Boosting Threat Sensitivity:
Introducing Reactance into the Inoculation Paradigm

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In this talk, Dr. Miller examines how the force of psychological reactance can be used to enhance the core mechanisms of inoculation —threat and refutational preemption— and thereby heighten the sensitivity of receivers to the threat to freedom posed by counter attitudinal attack messages. Findings show that reactance intensified anger and negative cognitions focused on the source of an attack message help to boost resistance, generate greater source derogation, increase counterarguing, and most importantly, reenforce the inoculated attitudes of the receiver.