

Paper 1 : Reminder through Associations

We often fail to follow through on our good intentions. While limited self-control is frequently the culprit, another cause is simply forgetting to enact intentions when opportunities arise. We introduce a novel, potent approach to facilitating follow through: *reminders-through-association*. This approach involves associating intentions (e.g., to mail a letter on your desk tomorrow) with distinctive cues you will encounter when you have opportunities to act on those intentions (e.g., Valentine's Day flowers that arrived late yesterday, which are sitting on your desk). We show that cue-based reminders are more potent when the cues they employ are distinctive relative to (a) other regularly-encountered stimuli and (b) other stimuli encountered concurrently. Further, they can be more effective than written or electronic reminder messages, and they are undervalued and underused. *Reminders-through-association* are a new tool for policymakers and individuals, developed by integrating and expanding on past research on self-control, reminders, and prospective memory.

Paper 2: Poison Parasite Counter

We live in a time beset by communicators of false information. Asymmetrical reach in mass communications due to disparities in communicators' resources or power can lead to imbalances in who is heard, regardless of the soundness or veracity of their messages. The Poison Parasite Counter (PPC) involves inserting a strong (poisonous) counter-message, just once, into a close replica of a rival's communication. In parasitic fashion, the rival's communication then "hosts" the poisonous counter-message, which is recalled upon each new exposure to the actual rival communication. The strategy harnesses associative memory to turn the rival's communication into a retrieval cue for a poisonous counter-message embedded within the rival's message. In seven randomized tests ($N = 3,678$), we show that the PPC lastingly undermines a duplicitous rival's communication by influencing judgments of communicator honesty, as well as changing behavior in the form of real political donations to actual candidates.