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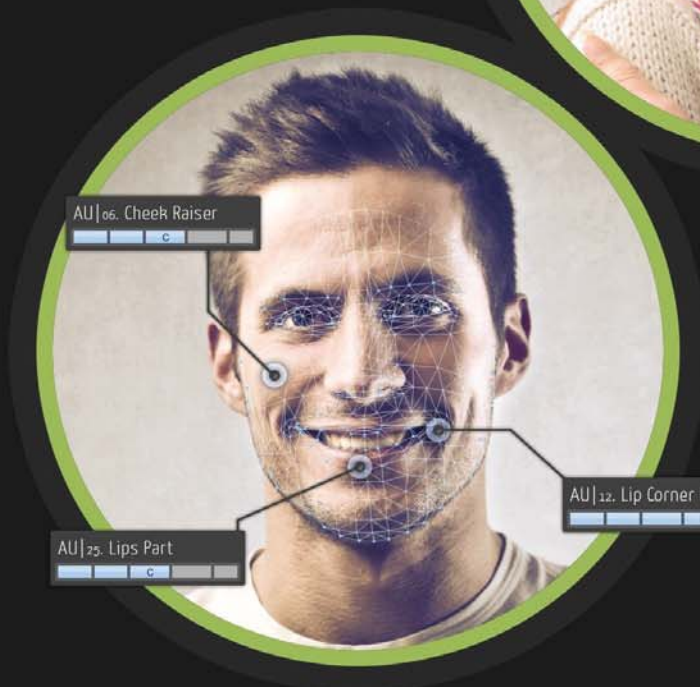
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The role of facial expression in resisting enjoyable advertisements

Peter Lewiński



**The Role of Facial
Expression in Resisting
Enjoyable Advertisements**

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THE ROLE OF FACIAL EXPRESSION IN RESISTING
ENJOYABLE ADVERTISEMENTS

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor

aan de Universiteit van Amsterdam

op gezag van de Rector Magnificus

prof. dr. D.C. van den Boom

ten overstaan van een door
het College voor Promoties ingestelde commissie,
in het openbaar te verdedigen in de Agnietenkapel

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Table of contents

Chapter 1 – Embodied Resistance to Persuasion Model	p. 6
Chapter 2 – Validation of Automated Facial Coding Tool	p. 35
Chapter 3 – Facial Expression is Part of Consumers’ Attitude	p. 58
Chapter 4 – Consumer Resistance through Embodied Emotion Regulation	p. 84
Chapter 5 – Consumer Resistance through Shared Emotion Regulation	p. 133
Chapter 6 – Embodied Resistance to Persuasion: Implications of the Model	p. 176
Thesis Abstract in English	p. 189
Thesis Abstract in Dutch	p. 193
Author Contributions	p. 199
Acknowledgments	p. 202