

# Werner Wirth

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10552643/publications.pdf>

Version: 2024-02-01

44  
papers

2,778  
citations

279798

23  
h-index

223800

46  
g-index

52  
all docs

52  
docs citations

52  
times ranked

1859  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Process Model of the Formation of Spatial Presence Experiences. <i>Media Psychology</i> , 2007, 9, 493-525.	3.6	568
2	Measuring Populist Attitudes on Three Dimensions. <i>International Journal of Public Opinion Research</i> , 2018, 30, 316-326.	1.3	222
3	More than meets the eye. <i>International Journal of Advertising</i> , 2007, 26, 477-503.	6.7	184
4	Beyond Pleasure: Exploring the Eudaimonic Entertainment Experience. <i>Human Communication Research</i> , 2012, 38, 406-428.	3.4	172
5	The Spatial Presence Experience Scale (SPES). <i>Journal of Media Psychology</i> , 2016, 28, 1-15.	1.0	154
6	An Integrative Model of Mobile Phone Appropriation. <i>Journal of Computer-Mediated Communication</i> , 2008, 13, 593-617.	3.3	136
7	We Are the People and You Are Fake News: A Social Identity Approach to Populist Citizens' False Consensus and Hostile Media Perceptions. <i>Communication Research</i> , 2020, 47, 201-226.	5.9	118
8	Does "Passing the Courvoisier" always pay off? Positive and negative evaluative conditioning effects of brand placements in music videos. <i>Psychology and Marketing</i> , 2008, 25, 923-943.	8.2	92
9	The Polarizing Impact of News Coverage on Populist Attitudes in the Public: Evidence From a Panel Study in Four European Democracies. <i>Journal of Communication</i> , 2017, 67, 968-992.	3.7	88
10	The Effects of Right-Wing Populist Communication on Emotions and Cognitions toward Immigrants. <i>International Journal of Press/Politics</i> , 2018, 23, 496-516.	5.1	82
11	Exploring the paradox of sad-film enjoyment: The role of multiple appraisals and meta-appraisals. <i>Poetics</i> , 2010, 38, 319-335.	1.3	79
12	The influence of trust perceptions on German tourists' intention to book a sustainable hotel: a new approach to analysing marketing information. <i>Journal of Sustainable Tourism</i> , 2017, 25, 970-988.	9.2	71
13	Heuristic and Systematic Use of Search Engines. <i>Journal of Computer-Mediated Communication</i> , 2007, 12, 778-800.	3.3	66
14	Value Resonance and Value Framing Effects on Voting Intentions in Direct-Democratic Campaigns. <i>American Behavioral Scientist</i> , 2012, 56, 334-352.	3.8	61
15	News Media as Gatekeepers, Critics, and Initiators of Populist Communication: How Journalists in Ten Countries Deal with the Populist Challenge. <i>International Journal of Press/Politics</i> , 2018, 23, 476-495.	5.1	59
16	Affective Priming in Political Campaigns: How Campaign-Induced Emotions Prime Political Opinions. <i>International Journal of Public Opinion Research</i> , 2011, 23, 485-507.	1.3	45
17	The Role of Emotional Involvement and Trait Absorption in the Formation of Spatial Presence. <i>Media Psychology</i> , 2012, 15, 19-43.	3.6	42
18	Spatial Presence Theory: State of the Art and Challenges Ahead. , 2015, , 115-135.		38

#	ARTICLE	IF	CITATIONS
19	Affective Priming During the Processing of News Articles. <i>Media Psychology</i> , 2012, 15, 1-18.	3.6	36
20	Marketing sustainable tourism: the role of value orientation, well-being and credibility. <i>Journal of Sustainable Tourism</i> , 2019, 27, 1663-1685.	9.2	35
21	Structural Equation Modeling of Spatial Presence: The Influence of Cognitive Processes and Traits. <i>Media Psychology</i> , 2012, 15, 373-395.	3.6	31
22	I See What You Don't See. <i>Journal of Advertising</i> , 2011, 40, 85-100.	6.6	30
23	Exploring the Role of Emotion in Media Effects: An Introduction to the Special Issue. <i>Media Psychology</i> , 2008, 11, 1-6.	3.6	28
24	A case for an integrative view on affect regulation through media usage. <i>Communications: the European Journal of Communication Research</i> , 2008, 33, 27-46.	0.5	27
25	How Emotional Media Reports Influence Attitude Formation and Change: The Interplay of Attitude Base, Attitude Certainty, and Persuasion. <i>Media Psychology</i> , 2014, 17, 397-419.	3.6	21
26	Do investors show an attentional bias toward past performance? An eye-tracking experiment on visual attention to mutual fund disclosures in simplified fund prospectuses. <i>Journal of Financial Services Marketing</i> , 2014, 19, 169-185.	3.4	19
27	Zur Diffusion Neuer Medien: Kritische Bestandsaufnahme aktueller Ansätze und Überlegungen zu einer integrativen Diffusions- und Aneignungstheorie Neuer Medien. <i>Medien Und Kommunikationswissenschaft</i> , 2006, 54, 56-74.	0.4	19
28	Measuring Populism across Nations: Testing for Measurement Invariance of an Inventory of Populist Attitudes. <i>International Journal of Public Opinion Research</i> , 2020, 32, 284-305.	1.3	18
29	It's™s Right to Be Sad. <i>Journal of Media Psychology</i> , 2012, 24, 43-54.	1.0	18
30	Werbewirkung ohne Erinnerungseffekte?. <i>Zeitschrift für Medienpsychologie</i> , 2007, 19, 2-13.	0.2	16
31	Selektion neu betrachtet: Auswahlentscheidungen im Internet. , 1999, , 43-74.		16
32	Tiptoe or Tackle? The Role of Product Placement Prominence and Program Involvement for the Mere Exposure Effect. <i>Journal of Current Issues and Research in Advertising</i> , 2012, 33, 129-145.	4.3	15
33	The Development of Video Game Enjoyment in a Role Playing Game. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2013, 16, 260-264.	3.9	13
34	Trivializing the News? Affective Context Effects of Commercials on the Perception of Television News. <i>Mass Communication and Society</i> , 2010, 13, 139-156.	2.1	12
35	Heart Versus Mind. <i>Social Psychology</i> , 2016, 47, 52-62.	0.7	12
36	What Drives Populist Styles? Analyzing Immigration and Labor Market News in 11 Countries. <i>Journalism and Mass Communication Quarterly</i> , 2019, 96, 516-536.	2.7	11

#	ARTICLE	IF	CITATIONS
37	Gravitation Toward Prior Performance in Mutual Fund Advertisings: Do Consumer Investors' Processing Abilities Account for Biased Information Processing?. Journal of Consumer Affairs, 2013, 47, 219-242.	2.3	10
38	Selektion und Rezeption im WWW: Eine Typologie. , 1999, , 149-180.		8
39	Promoting sustainability on Instagram: How sponsorship disclosures and benefit appeals affect the credibility of sinnfluencers. Young Consumers, 2022, 23, 345-361.	3.5	8
40	Media Effects: How Media Influence Voters. Swiss Political Science Review, 2017, 23, 262-269.	1.7	6
41	Do Investors Show an Attentional Bias toward Past Performance? An Eye-Tracking Experiment on Visual Attention to Mutual Fund Disclosures in Simplified Fund Prospectuses. , 2016, , 77-102.		6
42	Chapter 3: Perceived Socialâ€“Environmental and Emotional Well-Being as a Benefit of Sustainable Tourism Products and Services. Advances in Culture, Tourism and Hospitality Research, 2018, , 49-65.	0.3	4
43	Wachstum bei zunehmender UnÃ¼bersichtlichkeit. MedienJournal, 2000, 24, 36-46.	0.5	4
44	The differential effects of related and unrelated emotions on judgments about media messages. Communications: the European Journal of Communication Research, 2021, 46, 127-149.	0.5	2