Accepted Manuscript

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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

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