

# Kaye D Sweetser

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1163064/publications.pdf>

Version: 2024-02-01

44  
papers

2,895  
citations

201674

27  
h-index

206112

48  
g-index

49  
all docs

49  
docs citations

49  
times ranked

1620  
citing authors

#	ARTICLE	IF	CITATIONS
1	Adoption of social media for public relations by nonprofit organizations. <i>Public Relations Review</i> , 2010, 36, 90-92.	3.2	304
2	PR practitioners' use of social media tools and communication technology. <i>Public Relations Review</i> , 2008, 34, 412-414.	3.2	205
3	Communicating during crisis: Use of blogs as a relationship management tool. <i>Public Relations Review</i> , 2007, 33, 340-342.	3.2	192
4	Candidates Make Good Friends: An Analysis of Candidates' Uses of Facebook. <i>International Journal of Strategic Communication</i> , 2008, 2, 175-198.	2.0	162
5	An examination of the role of online social media in journalists' source mix. <i>Public Relations Review</i> , 2009, 35, 314-316.	3.2	149
6	Intermedia Agenda Setting in Television, Advertising, and Blogs During the 2004 Election. <i>Mass Communication and Society</i> , 2008, 11, 197-216.	2.1	137
7	Rzeczpospolita blogow [Republic of Blog]: Examining Polish Bloggers Through Content Analysis. <i>Journal of Computer-Mediated Communication</i> , 2006, 11, 702-722.	3.3	94
8	Blogging and Hyperlinking: use of the Web to enhance viability during the 2004 US campaign. <i>Journalism Studies</i> , 2005, 6, 177-186.	2.1	89
9	Valence-based homophily on Twitter: Network Analysis of Emotions and Political Talk in the 2012 Presidential Election. <i>New Media and Society</i> , 2016, 18, 1382-1400.	5.0	85
10	Blog power: Examining the effects of practitioner blog use on power in public relations. <i>Public Relations Review</i> , 2007, 33, 92-95.	3.2	82
11	War on the Web. <i>The International Journal of Press/Politics</i> , 2005, 10, 22-44.	1.2	81
12	How Much Do They Think It Affects Them and Whom Do They Believe?: Comparing the Third-Person Effect and Credibility of Blogs and Traditional Media. <i>Communication Quarterly</i> , 2007, 55, 451-466.	1.3	75
13	A Losing Strategy: The Impact of Nondisclosure in Social Media on Relationships. <i>Journal of Public Relations Research</i> , 2010, 22, 288-312.	2.3	63
14	Social Media and Online Political Communication: The Role of Interpersonal Informational Trust and Openness. <i>Journal of Broadcasting and Electronic Media</i> , 2012, 56, 92-115.	1.5	63
15	Blog offensive: An exploratory analysis of attacks published on campaign blog posts from a political public relations perspective. <i>Public Relations Review</i> , 2006, 32, 402-406.	3.2	61
16	Credibility and the Use of Blogs among Professionals in the Communication Industry. <i>Journalism and Mass Communication Quarterly</i> , 2008, 85, 169-185.	2.7	56
17	Native Advertising as a New Public Relations Tactic. <i>American Behavioral Scientist</i> , 2016, 60, 1442-1457.	3.8	54
18	Social Media Adoption Among University Communicators. <i>Journal of Public Relations Research</i> , 2012, 24, 105-122.	2.3	53

#	ARTICLE	IF	CITATIONS
19	A survey of social media use, motivation and leadership among public relations practitioners. <i>Public Relations Review</i> , 2011, 37, 425-428.	3.2	44
20	Information subsidies and agenda-building during the Israel-Lebanon crisis. <i>Public Relations Review</i> , 2008, 34, 359-366.	3.2	42
21	Social Media and Shared or Divergent Uses? A Coorientation Analysis of Public Relations Practitioners and Journalists. <i>International Journal of Strategic Communication</i> , 2010, 4, 189-205.	2.0	38
22	Candidate Campaign Blogs. <i>American Behavioral Scientist</i> , 2007, 50, 1255-1263.	3.8	37
23	The blogosphere and public relations. <i>Journal of Communication Management</i> , 2009, 13, 250-267.	2.3	36
24	Uses and Perceptions of Blogs: A Report on Professional Journalists and Journalism Educators. <i>Journalism and Mass Communication Educator</i> , 2007, 62, 305-322.	0.7	29
25	Job satisfaction in public relations internships. <i>Public Relations Review</i> , 2009, 35, 156-158.	3.2	28
26	Communicated commitment and conversational voice: Abbreviated measures of communicative strategies for maintaining organization-public relationships. <i>Journal of Public Relations Research</i> , 2016, 28, 217-231.	2.3	28
27	Candidate Campaign E-Mail Messages in the Presidential Election 2004. <i>American Behavioral Scientist</i> , 2005, 49, 560-574.	3.8	23
28	Demographics and Internet behaviors as predictors of active publics. <i>Public Relations Review</i> , 2016, 42, 82-90.	3.2	20
29	Partisan Personality. <i>American Behavioral Scientist</i> , 2014, 58, 1183-1194.	3.8	15
30	Super PACs and Strong Relationships: The Impact of Digital Interaction on the Political Organization-Public Relationship. <i>Journal of Public Relations Research</i> , 2015, 27, 101-117.	2.3	14
31	Effects of Bipartisanship Messaging and Candidate Exposure on the Political Organization-Public Relationship. <i>American Behavioral Scientist</i> , 2014, 58, 776-793.	3.8	12
32	Exploring the Political Organization-Public Relationship in Terms of Relationship, Personality, Loyalty, and Outcomes Among First-Time Voters. <i>International Journal of Strategic Communication</i> , 2015, 9, 217-234.	2.0	12
33	Beyond Direct Mail. <i>Journal of Information Technology &amp; Politics</i> , 2004, 1, 105-122.	0.3	8
34	An exploration of Iranian communication to multiple target audiences. <i>Public Relations Review</i> , 2010, 36, 238-248.	3.2	8
35	Lesser of Two Evils? Political Organization-Public Relationship in the 2016 Election. <i>American Behavioral Scientist</i> , 2017, 61, 345-356.	3.8	8
36	How media diet, partisan frames, candidate traits, and political organization-public relationship communication drive party reputation. <i>Public Relations Review</i> , 2020, 46, 101884.	3.2	8

#	ARTICLE	IF	CITATIONS
37	Blog bias: Reports, inferences, and judgments of credentialed bloggers at the 2004 nominating conventions. <i>Public Relations Review</i> , 2007, 33, 426-428.	3.2	7
38	Will you run it? A gatekeeping experiment examining credibility, branding, and affiliation within information subsidies. <i>Public Relations Review</i> , 2017, 43, 738-749.	3.2	6
39	Credibility or Credulity? Examining Political Organization-Public Relationships in an Election of Interloping Candidates. <i>Journal of Public Relations Research</i> , 2017, 29, 200-218.	2.3	6
40	The Let Down Effect. <i>American Behavioral Scientist</i> , 2014, 58, 810-826.	3.8	5
41	Mind the gap: Understanding public relations competence in the eyes of practitioners and the dominant coalition. <i>Public Relations Review</i> , 2021, 47, 102037.	3.2	4
42	Policy aside: A framing study on policy change and its influence on the perception of an organization's culture. <i>Public Relations Review</i> , 2021, 47, 101989.	3.2	3
43	The few, the proud, the satisfied? The relationship between perceptions of public affairs and job satisfaction in the U.S. Marine Corps. <i>Public Relations Review</i> , 2021, 47, 102045.	3.2	2
44	Role enactment, employer type, and pursuit of APR. <i>Public Relations Review</i> , 2015, 41, 135-137.	3.2	1