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Thumbs down on likes? The impact of Facebook reactions on online consumers nonprofit engagement behavi

DOI: 10.1007/s12208-020-00271-2 International Review on Public and Nonprofit Marketing, 2021, 18, 255-272.

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1	When the influencer says jump! How influencer signaling affects engagement with COVID-19 misinformation. 2022 , 315, 115497		O