

Research Notes: Daniel Mochon

September 5, 2024



[Daniel Mochon's](#) paper "The Confrontation Effect: When Users Engage More with Ideology-Inconsistent Content Online," co-authored with Janet Schwartz (Duke University), has been accepted for publication in *Organizational Behavior and Human Decision Processes*. Mochon is the Edward H. Austin Jr. Professor of Business Administration and an associate professor of marketing.

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