

# Mariea Grubbs Hoy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11449906/publications.pdf>

Version: 2024-02-01

23  
papers

1,708  
citations

567281

15  
h-index

642732

23  
g-index

23  
all docs

23  
docs citations

23  
times ranked

1052  
citing authors

#	ARTICLE	IF	CITATIONS
1	Dimensions of Privacy Concern among Online Consumers. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 62-73.	3.4	439
2	Gender Differences in Privacy-Related Measures for Young Adult Facebook Users. <i>Journal of Interactive Advertising</i> , 2010, 10, 28-45.	5.3	313
3	Flaming, Complaining, Abstaining: How Online Users Respond to Privacy Concerns. <i>Journal of Advertising</i> , 1999, 28, 37-51.	6.6	247
4	The Aad-Ab-PI relationship in children: The impact of brand familiarity and measurement timing. <i>Psychology and Marketing</i> , 1996, 13, 77-105.	8.2	91
5	Structural Characteristics of Televised Advertising Disclosures: A Comparison with the FTC Clear and Conspicuous Standard. <i>Journal of Advertising</i> , 1993, 22, 47-58.	6.6	76
6	Parenting "YouTube Natives": The Impact of Pre-Roll Advertising and Text Disclosures on Parental Responses to Sponsored Child Influencer Videos. <i>Journal of Advertising</i> , 2018, 47, 326-346.	6.6	71
7	Measuring Sponsorship Transparency in the Age of Native Advertising. <i>Journal of Consumer Affairs</i> , 2018, 52, 115-137.	2.3	68
8	Smart Devices, Smart Decisions? Implications of Parents'™ Sharenting for Children's™ Online Privacy: An Investigation of Mothers. <i>Journal of Public Policy and Marketing</i> , 2019, 38, 414-432.	3.4	62
9	Adherence of Prime-Time Televised Advertising Disclosures to the "Clear and Conspicuous" Standard: 1990 versus 2002. <i>Journal of Public Policy and Marketing</i> , 2004, 23, 170-182.	3.4	59
10	How sponsorship transparency mitigates negative effects of advertising recognition. <i>International Journal of Advertising</i> , 2019, 38, 364-382.	6.7	54
11	Coddling Our Kids: Can Parenting Style Affect Attitudes Toward Advergaming?. <i>Journal of Advertising</i> , 2013, 42, 228-240.	6.6	43
12	Parents' Presumed Persuasion Knowledge of Children's Advergaming: The Influence of Advertising Disclosure Modality and Cognitive Load. <i>Journal of Current Issues and Research in Advertising</i> , 2016, 37, 146-164.	4.3	38
13	Consumer Privacy and Security Protection on Church Web Sites: Reasons for Concern. <i>Journal of Public Policy and Marketing</i> , 2003, 22, 58-70.	3.4	25
14	Animated Host-Selling Advertisements: Their Impact on Young Children's Recognition, Attitudes, and Behavior. <i>Journal of Public Policy and Marketing</i> , 1986, 5, 171-184.	3.4	24
15	Switch Drugs Vis-À-Vis Rx and OTC: Policy, Marketing, and Research Considerations. <i>Journal of Public Policy and Marketing</i> , 1994, 13, 85-96.	3.4	19
16	A mixed-methods approach to assessing actual risk readership on branded drug websites. <i>Journal of Risk Research</i> , 2018, 21, 521-538.	2.6	18
17	But It's Doctor Recommended and I Read the Fine Print: Antecedents to Drug Companies' Perceived Credibility. <i>Health Marketing Quarterly</i> , 2013, 30, 63-79.	1.0	12
18	Principles in Action: An Examination of Food and Drug Administration Letters Involving Violative Internet Promotions from 1997 to 2012. <i>Journal of Public Policy and Marketing</i> , 2014, 33, 127-142.	3.4	12

#	ARTICLE	IF	CITATIONS
19	Online privacy and security practices of the 100 largest US nonprofit organizations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2009, 14, 71-82.	0.8	10
20	An International Perspective of Online Disclosure Presentation: A Comparison of Banner Ad Disclosures from United States, United Kingdom, and Singapore Web Sites. <i>Journal of Consumer Policy</i> , 2008, 31, 327-347.	1.3	9
21	An exploration of first-time dads' sharenting with social media marketers: implications for children's online privacy. <i>Journal of Marketing Theory and Practice</i> , 2023, 31, 185-196.	4.3	9
22	Sharenting in an evolving digital world: Increasing online connection and consumer vulnerability. <i>Journal of Consumer Affairs</i> , 2022, 56, 1106-1126.	2.3	6
23	Tapping Into Simmons OneView: A Method for Deconstructing Aggregate Data for Advertising Research. <i>Journal of Current Issues and Research in Advertising</i> , 2015, 36, 195-211.	4.3	3