

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 | 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 |
| 2 | 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 |
| 3 | 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 |
| 4 | How sponsorship transparency mitigates negative effects of advertising recognition. <i>International Journal of Advertising</i> , 2019, 38, 364-382. | 6.7 | 54 |
| 5 | 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 |
| 6 | Measuring Sponsorship Transparency in the Age of Native Advertising. <i>Journal of Consumer Affairs</i> , 2018, 52, 115-137. | 2.3 | 68 |
| 7 | Parenting 'YouTubers': 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 |
| 8 | 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 |
| 9 | 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 |
| 10 | 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 |
| 11 | 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 |
| 12 | Coddling Our Kids: Can Parenting Style Affect Attitudes Toward Advergaming?. <i>Journal of Advertising</i> , 2013, 42, 228-240. | 6.6 | 43 |
| 13 | Gender Differences in Privacy-Related Measures for Young Adult Facebook Users. <i>Journal of Interactive Advertising</i> , 2010, 10, 28-45. | 5.3 | 313 |
| 14 | 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 |
| 15 | 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 |
| 16 | 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 |
| 17 | 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 |
| 18 | Dimensions of Privacy Concern among Online Consumers. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 62-73. | 3.4 | 439 |

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|----|--|-----|-----------|
| 19 | Flaming, Complaining, Abstaining: How Online Users Respond to Privacy Concerns. <i>Journal of Advertising</i> , 1999, 28, 37-51. | 6.6 | 247 |
| 20 | 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 |
| 21 | 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 |
| 22 | 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 |
| 23 | 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 |