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**Title:** Reducing daily stress: Breaking a habit
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1. There is no significant relation between unconscious stress-representations and cardiovascular activity in daily life (this thesis).

2. Simple interventions that are offered on a smartphone in daily life can be used to improve mental health and positive psychological wellbeing (this thesis).

3. Subliminal evaluative conditioning does not improve self-esteem or decrease cardiovascular (re)activity (this thesis).

4. Unconscious stress-representations cannot be easily manipulated (this thesis).

5. As William James once said: “The greatest weapon against stress is our ability to choose one thought over another.”

6. Journals preference to publish groundbreaking research and not replication studies directly hampers scientific progress.

7. Mobile mental health applications can be used to increase the access to mental health treatment, however, the effectiveness still needs to be thoroughly tested.

8. Only when academics, end-users, and the private sector (including professional application developers) work together can effective mental health applications be developed.

9. Developing and testing the effectiveness of stress management interventions does not lower one’s own stress levels.

10. Motivation is fleeting and unreliable, it is better to cultivate discipline.

11. You can never be sure.