# Sally J Mcmillan

## List of Publications by Year
in descending order

| 36 papers | 2,929 citations | 393982<br>19 h-index | 433756<br>31 g-index |
|:---:|:---:|:---:|:---:|
| 38 all docs | 38 docs citations | 38 times ranked | 1804 citing authors |

| # | ARTICLE | IF | CITATIONS |
|---|---------|-----|-----------|
| 1 | Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity. Journal of Advertising, 2002, 31, 29-42. | 4.1 | 747 |
| 2 | The Microscope and the Moving Target: The Challenge of Applying Content Analysis to the World Wide Web. Journalism and Mass Communication Quarterly, 2000, 77, 80-98. | 1.4 | 402 |
| 3 | Evaluation of Internet Advertising Research: A Bibliometric Analysis of Citations from Key Sources. Journal of Advertising, 2008, 37, 99-112. | 4.1 | 283 |
| 4 | Defining Interactivity. New Media and Society, 2000, 2, 157-179. | 3.1 | 241 |
| 5 | Coming of age with the internet. New Media and Society, 2006, 8, 73-95. | 3.1 | 208 |
| 6 | A four-part model of cyber-interactivity: Some cyber-places are more interactive than others. New Media and Society, 2002, 4, 271-291. | 3.1 | 150 |
| 7 | Effects Of Structural And Perceptual Factors On Attitudes Toward The Website. Journal of Advertising Research, 2003, 43, 400-409. | 1.0 | 143 |
| 8 | Gearing up for mobile advertising: A cross‐cultural examination of key factors that drive mobile messages home to consumers. Psychology and Marketing, 2008, 25, 756-768. | 4.6 | 108 |
| 9 | Corporate Web Sites as Advertising. Journal of Interactive Advertising, 2003, 3, 10-23. | 3.0 | 90 |
| 10 | Experience effects on interactivity: Functions, processes, and perceptions. Journal of Business Research, 2012, 65, 1543-1550. | 5.8 | 59 |
| 11 | Motivators for the intention to use mobile TV. International Journal of Advertising, 2009, 28, 147-167. | 4.2 | 58 |
| 12 | The Return of the House Call: The Role of Internet-Based Interactivity in Bringing Health Information Home to Older Adults. Health Communication, 2008, 23, 34-44. | 1.8 | 48 |
| 13 | The Researchers and the Concept. Journal of Interactive Advertising, 2005, 5, 1-4. | 3.0 | 45 |
| 14 | Online Marketing Communications. Journal of Interactive Advertising, 2009, 10, 61-76. | 3.0 | 43 |
| 15 | Health Communication and the Internet: Relations Between Interactive Characteristics of the Medium and Site Creators, Content, and Purpose. Health Communication, 1999, 11, 375-390. | 1.8 | 42 |
| 16 | Strengthening the Safety Net for Online Seniors: Factors Influencing Differences in Health Information Seeking Among Older Internet Users. Journal of Health Communication, 2008, 13, 778-792. | 1.2 | 36 |
| 17 | Posting, Lurking, and Networking: Behaviors and Characteristics of Consumers in the Context of User-Generated Content. Journal of Interactive Advertising, 2013, 13, 97-108. | 3.0 | 33 |
| 18 | A Multifaceted Tool for a Complex Phenomenon: Coding Web-Based Interactivity as Technologies for Interaction Evolve. Journal of Computer-Mediated Communication, 2008, 13, 794-826. | 1.7 | 27 |

| # | ARTICLE | IF | CITATIONS |
|---|---------|-----|-----------|
| 19 | Exploring Models of Interactivity from Multiple Research Traditions: Users, Documents and Systems. , 2010, , 205-229. | | 27 |
| 20 | Strategies for the Super Bowl of Advertising: An Analysis of How the Web is Integrated into Campaigns. Journal of Interactive Advertising, 2005, 6, 46-60. | 3.0 | 24 |
| 21 | Who Pays for Content? Funding in Interactive Media. Journal of Computer-Mediated Communication, 0, 4, 0-0. | 1.7 | 22 |
| 22 | What the Real World Really Wants: An Analysis of Advertising Employment Ads. Journal of Advertising Education, 2001, 5, 9-21. | 0.3 | 13 |
| 23 | Developing Breast Health Messages for Women in Rural Populations. Journal of Consumer Affairs, 2011, 45, 33-51. | 1.2 | 11 |
| 24 | FROM HAVE NOTS TO WATCH DOGS. Information, Communication and Society, 2008, 11, 675-697. | 2.6 | 10 |
| 25 | Achieving Strategic Digital Integration: Views From Experienced New York City Advertising Agency Professionals. Journal of Current Issues and Research in Advertising, 2018, 39, 244-265. | 2.8 | 10 |
| 26 | COVID-19 and strategic communication with parents and guardians of college students. Cogent Social Sciences, 2020, 6, . | 0.5 | 8 |
| 27 | Breast Health Education for Working Women in Appalachia: Insights from Focus Group Research. Cancer Control, 2007, 14, 265-276. | 0.7 | 7 |
| 28 | Typology of Online Brand Communities: An Examination of South Korean Automobile Online Brand Communities. Journal of Promotion Management, 2015, 21, 143-162. | 2.4 | 7 |
| 29 | Longevity of Websites and Interactive Advertising Communication. Journal of Interactive Advertising, 2002, 2, 11-21. | 3.0 | 6 |
| 30 | A Decade of Change and the Emergence of Digital Media: Analysis of Trade Press Coverage of the Advertising Industry, 2005â€"2014. Journal of Interactive Advertising, 2017, 17, 51-64. | 3.0 | 5 |
| 31 | Cultural Differences in Online Community Motivations: Exploring Korean Automobile Online Brand Communities (KAOBCs) and American Automobile Online Brand Communities (AAOBCs). Journal of Promotion Management, 2017, 23, 633-653. | 2.4 | 5 |
| 32 | Survival of the Fittest Online: A Longitudinal Study of Health-Related Web Sites. Journal of Computer-Mediated Communication, 0, 6, 0-0. | 1.7 | 5 |
| 33 | SOAP BOX OR BOX OF SOAP. Information, Communication and Society, 2010, 13, 820-843. | 2.6 | 2 |
| 34 | How Consumers Think About 'Interactive' Aspects of Web Advertising. , 0, , 69-89. | | 2 |
| 35 | Digital Technologies and Hopeful Monsters. Journal of Interactive Advertising, 2018, 18, 83-84. | 3.0 | 1 |
| 36 | Collaborating on Assessment of the Undergraduate Student Experience. New Directions for Student Services, 2013, 2013, 49-59. | 0.1 | 0 |