

Accepted Manuscript

Seeking Help from Weak Ties through Mediated Channels: Integrating Self-Presentation and Norm Violation to Compliance

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PII: S0747-5632(18)30248-6
DOI: 10.1016/j.chb.2018.05.022
Reference: CHB 5531
To appear in: *Computers in Human Behavior*
Received Date: 25 August 2017
Accepted Date: 20 May 2018

Please cite this article as: Jian Raymond Rui, Siyue Li, Seeking Help from Weak Ties through Mediated Channels: Integrating Self-Presentation and Norm Violation to Compliance, *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.05.022

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