

Elizabeth Taylor Quilliam

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10871659/publications.pdf>

Version: 2024-02-01

10
papers

411
citations

1307594

7
h-index

1372567

10
g-index

10
all docs

10
docs citations

10
times ranked

393
citing authors

#	ARTICLE	IF	CITATIONS
1	Playing With Food: Content Analysis of Food Advergames. <i>Journal of Consumer Affairs</i> , 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. <i>Cyberpsychology, Behavior, and Social Networking</i> , 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. <i>Mass Communication and Society</i> , 2015, 18, 350-375.	2.1	80
4	The Impetus for (and Limited Power of) Business Self-Regulation: The Example of Advergames. <i>Journal of Consumer Affairs</i> , 2011, 45, 224-247.	2.3	30
5	Characteristics of food advergames that reach children and the nutrient quality of the foods they advertise. <i>Internet Research</i> , 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. <i>Journal of Interactive Advertising</i> , 2016, 16, 44-58.	5.3	24
7	Social media alcohol advertising among underage minors: effects of models' age. <i>International Journal of Advertising</i> , 2021, 40, 552-581.	6.7	11
8	The Often-Forgotten Nonfuneral Consumer Grief for the Grieving. <i>Journal of Consumer Affairs</i> , 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. <i>Journal of Consumer Marketing</i> , 2008, 25, 319-320.	2.3	4
10	Consistency of Nutrition Recommendations for Foods Marketed to Children in the United States, 2009-2010. <i>Preventing Chronic Disease</i> , 2013, 10, E165.	3.4	2