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The Psychology of Ritual

**Abstract:** Rituals are ubiquitous in our personal lives – enacted before performances or during family holidays – and in our interactions with firms – from sports fans doing the “wave” to customers being served wine after an elaborate uncorking. Our research has documented the benefits of rituals in domains ranging from grief recovery to chocolate consumption to team performance to singing Journey’s “Don’t Stop Believing.” And, we have identified the psychological underpinnings of rituals, demonstrating how they can lead to increased immersion in experiences, greater feelings of control, reduced anxiety, and increased liking for teammates.