Accepted Manuscript

The Female Gaze: content composition and slot position in personalized banner ads, and how they influence visual attention in online shoppers



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PII: S0747-5632(17)30718-5

DOI: 10.1016/j.chb.2017.12.038

Reference: CHB 5313

To appear in: Computers in Human Behavior

Received Date: 22 May 2017

Revised Date: 23 November 2017

Accepted Date: 24 December 2017

Please cite this article as: Yi-Ting Huang, The Female Gaze: content composition and slot position in personalized banner ads, and how they influence visual attention in online shoppers, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.12.038

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ACCEPTED MANUSCRIPT

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