12.9	16.7
Average Diff	23	6.6

	Time 1	Time 2
High Credibility	23	12.3
Low Credibility	6.6	14