REFERENCES

Kevin Ochsner Professor of Psychology Columbia University phone: 212 851 9348 kochsner@psych.columbia.edu

Emily Falk Professor of Communication, Psychology, and Marketing University of Pennsylvania phone: 775 273 8836 falk@asc.upenn.edu

Niall Bolger Professor of Psychology Columbia University phone: 212 854 9034 bolger@psych.columbia.edu