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*Understanding the uses and effects of interactive features in digital magazines*

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### **Chapter 2: The Differential Effects of External versus Internal Communication Features in Digital Magazines**

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Conceptualization: FR, HV, PN. Methodology: FR, HV, PN. Data collection: FR. Analysis: FR. Writing (original draft preparation): FR. Writing (reviews & editing): FR, HV, PN. Visualization: FR.

### **Chapter 3: Explaining Perceived Interactivity Effects on Attitudinal Responses: A Field Experiment on the Impact of External and Internal Communication Features in Digital Magazines**

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### **Chapter 4: Digital Magazine Advertising: Investigating the Persuasive Impact and Underlying Mechanisms of Ad Interactivity in a Real-Life Setting**

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Conceptualization: FR, HV, PN. Methodology: FR, HV, PN. Data collection: FR. Analysis: FR. Writing (original draft preparation): FR. Writing (reviews & editing): FR, HV, PN. Visualization: FR.

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