

Level 3: Participants

Personal characteristics have values for each of the i participants.

E.g.: drug risk, drug use, SS, involvement



Each participant evaluates j messages

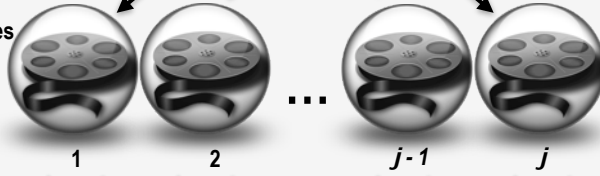
i participants

Level 2: Messages

Static message features have values for each of the j messages.

E.g.:
Drug condition
Pro/anti-message

sAS
sMSV



Participants rate messages continuously during message receipt.

Participants provide questionnaire ratings after each message.

$i \times j$ static ratings

Dynamic message features have values for each of the $j \times \tau$ message time points.

E.g.:
iAS
iMSV
modeled time series



Outcome Variables

$i \times j \times \tau$ dynamic-rating time points

Level 1: Time Points

