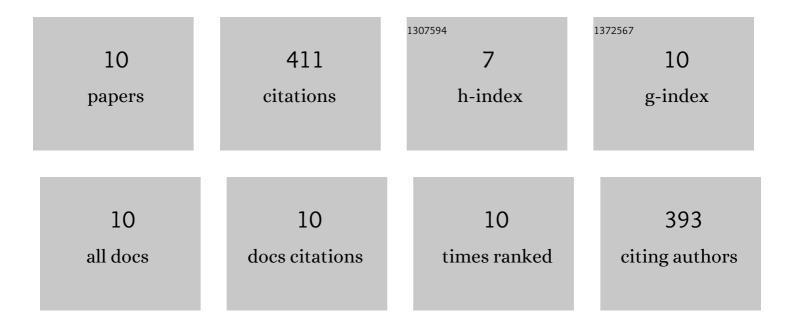
## Elizabeth Taylor Quilliam

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10871659/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Playing With Food: Content Analysis of Food Advergames. Journal of Consumer Affairs, 2009, 43, 129-154.	2.3	119
2	Between Likes and Shares: Effects of Emotional Appeal and Virality on the Persuasiveness of Anticyberbullying Messages on Facebook. Cyberpsychology, Behavior, and Social Networking, 2013, 16, 175-182.	3.9	108
3	Alcohol's Getting a Bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults' Intentions to Imbibe. Mass Communication and Society, 2015, 18, 350-375.	2.1	80
4	The Impetus for (and Limited Power of) Business Self-Regulation: The Example of Advergames. Journal of Consumer Affairs, 2011, 45, 224-247.	2.3	30
5	Characteristics of food advergames that reach children and the nutrient quality of the foods they advertise. Internet Research, 2014, 24, 63-81.	4.9	27
6	Saw It on Facebook, Drank It at the Bar! Effects of Exposure to Facebook Alcohol Ads on Alcohol-Related Behaviors. Journal of Interactive Advertising, 2016, 16, 44-58.	5.3	24
7	Social media alcohol advertising among underage minors: effects of models' age. International Journal of Advertising, 2021, 40, 552-581.	6.7	11
8	The Oftenâ€Forgotten Nonfuneral Consumer Grief for the Grieving. Journal of Consumer Affairs, 2008, 42, 471-477.	2.3	6
9	Sorry for your loss, now when will we be paid? Customer service after death of a customer. Journal of Consumer Marketing, 2008, 25, 319-320.	2.3	4
10	Consistency of Nutrition Recommendations for Foods Marketed to Children in the United States, 2009–2010. Preventing Chronic Disease, 2013, 10, E165.	3.4	2