

# Xinshu Zhao, èµµå¿æ ‘, è¶å¿æ”¹

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10835551/publications.pdf>

Version: 2024-02-01

19  
papers

8,404  
citations

687363

13  
h-index

794594

19  
g-index

20  
all docs

20  
docs citations

20  
times ranked

8147  
citing authors

#	ARTICLE	IF	CITATIONS
1	Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. <i>Journal of Consumer Research</i> , 2010, 37, 197-206.	5.1	7,716
2	Political Knowledge and the Campaign Media of 1992. <i>Communication Research</i> , 1994, 21, 305-324.	5.9	185
3	Humour effect on memory and attitude: moderating role of product involvement. <i>International Journal of Advertising</i> , 2003, 22, 117-144.	6.7	101
4	Campaign Advertisements Versus Television News as Sources of Political Issue Information. <i>Public Opinion Quarterly</i> , 1995, 59, 41.	1.6	99
5	Assumptions behind Intercoder Reliability Indices. <i>Annals of the International Communication Association</i> , 2013, 36, 419-480.	4.6	54
6	Audience Reaction to Commercial Advertising in China in the 1980s. <i>International Journal of Advertising</i> , 1995, 14, 374-390.	6.7	30
7	The Human Alarm System for Sensational News, Online News Headlines, and Associated Generic Digital Footprints: A Uses and Gratifications Approach. <i>Communication Research</i> , 2020, 47, 251-275.	5.9	26
8	Horse-Race Polls and Audience Issue Learning. <i>The International Journal of Press/Politics</i> , 1998, 3, 13-34.	1.2	22
9	Competing for consumer memory in television advertising. <i>International Journal of Advertising</i> , 2011, 30, 617-640.	6.7	22
10	COVID-19 information exposure and vaccine hesitancy: The influence of trust in government and vaccine confidence. <i>Psychology, Health and Medicine</i> , 2023, 28, 27-36.	2.4	22
11	Measurement Effects in Comparing Voter Learning from Television News and Campaign Advertisements. <i>Journalism and Mass Communication Quarterly</i> , 1995, 72, 72-83.	2.7	21
12	MEDIA EFFECTS UNDER A MONOPOLY: THE CASE OF BEIJING IN ECONOMIC REFORM. <i>International Journal of Public Opinion Research</i> , 1994, 6, 95-117.	1.3	14
13	Bridging the gap between time and space: Examining the impact of commercial length and frequency on advertising effectiveness. <i>Journal of Marketing Communications</i> , 2011, 17, 263-279.	4.0	14
14	Sources of product information for Chinese rural consumers. <i>International Journal of Advertising</i> , 2008, 27, 67-97.	6.7	13
15	How Much Is Too Much?. <i>Journal of Advertising Research</i> , 2012, 52, 87-101.	2.1	13
16	Associations Between COVID-19 Information Acquisition and Vaccination Intention: The Roles of Anticipated Regret and Collective Responsibility. <i>Health Communication</i> , 2023, 38, 2198-2209.	3.1	13
17	The Effects of Humor on Ad Processing: Mediating Role of Brand Familiarity. <i>Journal of Promotion Management</i> , 2011, 17, 76-95.	3.4	12
18	Health Communication through Positive and Solidarity Messages Amid the COVID-19 Pandemic: Automated Content Analysis of Facebook Uses. <i>International Journal of Environmental Research and Public Health</i> , 2022, 19, 6159.	2.6	8

#	ARTICLE	IF	CITATIONS
19	Çâ€™ Test Helps or Hinders? – Clarifying the Communication Fallacy of ‘Effect To Be Mediated’ in Marketing Research. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2017, , 631-632.	0.2	0