## Accepted Manuscript

Can there be too much of a good thing? The effect of option number on cognitive effort toward online advertisements

Dr. Stephen C. Nettelhorst, Assistant Professor, Dr. Whitney K. Jeter, Assistant Professor, Dr. Laura A. Brannon, Professor, Aaron Entringer

PII: S0747-5632(17)30252-2

DOI: 10.1016/j.chb.2017.04.061

Reference: CHB 4976

To appear in: Computers in Human Behavior

Received Date: 26 July 2016

Revised Date: 13 February 2017

Accepted Date: 5 April 2017

Please cite this article as: Nettelhorst S.C., Jeter W.K., Brannon L.A. & Entringer A., Can there be too much of a good thing? The effect of option number on cognitive effort toward online advertisements, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.04.061.

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## Can There Be Too Much of a Good Thing? The Effect of Option Number on Cognitive Effort Toward Online Advertisements

Author 1: Corresponding Author Dr. Stephen C. Nettelhorst<sup>a</sup> Assistant Professor Southeast Missouri State University Department of Psychology Scully Building 405F One University Plaza, MS 5700 Cape Girardeau, MO, USA 63701 Email: snettelhorst@semo.edu Phone: 1-573-651-2432 Cell: 1-310-869-2742

Author 2:

Dr. Whitney K. Jeter<sup>b</sup> Assistant Professor Department of Psychology Fort Hays State University 600 Allan Park Street Martin Allen Hall 219 Fort Hays, KS, USA 67601-4099 Email: wkjeter@fhsu.edu Phone: 1-785-628-4537

Author 3: Dr. Laura A. Brannon<sup>c</sup> Professor Department of Psychological Sciences Kansas State University 419 Bluemont Hall Manhattan, KS, USA 66506-5302 Email: lbrannon@ksu.edu Phone: 1-785-532-0604 Fax: 1-785-532-5401

Author 4: Aaron Entringer<sup>c</sup> Department of Psychological Sciences Kansas State University 567 Bluemont Hall Manhattan, KS, USA 66506-5302 Email: entringer@ksu.edu Fax: 1-785-532-5401

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