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New environmental technology uptake and bias toward the status quo:
The case of phytoremediation

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Highlights

1. We find a substantial increase in the number of scientific articles documenting the conditions under which phytoremediation provides an effective method to decontaminate soil.
2. We show that practitioners exhibit a bias toward the status quo, even when alternative methods are more suitable.
3. This status quo bias persists even when practitioners are exposed to evidence demonstrating the effectiveness of phytoremediation for particular sites.

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