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Understanding the uses and effects of interactive features in digital magazines

Rauwers, F.

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AUTHOR CONTRIBUTIONS

Authors' initials:

FR – Fabiënne Rauwers

HV – Hilde A. M. Voorveld

PN – Peter C. Neijens

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

Fabiënne Rauwers, Hilde A. M. Voorveld, Peter C. Neijens

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

Fabiënne Rauwers, Hilde A. M. Voorveld, Peter C. Neijens

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

Fabiënne Rauwers, Hilde A. M. Voorveld, Peter C. Neijens

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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