

Article Link

<http://www.npr.org/2016/01/18/463220298/why-its-not-too-late-to-make-a-new-year...>

Will NPR's Hidden Brain intern stop smoking using IPA's findings?

NPR's Hidden Brain social science research podcast looks at New Year's resolutions and how their intern might use them to quit smoking. They cite IPA's research on commitment devices in the Philippines in their review of the relevant research.

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