**[Format](https://www.ncbi.nlm.nih.gov/pubmed/26728619)**[: Abstract](https://www.ncbi.nlm.nih.gov/pubmed/26728619)

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**Just Add a Verse from the Quran: Effects of Religious Rhetoric in Gain- and Loss-Framed Anti-Alcohol Messages with a Palestinian Sample.**

[Alhabash S](https://www.ncbi.nlm.nih.gov/pubmed/?term=Alhabash%20S%5BAuthor%5D&cauthor=true&cauthor_uid=26728619)1,2, [Almutairi N](https://www.ncbi.nlm.nih.gov/pubmed/?term=Almutairi%20N%5BAuthor%5D&cauthor=true&cauthor_uid=26728619)3, [Rub MA](https://www.ncbi.nlm.nih.gov/pubmed/?term=Rub%20MA%5BAuthor%5D&cauthor=true&cauthor_uid=26728619)4.

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**Abstract**

This experiment investigated the effects of message framing (gain vs. loss) and religious rhetoric (religious vs. non-religious) on the expression of anti-alcohol civic intentions with a sample (N = 80) of Palestinian young adults. Results showed that the main effects of message framing (gain > loss) and religious rhetoric (non-religious > religious) on anti-alcohol civic intentions were significant. Furthermore, the study showed that viral behavioral intentions were strongly and significantly associated with expressing anti-alcohol civic intentions, with larger explanatory power for gain-framed PSAs that used a religious rhetoric. Additionally, a serial mediation model showed that the effect of religious rhetoric on anti-alcohol civic intentions was successfully mediated by the serial combination of attitudes toward the PSA and viral behavioral intention for gain-framed PSAs, but not for loss-framed PSAs. Findings are discussed within the framework of persuasion models.

**KEYWORDS:**

Alcohol; Facebook; Gain and loss frames; Prospect theory; Religious rhetoric

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