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Kevin B. Wright  
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University of  
Oklahoma) is  
Professor in  
Communication at  
the University  
of Oklahoma. His

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research

examines

interpersonal

communication,

social support

related to

health outcomes,

and computer-

mediated

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He coauthored

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Century, and his research appears in over 45 book chapters and journal articles, including the Journal of Communication, Communication Monographs, the Journal of Social and Personal

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Relationships,

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marketing on the  
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of 1-800-FLOWERS  
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sense is not so  
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