

## Bijlage 15 Literatuurlijsten adviesboeken

### Literatuur Neuromarketing

- Aaker, David A. Joachimsthaler, Erich. Brand leadership. The free press, 2000.
- AdvertisingAge. Neuromarketing: wel of niet? 28 maart 2011.
- Anterior Cingulate Taste Activation Predicts. Spetter, M.S., Graaf, C. de, Viergever, M.A., Smeets, P.A.M. The journal of nutrition, februari 2012.
- Anthierens, Mark. De smalle weg, narrowway brengt de emotionele component van branding in kaart. Pub magazine, februari 2012.
- Arendonk, Tilly van. Stagerapport 2013.
- Ariely, Dan. The hope and hype of neuro-imaging in Business. 3 maart 2010.
- Autonomic nervous system responses on and facial expressions to the sight, Smell, and taste of liked and disliked foods. Wijk, R.A. de, Kooijman, V. de, Rob H.G. Verhoeven R.H.G., Holthuysen, N.T.E. Graaf, C. de. Elsevier 2012.
- Beers, Luc van en Nedeski, Gaby. Internal branding 2.0. Kluwer, 2010.
- Bergh, Joeri van den, Behrer, Mattias. Maak je merk Cool, branding naar de nieuwe generatie. Lannoo, 2011.
- Brennan, Bridget. Why she buys, the new strategy for reaching the world's most powerful consumers, Crown Business, 2009.
- Broek, Matthijs van den. Neuromarketing wacht nog op acceptatie. Marketingfacts.nl, 23 juni 2010.
- Broekhoff, Mirjam. Het brein helpt de reclame, Sanoma onderzoekt het onderbewuste. Clou, 1 mei 2012.
- Busato, Vittorio. Ik lig in de scanner en ik koop... ons brein liegt niet. Clou, februari 2011.
- Busato, Vittorio. Kwalitatief marktonderzoek en het onbewuste. Clou, februari 2012.
- Carr, Nicholas, Het ondiepe, hoe onze hersenen omgaan met internet. Maven publishing, 2011.
- Chabier, Caroline en Verlinden, Rolf. Het onderbewuste spreekt, neuro-onderzoek met fMRI geeft een nieuw licht op marktonderzoek. PUB magazine, februari 2012.
- Cialdini, Robert B.. Invloed, theorie en praktijk. Academic Service, 2001.

Compernelle, Theo. Stress, vriend en vijand. De aanpak van stress, thuis en op het werk. Scriptum, 2006.

Cork, Guadalupe Fernandez. The importance of neuromarketing for effective advertising. Press Europe, 6 maart 2012.

Dalvit, Silvia en Leighton, Jane. EEG, fMRI en Eyetracking, Neurowetenschap & effectieve reclame. Tijdschrift voor Marketing, 30 april 2011.

De Balanzo, Christina. The Walnut Group, Engeland

Desmet, Timothy en Declercq, Mieke. Betaalbaar Neuromarktonderzoek, hoe budgetvriendelijke methoden inzicht kunnen bieden in de echte, onbewuste drijfveren van de consument. Pub magazine 15 mrt 2012.

Dijksterhuis, Ap. Het slimme onderbewuste. Bert Bakker, 2007.

Draaisma, Douwe Vergeetboek. Historische Uitgeverij Groningen, 2010.

Fisher, Len. Zwermintelligentie, over slimme groepen en domme massa's. Maven publishing, 2009.

Fonk magazine, Commercials onder de MRI scan. Fonk Magazine, 5 oktober 2011.

Hoek, Caroline. Neuromarketing: het brein bepaalt en u betaalt. 9 januari 2011.

Honing, Henk Jan. Iedereen is muzikaal. Nieuw Amsterdam, 2009.

Hoogervorst, Dick. Het mediabrein. Praktijkcase: het effect van lezer- en bladbinding bewezen door neuroeconomisch onderzoek. Expert class, Nima 29 juni 2011.

Eck, Mark van. Willems, Niels. Leenhouts, Ellen. Internal branding in de praktijk, het merk als kompas. Pearson Benelux, 2008.

Eilander, Elsbeth. Neuromarketing op de winkelvloer: Footlocker. Tijdschrift voor marketing juli/augustus 2011.

Ekman, Paul. Gegrepen door emoties. Nieuwerzijds, 2003.

Frijters, Carin. Prikkel de koopknop, kansen voor het fysieke winkelspel in 2020.

Galese, Vittorio. Spiegelneuronen en simulatie theorie. University de Parma,

Ginneken van, Jaap. Brein-bevingen. Boom, 1999.

Hagoort, P., & Ramsey, N. (2001). De gereedschapskist van de cognitieve neurowetenschap. In F. Wijnen, & F. Verstraten (Eds.), Het brein te kijk (pp. 39-67). Lisse: Swets & Zeitlinger.

Haveman, Frank. Neuromarketing, Adformatie 28 april 2011.

Harford, Tim. Waarom we doen wat we doen. Business Contact, 2008.

Joustra, Arnoud. Ons brein, alles wat u moet weten over de hersenen.

Kahneman, Daniel. Ons feilbare denken, thinking, fast and slow. Business Contact, 2011.

Kerkman, Ed. Neurowetenschap & effectieve reclame. Tijdschrift voor marketing 30 april 2011.

- Kievith, Tom de. Neuromarketing: pijn, genot en begeerte. Labyrint, 1 maart 2011.
- Klucharev, V., Smidts, A., & Fernandez, G. (2008). 'Brain mechanisms of persuasive communication: How "Expert Power" modulates memory and attitudes'. *Social Cognitive & Affective Neuroscience*, 3(4), 353-366.
- Koelsch, Stephan. *Brain & Music*. Wiley – Blackwell, First Edition 2012.
- Krosnick, A., A.L. Betz, L.J. Jussim & A.R. Lynn, 'Subliminal conditioning of attitudes', *Personality and Social Psychology Bulletin* 18:152-62 (1992)
- Lacoboni, Marco. Het spiegelende brein, over inlevingsvermogen, imitatiegedrag en spiegelneuronen. Nieuwerzijds, 2008.
- Lamme, Victor. De vrije wil bestaat niet, over wie er echt de baas is in het brein. Bert Bakker, 2012.
- Lamme, Victor de. Neuromarketing: de vrije merkkeuze bestaat niet. Eurib, 25 november 2011.
- Lange, Rob de. Ongemerkte beïnvloeding drukken op de universele koopknop. *Financieel Dagblad*, 26 maart 2012.
- Lazeron, Nina. Dinteren, Lia van. *Brein@work*, Breinkennis voor organisaties. Bohn Stafleu van Loghum, 2010.
- Levi, Alfred. Bewust onbewust of onbewust bewust? *Tijdschrift voor marketing* 1 november 2011.
- Limpens, Walter. Neurowetenschappers kunnen je gedrag beter voorspellen dan jijzelf.
- Limpens, Walter. De fmri scanner heeft de toekomst.
- Limpens, Walter. Angstig blij, angst is een zeer effectieve emotie, waar we ons vaak door laten leiden. *Zicht op trend*, 1 juli 2011.
- Lindstrom, Martin. *Brand sense, build powerful brands through touch, taste, smell, sight and sound*. Kogan Page, 2010.
- Lindstrom, Martin. *Koop mij, waarheid en leugens over ons koopgedrag*. AW Bruna, 2008.
- Lindstrom, Martin. *Brainwashed, tricks companies use to manipulate our minds and persuade us to buy*. AW Bruna, 2012.
- Lehrer, Jonah. Hoe wij beslissen, verstand en gevoel optimaal gebruiken. *Business Contact*, 2009.
- Lokhorst, Gert-Jan, *Brein en bewustzijn*.
- Lokhorst, Gert-Jan, *Neuromarketing: Ethische aspecten*. Expert class, Nima 29 juni 2011.
- Lone, Frank. *De vijfde revolutie, omdat hersenwetenschap onze wereld gaat veranderen*. Maven Publishing, 2010.
- Lun, Erwin van. *Van massamerk naar mensmerk, merken in een veranderende mediacontext*. Fe-G Publishing.
- Massive Music. *Sonic Branding*. 2012.
- Mieras, Mark. *Ben ik dat?* Nieuw Amsterdam, 2007.

Moir, Anne/Jessel, David. Brainsex. Het grote verschil tussen mannen en vrouwen. Michael Joseph, 1990.

Munnik, Martin de. Prijspijn. Adformatie, 8 april 2011.

Munnik, Martin de. Tijdschrift voor marketing, 1 oktober 2011.

Munnik, Martin de. The black box versus the grey cells. Expert class, Nima 29 juni 2011.

Munnik, Martin de. De koopknop, het geheim van het consumentenbrein. Academic Service, 2012.

Neerman, Pauline. Klassieke winkelmarketing slaat de bal mis. Retail Detail, augustus 2011.

O'Connell, Barbara. Marketing and Neuroscience. What drives customer decisions? American Marketing Association, mei 2010.

Pease, Allen & Barbara. Waarom mannen niet luisteren. En vrouwen niet kunnen kaartlezen. Spectrum, 1998.

Piet, Susanne. De emotiemarkt. Prentice Hall, 2003.

Pink, Daniel. Een compleet nieuw brein. Business Contact, 2005.

Polderman, Adriaan. World forum, Neuromarketing creert nieuwe dimensies. Tijdschrift voor Marketing, maart 2011.

Postma, Paul. Het breinboek voor managers, wat je moet weten van denken en gedrag. Business Contact 2009.

Postma, Paul. Wij zijn ons brein: goed voor marketeers. Tijdschrift voor Marketing, februari 2012.

Postma, Paul. Neurowetenschap en management. Managementboek magazine, juli 2012.

Quinn, Ryan W. en Quinn, Robert E.. Lift, hoe je zelf elke situatie positief kunt beïnvloeden. Academic Service 2010.

Reimann, Martin. Functional Magnetics resonance Imaging in consumer research.

Riezebos, Rik. Merkenmanagement. Senfert Kroeze, 2002.

Sharp, Byron. How brands grow. What marketers don't know. Oxford University Press, 2010.

Shiller, Robert. The neuroeconomics revolution. Aljazeera, 25 november 2011.

Sitskoorn, Margriet. Het maakbare brein, gebruik je hersens en wordt wie je wilt zijn. Bert Bakker 2008.

Sitskoorn, Margriet. Passies van het brein, waarom zondigen zo verleidelijk is. Bert Bakker 2011.

Sman, Jose van der. Breingeheim. DVD. Omroep Max, 2012.

Smidts, Ale; Neuromarketing de eerste 10 jaar, Expert class, Nima juni 2011.

Smidts, Ale; Neuromarketing the first 10 years, Register Marketeers kennisbijeenkomst, oktober 2011.



- Smit, Richard. Uit winkelen met het onbewuste. Financieel Dagblad, 6 januari 2010.
- Smit, Richard. Onderneming duikt in Neuromarketing. Financieel Dagblad, 24 augustus 2010.
- Speelman, Tom. Neuromarketing, de kleren van de keizer, oktober 2010
- Swaab, Dick. Wij zijn ons brein, van baarmoeder tot alzheimer. Atlas Contact, 2012.
- Tolboom, Maarten. Waarom is het belangrijk om inzicht te hebben in het onbewuste gedrag van shoppers? Tijdschrift voor Marketing, 1 oktober 2011.
- Valk, Ricardo van der. Van face reading naar IPM face-value, emotionele impact gebruiken als sturingsmodel. Expert class, Nima 29 juni 2011.
- Verdonck, Erik. Het merk als vriend. Pub magazine, 2012
- Verhaegen, Barbara. Brainwashed by Brandwashed. Boekbespreking 'Brandwashed van Martin Lindstrom. Pub magazine, februari 2012.
- Verhaeghe, Paul. Identiteit. De Bezige Bij, 2012.
- Verheggen, Pieter Paul. Geef het brein nog even de tijd. Clou, september 2011.
- Vilayanur, Ramachandran. Zo werkt ons brein echt, wat fouten in de hersenen ons leren. Kosmos uitgevers, 2011.
- Vonk, Roos. Ego's en andere ongemakken, psychologie van alledaagse menselijke eigenaardigheden. Scriptum 2009.
- Vreden, Wicher van. Neuromythologie, neuromarketing. Clou 56, februari 2012.
- Waal de, Frans. De aap in ons. Contact, 2005.
- Waal de, Frans. Een tijd voor empathie. Contact, 2011.
- Walvis, Tjaco. Uit de grijze massa, waarom ons brein het ene merk boven de ander verkiest. Prentice Hall, 2010.
- Warmerhoven, Marjolijn. Baas in eigen hoofd of toch niet? Tijdschrift voor Marketing, 1 november 2011.
- Warmerhoven, Marjolijn. Verslag Expertclass Nima, Expert class, Nima 1 juni 2011.
- Wolfs, Gerard. MBTI in je database. Robeco case 2010.
- Wijgaarden, Eva van. Thinking, fast and slow, Management summary. 8 maart 2012.
- Wiseman, Richard. Wij zijn slecht in voorspellen gedrag, ik haat neuromarketing. Tijdschrift voor Marketing, 1 november 2011.
- Witteman, Robert. Brainification van marketing: Wat doen we echt met redactionele en commerciële content. NRC Handelsblad, 20 november 2010.
- Zurawicki, Leon. Neuromarketing. Springer Verlag, 2010.

## Literatuur Persuasive Advertising

Note: the references are linked to the text using the designation (P XXX) to show the page number(s) on which each is referred to.

- Abend, Lisa (2009), "The font war," *Time*, August 28. (P 219, 258)
- Abernethy, Avery M. and George R. Franke (1996), "The information content of advertising: A meta-analysis," *Journal of Advertising*, 25 (2), 1-17. (P 27, 147, 240)
- Abernethy, Avery M. and David N. Laband (2004), "The impact of trademarks and advertisement size on *Yellow Pages* call rates," *Journal of Advertising Research*, 44 (1), 119-25. (P 226)
- Adams, Henry F. (1916), *Advertising and its Mental Laws*. New York: Macmillan. (P 170, 263)
- Adaval, Rashmi and Robert S. Wyer, Jr. (1998), "The role of narratives in consumer information processing," *Journal of Consumer Psychology*, 7, 207-45. (P 203)
- Ahearne, Michael, Thomas Gruen and M. Kim Saxton (2000), "When the product is complex, does the advertisement's conclusion matter?" *Journal of Business Research*, 48, 55-62. (P 128)
- Aiken, Milam and Mahesh B. Vanjani (2003), "Comment distribution in electronic poolwriting and gallery writing meetings," *Communications of the International Information Management Association*, 3 (2), 17-36. (P 283)
- Alba, Joseph W. and Howard Marmorstein (1987), "The effects of frequency knowledge on consumer decision making," *Journal of Consumer Research*, 14, 14-25. (P 181)
- Allen, Mike (1991), "Meta-analysis comparing the persuasiveness of one-sided and two-sided messages," *Western Journal of Speech Communication*, 55 (4), 390-404. (P 125)
- Allen, Mike and Raymond W. Preiss (1997), "Comparing the persuasiveness of narrative and statistical evidence using meta-analysis," *Communication Research Reports*, 14 (2), 125-131. (P 146)
- Allison, Ralph I. and Kenneth P. Uhl (1964), "Influence of beer brand identification on taste perception," *Journal of Marketing Research*, 1, 36-39. (P 19)
- Alpert, Mark I., Judy I. Alpert and Elliot Matlz (2005), "Purchase occasion influence on the role of music in advertising," *Journal of Business Research*, 58, 369-76. (P 273)
- Anderson, Carol H. (1986), "Will U.S. companies substantiate advertising claims directly to consumers?" *International Journal of Consumer Studies*, 10 (1), 21-34. (P 147)
- Anderson, Daniel R. (1985), "Online cognitive processing of television," pp. 177-99 in L. F. Alwitt and A. A. Mitchell, (eds.), *Psychological Processes and Advertising Effects*. Hillsdale, NJ: Erlbaum Associates. (P 268)
- Anderson, Eric T. and Duncan Simester (2003), "Effects of \$9 price endings on retail sales: Evidence from field experiments," *Quantitative Marketing and Economics*, 1, 93-110. (P 44)
- Anderson, Richard C. and Alice Davison (1988), "Conceptual and empirical bases of readability formulas," pp. 23-51 in A. Davison and G. M. Green (eds.), *Linguistic Complexity and Text Comprehension: Readability Issues Reconsidered*. Hillsdale, N.J.: Lawrence Erlbaum Associates. (P 184, 189)
- Andrews, J. Craig, Syed H. Akhter, Srinivas Durvasula and Darrel D. Meuhling (1992), "The effects of advertising distinctiveness and message content involvement on cognitive and affective responses to advertising," *Journal of Current Issues and Research in Advertising*, 14 (1), 45-56. (P 229)

- Antin, Tony (1993), *Great Print Advertising*. New York: John Wiley. (P 6, 28, 29, 188, 246)
- Antonidakis, John and Olaf Dalga (2009), "Predicting elections: child's play!" *Science*, 323 (February 27), 1183. (P 122)
- Areni, Charles S. (2003), "The effects of structural and grammatical variables on persuasion: An elaboration likelihood model perspective," *Psychology and Marketing*, 20, 349-75. (P 166)
- Ariely, Dan (2008), *Predictably Irrational: The Hidden Forces that Shape Our Decisions*. London: Harper Collins. (P 39)
- Arkes, Hal R. and Peter Ayton (1999), "The sunk cost and concordance effects: Are humans less rational than lower animals?" *Psychological Bulletin*, 125, 591-600. (P 114)
- Arkes, Hal R., L. E. Boehm and G. Xu (1991), "Determinants of judged validity," *Journal of Experimental Social Psychology*, 27, 576-605. (P 169)
- Arkes, Hal R., C. Hackett and L. Boehm (1989), "The generality of the relation between familiarity and judged validity," *Journal of Behavioral Decision Making*, 2, 81-94. (P 169)
- Arkes, Hal R., Victoria A. Shaffer, and Robyn M. Dawes (2006), "Comparing holistic and disaggregated ratings in the evaluation of scientific presentations," *Journal of Behavioral Decision Making*, 19, 429-39. (P 290)
- Armstrong, J. Scott (1970), "How to avoid exploratory research," *Journal of Advertising Research*, 10 (4), 1970, 27-30. (P 320)
- Armstrong, J. Scott (1977), "Social irresponsibility in management," *Journal of Business Research*, 5, 185-213. (P 80)
- Armstrong, J. Scott (1980), "Unintelligible management research and academic prestige," *Interfaces*, 10 (2) (April), 80-6. (P 184)
- Armstrong, J. Scott (1996), "How should firms select advertising agencies? A review of Randall Rothenberg's *Where the Suckers Moon*," *Journal of Marketing*, 60, 131-4. (P 310)
- Armstrong, J. Scott (ed.) (2001), *Principles of Forecasting*. Boston: Kluwer Academic. (P 20)
- Armstrong, J. Scott (2003), "How to be less persuaded and more persuasive: A review of *Age of Propaganda: The Everyday Use and Abuse of Persuasion*, by Anthony R. Pratkanis and Elliot Aronson," *Journal of Marketing*, 67, 129-130. (See Pratkanis and Aronson, 2000.)
- Armstrong, J. Scott (2004), "How to improve service quality and satisfaction" or "My boss wants you to like my essays, so please give this a good rating," ELMAR Essay at [jscottarmstrong.com](http://jscottarmstrong.com). (P 135)
- Armstrong, J. Scott (2006), "How to make better decisions: Avoid face-to-face meetings," *Foresight*, 3, 10-13. (P 281, 284)
- Armstrong, J. Scott (2007a), "Significance tests harm progress in forecasting," *International Journal of Forecasting*, 23, 321-7. (P 5)
- Armstrong, J. Scott (2007b), "Statistical significance tests are unnecessary even when properly done and properly interpreted: reply to commentaries," *International Journal of Forecasting*, 23, 335-6. (P 5)
- Armstrong, J. Scott, R. Brodie, and A. Parsons (2001), "Hypotheses in marketing science: Literature review and publication audit," *Marketing Letters*, 12 (2), 171-87. (P 14)
- Armstrong, J. Scott and Fred Collopy (1996) "Competitor orientation: Effects of objectives and information on managerial decisions and profitability," *Journal of Marketing Research*, 33, 188-99. (P 17, 18)
- Armstrong, J. Scott and Andreas Graefe (2010), "Predicting elections from biographical information about candidates: A test of the index method," *Journal of Business Research*, forthcoming (P 290)
- Armstrong, J. Scott and Kesten C. Green (2007), "Competitor-oriented objectives: The

- myth of market share," *International Journal of Business*, 12, 117–36. (P 18)
- Armstrong, J. Scott and Kesten C. Green (2010), "Effects of mandatory disclaimers in advertising," working paper. (P 215)
- Armstrong, J. Scott, K. C. Green, R. J. Jones, and M. Wright (2010), "Predicting elections from politicians' faces," *International Journal of Public Opinion Research* (forthcoming). (P 122)
- Armstrong, J. Scott and Sandeep Patnaik (2009), "Using quasi-experimental data to develop empirical generalizations for persuasive advertising," *Journal of Advertising Research*, 49 (2), 170–5. (P 9, 10)
- Armstrong, J. Scott and David J. Reibstein (1985), "Evidence on the value of strategic planning in marketing: How much planning should a marketing planner plan?" pp. 73–87 in H. Thomas and D. Gardner (eds.), *Strategic Marketing and Management*. New York: John Wiley. (P 287)
- Armstrong, J. Scott and Randall L. Schultz (1993), "Principles involving marketing policies: An empirical assessment," *Marketing Letters*, 4, 247–53. (P 3)
- Asch, Solomon E. (1956), "Studies of independence and conformity: 1. A minority of one against a unanimous majority," *Psychological Monographs*, 70 (9), Whole Number 416, 1–70. (P 66)
- Assael, Henry, John H. Kofron, and Walter Burgi (1967), "Advertising performance as a function of print ad characteristics," *Journal of Advertising Research*, 7 (2), 20–6. (P 248)
- Assmus, Gert, John U. Farley, and Donald R. Lehmann (1984), "How advertising affects sales: Meta-analysis of econometric results," *Journal of Marketing Research*, 21, 65–74. (P 306)
- Avorn, Jerry (2004), *Powerful Medicines*. New York: Alfred A. Knopf. (P 8)
- Bacon, Frederick T. (1979), "Credibility of repeated statements: Memory for trivia," *Journal of Experimental Psychology: Human Learning and Memory*, 5 (3), 241–52. (P 169)
- Baddeley, Alan (1994), "The magical number seven: Still magic after all these years?" *Psychological Review*, 101 (2), 353–6. (P 36)
- Baker, Chris (1993), *Advertising Works 7*. Henley-on-Thames: NTC Publications. (P 15, 63, 111)
- Baker, J. Ryan (2005), "Is multiple-column online text better? It depends!" *Usability News*, 7.2, 8 pages at usabilitynews.org. (P 256)
- Baker, William E. (1999), "When can affective conditioning and mere exposure directly influence brand choice?" *Journal of Advertising*, 28 (4), 31–46. (P 99)
- Barnes, James G. (1975), "Factors influencing consumer reaction to retail newspaper 'sale' advertising," *American Marketing Association*, 471–7. (P 47)
- Barry, Thomas E. and Daniel J. Howard (1990), "A review and critique of the hierarchy of effects in advertising," *International Journal of Advertising*, 9, 121–135. (P 322)
- Bartolini, Tony, J. Kresge, M. McLennan, B. Windham, T. A. Buhr, and B. Pryor (1988), "Perceptions of personal characteristics of men and women under three conditions of eyewear," *Perceptual and Motor Skills*, 67, 779–82. (P 121)
- Bateson, Melissa, D. Nettle, and G. Roberts (2006), "Cues of being watched enhance cooperation in a real-world setting," *Biology Letters*, 2, 412–14. (P 91)
- Batra, Rajeev and Michael L. Ray (1986), "Situational effects of advertising repetition: The moderating influence of motivation, ability, and opportunity to respond," *Journal of Consumer Research*, 12, 432–45. (P 168)
- Batson, C. Daniel (1975), "Rational processing on rationalization? The effect of disconfirming evidence on a stated religious belief," *Journal of Personality and Social Psychology*, 32 (1), 176–84. (P 105)
- Batson, C. Daniel, E. R. Thompson, G. Seufferling, H. Whitney, and J. A. Strongman (1999), "Moral hypocrisy: Appearing moral to oneself without being so," *Journal of Personality and Social Psychology*, 77 (3), 525–37. (P 91)

- Baxt, William G., Joseph F. Waeckerle, Jesse A. Berlin, and Michael L. Callahan (1998), "Who reviews reviewers? Feasibility of using a fictitious manuscript to evaluate peer reviewer performance," *Annals of Emergency Medicine*, 32 (3), 310-17. (P 289)
- Beaman, Arthur L. (1991), "An empirical comparison of meta-analytic and traditional reviews," *Personality and Social Psychology Bulletin*, 17, 252-7. (P 12)
- Beaman, Arthur L., C. M. Cole, M. Preston, B. Klentz, and N. M. Steblay (1983), "Fifteen years of foot-in-the-door research: A meta-analysis," *Personality and Social Psychology Bulletin*, 9 (2), 181-96. (P 83)
- Beard, Fred K. (2008), *Humor in the Advertising Business: Theory, Practice, and Wit*. Lanham, Maryland: Rowman & Littlefield. (P 230)
- Beltramini, Richard F. and Steven P. Brown (1994), "Miscomprehension and believability of information presented in print advertising," *Advances in Consumer Research*, 21, 218-23. (P 183, 307)
- Berger, Warren (2001), *Advertising Today*. New York: Phaidon Press. (P 31, 198, 227, 237, 248)
- Bergh, Bruce G. Vanden, Leonard N. Reid and Gerald A. Schorin (1983), "How many creative alternatives to generate?" *Journal of Advertising*, 12 (4), 46-9. (P 283)
- Bergkvist, Lars and John R. Rossiter (2008), "The role of ad likability in predicting an ad's campaign performance," *Journal of Advertising*, 37 (2), 85-97. (P 17)
- Bernard, Michael, M. Fernandez, and S. Hull (2002), "The effects of line length on children and adults' online reading performance," *Usability News*, 4.2, 8 pages at usabilitynews.org. (P 254)
- Bever, Thomas G., S. Jandreau, R. Burwell, R. Kaplan, and A. Zaenen (1990), "Spacing printed text to isolate major phrases improves readability," *Visible Language*, 25 (1), 74-87. (P 257)
- Binet, Les (2006), *Advertising Works 14*. Henley-on-Thames, UK: World Advertising Research Center. (P 34, 113, 120, 220, 236)
- Bizer, George Y. and Robert M. Schindler (2005), "Direct evidence of ending-digit drop-off in price information processing," *Psychology and Marketing*, 22 (10), 771-83. (P 45)
- Blair, Edward A. and E. L. Landon, Jr. (1981), "The effects of reference prices in retail advertisements," *Journal of Marketing*, 45, 61-69. (P 48)
- Blair, M. Elizabeth and Douglas E. Innis (1996), "The effects of product knowledge on the evaluation of warranted brands," *Psychology and Marketing*, 13 (5), 445-56. (P 41)
- Blasko, Vincent J. (1985), "A content analysis of the creative characteristics of outdoor advertising: National vs. regional differences," R17-R22 in Nancy Stephens (ed.), *Proceedings of the 1985 Conference of the American Academy of Advertising*. College of Business, Arizona State University. (P 204)
- Blass, Thomas (1991), "Understanding behavior in the Milgram obedience experiment: The role of personality, situations, and their interactions," *Journal of Personality and Social Psychology*, 60, 398-413. (P 80)
- Blass, Thomas (1999), "The Milgram paradigm after 35 years: Some things we now know about obedience to authority," *Journal of Applied Social Psychology*, 29, 955-78. (P 80)
- Boehm, Lawrence E. (1994), "The validity effect: A search for mediating variables," *Personality and Social Psychology Bulletin*, 20, 285-93. (P 169)
- Bolls, Paul D. and Darrel D. Muehling (2003), "The effects of television commercial pacing on viewers' attention and memory," *Journal of Marketing Communications*, 9 (1), 17-28. (P 276)
- Boninger, David S., Timothy C. Brock, Thomas D. Cook, Charles L. Gruder, and Daniel Romer (1990), "Discovery of reliable attitude change persistence resulting from a transmitter tuning set," *Psychological Science*, 1 (4), 268-71. (P 173)



- Booth-Butterfield, Steve and Jennifer Welbourne (2002), "The elaboration likelihood model: Its impact on persuasion theory and research," pp. 155–173 in James P. Dillard and Michael Pfau (eds.), *The Persuasive Handbook*. London: Sage. (P 320)
- Bornstein, Robert F. (1989), "Exposure and affect: Overview and meta-analysis of research, 1968–1987," *Psychological Bulletin*, 106 (2), 265–89. (P 99)
- Bower, Amanda B. and Stacy Landreth (2001), "Is beauty best? Highly versus normally attractive models in advertising," *Journal of Advertising*, 30 (1), 1–12. (P 238)
- Bradley, Samuel D., and Robert Meeds (2002), "Surface-structure transformations and advertising slogans: The case for moderate syntactic complexity," *Psychology and Marketing*, 19, 595–619. (P 189)
- Brannon, Laura A. and Timothy C. Brock (2001), "Limiting time for responding enhances behavior corresponding to the merits of compliance appeals: Refutations of heuristic-cue theory in service and consumer settings," *Journal of Consumer Psychology*, 10 (3), 135–46. (P 74)
- Brase, Gary L. (2002), "Which statistical formats facilitate what decisions? The perception and influence of different statistical information formats," *Journal of Behavioral Decision Making*, 15 (5), 381–401. (P 149)
- Bretl, Daniel J. and Joanne Cantor (1988), "The portrayal of men and women in U.S. television commercials: A recent content analysis and trends over 15 years," *Sex Roles*, 18 (9/10), 595–609. (P 120)
- Briggs, Robert O., J. F. Nunamaker, Jr., and R. H. Sprague, Jr. (1997), "1001 unanswered research questions in GSS," *Journal of Management Information Systems*, 14 (3), 3–21. (P 283)
- Broadbent, Tim (2000), *Advertising Works 11*. Henley-on-Thames, U.K.: World Advertising Research Center. (P 19, 31, 92, 111, 127)
- Brock, Timothy C. (1965), "Communicator–recipient similarity and decision change," *Journal of Personality and Social Psychology*, 1 (6), 650–4. (P 120)
- Broeder, D. (1959), "The University of Chicago jury project," *Nebraska Law Review*, 38, 744–60. (P 72)
- Brownlow, Sheila and Leslie A. Zebowitz (1990), "Facial appearance, gender, and credibility in television commercials," *Journal of Nonverbal Behavior*, 14 (1), 51–60. (P 123)
- Bruner, Gordon C. II (1990), "Music, mood, and marketing," *Journal of Marketing*, 54, 94–104. (P 273)
- Burger, Jerry M. (1986), "Increasing compliance by improving the deal: The that's-not-all technique," *Journal of Personality and Social Psychology*, 51 (2), 277–83. (P 178)
- Burger, Jerry M., M. Reed, K. DeCesare, S. Rauner, and J. Rozolis (1999), "The effects of initial request size on compliance: More about the that's-not-all technique," *Basic and Applied Social Psychology*, 21 (3), 243–9. (P 178)
- Burnkrant, Robert E. and H. Rao Unnava (1989), "Self-referencing: A strategy for increasing processing of message content," *Personality and Social Psychology Bulletin*, 15 (4), 628–38. (P 193)
- Burns, Alvin C., Abhijit Biswas, and Laurie A. Babin (1993), "The operation of visual imagery as a mediator of advertising effects," *Journal of Advertising*, 22 (2), 71–85. (P 134, 187)
- Burrell, N. A. and Koper, R. J. (1998), "The efficacy of powerful/powerless language on attitudes and source credibility," pp. 203–215 in M. Allen and R. W. Preiss (eds.), *Persuasion: Advances Through Meta-Analyses*. Cresskill, NJ: Hampton Press. (P 188)
- Burton, Philip Ward and Scott C. Purvis (Edition 5 in 1987 through Edition 9 in 2002), *Which Ad Pulled Best?* Chicago, IL: Crain. (P 10, 29, 300)
- Bushman, Brad J. (2005), "Violence and sex in television programs do not sell products in advertisements," *Psychological Science*, 16 (9), 702–8. (P 236)

- Bushman, Brad J. and Angelica M. Bonacci (2002), "Violence and sex impair memory for television ads," *Journal of Applied Psychology*, 87 (3), 557-63. (P 236)
- Bushman, Brad J. and Angela D. Stack (1996), "Forbidden fruit versus tainted fruit: Effects of warning labels on attraction to television violence," *Journal of Experimental Psychology: Applied*, 2 (3), 207-26. (P 105)
- Business Strategy Review* (2005), "Business heroes - David Ogilvy: The father of modern advertising," 16 (1), 76-8. (P 279)
- Cacioppo, John T. and Richard E. Petty (1989), "Effects of message repetition on argument processing, recall and persuasion," *Basic and Applied Social Psychology*, 10 (1), 3-12. (P 171)
- Caples, John and Fred E. Hahn (1998), *Tested Advertising Methods*, 5th edn. Englewood Cliffs, NJ: Prentice Hall. (The original edition, by Caples was published in 1932. It provides principles that were developed from hundreds of direct mail experiments. Unfortunately, it does not provide details on the experiments.) (P 245)
- Capon, Noel and Deanna Kuhn (1982), "Can customers calculate best buys?" *Journal of Consumer Research*, 8 (March), 449-53. (P 202)
- Carducci, Bernardo J., P. S. Deuser, A. Bauer, M. Large, and M. Ramaekers (1989), "An application of the foot-in-the-door technique to organ donation," *Journal of Business and Psychology*, 4, 245-9. (P 83)
- Catanescu, Codruta and Gail Tom (2001), "Types of humor in television and magazine advertising," *Review of Business* (Summer), 92-5. (P 231)
- Chaiken, Shelly and Alice H. Eagly (1976), "Communication modality as a determinant of message persuasiveness and message comprehensibility," *Journal of Personality and Social Psychology*, 34 (4), 605-14. (P 241)
- Chamblee, Robert and Dennis M. Sandler (1992), "Business-to-business advertising: Which layout style works best?" *Journal of Advertising Research*, 32 (Nov/Dec), 39-46. (P 248)
- Chandrashekar, Rajesh and Dhruv Grewal (2003), "Assimilation of advertised reference prices: The moderating role of involvement," *Journal of Retailing*, 79, 53-62. (P 46)
- Chandy, Rajesh K., G. J. Tellis, D. J. MacInnis, and P. Thaivanich (2001), "What to say when: Advertising appeals in evolving markets" *Journal of Marketing Research*, 38, 399-414. (P 85)
- Chapman, Loren J. and J. P. Chapman (1969), "Illusory correlation as an obstacle to the use of valid psychodiagnostic signs," *Journal of Abnormal Psychology*, 74 (3), 271-80. (P 7)
- Chattopadhyay, Amitava and Kanul Basu (1990), "Humor in advertising: The moderating role of prior brand evaluation," *Journal of Marketing Research*, 27 (November), 466-76. (P 232)
- Chebat, Jean-Charles, M. Charlebois, and C. G elinas-Chebat (2001), "What makes open vs. closed conclusion advertisement more persuasive? The moderating role of prior knowledge and involvement," *Journal of Business Research*, 53, 93-102. (P 128)
- Chebat, Jean-Charles, C. G elinas-Chebat, S. Hombouger, and A. G. Woodside (2003), "Testing consumers' motivation and linguistic ability as moderators of advertising readability," *Psychology and Marketing*, 20 (7), 599-624. (P 184)
- Childers, Terry L. and Michael J. Houston (1984), "Conditions for a picture-superiority effect on consumer memory," *Journal of Consumer Research*, 11, 643-54. (P 207, 259)
- Chinander, Karen R. and Maurice E. Schweitzer (2003), "The input bias: The misuse of input information in judgments of outcomes," *Organizational Behavior and Human Decision Processes*, 91 (2), 243-53. (P 52)
- Chisholm, J. (1995), "Does color make a difference?" *Admap*, December, 17-21. (P 225, 262)



- Chou, Linly, George R. Franke, and Gary B. Wilcox (1987), "The information content of comparative magazine ads: A longitudinal analysis," *Journalism Quarterly*, 64 (1), 119-24, 250. (P 157, 158)
- Cialdini, Robert B. (2009), *Influence: Science and Practice*. Boston, MA: Allyn & Bacon. (This book, originally published in 1984, is often updated.) (P 3, 63, 74, 175)
- Cialdini, Robert B. and David A. Schroeder (1976), "Increasing compliance by legitimizing paltry contributions: When even a penny helps," *Journal of Personality and Social Psychology*, 34 (4), 599-604. (P 115)
- Cioffi, D. and R. Garner (1996), "On doing the decision: The effects of active versus passive choice on commitment and self-perception," *Personality and Social Psychology Bulletin*, 22 (2), 133-47. (P 81)
- Clee, Mona A. and Robert A. Wicklund (1980), "Consumer behavior and psychological reactance," *Journal of Consumer Research*, 6 (March), 389-405. (P 128, 175)
- Cline, Thomas W. and James J. Kellaris (1999) "The joint impact of humor and argument strength in a print advertising context: A case for weaker arguments," *Psychology and Marketing*, 16 (1), 69-86. (P 234)
- Cline, Thomas W. and James J. Kellaris (2007), "The influence of humor strength and humor-message relatedness on ad memorability: A dual process model," *Journal of Advertising*, 36 (1), 55-67. (P 234)
- Cohen, Dorothy (1972), "Surrogate indicators and deception in advertising," *Journal of Marketing*, 36, 10-15. (P 212)
- Cole, Catherine A., Nadine M. Castellano, and Donald Schum (1995), "Quantitative and qualitative differences on older and younger consumers' recall of radio advertising," *Advances in Consumer Research*, 22, 617-21. (P 168)
- Compeau, Larry D., Dhruv Grewal, and Rajesh Chandrashekar (2002), "Comparative price advertising: Believe it or not," *Journal of Consumer Affairs*, 36 (2), 284-94. (P 47)
- Compeau, Larry D., Dhruv Grewal, and Diana S. Grewal (2001), "Adjudicating claims of deceptive advertised reference prices: The use of empirical evidence," *Journal of Public Policy and Marketing*, 14 (June), 312-18. (P 46)
- Coney, Kenneth A. and Charles H. Patti (1979), "Advertisers' responses to requests for substantiation of product claims: Differences by product category, type of claim and advertising medium," *Journal of Consumer Affairs*, 13 (2), 224-35. (P 147)
- Connolly, Terry, Leonard M. Jessup, and Joseph S. Valacich (1990), "Effects of anonymity and evaluative tone on idea generation in computer-mediated groups," *Management Science*, 36 (6), 689-703. (P 282, 285)
- Cook, William A. and Theodore F. Dunn (1996), "The changing face of advertising research in the information age: An ARF copy research council survey," *Journal of Advertising Research*, 36 (1), 55-71. (P 16)
- Cooper, Joel, Elizabeth A. Bennett, and Holly L. Sukel (1996), "Complex scientific testimony: How do jurors make decisions?" *Law and Human Behavior*, 20 (4), 379-394. (P 184)
- Cooper, Michael (1984), "Can celebrities really sell products?" *Marketing and Media Decisions*, 120 (September), 64-5. (P 153)
- Corfman, Kim P. and Donald R. Lehmann (1994), "The prisoner's dilemma and the role of information in setting advertising budgets," *Journal of Advertising*, 23 (2), 35-48. (P 18)
- Cotte, June, Robin A. Coulter, and Melissa Moore (2005), "Enhancing or disrupting guilt: The role of ad credibility and perceived manipulative intent," *Journal of Business Research*, 58, 361-8. (P 90)
- Cowan, Aileen and Ralph Nader (1973), "Claims without substance," in *The Consumer and Corporate Accountability*. New York: Harcourt Brace Jovanovich. (P 147)

- Cutler, Bob D. and Rajshekhar G. Javalgi (1992), "The visual components of print advertising: A five-country cross-cultural analysis," *European Journal of Marketing*, 26 (4), 7-20. (P 263)
- Dana, J. and Dawes, R. M. (2004). "The superiority of simple alternatives to regression for social science predictions," *Journal of Educational and Behavioral Statistics*, 29, 317-31. (P 290)
- Darke, Peter R. and Cindy M. Y. Chung (2005), "Effects of pricing and promotion on consumer perceptions: It depends on how you frame it," *Journal of Retailing*, 81, 35-47. (P 48)
- Darke, Peter R. and Jonathan L. Freedman (1993), "Deciding whether to seek a bargain: Effects of both amount and percentage off," *Journal of Applied Psychology*, 78 (6), 960-5. (P 55)
- Darke, Peter R., Jonathan L. Freedman, and Shelly Chaiken (1995), "Percentage discounts, initial price, and bargain hunting: A heuristic-systematic approach to price search behavior." *Journal of Applied Psychology*, 80, 580-6. (P 55)
- Davis, Barbara P. and Eric S. Knowles (1999), "A disrupt-then-reframe technique of social influence," *Journal of Personality and Social Psychology*, 76 (2), 192-9. (P 108, 109)
- Dawson, Neil (2009), *Advertising Works 17: Proving the Payback on Marketing Investment*. Henley-on-Thames, U.K.: World Advertising Research Center. (P 119)
- Dean, Dwane H. and Abhijit Biswas (2001), "Third-party organization endorsement of products: An advertising cue affecting consumer prepurchase evaluation of goods and services," *Journal of Advertising*, 30 (4), 41-57. (P 156)
- Deaner, Robert O., Amit V. Khera, and Michael L. Platt (2005), "Monkeys pay per view: Adaptive valuation of social images by rhesus macaques," *Current Biology*, 15 (6), 543-8. (P 153, 235)
- Deighton, John, D. Romer and J. McQueen (1989), "Using drama to persuade," *Journal of Consumer Research*, 16, 335-43. (P 113)
- DeJong, William and Arvo J. Oopik (1992), "Effects of legitimizing small contributions and labeling potential donors as "helpers" on responses to a direct mail solicitation for charity," *Psychological Reports*, 71, 913-28. (P 76)
- Della Bitta, Albert J., Kent B. Monroe, and John M. McGinnis (1981), "Consumer perceptions of comparative price advertisements," *Journal of Marketing Research*, 18, 416-27. (P 55)
- DeSanctis, Geraldine (1984), "Computer graphics as decision aids: Directions for research," *Decision Sciences*, 15, 463-87. (P 150)
- Diamond, Daniel S. (1968), "A quantitative approach to magazine advertisement format selection," *Journal of Marketing Research*, 5, 376-86. (P 210, 248)
- Dickerson, Chris. A., R. Thibodeau, E. Aronson, and D. Miller (1992), "Using cognitive dissonance to encourage water conservation," *Journal of Applied Social Psychology*, 22 (11), 841-54. (P 150)
- Dickson, Peter R. and Alan G. Sawyer (1990), "The price knowledge and search of supermarket shoppers," *Journal of Marketing*, 54 (July), 42-53. (P 46)
- Diehl, Michael and Wolfgang Stroebe (1987), "Productivity loss in brainstorming groups: Toward the solution of a riddle," *Journal of Personality and Social Psychology*, 53, 497-509. (P 283)
- Dillard, James P. (1991), "The current status of research on sequential-request compliance techniques," *Personality and Social Psychology Bulletin*, 17 (June), 283-8. (P 83)
- Dillard, James P. and Michael Pfau (2002), *The Persuasion Handbook*. Thousand Oaks, CA: Sage. (P 3)
- Diller, Hermann and Andreas Brielmaier (1995), "The impact of rounding-up odd prices:

- Results of a field experiment in German drugstores," *Pricing Strategy and Practice*, 3 (4), 4-13. (P 44, 45)
- Dillman, Don (2000), *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley. (P 308)
- Dodge, H. Robert and Sam Fullerton (1984), "Copy length across the product life cycle," *Current Issues and Research in Advertising 1984*, Graduate School of Business Administration, 1, 149-57. (P 251)
- Dolinski, Dariusz and Richard Nawrat (1998), "'Fear-then-relief' procedure for producing compliance: Beware when the danger is over," *Journal of Experimental Social Psychology*, 34 (1), 27-50. (P 110)
- Donath, Bob (1982), "Measuring bang in marketing buck: How General Electric predicts marketing productivity," *Industrial Marketing*, 67 (7), 60-4. (P 252)
- Donthu, N., J. Cherian and M. Bhargava (1993), "Factors influencing recall of outdoor advertising," *Journal of Advertising Research*, 33 (3), 64-72. (P 204)
- Doob, Anthony N., J. M. Carlsmith, J. L. Freedman, T. K. Landauer, and S. Tom, Jr. (1969), "Effect of initial selling price on subsequent sales," *Journal of Personality and Social Psychology*, 11 (4), 345-50. (P 56)
- Duckworth, Gary (1997), *Advertising Works 9*. Henley-on-Thames: NTC Publications. (P 72, 139, 202)
- Dyson, Mary C. and Mark Haselgrove (2001), "The influence of reading speed and line length on the effectiveness of reading from screen," *International Journal of Human-Computer Studies*, 54, 585-612. (P 254)
- Eagly, Alice H., R. D. Ashmore, M. G. Makhijaniand, and L. C. Longo (1991), "What is beautiful is good, but ... A meta-analytic review of research on the physical attractiveness stereotype," *Psychological Bulletin*, 110 (1), 109-28. (P 123, 238)
- Edell, Julie A. and Richard Staelin (1983), "The information processing of pictures in print advertisements," *Journal of Consumer Research*, 10 (June), 45-61. (P 206)
- Ehrlich, E. (1963), "Opinions differ on speed reading," *National Education Association Journal*, 52, 45-6. (P 183)
- Eisend, Martin (2009), "A meta-analysis of humor in advertising," *Journal of the Academy of Marketing Science*, 37, 191-203. (P 231)
- Ellen, Pam S., Lois A. Mohr, and Deborah J. Webb (2000), "Charitable programs and the retailer: Do they mix?" *Journal of Retailing*, 76, 393-406. (P 140)
- Elliot, Andrew J. and Daniela Niesta (2008), "Romantic red: Red enhances men's attraction to women," *Journal of Personality and Social Psychology*, 95, 1150-64. (P 211)
- Elpers, Josephine Woltman, Michael Wedel, and Rik G. M. Pieters (2003), "Why do consumers stop viewing television commercials? Two experiments on the influence of moment-to-moment entertainment and information value," *Journal of Marketing Research*, 40 (4), 437-53. (P 86, 250)
- Engstrom, Erika (1994), "Effects of nonfluencies on speaker's credibility in newscast settings," *Perceptual and Motor Skills*, 78, 739-43. (P 151, 241)
- Erdogan, B. Zafer, Michael J. Baker, and Stephen Tagg (2001), "Selecting celebrity endorsers: The practitioner's perspective," *Journal of Advertising Research*, 41 (May/June), 39-48. (P 153, 154)
- Erickson, M. H. (1964), "The confusion technique in hypnosis," *American Journal of Clinical Hypnosis*, 7, 183-207. (P 108)
- Estelami, Hooman (2003), "The effect of price presentation tactics on consumer evaluation effort of multi-dimensional prices," *Journal of Marketing Theory and Practice*, 11, 1-15. (P 45, 202)
- Evanschitzky, Heiner, C. Baumgarth, R. Hubbard, and J. S. Armstrong (2007), "Replication research's disturbing trend," *Journal of Business Research*, 60, 411-15. (P 299)

- Fasolo, Barbara, Gary H. McClelland, and Peter M. Todd (2007), "Escaping the tyranny of choice: When fewer attributes make choice easier," *Marketing Theory*, 7 (1), 13-26. (P 39)
- Fazio, Russell H., Paul M. Herr, and Martha C. Powell (1992), "On the development and strength of category-brand associations in memory: The case of mystery ads," *Journal of Consumer Psychology*, 1 (1), 1-13. (P 117)
- Feasley, Florence G. and Elnora W. Stuart (1987), "Magazine advertising layout and design: 1932-1982," *Journal of Advertising*, 16 (2), 20-25. (P 248, 263)
- Feldwick, Paul (1990), *Advertising Works 5*. Henley-on-Thames: NTC Publications. (P 60)
- Fennis, Bob M., Enny H. H. J. Das, and Ad Th. H. Pruyn (2004), "If you can't dazzle them with brilliance, baffle them with nonsense: Extending the impact of the disrupt-then-reframe technique on social influence," *Journal of Consumer Psychology*, 14 (3), 280-90. (P 109)
- Fern, Edward F. (1982), "The use of focus groups for idea generation: The effects of group size, acquaintanceship, and moderator on response quantity and quality," *Journal of Marketing Research*, 19 (1), 1-13. (P 284)
- Fernandez, Karen V. and Dennis L. Rosen (2000), "The effectiveness of information and color in *Yellow Pages* advertising," *Journal of Advertising*, 29 (2), 61-73. (P 187, 212)
- Festinger, Leon and Nathan Maccoby (1964), "On resistance to persuasive communications," *Journal of Abnormal and Social Psychology*, 68 (4), 359-66. (P 107)
- Festinger, Leon, Henry W. Reicken and Stanley Schacter (1956), *When Prophecy Fails*. Minneapolis: University of Minnesota Press. (P 104)
- Fetherstonhaugh, D., P. Slovic, S. Johnson, and J. Friedrich (1997), "Insensitivity to the value of human life. A study of psychophysical numbing," *Journal of Risk and Uncertainty*, 14, 283-300. (P 148)
- Finn, Adam (1988), "Print ad recognition readership scores: An information processing perspective," *Journal of Marketing Research*, 25 (May), 168-77. (P 210, 212, 248)
- Fitzsimons, Gavan J. and Baba Shiv (2001), "Nonconscious and contaminative effects of hypothetical questions on subsequent decision making," *Journal of Consumer Research*, 28 (2), 224-38. (P 131)
- Fogg, B. J. (2003), *Persuasive Technology: Using Computers to Change What We Think and Do*. San Francisco, CA: Morgan Kaufmann. (P 118)
- Fogg, B. J. and Clifford Nass (1997), "Silicon sycophants: The effects of computers that flatter," *International Journal of Human-Computer Studies*, 46, 551-61. (P 76, 118)
- Ford, Gary T., Darlene B. Smith, and John L. Swasy (1990), "Consumer skepticism of advertising claims: Testing hypotheses from economics of information," *Journal of Consumer Research*, 16 (March), 433-41. (P 148)
- Fowler, Nathaniel C. (1897), *Fowler's Publicity*. New York: Publicity Publishing. (P 233)
- Fox, Stephen R. (1997), *The Mirror Makers: A History of American Advertising and its Creators*. Chicago: University of Illinois Press. (P 1, 6, 63, 116, 157, 217, 222)
- Franzen, Giep (1994), *Advertising Effectiveness*. Henley-on-Thames: NTC Publications (reprinted by Admap). (P 6, 229, 246, 269)
- Frederick, Shane (2005), "Cognitive reflection and decision making," *Journal of Economic Perspectives*, 19 (4), 25-42. (P 21, 41)
- Freedman, Jonathan. L. and S. C. Fraser (1966), "Compliance without pressure: The foot-in-the-door technique," *Journal of Personality and Social Psychology*, 4 (2), 195-202. (P 82)
- Friedrich, James, D. Featherstonhaugh, S. Casey, and D. Gallagher (1996), "Argument integration and attitude changes: Suppression effects in the integration of one-sided arguments that vary in persuasiveness," *Personality and Social Psychology Bulletin*, 22 (2), 179-91. (P 181)

- Furnham, A., I. Benson, and B. Gunter (1987), "Memory for television commercials as a function of the channel of communication," *Social Behaviour*, 2 (2), 105-12. (P 242)
- Furnham, Adrian, Barrie Gunter, and Andrew Green (1990), "Remembering science: The recall of factual information as a function of the presentation mode," *Applied Cognitive Psychology*, 4 (3), 203-12. (P 242)
- Gal, David (2006), "A psychological law of inertia and the illusion of loss aversion," *Judgment and Decision Making*, 1 (1), 23-32. (P 304)
- Gallupe, R. Brent, Lana M. Bastianutti, and William H. Cooper (1991), "Unlocking brainstorming," *Journal of Applied Psychology*, 76 (1), 137-42. (P 283)
- Gallupe, R. Brent and William H. Cooper (1993), "Brainstorming electronically," *Sloan Management Review*, 35 (1), 27-36. (P 283)
- Gallupe, R. Brent, A. R. Dennis, W. H. Cooper, J. S. Valachich, L. M. Bastianutti, and J. F. Nunamaker (1992), "Electronic brainstorming and group size," *Academy of Management Journal*, 35 (2), 350-69. (P 283)
- Galton, Francis (1879), "Composite portraits, made by combining those of many different persons into a single resultant figure," *Journal of the Anthropological Institute of Great Britain and Ireland*, 8, 132-44. (P 237)
- Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2005), "Does distance still matter? Geographic proximity and new product development," *Journal of Marketing*, 69 (October), 44-60. (P 281)
- Garramone, Gina M. (1985), "Effects of negative political advertising: The roles of sponsor and rebuttal," *Journal of Broadcasting and Electronic Media*, 29 (2), 147-59. (P 163, 164)
- Gaski, John F. and Michael J. Etzel (2005), "National aggregate consumer sentiment toward marketing: A thirty-year retrospective and analysis," *Journal of Consumer Research*, 31 (March), 859-67. (P 1)
- Geiger, Seth F. and Bryon Reeves (1991), "The effects of visual structure and content emphasis on the evaluation and memory of political candidates," in Frank Biocca (ed.), *Television and Political Advertising*. Hillsdale, NJ: Lawrence Erlbaum. (P 276)
- Gelade, Garry A. (1997), "Creativity in conflict: The personality of the commercial creative," *Journal of Genetic Psychology*, 158 (1), 79-95. (P 279)
- Gèlinas-Chebat, Claire and Jean-Charles Chebat (1996), "Voice and advertising: Effects of intonation and intensity of voice on source credibility, attitudes toward the advertised service, and the intent to buy," *Perceptual and Motor Skills*, 83 (1), 243-62. (P 191)
- Geller, E. Scott, J. F. Witmer, and M. A. Tuso (1977), "Environmental interventions for litter control," *Journal of Applied Psychology*, 62 (3), 344-51. (P 174)
- Gendall, Philip, J. Hoek, T. Pope, and K. Young (2006), "Message framing effects on price discounting," *Journal of Product and Brand Management*, 15 (7), 458-65. (P 55)
- Gibbons, Pamela, Jon Busch, and James J. Bradac (1991), "Powerful versus powerless language: Consequences for persuasion, impression formation, and cognitive response," *Journal of Language and Social Psychology*, 10 (2), 115-33. (P 188)
- Gigerenzer, Gerd (2000), *Adaptive Thinking: Rationality in the Real World*. Oxford: Oxford University Press. (P 297)
- Gigerenzer, Gerd (2002), *Calculated Risks: How to Know When Numbers Deceive You*. New York: Simon & Schuster. (P 148)
- Gigerenzer, Gerd (2006), "Out of the frying pan into the fire: Behavioral reactions to terrorist attacks," *Risk Analysis*, 26 (2), 347-51. (P 95)
- Glassman, M. and W. J. Pieper, (1980). "Processing advertising information: Deception, salience, and inferential belief formation," *Journal of Advertising*, 9 (1), 3-10. (P 215)
- Glatzer, Robert (1970), *The New Advertising: The Great Campaigns from Avis to Volkswagen*. New York: Citadel Press. (P 16, 244, 281)

- Furnham, A., I. Benson, and B. Gunter (1987), "Memory for television commercials as a function of the channel of communication," *Social Behaviour*, 2 (2), 105-12. (P 242)
- Furnham, Adrian, Barrie Gunter, and Andrew Green (1990), "Remembering science: The recall of factual information as a function of the presentation mode," *Applied Cognitive Psychology*, 4 (3), 203-12. (P 242)
- Gal, David (2006), "A psychological law of inertia and the illusion of loss aversion," *Judgment and Decision Making*, 1 (1), 23-32. (P 304)
- Gallupe, R. Brent, Lana M. Bastianutti, and William H. Cooper (1991), "Unlocking brainstorming," *Journal of Applied Psychology*, 76 (1), 137-42. (P 283)
- Gallupe, R. Brent and William H. Cooper (1993), "Brainstorming electronically," *Sloan Management Review*, 35 (1), 27-36. (P 283)
- Gallupe, R. Brent, A. R. Dennis, W. H. Cooper, J. S. Valachich, L. M. Bastianutti, and J. F. Nunamaker (1992), "Electronic brainstorming and group size," *Academy of Management Journal*, 35 (2), 350-69. (P 283)
- Galton, Francis (1879), "Composite portraits, made by combining those of many different persons into a single resultant figure," *Journal of the Anthropological Institute of Great Britain and Ireland*, 8, 132-44. (P 237)
- Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2005), "Does distance still matter? Geographic proximity and new product development," *Journal of Marketing*, 69 (October), 44-60. (P 281)
- Garramone, Gina M. (1985), "Effects of negative political advertising: The roles of sponsor and rebuttal," *Journal of Broadcasting and Electronic Media*, 29 (2), 147-59. (P 163, 164)
- Gaski, John F. and Michael J. Etzel (2005), "National aggregate consumer sentiment toward marketing: A thirty-year retrospective and analysis," *Journal of Consumer Research*, 31 (March), 859-67. (P 1)
- Geiger, Seth F. and Bryon Reeves (1991), "The effects of visual structure and content emphasis on the evaluation and memory of political candidates," in Frank Biocca (ed.), *Television and Political Advertising*. Hillsdale, NJ: Lawrence Erlbaum. (P 276)
- Gelade, Garry A. (1997), "Creativity in conflict: The personality of the commercial creative," *Journal of Genetic Psychology*, 158 (1), 79-95. (P 279)
- Gèlinas-Chebat, Claire and Jean-Charles Chebat (1996), "Voice and advertising: Effects of intonation and intensity of voice on source credibility, attitudes toward the advertised service, and the intent to buy," *Perceptual and Motor Skills*, 83 (1), 243-62. (P 191)
- Geller, E. Scott, J. F. Witmer, and M. A. Tuso (1977), "Environmental interventions for litter control," *Journal of Applied Psychology*, 62 (3), 344-51. (P 174)
- Gendall, Philip, J. Hoek, T. Pope, and K. Young (2006), "Message framing effects on price discounting," *Journal of Product and Brand Management*, 15 (7), 458-65. (P 55)
- Gibbons, Pamela, Jon Busch, and James J. Bradac (1991), "Powerful versus powerless language: Consequences for persuasion, impression formation, and cognitive response," *Journal of Language and Social Psychology*, 10 (2), 115-33. (P 188)
- Gigerenzer, Gerd (2000), *Adaptive Thinking: Rationality in the Real World*. Oxford: Oxford University Press. (P 297)
- Gigerenzer, Gerd (2002), *Calculated Risks: How to Know When Numbers Deceive You*. New York: Simon & Schuster. (P 148)
- Gigerenzer, Gerd (2006), "Out of the frying pan into the fire: Behavioral reactions to terrorist attacks," *Risk Analysis*, 26 (2), 347-51. (P 95)
- Glassman, M. and W. J. Pieper, (1980). "Processing advertising information: Deception, salience, and inferential belief formation," *Journal of Advertising*, 9 (1), 3-10. (P 215)
- Glatzer, Robert (1970), *The New Advertising: The Great Campaigns from Avis to Volkswagen*. New York: Citadel Press. (P 16, 244, 281)



- of bundle type, price framing and familiarity on purchase intention for the bundle," *Journal of Business Research*, 33, 57-66. (P 57)
- Harmon, Robert R., Nabil Y. Razzouk, and Bruce L. Stern (1983), "The information content of comparative magazine advertisements," *Journal of Advertising*, 12 (4), 10-19. (P 158)
- Harms, L. S. (1961), "Listeners' judgments of status cues in speech," *Quarterly Journal of Speech*, 47, 164-8. (P 271)
- Harris, Richard J., M. L. Trusty, J. I. Bechtold, and L. Wasinger (1989), "Memory for implied versus directly stated advertising claims," *Psychology and Marketing*, 6 (2), 87-96. (P 128)
- Harris, Richard J., T. M. Dubitsky, K. L. Perch, C. S. Ellerman, and M. W. Larson (1980), "Remembering implied advertising claims as facts: Extensions to the real world," *Bulletin of the Psychonomic Society*, 16 (4), 317-20. (P 131)
- Hartley, James and Peter Burnhill (1971), "Experiments with unjustified text," *Visible Language*, 3 (Summer), 265-77. (P 256)
- Hartley, James, Peter Burnhill, and Lindsey Davis (1978), "Retrieval of information from prose text," *Visible Language*, 12, 183-94. (P 255)
- Hartley, Steven W. and Charles H. Patti (1988), "Evaluating business-to business advertising: A comparison of objectives and results," *Journal of Advertising Research*, 28 (April/May), 21-7. (P 15)
- Hasher, Lynn, David Goldstein, and Thomas Toppino (1977), "Frequency and the conference of referential validity," *Journal of Verbal Learning and Verbal Behavior*, 16, 107-12. (P 169)
- Hauer, Ezra (2004), "The harm done by tests of significance," *Accident Analysis and Prevention*, 36, 495-500. (P 5)
- Haugtvedt, Curtis P., Wendy L. Schneier, David W. Schumann, and Wendy L. Warren (1994), "Advertising repetition and variation strategies: Implications for understanding attitude strength," *Journal of Consumer Research*, 21 (June), 176-89. (P 171)
- Haynes, Alex B., et al. (2009), "A surgical checklist to reduce morbidity and mortality in a global population," *New England Journal of Medicine*, 360 (January 29), 491-9. (P 290)
- Hecker, Sidney (1984), "Music for advertising effect," *Psychology and Marketing*, 1 (3/4), 3-8. (P 272)
- Heimann, Jim (2004), *All-American Ads: 20s*. London: Taschen. (P 245, 255)
- Heimbach, J. T. and J. Jacoby (1972), "The Zeigarnik effect in advertising," pp. 746-57 in M. Ventakesan (ed.), *Proceedings of the Third Annual Conference of the Association for Consumer Research*, College Park, MD. (P 138)
- Helgesen, Thorolf (1994), "Advertising awards and advertising agency performance criteria," *Journal of Advertising Research* (July/August), 43-53. (P 13)
- Hoad, Alison (2005), *Advertising Works 13*. Henley-on-Thames, U.K.: World Advertising Research Center. (P 95, 202)
- Hoffing, Charles K., et al. (1966), "An experimental study in nurse-physician relationships," *Journal of Nervous and Mental Disease*, 143 (2), 171-80. (P 81)
- Holbrook, Morris B. and Donald R. Lehmann (1980), "Form versus content in predicting Starch scores," *Journal of Advertising Research*, 20 (4), 53-61. (P 248)
- Hollingworth, Harry L. (1913), *Advertising and Selling: Principles of Appeal and Response*. New York and London: D. Appleton. (P 259)
- Homer, Pamela M. (2009), "Product placement: The impact of placement type and repetition on attitude," *Journal of Advertising*, 38 (3), 21-31. (P 101)
- Hopkins, Claude C. (1923), *Scientific Advertising*. Bramhall, U.K.: Cool Publications. (P 6, 40, 138, 181, 186, 203, 219, 228, 230, 238)



- Hoque, Abeer Y. and Gerald L. Lohse (1999), "An information search cost perspective for designing interfaces for electronic commerce," *Journal of Marketing Research*, 36 (3), 387-94. (P 176)
- Hornikx, Jos and Daniel J. O'Keefe (2009), "Adapting consumer advertising appeals to cultural values: A meta-analytic review of effects on persuasiveness and ad liking," *Communication Yearbook*, 33, 39-71. (P 182)
- Horwitz, Sujin K. and Irwin B. Horwitz (2007), "The effects of team diversity on team outcomes: A meta-analytic review of team demography," *Journal of Management*, 33 (6), 987-1015. (P 280)
- Howard, Daniel J. (1990), "Rhetorical question effects on message processing and persuasion: The role of information availability and the elicitation of judgment," *Journal of Experimental Social Psychology*, 26, 217-39. (P 166)
- Hoyer, Wayne D. and Steven P. Brown (1990), "Effects of brand awareness on choice for a common, repeat-purchase product," *Journal of Consumer Research*, 17 (September), 141-8. (P 19)
- Hoyer, Wayne D., Rajandra K. Srivastava, and Jacob Jacoby (1984), "Sources of miscomprehension in television advertising," *Journal of Advertising*, 13 (2), 17-26. (P 270, 276)
- Hubbard, Raymond and J. Scott Armstrong (1994), "Replications and extensions in marketing: Rarely published but quite contrary," *International Journal of Forecasting*, 11, 233-48. (P 298)
- Huber, Peter W. (1988), *Liability: The Legal Revolution and its Consequences*. New York: Basic Books. (For a review, see full-text papers at [jscottarmstrong.com](http://jscottarmstrong.com).) (P 41)
- Huhmann, Bruce A. and Timothy P. Brotherton (1997), "A content analysis of guilt appeals in popular magazine advertisements," *Journal of Advertising*, 26 (2), 35-46. (P 89)
- Hunt, James M., T. J. Domzal, and J. B. Kernan (1981), "Causal attribution and persuasion: The case of disconfirmed expectancies," *Advances in Consumer Research*, Vol. 9, Ann Arbor, MI: Association for Consumer Research. (P 151)
- Ind, Nicholas (1993), *Great Advertising Campaigns: Goals and Accomplishments*. Lincolnwood, IL: NTC Business Books. (P 228)
- Inman, J. Jeffrey, L. McAlister, and W. D. Hoyer (1990), "Promotion signal: Proxy for a price cut?" *Journal of Consumer Research*, 17 (June), 74-81. (P 47)
- Inman, J. Jeffrey, Anil C. Peter, and Priya Raghuram (1997), "Framing the deal: The role of restrictions in accentuating deal value," *Journal of Consumer Research*, 24 (June), 68-79. (P 74)
- Iyengar, Sheena, Gur Huberman, and Wei Jiag (2004), "How much choice is too much? Contributions to 401(k) retirement plans," in O. S. Mitchell and S. P. Utkins (eds.), *Pension Design and Structure*. Oxford: Oxford University Press. (P 37)
- Iyengar, Sheena S. and Mark R. Lepper (2000), "When choice is demotivating: Can one desire too much of a good thing?" *Journal of Personality and Social Psychology*, 79 (6), 995-1006. (P 35, 37, 38)
- Jackson, Douglas N. and J. Philippe Rushton (1987), *Scientific Excellence: Origins and Assessment*. London: Sage. (P 278)
- Jacoby, Jacob and Amy H. Handlin (1991), "Non-probability sampling designs for litigation surveys," *Trademark Reporter*, 81, 169-79. (P 296)
- Jacoby, Jacob and Wayne D. Hoyer (1982), "Viewer miscomprehension of televised communication: Selected findings," *Journal of Marketing*, 46 (Fall), 12-26. (P 183)
- Jacoby, Jacob and Wayne D. Hoyer (1989), "The comprehension/miscomprehension of print communication: Selected findings," *Journal of Consumer Research*, 15 (March), 434-43. (P 183)

- Jacoby, Jacob, Wayne D. Hoyer, and Mary R. Zimmer (1983), "To read, view or listen? A cross-media comparison of comprehension," *Current Issues and Research in Advertising*, 6 (1), 201-17. (P 241)
- Jacoby, Jacob, Margaret C. Nelson, and Wayne D. Hoyer (1982), "Corrective advertising and affirmative disclosure statements: Their potential for confusing and misleading the consumer," *Journal of Marketing*, 46 (Winter), 61-72. (P 215)
- Jacoby, Jacob and Robert L. Raskopf (1986), "Disclaimers in trademark infringement litigation: More trouble than they are worth?" *Trademark Reporter*, 76, 35-58. (P 215)
- Jacoby, Jacob and George J. Szybillo (1994), "Why disclaimers fail," *Trademark Reporter*, 84, 224-44. (P 214, 297)
- Jain, Shailendra Pratap and Steven S. Posavac (2004), "Valenced comparisons," *Journal of Marketing Research*, 41 (1), 46-58. (P 161)
- James, Jeannine M. and Richard Bolstein (1992), "Large monetary incentives and their effect on mail survey response rates," *Public Opinion Quarterly*, 56, 442-53. (P 84)
- Jamison, Martin (1998), "The changeable course of typographic justification," *Journal of Scholarly Publishing*, 29 (2), in full text at utpjournals.com. (P 256)
- Jandreau, Steven M. and Thomas G. Bever (1992), "Phrase-spaced formats improve comprehension in average readers," *Journal of Applied Psychology*, 77, 143-6. (P 257)
- Jarvenpaa, Sirkka and Gary W. Dickson (1988), "Graphics and managerial decision making: Research based guidelines," *Communications of the ACM*, 31 (6), 764-74. (P 150)
- Jasperson, Amy E. and David P. Fan (2002), "An aggregate examination of the backlash effect in political advertising: The case of the 1996 U.S. Senate race in Minnesota," *Journal of Advertising*, 31 (1), 1-12. (P 162)
- Johnson, Eric J. (2008), "Man, my brain is tired: Linking depletion and cognitive effort in choice," *Journal of Consumer Psychology*, 18 (1), 14-16. (P 39)
- Johnson, Eric J. and Daniel G. Goldstein (2003), "Do defaults save lives?" *Science*, 302, 1338-9. (P 39)
- Johnson, Eric, John Hershey, Jacqueline Meszaros, and Howard Kunreuther (1993), "Framing, probability distortions, and insurance decisions," *Journal of Risk and Uncertainty*, 7, 35-51. (P 39, 51)
- Johnson, Madeline and Ursula Spilger (2000), "Legal considerations when using parodies in advertising," *Journal of Advertising*, 29 (4), 77-86. (P 234)
- Johnson, Michael D., Andrea Herrmann, and Hans H. Bauer (1999), "The effects of price bundling on consumer evaluations of product offerings," *International Journal of Research in Marketing*, 16, 129-42. (P 57)
- Johnson-Cartee, Karen S. and Gary Copeland (1989), "Southern voters' reactions to negative political ads in 1986 election," *Journalism Quarterly*, 66, 888-93. (P 161)
- Jones, John P. and Margaret H. Blair (1996), "Examining 'conventional wisdoms' about advertising effects with evidence from independent sources," *Journal of Advertising Research*, 36 (November/December), 37-59. (P 298)
- Jones, Marilyn Y., Robin Pentecost, and Gabrielle Requena (2005), "Memory for advertising and information content: Comparing the printed page to the computer screen," *Psychology and Marketing*, 22 (8), 623-48. (P 242)
- Just, Marcel Adam and Patricia A. Carpenter (1987), *The Psychology of Reading and Language Comprehension*. Boston: Allyn & Bacon. (P 241, 246)
- Kahan, Dan M. (1999), "Privatizing criminal law: Strategies for private norm enforcement in the inner city," *UCLA Law Review*, 46, 1859-72. (P 24)
- Kaikati, Jack G. (1987), "Celebrity advertising: A review and synthesis," *International Journal of Advertising*, 6, 93-105. (P 152)

- Kanner, Bernice (1999), *The 100 Best TV Commercials ... And Why They Worked*. New York: Random House. (P 197, 228, 238)
- Kanner, Bernice (2004), *The Super Bowl of Advertising*. Princeton, NJ: Bloomberg Press. (P 79, 153)
- Kanungo, Rabindra and Sam Pang (1973), "Effects of human models on perceived product quality," *Journal of Applied Psychology*, 57 (2), 172-178. (P 237)
- Karau, Steven J. and Kipling D. Williams (1993), "Social loafing: A meta-analytic review and theoretical integration," *Journal of Personality and Social Psychology*, 65 (4), 681-706. (P 280)
- Kardes, Frank R. (1988), "Spontaneous inference processes in advertising: The effects of conclusion omission and involvement on persuasion," *Journal of Consumer Research*, 15 (September), 225-33. (P 128)
- Kardes, Frank R., B. M. Fennis, E. R. Hirt, Z. L. Tormala, and B. Bullington (2007), "The role of the need for cognitive closure in the effectiveness of the disrupt-then-reframe influence technique," *Journal of Consumer Research*, 34 (October), 377-85. (P 109)
- Karrh, James A., Kathy B. McKee, and Carol J. Pardun (2003), "Practitioners' evolving views on product placement effectiveness," *Journal of Advertising Research*, 43 (June), 139-49. (P 100)
- Kaul, Anil and Dick R. Wittink (1995), "Empirical generalizations about the impact of advertising on price sensitivity and price," *Marketing Science*, 14, G151-G160. (P 53)
- Kellaris, James J., Anthony D. Cox, and Dena Cox (1993), "The effects of background music on ad processing: A contingency explanation," *Journal of Marketing*, 57 (October), 114-25. (P 272)
- Kennedy, Rachel and Byron Sharp (1997), "A test of the intersubjective certifiability of an advertising model," *European Marketing Association Proceedings*, pp. 688-703. (P 22)
- Kertz, Consuelo Lauda and Roobina Ohanian (1992), "Recent trends in the law of endorsement advertising: infomercials, celebrity endorsers and nontraditional defendants in deceptive advertising cases," *Hofstra Law Review*, 19, 603-56. (P 153)
- Ketrow, Sandra M. (1990), "Attributes of a telemarketer's voice and persuasiveness: A review and synthesis of the literature," *Journal of Direct Marketing*, 4 (3), 7-21. (P 241)
- Kim, Hyeong Min (2006), "The effect of salience on mental accounting: How integration versus segregation of payment influences purchase decisions," *Journal of Behavioral Decision Making*, 19, 381-91. (P 48, 49)
- Kim, Hyeong Min and Thomas Kramer (2006), "'Pay 80%' versus 'get 20% off': The effect of novel discount presentation on consumers' deal perceptions," *Marketing Letters*, 17 (4), 311-21. (P 221)
- Kim, Min-Sun and John E. Hunter (1993a), "Attitude-behavior relations: A meta-analysis of attitudinal relevance and topic," *Journal of Communication*, 43 (1), 101-42. (P 298)
- Kim, Min-Sun and John E. Hunter (1993b), "Relationships among attitudes, behavioral intentions, and behavior: A meta-analysis of past research, Part 2," *Communication Research*, 20 (3), 331-64. (P 298)
- Klein, Daniel B. and John Majewski (1994), "Plank road fever in antebellum America: New York state origins," *New York History*, January, 39-65. (P 67)
- Klink, Richard R. (2001), "Creating meaningful new brand names: A study of semantics and sound symbolism," *Journal of Marketing Theory and Practice*, 9 (2), 27-34. (P 195)
- Klink, Richard R. (2003), "Creating meaningful brands: The relationship between brand name and brand mark," *Marketing Letters*, 14 (3), 143-157. (P 219)
- Knowles, Eric S. and Jay A. Linn (2004), *Resistance and Persuasion*. Mahwah, NJ: Lawrence Erlbaum Associates. (P 3)
- Kogut, Tehila and Ilana Ritov (2005a), "The singularity effect of identified victims in

- separate and joint evaluations," *Organizational Behavior and Human Decision Processes*, 97, 106–16. (P 93)
- Kogut, Tehila and Ilana Ritov (2005b), "The 'identified victim' effect: An identified group, or just a single individual?" *Journal of Behavioral Decision Making*, 18, 157–67. (P 93)
- Kogut, Tehila and Ilana Ritov (2007), "'One of us': Outstanding willingness to help save a single identified compatriot," *Organizational Behavior and Human Decision Processes*, 104, 150–7. (P 70, 94)
- Kover, Arthur J. and William L. James (1993), "When do advertising 'power words' work?" *Journal of Advertising Research*, 33 (July/August), 32–8. (P 188)
- Kraft, Robert N. (1987), "The influence of camera angle on comprehension and retention of pictorial events," *Memory and Cognition*, 15 (4), 291–307. (P 208)
- Krech, David, Richard S. Crutchfield, and Egerton L. Ballachey (1962), *Individual in Society: A Textbook of Social Psychology*. New York: McGraw-Hill. (P 78)
- Krishna, Aradhna, Richard Briesch, Donald R. Lehmann, and Hong Yuan (2002), "A meta-analysis of the impact of price presentation on perceived savings," *Journal of Retailing*, 78, 101–18. (P 54)
- Kruger, Justin, D. Wirtz, L. Van Boven, and T. W. Altermatt (2004), "The effort heuristic," *Journal of Experimental Social Psychology*, 40, 91–8. (P 52)
- Krugman, Herbert E. (1965), "The impact of television advertising: Learning without involvement," *Public Opinion Quarterly*, 29 (Fall) 349–56. (P 21)
- Kühberger, Anton (1998), "The influence of framing on risky decisions: A meta-analysis," *Organizational Behavior and Human Decision Processes*, 75 (1), 23–55. (P 304)
- Lambert, Zarek V. (1975), "Perceived prices as related to odd and even price endings," *Journal of Retailing*, 51 (Fall), pp. 13–22 and 78. (P 45)
- Lambrecht, Anja and Bernd Skiera (2006), "Paying too much and being happy about it: Existence, causes, and consequences of tariff-choice biases," *Journal of Marketing Research*, 43 (May), 212–23. (P 51)
- Lammers, H. Bruce (1991), "The effect of free samples on immediate consumer purchase," *Journal of Consumer Marketing*, 8 (2), 31–7. (P 139)
- Lane, Vicki R. and Susan M. Keaveney (2005), "The negative effects of expecting to evaluate: Reexamination and extension in the context of service failure," *Psychology and Marketing*, 22 (11), 857–85. (P 135)
- Langer, Ellen, Arthur Blank, and Benzion Chanowitz (1988), "The mindlessness of ostensibly thoughtful action: The role of 'placebic' information in interpersonal interaction," *Journal of Personality and Social Psychology*, 36 (6), 635–42. (P 65, 175)
- Langlois, Judith H. and A. Roggman (1990), "Attractive faces are only average," *Psychological Science*, 1 (2), 115–21. (P 237)
- Langlois, Judith H., Lori A. Roggman, and Loretta A. Reiser-Danner (1990), "Infants' differential social responses to attractive and unattractive faces," *Developmental Psychology*, 26 (1), 153–9. (P 123)
- Larrick, Richard P., Richard E. Nisbett, and James N. Morgan (1993), "Who uses the cost-benefit rules of choice? Implications for the normative status of microeconomic theory," *Organizational Behavior and Human Decision Processes*, 56, 331–47. (P 105)
- Laskey, Henry A., Ellen Day, and Melvin R. Crask (1989), "Typology of main message strategies for television commercials," *Journal of Advertising*, 18 (1), 36–41. (P 22)
- Laskey, Henry A., Richard J. Fox, and Melvin R. Crask (1994), "Investigating the impact of executional style on television commercial effectiveness," *Journal of Advertising Research*, 34 (Nov/Dec), 9–16. (An analysis of non-experimental data on 1,100 tested 30-second TV commercials for fast-moving food and household items.) (P 9, 151, 152, 302)
- Lass, Norman J. and C. Elaine Prater (1973), "A comparative study of listening rate

- preferences for oral reading and impromptu speaking rates," *Journal of Communication*, 23 (March), 95–102. (P 274)
- LaTour, Michael S. and Herbert J. Rotfeld (1997), "There are threats and (maybe) fear-caused arousal: Theory and confusions of appeals to fear and fear arousal itself," *Journal of Advertising*, 26 (3), 45–59. (P 96)
- Law, Sharmistha and Kathryn A. Braun (2000), "I'll have what she's having: Gauging the impact of product placements on viewers," *Psychology and Marketing*, 17, 1059–75. (P 101)
- Lau, Sing (1982), "The effects of smiling on person perception," *Journal of Social Psychology*, 117 (June), 63–7. (P 122)
- Lee, Byung-Kwan and Wei-Na Lee (2007), "Decreasing advertising interference: The impact of comparable differences on consumer memory in competitive advertising environments," *Psychology in Marketing*, 24 (11), 919–45. (P 158)
- Lee, Yih H. and Cheng Y. Han (2002), "Partitioned pricing in advertising: Effects on brand and retailer attitudes," *Marketing Letters*, 13 (1), 27–40. (P 49)
- Lefkowitz, Monroe, Robert R. Blake, and Jane S. Mouton (1955), "Status factor in pedestrian violation of traffic signals," *Journal of Abnormal and Social Psychology*, 51, 704–6. (P 237)
- Leigh, James H. (1994), "The use of figures of speech in print ad headlines," *Journal of Advertising*, 23 (2), 17–33. (P 249)
- Lessne, Greg J. and Elaine M. Notarantonio (1988), "Effects of limits in retail advertisements: A reactance theory perspective," *Psychology and Marketing*, 5 (1), 33–44. (P 74)
- Levenson, Bob (1987), *Bill Bernbach's Book: A History of the Advertising that Changed the History of Advertising*. New York: Villard Books. (P 204)
- Levin, Irwin P., Sandra L. Schneider, and Gary J. Gaeth (1998), "All frames are not created equal: A typology and critical analysis of framing effects," *Organizational Behavior and Human Decision Processes*, 76, 149–88. (P 304)
- Levin, Irwin P., Judy Schreiber, Marco Lauriola, and Gary J. Gaeth (2002), "A tale of two pizzas: Building up from a basic product versus scaling down from a fully-loaded product," *Marketing Letters*, 13 (4), 335–44. (P 40)
- Levine, Robert (2003), *The Power of Persuasion: How We're Bought and Sold*. New York: John Wiley. (P 3, 66)
- Levy, Moshe and Haim Levy (2002), "Prospect theory: Much ado about nothing?" *Management Science*, 48 (10), 1334–49. (P 304)
- Levy, R. (1987), "Big resurgence in comparative ads," *Dun's Business Month*, 129 (February), 56–8. (P 159)
- Lewis, Clive and Peter Walker (1989), "Typographic influences on reading," *British Journal of Psychology*, 80, 241–57. (P 262)
- Lewis, Hershell G. and Carol Nelson (1999), *Advertising Age Handbook of Advertising*. Chicago: NTC Business Books. (P 17)
- Lewis, Michael (2003), *Moneyball: The Art of Winning an Unfair Game*. New York: W. W. Norton. (P 8)
- Liyanarachchi, Gregory A. and Markus J. Milne (2005), "Comparing the investment decisions of accounting practitioners and students: An empirical study on the adequacy of student surrogates," *Accounting Forum*, 29, 121–35. (P 297)
- Locke, Edwin A. (1986), *Generalizing from Laboratory to Field Settings*. Lexington, MA: Lexington Books. (P 12, 296)
- Locke, Edwin A. and Latham, Gary P. (2002) "Building a practically useful theory of goal setting and task motivation: A 35-year odyssey," *American Psychologist*, 57, 705–17. (P 20, 283)
- Lodish, Leonard M., M. Abraham, S. Kalmenson, J. Livelsberger, B. Lubetkin, B. Richardson,

- and M. E. Stevens (1995b), "How T.V. advertising works: a meta-analysis of 389 real world split cable TV advertising experiments," *Journal of Marketing Research*, 32 (May), 125-39. (P 32)
- Lodish, Leonard M., M. M. Abraham, J. Livelsberger, B. Lubetkin, B. Richardson and M. E. Stevens (1995a), "A summary of fifty-five in-market experimental estimates of the long-term effect of TV advertising," *Marketing Science*, 14:3 (part 2 of 2), G133-G140. (P 298)
- Lohse, Gerald L. (1997), "Consumer eye movement patterns on *Yellow Pages* advertising," *Journal of Advertising*, 26 (1), 61-73. (P 229, 254)
- Lohse, Gerald L. and Dennis L. Rosen (2001), "Signaling quality and credibility in *Yellow Pages* advertising: The influence of color and graphics on choice," *Journal of Advertising*, 30 (2), 73-85. (P 210, 212)
- Louie, Therese A., Robert L. Kulik, and Robert Jacobson (2000), "When bad things happen to the endorsers of good products," *Marketing Letters*, 12 (1), 13-23. (P 154)
- Loureiro, Maria L., Jill J. McCluskey, and Ron C. Mittelhammer (2002), "Will consumers pay a premium for eco-labeled apples," *Journal of Consumer Affairs*, 36, 203-19. (P 140)
- Lowrey, Tina M. (1998), "The effects of syntactic complexity on advertising persuasiveness," *Journal of Consumer Psychology*, 7 (2), 187-206. (P 184)
- Lukeman, Noah (2006), *A Dash of Style: The Art and Mastery of Punctuation*. New York: W. W. Norton. (P 253)
- Lutz, Kathy A. and Richard J. Lutz (1977), "Effects of interactive imagery on learning: Application to advertising," *Journal of Applied Psychology*, 62 (4), 493-8. (P 206)
- Lynch, Patrick J. and Sarah Horton (2009), *Web Style Guide*, 3rd. edn. New Haven, CT: Yale University Press. (P 262, 265)
- Lynn, Michael (1989), "Scarcity effects on desirability: Mediated by assumed expensiveness?" *Journal of Economic Psychology*, 10, 257-74. (P 73)
- MacGregor, Donald G. (2001). "Decomposition for judgmental forecasting and estimation," in J. S. Armstrong, *Principles of Forecasting*. Norwell, MA: Kluwer Academic. (P 307)
- MacKenzie, Scott B. (1986), "The role of attention in mediating the effect of advertising on attribute importance," *Journal of Consumer Research*, 13 (September), 174-95. (P 187)
- MacLachlan, James and Michael Logan (1993), "Camera shot length in TV commercials and their memorability and persuasiveness," *Journal of Advertising Research*, 33 (March/April), 57-61. (P 276, 277)
- Madden, Thomas J. and Marc G. Weinberger (1984), "Humor in advertising: A practitioner view," *Journal of Advertising Research*, 24 (4), 23-9. (P 230, 231)
- Mahoney, Michael J. (1977), "Publication prejudices: An experimental study of confirmatory bias in the peer review system," *Cognitive Therapy and Research*, 1 (2), 161-75. (P 104, 278)
- Mahoney, Michael J. and B. G. DeMonbreun (1977), "Psychology of the scientist: An analysis of problem-solving bias," *Cognitive Therapy and Research*, 1 (3), 229-38. (P 104)
- Maier, Norman R. F. (1963), *Problem Solving Discussions and Conferences: Leadership Methods and Skills*. New York: McGraw-Hill. (P 285)
- Maier, Norman R. F. and L. R. Hoffman (1960), "Quality of first and second solutions in group problem solving," *Journal of Applied Psychology*, 44, 278-83. (P 284)
- Maier, Norman R. F. and Allen R. Solem (1952), "The contribution of a discussion leader to the quality of group thinking: The effective use of minority opinions," *Human Relations*, 5, 277-88. (P 285)
- Marks, Lawrence J. and Michael A. Kamins (1988), "The use of product sampling



- and advertising: effects of sequence of exposure and degree of advertising claim exaggeration on consumers' belief strength, belief confidence, and attitudes," *Journal of Marketing Research*, 25 (August), 266-81. (P 166)
- Martin, Brett A. S., Bodo Lang, and Stephanie Wong (2003/4), "Conclusion explicitness in advertising," *Journal of Advertising*, 32 (4), 57-65. (P 128)
- Martindale, Colin (1989), "Personality, situation and creativity," in J. A. Glover, R. R. Roming, and C. R. Reynolds (eds.), *Handbook on Creativity*. New York: Plenum. (P 279)
- Mason, Marlys J., Debra L. Scammon, and Xiang Fang (2007), "The impact of warnings, disclaimers, and product experience on consumers' perceptions of dietary supplements," *Journal of Consumer Affairs*, 41 (1), 74-99. (P 215)
- Mayer, Martin (1958), *Madison Avenue, U.S.A.* New York: Harper & Brothers. (P 6)
- Mayer, Martin (1991), *Whatever Happened to Madison Avenue: Advertising in the 90s*. Boston, MA: Little, Brown. (P 6)
- Mazar, Nina, On Amir, and Dan Ariely (2008), "The dishonesty of honest people: A theory of self-concept management," *Journal of Marketing Research*, 45 (December), 633-44. (P 88)
- Mazis, Michael B. (1975), "Antipollution measures and psychological reactance theory: A field experiment," *Journal of Personality and Social Psychology*, 31 (4), 654-60. (P 73)
- Mazis, Michael B. and Janice E. Adkinson (1976), "An experimental evaluation of a proposed corrective advertising remedy," *Journal of Marketing Research*, 13 (May), 178-83. (P 215)
- McCarthy, Michael S. and David L. Mothersbaugh (2002), "Effects of typographic factors in advertising-based persuasion: A general model and initial empirical tests," *Psychology and Marketing*, 19 (7-8), 663-91. (P 259)
- McCloskey, Donald and Arjo Klamer (1995), "One quarter of GDP is persuasion," *American Economic Review*, 85 (2), 191-5. (P 2)
- McGlone, Matthew S. and Jessica Tofighbakhsh (2000) "Birds of a feather flock conjointly (?): Rhyme as reason in aphorisms," *Psychological Science*, 11 (5), 424-8. (P 199)
- McLaughlin, Katy (2004), "Is your grocery list politically correct?" *Wall Street Journal*, February 17. (P 140)
- McLaughlin, Katy (2005), "The yolk of oppression: Eggs are latest front in humane-focal wars," *Wall Street Journal*, October 18. (P 140)
- McQuarrie, Edward F. and David Glen Mick (1992), "On resonance: A critical pluralistic inquiry into advertising rhetoric," *Journal of Consumer Research*, 19 (September), 180-97. (P 200)
- McQuarrie, Edward F. and David Glen Mick (2003), "Visual and verbal rhetorical figures under directed processing versus incidental exposure to advertising," *Journal of Consumer Research*, 29, 579-87. (P 201)
- Meehl, Paul E. (1956), "Wanted: A good cookbook," *American Psychologist*, 11, 263-72. (P 279)
- Mehta, Abhilasha (1994), "How advertising response modeling (ARM) can increase ad effectiveness," *Journal of Advertising Research*, 34 (3), 62-74. (P 152)
- Mehta, Abhilasha and Scott C. Purvis (2006), "Reconsidering recall and emotion in advertising," *Journal of Advertising Research*, 46 (1), 49-56. (P 86)
- Messaris, Paul (1997), *Visual Persuasion: The Role of Images in Advertising*. Thousand Oaks, CA: Sage. (P 208, 227, 234, 268)
- Meyer-Hentschel, Gundolf (1984), "Consumer evaluation of informative and non-informative ads," pp. 597-600 in Thomas C. Kinnear (ed.), *Advances in Consumer Research*, 11. (P 251)
- Meyers-Levy, Joan and Laura A. Peracchio (1995), "Understanding the effects of color:



- How the correspondence between available and required resources affects attitudes," *Journal of Consumer Research*, 22 (September), 121-38. (P 209)
- Meyvis, Tom and Chris Janiszewski (2002), "Consumers' beliefs about product benefits: The effect of obviously irrelevant product information," *Journal of Consumer Research*, 28 (March), 618-35. (P 203)
- Milgram, Stanley (1974), *Obedience to Authority: An Experimental View*. New York: Harper & Row. (P 80)
- Milgram, Stanley, Leonard Bickman, and Lawrence Berkowitz (1969), "Note on the drawing power of crowds of different size," *Journal of Personality and Social Psychology*, 13 (2), 79-82. (P 68)
- Miller, Darryl W. and Lawrence J. Marks (1997), "The effects of imagery-evoking radio advertising strategies on affective responses," *Psychology and Marketing*, 14 (4), 337-60. (P 274)
- Miller, G. A. (1956). "The magical number seven, plus or minus two: Some limits on our capacity for processing information," *Psychological Review*, 63 (2), 81-97. (P 36)
- Miller, Richard L., Phillip Brickman, and Diana Bolin (1975), "Attribution versus persuasion as a means for modifying behavior," *Journal of Personality and Social Psychology*, 31 (3), 430-41. (P 76)
- Miniard, Paul W., S. Bhatla, K. R. Lord, P. R. Dickson, and H. R. Unnava (1991), "Picture-based persuasion processes and the moderating role of involvement," *Journal of Consumer Research*, 18 (June), 92-107. (P 206)
- Mischel, Walter (1981), "Metacognition and rule of delay," in John H. Flavell and L. Ross (eds.), *Social Cognition Developments*, Cambridge: Cambridge University Press. (P 298)
- Mogilner, Cassie, Tamar Rudnick, and Sheena S. Iyengar (2008), "The mere categorization effect: How the presence of categories increases choosers' perceptions of assortment variety and outcome satisfaction," *Journal of Consumer Research*, 35 (August), 202-15. (P 37)
- Moore, Danny L., Douglas Hausknecht, and Kanchana Thamodaran (1986), "Time compression, response, response opportunity, and persuasion," *Journal of Consumer Research*, 13 (June), 85-99. (P 137, 275)
- Moore, Ellen M., William O. Bearden, and Jesse E. Teel (1985), "Use of labeling and assertions of dependency in appeals for consumer support," *Journal of Consumer Research*, 12 (June), 90-6. (P 76)
- Morales, Andrea C. (2005), "Giving firms an 'E' for effort: Consumer responses to high-effort firms," *Journal of Consumer Research*, 31 (March), 806-12. (P 52)
- Morgan, Susan E. and Tom Reichert (1999), "The message is in the metaphor: Assessing the comprehension of metaphors in advertisements," *Journal of Advertising*, 28 (4), 1-12. (P 201)
- Moriarty, Sandra E. (1996), "Effectiveness, objectives, and the EFFIE awards," *Journal of Advertising Research*, 36 (July-August), 54-63. (P 15, 18)
- Morwitz, Vicki G. (2001), "Methods for forecasting from intentions data," in J. Scott Armstrong (ed.), *Principles of Forecasting*. Boston: Kluwer Academic. (P 298)
- Morwitz, Vicki G., Eric A. Greenleaf, and Eric Johnson (1998), "Divide and prosper: Consumers' reactions to partitioned prices," *Journal of Marketing Research*, 35 (4), 453-63. (P 49)
- Mundell, James, John Hallward, and Dave Walker (2006), "High attention processing - the real power of advertising," *Admap*, World Advertising Research Center, July/August, 32-4. (P 217)
- Muthukrishnan, A. V., Luk Warlop, and Joseph W. Alba (2001), "The piecemeal approach to comparative advertising," *Marketing Letters*, 12 (1), 63-73. (P 159)

- Nagle, Thomas and Reed K. Holden (2002), *The Strategy and Tactics of Pricing*. Englewood Cliffs, NJ: Prentice Hall. (P 45)
- Naipaul, Sandra and H. G. Parsa (2001), "Menu price endings that communicate value and quality," *Cornell Hotel and Restaurant Administration Quarterly*, 42, 26-37. (P 45)
- Nakayachi, Kazuya and Motoki Watabe (2005), "Restoring trustworthiness after adverse events: The signaling effects of voluntary 'Hostage Posting' on trust," *Organizational Behavior and Human Decision Processes*, 97 (March), 1-17. (P 164)
- Nemeth, Charlan J., J. B. Connell, J. D. Rogers, and K. S. Brown (2001) "Improving decision making by means of dissent," *Journal of Applied Social Psychology*, 31 (1), 48-58. (P 287, 288)
- Nemeth, Charlan and Brendan Nemeth-Brown (2003), "Better than individuals? The potential benefits of dissent and diversity for group creativity," in Paul B. Paulus and Bernard A. Nijstad, *Group Creativity*. Oxford: Oxford University Press. (P 288)
- Neuborne, Ellen (1998), "Great ad! What's it for?" *Business Week* (July 20), 118-19. (P 117)
- Ng, Aik Kwang (2001), "Why creators are dogmatic people, 'nice' people are not creative, and creative people are not 'nice,'" *International Journal of Group Tensions*, 30 (4), 293-324. (P 279)
- Nguyen, Adam, Roger M. Heeler, and Zinaida Taran (2007), "High-low context cultures and price-ending practices," *Journal of Product and Brand Management*, 16 (3), 206-14. (P 44)
- Nielsen, Jakob (2000), *Designing Web Usability*. Indianapolis, IN: New Riders Publishing. (P 202, 225, 250, 262)
- North, Adrian C., David J. Hargreaves, and Jennifer McKendrick (1999), "The influence of in-store music on wine selections," *Journal of Applied Psychology*, 84, 271-6. (P 274)
- Novemsky, Nathan, R. Dhar, N. Schwarz, and I. Simonson (2007), "Preference fluency in choice," *Journal of Marketing Research*, 44 (August), 347-56. (P 259)
- Nunes, Joseph C. and Xavier Drèze (2006), "The endowed progress effect: How artificial advancement increases effort," *Journal of Consumer Research*, 32 (March), 504-12. (P 177)
- Nunes, Joseph C. and C. Whan Park (2003), "Incommensurate resources: Not just more of the same," *Journal of Marketing Research*, 40 (February), 26-38. (P 54)
- O'Connor, Gina C., Thomas R. Willemain, and James MacLachlan (1996), "The value of competition among agencies in developing ad campaigns: Revisiting Gross's model," *Journal of Advertising*, 25 (1), 51-62. (P 287)
- O'Keefe, Daniel J. (1987), "The persuasive effects of delaying identification of high- and low-credibility communicators: A meta-analytic review," *Central States Speech Journal*, 38, 63-72. (P 156, 322)
- O'Keefe, Daniel J. (1997), "Standpoint explicitness and persuasive effect: A meta-analytic review of the effects of varying conclusion articulation in persuasion messages," *Argumentation and Advocacy*, 34 (1), 1-12. (P 127, 174, 322)
- O'Keefe, Daniel J. (1998), "Justification explicitness and persuasive effect: A meta-analytic review of the effects of varying support articulation in persuasive messages," *Argumentation and Advocacy*, 35, 61-75. (P 27, 146, 148, 322)
- O'Keefe, Daniel J. (1999), "How to handle opposing arguments in persuasive messages: A meta-analytic review of the effects of one-sided and two-sided messages," pp. 209-49 in Michael E. Roloff (ed.), *Communication Yearbook*, vol. 22. Thousand Oaks, CA: Sage. (P 125, 126, 322)
- O'Keefe, Daniel J. (2000), "Guilt and social influence," pp. 67-101 in Michael E. Roloff (ed.), *Communication Yearbook*, vol. 23. Thousand Oaks, CA: Sage. (P 90)
- O'Keefe, Daniel J. (2002a), *Persuasion: Theory and Research*, 2nd edn. London: Sage. (P 1, 3, 13, 123, 151, 322)
- O'Keefe, Daniel J. (2002b), "Guilt as a mechanism of persuasion," pp. 329-344 in James P.

- Dillard and Michael Pfau (eds.), *The Persuasion Handbook*. Thousand Oaks, CA: Sage. (P 322)
- O'Keefe, Daniel J. and Jakob D. Jensen (2006), "The advantages of compliance or the disadvantages of noncompliance? A meta-analytic review of the relative persuasive effectiveness of gain-framed and loss-framed messages," pp. 1-43 in *Communication Yearbook*, vol. 30. Thousand Oaks, CA: Sage. (P 304)
- O'Shaughnessy, John and Nicholas J. O'Shaughnessy (2004). *Persuasion in Advertising*. London: Routledge. (P 220, 322)
- Offner, Anne K., Thomas J. Kramer, and Joel P. Winter (1996), "The effects of facilitation, recording, and pauses on group brainstorming," *Small Group Research*, 27 (2), 283-98. (P 282)
- Ofir, Chezy and Itamar Simonson (2001), "In search of negative customer feedback: The effect of expecting to evaluate on satisfaction evaluations," *Journal of Marketing Research*, 38 (May), 170-82. (P 135)
- Ogilvy, David (1983/1985), *Ogilvy on Advertising*. New York: Vintage. (P 6, 7, 238)
- Ogilvy, David and Joel Raphaelson (1982), "Research on advertising techniques that work - and don't work," *Harvard Business Review*, 60 (July-August), 14-15, 18. (An analysis of non-experimental data that used responses from viewers of 951 TV commercials analyzed by the Mapes & Ross research firm.) (P 8, 152, 227, 268, 270)
- Oksenberg, Lois, Lerita Coleman, and Charles F. Cannell (1986), "Interviewers' voices and refusal rates in telephone surveys," *Public Opinion Quarterly*, 50 (1), 97-111. (P 271)
- Olsen, G. Douglas (1994), "The sounds of silence: Functions and use of silence in television advertising," *Journal of Advertising Research*, 34 (5), 89-95. (P 275)
- Olsen, G. Douglas (1995), "Creating the contrast: The influence of silence and background music on recall and attribute importance," *Journal of Advertising*, 24 (4), 29-44. (P 276)
- Olsen, G. Douglas (1997), "The impact of interstimulus interval and background silence on recall," *Journal of Consumer Research*, 23 (March), 295-303. (P 276)
- Olsen, G. Douglas, John W. Pracejus, and Norman R. Brown (2003), "When profit equals price: Consumer confusion about donation amounts in cause-related marketing," *Journal of Public Policy and Marketing*, 22 (2), 170-80. (P 141)
- Ordoñez, Lisa (1998), "The effect of correlation between price and quality on consumer choice," *Organizational Behavior and Human Decision Processes*, 75 (3), 258-73. (P 54)
- Orne, Martin T. (1962), "On the social psychology of the psychological experiment: With particular reference to demand characteristics and their implications," *American Psychologist*, 17, 776-83. (P 297)
- Osterhouse, Robert A. and Timothy C. Brock (1970), "Distraction increases yielding to propaganda by inhibiting counterarguing," *Journal of Personality and Social Psychology*, 15 (4), 344-58. (P 107)
- Ott, John N. (1974), "The importance of laboratory lighting as an experimental variable," in Hulda Hagalhaes (ed.), *Environmental Variables in Animal Experimentation* (see findings from an unpublished study on page 44). (P 211)
- Pallak, Michael S. and William Cummings (1976), "Commitment and voluntary energy conservation," *Personality and Social Psychology Bulletin*, 2 (1), 27-30. (P 81)
- Park, C. Whan, Sung Y. Jun, and Deborah J. Macinnis (2000), "Choosing what I want versus rejecting what I do not want: An application of decision framing to product option choice decisions," *Journal of Marketing Research*, 37 (May), 187-202. (P 40)
- Park, C. Whan and S. Mark Young (1986), "Consumer response to television commercials: The impact of involvement and background music on brand attitude formation," *Journal of Marketing Research*, 23 (February), 11-24. (P 272)
- Pasadeos, Yorgo (1990), "Perceived informativeness of and irritation with local advertising," *Journalism Quarterly*, 67 (1), 35-39. (P 27)

- Patrick, Vanessa M. and C. Whan Park (2006), "Paying before consuming: Examining the robustness of consumers' preference for prepayment," *Journal of Retailing*, 82 (3), 165-75. (P 51)
- Paulus, Paul B., M. T. Dzindolet, G. Poletes, and L. M. Camacho (1993), "Perception of performance in group brainstorming: The illusion of group productivity," *Personality and Social Psychology Bulletin*, 19 (1), 78-89. (P 285)
- Pechmann, Cornelia (1992), "Predicting when two-sided ads will be more effective than one-sided ads: The role of correlational and correspondent inferences," *Journal of Marketing Research*, 29 (November), 441-53. (P 126)
- Pechmann, Cornelia and David W. Stewart (1990), "The effects of comparative advertising on attention, memory, and purchase intentions," *Journal of Consumer Research*, 17 (September), 180-91. (P 157)
- Peck, Joann and Suzanne B. Shu (2009), "The effect of mere touch on perceived ownership," *Journal of Consumer Research*, 36, 434-47. (P 139)
- Perloff, Richard M. and Dennis Kinsey (1992), "Political advertising as seen by consultants and journalists," *Journal of Advertising Research*, 28 (3), 53-60. (P 162, 164)
- Petrova, Petia K. and Robert B. Cialdini (2005), "Fluency of consumption imagery and the backfire effects of imagery appeals," *Journal of Consumer Research*, 32 (December), 442-52. (P 134)
- Petty, Richard E. and John T. Cacioppo (1984), *Attitudes and Persuasion: Classic and Contemporary Approaches*. Boulder, CO: Westview Press. (P 4, 21)
- Petty, Richard E., John T. Cacioppo, and Rachel Goldman (1981), "Personal involvement as a determinant of argument-based persuasion," *Journal of Personality and Social Psychology*, 41 (5), 847-55. (P 66)
- Petty, Richard E., John T. Cacioppo, and M. Heesacker (1981), "Effect of rhetorical questions in persuasion: A cognitive response analysis," *Journal of Personality and Social Psychology*, 40 (3), 432-40. (P 167)
- Phillips, Diane M. and John L. Stanton (2004), "Age-related differences in advertising: Recall and persuasion," *Journal of Targeting, Measurement, and Analysis for Marketing*, 13 (1), 7-20. (P 145, 302)
- Pieters, Rik and Michel Wedel (2004), "Attention capture and transfer in advertising: Brand, pictorial, and text-size effects," *Journal of Marketing*, 68 (2), 36-50. (This paper described 33 eye-tracking studies involving 1,363 full-page advertisements from 65 Dutch consumer magazines. The ads covered 812 national and international brands in many product categories. 47 percent of the ads were for utilitarian products and 53 percent for hedonic products.) (P 22, 226, 227, 264)
- Pieters, Rik, Michel Wedel, and Jie Zhang (2007), "Optimal feature advertising design under competitive clutter," *Management Science*, 53 (11), 1815-28. (P 262)
- Pliner, Patricia, H. Hart, J. Kohl, and D. Saari (1974), "Compliance without pressure: Some further data on the foot-in-the-door technique," *Journal of Experimental Social Psychology*, 10, 17-22. (P 83)
- Poffenberger, Albert T. (1925), *Psychology in Advertising*. Chicago and New York: A. W. Shaw. (P 127, 175)
- Pollay, Richard W. (1985), "The subsidizing sizzle: A descriptive history of print advertising, 1900-1980," *Journal of Marketing*, 49 (April), 24-37. (P 29, 207, 210, 240)
- Pollock, Carrie, L. S. D. Smith, E. S. Knowles, and H. J. Bruce (1988), "Mindfulness limits compliance with the That's-Not-All technique," *Personality and Social Psychology Bulletin*, 24, 1153-7. (P 178)
- Pope, Daniel (1983), *The Making of Modern Advertising*. New York: Basic Books. (P 6, 16, 63, 88, 202, 219)
- Pornpitakpan, Chanthika and Tze Ke Jason Tan (2000), "The influence of incongruity on

- the effectiveness of humorous advertisements: The case of Singaporeans," *Journal of International Consumer Marketing*, 12 (3), 27–45. (P 234)
- Pracejus, John W., G. Douglas Olsen, and Norman R. Brown (2003), "On the prevalence and impact of vague quantifiers in the advertising of cause-related marketing (CRM)," *Journal of Advertising*, 32 (4), 19–28. (P 141)
- Pratkanis, Anthony R. and Elliot Aronson (2000), *The Age of Propaganda: The Everyday Use and Abuse of Persuasion*. New York: W. H. Freeman. (Reviewed in Armstrong, 2003.) (P 4, 96)
- Pratkanis, Anthony R. and Anthony G. Greenwald (1988), "Recent perspectives on unconscious processing: Still no marketing applications," *Psychology and Marketing*, 5 (4), 337–53. (P 217)
- Prelec, Drazen and George Loewenstein (1998), "The red and the black: Mental accounting of savings and debt," *Marketing Science*, 17 (1), 4–28. (P 50)
- Presbrey, Frank (1929), *The History and Development of Advertising*. New York: Doubleday, Doran. (P 6, 43)
- Pricken, Mario (2002), *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*. New York: Thames & Hudson. (P 97)
- Purohit, Devarat (1995), "Playing the role of buyer and seller: The mental accounting of trade-ins," *Marketing Letters*, 6 (2), 101–10. (P 114)
- Raghubir, Priya and Kim Corfman (1999), "When do price promotions affect pretrial brand evaluations?" *Journal of Marketing Research*, 36 (May), 211–22. (P 56)
- Raghubir, Priya and Aradhna Krishna (1999), "Vital dimensions in volume perception: Can the eye fool the stomach?" *Journal of Marketing Research*, 36, 313–26. (P 209)
- Rao, Akshay and Mark E. Bergen (1992), "Price premium variations as a consequence of buyers' lack of information," *Journal of Consumer Research*, 19 (December), 412–23. (P 54)
- Raskin, Jef (2000), *The Humane Interface*. Reading, MA: Addison-Wesley. (P 176)
- Rayner, Keith, C. M. Rotello, A. J. Stewart, J. Keir, and S. A. Duffy (2001), "Integrating text and pictorial information: Eye movements when looking at print advertisements," *Journal of Experimental Psychology: Applied*, 7 (3), 219–26. (P 226)
- Read, Daniel, S. Frederick, B. Orsel, and J. Rahman (2005), "Four score and seven years from now: The date/delay effect in temporal discounting," *Management Science*, 51, 1326–35. (P 61)
- Reardon, Richard and David J. Moore (1996), "The greater memorability of self-generated versus externally presented product information," *Psychology and Marketing*, 13 (3), 305–20. (P 137)
- Reb, Jochen and Terry Connolly (2007), "Possession, feelings of ownership and the endowment effect," *Judgment and Decision Making*, 2 (2), 29–36. (P 139)
- Reddy, Srinivas, Vanita Swaminathan, and Carol M. Motley (1998), "Exploring the determinants of Broadway show success," *Journal of Marketing Research*, 35 (August), 370–83. (P 156)
- Reeves, Rosser (1961), *Reality in Advertising*. New York: Alfred A. Knopf. (P 6, 289)
- Reichert, Tom, Susan E. Heckler, and Sally Jackson (2001), "The effects of sexual social marketing appeals on cognitive processing and persuasion," *Journal of Advertising*, 30 (1), 13–27. (P 235)
- Reinard, John C. (1988), "The empirical study of the persuasive effects of evidence: The status after fifty years of research," *Human Communication Research*, 15 (1), 3–59. (P 146)
- Reingen, Peter H. (1978), "On inducing compliance with requests," *Journal of Consumer Research*, 5 (September), 96–102. (P 82)
- Reingen, Peter H. (1982), "Test of a list procedure for inducing compliance with a request to donate money," *Journal of Applied Psychology*, 67 (1), 110–18. (P 69)

- Remus, William (1996), "Will behavioral research on managerial decision making generalize to managers?" *Managerial and Decision Economics*, 17 (1), 93–101. (P 297)
- Resnik, Alan and Bruce L. Stern (1977), "An analysis of information content in television advertising," *Journal of Marketing*, 41, 50–53. (P 240)
- Reutskaja, Elena and Robin M. Hogarth (2009), "Satisfaction in choice as a function of the number of alternatives: When 'goods satiate,'" *Psychology and Marketing*, 26 (3), 197–203. (P 38)
- Reynolds, Rodney A. and J. Lynn Reynolds (2002), "Evidence," pp. 427–44 in J. P. Dillard and M. Pfau (eds.), *The Persuasion Handbook*. Thousand Oaks, CA: Sage. (P 146)
- Rimini, Marco (2003), *Advertising Works 12*. Henley-on-Thames, U.K., World Advertising Research Center. (P 16, 64, 78, 93, 96, 125, 132, 136, 198, 218, 231)
- Rindfleisch, Aric and J. Inman (1998), "Explaining the familiarity-liking relationship: Mere exposure, information availability, or social desirability?" *Marketing Letters*, 9, 5–19. (P 99)
- Riskey, Dwight R. (1997), "How TV advertising works: An industry response," *Journal of Marketing Research*, 34 (May), 292–93. (P 32, 298)
- Roddy, Brian L. and Gina M. Garramone (1988), "Appeals and strategies of negative political advertising," *Journal of Broadcasting and Electronic Media*, 32 (4), 415–27. (P 163, 164)
- Roese, Neal J. and Gerald N. Sande (1993), "Backlash effects in attack politics," *Journal of Applied Social Psychology*, 23, 632–53. (P 172)
- Rogers, Martha and Christine A. Seiler (1994), "The answer is no: A national survey of advertising industry practitioners and their clients about whether they use subliminal advertising," *Journal of Advertising Research*, 34 (March/April), 36–45. (P 171)
- Rogers, Martha and Kirk H. Smith (1993), "Public perceptions of subliminal advertising: Why practitioners shouldn't ignore this issue," *Journal of Advertising Research*, 33 (2), 10–18. (P 171)
- Roman, Kenneth, Jane Maas, and Martin Nisenholtz (2003), *How To Advertise*, 3rd edn. New York: St. Martin's Press. (P 7, 267)
- Rosbergen, Edward, Rik Pieters, and Michel Wedel (1997), "Visual attention to advertising: A segment-level analysis," *Journal of Consumer Research*, 24 (December), 305–14. (P 262)
- Ross, Chuck (1996), "Marketers fend off shift in rules for ad puffery," *Advertising Age*, February 19, p. 41. (P 165)
- Rossiter, John (1981), "Predicting starch scores," *Journal of Advertising Research*, 21 (5), 63–8. (P 196, 301)
- Rossiter, John R. and Steven Bellman (2005), *Marketing Communications: Theory and Applications*. Frenchs Forest, NSW, Australia: Pearson Education. (P 3, 4, 56, 155, 225)
- Rossiter, John R. and Larry Percy (1997), *Advertising Communications and Promotion Management*. New York: McGraw Hill. (P 4)
- Rotfeld, Herbert J. and Kim B. Rotzoll (1980), "Is advertising puffery believed?" *Journal of Advertising*, 9 (3), 16–20. (P 166)
- Rothenberg, Randall (1994), *Where the Suckers Moon: An Advertising Story*. New York: Alfred Knopf. (P 13, 19, 147, 173, 234)
- Ruback, R. Barry and Daniel Juieng (1997), "Territorial defense in parking lots: Retaliation against waiting drivers," *Journal of Applied Social Psychology*, 27 (9), 821–34. (P 175)
- Russell, Cristel A. (2002), "Investigating the effectiveness of product placements in television shows: The role of modality and plot connection congruence on brand memory and attitude," *Journal of Consumer Research*, 29 (December), 306–18. (P 101)



- Russo, J. Edward (1977), "The value of unit price information," *Journal of Marketing Research*, 14 (May), 193-201. (P 43)
- Russo, J. Edward, Barbara L. Metcalf, and Debra Stephens (1981), "Identifying misleading advertising," *Journal of Consumer Research*, 8, 119-31. (P 215)
- Santos, M., C. Leve, and A. R. Pratkanis (1994), "Hey buddy, can you spare seventeen cents? Mindful persuasion and the pique technique," *Journal of Applied Social Psychology*, 24 (9), 755-64. (P 108)
- Schachter, Stanley (1951), "Deviation, rejection, and communication," *Journal of Abnormal Psychology*, 46 (2), 190-207. (P 284)
- Scharlemann, Jörn P. W., C. C. Eckel, A. Kacelnik, and R. K. Wilson (2001), "The value of a smile: game theory with a human face," *Journal of Economic Psychology*, 22, 617-40. (P 122)
- Scheibehenne, Benjamin, Rainer Greifeneder, and Peter M. Todd (2009), "What moderates the too-much-choice effect?" *Psychology and Marketing*, 26 (3), 229-53. (P 35)
- Scheibehenne, Benjamin, Rainer Greifeneder, and Peter M. Todd (2010), "Can there ever be too many options? A meta-analytic review of choice overload," *Journal of Consumer Research* (forthcoming). (P 35, 37)
- Schindler, Pamela S. (1986), "Color and contrast in magazine advertising," *Psychology and Marketing*, 3 (2), 69-78. (P 259)
- Schindler, Robert M. and Thomas M. Kibarian (1996), "Increased consumer sales response through use of 99-ending prices," *Journal of Retailing*, 72 (2), 187-199. (P 44)
- Schindler, Robert M. and Patrick N. Kirby (1997), "Patterns of rightmost digits used in advertised prices: Implications for nine-ending effects," *Journal of Consumer Research*, 24 (September), 192-201. (P 44)
- Schindler, Robert M. and Alan R. Wiman (1989), "Effects of odd pricing on price recall," *Journal of Business Research*, 19, 165-77. (P 45)
- Schmidt, F. L. (1971), The relative efficiency of regression and simple unit predictor weights in applied differential psychology, *Educational and Psychological Measurement*, 31, 699-714. (P 290)
- Schmidtke, Armin and H. Häfner (1988), "The Werther effect after television films: New evidence for an old hypothesis," *Psychological Medicine*, 18, 665-76. (P 67)
- Schmidtke, Armin and Sylvia Schaller (1998), "What do we know about media effects on imitation of suicidal behaviour," pp. 121-37 in D. DeLeo, A. Schmidtke, and R. F. W. Diekstra (eds.), *Suicide Prevention*. Dordrecht, Netherlands: Kluwer Academic. (P 67)
- Schmitt, Bernd H., Nader T. Tavassoli, and Robert T. Millard (1993), "Memory for print ads: Understanding relations among brand name, copy, and picture," *Journal of Consumer Psychology*, 2 (1), 55-81. (P 213)
- Schmittlein, David and Donald G. Morrison (1983), "Measuring miscomprehension for televised communications using true-false questions," *Journal of Consumer Research*, 10, 147-56. (P 183)
- Schultz, P. Wesley (1998), "Changing behavior with normative feedback interventions: A field experiment on curbside recycling," *Basic and Applied Social Psychology*, 21 (1), 25-36. (P 70)
- Schultz, P. Wesley, Azar M. Khazian, and Adam C. Zaleski (2008), "Using normative social influence to promote conservation among hotel guests," *Social Influence*, 3 (1), 4-23. (P 71)
- Schumann, David W., Richard E. Petty, and D. Scott Clemons (1990), "Predicting the effectiveness of different strategies of advertising variation: A test of the repetition-variation hypotheses," *Journal of Consumer Research*, 17 (September), 192-202. (P 170)
- Scott, Cliff, David M. Klein, and Jennings Bryant (1990), "Consumer response to humor



- in advertising: A series of field studies using behavioral observation," *Journal of Consumer Research*, 16 (March), 498–501. (P 231, 232)
- Scott, Walter Dill (1912), *The Theory and Practice of Advertising: A Simplest Exposition of the Principles of Psychology in Their Relation to Successful Advertising*. Boston, MA: Small, Maynard. (P 6, 86, 175, 217)
- Sen, Sankar and Eric J. Johnson (1997), "Mere-possession effects without possession in consumer choice," *Journal of Consumer Research*, 24 (June), 105–17. (P 139)
- Sentyrz, Stacey and Brad J. Bushman (1998), "Mirror, mirror on the wall, who's the thinnest one of all? Effects of self-awareness on consumption of full-fat, reduced fat, and no-fat products," *Journal of Applied Psychology*, 83 (6), 944–9. (P 91)
- Sethuraman, Raj and Gerard J. Tellis (1991), "An analysis of the tradeoff between advertising and price discounting," *Journal of Marketing Research*, 28 (May), 160–74. (P 306)
- Sewall, Murphy A. and Dan Sarel (1986), "Characteristics of radio commercials and their recall effectiveness," *Journal of Marketing*, 50 (January), 52–60. (P 118)
- Shah, Avni M. and George Wolford (2007), "Buying behavior as a function of parametric variation of number of choices," *Psychological Science*, 18 (5), 369–70. (P 38)
- Shaikh, A. Dawn, Barbara S. Chaparro, and Doug Fox (2006), "Perception of fonts: Perceived personality traits and uses," *Usability News*, 8.1 at usabilitynews.org. (P 261)
- Shampanier, Kristina, Nina Mazar, and Dan Ariely (2007), "Zero as a special price: The true value of free products," *Marketing Science*, 26 (6), 742–57. (P 188)
- Shanahan, Kevin J. and Christopher D. Hopkins (2007), "Truths, half-truths, and deception," *Journal of Advertising*, 36 (2), 33–48. (P 94)
- Shariff, Azim F. and Ara Norenzayan (2007), "God is watching you: Priming God concepts increases in prosocial behavior in an anonymous economic game," *Psychological Science*, 18 (9), 803–9. (P 91)
- Sheng, Shibin, Yeqing Bao and Yue Pan (2007), "Partitioning or bundling? Perceived fairness of the surcharge makes a difference," *Psychology and Marketing*, 24 (12), 1025–41. (P 48)
- Shepard, Roger N. (1967), "Recognition memory for words, sentences and pictures" *Journal of Verbal Learning and Verbal Behavior*, 6 (1), 156–63. (P 205)
- Shepard, Roger N. (1990), *Mind Sights*. New York: W. H. Freeman. (P 209)
- Shimp, Terence A. and David C. Dyer (1978) "The effects of comparative advertising mediated by market position of sponsoring brand," *Journal of Advertising*, 7 (3), 13–19. (P 159)
- Shiv, Baba, Ziv Carmon, and Dan Ariely (2005), "Placebo effects of marketing actions: Consumers may get what they pay for," *Journal of Marketing Research*, 42 (4), 383–93. (P 54)
- Shiv, Baba and Joel Huber (2000), "The impact of anticipating satisfaction on consumer choice," *Journal of Consumer Research*, 27 (September), 202–16. (P 134)
- Shortess, George K., J. Craig Clarke and Kathleen Shannon (1997), "The shape of things: But not the Golden Section," *Empirical Studies of the Arts*, 15 (2), 165–76. (P 265)
- Sigall, Harold, E. Aronson, and T. Van Hoose (1970), "The cooperative subject: Myth or reality?" *Journal of Experimental Social Psychology*, 6, 1–10. (P 297)
- Simon, Herbert A. (1974), "How big is a chunk?" *Science*, 183 (February), 482–8. (P 196)
- Simonson, Itamar, Ziv Carmon, and Suzanne O'Curry (1994), "Experimental evidence on the negative effect of product features and sales promotions on brand choice," *Marketing Science*, 13 (1), 23–40. (P 57, 65)
- Simonson, Itamar and Amos Tversky (1992), "Choice in context: Tradeoff contrast and extremeness aversion," *Journal of Marketing Research*, 29 (3), 281–95. (P 35)

- Simpson, Penny M., Steve Horton, and Gene Brown (1996), "Male nudity in advertisements: A modified replication and extension of gender and product effects," *Journal of the Academy of Marketing Science*, 24 (3), 257-62. (P 235)
- Singh, Surendra N., V. P. Lessig, D. Kim, R. Gupta, and M. A. Hocutt (2000), "Does your ad have too many pictures?" *Journal of Advertising Research*, 40 (April), 11-27. (P 206)
- Skorinko, Jeanine, S. Kemmer, M. R. Hebl, and D.M. Lane (2006), "A rose by any other name ...: Color-naming influences on decision making," *Psychology and Marketing*, 23 (12), 975-93. (P 196, 211)
- Skurnik, Ian, C. Yoon, D. C. Park, and N. Schwarz (2005), "How warnings about false claims become recommendations," *Journal of Consumer Research*, 31, 713-24. (P 215)
- Slater, Michael D. and Donna Rouner (1996), "Value-affirmative and value-protective processing of alcohol education messages that include statistical evidence or anecdotes," *Communication Research*, 23 (2), 210-35. (P 113)
- Slovic, Paul and D. J. MacPhillamy (1974), "Dimensional commensurability and cue utilization in comparative judgment," *Organizational Behavior and Human Performance*, 11, 172-94. (P 158)
- Small, Deborah A. and George Loewenstein (2003), "Helping a victim or helping the victim: Altruism and identifiability," *Journal of Risk and Uncertainty*, 26 (1), 1-16. (P 93)
- Small, Deborah A., George Loewenstein, and Paul Slovic (2006), "Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims," *Organizational Behavior and Human Decision Processes*, 102, 143-53. (P 86)
- Smolowe, J. (1990), "Contents require immediate attention," *Time*, November 26, p. 64. (P 84)
- Snyder, C. R. (1978), "The 'illusion' of uniqueness," *Journal of Humanistic Psychology*, 18 (3), 33-41. (P 76)
- Snyder, Leslie B. and Deborah J. Blood (1992), "Caution: Alcohol advertising and the surgeon general's alcohol warnings may have adverse effects on young adults," *Journal of Applied Communication Research*, 20 (February), 37-53. (P 105)
- Sobieszek, Robert A. (1988), *The Art of Persuasion*. New York: Harry N. Abrams. (P 210, 247)
- Soley, Lawrence C. (1986), "Copy length and industrial advertising readership," *Industrial Marketing Management*, 15 (3), 245-51. (P 252)
- Soley, Lawrence C. and Leonard N. Reid (1983), "Industrial ad readership as a function of headline type," *Journal of Advertising*, 12 (1), 34-8. (P 196)
- Soman, Dilip and John T. Gourville (2001), "Transaction decoupling: How price bundling affects the decision to consume," *Journal of Marketing Research*, 38 (1), 30-44. (P 49)
- Sopory, Pradeep and James P. Dillard (2002), "Figurative language and persuasion," in J. P. Dillard and M. Pfau, *The Persuasion Handbook*. Thousand Oaks, CA: Sage. (P 200)
- Spangenberg, Eric R. and A. G. Greenwald (1999), "Social influence by requesting self-prophecy," *Journal of Consumer Psychology*, 8 (1), 61-89. (P 136)
- Spangenberg, Eric R., D. E. Sprott, B. Grohmann, and R. J. Smith (2003), "Mass-communicated prediction requests: Practical application and a cognitive dissonance explanation for self-prophecy," *Journal of Marketing*, 67 (3), 47-62. (P 136)
- Sprott, David E., E. R. Spangenberg, D. C. Knuff, and B. Devezzer (2006), "Self-prediction and patient health: Influencing health-related behaviors through self-prophecy," *Medical Science Monitor*, 12 (5), RA85-91. (P 136)
- Stanton, John L. and Jeffrey Burke (1998), "Comparative effectiveness of executional elements in TV advertising: 15- versus 30-second commercials," *Journal of Advertising Research*, (Nov/Dec), 7-15. (This study, using 601 tested TV commercials for

- fast-moving consumer products extended research by Stewart and Furse (1986) and Stewart and Koslow (1989). A summary table of key findings is presented at [advertisingprinciples.com](http://advertisingprinciples.com).) (P 9, 31, 33, 70, 118, 119, 145, 151, 232, 267, 268, 302)
- Starch, Daniel (1914), *Advertising: Its Principles, Practice and Technique*. New York: Scott, Foresman. (P 6, 173, 260, 264)
- Steadman, Major (1969), "How sexy illustrations affect brand recall," *Journal of Advertising Research*, 9 (April), 15-19. (P 235)
- Stewart, David W. and David H. Furse (1986), *Effective Television Advertising: A Study of 1000 Commercials*. Lexington, MA: Lexington Books. (Provides an analysis of 1,059 TV commercials by leading advertisers that had been tested for viewer responses by Research Systems Corporation. They involved mostly fast-moving consumer products, such as cereals, beverages, cleaners, and paper products. Almost 90 percent of the ads were of 30-second duration, and the remaining ones were 60-second. They analyzed the effects of 160 features of ads on recall, comprehension and persuasion.) (P 9, 29, 31, 32, 33, 70, 71, 85, 86, 117, 118, 145, 152, 165, 172, 207, 226, 236, 267, 268, 272, 274, 302)
- Stewart, David W. and Scott Koslow (1989), "Executional factors and advertising effectiveness: A replication," *Journal of Advertising*, 18 (3), 21-32. (P 9, 31, 33, 70, 118, 120, 144, 145, 206, 208, 227, 270, 272, 302)
- Stiff, James B. (1986), "Cognitive processing of persuasive message cues: A meta-analytic review of supporting information on attitudes," *Communication Monographs*, 53 (1), 75-89. (P 180)
- Stiff, James B. and Paul A. Mongeau (2003), *Persuasive Communication*. New York: Guilford. (P 4)
- Stiving, Mark (2000), "Price endings when prices signal quality," *Management Science*, 46 (12), 1617-29. (P 45)
- Storey, Richard (2008), *Advertising Works 16*. Henley-on-Thames, U.K.: World Advertising Research Center. (P 290)
- Strahilevitz, Michal (1999), "The effects of product type and donation magnitude on willingness to pay more for a charity-linked brand," *Journal of Consumer Psychology*, 8 (3), 215-41. (P 141)
- Strahilevitz, Michal and John G. Myers (1998), "Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell," *Journal of Consumer Research*, 24 (March), 434-46. (P 141)
- Strohmetz, David B., B. Rind, R. Fisher, and M. Lynn (2002), "Sweetening the till: The use of candy to increase restaurant tipping," *Journal of Applied Social Psychology*, 32 (2), 300-309. (P 84)
- Stuart, Elnora W. and Barbara K. Fuller (1991), "Clothing as communication in two business-to-business sales settings," *Journal of Business Research*, 23, 264-90. (P 121)
- Sue, Stanley, Ronald E. Smith, and Cathy Caldwell (1973), "Effects of inadmissible evidence on the decisions of simulated jurors: A moral dilemma," *Journal of Applied Psychology*, 3 (4), 345-53. (P 72)
- Sullivan, Luke (1998; rev. edn. 2003), *Hey Whipple, Squeeze This*. New York: John Wiley. (P 223)
- Surowiecki, James (2004), *The Wisdom of Crowds*. New York: Doubleday. (P 8)
- Sutherland, Max and Alice K. Sylvester (2000), *Advertising and the Mind of the Consumer*. St. Leonards, NSW, Australia: Allen & Unwin. (P 7, 168, 270)
- Sutton, Robert I. and Andrew Hargadon (1996), "Brainstorming groups in context: Effectiveness in a product design firm," *Administrative Science Quarterly*, 41, 685-718. (P 282)
- Suzuki, Satoshi and Seiji Yamada (2004), "Persuasion through overheard communication

- by life-like agents," IEEE/WIC/ACM International Conference on Intelligent Agent Technology, in full-text on <http://research.nii.ac.jp/~seiji/publication/Conference/2004/IAT-2004-ssv.pdf>. (P 128)
- Swinyard, William R. (1981), "The interaction between comparative advertising and copy claim variation," *Journal of Marketing Research*, 18 (May), 175-86. (P 159)
- Taylor, Charles R., R. Dale Wilson, and Gordon E. Miracle (1994), "The impact of brand differentiating messages on the effectiveness of Korean advertising," *Journal of International Marketing*, 2 (4), 31-52. (P 31)
- Teigen, Karl Halvor (1990), "To be convincing or to be right: A question of preciseness," pp. 299-313 in: K. J. Gilhooly et al. (eds.), *Lines of Thinking*. Chichester: Wiley. (P 146)
- Tellis, Gerard J. (2004), *Effective Advertising: Understand When, How and Why Advertising Works*. Thousand Oaks, CA: Sage. (P 1, 4)
- Tellis, Gerard J. (2009), "Generalizations about advertising effectiveness in markets," *Journal of Advertising Research*, 49 (2), 240-5. (P 306)
- Thaler, Richard (1980), "Toward a positive theory of consumer choice," *Journal of Economic Behavior and Organization*, 1 (1), 39-60. (P 49)
- Thaler, Richard (1985), "Mental accounting and consumer choice," *Marketing Science*, 4 (3), 199-214. (P 60)
- Thornton, G. R. (1944), "The effect of wearing glasses upon judgments of personality traits of persons seen briefly," *Journal of Applied Psychology*, 28 (May), 203-7. (P 121)
- Till, Brian D. and Terence A. Shimp (1998), "Endorsers in advertising: The case of negative celebrity information," *Journal of Advertising*, 27 (1), 67-81. (P 153)
- Tipper, Harry, H. L. Hollingworth, G. B. Hotchkiss, and F. A. Parsons (1921), *Advertising: Its Principles and Practice*. New York: Ronald Press. (P 67, 194)
- Todorov, Alexander, Anesu N. Mandisodza, Amir Goren, and Crystal C. Hall (2005), "Inferences of competence from faces predict election outcomes," *Science*, 308 (5728), 1623-6. (P 121)
- Toncar, Mark F. (2001), "The use of humour in television advertising: Revisiting the US-UK comparison," *International Journal of Advertising*, 20, 521-39. (P 231)
- Trappey, Charles (1996), "A meta-analysis of consumer choice and subliminal advertising," *Psychology and Marketing*, 13 (5), 517-30. (P 171)
- Trifts, Valerie and Gerald Häubl (2003), "Information availability and consumer preference: Can online retailers benefit from providing access to competitor price information?" *Journal of Consumer Psychology*, 13 (1 and 2), 149-59. (P 43)
- Tripp, Carolyn, Thomas D. Jenson, and Les Carlson (1994), "The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions," *Journal of Consumer Research*, 20 (March), 535-47. (P 155)
- Troldahl, Verling C. and Robert L. Jones (1965), "Predictors of newspaper advertising readership," *Journal of Advertising Research*, 5, 23-7. (P 264)
- Troutman, C. Michael and James Shanteau (1976), "Do consumers evaluate products by adding or averaging attribute information?" *Journal of Consumer Research*, 3 (September), 101-6. (P 180)
- Tversky, Amos and Daniel Kahneman (1981), "The framing of decisions and the psychology of choice," *Science*, 211 (30), 453-458. (P 54, 58, 304)
- Tversky, Amos and Eldar Shafir (1992), "Choice under conflict: The dynamics of deferred decision," *Psychological Science*, 3 (6), 358-61. (P 61)
- Twitchell, James B. (2000), *Twenty Ads That Shook the World*. New York: Three Rivers Press. (P 83, 85, 222)
- Tybout, Alice M., Bobby J. Calder, and Brian Sternthal (1981), "Using information

- processing theory to design marketing strategies," *Journal of Market Research*, 18 (February), 73-9. (P 164)
- Unnava, H. Rao and Robert E. Burnkrant (1991), "An imagery-processing view of the role of pictures in print advertisements," *Journal of Marketing Research*, 28 (May), 226-31. (P 248)
- Unnava, H. Rao and Deepak Sirdeshmukh (1994), "Reducing competitive ad interference," *Journal of Marketing Research*, 31 (August), 403-11. (P 170)
- Urbany, Joel E., William O. Bearden, and Dan C. Weilbaker (1988), "The effect of plausible and exaggerated reference prices on consumer perceptions and price search," *Journal of Consumer Research*, 15 (June), 95-110. (P 46)
- USA Today (2003) "Who said that? Buyers don't recognize some slogans," October 1. (P 223)
- Valacich, Joseph S., Alan R. Dennis, and Terry Connolly (1994), "Idea generation in computer-based groups: A new ending to an old story," *Organizational Behavior and Human Decision Processes*, 57, 448-67. (P 283, 285)
- Vanhuele, Marc, G. Laurent, and X. Drèze (2006), "Consumers' immediate memory for prices," *Journal of Consumer Research*, 33, 163-72. (P 43)
- Vann, John W., Robert D. Rogers, and John P. Penrod (1987), "The cognitive effects of time-compressed advertising," *Journal of Advertising*, 16 (2), 10-19. (P 274, 275)
- Veenhoven, Ruut (2000), "Freedom and happiness," pp. 257-88 in E. Diener and E. M. Suhg (eds.), *Culture and Subjective Wellbeing*. Cambridge, MA: MIT Press. (P 35)
- Verhallen, Theo M. M. (1982), "Scarcity and consumer choice behavior," *Journal of Economic Psychology*, 2, 299-322. (P 73)
- Verhallen, Theo M. M. and Henry S. J. Robben (1994), "Scarcity and preference: An experiment on unavailability and product evaluation," *Journal of Economic Psychology*, 15, 315-31. (P 73)
- Völckner, Franziska and Julian Hofmann (2007), "The price-perceived quality relationship: A meta-analytic review and assessment of its determinants," *Marketing Letters*, 18, 181-96. (P 54)
- Waber, Rebecca L., B. Shiv, Z. Carmon, and D. Ariely (2008), "Commercial features of placebo and therapeutic efficacy," *Journal of the American Medical Association*, 299 (9), 1016-17. (P 54)
- Walker, Dave (2008). Dave is the Director of Research for Ipsos ASI, one of the world's leading advertising research companies. I had many communications with him with respect to the analyses that he did of 1,513 tested TV commercials from the Ipsos-ASI database. Details on the methodology are provided in Appendix C. (P 3, 9, 27, 31, 32, 33, 71, 111, 118, 120, 172, 199, 203, 221, 226, 237, 267, 268, 269, 272, 274, 276)
- Walker, Ian and Charles Hulme (1999), "Concrete words are easier to recall than abstract words: Evidence for a semantic contribution to short-term serial recall," *Journal of Experimental Psychology: Learning, Memory and Cognition*, 25 (5), 1256-71. (P 187)
- Walliser, Björn (2003), "An international review of sponsorship research: Extension and update," *International Journal of Advertising*, 22, 5-40. (P 98)
- Walton, Sam (1992), *Made in America*. New York: Doubleday. (P 40)
- Wänke, Michaela, Gerd Bohner, and Andreas Jurkowitsch (1997), "There are many reasons to drive a BMW: Does imagined ease of argument generation influence attitudes?" *Journal of Consumer Research*, 24 (September), 170-7. (P 133)
- Wansink, Brian and Pierre Chandon (2006), "Can 'low-fat' nutrition labels lead to obesity?" *Journal of Marketing Research*, 43 (November), 605-17. (P 93)
- Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1998), "An anchoring and adjustment model of purchase quantity decisions," *Journal of Marketing Research*, 35, 71-81. (P 58)

- Wansink, Brian, James Painter, and Koert Van Ittersum (2001), "Descriptive menu labels' effect on sales," *Cornell Hotel and Restaurant Administrative Quarterly*, 42 (December), 68-72. (P 196)
- Wansink, Brian and Koert van Ittersum (2003), "Bottoms up! The influence of elongation on pouring and consumption volume," *Journal of Consumer Research*, 30 (December), 455-63. (P 209)
- Wason, P. C. (1960), "On the failure to eliminate hypotheses to a conceptual task," *Quarterly Journal of Experimental Psychology*, 12, 129-40. (P 104)
- Wason, P. C. (1968), "On the failure to eliminate hypotheses - A second look," pp. 165-74 in P. C. Wason and P. N. Johnson-Laird (eds.), *Thinking and Reasoning*. Baltimore, MD: Penguin. (P 104)
- Watkins, Julian Lewis (1959), *The 100 Greatest Advertisements: Who Wrote Them and What They Did*. New York: Dover. (P 71, 89, 176, 218, 220, 222)
- Wedel, Michel and Rik Pieters (2000), "Eye fixations on advertisements and memory for brands: A model and findings," *Marketing Science*, 19 (4), 297-312. (P 226)
- Wegner, Daniel M., R. Wenzlaff, R. M. Kerker, and A. E. Beattie (1981), "Incrimination through innuendo: Can media questions become public answers?" *Journal of Personality and Social Psychology*, 40 (5), 822-32. (P 131)
- Weinberger, Marc G. and Harlan E. Spotts (1989a), "A situational view of information content in TV advertising in the U.S. and U.K.," *Journal of Marketing*, 53 (January), 89-94. (P 240)
- Weinberger, Marc G. and Harlan E. Spotts (1989b), "Humor in U.S. versus U.K. TV commercials: A comparison," *Journal of Advertising*, 18 (2), 39-44. (P 231)
- Weinberger, Marc G., H. Spotts, L. Campbell, and A. L. Parsons (1995), "The use and effect of humor in different advertising media," *Journal of Advertising Research*, 35 (May-June), 44-56. (P 231)
- Wells, Gary L. and Richard E. Petty (1980), "The effects of overt head movements on persuasion: Compatibility and incompatibility of responses," *Basic and Applied Social Psychology*, 1 (3), 219-30. (P 132)
- Weyant, James M. and Stephen L. Smith (1987), "Getting more by asking for less: The effects of request size on donations of charity," *Journal of Applied Social Psychology*, 17 (4), 392-400. (P 115)
- Wheeler, R. Wade, J. C. Baron, S. Michell, and H. J. Ginsburg (1979), "Eye contact and perception of intelligence," *Bulletin of Psychonomic Science*, 13 (February), 101-2. (P 269)
- Wheildon, Colin (1995), *Type and Layout: How Typography and Design Can Get Your Message Across - Or Get in the Way*. Berkeley, CA: Strathmoor Press. (Originally published in 1984, this book contains reports on a series of experiments conducted by Wheildon. He focused mostly on comprehension as measured by people's ability to answer questions about two articles after they finished reading them. One article dealt with a plan to control on-street parking, while the other involved a plan to increase local taxes and reduce services. After reading the article, a panel of 224 people from Sydney, Australia answered ten questions about comprehension. Scores of 7 to 10 correct were rated as good, 4 to 6 as fair, and 3 to 0 as poor. The tests were conducted from 1982 to 1990. Unfortunately, the experiments have not been replicated. While the findings are directionally consistent with some studies in the early 1900s, the findings on some areas (e.g., justification of typeface) have not held up.) (P 249, 253, 254, 256, 260, 261)
- White, Erin (2004), "To make your pitch at U.K. ad agencies, you'll need a partner," *Wall Street Journal*. (P 281)
- Widrick, Stanley M. (1979), "Quantity surcharge: A pricing practice among grocery store items - validation and extension," *Journal of Retailing*, 55 (2), 47-58. (P 42, 43)



- Wilkie, William L., Dennis L. McNeill, and Michael B. Mazis (1984), "Marketing's 'scarlet letter': The theory and practice of corrective advertising," *Journal of Marketing*, 48 (2), 11-31. (P 214)
- Williams, Kipling D., Martin J. Bourgeois, and Robert T. Croyle (1993), "The effects of stealing thunder in criminal and civil trials," *Law and Human Behavior*, 17 (6), 597-609. (P 126)
- Wilson, Dawn K., Scot E. Purdon, and Kenneth A. Wallston (1988), "Compliance to health recommendations: A theoretical overview of message framing," *Health Education Research*, 3 (2), 161-71. (P 304)
- Wilson, Elizabeth J. and Daniel L. Sherrell (1993), "Source effects in communication and persuasion: A meta-analysis of effect size," *Journal of the Academy of Marketing Science*, 21 (2), 101-12. (P 12, 156)
- Wilson, R. Dale and Aydin Muderrisoglu (1979), "Strength of claims in comparative advertising: A study of comparative vigor," in Neil Beckwith et al. (eds.), *Proceedings from the Educators' Conference*. Chicago, IL: American Marketing Association. (P 159)
- Witte, Kim and Mike Allen (2000), "A meta-analysis of fear appeals: Implications for effective public health campaigns," *Health Education and Behavior*, 27 (5), 591-615. (P 95)
- Wolf, James R., Hal R. Arkes, and Waleed A. Muhanna (2008), "The power of touch: An examination of the effect of duration of physical contact on the valuation of objects," *Judgment and Decision Making*, 3 (6), 476-82. (P 139)
- Wolf, Sharon and David A. Montgomery (1977), "Effects of inadmissible evidence and level of judicial admonishment to disregard on the judgments of mock jurors," *Journal of Applied Social Psychology*, 7 (3), 205-19. (P 72)
- Wood, Wendy and Jeffrey M. Quinn (2003), "Forewarned and forearmed? Two meta-analytic syntheses of forewarnings of influence appeals," *Psychological Bulletin*, 129 (1), 119-38. (P 124)
- Woodside, Arch G. (1977), "Advertisers' willingness to substantiate their claims," *Journal of Consumer Affairs*, 11 (1), 135-43. (P 147)
- Woodside, Arch G., Thomas M. Beretich, and Marc A. Lauricella (1993), "A meta-analysis of effect sizes based on direct marketing campaigns," *Journal of Direct Marketing*, 7 (2), 19-33. (P 177, 229, 292)
- Woodside, Arch G. and J. William Davenport (1974), "Effects of salesman similarity and expertise on consumer purchasing behavior," *Journal of Marketing Research*, 11 (May), 198-202. (P 120)
- Worchel, Stephen, Jerry Lee, and Akanbi Adewole (1975), "Effects of supply and demand on ratings of object value," *Journal of Personality and Social Psychology*, 32 (5), 906-14. (P 73)
- Wright, Malcolm (2009), "A new theorem for optimizing the advertising budget," *Journal of Advertising Research*, 49 (2), 164-9. (P 306)
- Wright, Malcolm and J. Scott Armstrong (2008), "The Ombudsman: Verification of citations. Faulty towers of knowledge," *Interfaces*, 38 (2), 125-39. (P 4)
- Wright, Malcolm and Murray MacRae (2007), "Bias and variability in purchase intention scales," *Journal of the Academy of Marketing Science*, 35 (4), 617-24. (P 298)
- Xia, Lan and Kent B. Monroe (2004), "Price partitioning on the internet," *Journal of Interactive Marketing*, 18 (4), 63-73. (P 48)
- Xia, Lan, Kent B. Monroe, and Jennifer L. Cox (2004), "The price is unfair! A conceptual framework of price fairness perceptions," *Journal of Marketing*, 68 (October), 1-15. (P 52)
- Yamanaka, Jiro (1962), "The prediction of ad readership scores," *Journal of Advertising Research*, 2 (1), 18-23. (P 211)

- Yoo, Chan Yun and Kihan Kim (2005), "Processing of animation in online banner advertising: The roles of cognitive and emotional responses," *Journal of Interactive Marketing*, 19 (4), 18-33. (P 276)
- Yorkston, Eric and Geeta Menon (2004), "A sound idea: Phonetic effects of brand names on consumer judgments," *Journal of Consumer Research*, 31 (June), 43-51. (P 194, 195)
- Yu, Jay and Brenda Cude (2009), "'Hello, Mrs. Sarah Jones! We recommend this product!'" Consumers' perceptions about personalized advertising: Comparisons across advertisements delivered via three different types of media," *International Journal of Consumer Studies*, 33, 503-14. (P 194)
- Zajonc, R. B. (1968), "The attitudinal effects of mere exposure," *Journal of Personality and Social Psychology* (monograph supplement), 10 (2), 1-27. (P 99)
- Zanot, Eric J. (1984), "Public attitudes towards advertising," *International Journal of Advertising*, 3, 3-15. (P 1)
- Zellinger, David A., H. L. Fromkin, D. E. Speller, and C. A. Kohn (1975), "A commodity theory analysis of the effects of age restrictions upon pornographic materials," *Journal of Applied Psychology*, 60 (1), 94-9. (P 74)
- Zhang, Shi and Arthur B. Markman (2001), "Processing product unique features: Alignability and involvement in preference construction," *Journal of Consumer Psychology*, 11 (1), 13-27. (P 159)
- Ziliak, Stephen T. and Deirdre N. McCloskey (2008), *The Cult of Statistical Significance*. Ann Arbor, MI: University of Michigan Press. (P 5)
- Zillman, Dolf and Joanne R. Cantor (1973), "Induction of curiosity via rhetorical questions and its effect on the learning of factual materials," *British Journal of Educational Psychology*, 43, 172-80. (P 166)
- Zimbardo, Philip G. and Michael R. Leippe (1991), *The Psychology of Attitude Change and Social Influence*. New York: McGraw-Hill. (P 4)
- Zinkhan, George M. (1984), "Rating industrial advertisements," *Industrial Marketing Management*, 13, 48-48. (P 234)
- Zinkhan, George M. and Betsy D. Gelb (1986), "What Starch scores predict," *Journal of Advertising Research*, 26 (4), 45-50. (P 300)

## Literatuur Invloed

- Aaker, D.A., *Managing Brand Equity*, Free Press, New York 1991.
- Abrams, D., Wetherell, M., Cochrane, S., Hogg, M.A. & Turner, J.C., Knowing what to think by knowing who you are, *British Journal of Social Psychology* 29, 97-119, 1990.
- Adams, G.R., Physical Attractiveness Research: Toward a developmental social psychology of beauty, *Human Development* 20, 217-239, 1977.
- Albarracín, D., & Wyer, R.S., Elaborative and nonelaborative processing of a behavior-related communication, *Personality and Social Psychology Bulletin*, 27, 691-705, 2001.
- Allgeier, A.R., Byrne, D., Brooks, B. & Revnes, D., The waffle phenomenon: Negative evaluations of those who shift attitudinally, *Journal of Applied Social Psychology*, 9, 170-182, 1979.
- Allison, S.T., Mackie, D.M., Muller, M.M. & Worth, L.T., Sequential correspondence biases and perceptions of change, *Personality and Social Psychology Bulletin*, 19, 151-157, 1993.
- Allison, S.T. & Messick D.M., The feature-positive effect, attitude strength, and degree of perceived consensus, *Personality and Social Psychology Bulletin*, 14, -241, 1988.
- Anderson, S.M. & Zimbardo, P.G., On resisting social influence, *Cultic Studies Journal*, 1, 196-219, 1984.
- Ardry, R., *The Social Contract*, Atheneum, New York 1970.
- Aronson, E., The jigsaw route to learning and liking, *Psychology Today*, 43-50, februari 1975.
- Aronson, E., Bridgeman, D.L. & Geffner, R., The effects of a cooperative classroom structure on students' behavior and attitudes, in D. Bar-Tal & L. Saxe (red.), *Social Psychology of Education: Theory and Research*, Halstead Press, New York 1978a.
- Aronson, E., Bridgeman, D.L. & Geffner, R., Interdependent interactions and prosocial behavior, *Journal of Research and Development in Education*, 12, 16-27, 1978b.
- Aronson, E. & Mills, J., The effect of severity of initiation on liking for a group, *Journal of Abnormal and Social Psychology*, 59, 177-181, 1959.
- Aronson, E., Stephan, C., Sikes, J., Blaney, N. & Snapp, M., *The Jigsaw Classroom*, Sage Publications, Beverly Hills CA, 1978.

- Asch, S., Forming impressions of personality, *Journal of Abnormal and Social Psychology*, 41, 258-290, 1946.
- Ashmore, R.D., Ramchandra, V. & Jones, R.A., *Censorship as an attitude change induction*, artikel gepresenteerd op het congres van de Eastern Psychological Association, New York, april 1971.
- Asimov, I., The Miss America pageant, *TV Guide*, 30 augustus 1975.
- Aune, R.K., & Basil, M.C., A relational obligations approach to the foot-in-the-mouth effect, *Journal of Applied Social Psychology*, 24, 546-556, 1994.
- Bachman, W. & Katzev, R., The effects of noncontingent free bus tickets and personal commitment on urban bus ridership, *Transportation Research*, 16A (2), 103-108, 1982.
- Bandura, A., Grusec, J.E. & Menlove, F.L., Vicarious extinction of avoidance behavior, *Journal of Personality and Social Psychology*, 5, 16-23, 1967.
- Bandura, A. & Menlove, F.L., Factors determining vicarious extinction of avoidance behavior through symbolic modeling, *Journal of Personality and Social Psychology*, 8, 99-108, 1968.
- Bargh, J.A. & Williams, E.L., The automaticity of social life, *Current Directions in Psychological Science*, 15, 1-4, 2006.
- Barhaugh, K., Het besluit van het schoolbestuur te Choteau nam een unieke kans om te leren weg. *Great Falls Tribune online*. Uit <http://www.greatfallstribune.com/apps/pbcs.dll/article?AID=2008080140306>, 17 januari 2008.
- Barker, J., Judges on junkets, *The Arizona Republic*, p. A1, A6, A7, 10 mei 1998.
- Bastardi, A. & Shafir, E., Nonconsequential reasoning and its consequences, *Current Directions in Psychological Science*, 9, 216-219, 2000.
- Benson, P.L., Karabenic, S.A. & Lerner, R.M., Pretty pleases: The effects of physical attractiveness on race, sex and receiving help, *Journal of Experimental Social Psychology*, 12, 409-415, 1976.
- Benton, A.A., Kelley, H.H. & Liebling, B., Effects of extremity of offers and concession rate on the outcomes of bargaining, *Journal of Personality and Social Psychology*, 24, 73-83, 1972.
- Berry, S.H. & Kanouse, D.E., Physician response to a mailed survey: An experiment in timing of payment, *Public Opinion Quarterly*, 51, 102-114, 1987.
- Berscheid, E. & Walster [Hatfield], E., *Interpersonal attraction*, Addison-Wesley, Reading MA, 1978.
- Bickman, L., The social power of a uniform, *Journal of Applied Social Psychology*, 4, 47-61, 1974.
- Bierley, C., McSweeney, F.K. & Vannieuwkerk, R., Classical conditioning preferences of stimuli, *Journal of Consumer Research*, 12, 316-323, 1985.
- Blake, R. & Mouton, J., Intergroup problem solving in organizations: From theory to practice, in W. Austin & S. Worchel (red.), *The social psychology of intergroup relations*, Brooks/Cole, Monterey CA, 1979.
- Blass, T., The Milgram paradigm after 35 years: Some things we know about obedience to authority, *Journal of Applied Social Psychology*, 29, 955-978, 1999.

- Blass, T., *The man who shocked the world: The life and legacy of Stanley Milgram*, Basic Books, New York 2004.
- Bodenhausen, G.V., Stereotypes as judgmental heuristics: Evidence of circadian variations in discrimination, *Psychological Science*, 1, 319-322, 1990.
- Bodenhausen G.V., Macrae, C.N. & Sherman, J.W., On the dialectics of discrimination: Dual processes in social stereotyping, in S. Chaiken & I. Trope (red.), *Dual-process theories in social psychology*, 271-290, Guilford, New York 1999.
- Boen, F., Vanbeselaere, N., Pandelaere, M., Dewitte, S., Duriez, B., Snauwaert, B., Feys, J., Dierckx, V. & Van Avermaet, E., Politics and basking-in-reflected-glory, *Basic and Applied Social Psychology*, 24, 205-214, 2002.
- Bollen, K.A. & Phillips, D.P., Imitative suicides: A national study of the effects of television news stories, *American Sociological Review*, 47, 802-809, 1982.
- Bond, M.H. & Smith, P.B., Culture and conformity: A meta-analysis of studies using Asch's (1952b, 1956) line judgment task, *Psychological Bulletin*, 119, 111-137, 1996.
- Bornstein, R.F., Leone, D.R. & Galley, D.J., The generalizability of subliminal mere exposure effects, *Journal of Personality and Social Psychology*, 53, 1070-1079, 1987.
- Brehm, J.W., *A theory of psychological reactance*, Academic Press, New York 1966.
- Brehm, S.S., Psychological reactance and the attractiveness of unattainable objects: Sex differences in children's responses to an elimination of freedom, *Sex Roles*, 7, 937-949, 1981.
- Brehm, S.S. & Weintraub, M., Physical barriers and psychological reactance: Two-year-old's responses to threats to freedom, *Journal of Personality and Social Psychology*, 35, 830-836, 1977.
- Brinol, P., Petty, R.E. & Wheeler, S.C., Discrepancies between explicit and implicit self-concepts: Consequences for information processing, *Journal of Personality and Social Psychology*, 91, 154-170, 2006.
- Brock, T.C., Implications of commodity theory for value change, in A.G. Greenwald, T.C. Brock & T.M. Ostrom (red.), *Psychological foundations of attitudes*, Academic Press, New York 1968.
- Brockner, J. & Rubin, J.Z., *Entrapment in escalating conflicts: A social psychological analysis*, Springer-Verlag, New York 1985.
- Brown, M., Middelbare school te Montana last toespraak over klimaat af. MiamiHerald.com. Uit <http://www.miamiherald.com/news/nation/AP/story/383710>, 17 januari 2008.
- Brown, S.L., Asher, T. & Cialdini, R.B., Evidence of a positive relationship between age and preference for consistency, *Journal of Research in Personality*, 39, 517-533, 2005.
- Brownstein, A., Biased predecision processing, *Psychological Bulletin*, 129, 545-568, 2003.
- Brownstein, A., Read, S.J. & Simon, D., *Personality and Social Psychology Bulletin*, 30, 89-904, 2004.
- Brownstein, R. & Katzev, R., The relative effectiveness of three compliance techniques in eliciting donations to a cultural organization, *Journal of Applied Social Psychology*, 15, 564-574, 1985.

- Budesheim, T.L. & DePaola, S.J., Beauty or the beast? The effects of appearance, personality, and issue information on evaluations of political candidates, *Personality and Social Psychology Bulletin*, 20, 339-348, 1994.
- Burger, J.M. (in druk), Replicating Milgram: Would people still obey today? *American Psychologist*.
- Burger, J.M. & Caldwell, D.F., The effects of monetary incentives and labeling on the foot-in-the-door-effect, *Basic and Applied Social Psychology*, 25, 235-241, 2003.
- Burger, J.M., Horita, M., Kinoshita, L., Roberts, K. & Vera, C., Effects of time on the norm of reciprocity, *Basic and Applied Social Psychology*, 19, 91-100, 1997.
- Burger, J.M., Messian, N., Patel, S., Del Prado, A. & Anderson, C., What a coincidence! The effects of incidental similarity on compliance, *Personality and Social Psychology Bulletin*, 30, 35-43, 2004.
- Burger, J.M. & Petty, R.E., The low-ball compliance technique: Task or person commitment? *Journal of Personality and Social Psychology*, 40, 492-500, 1981.
- Burgoon, M., Alvaro, E., Grandpre, J. & Voulodakis, M., Revisiting the theory of psychological reactance, in J.P. Dillard & M. Pfau (red.), *The persuasion handbook: Theory and practice*, 213-232, Sage, Thousand Oaks CA, 2002.
- Burn, S.W., Social psychology and the stimulation of recycling behaviors: The block leader approach, *Journal of Applied Social Psychology*, 21, 611-629, 1991.
- Bushman, B.J., The effects of apparel on compliance, *Personality and Social Psychology Bulletin*, 14, 459-467, 1988.
- Buss, D.M. & Kenrich, D.T., Evolutionary social psychology, in D.T. Gilbert, S.T. Fiske & G. Lindzey (red.), *The handbook of social psychology*, 4e druk, vol. 2, 928-1026, McGraw-Hill, Boston 1998.
- Carducci, B.J., Deuser, P.S., Bauer, A., Large, M. & Ramaekers, M., An application of the foot-in-the-door technique to organ donation, *Journal of Business and Psychology*, 4, 245-249, 1989.
- Castellow, W.A., Wuensch, K.L. & Moore, C.H., Effects of physical attractiveness and persuasion, *Journal of Social Behavior and Personality*, 5, 547-562, 1990.
- Chaiken, S., Communicator physical attractiveness and persuasion, *Journal of Personality and Social Psychology*, 37, 1387-1397, 1979.
- Chaiken, S., Physical appearance and social influence, in C.P. Herman, M.P. Zanna & E.T. Higgins (red.), *Physical appearance, stigma and social behavior: The Ontario Symposium*, vol. 3, 143-147, Lawrence Erlbaum, Hillsdale NJ 1986.
- Chaiken, S. & Trope, Y. (red.), *Dual-process theories in social psychology*, 73-96, Guilford, New York 1999.
- Chajut, E. & Algom, D., Selective attention improves under stress, *Journal of Personality and Social Psychology*, 85, 231-248, 2003.
- Chartrand, T.L. & Bargh, J.A., The chameleon effect: the perception-behavior link and social interaction, *Journal of Personality and Social Psychology*, 76, 893-910, 1999.
- Cialdini, R.B. & Ascani, K., Test of a concession procedure for inducing verbal, behavioral, and further compliance with a request to give blood, *Journal of Applied Psychology*, 61, 295-300, 1976.



- Cialdini, R.B., Borden, R.J., Thorne, A., Walker, M.R., Freeman, S. & Sloan, L.R., Basking in reflected glory: Three (football) field studies, *Journal of Personality and Social Psychology*, 34, 366-375, 1976.
- Cialdini, R.B., Cacioppo, J.T., Bassett, R. & Miller, J.A., Low-ball procedure for inducing compliance: Commitment then cost, *Journal of Personality and Social Psychology*, 36, 463-476, 1978.
- Cialdini, R.B., Trost, M.R. & Newsom, J.T., Preference for consistency: The development of a valid measure and the discovery of surprising behavioral implications, *Journal of Personality and Social Psychology*, 69, 318-328, 1995.
- Cialdini, R.B., Vincent, J.E., Lewis, S.K., Catalan, J., Wheeler, D. & Darby, B.L., Reciprocal concessions procedure for inducing compliance: The door-in-the-face technique, *Journal of Personality and Social Psychology*, 31, 206-215, 1975.
- Cialdini, R.B., Wosinska, W., Barrett, D.W., Butner, J. & Gornik-Durose, M., Compliance with a request in two cultures: The differential influence of social proof and commitment/consistency on collectivists and individualists, *Personality and Social Psychology Bulletin*, 25, 1242-1253, 1999.
- Cioffi, D. & Garner, R., On doing the decision: The effects of active versus passive choice on commitment and self-perception, *Personality and Social Psychology Bulletin*, 22, 133-147, 1996.
- Clark, M.S., Record keeping in two types of relationship, *Journal of Personality and Social Psychology*, 47, 549-557, 1984.
- Clark, M.S. & Mills, J., Interpersonal attraction in exchange and communal relationships, *Journal of Personality and Social Psychology*, 37, 12-24, 1979.
- Clark, M.S., Mills, J. R. & Corcoran, D.M., Keeping track of needs and inputs of friends and strangers, *Personality and Social Psychology Bulletin*, 15, 533-542, 1989.
- Clark, M.S., Mills, J. & Powell, M., Keeping track of needs in communal and exchange relationships, *Journal of Personality and Social Psychology*, 51, 333-338, 1986.
- Clark, M.S. & Waddell, B., Perceptions of exploitation in communal and exchange relationships, *Journal of Personal and Social Relationships*, 2, 403-418, 1985.
- Clark, R.D., III, & Word, L.E., Why don't bystanders help? Because of ambiguity? *Journal of Personality and Social Psychology*, 24, 392-400, 1972.
- Clark, R.D., III & Word, L.E., Where is the apathetic bystander? Situational characteristics of the emergency, *Journal of Personality and Social Psychology*, 29, 279-287, 1974.
- Cohen, A., Special report: troubled kids, *Time*, 31 mei 1999, p. 38.
- Cohen, M. & Davis, N., *Medication errors: Causes and prevention*, G.F. Stickley Co., Philadelphia 1981.
- Cook, D., *Charles de Gaulle: A biography*, Putnam, New York 1984.
- Craig, K.D. & Prkachin, K.M., Social modeling influences on sensory decision theory and psychophysiological indexes of pain, *Journal of Personality and Social Psychology*, 36, 805-815, 1978.
- Cronley, M., Posavac, S.S., Meyer, T., Kardes, F.R. & Kellaris, J.J., A selective hypothesis testing perspective on price-quality inference and inference-based choice, *Journal of Consumer Psychology*, 15, 159-169, 2005.

- Dai, X., Wertenbroch, K. & Brendel, C.M., The value heuristic in judgments of relative frequency, *Psychological Science*, 19, 18-19, 2008.
- Darley, J.M. & Latané, B., Bystander intervention in emergencies: Diffusion of responsibility, *Journal of Personality and Social Psychology*, 8, 377-383, 1968.
- Dauten, D., How to be a good waiter and other innovative ideas, *Arizona Republic*, D3, 22 juli 2004.
- Davidson, P., Gates speaks softly of antitrust laws, *USA Today*, 16 juni 1999, p. 82.
- Davies, J.C., Toward a theory of revolution, *American Sociological Review*, 27, 5-19, 1962.
- Davies, J.C., The J-curve of rising and declining satisfactions as a cause of some great revolutions and a contained rebellion. In H.D. Graham & T.R. Gurr, (red.), *Violence in America*, Signet Books, New York 1969.
- Deci, E.L. & Ryan, R.M., *Intrinsic motivation and self-determination in human behavior*, Plenum, New York 1985.
- DeDreu, C.K.W. & McCusker, C., Gain-loss frames and cooperation in two-person social dilemmas: A transformational analysis, *Journal of Personality and Social Psychology*, 72, 1093-1106, 1997.
- De Paulo, B.M., Nadler, A. & Fisher, J.D. (red.), *New directions in helping: Vol. 2, Help seeking*, Academic Press, New York 1983.
- Deutsch, M. & Gerard, H.B., A study of normative and informational social influences upon individual judgment, *Journal of Abnormal and Social Psychology*, 51, 629-636, 1955.
- Dhami, M.K., Psychological models of professional decision making, *Psychological Science*, 14, 175-180, 2003.
- Dion, K.K., Physical attractiveness and evaluation of Children's transgressions, *Journal of Personality and Social Psychology*, 24, 207-213, 1972.
- Dixon, J., Durrheim, K. & Tredoux, C., Beyond the optimal contact strategy: A reality check for the contact hypothesis, *American Psychologist*, 60, 697-711, 2005.
- Doob, A.N. & Gross, A.E., Status of frustrator as an inhibitor of horn-honking response, *Journal of Social Psychology*, 76, 213-218, 1968.
- Downs, A.C. & Lyons, P.M., Natural observations of the links between attractiveness and initial legal judgments, *Personality and Social Psychology Bulletin*, 17, 541-547, 1990.
- Drachman, D., deCarufel, A. & Insko, C.A., The extra credit effect in interpersonal attraction, *Journal of Experimental Social Psychology*, 14, 458-467, 1978.
- Driscoll, R., Davis, K.E. & Lipetz, M.E., Parental interference and romantic love: The Romeo and Juliet effect, *Journal of Personality and Social Psychology*, 24, 1-19, 1972.
- Eagly, A.H., Wood, W. & Chaiken, S., Causal inferences about communicators and their effect on opinion change, *Journal of Personality and Social Psychology*, 36, 424-435, 1978.
- Easterbrook, J.A., The effects of emotion on cue utilization and the organization of behavior, *Psychological Review*, 66, 183-201, 1959.
- Efran, M.G. & Patterson, E.W.J., *The politics of appearance*, ongepubliceerd manuscript, University of Toronto, 1976.

- Eibl-Eibesfeldt, I., *Ethology: The biology of behavior*, 2e druk, Holt, Rinehart & Winston, New York 1975.
- Emswiler, T., Deaux, K. & Willits, J.E., Similarity, sex, and requests for small favors, *Journal of Applied Social Psychology*, 1, 284-291, 1971.
- Epley, N. & Gilovich, T., The anchoring-and-adjustment heuristic: Why adjustments are insufficient, *Psychological Science*, 17, 311-318, 2006.
- Eron, L.D. & Huesmann, L.R., The role of television in the development of prosocial and antisocial behavior, in D. Olweus, M. Radke-Yarrow & J. Block, (red.), *Development of prosocial and antisocial behavior*, Academic Press, Orlando Florida, 1985.
- Evans, F.B., *American Behavioral Scientists*, 6(7), 76-79, 1963.
- Facci, E.L. & Kasarda, J.D., Revisiting wind-shear accidents: The social proof factor. Proceedings of the 49th Corporate Aviation Safety Seminar (205-232), Flight Safety Foundation, Alexandria, VA 2004.
- Fang, X., Singh, S. & Ahluwalia, R., An examination of different explanations for the mere exposure effect, *Journal of Consumer Research*, 34, 97-103, 2007.
- Fazio, R.H., Blascovich, J. & Driscoll, D., On the functional value of attitudes, *Personality and Social Psychology Bulletin*, 18, 388-401, 1992.
- Fazio, R.H., Sherman, S.J. & Herr, P.M., The feature-positive effect in the self-perception process, *Journal of Personality and Social Psychology*, 42, 404-411, 1982.
- Feinberg, R.A., Credit cards as spending facilitating stimuli, *Journal of Consumer Research*, 13, 348-356, 1986.
- Feinberg, R.A., The social nature of the classical conditioning phenomena in people, *Psychological Reports*, 67, 331-334, 1990.
- Fenigstein, A., Scheier, M.F. & Buss, A.H., Public and private self-consciousness: Assessment and theory, *Journal of Consulting and Clinical Psychology*, 43, 522-527, 1975.
- Festinger, L., A theory of social comparison processes, *Human Relations*, 7, 117-140, 1954.
- Festinger, L., *A theory of cognitive dissonance*, Stanford University Press, Stanford 1957.
- Festinger, L., Riecken, H.W. & Schachter, S., *When prophecy fails*, Harper & Row, New York 1964.
- Fiske, S.T. & Neuberg, S.L., A continuum of impression formation: Influences of information and motivation on attention and interpretation, in M.P. Zanna (red.), *Advances in experimental social psychology*, vol. 23, 1-74, Academic Press, New York 1990.
- Fleming, T., 13 things you never knew about the American Revolution, *Parade*, 14-15, 23 november 1997.
- Flynn, F.J., What have you done for me lately? Temporal adjustments to favor evaluations, *Organizational Behavior and Human Decision Processes*, 91, 38-50, 2002.
- For women, all's pheromones in love, war, *The Arizona Republic*, p. E19, 7 maart 1999.
- Foster, E., Lobbyists circle over capitol, *The Arizona Republic*, p. A1, A6, 28 januari 1991.
- Foushee, M.C., Dyads and triads at 35,000 feet: Factors affecting group process and aircraft performance, *American Psychologist*, 39, 885-893, 1984.
- Fox, M.W., *Concepts in ethology: Animal and human behavior*, University of Minnesota Press, Minneapolis 1974.

- Freedman, J.L., Long-term behavioural effects of cognitive dissonance, *Journal of Experimental Social Psychology*, 1, 145-155, 1965.
- Freedman, L.J. & Fraser, S.C., Compliance without pressure: The foot-in-the-door technique, *Journal of Personality and Social Psychology*, 4, 195-203, 1966.
- Frenzen, J.R. & Davis, H.L., Purchasing behavior in embedded markets, *Journal of Consumer Research*, 17, 1-12, 1990.
- Fromkin, H.L. & Brock, T.C., A commodity theory analysis of persuasion, *Representative Research in Social Psychology*, 2, 47-57, 1971.
- Furnham, A., Factors relating to the allocation of medical resources, *Journal of Social Behavior and Personality*, 11, 615-624, 1996.
- Gaertner, S.L., Dovidio, J.F., Rust, M.C., Neir, J.A., Banker, B.S., Ward, C.M., Mottola, G.R. & Houlette, M., Reducing intergroup bias: Elements of intergroup cooperation, *Journal of Personality and Social Psychology*, 76, 388-402, 1999.
- Ganzberg, M., *New York Times*, p. 1, 27 maart 1964.
- Garner, R.L., *What's in a name: Persuasion perhaps?* Ongepubliceerd manuscript, Sam Houston State University, 1999.
- Gawronski, B., Implicational schemata and the correspondence bias: On the diagnostic value of situationally constrained behavior, *Journal of Personality and Social Psychology*, 84, 1154-1171, 2003.
- George, W.H., Gournic, S.J. & McAfee, M.P., Perceptions of postdrinking female sexuality, *Journal of Applied Social Psychology*, 18, 1295-1317, 1988.
- Gerard, H.B. & Mathewson, G.C., The effects of severity of initiation on liking for a group: A replication, *Journal of Experimental Social Psychology*, 2, 278-287, 1966.
- Gergen, K., Ellsworth, P., Maslach, C. & Seipel, M., Obligation, donor resources, and reaction to aid in three cultures, *Journal of Personality and Social Psychology*, 31, 390-400, 1975.
- Gigerenzer, G. & Goldstein, D.G., Reasoning the fast and frugal way: Models of bounded rationality, *Psychological Review*, 103, 650-669, 1996.
- Gilbert, D.T. & Osborne, R.E., Thinking backward: Some curable and incurable consequences of cognitive business, *Journal of Personality and Social Psychology*, 57, 940-949, 1989.
- Gleick, E., Marine blood sports, *Time*, p. 30, 10 februari 1997.
- Goldstein, N.J., Mortensen, C.R., Griskevicius, V. & Cialdini, R.B., I'll scratch your back if you scratch my brother's: The extended self and extradyadic reciprocity norms. Poster bij de conferentie van de Society of Personality and Social Psychology, Memphis, TN, januari 2007.
- Gonzales, M.H., Davis, J.M., Loney, G.L., Lukens, C.K. & Junghans, C.M., Interactional approach to interpersonal attraction, *Journal of Personality and Social Psychology*, 44, 1192-1197, 1983.
- Goodenough, U.W., Deception by pathogens, *American Scientist*, 79, 344-355, 1991.
- Gordon, R.E. & Gordon, K., *The blight on the ivy*. Prentice-Hall, Englewood Cliffs NJ, 1963.

- Gorn, G.J., The effects of music in advertising on choice behavior: A classical conditioning approach, *Journal of Marketing*, 46, 94-101, 1982.
- Gould, M.S. & Shaffer, D., The impact of suicide in television movies, *The New England Journal of Medicine*, 315, 690-694, 1986.
- Grandson's drowning shifts Nicklaus' focus away from golf, <http://philly.com/mld/inquirer/sports/11076559.htm>, 8 maart 2005.
- Green, F., The 'foot-in-the-door' technique, *American Salesmen*, 10, 14-16, 1965.
- Greenberg, M.S. & Shapiro, S.P., Indebtedness: An adverse effect of asking for and receiving help, *Sociometry*, 34, 290-301, 1971.
- Greenwald, A.F., Carnot, C.G., Beach, R. & Young, B., Increasing voting behavior by asking people if they expect to vote, *Journal of Applied Psychology*, 72, 315-318, 1987.
- Gregory, S.W. & Webster, S., A nonverbal signal in voices of interview partners effectively predicts communication accommodation and social status perceptions, *Journal of Personality and Social Psychology*, 70, 1-1240, 1996.
- Grier, S.A., Mensinger, J.L., Huang, S.H., Kumanyika & Stettler, N., Fast food marketing and children's fast food consumption: Exploring parental influences in an ethnically diverse sample, *Journal of Public Policy and Marketing*, 26, 221-235, 2007.
- Gruner, S.J., Reward good consumers, *Inc.*, p. 84, November 1996.
- Grush, J.E., Impact of candidate expenditures, regionality and prior outcomes on the 1976 Democratic presidential primaries, *Journal of Personality and Social Psychology*, 38, 337-347, 1980.
- Grush, J.E., McKeough, K.L. & Ahlering, R.F., Extrapolating laboratory exposure experiments to actual political elections, *Journal of Personality and Social Psychology*, 36, 257-270, 1978.
- Guess who's coming to dinner: A robber! *Milwaukee Journal-Sentinel*, A2, 14 juli 2007.
- Hammermesh, D. & Biddle, J.E., Beauty and the labor market, *The American Economic Review*, 84, 1174-1194, 1994.
- Harper, C.R., Kiddera, C.J. & Cullen, J.F., Study of simulated airplane pilot incapacitation: Phase II, subtle or partial loss of function, *Aerospace Medicine*, 42, 946-948, 1971.
- Haselton, M.G. & Nettle, D., The paranoid optimist: An integrated evolutionary model of cognitive biases, *Personality and Social Psychology Review*, 10, 47-66, 2006.
- Heider, F., Attitudes and cognitive organization, *Journal of Psychology*, 21, 107-112, 1946.
- Heilman, M.E., Oppositional behavior as a function of influence attempt intensity and retaliation threat, *Journal of Personality and Social Psychology*, 33, 574-578, 1976.
- Higgins, C.A. & Judge, T.A., The effect of applicant influence tactics on recruiter perceptions of fit and hiring recommendations: A field study, *Journal of Applied Psychology*, 89, 622-632, 2004.
- Higgins, E.T., Lee, J., Kwon, J. & Trope, Y., When combining intrinsic motivations undermines interest, *Journal of Personality and Social Psychology*, 68, 749-767, 1995.
- Higham, P.A. & Carment, D.W., The rise and fall of politicians, *Canadian Journal of Behavioral Science*, 404-409, 1992.
- Hill, G.W., Group versus individual performance: Are N + 1 heads better than one? *Psychological Bulletin*, 91, 517-539, 1982.



- Hobfoll, S.E., The influence of culture, community, and the nested-self in the stress proces, *Applied Psychology: An International Review*, 50, 337-421, 2001.
- Hockey, G.R.J. & Hamilton, P., Arousal and information selection in short-term memory, *Nature*, 226, 866-867, 1970.
- Hoffing, C.K., Brotzman, E., Dalrymple, S., Graves, N. & Pierce, C.M., An experimental study of nurse-physician relationships, *Journal of Nervous and Mental Disease*, 143, 171-180, 1966.
- Hofstede, G., *Culture's consequences*, Sage, Beverly Hills, CA 1980.
- Hölldobler, B., Communication between ants and their guests, *Scientific American*, 198, 68-76, 1971.
- Hornstein, H.A., Fisch, E. & Holmes, M., Influence of a model's feeling about his behavior and his relevance as a comparison other on observer's helping behavior, *Journal of Personality and Social Psychology*, 10, 222-226, 1968.
- Howard, D.J., The influence of verbal responses to common greetings on compliance behavior: The foot-in-the-mouth effect, *Journal of Applied Social Psychology*, 20, 1185-1196, 1990.
- Howard, D.J., Gengler, C. & Jain, A., What's in a name? A complimentary means of persuasion, *Journal of Consumer Research*, 22, 200-211, 1995.
- Howard, D.J., Gengler, C. & Jain, A., The name remembrance effect, *Journal of Social Behavior and Personality*, 12, 801-810, 1997.
- Howe, M.L., Memories from the cradle, *Current Directions in Psychological Science*, 12, 62-65, 2003.
- Hunt, J.M., Domzal, T.J. & Kernan, J.B., Causal attribution and persuasion: The case of disconfirmed expectancies, in A. Mitchel, (red.), *Advances in consumer research*, vol. 9, Association for Consumer Research, Ann Arbor MI, 1981.
- James, J.M. & Bolstein, R., Effect of monetary incentives and follow-up mailings on the response rate and response quality in mail surveys, *Public Opinion Quarterly*, 54, 442-453, 1992.
- Johnson, C.S., *Fraternalities in our colleges*, National Interfraternity Foundation, New York 1972.
- Johnson, D.W., Social interdependence: Interrelationships among theory, research and practice, *American Psychologist*, 58, 934-945, 2003.
- Jones, E.E. & Harris, V.E., The attribution of attitudes, *Journal of Experimental Social Psychology*, 3, 1-24, 1967.
- Jones, J.T., Pelham, B.W., Carvallo, M. & Mirenberg, M.C., How do I love thee? Let me count the J's. Implicit egoism and interpersonal attraction, *Journal of Personality and Social Psychology*, 87, 665-683, 2004.
- Joule, R.V., Tobacco deprivation: The foot-in-the-door technique versus the low-ball technique, *European Journal of Social Psychology*, 17, 361-365, 1987.
- Judge, T.A. & Cable, D.M., The effect of physical height on workplace success and income, *Journal of Applied Psychology*, 89, 428-441, 2004.
- Kahn, B.E. & Baron, J., An exploratory study of choice rules favored for high-stakes decisions, *Journal of Consumer Psychology*, 4, 305-328, 1995.



- Kahneman, D., Slovic, P. & Tversky, A. (red.), *Judgement under uncertainty: Heuristics and biases*, Cambridge University Press, New York 1982.
- Kamisar, Y., *Police interrogation and confession: Essays in law and policy*, University of Michigan Press, Ann Arbor 1980.
- Katzev, R. & Johnson, T., Comparing the effects of monetary incentives and foot-in-the-door strategies in promoting residential electricity conservation, *Journal of Applied Psychology*, 14, 12-27, 1984.
- Katzev, R. & Pardini, A., The comparative effectiveness of token reinforcers and personal commitment in promoting recycling, *Journal of Environmental Systems*, 17, 93-113, 1988.
- Keinan, G., Decision making under stress: Scanning of alternatives under controllable and uncontrollable threats, *Journal of Personality and Social Psychology*, 52, 639-644, 1987.
- Kenrick, D.T., Gutierrez, S.E. & Goldberg, L.L., Influence of popular erotica on judgments of strangers and mates, *Journal of Experimental and Social Psychology*, 25, 159-167, 1989.
- Kenrick, D.T. & Keefe, R.C., Age preferences in mates reflect sex differences in human reproductive strategies, *Brain and Behavioural Sciences*, 15, 75-133, 1992.
- Kerr, N.L. & MacCoun, R.J., The effects of jury size and polling method on the process and product of jury deliberation, *Journal of Personality and Social Psychology*, 48, 349-363, 1985.
- Ketelaar, T., *Emotions as mental representations of gains and losses: Translating prospect theory into positive and negative affect*, onderzoeksverslag, gepresenteerd op een vergadering van de American Psychological Society, New York, juni 1995.
- Kissinger, H., *Years of upheaval*, Little, Brown, Boston 1982.
- Knishinsky, A., *The effects of scarcity of material and exclusivity of information on industrial buyer perceived risk in provoking a purchase decision*, ongepubliceerd proefschrift, Arizona State University, Tempe 1982.
- Knouse, S.B., The letter of recommendation: Specificity and favorability information, *Personal Psychology*, 36, 331-341, 1983.
- Knox, R.E. & Inkster, J.A., Postdecisional dissonance at post time, *Journal of Personality and Social Psychology*, 8, 319-323, 1968.
- Kraut, R.E., Effects of social labeling on giving to charity, *Journal of Experimental Social Psychology*, 9, 551-562, 1973.
- Kruglanski, A.E. & Freund, T., The freezing and unfreezing of lay inferences: Effects on impression primacy, ethnic stereotyping, and numerical anchoring, *Journal of Experimental Social Psychology*, 19, 448-468, 1983.
- Kulka, R.A. & Kessler, J.R., Is justice really blind? The effect of litigant physical attractiveness on judicial judgment, *Journal of Applied Social Psychology*, 4, 336-381, 1978.
- Kunz, P.R. & Woolcott, M., Season's greetings: from my status to yours, *Social Science Research*, 5, 269-278, 1976.
- Kurtzburg, R.L., Safar, H. & Cavior, N., Surgical and social rehabilitation of adult of-

- fenders, *Proceedings of the 76th Annual Convention of the American Psychological Association*, 3, 649-650, 1968.
- Lack, D., *The life of the robin*, Cambridge University Press, Londen 1943.
- Langer, E.J., Minding matters, in L. Berkowitz (red.), *Advances in experimental social psychology*, vol. 22, Academic Press, New York 1989.
- Langer, E., Blank, A. & Chanowitz, B., The mindlessness of ostensibly thoughtful action: the role of 'placebic' information in interpersonal interaction, *Journal of Personality and Social Psychology*, 10, 215-221, 1978.
- Langlois, J.H., Kalakanis, A., Rubenstein, A.J., Larson, A., Hallam, M. & Smoot, M., Maxims or myths of beauty: A meta-analytic and theoretical review, *Psychological Bulletin*, 126, 390-423, 2000.
- Latané, B. & Darley, J.M., Group inhibition of bystander intervention in emergencies, *Journal of Personality and Social Psychology*, 10, 215-221, 1968a.
- Latané, B. & Darley, J.M., *The unresponsive bystander: Why doesn't he help?* Appleton-Century-Crofts, New York 1968b.
- Latané, B. & Nida, S., Ten years of research on group size and helping, *Psychological Bulletin*, 89, 308-324, 1981.
- Latané, B. & Rodin, J., A lady in distress: Inhibiting effects of friends and strangers on bystander intervention, *Journal of Experimental Social Psychology*, 5, 189-202, 1969.
- Laughlin, P.R., Social combination processes in cooperative problem-solving groups in verbal intellectual tasks, in M. Fishbein (red.), *Progress in social psychology*, Lawrence Erlbaum, Hillsdale NJ, 1980.
- Leakey, R. & Lewin, R., *People of the lake*, Anchor Press/Doubleday, New York 1978.
- Lee, F., Peterson, C. & Tiedens, L.Z., Mea culpa: Predicting stock prices from organizational attributions, *Journal of Personality and Social Psychology*, 30, 1636-1649, 2004.
- Lee, K.M. & Nas, C., The multiple source effect and synthesized speech: Doubly disembodied language as a conceptual framework, *Human Communication Research*, 30, 182-207, 2004.
- Lefkowitz, M., Blake, R.R. & Mouton, J.S., Status factors in pedestrian violation of traffic signals, *Journal of Abnormal and Social Psychology*, 51, 704-706, 1955.
- Leippe, M.R. & Elkin, R.A., When motives clash: Issue involvement and response involvement as determinants of persuasion, *Journal of Personality and Social Psychology*, 52, 269-278, 1987.
- Lepper, M.R. & Greene, D. (red.), *The hidden costs of reward*, Lawrence Erlbaum, Hillsdale NJ, 1978.
- Li, W., Moallem, I., Paller, K.A., Gottfried, J.A., Subliminal smells can guide social preferences, *Psychological Science*, 18, 1044-1049, 2007.
- Lieberman, J.D. & Arndt, J., Understanding the limits of limiting instructions, *Psychology, Public Policy, and Law*, 6, 677-711, 2000.
- Liebert, R. & Baron, R.A., Some immediate effects of televised violence on children's behavior, *Developmental Psychology*, 6, 469-475, 1972.
- Lloyd, J.E., Aggressive mimicry in *Photuris*: Firefly *femmes fatales*, *Science*, 149, 653-654, 1965.

- Locke, K.S. & Horowitz, L.M., Satisfaction in interpersonal interactions as a function of similarity in level of dysphoria, *Journal of Personality and Social Psychology*, 58, 823-831, 1990.
- Lott, A.J. & Lott, B.E., Group cohesiveness as interpersonal attraction: A review of relationships with antecedent and consequent variables, *Psychological Bulletin*, 64, 259-309, 1965.
- Lun, J., Sinclair, S., Whitchurch, E.R. & Glenn, C., (Why) do I think what you think? Epistemic social tuning and implicit prejudice, *Journal of Personality and Social Psychology*, 93, 957-972, 2007.
- Lynn, M., Scarcity effect on value: Mediated by assumed expensiveness, *Journal of Economic Psychology*, 10, 257-274, 1989.
- Lynn, M. & Shurgot, B.A., Responses to lonely hearts advertisements: Effects of reported physical attractiveness, physique, and coloration, *Personality and Social Psychology Bulletin*, 10, 349-357, 1984.
- Lytton, J., Correlates of compliance and the rudiments of conscience in two-year-old boys, *Canadian Journal of Behavioral Science*, 9, 242-251, 1979.
- Mack, D. & Rainey, D., Female applicants' grooming and personnel selection, *Journal of Social Behavior and Personality*, 5, 399-407, 1990.
- MacKenzie, B., When sober executives went on a bidding binge, *TV Guide*, 22 juni 1974.
- Mackworth, N.H., Visual noise causes tunnel vision, *Psychonomic Science*, 3, 67-68, 1965.
- Macrae, N., Multinational business, *The Economist*, 22 januari 1972.
- Magruder, J.S., *An American Life: One man's road to Watergate*, Atheneum, New York 1974.
- Major, B., Carrington, P.I. & Carnevale, P.J.D., Physical attractiveness and self-esteem: Attributions for praise from an other-sex evaluator, *Personality and Social Psychology Bulletin*, 10, 43-50, 1984.
- Manis, M., Cornell, S.D. & Moore, J.C., Transmission of attitude relevant information through a communication chain, *Journal of Personality and Social Psychology*, 30, 81-94, 1974.
- Markus, H. & Kitayama, S., Culture and the self: Implications of cognition, emotion, and motivation, *Psychological Bulletin*, 98, 224-253, 1991.
- Mather, M., Shafir, E. & Johnson, M.K., Misremembrance of options past: Source monitoring and choice, *Psychological Science*, 11, 132-138, 2000.
- Mauro, R., The constable's new clothes: Effects of uniforms on perceptions and problems of police officers, *Journal of Applied Social Psychology*, 14, 42-56, 1984.
- Mauss, M., *The gift*, (vert. I.G. Cunnison), Cohen and West, Londen 1954.
- Mazis, M.B., Antipollution measures and psychological reactance theory: A field experiment, *Journal of Personality and Social Psychology*, 31, 654-666, 1975.
- Mazis, M.B., Settle, R.B. & Leslie, D.C., Elimination of phosphate detergents and psychological reactance, *Journal of Marketing Research*, 10, 390-395, 1973.
- McCall, M. & Belmont, H.J., Credit card insignia and restaurant tipping: Evidence for an associative link, *Journal of Applied Psychology*, 81, 609-613, 1996.

- McGuinnies, E. & Ward, C.D., Better liked than right: Trustworthiness and expertise as factors in credibility, *Personality and Social Psychology Bulletin*, 6, 467-472, 1980.
- McKensie, C.R.M. & Chase, V.M. (in druk), Why rare things are precious: The importance of rarity in lay inference, in P.M. Todd, G. Gigerenzer & The ABC Research Group (red.), *Ecological rationality: Intelligence in the world*, Oxford University Press, Oxford.
- Meeus, W.H.J. & Raaijmakers, Q.A.W., Administrative obedience: Carrying out orders to use psychological-administrative violence, *European Journal of Social Psychology*, 16, 311-324, 1986.
- Melamed, B.F., Yurcheson, E., Fleece, L., Hutcherson, S. & Hawes, R., Effects of film modeling on the reduction of anxiety-related behaviors in individuals, varying in level of previous experience in the stress situation, *Journal of Consulting and Clinical Psychology*, 46, 1357-1374, 1978.
- Meyerwitz, B.E. & Chaiken, S., The effect of message framing on breast self-examination attitudes, intentions, and behavior, *Journal of Personality and Social Psychology*, 52, 500-510, 1987.
- Milgram, S., Behavioral study of obedience, *Journal of Abnormal and Social Psychology*, 67, 371-378, 1963.
- Milgram, S., The experience of living in cities, *Science*, 13, 1461-1468, 1970.
- Milgram, S., *Obedience to authority*, Harper & Row, New York 1974.
- Milgram, S., Bickman, L. & Berkowitz, O., Note on the drawing power of crowds of different size, *Journal of Personality and Social Psychology*, 13, 79-82, 1969.
- Miller, N., Campbell, D.T., Twedt, H. & O'Connell, E.J., Similarity, contrast and complementarity in friendship choice, *Journal of Personality and Social Psychology*, 3, 3-12, 1966.
- Miller, R.L., Seligman, C., Clark, N.T. & Bush, M., Perceptual contrast versus reciprocal concession as mediators of induced compliance, *Canadian Journal of Behavioral Science*, 8, 401-409, 1976.
- Mills, C.M. & Keil, F.C., The development of cynicism, *Psychological Science*, 16, 385-390, 2005.
- Mills, J. & Clark, M.S., Exchange and communal relationships, in L. Wheeler (red.), *Review of personality and social psychology*, vol. 3, Sage Publications, Beverly Hills CA, 1982.
- Mita, D.H., Dermer, M. & Knight, J., Reversed facial images and the mere exposure hypothesis, *Journal of Personality and Social Psychology*, 35, 597-601, 1977.
- Monahan, J.L., Murphy, S.T. & Zajonc, R.B., Subliminal mere exposure: Specific, general and diffuse effects, *Psychological Science*, 11, 462-466, 2000.
- Moriarty, T., Crime, commitment, and the responsive bystander, *Journal of Personality and Social Psychology*, 31, 370-376, 1975.
- Morrow, L., The Russian revolution, *Time*, 2 september 1991, p. 20.
- Murphy, S.T. & Zajonc, R.B., Affect, cognition and awareness, *Journal of Personality and Social Psychology*, 64, 723-739, 1993.
- Murray, D.A., Leupker, E.V., Johnson, C.A. & Mittlemark, M.B., The prevention of ciga-

- rette smoking in children: A comparison of four strategies, *Journal of Applied Social Psychology*, 14, 274-288, 1984.
- Naylor, R.W., Raghunathan, R. & Ramanathan, S., Promotions spontaneously induce a positive evaluative response, *Journal of Consumer Psychology*, 16, 295-305, 2006.
- Newcomb, T., An approach to the study of communicative acts, *Psychological Review*, 60, 393-404, 1953.
- News, *Stanford Business School Magazine*, 56, 3, 1988.
- Nosanchuk, T.A. & Lightstone, J., Canned laughter and public and private conformity, *Journal of Personality and Social Psychology*, 29, 153-156, 1974.
- O'Connor, R.D., Relative efficacy of modeling, shaping, and the combined procedures for modification of social withdrawal, *Journal of Abnormal Psychology*, 79, 327-334, 1972.
- O'Leary, S.G., Parental discipline mistakes, *Current Directions in Psychological Science*, 4, 11-13, 1995.
- Olsen, I.R. & Marshuetz, C., Facial attractiveness is appraised in a glance, *Emotion*, 5, 498-502, 2005.
- Olson, J.C., Price as an informational cue: Effects of product evaluations, in A.G. Woodside, J.N. Sheth & P.D. Bennett (red.), *Consumer and industrial buying behavior*, North-Holland, New York 1977.
- Oskamp, S. & Schultz, P.W., *Applied Social Psychology*, Prentice-Hall, Englewood Cliffs NJ, 1998.
- Overload of advice likely misled FBI, *Arizona Republic*, 8 oktober 1993, p. A13.
- Packard, V., *The hidden persuaders*, D. McKay Co, 1957.
- Paese, P.W. & Gilin, D.A., When an adversary is caught telling the truth, *Personality and Social Psychology Bulletin*, 26, 75-90, 2000.
- Pallak, M.S., Cook, D.A. & Sullivan, J.J., Commitment and energy conservation, *Applied Social Psychology Annual*, 1, 235-253, 1980.
- Paolini, S., Hewstone, M., Cairns, E. & Voci, A., Effects of direct and indirect cross-group friendships on judgments of Catholics and Protestants in Northern Ireland, *Personality and Social Psychology Bulletin*, 30, 770-786, 2004.
- Pardini, A. & Katzev, R., The effect of strength of commitment on newspaper recycling, *Journal of Environmental Systems*, 13, 245-254, 1983-1984.
- Parks, C.D., Sanna, L.J. & Berel, S.R., Actions of similar others as inducements to cooperate in social dilemmas, *Personality and Social Psychology Bulletin*, 27, 345-354, 2001.
- Paulhus, D.L., Martin, C.L. & Murphy, G.K., Some effects of arousal sex stereotyping, *Personality and Social Psychology Bulletin*, 18, 325-330, 1992.
- Peiponen, V.A., Verhaltensstudien am blaukehlchen (Behavior studies of the blue-throat), *Ornis Fennica*, 37, 69-83, 1960.
- Petrova, P.K., Cialdini, R.B. & Sills, S.J., Personal consistency and compliance across cultures, *Journal of Experimental Social Psychology*, 43, 104-111, 2007.
- Petty, R.E., Cacioppo, J.T. & Goldman, R., Personal involvement as a determinant of



- argument-based persuasion, *Journal of Personality and Social Psychology*, 41, 847-855, 1981.
- Petty, R.E. & Wegener, D.T., The elaboration likelihood model: Current status and controversies, in S. Chaiken & Y. Trope (red.), *Dual-process theories in social psychology*, 41-72. Guilford, New York 1999.
- Phalen, C.W., voorzitter (paneldiscussie van het N.I.C. Public Relations Committee), *Yearbook*, National Interfraternity Conference, New York 1951.
- Phillips, D.P., The influence of suggestion on suicide: Substantive and theoretical implications of the Werther effect, *American Sociological Review*, 39, 340-354, 1974.
- Phillips, D.P., Suicide, motor vehicle fatalities, and the mass media: Evidence toward a theory of suggestion, *American Journal of Sociology*, 84, 1150-1174, 1979.
- Phillips, D.P., Airplane accidents, murder, and the mass media: Towards a theory of imitation and suggestion, *Social Forces*, 58, 1001-1024, 1980.
- Phillips, D.P., The impact of mass media violence on U.S. homicides, *American Sociological Review*, 48, 560-568, 1983.
- Phillips, D.P. & Cartensen, L.L., Clustering of teenage suicides after television news stories about suicide, *The New England Journal of Medicine*, 315, 685-689, 1986.
- Phillips, D.P. & Cartensen, L.L., The effect of suicide stories on various demographic groups, 1968-1985, *Suicide and Life-Threatening Behavior*, 18, 100-114, 1988.
- Plassmann, H., O'Doherty, J., Shiv, B. & Rangel, A., Marketing actions can modulate neural representations of experienced pleasantness, *Proceedings of the National Academy of Sciences*, 105, 1050-1054, 2008.
- Platow, M.J., Haslam, S.A., Both, B., Chew, I., Cuddon, M., Goharpey, N., Maurer, J., Rosini, S., Tsekouras, A. & Grace, D.M., 'It's not funny if they're laughing', Self-categorization, social influence, and responses to canned laughter, *Journal of Experimental Social Psychology*, 41, 542-550, 2005.
- Pratkanis, A. & Shadel, D., *Weapons of fraud: A sourcebook for fraud fighters*, AARP Washington, Seattle, WA 2005.
- Provine, R., *Laughter: A scientific investigation*, Viking, New York 2000.
- Rao, A.R. & Monroe, K.B., The effect of price, brand name, and store name on buyer's perceptions of product quality, *Journal of Marketing Research*, 26, 351-357, 1989.
- Razran, G.H.S., Conditioning away social bias by the luncheon technique, *Psychological Bulletin*, 35, 693, 1938.
- Razran, G.H.S., Conditional response changes in rating and appraising socio-political slogans, *Psychological Bulletin*, 37, 481, 1940.
- Regan, D.T. & Kilduff, M., Optimism about elections: Dissonance reduction at the ballot box, *Political Psychology*, 9, 101-107, 1988.
- Regan, R.T., Effects of a favor and liking on compliance, *Journal of Experimental Social Psychology*, 7, 627-639, 1971.
- Richeson, J.A. & Shelton, J.N., Negotiating interracial interactions, *Current Directions in Psychological Science*, 16, 316-320, 2007.
- Ridley, M., *The origin of virtue: human instincts and the evolution of cooperation*, Penguin Books, Londen 1997.



- Riley, D. & Eckenrode, J., Social ties: Subgroup differences in costs and benefits, *Journal of Personality and Social Psychology*, 51, 770-778, 1986.
- Ritts, V., Patterson, M.L. & Tubbs, M.E., Expectations, impressions and judgments of physically attractive students: A review, *Review of Educational Research*, 62, 413-426, 1992.
- Roadside Victim Emails, [http://www.sky.com/skynews/article/\\_30100-1153482.00.html](http://www.sky.com/skynews/article/_30100-1153482.00.html), 29 september 2004.
- Rosen, S. & Tesser, A., On the reluctance to communicate undesirable information: The MUM effect, *Sociometry*, 33, 253-263, 1970.
- Rosenfield, D. & Stephan, W.G., Intergroup relations among children, in S. Brehm, S. Kassir & F. Gibbons (red.), *Developmental social psychology*, Oxford University Press, New York 1981.
- Rosenthal, A.M., *Thirty-eight witnesses*, McGraw-Hill, New York 1964.
- Ross, A.S., Effects of increased responsibility on bystander intervention: the presence of children, *Journal of Personality and Social Psychology*, 19, 306-310, 1971.
- Rothman, A.J., Martino, S.C., Bedell, B.T., Detweiler, J.B. & Salovey, P., The systematic influence of gain- and loss-framed messages on interest in and use of different types of health behavior, *Personality and Social Psychology Bulletin*, 25, 1355-1369, 1999.
- Rothman, A.J. & Salovey, P., Shaping perceptions to motivate healthy behavior: The role of message framing, *Psychological Bulletin*, 121, 3-19, 1997.
- Ruback, B.R. & Juieng, D., Territorial defense in parking lots: Retaliation against waiting drivers, *Journal of Applied Social Psychology*, 27, 821-834, 1997.
- Rubinstein, S., What they teach used car salesmen, *San Francisco Chronicle*, 30 januari 1985.
- Ruiz, R., Glenn, M. & Crowe, R., Apartment resident kills manager, self, <http://www.chron.com/disp/story.mpl/fron/4741970.html>, 24 april 2007.
- Rusbult, C.E., Van Lange, P.A.M., Wildschut, T., Yovetich, N.A., & Verette, J., Perceived superiority in close relationships: Why it exists and persists, *Journal of Personality and Social Psychology*, 79, 521-545, 2000.
- Russo, J.E., Carlson, K.A. & Meloy, M.G., Choosing an inferior alternative, *Psychological Science*, 17, 899-904, 2006.
- Salant, J.D., Study links donations, vote patterns, *The Arizona Republic*, A5, 20 juli 2003.
- Scammon, D.L., Information overload and consumers, *Journal of Consumer Research*, 4, 148-155, 1977.
- Schein, E., The Chinese indoctrination program for prisoners of war: A study of attempted 'brainwashing', *Psychiatry*, 19, 149-172, 1956.
- Schindler, R.M., Consequences of perceiving oneself as responsible for obtaining a discount, *Journal of Consumer Psychology*, 7, 371-392, 1998.
- Schlenker, B.R., Dlugolecki, D.W. & Doherty, K., The impact of self-presentations on self-appraisals and behavior: The power of public commitment, *Personality and Social Psychology Bulletin*, 20, 20-33, 1994.
- Schmidtke, A. & Hafner, H., The Werther effect after television films: New evidence for an old hypothesis, *Psychological Medicine*, 18, 665-676, 1988.

- Schultz, P.W., Changing behavior with normative feedback interventions: A field experiment on curbside recycling, *Basic and Applied Social Psychology*, 21, 25-36, 1999.
- Schwartzwald, D., Raz, M. & Zwibel, M., The applicability of the door-in-the-face technique when established behavior customs exist, *Journal of Applied Social Psychology*, 9, 576-586, 1979.
- Schwartz, N., When reactance effects persist despite restoration of freedom: Investigations of time delay and vicarious control, *European Journal of Social Psychology*, 14, 405-419, 1984.
- Sechrist, G.B. & Stangor, C., When are intergroup attitudes based on perceived consensus information? The role of group familiarity, *Social Influence*, 2, 211-235, 2007.
- Segal, H.A., Initial psychiatric findings of recently repatriated prisoners of war, *American Journal of Psychiatry*, 111, 358-363, 1954.
- Sengupta, J. & Johar, G.V., Contingent effects of anxiety on message elaboration and persuasion, *Personality and Social Psychology Bulletin*, 27, 139-150, 2001.
- Settle, R.B. & Gordon, L.L., Attribution theory and advertiser credibility, *Journal of Marketing Research*, 11, 181-185, 1974.
- Sheldon, K.M., Ryan, R.M., Rawsthorne, L.J. & Ilardi, B., Trait self and true self, *Journal of Personality and Social Psychology*, 73, 1380-1393, 1997.
- Shelley, M.K., Individual differences in lottery evaluation models, *Organizational Behavior and Human Decision Processes*, 60, 206-230, 1994.
- Shepperd, J.A. & Strathman, A.J., Attractiveness and height, *Personality and Social Psychology Bulletin*, 15, 617-627, 1989.
- Sherif, M., Harvey, O.J., White, B.J., Hood, W.R. & Sherif, C.W., *Intergroup conflict and cooperation: the Robber's Cave experiment*, University of Oklahoma Institute of Intergroup Relations, Norman OK, 1961.
- Sherman, S.J., On the self-erasing nature of errors of prediction, *Journal of Personality and Social Psychology*, 39, 211-221, 1980.
- Singer, E., Van Hoewyk, J. & Maher, M.P., Experiments with incentives in telephone surveys, *Public Opinion Quarterly*, 64, 171-188, 2000.
- Slavin, R.E., When does cooperative learning increase student achievement? *Psychological Bulletin*, 94, 429-445, 1983.
- Smith, G.H. & Engel, R., Influence of a female model on perceived characteristics of an automobile, *Proceedings of the 76th Annual Convention of the American Psychological Association*, 3, 681-682, 1968.
- Smith, P.B., Bond, M.H. & Kagitcibasi, C., *Understanding social psychology across cultures*, Sage, Thousand Oaks, CA 2006.
- Spangenberg, E.R. & Greenwald, A.G., Self-prophecy as a method for increasing participation in socially desirable behaviors, in W. Wosinska, R.B. Cialdini, D.W. Barrett & J. Reyskowski (red.), *The practice of social influence in multiple cultures*, Lawrence Erlbaum, Mahwah NJ, 2001.
- Stanne, M.B., Johnson, D.W. & Johnson, R.T., Does competition enhance or inhibit motor performance: A meta-analysis, *Psychological Bulletin*, 125, 133-154, 1999.
- Stelfox, H.T., Chua, G., O'Rourke, K. & Detsky, A.S., Conflict of interest in the debate

- over calcium-channel antagonists, *New England Journal of Medicine*, 333, 101-106, 1998.
- Stephan, W.G., School desegregation: An evaluation of predictions made in *Brown vs. Board of Education*, *Psychological Bulletin*, 85, 217-238, 1978.
- Stewart, J.E., II, Defendant's attractiveness as a factor in the outcome of trials, *Journal of Applied Social Psychology*, 10, 348-361, 1980.
- Strohmetz, D.B., Rind, B., Fisher, R. & Lynn, M., Sweetening the till – the use of candy to increase restaurant tipping, *Journal of Applied Social Psychology*, 32, 300-309, 2002.
- Styron, W., A farewell to arms, *New York Review of Books*, 24, 3-4, 1977.
- Suedfeldt, P., Bochner, S. & Matas, C., Petitioner's attire and petition signing by peace demonstrators: A field experiment, *Journal of Applied Social Psychology*, 1, 278-283, 1971.
- Surowiecki, J., *The wisdom of crowds*, Doubleday, New York 2004.
- Swap, W.C., Interpersonal attraction and repeated exposure to rewards and punishments, *Personality and Social Psychology Bulletin*, 3, 248-251, 1977.
- Szabo, L., Patient protect thyself, *usa Today*, 8D, 5 februari 2007.
- Taylor, R., Marilyn's friends and Rita's customers: A study of party selling as play and as work, *Sociological Review*, 26, 573-611, 1978.
- Tedeschi, J.T., Schlenker, B.R. & Bonoma, T.V., Cognitive dissonance: Private ratiocination of public spectacle? *American Psychologist*, 26, 573-611, 1971.
- Teger, A.I., *Too much invested to quit*, Pergamon, Elmsford NY, 1980.
- Tesser, A., Campbell, J. & Mickler, S., The role of social pressure, attention to the stimulus, and self-doubt in conformity, *European Journal of Social Psychology*, 13, 217-233, 1983.
- Thompson, L., An examination of naïve and experienced negotiators, *Journal of Personality and Social Psychology*, 59, 82-90, 1990.
- Tiger, L. & Fox, R., *The imperial animal*, Holt, New York 1989.
- Todd, P.M. & Gergenzner, G., Environments that make us smart, *Current Directions in Psychological Science*, 16, 167-171, 2007.
- Tormala, Z.L. & Petty, R.E., Contextual contrast and perceived knowledge: Exploring the implications for persuasion, *Journal of Experimental Social Psychology*, 43, 17-30, 2007.
- Toufexis, A., A weird case, baby? Uh huh! *Time*, 28 juni 1993, p. 41.
- Tversky, A. & Kahneman, D., Judgment under uncertainty: Heuristics and biases, *Science*, 185, 1124-1131, 1974.
- Tversky, A. & Kahneman, D., The framing of decisions and the psychology of choice, *Science*, 211, 453-458, 1981.
- Vallacher, R.R. & Wegner, D.M., *A theory of action*, Lawrence Erlbaum, Hillsdale NJ, 1985.
- Van Baaren, R.B., Holland, R.W., Steenaert, B. & Van Knippenberg, Mimicry for money: Behavioral consequences of imitation, *Journal of Experimental Social Psychology*, 39, 393-398, 2003.

- Van der Berg, H., Manstead, A.S.R., Van der Pligt, J. & Wigboldus, D.H.J., The impact of affective and cognitive focus on attitude formation, *Journal of Experimental Social Psychology*, 42, 373-379, 2006.
- Van Overwalle, F. & Heylighen, F., Talking nets: A multiagent connectionist approach to communication and trust between individuals, *Psychological Review*, 113, 606-627, 2006.
- Vandello, J.A. & Cohen, D., Patterns of individualism and collectivism across the United States, *Journal of Personality and Social Psychology*, 77, 279-292, 1999.
- Walker, M.G., *Organizational type, rites of incorporation, and group solidarity: A study of fraternity hell week*, ongepubliceerd proefschrift, University of Washington, Seattle 1967.
- Warnick, D.H. & Sanders, G.S., The effects of group discussion on eyewitness accuracy, *Journal of Applied Social Psychology*, 10, 249-259, 1980.
- Warriner, K., Goyder, J., Gjertsen, H., Horner, P. & McSpurren, K., Charities, no; lotteries, no; cash, yes, *Public Opinion Quarterly*, 60, 542-562, 1996.
- Watson jr, T.J., *Father, son & Co.*, Bantam Books, New York 1990.
- Watts, D.J. & Dodd, P.S., Influentials, networks, and public opinion formation, *Journal of Consumer Research*, 34, 441-458, 2007.
- Webster, D.W., Richter, L. & Kruglanski, A.W., On leaping to conclusions when feeling tired, *Journal of Experimental Social Psychology*, 32, 181-195, 1996.
- Wedekind, C. & Milinski, M., Cooperation through image scoring in humans, *Science*, 288, 850-852, 2000.
- Weller, J.A., Levin, I.P., Shiv, B. & Bechara, A., Neural correlates of adaptive decision making for risky gains and losses, *Psychological Science*, 18, 958-964, 2007.
- West, S.G., Increasing the attractiveness of college cafeteria food: A reactance theory perspective, *Journal of Applied Psychology*, 60, 656-658, 1975.
- White, M., Toy rover sales soar into orbit, *Arizona Republic*, 12 juli 1997, p. E1, E9.
- Whiting, J.W.M., Kluckhohn, R. & Anthony, A., The function of male initiation ceremonies in puberty, in E.E. Maccoby, T.M. Newcomb & E.L. Hartley (red.), *Readings in social psychology*, Henry Holt & Co., New York 1958.
- Wicklund, R.A. & Brehm, J.C., geciteerd in Wicklund, R.A., *Freedom and reactance*, Lawrence Erlbaum, Hillsdale NJ, 1974.
- Wilson, P.R., The perceptual distortion of height as a function of ascribed academic status, *Journal of Social Psychology*, 74, 97-102, 1968.
- Wilson, T.D., Dunn, S., Kraft, D. & Lisle, D.J., Introspection, attitude change, and behavior consistency, in L. Berkowitz (red.), *Advances in experimental social psychology*, vol. 22, Academic Press, San Diego CA, 1989.
- Wood, W., Wong, F.Y. & Chachere, J.G., Effects of media violence on viewer's aggression in unconstrained social interaction, *Psychological Bulletin*, 109, 371-383, 1991.
- Wooten, D.B. & Reed, A., Informational influence and the ambiguity of product experience: Order effects on the weighting of evidence, *Journal of Consumer Research*, 7, 79-99, 1998.
- Worchel, S., Cooperation and the reduction of intergroup conflict: Some determining

- factors, in W. Austin & S. Worchel (red.), *The social psychology of intergroup relations*, Brooks/Cole, Monterey CA, 1979.
- Worchel, S. & Arnold, S.E., The effect of censorship and the attractiveness of the censor on attitude change, *Journal of Experimental Social Psychology*, 9, 365-377, 1973.
- Worchel, S., Arnold, S.E. & Baker, M., The effect of censorship on attitude change: The influence of censor and communicator characteristics, *Journal of Applied Social Psychology*, 5, 222- 239, 1975.
- Worchel, S., Lee, J. & Adewole, A., Effects of supply and demand on ratings of object value, *Journal of Personality and Social Psychology*, 32, 906-914, 1975.
- Wright, S.C., Aaron, A., McLaughlin-Volpe, T. & Ropp, S.A., The extended contact effect: Knowledge of cross-group friendships and prejudice, *Journal of Personality and Social Psychology*, 73, 73-90, 1997.
- Young, F.W., *Initiation ceremonies*, Bobbs-Merrill, New York 1965.
- Zajonc, R.B., The attitudinal effects of mere exposure, *Journal of Personality and Social Psychology Monographs*, 9, (2, deel 2), 1968.
- Zajonc, R.B., Markus, H. & Wilson, W.R., Exposure effects and associative learning, *Journal of Experimental Social Psychology*, 10, 248-263, 1974.
- Zellinger, D.A., Fromkin, H.L., Speller, D.E. & Kohn, C.A., *A commodity theory analysis of the effects of age restrictions on pornographic materials*, (paper no. 440), Institute for Research in the Behavioral, Economic and Management Sciences, Purdue University, 1974.
- Zimmatore, J.J., Consumer mindlessness: I believe it, but I don't see it, *Proceedings of the Division of Consumer Psychology*, American Psychological Association Convention, Anaheim CA, 1983.
- Zitek, E.M. & Hebl, M.R., The role of social norm clarity in the influenced expression of prejudice over time, *Journal of Experimental Social Psychology*, 43, 867-876, 2007.

## Chapter 1

1. Gerald Zaltman, *How Customers Think* (Boston: Harvard Business School Press, 2003).
2. A. K. Pradeep, *The Buying Brain: Secrets for Selling to the Subconscious Mind* (Hoboken, NJ: John Wiley & Sons, 2010), 4.
3. "Incognito: Evidence Mounts That Brains Decide Before Their Owners Know About It," *Economist* 390, no. 8627 (April 18, 2009): 86–87, [http://www.economist.com/node/13489722?story\\_id=13489722](http://www.economist.com/node/13489722?story_id=13489722).

## Section 1: Price and Product Brainfluence

1. Brian Knutson et al., "Neural Predictors of Purchases," *Neuron* 53, no.1 (January 4, 2007): 147–156, <http://www.neuron.org/content/article/abstract?uid=PIIS0896627306009044>.
2. Richard Thaler, "Transaction Utility Theory," *Advances in Consumer Research* 10 (1983): 229–232.
3. Lisa Scherzer, "Professor: Pain, Not Logic, Dictates Spending," *SmartMoney*, March 22, 2007, <http://www.smartmoney.com/invest/markets/professor-pain-not-logic-dictates-spending-20987/>.
4. Sybil S. Yang, Sheryl E. Kimes, and Mauro M. Sessarego, "\$ or Dollars: Effects of Menu-price Formats on Restaurant Checks," *Cornell Hospitality Reports* 9, no. 8,



- The Center for Hospitality Research, Cornell University School of Hotel Administration, <http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-15048.html>.
5. Dan Ariely, *Predictably Irrational: The Hidden Forces That Shape Our Decisions*, rev. ed. (New York: Harper Perennial, 2010).
  6. Lisa Trei, "Price Changes Way People Experience Wine," *Stanford News Service*, January 16, 2008, <http://news.stanford.edu/news/2008/january16/wine-011608.html>.
  7. Benedict Carey, "More Expensive Placebos Bring More Relief," *New York Times*, March 5, 2008, <http://www.nytimes.com/2008/03/05/health/research/05placebo.html>.
  8. Wray Herbert, "Why Things Cost \$19.95," *Scientific American Mind* 19, no. 2 (April 2008), [http://www.scientificamerican.com/article.cfm?id=why-thin,gs-cost-1995&ec=su\\_1995](http://www.scientificamerican.com/article.cfm?id=why-thin,gs-cost-1995&ec=su_1995).
  9. Ibid.
  10. Ariely, *Predictably Irrational*.
  11. University of Minnesota, "Inside the Consumer Mind: U of M Brain Scans Reveal Choice Mechanism," news release, December 11, 2008, [http://www.eurekalert.org/pub\\_releases/2008-12/uom-itc121108.php](http://www.eurekalert.org/pub_releases/2008-12/uom-itc121108.php).
  12. Barbara Buell, "The Limits of One-to-One Marketing," *Stanford Business* 68, no. 4 (August 2000), [http://www.gsb.stanford.edu/community/bmag/sbsm0008/faculty\\_research\\_mktg.html](http://www.gsb.stanford.edu/community/bmag/sbsm0008/faculty_research_mktg.html).
  13. Itamar Simonson, "The Effect of Product Assortment on Buyer Preferences," *Journal of Retailing* 75, no. 3 (Autumn 1999): 347-370, <http://www.sciencedirect.com/science/article/pii/S0022435999000123>.
  14. Sheena S. Iyengar and Mark R. Lepper, "When Choice Is Demotivating: Can One Desire Too Much of a Good Thing?" *Journal of Personality and Social Psychology* 79, no. 6 (December 2000): 995-1006, <http://psycnet.apa.org/?&fa=main.doiLanding&doi=10.1037/0022-3514.79.6.995>.
  15. Randy Dotinga, "Choices Sap Your Stamina, Self Control," *Washington Post*, April 18, 2008, <http://www.washingtonpost.com/wp-dyn/content/article/2008/04/18/AR2008041802473.html>.
  16. Ned Augenblick and Scott Nicholson, "Choice Fatigue: The Effect of Making Previous Choices on Decision Making in a Voting Context," Haas School of Business, University of California, Berkeley (February 2011): 1-29, [http://faculty.haas.berkeley.edu/ned/Choice\\_Fatigue.pdf](http://faculty.haas.berkeley.edu/ned/Choice_Fatigue.pdf).

17. Marina Strauss, "In Store Aisles, Less Is More but Customers Can Still Be Particular," *Globe and Mail*, May 18, 2010, <http://www.theglobeandmail.com/report-on-business/in-store-aisles-less-is-more-but-customers-can-still-be-particular/article1573518/>.

## Section 2: Sensory Brainfluence

1. Laird, D. (1935). What can you do with your nose? *Scientific Monthly*. 41: 126-30
2. "Clubbers Can Smell a Good Nightspot," *ScienceDaily*, May 17, 2011, <http://www.sciencedaily.com/releases/2011/05/110517105141.htm>.
3. Kate Fox, "The Smell Report," Social Issues Research Centre, <http://www.sirc.org/publik/smell.pdf>.
4. Nicholas Bakalar, "Varying Sweat Scents Are Noted by Women," *New York Times*, February 16, 2009, <http://www.nytimes.com/2009/02/17/health/17swea.html>.
5. "N.Y. grocery turns to scent marketing," *CBSNews.com*. 13 Aug. 2011. CBS News. 18 July 2011; [www.cbsnews.com/stories/2011/07/18/earlyshow/main20080320.shtml](http://www.cbsnews.com/stories/2011/07/18/earlyshow/main20080320.shtml).
6. *Neuromarketing*; "Sensory Marketing to Jolt Espresso Sales," in *Neuromarketing*, a blog by Roger Dooley, November 1, 2007, <http://www.neurosciencemarketing.com/blog/articles/espresso-sensory-selling.htm>.
7. Adrian C. North, David J. Hargreaves, and Jennifer Mckendrick, "Music and On-hold Waiting Time," *British Journal of Psychology* 90, no. 1 (February 1999): 161-164, <http://onlinelibrary.wiley.com/doi/10.1348/000712699161215/abstract>; Adrian C. North and David J. Hargreaves, "The Effects of Musical Complexity and Silence on Waiting Time," *Environment and Behavior* 31, no. 1 (January 1999): 136-149, <http://eab.sagepub.com/content/31/1/136>.
8. Susan Hallam and John Price, "Can the Use of Background Music Improve the Behavior and Academic Performance of Children with Emotional and Behavioural Difficulties?" *British Journal of Special Education* 25, no. 2 (June 1998): 88-91, <http://onlinelibrary.wiley.com/doi/10.1111/1467-8527.t01-1-00063/abstract>.
9. Adrian C. North and David J. Hargreaves, "The Effects of Music on Atmosphere in a Bank and a Bar," *Journal of Applied Social Psychology* 30, no. 7 (June 2000): 1504-1522, <http://onlinelibrary.wiley.com/doi/10.1111/j.1559-1816.2000.tb02533.x/abstract>.
10. John Medina, *Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School* (Seattle: Pear Press, 2008).

11. Reuters, "Candidate Secretly Sniffs Out Voters," December 13, 2007, <http://uk.reuters.com/article/2007/12/13/oukoe-uk-korea-election-perfume-idUKSE01534820071213?feedType=RSS&feedName=oddlyEnoughNews>.
12. *Journal of Consumer Research*, "Does Scent Enhance Product Memories?" news release, December 14, 2009, <https://www.jcr-admin.org/files/pressreleases/121409105836Krishnarelease.pdf>.
13. "Early Scents Really Do Get 'Etched' in the Brain," *ScienceDaily*, November 6, 2009, <http://www.sciencedaily.com/releases/2009/11/091105132448.htm>.
14. Ideair, "Sell Better with Scents," <http://www.ideair.fi/sales.html>.
15. Pradeep, *The Buying Brain*.

### Section 3: Brainfluence Branding

1. Radiological Society of North America, "MRI Shows Brains Respond Better to Name Brands," news release, November 28, 2006, [http://www.eurekalert.org/pub\\_releases/2006-11/rson-msb112106.php](http://www.eurekalert.org/pub_releases/2006-11/rson-msb112106.php).
2. Edwin Colyer, "The Science of Branding," *BrandChannel*, March 15, 2004, [http://www.brandchannel.com/features\\_effect.asp?pf\\_id=20.1](http://www.brandchannel.com/features_effect.asp?pf_id=20.1).
3. Norman Doidge, *The Brain That Changes Itself: Stories of Personal Triumph from the Frontiers of Brain Science* (New York: Penguin Group, 2007).
4. Shaoni Bhattacharya, "How Brands Get Wired Into the Brain," *NewScientist*, January 4, 2006, <http://www.newscientist.com/article/dn8535>.
5. Heath, R. (1999) "The Low-Involvement Processing Theory," *Admap* 34 (March): 14-17]
6. Jeremy Hsu, "TV Ads Grab Attention in Fast-Forward," *Live Science*, October 2, 2008, <http://www.livescience.com/2931-tv-ads-grab-attention-fast.html>.
7. Benedict Carey, "Blind, Yet Seeing: The Brain's Subconscious Visual Sense," *New York Times*, December 22, 2008, [http://www.nytimes.com/2008/12/23/health/23blin.html?\\_r=2](http://www.nytimes.com/2008/12/23/health/23blin.html?_r=2).
8. Robert B. Zajonc, "Attitudinal Effects of Mere Exposure," *Journal of Personality and Social Psychology* 9, no. 2, pt. 2 (June 1968): 1-27, <http://psycnet.apa.org/?&fa=main.doiLanding&doi=10.1037/h0025848>.
9. Kate Newlin, *Passion Brands: Why Some Brands Are Just Gotta Have, Drive All Night For, and Tell All Your Friends About* (Amherst, NY: Prometheus Books, 2009).
10. Alex Riley and Adam Boome, "Superbrands' Success Fuelled by Sex, Religion and Gossip," *BBC News*, May 16, 2011, <http://www.bbc.co.uk/news/business-13416598>.

11. Henri Tajfel et al., "Social Categorization and Intergroup Behaviour," *European Journal of Social Psychology* 1, no. 2 (April-June 1971): 149-178, [http://sozpsy.sowi.uni-mannheim.de/intranet/php/lecture/files/Tajfel\\_Billig\\_Bundy\\_Flament\\_1971\\_EJSP.pdf](http://sozpsy.sowi.uni-mannheim.de/intranet/php/lecture/files/Tajfel_Billig_Bundy_Flament_1971_EJSP.pdf).
12. Seth Godin's Blog: "Tribe Management," in Seth Godin's Blog, January 30, 2008, [http://sethgodin.typepad.com/seths\\_blog/2008/01/tribal-manageme.html](http://sethgodin.typepad.com/seths_blog/2008/01/tribal-manageme.html).
13. "Why Some Americans Believe Obama Is a Muslim," *ScienceDaily*, August 31, 2010, <http://www.sciencedaily.com/releases/2010/08/100831102828.htm>.

## Section 4: Brainfluence in Print

1. "Using Neuroscience to Understand the Role of Direct Mail," Millward Brown Case Study, 2009, <http://www.millwardbrown.com/Insights/CaseStudies/NeuroscienceDirectMail.aspx>.
2. *Journal of Consumer Research*, "Faking It: Can Ads Create False Memories About Products?" news release, May 9, 2011, [http://www.jcr-admin.org/files/press-releases/050811130432\\_Rajagopalrelease.pdf](http://www.jcr-admin.org/files/press-releases/050811130432_Rajagopalrelease.pdf).
3. Joshua M. Ackerman, Christopher C. Nocera, and John A. Bargh, "Incidental Haptic Sensations Influence Social Judgments and Decisions," *Science* 328, no. 5986 (June 25, 2010): 1712-1715, <http://www.sciencemag.org/content/328/5986/1712>.
4. Hyunjin Song and Norbert Schwarz, "If It's Hard to Read, It's Hard to Do: Processing Fluency Affects Effort Prediction and Motivation," *Psychological Science* 19, no. 10 (October 2008): 986-988, [http://sitemaker.umich.edu/norbert.schwarz/files/08\\_ps\\_song\\_\\_\\_schwarz\\_effort.pdf](http://sitemaker.umich.edu/norbert.schwarz/files/08_ps_song___schwarz_effort.pdf).
5. Ibid.
6. Connor Diemand-Yauman, Daniel M. Oppenheimer, and Erika B. Vaughan, "Fortune Favors the Bold (and the Italicized): Effects of Disfluency on Educational Outcomes," *Cognition* 188, no. 1 (January 2011): 111-115, [http://web.princeton.edu/sites/opplab/papers/Diemand-Yauman\\_Oppenheimer\\_2010.pdf](http://web.princeton.edu/sites/opplab/papers/Diemand-Yauman_Oppenheimer_2010.pdf).

## Section 5: Picture Brainfluence

1. Morten L. Kringelbach et al., "A Specific and Rapid Neural Signature for Parental Instinct," *Plos One*, February 27, 2008, <http://www.plosone.org/article/info:doi%2F10.1371%2Fjournal.pone.0001664>.

2. *UsableWorld*; "You Look Where They Look," in *UsableWorld*, a blog by James Breeze, March 16, 2009, <http://usableworld.com.au/2009/03/16/you-look-where-they-look/>.
3. Marianne Bertrand et al., "What's Psychology Worth? A Field Experiment in the Consumer Credit Market," research at Princeton, October 31, 2005, [http://www.princeton.edu/rpds/papers/pdfs/Shafir\\_2006Whats%20Psych%20Worth\\_%20South%20Africa.pdf](http://www.princeton.edu/rpds/papers/pdfs/Shafir_2006Whats%20Psych%20Worth_%20South%20Africa.pdf).
4. Brian Alexander, "Science Proves That Bikinis Turn Men into Boobs," MSNBC, June 20, 2008, <http://www.msnbc.msn.com/id/25197962/>.
5. *Ibid.*
6. David Eagleman, *Incognito: The Secret Lives of the Brain* (New York: Pantheon, 2011).
7. Radiological Society of North America, "Patient Photos Spur Radiologist Empathy and Eye for Detail," news release, December 2, 2008, [http://www.rsna.org/media/pressreleases/pr\\_target.cfm?ID=389](http://www.rsna.org/media/pressreleases/pr_target.cfm?ID=389).

## Section 6: Loyalty and Trust Brainfluence

1. Hal Ersner-Hershfield et al., "Company, Country, Connections: Counterfactual Origins Increase Organizational Commitment, Patriotism, and Social Investment," *Psychological Science* 21, no. 10 (October 2010): 1479-1486, [http://www.kellogg.northwestern.edu/?sc\\_itemid=\(CFCFA812-F244-4E6E-BE1C-387FF7E5A04C\)](http://www.kellogg.northwestern.edu/?sc_itemid=(CFCFA812-F244-4E6E-BE1C-387FF7E5A04C)).
2. Minkyung Koo et al., "It's a Wonderful Life: Mentally Subtracting Positive Events Improves People's Affective States, Contrary to Their Affective Forecasts," *Journal of Personality and Social Psychology* 95, no. 5 (November 2008): 1217-1224, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2746912/>.
3. Jochen Wirtz, Anna S. Mattila, and May Oo Lwin, "How Effective Are Loyalty Reward Programs in Driving Share of Wallet?" *Journal of Service Research* 9, no. 4 (May 2007): 327-334, [http://www.sagepub.com/clow/study/articles/PDFs/14\\_WIrtz.pdf](http://www.sagepub.com/clow/study/articles/PDFs/14_WIrtz.pdf).
4. Srijn M. J. Van Osselaer, Joseph W. Alba, and Puneet Manchanda, "Irrelevant Information and Mediated Intertemporal Choice," *Journal of Consumer Psychology* 14, no. 3 (June 2004): 257-270, [http://www-personal.umich.edu/~pmanchan/Published\\_files/Van-osselaer\\_Alba\\_Manchanda\\_JCP\\_2004.pdf](http://www-personal.umich.edu/~pmanchan/Published_files/Van-osselaer_Alba_Manchanda_JCP_2004.pdf).
5. Ran Kivetz, Oleg Urminsky, and Yuhuang Zheng, "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer

- Retention," *Journal of Marketing Research* 43 (February 2006): 39–58, [http://www.columbia.edu/~rk566/research/Goal-Gradient\\_Illusionary\\_Goal\\_Progress.pdf](http://www.columbia.edu/~rk566/research/Goal-Gradient_Illusionary_Goal_Progress.pdf).
6. Ori Brafman and Rom Brafman, *Suave: The Irresistible Pull of Irrational Behavior* (New York: Doubleday, 2008).
  7. Malcolm Gladwell, *Blink: The Power of Thinking Without Thinking* (New York: Little, Brown, 2005).
  8. Fuan Li and Paul W. Miniard, "On the Potential for Advertising to Facilitate Trust in the Advertised Brand," *Journal of Advertising* 35, no. 4 (Winter 2006): 101–112, <http://mesharpe.metapress.com/app/home/contribution.asp?referrer=parent&backto=issue,8,12;journal,18,33;linkingpublicationresults,1:110658,1>.
  9. *The Moral Molecule*; "How to Run a Con," in *The Moral Molecule*, a blog by Paul J. Zak, November 13, 2008, <http://www.psychologytoday.com/blog/the-moral-molecule/200811/how-run-con>.

## Section 7: Brainfluence in Person

1. Kay-Yut Chen and Marina Krakovsky, *Secrets of the Moneylab: How Behavioral Economics Can Improve Your Business* (New York: Portfolio Penguin, 2010).
2. C. H. Loch and Y. Wu, "Social Preferences and Supply Chain Performance: An Experimental Study," *Management Science* 54, no. 11 (2008), 1835–1849.
3. Richard Alleyne, "Handshake Key to Landing a Job, Scientists Claim," *The Telegraph*, September 26, 2008, <http://www.telegraph.co.uk/news/3085731/Handshake-key-to-landing-a-job-scientists-claim.html>.
4. Paul J. Zak, "The Power of a Handshake: How Touch Sustains Personal and Business Relationships," *HuffPost Business*, September 29, 2008, [http://www.huffingtonpost.com/paul-j-zak/the-power-of-a-handshake\\_b\\_129441.html](http://www.huffingtonpost.com/paul-j-zak/the-power-of-a-handshake_b_129441.html).
5. Columbia Business School, "A Touch of Risk," *Ideas@work*, March 26, 2010, <http://www4.gsb.columbia.edu/ideasatwork/feature/7211685/A+Touch+of+Risk>.
6. "Need Something? Talk To My Right Ear," *ScienceDaily*, June 23, 2009, <http://www.sciencedaily.com/releases/2009/06/090623090705.htm>.
7. Piotr Winkielman and Kent C. Berridge, "Unconscious Emotion," *Current Directions in Psychological Science* 13, no. 3 (June 2004): 120–123, [http://psy2.ucsd.edu/~pwinkiel/winkielman-berridge\\_Unconscious\\_Emotion\\_CDIPS-2004.pdf](http://psy2.ucsd.edu/~pwinkiel/winkielman-berridge_Unconscious_Emotion_CDIPS-2004.pdf).
8. Peter Aldhous, "Humans Prefer Cockiness to Expertise," *New Scientist* 202, no. 2711 (June 3, 2009): 15, <http://www.newscientist.com/article/mg20227115.500-humans-prefer-cockiness-to-expertise.html>.



9. Ker Than, "Scientists Say Everyone Can Read Minds," *Live Science*, April 27, 2005, <http://www.livescience.com/220-scientists-read-minds.html>.
10. Robert Cialdini, Noah Goldstein, and Steve Martin, *Yes! 50 Scientifically Proven Ways to Be Persuasive* (New York: Free Press, 2008).
11. Ibid.
12. Nicole Branan, "Ability to Guess Others' Thoughts Tied to Language Proficiency," *Scientific American Mind* 20, no. 6 (November 2009): 8, <http://www.scientificamerican.com/article.cfm?id=language-skills-and-reading-minds>.
13. John Tierney, "Heart-Warming News on Hot Coffee," *New York Times*, October 23, 2008, <http://tierneylab.blogs.nytimes.com/2008/10/23/heart-warming-news-on-coffee/>.
14. "Caffeine Boosts Brain's Short-Term Memory Function," *Daily News Central*, December 1, 2005, <http://health.dailynewscentral.com/content/view/0001975/62/>.
15. University of Miami School of Business Administration, "School of Business Research Shows One Tiny Chocolate May Cause Overindulgent Eating & Shopping," news release, February 10, 2009, <http://www.bus.miami.edu/news-and-media/recent-news/truffles-research.html>.
16. Stephen L. Macknik, Susana Martinez-Conde, and Sandra Blakeslee, *Sleights of Mind: What the Neuroscience of Magic Reveals About Our Everyday Deceptions* (New York: Henry Holt, 2010).
17. Joshua M. Ackerman, Christopher C. Nocera, and John A. Bargh, "Incidental Haptic Sensations Influence Social Judgments and Decisions," *Science* 328, no. 5986 (June 25, 2010): 1712–1715, <http://www.sciencemag.org/content/328/5986/1712>.

## Section 8: Brainfluence for a Cause

1. Robert Cialdini, Noah Goldstein, and Steve Martin, *Yes! 50 Scientifically Proven Ways to Be Persuasive* (New York: Free Press, 2008).
2. Lawrence J. Sanna et al., "Rising Up to Higher Virtues: Experiencing Elevated Physical Height Uplifts Prosocial Actions," *Journal of Experimental Social Psychology* 47 (2011): 472–476, <http://www-personal.umich.edu/~ljsanna/ljs11jesp.pdf>.
3. Hannah Devlin, "Want to keep your wallet? Carry a baby picture," *The Times*, July 11, 2009, <http://www.timesonline.co.uk/tol/news/science/article6681923.ece>.

4. Armin Falk, "Charitable Giving as a Gift Exchange: Evidence from a Field Experiment," Institute of the Study of Labor, Discussion Paper 1148, May 2004, <http://ftp.iza.org/dp1148.pdf>.
5. Clive Thompson, "Clive Thompson Explains Why We Can Count on Geeks to Rescue the Earth," *Wired Magazine*, August 21, 2007, [http://www.wired.com/techbiz/people/magazine/15-09/st\\_thompson](http://www.wired.com/techbiz/people/magazine/15-09/st_thompson).
6. Aaron C. Kay, S. Christian Wheeler, John A. Bargh, and Lee Ross, "Material Priming: The Influence of Mundane Physical Objects on Situational Construal and Competitive Behavioral Choice," *Organizational Behavior and Human Decision Processes* 95, issue 1 (2004):83-96.
7. David Rivers, "How to Win More Sales: 5 Lessons I Learned From the Best Selling Girl Scout in America," *Success*, December 23, 2008, <http://www.successmagazine.com/article/print?articleId=509>.

## Section 9: Brainfluence Copywriting

1. "Tales of the Unexpected: How the Brain Detects Novelty," *Medical News Today*, November 30, 2006, <http://www.medicalnewstoday.com/releases/57648.php>.
2. "Scientists Watch as Listener's Brain Predicts Speaker's Words," *ScienceDaily*, September 15, 2008, <http://www.sciencedaily.com/releases/2008/09/080911140815.htm>.
3. Steve Mirsky, "Listener Anticipates Speaker's Word Choice," *Scientific American*, podcast audio, September 12, 2008, <http://www.scientificamerican.com/podcast/episode.cfm?id=56B932C3-0722-2562-5F1275228E5F3714>.
4. [http://moya.bus.miami.edu/~jularan/Papers/PE\\_LaranDaltonAndrade\\_JCR.pdf](http://moya.bus.miami.edu/~jularan/Papers/PE_LaranDaltonAndrade_JCR.pdf)
5. Armen Hareyan, "Reading Shakespeare May Have Dramatic Effect on Human Brain," *EmaxHealth*, January 30, 2007, <http://www.emaxhealth.com/7/9254.html>.
6. Caglar Irmak, Beth Vallen, and Stefanie Rosen Robinson, "The Impact of Product Name on Dieters' and Nondieters' Food Evaluations and Consumption," *Journal of Consumer Research*, April 12, 2011, <http://www.jstor.org/stable/10.1086/660044>.
7. Jason Zweig, *Your Money and Your Brain: How the New Science of Neuroeconomics Can Help Make You Rich* (New York: Simon and Schuster, 2007).
8. Roger Highfield, "'Sense of Adventure' Makes Us Marketing Targets," *The Telegraph*, June 25, 2008, <http://www.telegraph.co.uk/science/science-news/3345444/Sense-of-adventure-makes-us-marketing-targets.html>.

9. Sarah Kershaw, "Using Menu Psychology to Entice Diners," *New York Times*, December 22, 2009, <http://www.nytimes.com/2009/12/23/dining/23menus.html>.
10. *We're Only Human*; "The Narrative in the Neurons," in *We're Only Human*, a blog by Wray Herbert, July 14, 2009, <http://www.psychologicalscience.org/only-human/2009/07/narrative-in-neurons.cfm>.
11. Greg J. Stephens, Lauren J. Silbert, and Uri Hasson, "Speaker-Listener Neural Coupling Underlies Successful Communication," *Proceedings of the National Academy of Sciences of the United States of America* 107, no. 32 (August 10, 2010): 14425-14430, <http://www.pnas.org/content/107/32/14425.full.pdf+html?sid=af1e1664-a040-42d0-9f79-bf44eedbc1af>.
12. Christopher Chabris and Daniel Simons, *The Invisible Gorilla: And Other Ways Our Intuitions Deceive Us* (New York: Crown, 2010).
13. "Parisian Love," YouTube video, 00:52, uploaded by SearchStories, November 19, 2009, <http://www.youtube.com/watch?v=nnsSUqgkDwU>.
14. Michigan State University, "MSU Profs Rate Google Ad Top Super Bowl Commercial," news release, February 7, 2010, <http://news.msu.edu/story/7416>.
15. *Neuromarketing*; "Super Bowl 2010 Ad Winners," in *Neuromarketing*, a blog by Roger Dooley, February 24, 2010, <http://www.neurosciencemarketing.com/blog/articles/super-bowl-2010-ad-winners.htm>.

## Section 10: Consumer Brainfluence

1. S. Alexander Haslam, "I Think, Therefore I Err," *Scientific American Mind* 18, no. 2 (April 2007): 16-17, <http://www.scientificamerican.com/article.cfm?id=i-think-therefore-i-err>.
2. "Sleep on It, Decision-Makers Told," BBC News, February 17, 2006, <http://news.bbc.co.uk/2/hi/health/4723216.stm>.
3. Irving Biederman and Edward Vessel, "Perceptual Pleasure and the Brain," *American Scientist* 94, no. 3 (May-June 2006): 247, <http://condition.org/as65-6.htm>.
4. Sarah Jane Gilbert, "Understanding the 'Want' vs. 'Should' Decision," Harvard Business School, July 16, 2007, <http://hbswk.hbs.edu/item/5693.html>.
5. Todd Rogers, Katherine L. Milkman, and Max H. Bazerman, "I'll Have the Ice Cream Soon and the Vegetables Later: Decreasing Impatience Over Time in

- Online Grocery Orders," Harvard Business School, May 15, 2007, <http://www.hbs.edu/research/pdf/07-078.pdf>.
6. Scott I. Rick, Cynthia E. Cryder, and George Loewenstein, "Tightwads and Spendthrifts," Knowledge@Wharton, September 1, 2007, <http://knowledge.wharton.upenn.edu/papers/1342.pdf>.
  7. Jason Zweig, "Your money and your brain," CNNMoney, August 23, 2007, <http://money.cnn.com/2007/08/14/pf/zweig.money/!postversion=2007082313>.
  8. Gordon T. Anderson, "Pepsi's Billion-Dollar Monkey," CNNMoney, May 2, 2003, [http://money.cnn.com/2003/04/09/news/companies/pepsi\\_billion\\_game/index.htm](http://money.cnn.com/2003/04/09/news/companies/pepsi_billion_game/index.htm).
  9. Sharon Begley, "A, My Name is Alice: Moniker Madness," Newsweek, November 7, 2007, <http://www.newsweek.com/blogs/lab-notes/2007/11/07/a-my-name-is-alice-moniker-madness.html>.
  10. Brett W. Pelham, Matthew C. Mirenberg, and John T. Jones, "Why Susie Sells Seashells by the Seashore: Implicit Egotism and Major Life Decisions," *Journal of Personality and Social Psychology* 82, no. 4 (2002): 469-487, [http://www.stat.columbia.edu/~gelman/stuff\\_for\\_blog/susie.pdf](http://www.stat.columbia.edu/~gelman/stuff_for_blog/susie.pdf).
  11. John F. Finch and Robert B. Cialdini, "Another Indirect Tactic of (Self) Image Management," *Personality and Social Psychology Bulletin* 15, no. 2 (June 1989): 222-232, <http://psp.sagepub.com/content/15/2/222.abstract>.
  12. Lisa Trei, "Price Changes Way People Experience Wine," Stanford News Service, January 16, 2008, <http://news.stanford.edu/news/2008/january16/wine-011608.html>.
  13. Cornell University, "Fine as North Dakota Wine," news release, August 6, 2007, [http://www.eurekalert.org/pub\\_releases/2007-08/cfb-fan080607.php](http://www.eurekalert.org/pub_releases/2007-08/cfb-fan080607.php).
  14. Paul McDougall, "Microsoft Dupes Windows Vista Haters with 'Mojave Experiment'," *Information Week*, July 29, 2008, <http://www.informationweek.com/news/windows/operatingsystems/209800457>.
  15. Susan Ager, "A dime can make a difference," *Baltimore Sun*, August 22, 1999, [http://articles.baltimoresun.com/1999-08-22/news/9908240363\\_1\\_schwarz-dime-life](http://articles.baltimoresun.com/1999-08-22/news/9908240363_1_schwarz-dime-life).

## Section 11: Gender Brainfluence

1. Ronald Kotulak, "Hormones Wire Men's, Women's Brains Differently," *Baltimore Sun*, May 19, 2006, [http://articles.baltimoresun.com/2006-05-19/news/0605190009\\_1\\_hormones-female-or-male-puberty](http://articles.baltimoresun.com/2006-05-19/news/0605190009_1_hormones-female-or-male-puberty).

2. "Blatant Benevolence and Conspicuous Consumption," *Economist* 384, no. 8540 (August 4, 2007): 67–68, [http://www.economist.com/node/9581656?story\\_id=9581656](http://www.economist.com/node/9581656?story_id=9581656).
3. Wendy Leopold, "Gender Differences in Languages Appear Biological," Northwestern University, March 11, 2008, <http://www.northwestern.edu/newscenter/stories/2008/03/burmangender.html>.
4. Douglas D. Burman, Tali Bitan, and James R. Booth, "Sex Differences in Neural Processing of Language Among Children," *Neuropsychologia* 46, no. 5 (2008): 1349–1362, <http://www.sciencedirect.com/science/article/pii/S0028393207004460>.
5. Marion Luna Brem, *Women Make the Best Salesmen: Isn't It Time You Started Using their Secrets?* (New York: Doubleday, 2004).
6. Margo Wilson and Martin Daly, "Do Pretty Women Inspire Men to Discount the Future?" *Proceedings of the Royal Society* 271, Suppl. 4 (May 2004): S177–S179, [http://rspb.royalsocietypublishing.org/content/271/Suppl\\_4/S177.full.pdf](http://rspb.royalsocietypublishing.org/content/271/Suppl_4/S177.full.pdf).
7. Lei Chang, Hui Jing Lu, Hongli Li, and Tong Li, *Pers Soc Psychol Bull*, July 2011; vol. 37, 7: pp. 976–984, first published on March 23, 2011.

## Section 12: Shopper Brainfluence

1. Laura Brinn, "When Cookies Catch the Cooties," *Duke Today*, April 30, 2007, <http://today.duke.edu/2007/04/cooties.html>.
2. "The Retail Consumer Report: Bring Back Unhappy Customers via Social Media," *Right Now* (2011): 1–6, <http://www.rightnow.com/files/Retail-Consumer-Report.pdf>.
3. Joann Peck and Suzanne B. Shu, "The Effect of Mere Touch on Perceived Ownership," *Journal of Consumer Research*, October 2009.
4. Elliot Aronson and Judson Mills, "The Effect of Severity of Initiation on Liking for a Group," [http://faculty.uncfsu.edu/tvancantfort/Syllabi/Gresearch/Readings/A\\_Aronson.pdf](http://faculty.uncfsu.edu/tvancantfort/Syllabi/Gresearch/Readings/A_Aronson.pdf).

## Section 13: Video, TV, and Film Brainfluence

1. Ipke Wachsmuth, "Gestures Offer Insight," *Scientific American Mind* 17, no. 5 (October 2006): 20–25, <http://www.scientificamerican.com/article.cfm?id=gestures-offer-insight>.

2. Frank Luntz, *Words That Work: It's Not What You Say, It's What People Hear* (New York: Hyperion, 2007).
3. Hamish Pringle and Peter Field, *Brand Immortality: How Brands Can Live Long and Prosper* (London: Konan Page, 2008).

## Section 14: Brainfluence on the Web

1. Gitte Lindgaard et al., "Attention Web Designers: You Have 50 Milliseconds to Make a Good First Impression!" *Behavior and Information Technology* 25 no. 2 (March–April 2006): 115–126, <http://www.ext.colostate.edu/conferences/accnetc/lindgaard.pdf>.
2. "Is the Beauty of a Sculpture in the Brain of the Beholder?" *ScienceDaily*, November 24, 2007, <http://www.sciencedaily.com/releases/2007/11/071120201928.htm>.
3. One to One; "Implications of User Engagement with Search Result Pages," in *One to One*, a blog by Jeremi Karnell, July 3, 2009, <http://www.onetooneglobal.com/otocorporate-white-papers/2009/07/03/implications-of-user-engagement-with-search-result-pages-2/>.
4. Luciano Gamberini et al., "Embedded Persuasive Strategies to Obtain Visitors' Data: Comparing Reward and Reciprocity in an Amateur, Knowledge-Based Website," *Lecture Notes in Computer Science* 4744 (2007): 187–198, <http://www.springerlink.com/content/t3698286348v713n/>.
5. Adam Gazzaley, "The Aging Brain: At the Crossroads of Attention and Memory," *User Experience* 8, no. 1 (1st Quarter 2009): 6–8, [http://gazzaleylab.ucsf.edu/files/brain\\_ux81.pdf](http://gazzaleylab.ucsf.edu/files/brain_ux81.pdf).
6. University of California San Francisco, "UCSF Study on Multitasking Reveals Switching Glitch in Aging Brain," news release, April 11, 2011, <http://www.ucsf.edu/news/2011/04/9676/ucsf-study-multitasking-reveals-switching-glitch-aging-brain>.
7. Dan Hill, *About Face: The Secrets of Emotionally Effective Advertising* (London: Kogan Page, 2010).
8. Steve Outing and Laura Rule, "The Best of Eyetrack III: What We Saw When We Looked Through Their Eyes," *Eyetrack III*, January 30, 2006, [http://www.uvsc.edu/disted/decourses/dgm/2740/IN/steinja/lessons/05/docs/eyetrack\\_iii.pdf](http://www.uvsc.edu/disted/decourses/dgm/2740/IN/steinja/lessons/05/docs/eyetrack_iii.pdf).
9. Clifford Nass, "Sweet Talking Your Computer," *Wall Street Journal*, August 28, 2010, <http://online.wsj.com/article/SB10001424052748703959704575453411132636080.html>.



## Literatuur Reclamepsychologie

- ADCN Reclamejaarboek, Art Directors Club Nederland 2004–2010, Amsterdam.
- Antonides, G. & van Raaij, F. (2004). *Consumentengedrag. Een sociaal-wetenschappelijke Benadering* (3e druk). Lemma.
- Ariely, D. (2008). *Predictably Irrational. The hidden forces that shape our decisions*. New York: Harper Collins Publishers.
- Boidin, R. (2009). *De dynamiek van lijn en vlak*. Tirion Uitgevers.
- Cacioppo, J.T. & Berntson, G.G. (2005). *Social Neuroscience. Key readings*. New York: Psychology Press.
- Dijksterhuis, A. (2007). *Het slimme onbewuste*. Amsterdam: Bert Bakker.
- Effie Jaarboek, bekroonde voorbeelden van effectieve commerciële communicatie, 2004–2010, Amsterdam: Adformatiegroep.
- Felser, G. (2007). *Werbe- und Konsumentenpsychologie*. Heidelberg: Spektrum.
- Fennis, B.M. & Stroebe, W. (2010). *The psychology of advertising*. New York: Psychology Press.
- Floor, K. & van Raaij, F. (2010). *Marketingcommunicatiestrategie* (6e druk). Stenfert Kroese.
- Franzen, G. (1992). *Hoe reclame echt werkt*. Kluwer.
- Franzen, G. (1998). *Merken en reclame*. Deventer: Kluwer.
- Franzen, G. & Bouwman, M. (1999). *De mentale wereld van merken*. Deventer: Kluwer.
- Franzen, G. (2006). *The Swocc Book of Brand Management Models*. Amsterdam: Stichting Wetenschappelijk Onderzoek Commerciële Communicatie.
- Geursen, C. (1992). *Emoties & Reclame* (3e druk). Stenfert Kroese.
- Hill, D. (2003). *Body of Truth. Leveraging what consumers can't or won't say*. Hoboken, NJ: John Wiley and Son.
- Hoften, F.L.J. van (2010). *What are consumers' motivations for CSR related purchases and how do these motivations influence the intention to buy CRS associated products?* Tilburg: Universiteit van Tilburg.
- Hoften, R. van (1998). *Caseboek Consumentengedrag*. Groningen: Wolters-Noordhoff.
- Iacoboni, M. (2008). *Het spiegelende brein*. Nieuwezijds.
- Knoope, M. (1998). *De creatiespiraal. De natuurlijke weg van wens naar werkelijkheid*. KIC Uitgevers.
- Lentjes, E. (2010). *Op Maat Gemaakt. 60 Affiches voor Ontwerp Platform Arnhem*. Arnhem: De Buitenkant.
- Lindstrom, M. (2008). *Koop mij. Waarheid en leugens over ons koopgedrag* (oorspr. *Buyology*). Utrecht: A.W. Bruna.
- Mieras, M. (2010). *Ben ik dat? Wat hersenonderzoek vertelt over onszelf*. Amsterdam: Uitgeverij Nieuw Amsterdam.
- Mooij, M. de (1998). *Wereldmerken. Hoe reclame omgaat met cultuurverschillen*. Alphen aan den Rijn: Samsom.
- Pelsmacker, P. de, Geuens, M. & van den Bergh, J. (2008). *Marketingcommunicatie* (3e druk). Amsterdam: Pearson Education Benelux.
- Plessis, E. du (2008). *The Advertised Mind: ground-breaking insights into how our brains respond to advertising*. London: Kogan Page.
- Sitskoorn, M. (2006). *Het maakbare brein*. Amsterdam: Bert Bakker.

- Scrick, M.** (2009). *The hidden power of humorous ads. How humor modifies positive and negative associative processes*. Dissertatie. Nijmegen: RU Radboud Universiteit Nijmegen.
- Vonk, R.** (2009). *Sociale Psychologie*. Groningen: Noordhoff.
- Walvis, T.** (2010). *Uit de grijze massa. Waarom ons brein het ene merk boven het andere verkiest*. Amsterdam: Pearson Education Benelux.
- Weber, A.** (2006). *Consumentengedrag de Basis*. Groningen: Wolters-Noordhoff.