# Explicating the Roles of In- vs. out-group Membership and Collective Action Framing in the Persuasive Effect of Social Media Activism Messages

Author information :

Chelsea Ning Rei Yap (B.A., Nanyang Technological University), Wee Kim Wee School of Communication and Information, Nanyang Technological University, [CYAP012@e.ntu.edu.sg](mailto:CYAP012@e.ntu.edu.sg)

Ji Ah Lim (B.A., Nanyang Technological University), Wee Kim Wee School of Communication and Information, Nanyang Technological University, [JIAH001@e.ntu.edu.sg](mailto:JIAH001@e.ntu.edu.sg)

Melody Tingyi Koh (B.A., Nanyang Technological University), Wee Kim Wee School of Communication and Information, Nanyang Technological University, [MKOH022@e.ntu.edu.sg](mailto:MKOH022@e.ntu.edu.sg)

Aik Tan (B.A., Nanyang Technological University), Wee Kim Wee School of Communication and Information, Nanyang Technological University, [ATAN103@e.ntu.edu.sg](mailto:ATAN103@e.ntu.edu.sg)

\*Chen Lou (Corresponding author) (Ph.D., Michigan State University), Assistant professor of Integrated Marketing Communication, Wee Kim Wee School of Communication and Information, Nanyang Technological University, [chenlou@ntu.edu.sg](mailto:chenlou@ntu.edu.sg)

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