

## LET'S GET #HOOKED

1. Nittono, H., Fukushima, M., Yano, A., & Moriya, H. (2012). The power of kawaii: Viewing cute images promotes a careful behavior and narrows attentional focus. *PloS one*, 7(9), e46362.
2. Amos, D. P. (2010). Aflac's CEO explains how he fell for the duck. *Harvard Business Review*, 88(1), 131-134.
3. Heath, C., Bell, C., & Sternberg, E. (2001). Emotional selection in memes: the case of urban legends. *Journal of personality and social psychology*, 81(6), 1028.
4. Glamour (2012, April 9). Allergic to Chocolate? No, Probably Just... Cockroach Parts [Article]. Retrieved 31 March, 2015, from: <http://www.glamour.com/health-fitness/blogs/vitamin-g/2012/04/yuck-blech-gross-allergic-to-c>

## AN INTRODUCTION

1. ABC News (2006, December 2). Does Hyped Headache Remedy 'Head On' Work? [Article]. Retrieved 31 March, 2015, from: <http://abcnews.go.com/GMA/Health/story?id=2695490>
2. Advertising Age (2007, September 24). This Ad Will Give You a Headache, but it Sells [Article]. Retrieved 31 March, 2015, from: <http://adage.com/article/news/ad-give-a-headache-sells/120636/>
3. Marketing Magazine (2009, August 18). GoCompare creates opera singer to take on Comparethemarket's meerkat [Article]. Retrieved 31 March, 2015, from: <http://www.marketingmagazine.co.uk/article/927523/gocompare-creates-opera-singer-comparethemarkets-meerkat>
4. Marketing Magazine (2010, January 12). The most irritating ads of 2009 [Article]. Retrieved 31 March, 2015, from: <http://www.marketingmagazine.co.uk/article/977046/irritating-ads-2009>
5. Marketing Magazine (2011, January 11). Irritating ads 2010: Memorable for the wrong reason [Article]. Retrieved 31 March, 2015, from: <http://www.marketingmagazine.co.uk/article/1048425/irritating-ads-2010-memorable-wrong-reason>
6. The Guardian (2015, January 10). The new GoCompare advert: Still excruciating [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/tv-and-radio/2015/jan/10/go-compare-new-advert>
7. Post (2013, January 15). Marketing and advertising: Small Screen, Big Rewards [Article]. Retrieved 31 March, 2015, from: <http://www.postonline.co.uk/post/feature/2234998/marketing-and-advertising-small-screen-big-rewards>
8. Smarta (n.d.) Do annoying ads work? [Article]. Retrieved 31 March, 2015, from: <http://www.smarta.com/advice/sales-and-marketing/advertising-and-marketing/do-annoying-ads-work/>
9. Chevalier-Skolnikoff, S. (1981). The Clever Hans phenomenon, cuing, and ape signing: A Piagetian analysis of methods for instructing animals. *Annals of the New York Academy of Sciences*, 364(1), 60-93.
10. Gluck, M. A., Shohamy, D., & Myers, C. (2002). How do people solve the "weather prediction" task? Individual variability in strategies for probabilistic category learning. *Learning & Memory*, 9(6), 408-418.
11. Conrad, Klaus (1958). *Die beginnende Schizophrenie. Versuch einer Gestaltanalyse des Wahns*. Stuttgart: Georg Thieme Verlag.

12. Taleb, N. (2004). *Fooled by randomness: The hidden role of chance in life and in the markets*. Random House Incorporated.
13. GhostStop.com (n.d.) Zoom 360° Audio Recorder [Web Page]. Retrieved 31 March, 2015, from: <http://www.ghoststop.com/Zoom-H4N-Portable-Audio-Recorder-p/evp-zoomh4n.htm>
14. Banks, J. (2001). Rorschach audio: Ghost voices and perceptual creativity. *Leonardo Music Journal*, 11(1), 77-83.
15. Liu, J., Li, J., Feng, L., Li, L., Tian, J., & Lee, K. (2014). Seeing Jesus in toast: Neural and behavioral correlates of face pareidolia. *Cortex*, 53(1), 60-77.
16. Croson, R., & Sundali, J. (2005). The gambler's fallacy and the hot hand: Empirical data from casinos. *Journal of Risk and Uncertainty*, 30(3), 195-209.
17. Harris, J. L., Pierce, M., & Bargh, J. A. (2014). Priming effect of antismoking PSAs on smoking behaviour: a pilot study. *Tobacco control*, 23(4), 285-290.
18. Covey, S. (1989). *The seven habits of highly successful people*. Simon & Schuster.
19. Hoffman, B. (2011). *101 Contrarian Ideas About Advertising*. Amazon.
20. Armstrong, J. S., & Schultz, R. L. (1993). Principles involving marketing policies: An empirical assessment. *Marketing Letters*, 4(3), 253-265.
21. The Ad Contrarian (2015, April 8). How Do You Untrain A Generation [Weblog]. Retrieved 20 April, 2015, from: <http://adcontrarian.blogspot.co.uk/2015/04/how-do-you-untrain-generation.html>
22. Marketing Week (2012, November 15). 70% of CEOs have lost trust in marketers [Article]. Retrieved 31 March, 2015, from: <http://www.marketingweek.com/2012/11/15/70-of-ceos-have-lost-trust-in-marketers/>
23. Advertising Age (2013, December 9). Who's Next to Fall? Unilever's Massive Job Cuts Put Other Marketers on Notice [Article]. Retrieved 31 March, 2015, from: <http://adage.com/article/news/unilever-s-massive-job-cuts-put-marketers-notice/245587/>

#### AN INTRODUCTION - THE SCIENCE OF COMMUNICATION

1. Horner, V., & Whiten, A. (2005). Causal knowledge and imitation/emulation switching in chimpanzees (*Pan troglodytes*) and children (*Homo sapiens*). *Animal cognition*, 8(3), 164-181.
2. Chen, M. K., Lakshminarayanan, V., & Santos, L. R. (2006). How basic are behavioral biases? Evidence from capuchin monkey trading behavior. *Journal of Political Economy*, 114(3), 517-537.
3. Fox, S., Spector, P. E., & Miles, D. (2001). Counterproductive work behavior (CWB) in response to job stressors and organizational justice: Some mediator and moderator tests for autonomy and emotions. *Journal of vocational behavior*, 59(3), 291-309.
4. de Waal, F. (2009). The origins of fairness. *New Scientist*, 204(2734), 34-35.
5. Leavens, D. A., Hopkins, W. D., & Bard, K. A. (2005). Understanding the point of chimpanzee pointing epigenesis and ecological validity. *Current Directions in Psychological Science*, 14(4), 185-189.
6. Carpenter, M., Nagell, K., Tomasello, M., Butterworth, G., & Moore, C. (1998). Social cognition, joint attention, and communicative competence from 9 to 15 months of age. *Monographs of the society for research in child development*, i-174.
7. Cook, K. (2014). *Kitty Genovese: The murder, the bystanders, the crime that changed America*. New York, NY: WW Norton.

8. Manning, R., Levine, M., & Collins, A. (2007). The Kitty Genovese murder and the social psychology of helping: the parable of the 38 witnesses. *American Psychologist*, *62*(6), 555-562.
9. Latane, B., & Darley, J. M. (1968). Group inhibition of bystander intervention in emergencies. *Journal of Personality and Social Psychology*, *10*(3), 215-221.
10. Mail Online (2014, February 20). Five Guys manager accidentally includes customer on email calling him a 'douche' [Article]. Retrieved 31 March, 2015, from: <http://www.dailymail.co.uk/news/article-2564086/Five-Guys-manager-accidentally-includes-customer-email-calling-douche.html>
11. Barron, G., & Yechiam, E. (2002). Private e-mail requests and the diffusion of responsibility. *Computers in Human Behavior*, *18*(5), 507-520.
12. BBC (n.d.). William Henry Fox Talbot (1800-1877) [Web Page]. Retrieved 31 March, 2015, from: [http://www.bbc.co.uk/history/historic\\_figures/fox\\_talbot\\_william\\_henry.shtml](http://www.bbc.co.uk/history/historic_figures/fox_talbot_william_henry.shtml)
13. Facebook (n.d.). Company Info [Web Page]. Retrieved 31 March, 2015, from: <http://newsroom.fb.com/company-info/>
14. Forbes (2014, August 27). Giant Chart: Global Internet Usage by the Numbers [Article]. Retrieved 31 March, 2015, from: <http://www.forbes.com/sites/niallmccarthy/2014/08/27/giant-chart-global-internet-usage-by-the-numbers/>
15. FileCatalyst (n.d.). Today's Media File Sizes - What's Average? [Article]. Retrieved 31 March, 2015, from: <http://filecatalyst.com/todays-media-file-sizes-whats-average/>
16. Huffington Post (2010, August 5). Google CEO Eric Schmidt: 'People Aren't Ready for the Technology Revolution' [Article]. Retrieved 31 March, 2015, from: [http://www.huffingtonpost.com/2010/08/05/google-ceo-eric-schmidt-p\\_n\\_671513.html?](http://www.huffingtonpost.com/2010/08/05/google-ceo-eric-schmidt-p_n_671513.html?)
17. Radicati, S. (2014). *Email Statistics Report, 2014-2018*. Retrieved 31 March, 2015, from: <http://www.radicati.com/wp/wp-content/uploads/2014/01/Email-Statistics-Report-2014-2018-Executive-Summary.pdf>
18. Tech Crunch (2014, July 23). American Users Spend An Average of 40 Minutes Per Day On Facebook [Article]. Retrieved 31 March, 2015, from: <http://techcrunch.com/2014/07/23/facebook-usage-time/>
19. The Guardian (2009, November 19). Shopper's eye view of ads that pass us by [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/media/2005/nov/19/advertising.marketingandpr>
20. Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, *19*, 123-205.
21. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211.
22. Pechmann, C., & Stewart, D. W. (1988). Advertising repetition: A critical review of wearin and wearout. *Current issues and research in advertising*, *11*(1-2), 285-329.
23. LaPiere, R. T. (1934). Attitudes vs. actions. *Social Forces*, *13*(2), 230-237.
24. Sweeny, K., Shepperd, J. A., & Howell, J. L. (2012). Do as I say (not as I do): Inconsistency between behavior and values. *Basic and Applied Social Psychology*, *34*(2), 128-135.
25. Wicker, A. W. (1969). Attitudes versus actions: The relationship of verbal and overt behavioral responses to attitude objects. *Journal of Social Issues*, *25*(4), 41-78.
26. Kraus, S. J. (1995). Attitudes and the prediction of behavior: A meta-analysis of the empirical literature. *Personality and social psychology bulletin*, *21*(1), 58-75.

27. Glasman, L. R., & Albarracín, D. (2006). Forming attitudes that predict future behavior: a meta-analysis of the attitude-behavior relation. *Psychological Bulletin*, *132*(5), 778-822.
28. Camerer, C. F., Loewenstein, G., & Prelec, D. (2004). Neuroeconomics: Why economics needs brains. *The Scandinavian Journal of Economics*, *106*(3), 555-579.
29. Libet, B., Gleason, C. A., Wright, E. W., & Pearl, D. K. (1983). Time of conscious intention to act in relation to onset of cerebral activity (readiness-potential). *Brain*, *106*(3), 623-642.
30. Strack, F., Martin, L. L., & Stepper, S. (1988). Inhibiting and facilitating conditions of the human smile: a nonobtrusive test of the facial feedback hypothesis. *Journal of Personality and Social Psychology*, *54*(5), 768-777.
31. Hall, L., Johansson, P., & Strandberg, T. (2012). Lifting the veil of morality: Choice blindness and attitude reversals on a self-transforming survey. *PLoS One*, *7*(9), e45457.
32. Wilson, T. D. (2009). *Strangers to ourselves: Discovering the adaptive unconscious*. Harvard University Press.
33. Bertrand, M., Karlin, D., Mullainathan, S., Shafir, E., & Zinman, J. (2005). *What's psychology worth? A field experiment in the consumer credit market* (No. w11892). National Bureau of Economic Research.
34. Madrian, B. C., & Shea, D. F. (2000). *The power of suggestion: Inertia in 401 (k) participation and savings behavior* (No. w7682). National Bureau of Economic Research.
35. Redelmeier, D. A., & Shafir, E. (1995). Medical decision making in situations that offer multiple alternatives. *Journal of the American Medical Association*, *273*(4), 302-305.
36. Binet, L., & Field, P. (2009). Empirical generalizations about advertising campaign success. *Journal of Advertising Research*, *49*(2), 130-133.
37. Kennedy, R., Northover, H., Leighton, J., Bird, G., & Lion, S. (2010). Pre-Test Advertising: Proposing a new validity project. *EMAC 2010 (July), Copenhagen*.
38. Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, *25*(3), 59-62.
39. Thompson, M., Neil, J., Threadgold, S., & Trillo, S. L. (2007). This is not just advertising, this is Your M&S advertising. *Market Leader*, *36*.
40. Vimeo (2015, January 22). Case Study: DEVIL BABY ATTACK [Video]. Retrieved 31 March, 2015, from: <https://vimeo.com/117503803>
41. Bullard, N., O'Carroll, A., White, S., Goodman, J., Gladwin, E., Smith, R., ... & Burgess, L. (2013). IKEA Weatherman. *DMA Awards 2013, Gold*.
42. Forbes (2007, September 28). The Keg that Scored [Article]. Retrieved 31 March, 2015, from: <http://www.forbes.com/forbes/2007/1015/070.html>
43. The Guardian (2014, September 8). Jack the Ripper: five unlikely suspects other than Aaron Kosminski [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/uk-news/shortcuts/2014/sep/08/jack-the-ripper-five-unlikely-suspects-other-than-aaron-kosminski>
44. MRM Worldwide (2014). Google Japan: AdWords Puzzle Campaign. *DMA International ECHO Awards 2014, Gold and USPS Gold Mailbox Award*.
45. Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communications Monographs*, *51*(1), 1-22.
46. Rix, C., & Howard, L. (2014). Twix: A tale of two bars - How story-telling helped turn Twix into a truly global brand. *IPA Effectiveness Awards 2014, Entrant*.
47. Ariad Communications (2014). Knorr: "What's For Dinner?". *Canadian Advertising Success Stories 2014, Bronze*.

48. Grizzard Communications (2011). The Salvation Army Canada: Holiday 2010 Giving Campaign. *ECHO Awards 2011, Bronze*.
49. Behavioural Insights Team (2011). Annual update 2010-11 [Report]. Retrieved 31 March, 2015, from: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/60537/Behaviour-Change-Insight-Team-Annual-Update\\_acc.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/60537/Behaviour-Change-Insight-Team-Annual-Update_acc.pdf)
50. Vohs, K. D., Mead, N. L., & Goode, M. R. (2006). The psychological consequences of money. *Science*, *314*(5802), 1154-1156.
51. Donald, T. (2011). Canadian Club: Over beer? How CC became the fastest growing alcohol trademark in Australia. *Australian Effie Awards 2011, Silver*.
52. Know Your Meme (n.d.). Pepe the Frog - Rare Pepes sold for thousands on eBay [Web Page]. Retrieved April 3, 2015, from: <http://knowyourmeme.com/photos/942086-pepe-the-frog>
53. Dawkins, R. (2006). *The Selfish Gene*. Oxford University Press.
54. Nelson-Field, K., Riebe, E., & Newstead, K. (2013). The emotions that drive viral video. *Australasian Marketing Journal*, *21*(4), 205-211.
55. Heath, C., Bell, C., & Sternberg, E. (2001). Emotional selection in memes: the case of urban legends. *Journal of personality and social psychology*, *81*(6), 1028.

#### AN INTRODUCTION - THE BRAIN

1. Eckel, C. C., & Grossman, P. J. (2001). Chivalry and solidarity in ultimatum games. *Economic Inquiry*, *39*(2), 171-188
2. Freud, S. (1923). *The Ego and the Id*. Vienna: W. Norton & Co.
3. Kahneman, D. (2011). *Thinking, Fast and Slow*. New York, NY: Farrar, Straus and Giroux.
4. Chandon, P., Hutchinson, J. W., & Young, S. H. (2002). *Unseen is unsold: Assessing visual equity with commercial eye-tracking data*. Working paper.
5. Lindgaard, G., Fernandes, G., Dudek, C., & Brown, J. (2006). Attention web designers: You have 50 milliseconds to make a good first impression! *Behaviour & Information Technology*, *25*(2), 115-126.
6. Carter, R., & Frith, C. D. (1998). *Mapping the Mind*. University of California Press.
7. MacLean, P. D. (1990). *The triune brain in evolution: Role in paleocerebral functions*. Springer Science & Business Media.
8. Panksepp, J. (2003). Foreword to *Cory, G. and Gardner, R. (Eds.) The Evolutionary Neuroethology of Paul MacLean: Convergences and Frontiers*.
9. Toro, R., Perron, M., Pike, B., Richer, L., Veillette, S., Pausova, Z., & Paus, T. (2008). Brain size and folding of the human cerebral cortex. *Cerebral cortex*, *18*(10), 2352-2357.
10. Shiv, B., & Fedorikhin, A. (1999). Heart and mind in conflict: The interplay of affect and cognition in consumer decision making. *Journal of Consumer Research*, *26*(3), 278-292.
11. Wilson, T. D. (2009). *Strangers to ourselves: Discovering the adaptive unconscious*. Harvard University Press.
12. Van der Lans, R., Pieters, R., & Wedel, M. (2008). Research Note-Competitive Brand Salience. *Marketing Science*, *27*(5), 922-931.
13. Simons, D. J., & Chabris, C. F. (1999). Gorillas in our midst: Sustained inattention blindness for dynamic events. *Perception*, *28*(9), 1059-1074.
14. Slavich, G. M., & Zimbardo, P. G. (2013). Out of mind, out of sight: Unexpected scene elements frequently go unnoticed until primed. *Current Psychology*, *32*(4), 301-317.
15. Cherry, C. E. (1953). Some Experiments on the Recognition of Speech, with One and with Two Ears. *The Journal of the Acoustical Society of America*, *25*(5), 975-979.

16. Awh, E., & Vogel, E. K. (2008). The bouncer in the brain. *Nature Neuroscience*, *11*(1), 5-6.
17. Cutrell, E., & Guan, Z. (2007). What are you looking for? An eye-tracking study of information usage in web search. In *Proceedings of the SIGCHI conference on Human factors in computing systems* (pp. 407-416). ACM.
18. Dawkins, R. (2006). *The Selfish Gene*. Oxford University Press.
19. Iyengar, S. S., & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing? *Journal of Personality and Social Psychology*, *79*(6), 995.
20. Redelmeier, D. A., & Shafir, E. (1995). Medical decision making in situations that offer multiple alternatives. *Journal of the American Medical Association*, *273*(4), 302-305.
21. Anderson, J. R. (1983). A spreading activation theory of memory. *Journal of Verbal Learning and Verbal Behavior*, *22*(3), 261-295.
22. The FT (2007, December 11). Cadbury benefits from gorilla tactics [Article]. Retrieved 31 March, 2015, from: <http://www.ft.com/cms/s/0/b4c33d22-a7c0-11dc-9485-0000779fd2ac.html#axzz3WHoJkW2w>

#### FIRST: NOTICING

1. Awh, E., & Vogel, E. K. (2008). The bouncer in the brain. *Nature Neuroscience*, *11*(1), 5-6.
2. Wilson, T. D. (2009). *Strangers to ourselves: Discovering the adaptive unconscious*. Harvard University Press.
3. Pew Research Center (2014, February 3). 6 new facts about Facebook [Article]. Retrieved 31 March, 2015, from: <http://www.pewresearch.org/fact-tank/2014/02/03/6-new-facts-about-facebook/>
4. BBC (2014, August 7). Britons spend more time on tech than asleep, study suggests [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/technology-28677674>
5. Sigurdsson, V., Saevarsson, H. & Foxall, G. (2009). Brand Placement and Consumer Choice: An In-Store Experiment. *Journal of Applied Behavior Analysis*, *42*(3), 741-745.
6. Milligan, J. & Hantula, D. A. (2006). A Prompting Procedure for Increasing Sales in a Small Pet Store. *Journal of Organizational Behavior and Management*, *25*(3), 37-44.
7. Nordfält, J. (2011). Improving the attention-capturing ability of special displays with the combination effect and the design effect. *Journal of Retailing and Consumer Services*, *18*(3), 169-173.
8. Milosavljevic, M., Navalpakkam, V., Koch, C., & Rangel, A. (2012). Relative visual saliency differences induce sizable bias in consumer choice. *Journal of Consumer Psychology*, *22*(1), 67-74.
9. Harris, J. L., Pierce, M., & Bargh, J. A. (2014). Priming effect of antismoking PSAs on smoking behaviour: a pilot study. *Tobacco control*, *23*(4), 285-290.
10. Earp, B. D., Dill, B., Harris, J. L., Ackerman, J. M., & Bargh, J. A. (2013). No sign of quitting: incidental exposure to "no smoking" signs ironically boosts cigarette-approach tendencies in smokers. *Journal of Applied Social Psychology*, *43*(10), 2158-2162.
11. Algom, D., Chajut, E., & Lev, S. (2004). A rational look at the emotional Stroop phenomenon: a generic slowdown, not a Stroop effect. *Journal of Experimental Psychology: General*, *133*(3), 323.

#### FIRST: NOTICING - PRIMAL

1. Hansen, C. H., & Hansen, R. D. (1990). The influence of sex and violence on the appeal of rock music videos. *Communication Research*, *17*(2), 212-234.

2. Wikipedia (n.d.). Janet Jackson discography [Web Page]. Retrieved 31 March, 2015, from: [http://en.wikipedia.org/wiki/Janet\\_Jackson\\_discography](http://en.wikipedia.org/wiki/Janet_Jackson_discography)
3. Baxter, R. L., De Riemer, C., Landini, A., Leslie, L., & Singletary, M. W. (1985). A content analysis of music videos. *Journal of Broadcasting & Electronic Media*, 29(3), 333-340.
4. Gow, J. (1990). The relationship between violent and sexual images and the popularity of music videos. *Popular Music & Society*, 14(4), 1-9.
5. Primack, B. A., Gold, M. A., Schwarz, E. B., & Dalton, M. A. (2008). Degrading and non-degrading sex in popular music: a content analysis. *Public health reports*, 123(5), 593-600.
6. Johnson, P. (1996). Pornography drives technology: why not to censor the Internet. *Federal Communications Law Journal*, 49(1), 217-226.
7. Denton, C. (2014). *The War on Sex: Western Repression from the Torah to Victoria*. McFarland.
8. Wasser, F. (2009). *Veni, vidi, video: The Hollywood empire and the VCR*. University of Texas Press.
9. CNN (2010, April 23). In the tech world, porn quietly leads the way [Article]. Retrieved 31 March, 2015, from: <http://edition.cnn.com/2010/TECH/04/23/porn.technology/index.html?hpt=Sbin>
10. Washington Post (2006, January 21). Technology's Seamier Side [Article]. Retrieved 31 March, 2015, from: <http://www.washingtonpost.com/wp-dyn/content/article/2006/01/20/AR2006012001888.html>
11. Reddit (2013, January 4). If someone from the 1950s suddenly appeared today, what would be the most difficult thing to explain to them about life today? [Web Forum]. Retrieved 31 March, 2015, from: [http://www.reddit.com/r/AskReddit/comments/15yaap/if\\_someone\\_from\\_the\\_1950s\\_suddenly\\_appeared\\_today/](http://www.reddit.com/r/AskReddit/comments/15yaap/if_someone_from_the_1950s_suddenly_appeared_today/)
12. Wikipedia (n.d.). List of most viewed YouTube videos [Web Page]. Retrieved 31 March, 2015, from: [http://en.wikipedia.org/wiki/List\\_of\\_most\\_viewed\\_YouTube\\_videos](http://en.wikipedia.org/wiki/List_of_most_viewed_YouTube_videos)
13. Metro (2014, October 16). Advert of woman's breasts posted on side of van causes 500 car crashes in just 24 hours [Article]. Retrieved 31 March, 2015, from: <http://metro.co.uk/2014/10/15/hello-boys-advert-of-womans-breasts-posted-on-side-of-van-causes-500-crashes-in-just-24-hours-4907663/>
14. BBC (2002, December 24). Drivers warned over lingerie ads [Article]. Retrieved 31 March, 2015, from: <http://news.bbc.co.uk/1/hi/uk/2603751.stm>
15. Prause, N., Janssen, E., & Hetrick, W. P. (2008). Attention and emotional responses to sexual stimuli and their relationship to sexual desire. *Archives of Sexual Behavior*, 37(6), 934-949.
16. The Drum (2015, January 13). Why Diet Coke is so wrong to ditch the hunk [Article]. Retrieved 31 March, 2015, from: <http://www.thedrum.com/opinion/2015/01/23/why-diet-coke-so-wrong-ditch-hunk>
17. Wikipedia (n.d.). List of best-selling books [Web Page]. Retrieved 31 March, 2015, from: [http://en.wikipedia.org/wiki/List\\_of\\_best-selling\\_books](http://en.wikipedia.org/wiki/List_of_best-selling_books)
18. Belch, M. A., Holgerson, B. E., Belch, G. E., & Koppman, J. (1982). Psychophysiological and cognitive responses to sex in advertising. *Advances in Consumer Research*, 9(1), 424-427.
19. Vohs, K. D., Sengupta, J., & Dahl, D. W. (2013). The Price Had Better Be Right Women's Reactions to Sexual Stimuli Vary With Market Factors. *Psychological Science*, 25(1), 278-283.

20. Baumeister, R. F., & Vohs, K. D. (2004). Sexual economics: Sex as female resource for social exchange in heterosexual interactions. *Personality and Social Psychology Review*, 8(4), 339-363.
21. Buss, D. M., & Schmitt, D. P. (1993). Sexual strategies theory: an evolutionary perspective on human mating. *Psychological Review*, 100(2), 204.
22. Ellis, B. J., & Symons, D. (1990). Sex differences in sexual fantasy: An evolutionary psychological approach. *Journal of Sex Research*, 27(4), 527-555.
23. Dawkins, R. (2006). *The Selfish Gene*. Oxford University Press.
24. The Guardian (2015, January 20). How many giant pandas are there? [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/science/animal-magic/2015/jan/20/how-many-giant-pandas-china-census-survey>
25. Discover (2008, August 5). Could Pandas Be an Evolutionary Mistake—or Proof of an Intelligent Designer? [Article]. Retrieved 31 March, 2015, from: <http://discovermagazine.com/2008/aug/05-could-pandas-be-an-evolutionary-mistake2014or-proof-of-an-intelligent-designer>
26. The Telegraph (2009, September 22). Chris Packham: 'Giant pandas should be allowed to die out' [Article]. Retrieved 31 March, 2015, from: <http://www.telegraph.co.uk/news/earth/wildlife/6216775/Chris-Packham-Giant-pandas-should-be-allowed-to-die-out.html>
27. Baker, S. (1961). *Visual Persuasions*. New York, NY: McGraw-Hill.
28. Severn, J., Belch, G. E., & Belch, M. A. (1990). The effects of sexual and non-sexual advertising appeals and information level on cognitive processing and communication effectiveness. *Journal of Advertising*, 19(1), 14-22.
29. Bello, D. C., Pitts, R. E., & Etzel, M. J. (1983). The communication effects of controversial sexual content in television programs and commercials. *Journal of Advertising*, 12(3), 32-42.
30. Reid, L. N., & Soley, L. C. (1981). Another look at the 'decorative' female model: The recognition of visual and verbal ad components. *Current Issues and Research in Advertising*, 4(1), 123-133.
31. Nielsen (2013, February 6). COMMERCIAL MVPS TOP ADS OF SUPER BOWL XLVII [Article]. Retrieved 31 March, 2015, from: <http://www.nielsen.com/us/en/insights/news/2013/commercial-mvps-top-ads-of-super-bowl-xlvi.html>
32. Mashable (2013, February 5). Go Daddy Posts Biggest Sales Day in History After Super Bowl Ads Run [Article]. Retrieved 31 March, 2015, from: <http://mashable.com/2013/02/05/go-daddy-biggest-sales-day-super-bowl/>
33. Compete Pulse (2012, June 28). Pinning Down the Impact of Pinterest [Article]. Retrieved 31 March, 2015, from: <https://blog.compete.com/2012/06/28/pinning-down-the-impact-of-pinterest/>
34. Mashable (2013, January 2013). OpenTable Buys Foodspotting For \$10 Million to Get More Social [Article]. Retrieved 31 March, 2015, from: <http://mashable.com/2013/01/29/opentable-acquires-foodspotting/>
35. The Guardian (2014, February 16). French chef Alexandre Gauthier attempts to put an end to food selfies [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/lifeandstyle/2014/feb/16/chef-alexandre-gauthier-stop-photographs-food-restaurant>

36. Nummenmaa, L., Hietanen, J. K., Calvo, M. G., & Hyönä, J. (2011). Food catches the eye but not for everyone: A BMI-contingent attentional bias in rapid detection of nutrients. *PLoS One*, *6*(5), e19215.
37. Werthmann, J., Roefs, A., Nederkoorn, C., Mogg, K., Bradley, B. P., & Jansen, A. (2013). Attention bias for food is independent of restraint in healthy weight individuals—An eye tracking study. *Eating Behaviors*, *14*(3), 397-400.
38. Freijy, T., Mullan, B., & Sharpe, L. (2014). Food-related attentional bias. Word versus pictorial stimuli and the importance of stimuli calorific value in the dot probe task. *Appetite*, *83*(1), 202-208.
39. Hunt, D. A., & Rosen, J. C. (1981). Thoughts about food by obese and nonobese individuals. *Cognitive Therapy and Research*, *5*(3), 317-322.
40. Wells, J. C. (2006). The evolution of human fatness and susceptibility to obesity: an ethological approach. *Biological Reviews*, *81*(2), 183-205.
41. Forestell, C. A., Lau, P., Gyurovski, I. I., Dickter, C. L., & Haque, S. S. (2012). Attentional biases to foods: The effects of caloric content and cognitive restraint. *Appetite*, *59*(3), 748-754.
42. Food Republic (2014, March 17). The Food Porn Index: How Healthy is the Food We Instagram? [Article]. Retrieved 31 March, 2015, from: <http://www.foodrepublic.com/2014/03/17/food-porn-index-how-healthy-food-we-instagram>
43. BBC (2004, November 17). Woman 'blessed by the holy toast' [Article]. Retrieved 31 March, 2015, from: <http://news.bbc.co.uk/1/hi/world/americas/4019295.stm>
44. BBC (2004, November 23). 'Virgin Mary' toast fetches \$28,000 [Article]. Retrieved 31 March, 2015, from: <http://news.bbc.co.uk/1/hi/4034787.stm>
45. Liu, J., Li, J., Feng, L., Li, L., Tian, J., & Lee, K. (2014). Seeing Jesus in toast: Neural and behavioral correlates of face pareidolia. *Cortex*, *53*(1), 60-77.
46. Kanwisher, N., McDermott, J., & Chun, M. M. (1997). The fusiform face area: a module in human extrastriate cortex specialized for face perception. *The Journal of Neuroscience*, *17*(11), 4302-4311.
47. Mondloch, C. J., Lewis, T. L., Budreau, D. R., Maurer, D., Dannemiller, J. L., Stephens, B. R., & Kleiner-Gathercoal, K. A. (1999). Face perception during early infancy. *Psychological Science*, *10*(5), 419-422.
48. Bindemann, M., Burton, A. M., Langton, S. R., Schweinberger, S. R., & Doherty, M. J. (2007). The control of attention to faces. *Journal of Vision*, *7*(10), 15.
49. Itier, R. J., Villate, C., & Ryan, J. D. (2007). Eyes always attract attention but gaze orienting is task-dependent: Evidence from eye movement monitoring. *Neuropsychologia*, *45*(5), 1019-1028.
50. Cerf, M., Frady, E. P., & Koch, C. (2009). Faces and text attract gaze independent of the task: Experimental data and computer model. *Journal of Vision*, *9*(12), 10.
51. Sajjacholapunt, P., & Ball, L. J. (2014). The influence of banner advertisements on attention and memory: human faces with averted gaze can enhance advertising effectiveness. *Frontiers in Psychology*, *5*, 166.
52. Musicus, A., Tal, A., & Wansink, B. (2014). Eyes in the Aisles Why Is Cap'n Crunch Looking Down at My Child? *Environment and Behavior*, 0013916514528793.

1. The Mirror (2013, July 1). "Bob the cat rescued me from drugs": How sick stray inspired addict to sell one million books [Article]. Retrieved 31 March, 2015, from: <http://www.mirror.co.uk/news/uk-news/bob-cat-rescued-drugs-nobody-2017566>
2. The Guardian (2014, March 18). Bob the Street Cat books sell 1m copies in UK [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/books/2014/mar/18/bob-street-cat-books-sell-1m-copies-in-uk-james-bowen>
3. Mail Online (2012, November 4). How Bob the busking cat is heading to Hollywood: The enchanting bestselling story of a stray moggy who saved a man's life is set to be a movie [Article]. Retrieved 31 March, 2015, from: <http://www.dailymail.co.uk/news/article-2227639/James-Bowen-Best-selling-true-story-busker-got-life-track-thanks-stray-cat-film.html>
4. Mashable (2013, July 9). Cats and Bacon: How They Rule the Internet [Article]. Retrieved 31 March, 2015, from: <http://mashable.com/2013/07/08/cats-bacon-rule-internet/>
5. Advertising Age (2012, December 27). Ten Stats That Will Change the Way You Look At Video in 2013 [Article]. Retrieved 31 March, 2015, from: <http://adage.com/article/digitalnext/ten-stats-change-video-2013/238915/>
6. Los Angeles Times (2011, December 20). Talking Twin Babies, Nyan Cat among YouTube's top videos of 2011 [Article]. Retrieved 31 March, 2015, from: <http://latimesblogs.latimes.com/technology/2011/12/talking-twin-babies-nyan-cat-and-friday-top-youtubes-most-watched-videos-of-2011.html>
7. YouTube (n.d.). Lil BUB [Web Page]. Retrieved 31 March, 2015, from: <https://www.youtube.com/user/LilBubBub>
8. YouTube (n.d.). mugumogu [Web Page]. Retrieved 31 March, 2015, from: <https://www.youtube.com/user/mugumogu>
9. Huffington Post (2014, March 12). The 25 Greatest Viral Videos of All Time [Article]. Retrieved 31 March, 2015, from: [http://www.huffingtonpost.co.uk/2014/03/12/25-greatest-viral-videos\\_n\\_4948395.html](http://www.huffingtonpost.co.uk/2014/03/12/25-greatest-viral-videos_n_4948395.html)
10. The Guardian (2014, December 31). Glasgow to host festival of cat videos [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/uk-news/2014/dec/31/glasgow-host-internet-cat-video-festival-minneapolis>
11. Wikipedia (n.d.). Grumpy Cat [Web Page]. Retrieved 31 March, 2015, from: [http://en.wikipedia.org/wiki/Grumpy\\_Cat](http://en.wikipedia.org/wiki/Grumpy_Cat)
12. United Biscuits (2015, March 31). McVitie's debuts sweet™ new DeliChoc ad [Press Release]. Retrieved 3 April, 2015, from: <http://www.unitedbiscuits.com/news/mcvities-debuts-sweet-new-delichoc-ad/>
13. Advertising Age (2009, September 28). How Did a Meerkat Bowl Over Brits? It's Simple [Article]. Retrieved 31 March, 2015, from: <http://adage.com/article/global-news/car-insurance-comparethemarket-s-meerkat-brit-star/139292/>
14. Nittono, H., Fukushima, M., Yano, A., & Moriya, H. (2012). The power of kawaii: Viewing cute images promotes a careful behavior and narrows attentional focus. *PLoS One*, 7(9), e46362.
15. Glocker, M. L., Langleben, D. D., Ruparel, K., Loughhead, J. W., Gur, R. C., & Sachser, N. (2009). Baby schema in infant faces induces cuteness perception and motivation for caretaking in adults. *Ethology*, 115(3), 257-263.
16. Griskevicius, V., Shiota, M. N., & Neufeld, S. L. (2010). Influence of different positive emotions on persuasion processing: a functional evolutionary approach. *Emotion*, 10(2), 190-206.

17. Brosch, T., Sander, D., & Scherer, K. R. (2007). That baby caught my eye... attention capture by infant faces. *Emotion, 7*(3), 685-689.
18. Business Insider (2013, April 22). Evian's Babies, The Most Successful Viral Ad Campaign Of All Time, Roll Again [Article]. Retrieved 31 March, 2015, from: <http://www.businessinsider.com/evians-babies-the-most-successful-viral-ad-campaign-of-all-time-roll-again-2013-4#ixzz3WSR3ogFl>
19. Google Think Insights (2013, December). The Record Breaking Love Affair Between evian® and YouTube [Case Study]. Retrieved 31 March, 2015, from: <http://www.google.co.uk/think/case-studies/evian-baby-and-me.html>
20. Liao, L., Corsi, A., Lockshin, L., & Chrysochou, P. (2012). Can packaging elements elicit consumers' emotional responses? *EMAC 2012 (May), Lisbon*.
21. Öhman, A., Flykt, A., & Esteves, F. (2001). Emotion drives attention: detecting the snake in the grass. *Journal of Experimental Psychology: General, 130*(3), 466-478.
22. BBC (2012, May 2). RSPCA officers called out to capture a rubber toy snake [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/uk-england-birmingham-17920542>
23. Liddell, B. J., Brown, K. J., Kemp, A. H., Barton, M. J., Das, P., Peduto, A., ... & Williams, L. M. (2005). A direct brainstem-amygdala-cortical 'alarm' system for subliminal signals of fear. *Neuroimage, 24*(1), 235-243.
24. Tamietto, M., & De Gelder, B. (2010). Neural bases of the non-conscious perception of emotional signals. *Nature Reviews Neuroscience, 11*(10), 697-709.
25. Brown, M. R., Bhadury, R. K., & Pope, N. K. L. (2010). The impact of comedic violence on viral advertising effectiveness. *Journal of Advertising, 39*(1), 49-66.
26. Söderlund, M., & Dahlén, M. (2010). The "killer" ad: an assessment of advertising violence. *European Journal of Marketing, 44*(11/12), 1811-1838.
27. Ekman, P. (1992). An argument for basic emotions. *Cognition & Emotion, 6*(3-4), 169-200.
28. Guéguen, N., & Lamy, L. (2011). The effect of the word "love" on compliance to a request for humanitarian aid: An evaluation in a field setting. *Social Influence, 6*(4), 249-258.
29. Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research, 49*(2), 192-205.
30. Lang, A., Dhillon, K., & Dong, Q. (1995). The effects of emotional arousal and valence on television viewers' cognitive capacity and memory. *Journal of Broadcasting & Electronic Media, 39*(3), 313-327.
31. Heath, C., Bell, C., & Sternberg, E. (2001). Emotional selection in memes: the case of urban legends. *Journal of personality and social psychology, 81*(6), 1028.
32. Kensinger, E. A., & Corkin, S. (2003). Memory enhancement for emotional words: Are emotional words more vividly remembered than neutral words? *Memory & Cognition, 31*(8), 1169-1180.
33. Costafreda, S. G., Brammer, M. J., David, A. S., & Fu, C. H. (2008). Predictors of amygdala activation during the processing of emotional stimuli: a meta-analysis of 385 PET and fMRI studies. *Brain Research Reviews, 58*(1), 57-70.
34. LeDoux, J. (2012). Rethinking the emotional brain. *Neuron, 73*(4), 653-676.
35. Russell, J. A. (1980). A circumplex model of affect. *Journal of Personality and Social Psychology, 39*(6), 1161-1178.
36. Nelson-Field, K., Riebe, E., & Newstead, K. (2013). The emotions that drive viral video. *Australasian Marketing Journal, 21*(4), 205-211.

37. Kensinger, E. A., & Corkin, S. (2004). Two routes to emotional memory: Distinct neural processes for valence and arousal. *Proceedings of the National Academy of Sciences of the United States of America*, *101*(9), 3310-3315.
38. Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. *Health Education & Behavior*, *27*(5), 591-615.
39. European Association of Communication Agencies (2014). Corsodyl: Daring to Shock. *Euro Effies 2014, Bronze*.
40. Friestad, M., & Thorson, E. (1986). Emotion-eliciting advertising: Effects on long term memory and judgment. *Advances in Consumer Research*, *13*(1), 111-116.
41. Wood, O. (2012). How Emotional Tugs Trump Rational Pushes. *Journal of Advertising Research*, *52*(1), 31-39.
42. Binet, L., & Field, P. (2009). Empirical generalizations about advertising campaign success. *Journal of Advertising Research*, *49*(2), 130-133.

#### FIRST: NOTICING - SELF-RELEVANT

1. Adweek (2014, September 13). This Marketing Pro Practiced His Facebook Ad Targeting by Making His Roommate Completely Paranoid [Article]. Retrieved 31 March, 2015, from: <http://www.adweek.com/news/technology/roommate-makes-his-friend-paranoid-creepy-facebook-ads-160320>
2. Cherry, C. E. (1953). Some Experiments on the Recognition of Speech, with One and with Two Ears. *The Journal of the Acoustical Society of America*, *25*(5), 975-979.
3. Bargh, J. A., & Pratto, F. (1986). Individual construct accessibility and perceptual selection. *Journal of Experimental Social Psychology*, *22*(4), 293-311.
4. Arnell, K. M., Shapiro, K. L., & Sorensen, R. E. (1999). Reduced repetition blindness for one's own name. *Visual Cognition*, *6*(6), 609-635.
5. Symons, C. S., & Johnson, B. T. (1997). The self-reference effect in memory: a meta-analysis. *Psychological bulletin*, *121*(3), 371-394.
6. Cunningham, S. J., Turk, D. J., Macdonald, L. M., & Macrae, C. N. (2008). Yours or mine? Ownership and memory. *Consciousness and Cognition*, *17*(1), 312-318.
7. Alexopoulos, T., Muller, D., Ric, F., & Marendaz, C. (2012). I, me, mine: Automatic attentional capture by self-related stimuli. *European Journal of Social Psychology*, *42*(6), 770-779.
8. Plude, D. J., Enns, J. T., & Brodeur, D. (1994). The development of selective attention: A life-span overview. *Acta psychologica*, *86*(2), 227-272.
9. Thierry, G., Vihman, M., & Roberts, M. (2003). Familiar words capture the attention of 11-month-olds in less than 250 ms. *Neuroreport*, *14*(18), 2307-2310.
10. Newman, R. S. (2005). The Cocktail Party Effect in Infants Revisited: Listening to One's Name in Noise. *Developmental Psychology*, *41*(2), 352-362.
11. Coca-Cola.com (n.d.). The Share a Coke Story [Web Page]. Retrieved 31 March, 2015, from: <http://www.coca-cola.co.uk/share-a-coke/share-a-coke.html>
12. The Telegraph (2014, September 27). Coke reaps rewards after putting names on cans and bottles [Article]. Retrieved 31 March, 2015, from: <http://www.telegraph.co.uk/foodanddrink/foodanddrinknews/11125509/Coke-reaps-rewards-after-putting-names-on-cans-and-bottles.html>
13. Marketing Week (2013, September 11). Coke uses ads to thank consumers for 'Share a Coke' success [Article]. Retrieved 31 March, 2015, from: <http://www.marketingweek.com/2013/09/11/coke-uses-ads-to-thank-consumers-for-share-a-coke-success/>

14. Hodson, G., & Olson, J. M. (2005). Testing the generality of the name letter effect: Name initials and everyday attitudes. *Personality and Social Psychology Bulletin*, *31*(8), 1099-1111.
15. McCullough, B. D., & McWilliams, T. P. (2010). Baseball players with the initial "K" do not strike out more often. *Journal of Applied Statistics*, *37*(6), 881-891.
16. Simonsohn, U. (2011). Spurious? Name similarity effects (implicit egotism) in marriage, job, and moving decisions. *Journal of Personality and Social Psychology*, *101*(1), 1-24.
17. Nelson, L. D., & Simmons, J. P. (2007). Moniker maladies when names sabotage success. *Psychological Science*, *18*(12), 1106-1112.
18. Kooti, F., Magno, G., & Weber, I. (2014). The Social Name-Letter Effect on Online Social Networks. In *Social Informatics* (pp. 216-227). Springer International Publishing.
19. Anseel, F., & Duyck, W. (2008). Unconscious applicants: A systematic test of the name-letter effect. *Psychological Science*, *19*(10), 1059-1061.
20. Knewtson, H. S., & Sias, R. W. (2010). Why Susie owns Starbucks: The name letter effect in security selection. *Journal of Business Research*, *63*(12), 1324-1327.
21. Pelham, B. W., Mirenberg, M. C., & Jones, J. T. (2002). Why Susie sells seashells by the seashore: implicit egotism and major life decisions. *Journal of Personality and Social Psychology*, *82*(4), 469-487.
22. Jones, J. T., Pelham, B. W., Carvallo, M., & Mirenberg, M. C. (2004). How do I love thee? Let me count the Js: implicit egotism and interpersonal attraction. *Journal of Personality and Social Psychology*, *87*(5), 665-683.
23. Chandler, J., Griffin, T. M., & Sorensen, N. (2008). In the "I" of the storm: Shared initials increase disaster donations. *Judgment and Decision Making*, *3*(5), 404-410.
24. Miyakoshi, M., Nomura, M., & Ohira, H. (2007). An ERP study on self-relevant object recognition. *Brain and Cognition*, *63*(2), 182-189.
25. Zhou, A., Shi, Z., Zhang, P., Liu, P., Han, W., Wu, H., ... & Xia, R. (2010). An ERP study on the effect of self-relevant possessive pronoun. *Neuroscience Letters*, *480*(2), 162-166.
26. Zajonc, R. B. (1968). Attitudinal Effects of Mere Exposure. *Journal of Personality and Social Psychology*, *9*(2), 1-27.
27. Duka, T., & Townshend, J. M. (2004). The priming effect of alcohol pre-load on attentional bias to alcohol-related stimuli. *Psychopharmacology*, *176*(3-4), 353-361.
28. Blough, P. M. (1989). Attentional priming and visual search in pigeons. *Journal of Experimental Psychology: Animal Behavior Processes*, *15*(4), 358-365.
29. Herzmann, G., Schweinberger, S. R., Sommer, W., & Jentzsch, I. (2004). What's special about personally familiar faces? A multimodal approach. *Psychophysiology*, *41*(5), 688-701.
30. Langeslag, S. J., Jansma, B. M., Franken, I. H., & Van Strien, J. W. (2007). Event-related potential responses to love-related facial stimuli. *Biological Psychology*, *76*(1), 109-115.
31. Sugiura, M., Sassa, Y., Watanabe, J., Akitsuki, Y., Maeda, Y., Matsue, Y., ... & Kawashima, R. (2006). Cortical mechanisms of person representation: recognition of famous and personally familiar names. *Neuroimage*, *31*(2), 853-860.
32. WARC (n.d.). Comunimals: Pet food release [Report - Behind Paywall]. Retrieved 31 March, 2015, from: [http://www.warc.com/Content/Documents/A100462\\_Comunimals\\_Pet\\_food\\_release.content?PUB=DMA&CID=A100462&ID=8249623a-31eb-4f09-8d90-e0323256f248](http://www.warc.com/Content/Documents/A100462_Comunimals_Pet_food_release.content?PUB=DMA&CID=A100462&ID=8249623a-31eb-4f09-8d90-e0323256f248)
33. Jenkins, R., Lavie, N., & Driver, J. (2003). Ignoring famous faces: Category-specific dilution of distractor interference. *Perception & Psychophysics*, *65*(2), 298-309.
34. Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, *15*(4), 291-314.

35. Coane, J. H., & Balota, D. A. (2009). Priming the holiday spirit: Persistent activation due to extraexperimental experiences. *Psychonomic bulletin & review*, 16(6), 1124-1128.
36. Berger, J., & Fitzsimons, G. (2008). Dogs on the street, pumas on your feet: How cues in the environment influence product evaluation and choice. *Journal of Marketing Research*, 45(1), 1-14.
37. WARC (n.d.). Diageo/Guinness [Report - Behind Paywall]. Retrieved 31 March, 2015, from: [http://www.warc.com/Content/Documents/A91601\\_Diageo2fGuinness.content?PUB=DMAUK&CID=A91601&ID=30073861-5915-4ac4-90ee-870cc813aef4&q=AID%3a91601](http://www.warc.com/Content/Documents/A91601_Diageo2fGuinness.content?PUB=DMAUK&CID=A91601&ID=30073861-5915-4ac4-90ee-870cc813aef4&q=AID%3a91601)
38. WARC (n.d.). Audi: The first email test drive [Report - Behind Paywall]. Retrieved 31 March, 2015, from: [https://www.warc.com/Content/Documents/A100400\\_Audi\\_The\\_first\\_email\\_test\\_drive.content?PUB=DMA&CID=A100400&ID=96747964-8af6-4c75-81f4-9f3d6711708c](https://www.warc.com/Content/Documents/A100400_Audi_The_first_email_test_drive.content?PUB=DMA&CID=A100400&ID=96747964-8af6-4c75-81f4-9f3d6711708c)
39. Target (2012, February 16). How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did [Article]. Retrieved 31 March, 2015, from: <http://www.forbes.com/sites/kashmirhill/2012/02/16/how-target-figured-out-a-teen-girl-was-pregnant-before-her-father-did/>
40. BBC (2013, November 4). Tesco petrol stations use face-scan tech to target ads [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/technology-24803378>
41. Marketing Magazine (2010, October 15). Starbucks trials new O2 location-based mobile marketing service [Article]. Retrieved 31 March, 2015, from: <http://www.marketingmagazine.co.uk/article/1035146/starbucks-trials-new-o2-location-based-mobile-marketing-service>
42. Kosinski, M., Stillwell, D., & Graepel, T. (2013). Private traits and attributes are predictable from digital records of human behavior. *Proceedings of the National Academy of Sciences*, 110(15), 5802-5805.
43. Hirsh, J. B., Kang, S. K., & Bodenhausen, G. V. (2012). Personalized persuasion tailoring persuasive appeals to recipients' personality traits. *Psychological Science*, 23(6), 578-581.
44. Malheiros, M., Jennett, C., Patel, S., Brostoff, S., & Sasse, M. A. (2012, May). Too close for comfort: A study of the effectiveness and acceptability of rich-media personalized advertising. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 579-588). ACM.
45. Joinson, A. N., & Reips, U. D. (2007). Personalized salutation, power of sender and response rates to Web-based surveys. *Computers in Human Behavior*, 23(3), 1372-1383.

#### FIRST: NOTICING - SURPRISING

1. CINEMABLEND (2014, August 3). Transformers 4 Is The First Film To Make \$1 Billion In 2014 [Article]. Retrieved 31 March, 2015, from: <http://www.cinemablend.com/new/Transformers-4-First-Film-Make-1-Billion-2014-66582.html>
2. Polygon (2014, June 30). How does a 'terrible' movie make \$300 million in three days? [Article]. Retrieved 31 March, 2015, from: <http://www.polygon.com/2014/6/30/5857506/Transformers-bay-300-million>
3. Quickflix (2014, November 25). Total Bayhem – Transformers: Age of Extinction Review [Article]. Retrieved 31 March, 2015, from: <https://www.quickflix.com.au/News/Reviews/TransformersAgeofExtinction/12420>

4. Kyle's Geeky Blog About Cool Stuff (2011, August 30). Someone Counted Every Explosion in Michael Bay's Movies, and That Person Is Me [Weblog]. Retrieved 31 March, 2015, from: <http://kgbacs.blogspot.co.uk/2011/08/someone-counted-every-explosion-in.html>
5. Pavlov, I. P. (1927). *Conditioned reflexes: An investigation of the physiological activity of the cerebral cortex*. London: Oxford University Press.
6. Rothschild, M. L., Thorson, E., Reeves, B., Hirsch, J. E., & Goldstein, R. (1986). EEG activity and the processing of television commercials. *Communication Research*, 13(2), 182-220.
7. Lang, P. J., Simons, R. F., & Balaban, M. T. (1997). *Attention and orienting: Sensory and motivational processes*. Hillsdale, NJ: Lawrence Erlbaum.
8. Bradley, M. M. (2008). Natural selective attention: Orienting and emotion. *Psychophysiology*, 46(1), 1-11.
9. Sigman, A. (2007). Visual voodoo: the biological impact of watching TV. *Biologist*, 54(1), 12-17.
10. Lang, A. (1990). Involuntary attention and physiological arousal evoked by structural features and emotional content in TV commercials. *Communication Research*, 17(3), 275-299.
11. Lang, A., Zhou, S., Schwartz, N., Bolls, P. D., & Potter, R. F. (2000). The effects of edits on arousal, attention, and memory for television messages: When an edit is an edit can an edit be too much? *Journal of Broadcasting & Electronic Media*, 44(1), 94-109.
12. Matthews, W. J., Benjamin, C., & Osborne, C. (2007). Memory for moving and static images. *Psychonomic Bulletin & Review*, 14(5), 989-993.
13. Snowden, R. J. (2002). Visual attention to color: Parvocellular guidance of attentional resources? *Psychological Science*, 13(2), 180-184.
14. Steinman, B. A., Steinman, S. B., & Lehmkuhle, S. (1997). Research note transient visual attention is dominated by the magnocellular stream. *Vision Research*, 37(1), 17-23.
15. Davis, M., & Wagner, A. R. (1969). Habituation of startle response under incremental sequence of stimulus intensities. *Journal of Comparative and Physiological Psychology*, 67(4), 486-492.
16. Olsen, G. D. (1995). Creating the contrast: The influence of silence and background music on recall and attribute importance. *Journal of Advertising*, 24(4), 29-44.
17. Nordfält, J. (2011). Improving the attention-capturing ability of special displays with the combination effect and the design effect. *Journal of Retailing and Consumer Services*, 18(3), 169-173.
18. Sorensen, H. (2009). *Inside the mind of the shopper: the science of retailing*. Pearson Prentice Hall.
19. Yoo, C. Y., Kim, K., & Stout, P. A. (2004). Assessing the effects of animation in online banner advertising: Hierarchy of effects model. *Journal of Interactive Advertising*, 4(2), 49-60.
20. Rae, N., & Brennan, M. (1998). The relative effectiveness of sound and animation in web banner advertisements. *Marketing Bulletin, Department of Marketing, Massey University*, 9(1), 76-82.
21. Tensator.com (2014, June 25). Success of Tensator Virtual Assistant leaves Network Rail wanting more [Press Release]. Retrieved 31 March, 2015, from: <http://blog.tensator.com/uk/post/2014/06/25/Success-of-Tensator-Virtual-Assistant-leaves-Network-Rail-wanting-more.aspx>
22. Kutas, M., & Hillyard, S. A. (1983). Event-related brain potentials to grammatical errors and semantic anomalies. *Memory & Cognition*, 11(5), 539-550.

23. Kutas, M., & Hillyard, S. A. (1982). The lateral distribution of event-related potentials during sentence processing. *Neuropsychologia*, *20*(5), 579-590.
24. Meyer, W. U., Niepel, M., Rudolph, U., & Schützwohl, A. (1991). An experimental analysis of surprise. *Cognition & Emotion*, *5*(4), 295-311.
25. McDaniel, M. A., Dunay, P. K., Lyman, B. J., & Kerwin, M. E. (1988). Effects of elaboration and relational distinctiveness on sentence memory. *American Journal of Psychology*, *101*(3), 357-369.
26. Dunlosky, J., Hunt, R. R., & Clark, E. (2000). Is Perceptual Salience Needed in Explanations of the Isolation Effect? *Journal of Experimental Psychology*, *26*(3), 649-657.
27. Squires, N. K., Squires, K. C., & Hillyard, S. A. (1975). Two varieties of long-latency positive waves evoked by unpredictable auditory stimuli in man. *Electroencephalographical Clinical Neurophysiology*, *38*(4), 387-401.
28. Michelon, P., Snyder, A. Z., Buckner, R. L., McAvoy, M., & Zacks, J. M. (2003). Neural correlates of incongruous visual information: An event-related fMRI study. *Neuroimage*, *19*(4), 1612-1626.
29. Engelkamp, J., Zimmer, H. D., & Biegelmann, U. E. (1993). Bizarreness effects in verbal tasks and subject-performed tasks. *European Journal of Cognitive Psychology*, *5*(4), 393-415.
30. Fast Company (2015, March 30). Volkswagen Combines the Tiny and the Terrifying With Its Own Animal Mash-Up Campaign [Article]. Retrieved 31 March, 2015, from: <http://www.fastcocreate.com/3044379/volkswagen-combines-the-tiny-and-the-terrifying-with-its-own-animal-mashup-campaign>
31. xkcd (2008, January 14). ROBOT9000 and #xkcd-signal: Attacking Noise in Chat [Weblog]. Retrieved 31 March, 2015, from: <http://blog.xkcd.com/2008/01/14/robot9000-and-xkcd-signal-attacking-noise-in-chat/>
32. Southgate, D., Westoby, N., & Page, G. (2010). Creative determinants of viral video viewing. *International Journal of Advertising*, *29*(3), 349-368.
33. Dobele, A., Lindgreen, A., Beverland, M., Vanhamme, J., & Van Wijk, R. (2007). Why pass on viral messages? Because they connect emotionally. *Business Horizons*, *50*(4), 291-304.
34. Jung von Matt (2014). Mercedes-Benz: Chicken. *European Association of Communication Agencies, Euro Effies 2014, Bronze Winner*.
35. Fantz, R. L. (1964). Visual experience in infants: Decreased attention to familiar patterns relative to novel ones. *Science*, *146*(3644), 668-670.
36. Bronson, G. W. (1972). Infants' reactions to unfamiliar persons and novel objects. *Monographs of the Society for Research in Child Development*, *37*(3), 1-46.
37. Oksenberg, N., Stevison, L., Wall, J. D., & Ahituv, N. (2013). Function and regulation of AUTS2, a gene implicated in autism and human evolution. *PLoS genetics*, *9*(1), e1003221.
38. Stahl, A. E., & Feigenson, L. (2015). Observing the unexpected enhances infants' learning and exploration. *Science*, *348*(6230), 91-94.
39. Science Daily (2015, April 2). Element of surprise helps babies learn [Article]. Retrieved 11 April, 2015, from: <http://www.sciencedaily.com/releases/2015/04/150402161501.htm>
40. Ekman, P., & Friesen, W. V. (1975). *Unmasking the face: A guide to recognizing the emotions from facial clues*. Englewood Cliffs, NJ: Prentice-Hall.
41. Reisenzein, R. (2000). The subjective experience of surprise. In *Bless, H., & Forgas, J. P. (Eds.), The message within: The role of subjective experience in social cognition and behavior* (pp. 262-279). Philadelphia, PA: Psychology Press.
42. Smith, R. E., Chen, J., & Yang, X. (2008). The impact of advertising creativity on the hierarchy of effects. *Journal of Advertising*, *37*(4), 47-62.

43. Pick, D. F., Sweeney, J., & Clay, J. A. (1991). Creative advertising and the von Restorff effect. *Psychological Reports, 69*(3), 923-926.
44. Till, B. D., & Baack, D. W. (2005). Recall and Persuasion: does creative advertising matter? *Journal of Advertising, 34*(3), 47-57.
45. Li, H., Dou, W., Wang, G., & Zhou, N. (2008). The effect of agency creativity on campaign outcomes: The moderating role of market conditions. *Journal of Advertising, 37*(4), 109-120.
46. Nyilasy, G., & Reid, L. N. (2009). Agency practitioner theories of how advertising works. *Journal of Advertising, 38*(3), 81-96.
47. Lane, M. (2007). Sony Corporation: Sony Bravia campaign. *Encyclopedia of Major Marketing Campaigns, Volume 2*.
48. Advertolog (n.d.). Launch of Jackpotjoy FUNdation [Article]. Retrieved 31 March, 2015, from: <http://www.advertolog.com/jackpotjoy-com/promo/launch-of-jackpotjoy-foundation-18544305/>
49. Wikipedia (n.d.). Rubber Duck (sculpture) [Web Page]. Retrieved 31 March, 2015, from: [http://en.wikipedia.org/wiki/Rubber\\_Duck\\_%28sculpture%29](http://en.wikipedia.org/wiki/Rubber_Duck_%28sculpture%29)

## SECOND: THINKING

1. Sajjacholapunt, P., & Ball, L. J. (2014). The influence of banner advertisements on attention and memory: human faces with averted gaze can enhance advertising effectiveness. *Frontiers in Psychology, 5*, 166.
2. Nyilasy, G., & Reid, L. N. (2009). Agency practitioner theories of how advertising works. *Journal of Advertising, 38*(3), 81-96.
3. Craik, F. I., & Simon, E. (1980). Age differences in memory: The roles of attention and depth of processing. In Poon, L. W., Fozard, J., Cermak, L. S., Arenberg, D., & Thompson, L. W. (Eds.), *New directions in memory and aging* (pp. 95-112). Philadelphia, PA: Psychology Press.
4. Craik, F. I., & Tulving, E. (1975). Depth of processing and the retention of words in episodic memory. *Journal of Experimental Psychology: General, 104*(3), 268-294.
5. Anderson, J. R. (1983). A spreading activation theory of memory. *Journal of Verbal Learning and Verbal Behavior, 22*(3), 261-295.

## SECOND: THINKING - MYSTERY

1. BBC (2014, May 2). Webdriver Torso YouTube mystery clips' French connection [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/technology-27238332>
2. Davis, T. M., Shepherd, B., & Zwiefelhofer, T. (2009). Reviewing for exams: Do crossword puzzles help in the success of student learning. *The Journal of Effective Teaching, 9*(3), 4-10.
3. Madaus, M. M., Kehle, T. J., Madaus, J., & Bray, M. A. (2003). Mystery motivator as an intervention to promote homework completion and accuracy. *School Psychology International, 24*(4), 369-377.
4. Robinson, K. E., & Sheridan, S. M. (2000). Using the Mystery Motivator to improve child bedtime compliance. *Child & Family Behavior Therapy, 22*(1), 29-49.
5. Sims, K. E., & Meana, M. (2010). Why did passion wane? A qualitative study of married women's attributions for declines in sexual desire. *Journal of Sex & Marital Therapy, 36*(4), 360-380.
6. Strong, G. J. (2008). *Boredom in Romantic Relationships*. Doctoral dissertation, Stony Brook University.

7. Google Trends (n.d.). MH370, MH17 [Search]. Retrieved from: <http://www.google.co.uk/trends/explore#q=mh370%2C%20mh17>
8. Patalano, A. L., & Seifert, C. M. (1994). Memory for impasses during problem solving. *Memory & Cognition*, 22(2), 234-242.
9. The Guardian (2014, August 28). David Chase finally explains The Sopranos ending – or does he? [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/tv-and-radio/tvandradioblog/2014/aug/28/david-chase-finally-explains-the-sopranos-ending-or-does-he>
10. Deadline (2007, June 10). THAAAT'S What We Were All Waiting For? Angry 'Sopranos' Fans Crash HBO Website [Article]. Retrieved 31 March, 2015, from: <http://deadline.com/2007/06/thats-what-we-were-waiting-for-angry-fans-crash-hbo-website-2519/>
11. Knobloch-Westerwick, S., & Keplinger, C. (2006). Mystery appeal: Effects of uncertainty and resolution on the enjoyment of mystery. *Media Psychology*, 8(3), 193-212.
12. Peterson, E. M., & Raney, A. A. (2008). Reconceptualizing and reexamining suspense as a predictor of mediated sports enjoyment. *Journal of Broadcasting & Electronic Media*, 52(4), 544-562.
13. CINEMABLEND (2013, December 13). Unsurprising: Netflix Survey Indicates People Like To Binge-Watch TV [Article]. Retrieved 31 March, 2015, from: <http://www.cinemablend.com/television/Unsurprising-Netflix-Survey-Indicates-People-Like-Binge-Watch-TV-61045.html>
14. Matrix, S. (2014). The Netflix Effect: Teens, Binge Watching, and On-Demand Digital Media Trends. *Jeunesse: Young People, Texts, Cultures*, 6(1), 119-138.
15. Huron, D. B. (2006). *Sweet anticipation: Music and the psychology of expectation*. MIT press.
16. Loewenstein, G. (1994). The psychology of curiosity: A review and reinterpretation. *Psychological Bulletin*, 116(1), 75-98.
17. Carver, C. S., & Scheier, M. F. (1998). *On the Self-Regulation of Behavior*. New York, NY: Cambridge University Press.
18. Jones, A., Wilkinson, H. J., & Braden, I. (1961). Information deprivation as a motivational variable. *Journal of Experimental Psychology*, 62(2), 126-137.
19. Porter, S. R., & Whitcomb, M. E. (2005). E-mail subject lines and their effect on web survey viewing and response. *Social Science Computer Review*, 23(3), 380-387.
20. Maymann, J. (2008). The Dark Knight Batman movie and attention planning for viral campaigns. *Warc Exclusive, October 2008*.
21. Slamecka, N. J., & Graf, P. (1978). The generation effect: Delineation of a phenomenon. *Journal of experimental Psychology: Human Learning and Memory*, 4(6), 592-604.
22. Roehm, M. L. (2001). Instrumental versus vocal versions of popular music in advertising. *Journal of Advertising Research*, 41(3), 49-58.
23. Bailey, R. (2007). McDonald's Corporation: I'm Lovin' It campaign. *Encyclopedia of Major Marketing Campaigns, Volume 2*.
24. Zillmann, D., & Cantor, J. R. (1973). Induction of curiosity via rhetorical questions and its effect on the learning of factual materials. *British Journal of Educational Psychology*, 43(2), 172-180.
25. Keller, P. A., & Block, L. G. (1996). Increasing the persuasiveness of fear appeals: The effect of arousal and elaboration. *Journal of Consumer Research*, 22(4), 448-459.

26. Ortony, A., Reynolds, R. E., & Arter, J. A. (1978). Metaphor: Theoretical and empirical research. *Psychological Bulletin*, *85*(5), 919-943.
27. Sopory, P., & Dillard, J. P. (2002). The persuasive effects of metaphor: A meta-analysis. *Human Communication Research*, *28*(3), 382-419.
28. Goldenberg, J., Mazursky, D., & Solomon, S. (1999). The fundamental templates of quality ads. *Marketing Science*, *18*(3), 333-351.

## SECOND: THINKING - EASE

1. Johnson, E. J., & Goldstein, D. G. (2003). Do defaults save lives? *Science*, *302*, 1338-1339.
2. Painter, J. E., Wansink, B., & Hieggelke, J. B. (2002). How visibility and convenience influence candy consumption. *Appetite*, *38*(3), 237-238.
3. Sigurdsson, V., Saevarsson, H., & Foxall, G. (2009). Brand placement and consumer choice: an in-store experiment. *Journal of Applied Behavior Analysis*, *42*(3), 741-745.
4. Dreze, X., Hoch, S. J., & Purk, M. E. (1995). Shelf management and space elasticity. *Journal of Retailing*, *70*(4), 301-326.
5. Blamey, A., Mutrie, N., & Tom, A. (1995). Health promotion by encouraged use of stairs. *British Medical Journal*, *311*(7000), 289-290.
6. Long, L. L., & Srinivasan, M. (2013). Walking, running, and resting under time, distance, and average speed constraints: optimality of walk-run-rest mixtures. *Journal of The Royal Society Interface*, *10*(81), 20120980.
7. Milligan, J., & Hantula, D. A. (2006). A prompting procedure for increasing sales in a small pet store. *Journal of Organizational Behavior Management*, *25*(3), 37-44.
8. Bertrand, M., Karlin, D., Mullainathan, S., Shafir, E., & Zinman, J. (2005). *What's psychology worth? A field experiment in the consumer credit market* (No. w11892). National Bureau of Economic Research.
9. Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, *80*(2), 159-169.
10. Iyengar, S. S., Huberman, G., & Jiang, W. (2004). How much choice is too much? Contributions to 401 (k) retirement plans. *Pension Design and Structure: New lessons from behavioral finance*, 83-95.
11. Bucks, B., & Pence, K. (2008). Do borrowers know their mortgage terms? *Journal of Urban Economics*, *64*(2), 218-233.
12. Wilson, T. D. (2009). *Strangers to ourselves: Discovering the adaptive unconscious*. Harvard University Press.
13. Lowrey, T. M. (2006). The relation between script complexity and commercial memorability. *Journal of Advertising*, *35*(3), 7-15.
14. Nielsen Norman Group (2010, March 22). Scrolling and Attention [Weblog]. Retrieved 31 March, 2015, from: <http://www.nngroup.com/articles/scrolling-and-attention/>
15. Buscher, G., Cutrell, E., & Morris, M. R. (2009, April). What do you see when you're surfing? Using eye tracking to predict salient regions of web pages. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (pp. 21-30). ACM.
16. Binder, J., Westbury, C., McKiernan, K., Possing, E., & Medler, D. (2005). Distinct brain systems for processing concrete and abstract concepts. *Journal of Cognitive Neuroscience*, *17*(6), 905-917.
17. West, W. C., & Holcomb, P. J. (2000). Imaginal, semantic, and surface-level processing of concrete and abstract words: an electrophysiological investigation. *Journal of Cognitive Neuroscience*, *12*(6), 1024-1037.

18. Schwanenflugel, P. J., Akin, C., & Luh, W. M. (1992). Context availability and the recall of abstract and concrete words. *Memory & Cognition*, 20(1), 96-104.
19. Precourt, G. (2012). P&G's sponsorship formula: Pampers' 3-to-1 payout on partnership investment. *Event Reports: IEG Sponsorship, March 2012*.
20. Kirkpatrick, E. A. (1894). An experimental study of memory. *Psychological Review*, 1(6), 602-609.
21. Shepard, R. N. (1967). Recognition memory for words, sentences, and pictures. *Journal of Verbal Learning and Verbal Behavior*, 6(1), 156-163.
22. Schloerscheidt, A. M., & Rugg, M. D. (2004). The impact of change in stimulus format on the electrophysiological indices of recognition. *Neuropsychologia*, 42(4), 451-466.
23. Hinojosa, J. A., Martín-Loeches, M., Gómez-jarabo, G., & Rubia, F. J. (2000). Common basal extrastriate areas for the semantic processing of words and pictures. *Clinical Neurophysiology*, 111(3), 552-560.
24. Ruhlen, M. (1994). *The Origin of Language: Tracing the evolution of the mother tongue*. New York: Wiley.
25. Levin, J. R. (1982). Pictures as prose-learning devices. *Advances in Psychology*, 8, 412-444.
26. Goolkasian, P. (2000). Pictures, words, and sounds: from which format are we best able to reason? *The Journal of General Psychology*, 127(4), 439-459.
27. Mcdougall, S. J., Curry, M. B., & de Bruijn, O. (1999). Measuring symbol and icon characteristics: Norms for concreteness, complexity, meaningfulness, familiarity, and semantic distance for 239 symbols. *Behavior Research Methods, Instruments, & Computers*, 31(3), 487-519.
28. Dickert, S. & Slovic, P. (2009). Attentional mechanisms in the generation of sympathy. *Judgment and Decision Making*, 4(4), 297-306.
29. Jenni, K. E. & Lowenstein, G. F. (1997). Explaining the "identifiable victim effect." *Journal of Risk and Uncertainty*, 14(3), 235-257.
30. Gourville, J.T., 1998. Pennies-a-day: the effect of temporal reframing on transaction evaluation. *Journal of Consumer Research*, 24(4), 395-408.

## SECOND: THINKING - NARRATIVE

1. New York Post (2005, May 20). Weird But True [Article]. Retrieved 31 March, 2015, from: <http://nypost.com/2005/05/20/weird-but-true-1109/>
2. Newturfers.com (n.d.). Lion Mutilates 42 Midgets in Cambodian Ring-Fight [Web Page]. Retrieved 31 March, 2015, from: <http://www.newturfers.com/mwf/attach/38/355838/BBCNEWSWorldLionMutilates42MidgetsinCambodianRing-Fight.htm>
3. Kitch, C. (2003). "Mourning in America": ritual, redemption, and recovery in news narrative after September 11. *Journalism Studies*, 4(2), 213-224.
4. Machill, M., Köhler, S., & Waldhauser, M. (2007). The Use of Narrative Structures in Television News An Experiment in Innovative Forms of Journalistic Presentation. *European Journal of Communication*, 22(2), 185-205.
5. Polletta, F. (1998). Contending stories: Narrative in social movements. *Qualitative Sociology*, 21(4), 419-446.
6. Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communications Monographs*, 51(1), 1-22.
7. Fred R. Myers. (2002). *Painting culture: the making of an aboriginal high art*. Duke University Press.

8. Billboard (2013, June 5). Study: Global Entertainment Industry Poised to Top \$2 Trillion in 2016 [Article]. Retrieved 31 March, 2015, from: <http://www.billboard.com/biz/articles/news/global/1565728/study-global-entertainment-industry-poised-to-top-2-trillion-in>
9. McAdams, D. P. (2001). The psychology of life stories. *Review of General Psychology*, 5(2), 100-122.
10. Waxler, R. P. (2008). Changing lives through literature. *Publications of the Modern Language Association of America (PMLA)*, 123(3), 678-683.
11. Aeon (2015, January 12). The power of a story [Article]. Retrieved 31 March, 2015, from: <http://aeon.co/magazine/psychology/once-upon-a-time-how-stories-change-hearts-and-brains/>
12. Schutt, R. K., Deng, X., & Stoehr, T. (2013). Using Bibliotherapy to Enhance Probation and Reduce Recidivism. *Journal of Offender Rehabilitation*, 52(3), 181-197.
13. Wheeler, C., Green, M. C., & Brock, T. C. (1999). Fictional narratives change beliefs: Replications of Prentice, Gerrig, and Bailis (1997) with mixed corroboration. *Psychonomic Bulletin & Review*, 6(1), 136-141.
14. Morgan, S. E., Movius, L., & Cody, M. J. (2009). The power of narratives: The effect of entertainment television organ donation storylines on the attitudes, knowledge, and behaviors of donors and nondonors. *Journal of Communication*, 59(1), 135-151.
15. Guber, P. (2012). *Tell to Win: Connect, Persuade and Triumph with the Hidden Power of Story*. Profile Books.
16. Allen, M., Bruflat, R., Fucilla, R., Kramer, M., McKellips, S., Ryan, D. J., & Spiegelhoff, M. (2000). Testing the persuasiveness of evidence: Combining narrative and statistical forms. *Communication Research Reports*, 17(4), 331-336.
17. Stein, N. L., & Nezworski, T. (1978). The effects of organization and instructional set on story memory. *Discourse Processes*, 1(2), 177-193.
18. Thorndyke, P. W. (1977). Cognitive structures in comprehension and memory of narrative discourse. *Cognitive Psychology*, 9(1), 77-110.
19. Heath, C., Bell, C., & Sternberg, E. (2001). Emotional selection in memes: the case of urban legends. *Journal of personality and social psychology*, 81(6), 1028.
20. Norenzayan, A., Atran, S., Faulkner, J., & Schaller, M. (2006). Memory and mystery: The cultural selection of minimally counterintuitive narratives. *Cognitive Science*, 30(3), 531-553.
21. Di Pellegrino, G., Fadiga, L., Fogassi, L., Gallese, V., & Rizzolatti, G. (1992). Understanding motor events: a neurophysiological study. *Experimental Brain Research*, 91(1), 176-180.
22. Rizzolatti, G., Fogassi, L., & Gallese, V. (2006). Mirrors in the mind. *Scientific American*, 295(5), 54-61.
23. Mar, R. A. (2011). The neural bases of social cognition and story comprehension. *Annual Review of Psychology*, 62, 103-134.
24. Mar, R. A., Oatley, K., & Peterson, J. B. (2009). Exploring the link between reading fiction and empathy: Ruling out individual differences and examining outcomes. *Communications*, 34(4), 407-428.
25. Speer, N. K., Reynolds, J. R., Swallow, K. M., & Zacks, J. M. (2009). Reading stories activates neural representations of visual and motor experiences. *Psychological Science*, 20(8), 989-999.

26. Mazzocco, P. J., Green, M. C., Sasota, J. A., & Jones, N. W. (2010). This story is not for everyone: Transportability and narrative persuasion. *Social Psychological and Personality Science*, 1(4), 361-368.
27. Cracked (2013, October 21). The Horrifying Secret 'The Matrix' Reveals About Humanity [Video]. Retrieved 31 March, 2015, from: [http://www.cracked.com/video\\_18662\\_the-horrifying-secret-the-matrix-reveals-about-humanity.html](http://www.cracked.com/video_18662_the-horrifying-secret-the-matrix-reveals-about-humanity.html)
28. Igartua, J. J. (2010). Identification with characters and narrative persuasion through fictional feature films. *Communications*, 35(4), 347-373.
29. Canty, N., & Gould, J. L. (1995). The hawk/goose experiment: sources of variability. *Animal Behaviour*, 50(4), 1091-1095.
30. Booker, C. (2004). *The seven basic plots: Why we tell stories*. A&C Black.
31. Mark, M., & Pearson, C. S. (2002). *The hero and the outlaw: Harnessing the power of archetypes to create a winning brand*. McGraw-Hill.
32. Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1), 168-179.
33. Heider, F., & Simmel, M. (1944). An experimental study of apparent behavior. *The American Journal of Psychology*, 57(2), 243-259.
34. Tse, C. S. (2009). The role of associative strength in the semantic relatedness effect on immediate serial recall. *Memory*, 17(8), 874-891.
35. Hsueh, S. (2014). *Chineasy: The New Way to Read Chinese*. Thames and Hudson Ltd.
36. Myers, J. L., Shinjo, M., & Duffy, S. A. (1987). Degree of causal relatedness and memory. *Journal of Memory and Language*, 26(4), 453-465.
37. Dahlstrom, M. F. (2010). The role of causality in information acceptance in narratives: An example from science communication. *Communication Research*, 37(6), 857-875.
38. Quesenberry, K. A., & Coolson, M. K. (2014). What Makes a Super Bowl Ad Super? Five-Act Dramatic Form Affects Consumer Super Bowl Advertising Ratings. *Journal of Marketing Theory and Practice*, 22(4), 437-454.
39. Freytag, G. (1863). *Technique of the Drama: An Exposition of Dramatic Composition and Art*. Chicago, IL: Griggs.
40. Ad Week (2014, April 3). Here Are the Most Effective Ads of 2014 (So Far) [Article]. Retrieved 31 March, 2015, from: <http://www.adweek.com/news-gallery/advertising-branding/here-are-most-effective-ads-2014-so-far-156752>

### THIRD: ACTING

1. Snopes.com (2013, October 27). Double Bubble [Web Page]. Retrieved 31 March, 2015, from: <http://www.snopes.com/business/genius/alka-seltzer.asp>
2. Broadbent, S. (1979). One way TV advertisements work. *Journal of the Market Research Society*, 21(3), 139-166.
3. Joseph, J. V. (2006). Understanding Advertising Adstock Transformations. *SSRN*, 924128.
4. Woodworth, R. S., & Schlosberg, H. (1961). *Experimental Psychology*. New York, NY: Holt, Rinehart & Winston.
5. Beattie, A. E., & Mitchell, A. A. (1985) The Relationship Between Advertising Recall and Persuasion: An Experimental Investigation. In *Alwitt, L. F., & Mitchell, A. A. (Eds.), Psychological Processes and Advertising Effects: Theory, Research and Applications* (pp. 129-156). Hillsdale, NJ: Lawrence Erlbaum.

### THIRD: ACTING - MEMORY

1. Ferraro, R., Bettman, J. R., & Chartrand, T. L. (2009). The power of strangers: The effect of incidental consumer brand encounters on brand choice. *Journal of Consumer Research*, *35*(5), 729-741.
2. Simpson, J. R., Öngür, D., Akbudak, E., Conturo, T. E., Ollinger, J. M., Snyder, A. Z., ... & Raichle, M. E. (2006). The emotional modulation of cognitive processing: an fMRI study. *Journal of Cognitive Neuroscience*, *12*(2), 157-170.
3. The Conservative Woman (2015, February 14). Chris McGovern: Good teachers not small classes determine educational [Article]. Retrieved 31 March, 2015, from: <http://conservativewoman.co.uk/chris-mcgovern-good-teachers-not-small-classes-determine-educational-success/>
4. Smithers, A. (2001). Education Policy. In *Seldon, E. A. (Ed.), The Blair Effect* (pp. 405-426). London: Little Brown.
5. Forsyth, M. (2013). *The Elements of Eloquence: How to Turn the Perfect English Phrase*. London: Icon Books.
6. Underwood, B. J. (1969). Some correlates of item repetition in free-recall learning. *Journal of Verbal Learning and Verbal Behavior*, *8*(1), 83-94.
7. Batra, R., & Ray, M. L. (1986). Situational effects of advertising repetition: The moderating influence of motivation, ability, and opportunity to respond. *Journal of Consumer Research*, *12*(4), 432-445.
8. Pechmann, C., & Stewart, D. W. (1988). Advertising repetition: A critical review of wearin and wearout. *Current issues and research in advertising*, *11*(1-2), 285-329.
9. Advertising Age (2007, September 24). This Ad Will Give You a Headache, but it Sells [Article]. Retrieved 31 March, 2015, from: <http://adage.com/article/news/ad-give-a-headache-sells/120636/>
10. Marketing Magazine (2015, January 7). Aldi, DFS and Argos are 2014's most recalled ads [Article]. Retrieved 31 March, 2015, from: <http://www.marketingmagazine.co.uk/article/1328118/aldi-dfs-argos-2014s-recalled-ads>
11. Jones, I. L., Saoulli, S. A. (2012). Aldi: The Like Brands Campaign. *IPA Effectiveness Awards 2012, Gold*.
12. Hasher, L., Goldstein, D., & Toppino, T. (1977). Frequency and the conference of referential validity. *Journal of Verbal Learning and Verbal Behavior*, *16*(1), 107-112.
13. Zaragoza, M. S., & Mitchell, K. J. (1996). Repeated exposure to suggestion and the creation of false memories. *Psychological Science*, *7*(5), 294-300.
14. Poirier, M., & Saint-Aubin, J. (1995). Memory for related and unrelated words: Further evidence on the influence of semantic factors in immediate serial recall. *The Quarterly Journal of Experimental Psychology*, *48*(2), 384-404.
15. Asch, S. E. (1946). Forming impressions of personality. *The Journal of Abnormal and Social Psychology*, *41*(3), 258-290.
16. Riebe, E., & Dawes, J. (2006). Recall of radio advertising in low and high advertising clutter formats. *International Journal of Advertising*, *25*(1), 71-86.
17. Fredrickson, B. L., & Kahneman, D. (1993). Duration neglect in retrospective evaluations of affective episodes. *Journal of Personality and Social Psychology*, *65*(1), 45-55.
18. Redelmeier, D. A., & Kahneman, D. (1996). Patients' memories of painful medical treatments: real-time and retrospective evaluations of two minimally invasive procedures. *Pain*, *66*(1), 3-8.
19. Redelmeier, D. A., Katz, J., & Kahneman, D. (2003). Memories of colonoscopy: a randomized trial. *Pain*, *104*(1-2), 187-194.

20. Kahneman, D., Fredrickson, B. L., Schreiber, C. A., & Redelmeier, D. A. (1993). When More Pain Is Preferred to Less: Adding a Better End. *Psychological Science*, 4(6), 401-405.
21. Healy, A., & Lenz, G. S. (2014). Substituting the End for the Whole: Why Voters Respond Primarily to the Election-Year Economy. *American Journal of Political Science*, 58(1), 31-47.
22. The Independent (2010, December 3). Joke's on Steve Martin after a gig so dull the crowd got a refund [Article]. Retrieved 31 March, 2015, from: <http://www.independent.co.uk/arts-entertainment/comedy/news/jokes-on-steve-martin-after-a-gig-so-dull-the-crowd-got-a-refund-2149749.html>
23. Rotten Tomatoes (n.d.). Steve Martin [Web Page]. Retrieved 31 March, 2015, from: [http://www.rottentomatoes.com/celebrity/steve\\_martin/](http://www.rottentomatoes.com/celebrity/steve_martin/)
24. Kemp, S., Burt, C. D., & Furneaux, L. (2008). A test of the peak-end rule with extended autobiographical events. *Memory & Cognition*, 36(1), 132-138.
25. Bushman, B. J., & Bonacci, A. M. (2002). Violence and sex impair memory for television ads. *Journal of Applied Psychology*, 87(3), 557-.

### THIRD: ACTING - AUTOPILOT

1. Fagan, P., & Nahai, N. (2015). *Personality and Persuasion: The relationship between The Big Five and Cialdini's six*. Unpublished manuscript.
2. Wilson, T. D. (2009). *Strangers to ourselves: Discovering the adaptive unconscious*. Harvard University Press.
3. Wansink, B., & Sobal, J. (2007). Mindless eating the 200 daily food decisions we overlook. *Environment and Behavior*, 39(1), 106-123.
4. Chen, M. K., Lakshminarayanan, V., & Santos, L. R. (2006). How basic are behavioral biases? Evidence from capuchin monkey trading behavior. *Journal of Political Economy*, 114(3), 517-537.
5. Bateson, M., Desire, S., Gartside, S. E., & Wright, G. A. (2011). Agitated honeybees exhibit pessimistic cognitive biases. *Current Biology*, 21(12), 1070-1073.
6. Wansink, B., & Cheney, M. M. (2005). Super bowls: serving bowl size and food consumption. *Journal of the American Medical Association*, 293(14), 1723-1728.
7. Block, R. A., & Harper, D. R. (1991). Overconfidence in estimation: Testing the anchoring-and-adjustment hypothesis. *Organizational Behavior and Human Decision Processes*, 49(2), 188-207.
8. Tversky, A., & Kahneman, D. (1974). Judgment under uncertainty: Heuristics and biases. *Science*, 185(4157), 1124-1131.
9. Thaler, R. H., & Sunstein, C. R. (2008). *Nudge*. Yale University Press.
10. Cialdini, B. (2007). *Influence: The Psychology of Persuasion*. HarperBusiness.
11. The Independent (1999, February 13). The Gem Trail: Diamonds - From Angolan mine to third finger left hand [Article]. Retrieved 31 March, 2015, from: <http://www.independent.co.uk/life-style/the-gem-trail-diamonds--from-angolan-mine-to-third-finger-left-hand-1070530.html>
12. McConnell, C. R., & Brue, S. L. (2005). *Economics: Principles, Problems, and Policies* (pp. 456). McGraw-Hill Professional.
13. Fromkin, H. L. (1972). Feelings of interpersonal undistinctiveness: An unpleasant affective state. *Journal of Experimental Research in Personality*, 6(1), 178-185.
14. Worchel, S. (1992). Beyond a commodity theory analysis of censorship: When abundance and personalism enhance scarcity effects. *Basic and Applied Social Psychology*, 13(1), 79-92.

15. Harris, T. R., Chapman, C. A., & Monfort, S. L. (2010). Small folivorous primate groups exhibit behavioral and physiological effects of food scarcity. *Behavioral Ecology*, *21*(1), 46-56.
16. Percival, V., & Homer-Dixon, T. (1998). Environmental scarcity and violent conflict: The case of South Africa. *Journal of Peace Research*, *35*(3), 279-298.
17. Worchel, S., Lee, J., & Adewole, A. (1975). Effects of supply and demand on ratings of object value. *Journal of Personality and Social Psychology*, *32*(5), 906-914.
18. Free, C., Knight, R., Robertson, S., Whittaker, R., Edwards, P., Zhou, W., ... & Roberts, I. (2011). Smoking cessation support delivered via mobile phone text messaging (txt2stop): a single-blind, randomised trial. *The Lancet*, *378*(9785), 49-55.
19. Free, C. J., Hoile, E., Knight, R., Robertson, S., & Devries, K. M. (2011). Do messages of scarcity increase trial recruitment? *Contemporary Clinical Trials*, *32*(1), 36-39.
20. Ahmetoglu, G., Furnham, A., & Fagan, P. (2014). Pricing practices: A critical review of their effects on consumer perceptions and behaviour. *Journal of Retailing and Consumer Services*, *21*(5), 696-707.
21. Milgram, S., Bickman, L., & Berkowitz, L. (1969). Note on the drawing power of crowds of different size. *Journal of Personality and Social Psychology*, *13*(2), 79-82.
22. Kallgren, C. A., Reno, R. R., & Cialdini, R. B. (2000). A focus theory of normative conduct: When norms do and do not affect behavior. *Personality and Social Psychology Bulletin*, *26*(8), 1002-1012.
23. Shang, J., & Croson, R. (2009). A field experiment in charitable contribution: The impact of social information on the voluntary provision of public goods. *The Economic Journal*, *119*(540), 1422-1439.
24. Behavioural Insights Team (2011). Annual update 2010-11 [Report]. Retrieved 31 March, 2015, from: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/60537/Behaviour-Change-Insight-Team-Annual-Update\\_acc.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/60537/Behaviour-Change-Insight-Team-Annual-Update_acc.pdf)
25. Milgram, S. (1974). *Obedience to Authority: An Experimental View*. Pinter & Martin.
26. Bushman, B. J. (1984). Perceived Symbols of Authority and Their Influence on Compliance. *Journal of Applied Social Psychology*, *14*(6), 501-508.
27. Wilson, E. J., & Sherrell, D. L. (1993). Source effects in communication and persuasion research: A meta-analysis of effect size. *Journal of the Academy of Marketing Science*, *21*(2), 101-112.
28. Jordan, L.D. (1993). Newspaper effects on policy preferences. *Public Opinion Quarterly*, *57*(2), 191-204.
29. Page, B., Shapiro, R., Dempsey, G. (1987). Television news and changes in Americans' policy preferences. *American Political Science Review*, *83*(1), 23-44.
30. Crisci, R., & Kassinove, H. (1973). Effect of perceived expertise, strength of advice, and environmental setting on parental compliance. *The Journal of Social Psychology*, *89*(2), 245-250.
31. Levine, B. A., Moss, K. C., Ramsey, P. H., & Fleishman, R. A. (1978). Patient compliance with advice as a function of communicator expertise. *The Journal of Social Psychology*, *104*(2), 309-310.
32. Klucharev, V., Smidts, A., & Fernández, G. (2008). Brain mechanisms of persuasion: how 'expert power' modulates memory and attitudes. *Social Cognitive and Affective Neuroscience*, *3*(4), 353-366.
33. Woodside, A. G., & Davenport, J. W. (1974). The effect of salesman similarity and expertise on consumer purchasing behavior. *Journal of Marketing Research*, *11*(2), 198-202.

34. Erickson, B., Lind, E. A., Johnson, B. C., & O'Barr, W. M. (1978). Speech style and impression formation in a court setting: The effects of "powerful" and "powerless" speech. *Journal of Experimental Social Psychology, 14*(3), 266-279.
35. Areni, C. S., & Sparks, J. R. (2005). Language power and persuasion. *Psychology & Marketing, 22*(6), 507-525.
36. Sky News (2012, December 26). Unwanted Christmas Presents: £2.1bn Wasted [Article]. Retrieved 31 March, 2015, from: <http://news.sky.com/story/1030175/unwanted-christmas-presents-2-1bn-wasted>
37. Kunz, P. R., & Woolcott, M. (1976). Season's greetings: From my status to yours. *Social Science Research, 5*(3), 269-278.
38. Bowles, S., & Gintis, H. (2011). *A cooperative species: Human reciprocity and its evolution*. Princeton University Press.
39. Schino, G., & Aureli, F. (2010). The relative roles of kinship and reciprocity in explaining primate altruism. *Ecology Letters, 13*(1), 45-50.
40. LeBas, N. R., & Hockham, L. R. (2005). An invasion of cheats: the evolution of worthless nuptial gifts. *Current Biology, 15*(1), 64-67.
41. Close, A. G., & Zinkhan, G. M. (2009). Market-resistance and Valentine's Day events. *Journal of Business Research, 62*(2), 200-207.
42. National Retail Federation (2006, November 29). Men to Pay High Price for Love on Valentine's Day [Press Release]. Retrieved 31 March, 2015, from: <https://nrf.com/media/press-releases/men-pay-high-price-love-valentine%C2%92s-day>
43. Polonsky, M. J., Donahay, B., Neal, C., Rugimbana, R., King, T., Bowd, T., & Porter, A. (2000). Motivations for Male Gift Giving on Valentine's Day. In O'Cass, A. (Ed.), *Visionary Marketing for the 21st Century: Facing the Challenge* (pp. 1000-1004). Griffith University, School of Marketing and Management.
44. Hendrickson, B., & Goei, R. (2009). Reciprocity and dating: Explaining the effects of favor and status on compliance with a date request. *Communication Research, 36*(4), 585-608.
45. Burger, J. M., Horita, M., Kinoshita, L., Roberts, K., & Vera, C. (1997). Effects on time on the norm of reciprocity. *Basic and Applied Social Psychology, 19*(1), 91-100.
46. Burger, J. M., Sanchez, J., Imberi, J. E., & Grande, L. R. (2009). The norm of reciprocity as an internalized social norm: Returning favors even when no one finds out. *Social Influence, 4*(1), 11-17.
47. James, J. M., & Bolstein, R. (1990). The effect of monetary incentives and follow-up mailings on the response rate and response quality in mail surveys. *Public Opinion Quarterly, 54*(3), 346-361.
48. Gamberini, L., Petrucci, G., Spoto, A., & Spagnolli, A. (2007). Embedded persuasive strategies to obtain visitors' data: Comparing reward and reciprocity in an amateur, knowledge-based website. In Fogg, B. J. (Ed.), *Persuasive Technology* (pp. 187-198). Springer Berlin Heidelberg
49. Rind, B., & Strohmets, D. (2001). Effect on restaurant tipping of presenting customers with an interesting task and of reciprocity. *Journal of Applied Social Psychology, 31*(7), 1379-1384.
50. Seiter, J. S., & Dutton, E. (2007). The Effect of Compliments on Tipping Behavior in Hairstyling Salons. *Journal of Applied Social Psychology, 37*(9), 1999-2007.
51. Rind, B., & Bordia, P. (1996). Effect on restaurant tipping of male and female servers drawing a happy, smiling face on the backs of customers' checks. *Journal of Applied Social Psychology, 26*(3), 218-225.

52. Wikipedia (n.d.). O. J. Simpson Murder Case [Web Page]. Retrieved 31 March, 2015, from: [http://en.wikipedia.org/wiki/O.\\_J.\\_Simpson\\_murder\\_case](http://en.wikipedia.org/wiki/O._J._Simpson_murder_case)
53. Thorndike, E. L. (1920). A constant error in psychological ratings. *Journal of Applied Psychology*, 4(1), 25-29.
54. Mazzella, R., & Feingold, A. (1994). The Effects of Physical Attractiveness, Race, Socioeconomic Status, and Gender of Defendants and Victims on Judgments of Mock Jurors: A Meta-Analysis. *Journal of Applied Social Psychology*, 24(15), 1315-1338.
55. Hamermesh, D. S., & Biddle, J. E. (1993). *Beauty and the labor market* (No. w4518). National Bureau of Economic Research.
56. Gilmore, D. C., Beehr, T. A., & Love, K. G. (1986). Effects of applicant sex, applicant physical attractiveness, type of rater and type of job on interview decisions. *Journal of Occupational Psychology*, 59(2), 103-109.
57. Mathes, E. W., & Kahn, A. (1975). Physical attractiveness, happiness, neuroticism, and self-esteem. *The Journal of Psychology*, 90(1), 27-30.
58. Shackelford, T. K., & Larsen, R. J. (1999). Facial attractiveness and physical health. *Evolution and Human Behavior*, 20(1), 71-76.
59. Price, M. K. (2008). Fund-raising success and a solicitor's beauty capital: Do blondes raise more funds? *Economics Letters*, 100(3), 351-354.
60. van Baaren, R. B., Holland, R. B., Kawakami, K. & van Knippenberg, A. (2004). Mimicry and prosocial behaviour. *Psychological Science*, 15(1), 71-74.
61. Emswiller, T., Deaux, K. & Willits, J. E. (1971). Similarity, sex, and requests for small favours. *Journal of Applied Psychology*, 1(3), 284-291.
62. Burger, J. M., Soroka, S., Gonzago, K., Murphy, E., & Somervell, E. (2001). The effect of fleeting attraction on compliance to requests. *Personality and Social Psychology Bulletin*, 27(12), 1578-1586.
63. Garner, R. (2005). Post-it note persuasion: a sticky influence. *Journal of Consumer Psychology*, 15(3), 230-237.
64. Bertrand, M., Karlin, D., Mullainathan, S., Shafir, E., & Zinman, J. (2005). *What's psychology worth? A field experiment in the consumer credit market* (No. w11892). National Bureau of Economic Research.
65. Gueguen, N., Jacob, C., & Morineau, T. (2010). What is in a name? An effect of similarity in computer-mediated communication. *Sensoria: A Journal of Mind, Brain & Culture*, 6(2), 1-4.
66. BBC News (n.d.) Election 2010 [Web Page]. Retrieved 31 March, 2015, from: <http://news.bbc.co.uk/1/shared/election2010/results/>
67. BBC News (2009, December 18). Liberal Democrats to keep pledge to scrap tuition fees [Article]. Retrieved 31 March, 2015, from: [http://news.bbc.co.uk/1/hi/uk\\_politics/8421092.stm](http://news.bbc.co.uk/1/hi/uk_politics/8421092.stm)
68. BBC News (2010, November 15). Lib Dems broke no tuition fee promise - Vince Cable [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/uk-politics-11803719>
69. UK Polling Report (n.d.). Voting Intention [Web Page]. Retrieved 31 March, 2015, from: <http://ukpollingreport.co.uk/voting-intention-2>
70. Powell, C. A., & Smith, R. H. (2013). Schadenfreude caused by the exposure of hypocrisy in others. *Self and Identity*, 12(4), 413-431.
71. Festinger, L. (1962). Cognitive dissonance. *Scientific American*, 207(4), 93-107.
72. Mills, J. (1958). Changes in moral attitudes following temptation. *Journal of Personality*, 26(4), 517-531.

73. Cornelissen, G., Dewitte, S., Warlop, L., & Yzerbyt, V. (2007). Whatever people say I am, that's what I am: Social labelling as a social marketing tool. *International Journal of Research in Marketing*, 24(4), 278-288.
74. Burn, S. M., & Oskamp, S. (1986). Increasing community recycling with persuasive communication and public commitment. *Journal of Applied Social Psychology*, 16(1), 29-41.
75. Nunes, J. C., & Drèze, X. (2006). The endowed progress effect: How artificial advancement increases effort. *Journal of Consumer Research*, 32(4), 504-512.
76. Freedman, J. L., & Fraser, S. C. (1966). Compliance without pressure: the foot-in-the-door technique. *Journal of Personality and Social Psychology*, 4(2), 195-202.
77. Allen, C. T., Schewe, C. D., & Wijk, G. (1980). More on self-perception theory's foot technique in the pre-call/mail survey setting. *Journal of Marketing Research*, 17(4), 498-502.
78. Pandelaere, M., Briers, B., Dewitte, S., & Warlop, L. (2010). Better think before agreeing twice: Mere agreement: A similarity-based persuasion mechanism. *International Journal of Research in Marketing*, 27(2), 133-141.

### THIRD: ACTING - PRIMING

1. YouTube (2009, September 5). Disney Subliminal Messages [Video]. Retrieved 31 March, 2015, from: <https://www.youtube.com/watch?v=meHsuA0b1uE>
2. Huffington Post (2015, January 14). Finally, The Truth About Disney's 'Hidden Sexual Messages' Revealed [Article]. Retrieved 31 March, 2015, from: [http://www.huffingtonpost.com/2015/01/14/disney-sexual-messages\\_n\\_6452666.html](http://www.huffingtonpost.com/2015/01/14/disney-sexual-messages_n_6452666.html)
3. Rogers, M., & Smith, K. H. (1993). Public perceptions of subliminal advertising: Why practitioners shouldn't ignore this issue. *Journal of Advertising Research*, 33(2), 10-18.
4. Weir, W. (1984). Another look at subliminal "facts". *Advertising Age*, October 15, 46.
5. Packard, V., & Payne, R. (1957). *The hidden persuaders*. London: Longmans.
6. Pratkanis, A. R. (1992). The cargo-cult science of subliminal persuasion. *Skeptical Inquirer*, 16(3), 260-272.
7. Auty, S., & Lewis, C. (2004). Exploring children's choice: The reminder effect of product placement. *Psychology & Marketing*, 21(9), 697-713.
8. Karremans, J. C., Stroebe, W., & Claus, J. (2006). Beyond Vicary's fantasies: The impact of subliminal priming and brand choice. *Journal of Experimental Social Psychology*, 42(6), 792-798.
9. Berger, J., & Fitzsimons, G. (2008). Dogs on the street, pumas on your feet: How cues in the environment influence product evaluation and choice. *Journal of Marketing Research*, 45(1), 1-14.
10. Painter, J. E., Wansink, B., & Hieggelke, J. B. (2002). How visibility and convenience influence candy consumption. *Appetite*, 38(3), 237-238.
11. Segal, S. J., & Cofer, C. N. (1960). The Effect of Recency and Recall on Word-Association. *American Psychologist*, 15(7), 451-451.
12. Bargh, J. A., Chen, M., & Burrows, L. (1996). Automaticity of social behavior: Direct effects of trait construct and stereotype activation on action. *Journal of Personality and Social Psychology*, 71(2), 230-244.
13. Dijksterhuis, A., & Van Knippenberg, A. (1998). The relation between perception and behavior, or how to win a game of trivial pursuit. *Journal of Personality and Social Psychology*, 74(4), 865-877.

14. Fitzsimons, G. M., Chartrand, T. L., & Fitzsimons, G. J. (2008). Automatic effects of brand exposure on motivated behavior: How Apple makes you "think different". *Journal of Consumer Research*, 35(1), 21-35.
15. Cesario, J. (2014). Priming, replication, and the hardest science. *Perspectives on Psychological Science*, 9(1), 40-48.
16. Klein, R. A., Ratliff, K. A., Vianello, M., Adams Jr, R. B., Bahník, Š., Bernstein, M. J., ... & Woodzicka, J. A. (2014). Investigating variation in replicability: A "many labs" replication project. *Social Psychology*, 45(3), 142-152.
17. Trappey, C. (1996). A meta-analysis of consumer choice and subliminal advertising. *Psychology & Marketing*, 13(5), 517-530.
18. Bargh, J. A. (1992). Why Subliminality Does Not Matter to Social Psychology: Awareness of the Stimulus versus Awareness of Its Influence. In *Bornstein, R. F., & Pittman, T. S. (Eds.), Perception without Awareness* (pp. 236-255). New York, NY: Guilford.
19. Mandel, N., & Johnson, E. J. (2002). When web pages influence choice: Effects of visual primes on experts and novices. *Journal of Consumer Research*, 29(2), 235-245.
20. Davis, D. F., & Herr, P. M. (2014). From bye to buy: Homophones as a phonological route to priming. *Journal of Consumer Research*, 40(6), 1063-1077.
21. Bateson, M., Nettle, D., & Roberts, G. (2006). Cues of being watched enhance cooperation in a real-world setting. *Biology Letters*, 2(3), 412-414.

#### PUTTING IT TO USE

1. Thaler, R. H., & Sunstein, C. R. (2008). *Nudge*. Yale University Press.

#### PUTTING IT TO USE – YOUR KIT FOR CRAFTING THE PERFECT COMMUNICATION

1. Griffiths, S. (1991). The neglected male. *British Journal of Hospital Medicine*, 48(10), 627-629.
2. Courtenay, W. H. (2000). Constructions of masculinity and their influence on men's well-being: a theory of gender and health. *Social Science and Medicine*, 50(10), 1385-1401.
3. Rafuse, J. (1993). Men's attitudes about seeking health care may put them at risk, conference told. *Canadian Medical Association Journal*, 149(3), 329-330.
4. McKAY, J. R., Rutherford, M. J., Cacciola, J. S., Kabasakalian-McKay, R., & Alterman, A. I. (1996). Gender differences in the relapse experiences of cocaine patients. *The Journal of Nervous and Mental Disease*, 184(10), 616-622.

#### PUTTING IT TO USE - PROMOTIONS

1. The New York Times (2008, November 28). Wal-Mart Employee Trampled to Death [Article]. Retrieved 31 March, 2015, from: <http://www.nytimes.com/2008/11/29/business/29walmart.html>
2. Huffington Post (2014, November 27). 5 Terrifying Things About Black Friday [Article]. Retrieved 31 March, 2015, from: [http://www.huffingtonpost.com/kyle-mccarthy/5-terrifying-things-about\\_b\\_6233882.html](http://www.huffingtonpost.com/kyle-mccarthy/5-terrifying-things-about_b_6233882.html)
3. Sharp, B. (2010). *How Brands Grow: What marketers don't know*. South Melbourne: Oxford University Press.
4. Ferraro, R., Bettman, J. R., & Chartrand, T. L. (2009). The power of strangers: The effect of incidental consumer brand encounters on brand choice. *Journal of Consumer Research*, 35(5), 729-741.
5. Eales, T. (2015). Shopper marketing: Grocery discount wars. *Admap*, February 2015.

6. Dawes, J. (2006). *Addictive Discounting: Getting Clear Metrics Can Help Kick the Discounting Habit*. Ehrenberg-Bass Institute for Marketing Science.
7. Dickson, P. R., & Sawyer, A. G. (1990). The price knowledge and search of supermarket shoppers. *The Journal of Marketing*, 54(3), 42-53.
8. Guadagni, P. M., & Little, J. D. (1983). A logit model of brand choice calibrated on scanner data. *Marketing Science*, 2(3), 203-238.
9. Woodside, A. G., & Waddle, G. L. (1975). Sales effects of in-store advertising. *Journal of Advertising Research*, 15(3), 29-33.
10. Wansink, B., Kent, R. J., & Hoch, S. (1998). An anchoring and adjustment model of purchase quantity decisions. *Journal of Marketing Research*, 35(1), 71-81.
11. Romaniuk, J., Sharp, B., & Ehrenberg, A. (2007). Evidence concerning the importance of perceived brand differentiation. *Australasian Marketing Journal (AMJ)*, 15(2), 42-54.
12. Challis, G., Lustig, B., Wood, J., Binet, L. & Carter, S. (2006). Felix – Continuity saved the cat. *IPA Effectiveness Awards 2006*.
13. Mehine, T. (2010). *Do Yellow Price Tags Matter to Consumers? The Relationship between the Presentation of the Price and the Reference Price*. University of Tartu Faculty of Economics and Business Administration Working Paper.
14. Urbany, J. E., Bearden, W. O., & Weilbaker, D. C. (1988). The effect of plausible and exaggerated reference prices on consumer perceptions and price search. *Journal of Consumer Research*, 15(1), 95-110.
15. Coulter, K. S., & Coulter, R. A. (2005). Size does matter: the effects of magnitude representation congruency on price perceptions and purchase likelihood. *Journal of Consumer Psychology*, 15(1), 64-76.
16. Coulter, K. S., & Coulter, R. A. (2010). Small sounds, big deals: Phonetic symbolism effects in pricing. *Journal of Consumer Research*, 37(2), 315-328.
17. Coulter, K. S. (2003). The effects of congruent/incongruent magnitude representation on explicit and implicit knowledge of prices. *Journal of Product and Brand Management*, 12(5), 293-306.
18. Manning, K. C., & Sprott, D. E. (2009). Price Endings, Left-Digit Effects, and Choice. *Journal of Consumer Research*, 36(2), 328-335.
19. Dehaene, S., & Mehler, J. (1992). Cross-linguistic regularities in the frequency of number words. *Cognition*, 43(1), 1-29.
20. Arora, R. (2008). Price bundling and framing strategies for complementary products. *Journal of Product & Brand Management*, 17(7), 475-484.
21. Morwitz, V., Greenleaf, E., & Johnson, E. J. (1998). Divide and prosper: consumers' reaction to partitioned prices. *Journal of Marketing Research*, 35(4), 453-463.
22. Levin, I. P., Schreiber, J., Lauriola, M., & Gaeth, G. J. (2002). A tale of two pizzas: building up from a basic product versus scaling down from a fully-loaded product. *Marketing Letters*, 13(4), 335-344.
23. Yang, S. S., Kimes, S. E., & Sessarego, M. M. (2009). Menu price presentation influences on consumer purchase behavior in restaurants. *International Journal of Hospitality Management*, 28(1), 157-160.
24. Swain, S. D., Hanna, R., & Abendroth, L. J. (2006). How time restrictions work: The roles of urgency, anticipated regret, and deal evaluations. *Advances in Consumer Research*, 33, 523-525.

1. Twenge, J. M., & Foster, J. D. (2008). Mapping the scale of the narcissism epidemic: Increases in narcissism 2002–2007 within ethnic groups. *Journal of Research in Personality*, 42(6), 1619-1622.
2. Twenge, J. M., Konrath, S., Foster, J. D., Keith Campbell, W., & Bushman, B. J. (2008). Egos inflating over time: a cross-temporal meta-analysis of the Narcissistic personality inventory. *Journal of Personality*, 76(4), 875-902.
3. Gentile, B., Twenge, J. M., Freeman, E. C., & Campbell, W. K. (2012). The effect of social networking websites on positive self-views: An experimental investigation. *Computers in Human Behavior*, 28(5), 1929-1933.
4. The Guardian (2010, August 20). How the Internet is Altering your Mind [Article]. Retrieved 31 March, 2015, from: <http://www.theguardian.com/technology/2010/aug/20/internet-altering-your-mind>
5. The Telegraph (2013, March 21). Twitter in Numbers [Article]. Retrieved 31 March, 2015, from: <http://www.telegraph.co.uk/technology/twitter/9945505/Twitter-in-numbers.html>
6. KPCB (2014, May 28). 2014 Internet Trends [Report]. Retrieved 31 March, 2015, from: <http://www.kpcb.com/blog/2014-internet-trends>
7. Statistic Brain Research Institute (2015, April 2). Attention Span Statistics [Web Page]. Retrieved 20 April, 2015, from: <http://www.statisticbrain.com/attention-span-statistics/>
8. Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192-205.
9. BBC News (2012, January 26). Mail Online overtakes NY Times as top online newspaper [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/entertainment-arts-16743645>
10. BoingBoing (2015, January 12). 30 shockingly amazing linkbait phrases Buzzfeed uses to get you to click on stuff [Article]. Retrieved 31 March, 2015, from: <http://boingboing.net/2015/01/12/30-shockingly-amazing-linkbait.html>
11. FCB Toronto (2015). Oreo Olympics. *Canadian Advertising Success Stories 2015, Silver*.
12. Mitra, T., & Gilbert, E. (2014). The language that gets people to give: Phrases that predict success on kickstarter. In *Proceedings of the 17th ACM conference on Computer supported cooperative work & social computing* (pp. 49-61). ACM.
13. Churches, O., Nicholls, M., Thiessen, M., Kohler, M., & Keage, H. (2014). Emoticons in mind: An event-related potential study. *Social Neuroscience*, 9(2), 196-202.
14. Castillo, C., Mendoza, M., & Poblete, B. (2011). Information credibility on twitter. In *Proceedings of the 20th international conference on World Wide Web* (pp. 675-684). ACM.
15. Naveed, N., Gottron, T., Kunegis, J., & Alhadi, A. C. (2011). Bad news travel fast: A content-based analysis of interestingness on twitter. In *Proceedings of the 3rd International Web Science Conference* (pp. 8-16). ACM.
16. Huffington Post (2013, November 13). A Scientific Guide to Posting Tweets, Facebook Posts, Emails and Blog Posts At the Best Time [Article]. Retrieved 31 March, 2015, from: [http://www.huffingtonpost.com/belle-beth-cooper/a-scientific-guide-to-pos\\_b\\_4262571.html](http://www.huffingtonpost.com/belle-beth-cooper/a-scientific-guide-to-pos_b_4262571.html)
17. Xu, A., Yang, X., Rao, H., Fu, W. T., Huang, S. W., & Bailey, B. P. (2014). Show me the money! An analysis of project updates during crowdfunding campaigns. In *Proceedings of the 32nd annual ACM conference on Human factors in computing systems* (pp. 591-600). ACM
18. Althoff, T., Danescu-Niculescu-Mizil, C., & Jurafsky, D. (2014). How to ask for a favor: A case study on the success of altruistic requests. *arXiv preprint arXiv:1405.3282*.

19. Chorley, M. J., Colombo, G. B., Allen, S. M., & Whitaker, R. M. (2012, September). Better the Tweeter you know: social signals on Twitter. In *Privacy, Security, Risk and Trust (PASSAT), 2012 International Conference on and 2012 International Conference on Social Computing* (pp. 277-282). IEEE.
20. Knobloch-Westerwick, S., Sharma, N., Hansen, D. L., & Alter, S. (2005). Impact of popularity indications on readers' selective exposure to online news. *Journal of Broadcasting & Electronic Media*, 49(3), 296-313.

#### PUTTING IT TO USE - DIRECT MAIL

1. Daily Mail (2012, January 30). The cat who hates junk mail more than you [Article]. Retrieved 31 March, 2015, from: <http://www.dailymail.co.uk/news/article-2548502/The-cat-hates-junk-mail-Aggressive-feline-lies-wait-postman-rips-puts-letterbox-shreds-including-gloves.html>
2. The FT (2004, November 23). Finding a good use for a piece of junk [Article]. Retrieved 31 March, 2015, from: <http://www.ft.com/cms/s/1/495985e2-3c33-11d9-8b17-00000e2511c8.html#axzz3YYidyqKf>
3. The Mirror (2010, January 12). Guess what, we hate junk mail [Article]. Retrieved 31 March, 2015, from: <http://www.mirror.co.uk/opinion/money-opinion/p-s-investigates/guess-what-we-hate-junkmail-282554>
4. Forbes (2012, March 11). Direct Mail: Alive and Kicking [Article]. Retrieved 31 March, 2015, from: <http://www.forbes.com/sites/marketshare/2012/03/11/direct-mail-alive-and-kicking/>
5. Areni, C. S., & Miller, R. (2012). Sales effects of in-store radio advertising. *Journal of Marketing Communications*, 18(4), 285-295.
6. Direct Marketing Association (2012, July 31). Infographic – Putting a price on direct marketing [Infographic]. Retrieved 31 March, 2015, from: <http://www.dma.org.uk/research/infographic-putting-a-price-on-direct-marketing>
7. Daily Mail (2015, March 16). Surge in junk mail delivered by postmen since Royal Mail sell-off: 50,000 more flyers put through letterboxes every day [Article]. Retrieved 31 March, 2015, from: <http://www.dailymail.co.uk/news/article-2996331/Surge-junk-mail-delivered-postmen-Royal-Mail-sell-50-000-flyers-letterboxes-DAY.html>
8. The Independent (2013, March 27). The web's oldest dark art: Can spam be canned? [Article]. Retrieved 31 March, 2015, from: <http://www.independent.co.uk/life-style/gadgets-and-tech/features/the-webs-oldest-dark-art-can-spam-be-canned-8552291.html>
9. Direct Marketing Association (2013). From letterbox to inbox: Building customer relationships. *Working paper*.
10. Dignan, M. B., Michielutte, R., Jones-Lighty, D. D., & Bahnson, J. (1994). Factors influencing the return rate in a direct mail campaign to inform minority women about prevention of cervical cancer. *Public Health Reports*, 109(4), 507-511.
11. Edwards, P., Roberts, I., Clarke, M., DiGiuseppi, C., Pratap, S., Wentz, R., & Kwan, I. (2002). Increasing response rates to postal questionnaires: systematic review. *British Medical Journal*, 324(7347), 1183-1193.
12. Taylor, K. S., Counsell, C. E., Harris, C. E., Gordon, J. C., Fonseca, S. C., & Lee, A. J. (2006). In a randomized study of envelope and ink color, colored ink was found to increase the response rate to a postal questionnaire. *Journal of Clinical Epidemiology*, 59(12), 1326-1330.

13. Bell, G. H., Ledolter, J., & Swersey, A. J. (2006). Experimental design on the front lines of marketing: Testing new ideas to increase direct mail sales. *International Journal of Research in Marketing*, 23(3), 309-319.
14. Feld, S., Frenzen, H., Krafft, M., Peters, K., & Verhoef, P. C. (2013). The effects of mailing design characteristics on direct mail campaign performance. *International Journal of Research in Marketing*, 30(2), 143-159.
15. Shaw, S., & Bright, M. (2013). Royal Mail: When touch makes a difference. *MRS Awards, Finalist*.
16. Bekkers, R., & Crutzen, O. (2007). Just keep it simple: A field experiment on fundraising letters. *International Journal of Nonprofit and Voluntary Sector Marketing*, 12(4), 371-378.
17. Heye & Partner GmbH (2011). Fiskars: Silhouette-Mailing. *Echo Awards 2011, Mailbox Award and Silver*.
18. The Lacek Group (2014). Carnival Cruise Lines: WAVE Campaign. *DMA International ECHO Awards 2014, Silver*.
19. Jones, R., & Pitt, N. (1999). Health surveys in the workplace: comparison of postal, email and World Wide Web methods. *Occupational Medicine*, 49(8), 556-558.
20. de Fine, N. O., & Andreasen, A. H. (1995). Day-of-the-week effect on doctors' response to a postal questionnaire. *Scandinavian Journal of Primary Health Care*, 13(1), 65-67.
21. Huffington Post (2013, November 13). A Scientific Guide to Posting Tweets, Facebook Posts, Emails and Blog Posts At the Best Time [Article]. Retrieved 31 March, 2015, from: [http://www.huffingtonpost.com/belle-beth-cooper/a-scientific-guide-to-pos\\_b\\_4262571.html](http://www.huffingtonpost.com/belle-beth-cooper/a-scientific-guide-to-pos_b_4262571.html)
22. Merchant, A., Ford, J. B., & Sargeant, A. (2010). Charitable organizations' storytelling influence on donors' emotions and intentions. *Journal of Business Research*, 63(7), 754-762.
23. Chittenden, L., & Rettie, R. (2003). An evaluation of e-mail marketing and factors affecting response. *Journal of Targeting, Measurement and Analysis for Marketing*, 11(3), 203-217.
24. Vocino, T. (1977). Three variables in stimulating responses to mailed questionnaires. *Journal of Marketing*, 41(4), 76-77.
25. Porter, S. R., & Whitcomb, M. E. (2003). The impact of contact type on web survey response rates. *Public Opinion Quarterly*, 67(4), 579-588.
26. Caballero, M. J., & Pride, W. M. (1984). Selected effects of salesperson sex and attractiveness in direct mail advertisements. *The Journal of Marketing*, 48(1), 94-100.
27. Thaler, R. (1981). Some empirical evidence on dynamic inconsistency. *Economics Letters*, 8(3), 201-207.
28. Thaler, R. & Benartzi, S. (2003). Save more tomorrow: Using behavioral economics to increase employee saving. *Journal of Political Economy*, 112(1), 164-187.

#### PUTTING IT TO USE - IN THE OFFICE

1. BBC News (2011, December 8). UK employees work longer hours than most EU neighbours [Article]. Retrieved 31 March, 2015, from: <http://www.bbc.co.uk/news/business-16082186>
2. Pan, J., & Zhou, W. (2013). Can success lead to happiness? The moderators between career success and happiness. *Asia Pacific Journal of Human Resources*, 51(1), 63-80.
3. Samuel, R., Bergman, M. M., & Hupka-Brunner, S. (2013). The interplay between educational achievement, occupational success, and well-being. *Social Indicators Research*, 111(1), 75-96.

4. Mayew, W. J., Parsons, C. A., & Venkatachalam, M. (2013). Voice pitch and the labor market success of male chief executive officers. *Evolution and Human Behavior*, 34(4), 243-248.
5. Ethos3 (2015, January 7). How to conquer short attention-spans [Weblog]. Retrieved 31 March, 2015, from: <http://www.ethos3.com/2015/01/how-to-conquer-short-attention-spans/>
6. Hartley, J., & Davies, I. K. (1978). Note-taking: A critical review. *Programmed Learning and Educational Technology*, 15(3), 207-224.
7. Morrison, J., & Vogel, D. (1998). The impacts of presentation visuals on persuasion. *Information & Management*, 33(3), 125-135.
8. Costafreda, S. G., Brammer, M. J., David, A. S., & Fu, C. H. (2008). Predictors of amygdala activation during the processing of emotional stimuli: a meta-analysis of 385 PET and fMRI studies. *Brain Research Reviews*, 58(1), 57-70.
9. Gross, A. G., & Harmon, J. E. (2009). The structure of PowerPoint presentations: The art of grasping things whole. *IEEE Transactions on Professional Communication*, 52(2), 121-137.
10. Siggelkow, N. (2007). Persuasion with case studies. *Academy of Management Journal*, 50(1), 20-24.
11. Campbell, J., & Mayer, R. E. (2009). Questioning as an instructional method: Does it affect learning from lectures? *Applied Cognitive Psychology*, 23(6), 747-759.
12. Szpunar, K. K., Khan, N. Y., & Schacter, D. L. (2013). Interpolated memory tests reduce mind wandering and improve learning of online lectures. *Proceedings of the National Academy of Sciences*, 110(16), 6313-6317.
13. Johnson, G. M. (1992). Subordinate perceptions of superior's communication competence and task attraction related to superior's use of compliance-gaining tactics. *Western Journal of Communication (includes Communication Reports)*, 56(1), 54-67.
14. Deprez-Sims, A. S., & Morris, S. B. (2010). Accents in the workplace: Their effects during a job interview. *International Journal of Psychology*, 45(6), 417-426.
15. van Baaren, R., Holland, R., Steenaert, B. & van Knippenberg, A. (2003). Mimicry for money: Behavioral consequences of imitation. *Journal of Experimental Social Psychology*, 39(4), 393-398.
16. Crusco, A. H. & Wetzel, C. G. (1984). The Midas Touch: The effects of interpersonal touch on restaurant tipping. *Personality and Social Psychology Bulletin*, 10(4), 512-517.
17. Tidd, K. L. & Lockard, J. S. (1978). Monetary significance of the affiliative smile: A case for reciprocal altruism. *Bulletin of the Psychonomic Society*, 11(6), 344-346.
18. Gilmore, D. C., Beehr, T. A., & Love, K. G. (1986). Effects of applicant sex, applicant physical attractiveness, type of rater and type of job on interview decisions. *Journal of Occupational Psychology*, 59(2), 103-109.
19. Pingitore, R., Dugoni, B. L., Tindale, R. S., & Spring, B. (1994). Bias against overweight job applicants in a simulated employment interview. *Journal of Applied Psychology*, 79(6), 909-917.
20. Collins, N. L., & Miller, L. C. (1994). Self-disclosure and liking: a meta-analytic review. *Psychological Bulletin*, 116(3), 457-475.
21. Judge, T. A., Livingston, B. A., & Hurst, C. (2012). Do nice guys -and gals - really finish last? The joint effects of sex and agreeableness on income. *Journal of Personality and Social Psychology*, 102(2), 390-407.
22. Kacmar, K. M., Delery, J. E., & Ferris, G. R. (1992). Differential Effectiveness of Applicant Impression Management Tactics on Employment Interview Decisions. *Journal of Applied Social Psychology*, 22(16), 1250-1272.

23. Forsythe, S. M. (1990). Effect of applicant's clothing on interviewer's decision to hire. *Journal of Applied Social Psychology, 20*(19), 1579-1595.
24. Thornton, G. R. (1944). The effect of wearing glasses upon judgments of personality traits of persons seen briefly. *Journal of Applied Psychology, 28*(3), 203-207.
25. Burgoon, J. K., Manusov, V., Mineo, P., & Hale, J. L. (1985). Effects of gaze on hiring, credibility, attraction and relational message interpretation. *Journal of Nonverbal Behavior, 9*(3), 133-146.
26. Helminen, T. M., Kaasinen, S. M., & Hietanen, J. K. (2011). Eye contact and arousal: The effects of stimulus duration. *Biological Psychology, 88*(1), 124-130.
27. Stewart, G. L., Dustin, S. L., Barrick, M. R., & Darnold, T. C. (2008). Exploring the handshake in employment interviews. *Journal of Applied Psychology, 93*(5), 1139-1146.
28. Motowidlo, S. J., & Burnett, J. R. (1995). Aural and visual sources of validity in structured employment interviews. *Organizational Behavior and Human Decision Processes, 61*(3), 239-249.
29. Ritov, I. (1996). Anchoring in simulated competitive market negotiation. *Organizational Behavior and Human Decision Processes, 67*(1), 16-25.
30. Burnham, T., McCabe, K., & Smith, V. L. (2000). Friend-or-foe intentionality priming in an extensive form trust game. *Journal of Economic Behavior & Organization, 43*(1), 57-73.
31. Harlé, K. M., & Sanfey, A. G. (2007). Incidental sadness biases social economic decisions in the Ultimatum Game. *Emotion, 7*(4), 876-881.
32. Vohs, K. D., Mead, N. L., & Goode, M. R. (2006). The psychological consequences of money. *Science, 314*(5802), 1154-1156.
33. Carney, D. R., Cuddy, A. J., & Yap, A. J. (2010). Power posing brief nonverbal displays affect neuroendocrine levels and risk tolerance. *Psychological Science, 21*(10), 1363-1368.

#### PUTTING IT TO USE - TEST, TEST, TEST

1. Spark, N. (2006). *A History of Murphy's Law*. Lulu.
2. Felfernig, A., Friedrich, G., Gula, B., Hitz, M., Kruggel, T., Leitner, G., ... & Vitouch, O. (2007). Persuasive recommendation: serial position effects in knowledge-based recommender systems. In *de Kort, Y., Jsselsteijn, W., Midden, C., Eggen, B., & Fogg, B. J. (Eds.), Persuasive Technology* (pp. 283-294). Springer Berlin Heidelberg.
3. Camerer, C. F., Loewenstein, G., & Prelec, D. (2004). Neuroeconomics: Why economics needs brains. *The Scandinavian Journal of Economics, 106*(3), 555-579.
4. Haddock, G., & Carrick, R. (1999). How to make a politician more likeable and effective: Framing political judgments through the numeric values of a rating scale. *Social Cognition, 17*(3), 298-311.
5. Schuman, H., & Presser, S. (1981). *Questions and answers: Experiments on question form, wording, and context in attitude surveys*. New York, NY: Academic.
6. Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgments. In *Guetzkow, H. (Ed.), Groups, Leadership and Men* (pp. 222-236). New York, NY: Russell and Russell.
7. Schindler, R. M. (1992). The real lesson of New Coke: The value of focus groups for predicting the effects of social influence. *Marketing Research, 4*(4), 22-27.
8. Greenwald, A. G., Poehlman, T. A., Uhlmann, E. L., & Banaji, M. R. (2009). Understanding and using the Implicit Association Test: III. Meta-analysis of predictive validity. *Journal of Personality and Social Psychology, 97*(1), 17.

9. Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: attitudes, self-esteem, and stereotypes. *Psychological Review*, *102*(1), 4-27.
10. Kennedy, R., Northover, H., Leighton, J., Bird, G., & Lion, S. (2010). Pre-Test Advertising: Proposing a new validity project. *EMAC 2010 (July), Copenhagen*.
11. Just, M. A., & Carpenter, P. A. (1980). A theory of reading: from eye fixations to comprehension. *Psychological Review*, *87*(4), 329.
12. Arcuri, L., Castelli, L., Galdi, S., Zogmaister, C., & Amadori, A. (2008). Predicting the vote: Implicit attitudes as predictors of the future behavior of decided and undecided voters. *Political Psychology*, *29*(3), 369-387.

## CONCLUSION

1. Centers for Disease Control and Prevention (n.d.). Measles Cases and Outbreaks [Web Page]. Retrieved 31 March, 2015, from: <http://www.cdc.gov/measles/cases-outbreaks.html>
2. Taylor, L. E., Swerdfeger, A. L., & Eslick, G. D. (2014). Vaccines are not associated with autism: An evidence-based meta-analysis of case-control and cohort studies. *Vaccine*, *32*(29), 3623-3629.
3. Time (2010, May 24). Doctor behind vaccine-autism link loses license [Article]. Retrieved 31 March, 2015, from: <http://healthland.time.com/2010/05/24/doctor-behind-vaccine-autism-link-loses-license/>
4. YouTube (2011, November 29). Christopher Hitchens Debates Alister McGrath (2007) [Video]. Retrieved 31 March, 2015, from: <https://youtu.be/xq-KiDdYvsY>
5. Stack, S. (2000). Media impacts on suicide: A quantitative review of 293 findings. *Social Science Quarterly*, *81*(4), 957-971.