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## List of Publications by Year in descending order

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

Version: 2024-02-01

794594 687363 8,404 19 13 19 citations h-index g-index papers 20 20 20 8147 docs citations citing authors all docs times ranked

#	Article	IF	CITATIONS
1	Associations Between COVID-19 Information Acquisition and Vaccination Intention: The Roles of Anticipated Regret and Collective Responsibility. Health Communication, 2023, 38, 2198-2209.	3.1	13
2	COVID-19 information exposure and vaccine hesitancy: The influence of trust in government and vaccine confidence. Psychology, Health and Medicine, 2023, 28, 27-36.	2.4	22
3	Health Communication through Positive and Solidarity Messages Amid the COVID-19 Pandemic: Automated Content Analysis of Facebook Uses. International Journal of Environmental Research and Public Health, 2022, 19, 6159.	2.6	8
4	The Human Alarm System for Sensational News, Online News Headlines, and Associated Generic Digital Footprints: A Uses and Gratifications Approach. Communication Research, 2020, 47, 251-275.	5.9	26
5	C' Test Helps or Hinders? Clarifying the Communication Fallacy of "Effect To Be Mediated―In Marketing Research. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 631-632.	0.2	O
6	Assumptions behind Intercoder Reliability Indices. Annals of the International Communication Association, 2013, 36, 419-480.	4.6	54
7	How Much Is Too Much?. Journal of Advertising Research, 2012, 52, 87-101.	2.1	13
8	Bridging the gap between time and space: Examining the impact of commercial length and frequency on advertising effectiveness. Journal of Marketing Communications, 2011, 17, 263-279.	4.0	14
9	Competing for consumer memory in television advertising. International Journal of Advertising, 2011, 30, 617-640.	6.7	22
10	The Effects of Humor on Ad Processing: Mediating Role of Brand Familiarity. Journal of Promotion Management, 2011, 17, 76-95.	3 <b>.</b> 4	12
11	Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. Journal of Consumer Research, 2010, 37, 197-206.	5.1	7,716
12	Sources of product information for Chinese rural consumers. International Journal of Advertising, 2008, 27, 67-97.	6.7	13
13	Humour effect on memory and attitude: moderating role of product involvement. International Journal of Advertising, 2003, 22, 117-144.	6.7	101
14	Horse-Race Polls and Audience Issue Learning. The International Journal of Press/Politics, 1998, 3, 13-34.	1,2	22
15	Audience Reaction to Commercial Advertising in China in the 1980s. International Journal of Advertising, 1995, 14, 374-390.	6.7	30
16	Campaign Advertisements Versus Television News as Sources of Political Issue Information. Public Opinion Quarterly, 1995, 59, 41.	1.6	99
17	Measurement Effects in Comparing Voter Learning from Television News and Campaign Advertisements. Journalism and Mass Communication Quarterly, 1995, 72, 72-83.	2.7	21
18	MEDIA EFFECTS UNDER A MONOPOLY: THE CASE OF BEIJING IN ECONOMIC REFORM. International Journal of Public Opinion Research, 1994, 6, 95-117.	1.3	14

#	Article	IF	CITATIONS
19	Political Knowledge and the Campaign Media of 1992. Communication Research, 1994, 21, 305-324.	5.9	185