

Kevin Wise

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10525042/publications.pdf>

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17
papers

694
citations

759233

12
h-index

888059

17
g-index

18
all docs

18
docs citations

18
times ranked

557
citing authors

#	ARTICLE	IF	CITATIONS
1	How playable ads influence consumer attitude: exploring the mediation effects of perceived control and freedom threat. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 295-315.	8.9	15
2	Perceived Control or Haptic Sensation? Exploring the Effect of Image Interactivity on Consumer Responses to Online Product Displays. <i>Journal of Interactive Advertising</i> , 2020, 20, 60-75.	5.3	11
3	Should I Stay or Should I Go?. <i>Journal of Media Psychology</i> , 2019, 31, 157-163.	1.0	1
4	Brand interactivity and its effects on the outcomes of advergame play. <i>New Media and Society</i> , 2014, 16, 1268-1286.	5.0	32
5	The effect of searching and surfing on recognition of destination images on Facebook pages. <i>Computers in Human Behavior</i> , 2014, 30, 813-823.	8.5	39
6	“Window” Shopping Online: Cognitive Processing of General and Specific Product Windows. <i>Journal of Interactive Advertising</i> , 2013, 13, 88-96.	5.3	6
7	Emotional Responses During Social Information Seeking on Facebook. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 555-562.	3.9	156
8	Exploring the Hardwired for News Hypothesis: How Threat Proximity Affects the Cognitive and Emotional Processing of Health-Related Print News. <i>Communication Studies</i> , 2009, 60, 268-287.	1.2	26
9	When Words Collide Online: How Writing Style and Video Intensity Affect Cognitive Processing of Online News. <i>Journal of Broadcasting and Electronic Media</i> , 2009, 53, 532-546.	1.5	19
10	The Effect of Searching Versus Surfing on Cognitive and Emotional Responses to Online News. <i>Journal of Media Psychology</i> , 2009, 21, 49-59.	1.0	26
11	The effect of available choice on the cognitive processing of pictures. <i>Computers in Human Behavior</i> , 2008, 24, 388-402.	8.5	15
12	Choosing and Reading Online News: How Available Choice Affects Cognitive Processing. <i>Journal of Broadcasting and Electronic Media</i> , 2008, 52, 69-85.	1.5	40
13	Searching Versus Surfing: How Different Ways of Acquiring Content Online Affect Cognitive Processing. <i>Cyberpsychology, Behavior and Social Networking</i> , 2008, 11, 360-362.	2.2	9
14	Enjoyment of Advergames and Brand Attitudes. <i>Journal of Interactive Advertising</i> , 2008, 9, 27-36.	5.3	157
15	Responding to Change on TV: How Viewer-Controlled Changes in Content Differ From Programmed Changes in Content. <i>Journal of Broadcasting and Electronic Media</i> , 2008, 52, 182-199.	1.5	10
16	The Effect of User Control on the Cognitive and Emotional Processing of Pictures. <i>Media Psychology</i> , 2007, 9, 549-566.	3.6	28
17	Captured by the World Wide Web. <i>Communication Research</i> , 2002, 29, 215-245.	5.9	98