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### Everyday multiscreening

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

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# Everyday Multiscreening

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

Claire Segijn

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Amsterdam, 2017

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Everyday multiscreening  
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advertising effectiveness

**ACADEMISCH PROEFSCHRIFT**

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ten overstaan van een door het  
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geboren te Delft

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