Everyday multiscreening
Segijn, C.M.

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Everyday Multiscreening

Claire Segijn

How the simultaneous usage of multiple screens affects information processing and advertising effectiveness

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Table of Contents

Chapter 1 General Introduction and Dissertation Outline 9

Part 1. Multiscreening in Daily Life 21
Chapter 2 A Typology of Multiscreening 23
Chapter 3 Insight into Everyday Media Use with Multiple Screens 41

Part 2. Multiscreening and Advertising Outcomes 65
Chapter 4 Effects of Multiscreening on Cognitive Advertising Outcomes 67
Chapter 5 Effects of Multiscreening on Affective Advertising Outcomes 91

Part 3. Multiscreening and Task Relevance 115
Chapter 6 The Facilitating Role of Task Relevance 117

Chapter 7 General Discussion 145

English Summary 161
Dutch Summary (Nederlandse Samenvatting) 167
References 172
Author Contributions 182
Acknowledgements (Dankwoord) 185
About the Author 190