

# Isabell Koinig

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10993990/publications.pdf>

Version: 2024-02-01

10  
papers

64  
citations

1937685

4  
h-index

2272923

4  
g-index

11  
all docs

11  
docs citations

11  
times ranked

43  
citing authors

#	ARTICLE	IF	CITATIONS
1	Are pharmaceutical ads affording consumers a greater say in their health care? The evaluation and self-empowerment effects of different ad appeals in Brazil. <i>International Journal of Advertising</i> , 2017, 36, 945-974.	6.7	18
2	Exploring antecedents of attitudes and skepticism towards pharmaceutical advertising and inter-attitudinal and inter-skepticism consistency on three levels: an international study. <i>International Journal of Advertising</i> , 2018, 37, 718-748.	6.7	14
3	Pharmaceutical Advertising as a Source of Consumer Self-Empowerment. , 2016, , .		13
4	On the Influence of Message/Audience Specifics and Message Appeal Type on Message Empowerment: The Austrian Case of COVID-19 Health Risk Messages. <i>Health Communication</i> , 2022, 37, 1682-1693.	3.1	12
5	Health and Scientific Frames in Online Communication of Tick-Borne Encephalitis: Antecedents of Frame Recognition. <i>Media and Communication</i> , 2020, 8, 413-424.	1.9	6
6	Health Communication: A Discussion of North American and European Views on Sustainable Health in the Digital Age. , 2018, , 1-23.		1
7	SDG #3: Communicating "Health for All" in German-Speaking Countries as Exemplified by HIV/AIDS Advertising Campaigns. , 2021, , 449-486.		0
8	Pharmawerbung zur Stärkung der Gesundheitskompetenz von Konsument*innen. , 2021, , 175-190.		0
9	On the Relationship Between Skepticism Towards and Reactance to Health Messages: The Special Case of Online Communication on Tick-Borne Encephalitis. <i>Frontiers in Communication</i> , 2021, 6, .	1.2	0
10	Health Communication: A Discussion of North American and European Views on Sustainable Health in the Digital Age. , 2020, , 1039-1061.		0