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of consumer behavior, including psychology, marketing, sociology, economics, anthropology, and communications. It was established in 1974 and originally published by University of Chicago Press.

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everyday life, such as stereotyped group  
members and sig-nificant others. For  
example, exposure to a stereotyped other  
can guide complex behavior in line with  
information em-bedded in the  
stereotype: people primed with the

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elderly walked more slowly (Bargh et al.  
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Journal of Consumer Research, 34.] A  
total of 61% of the students who viewed  
dessert photographs picked the lottery  
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42% of the students who viewed nature photographs chose this option. Consider this experiment: The study is rerun on a randomly selected college student. Let  $D$  the event the student views ...

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