

## پی نوشت‌ها



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مادر و دیگران همچنین دریافتند که مراکز ترک سیگار تأثیر چندانی در کاهش میزان مصرف سیگار نداشتند. اما با توجه به اینکه تأثیر مثبت این مراکز در پژوهش‌های دیگر تأیید شده بود آن‌ها این مراکز را مستحق افزایش بودجه دانستند.

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۱۸. ممکن است روان‌شناسانی که این مطلب را می‌خوانند با خودشان بگویند که روش «روی هم سوارکردن کارها» چه فرقی با روش «مقاصد اجرا» (implementation intentions) یا برنامه‌های «اگر-آنگاه» (if-then plan) دارد. روش مقاصد اجرا یک هدف را به رویدادی در آینده گره می‌زند، صرف‌نظر از اینکه آن رویداد یک عادت باشد یا نباشد. لابرک و دیگران (۲۰۱۷) دریافتند که این روش استاندارد مقاصد اجرا، در مدت چهار هفته اجرای پژوهش، باعث افزایش استفاده دانشجویان از آن محصول مرتبط با لباس شویی نشده بود.

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۲۳. در اینجا از دو شاخصی استفاده شد که آن‌ها را اصطلاحاً شاخص‌های شمشیری (sabermetrics) می‌نامند (در تحلیل‌های مربوط به بیسبال، به عنوان واحدهای آماری ترکیبی برای اندازه‌گیری عملکرد فردی بازیکنان از آن‌ها استفاده می‌شود): اولی شاخص روی بیس بودن به علاوه زدن (آپی‌اس)، که نشان دهنده توانایی یک بازیکن در رسیدن به بیس و ضربه زدن است؛ و دومی شاخص امتیازآوری موزون (دابلیو.آر.سی+)، که نشان می‌دهد یک بازیکن در مجموع و در مقایسه با سایر هم‌گروهی‌هایش چقدر در حمله‌های گروه مشارکت داشته است. رجوع کنید به:
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۱۴. مصاحبه با کهنه‌سربازهای جنگ ویتنام، ۹ دسامبر ۲۰۱۷. برای رعایت اصل رازداری، از ذکر نام این افراد خودداری شده است.

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- تصویر ۱۵-۳: کنتر هوشمند: انت‌بی / شاترستاک.

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