

On February 18, 2011 I spoke with Ellen Satterwhite, Paul LaFontaine, and David Tannenbaum about the bill shock proceeding. I referred them to academic articles and links listed below:

- The effectiveness of targeted mobile advertising in selling mobile services: an empirical study
- A Large Scale Study of Text Messaging Use
- Effects of Content and Time of Delivery on Receptivity to Mobile Interruptions
- The Effect of Context and Application Type on Mobile Usability: An Empirical Study
- Case Study: American Airlines Utilizes Multiple Channels To Reach Most Passengers
- The perceived value of mobile devices to passengers across the airline travel activity chain

<http://people.ischool.berkeley.edu/~jensg/research/usec.html>

<http://www.ftc.gov/be/v960010.shtm>

<http://www.ftc.gov/os/2007/06/index.shtm#13>

http://online.wsj.com/article/SB10001424052748703740004574513740556673378.html?mod=WSJ_hpp_sections_personalfinance

Getting to the Top of Mind: How Reminders Increase Saving

Text-Message Reminders to Improve Sunscreen Use: A Randomized, Controlled Trial Using Electronic Monitoring

Krishna S., Austin Boren S., Balas E., (2009), "Healthcare via Cell Phones: A Systematic Review," *Telemedicine and e-Health*, 15(3), 231-240.

Macharia W., Leon G., Rowe B., Stephenson B., and Haynes R. (1992), "An Overview of Interventions to Improve Compliance with Appointment Keeping for Medical Services," *Journal of the American Medical Association*, 267, 1813-1817.

Stango, V. and Zinman, J. (2011), "Limited and Varying Consumer Attention: Evidence from Shocks to the Salience of Penalty Fees," Working Paper, January.

Ericson, K. (forthcoming), "Forgetting We Forget: Overconfidence and Memory," *Journal of the European Economic Association*.