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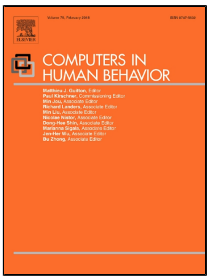

Story versus info: tracking blog readers' online viewing time of sponsored blog posts based on content-specific elements

Carolina Stubb

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