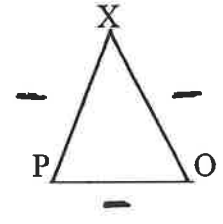
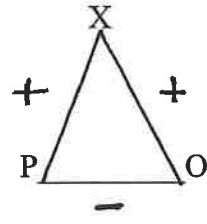
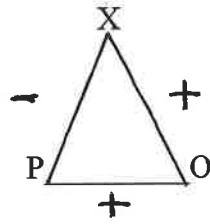
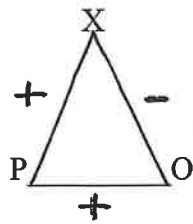
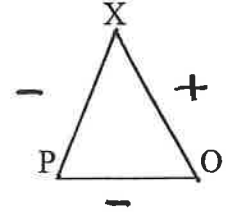
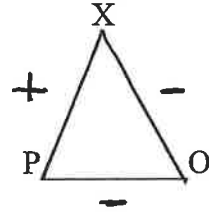
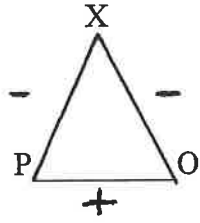
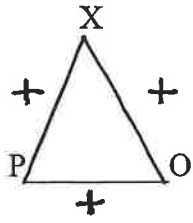
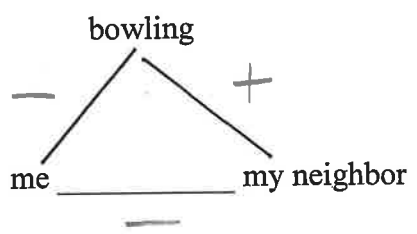
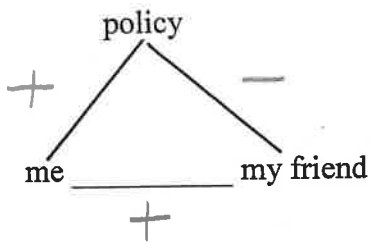
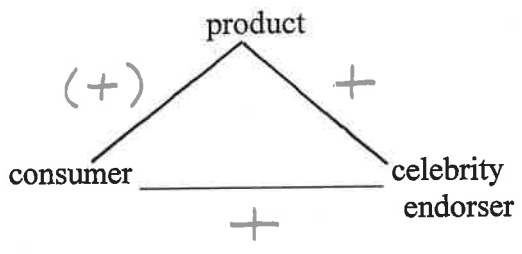


BALANCE THEORY

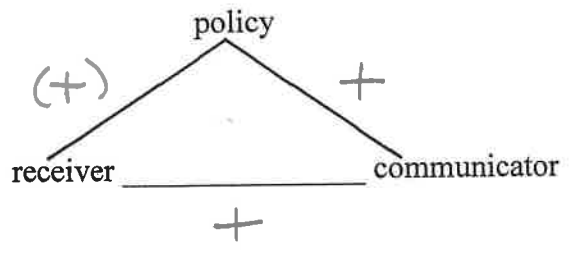




(celebrity endorsers:)



(liking heuristic:)



(social judgment theory, assimilation and contrast effects:)

