

# Sally J Mcmillan

## List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

36  
papers

2,267  
citations

18  
h-index

38  
g-index

38  
ext. papers

2,541  
ext. citations

3.8  
avg, IF

5.26  
L-index

#	Paper	IF	Citations
36	COVID-19 and strategic communication with parents and guardians of college students. <i>Cogent Social Sciences</i> , <b>2020</b> , 6, 1843836	1.4	4
35	Digital Technologies and Hopeful Monsters. <i>Journal of Interactive Advertising</i> , <b>2018</b> , 18, 83-84	6.2	1
34	Achieving Strategic Digital Integration: Views From Experienced New York City Advertising Agency Professionals. <i>Journal of Current Issues and Research in Advertising</i> , <b>2018</b> , 39, 244-265	1.5	8
33	A Decade of Change and the Emergence of Digital Media: Analysis of Trade Press Coverage of the Advertising Industry, 2005-2014. <i>Journal of Interactive Advertising</i> , <b>2017</b> , 17, 51-64	6.2	2
32	Cultural Differences in Online Community Motivations: Exploring Korean Automobile Online Brand Communities (KAOBCs) and American Automobile Online Brand Communities (AAOBCs). <i>Journal of Promotion Management</i> , <b>2017</b> , 23, 633-653	2.3	4
31	Typology of Online Brand Communities: An Examination of South Korean Automobile Online Brand Communities. <i>Journal of Promotion Management</i> , <b>2015</b> , 21, 143-162	2.3	7
30	Posting, Lurking, and Networking: Behaviors and Characteristics of Consumers in the Context of User-Generated Content. <i>Journal of Interactive Advertising</i> , <b>2013</b> , 13, 97-108	6.2	25
29	Collaborating on Assessment of the Undergraduate Student Experience. <i>New Directions for Student Services</i> , <b>2013</b> , 2013, 49-59	0.4	
28	Experience effects on interactivity: Functions, processes, and perceptions. <i>Journal of Business Research</i> , <b>2012</b> , 65, 1543-1550	8.7	44
27	Developing Breast Health Messages for Women in Rural Populations. <i>Journal of Consumer Affairs</i> , <b>2011</b> , 45, 33-51	2	8
26	SOAP BOX OR BOX OF SOAP. <i>Information, Communication and Society</i> , <b>2010</b> , 13, 820-843	3.4	1
25	Online Marketing Communications. <i>Journal of Interactive Advertising</i> , <b>2009</b> , 10, 61-76	6.2	33
24	Motivators for the intention to use mobile TV. <i>International Journal of Advertising</i> , <b>2009</b> , 28, 147-167	3.6	52
23	A Multifaceted Tool for a Complex Phenomenon: Coding Web-Based Interactivity as Technologies for Interaction Evolve. <i>Journal of Computer-Mediated Communication</i> , <b>2008</b> , 13, 794-826	5.9	24
22	Evaluation of Internet Advertising Research: A Bibliometric Analysis of Citations from Key Sources. <i>Journal of Advertising</i> , <b>2008</b> , 37, 99-112	4.4	208
21	FROM HAVE NOTS TO WATCH DOGS. <i>Information, Communication and Society</i> , <b>2008</b> , 11, 675-697	3.4	8
20	Strengthening the safety net for online seniors: factors influencing differences in health information seeking among older internet users. <i>Journal of Health Communication</i> , <b>2008</b> , 13, 778-92	2.5	28

19	Gearing up for mobile advertising: A cross-cultural examination of key factors that drive mobile messages home to consumers. <i>Psychology and Marketing</i> , <b>2008</b> , 25, 756-768	3.9	90
18	The return of the house call: the role of internet-based interactivity in bringing health information home to older adults. <i>Health Communication</i> , <b>2008</b> , 23, 34-44	3.2	44
17	Breast health education for working women in Appalachia: insights from focus group research. <i>Cancer Control</i> , <b>2007</b> , 14, 265-76	2.2	6
16	Coming of age with the internet: A qualitative exploration of how the internet has become an integral part of young people's lives. <i>New Media and Society</i> , <b>2006</b> , 8, 73-95	3.8	165
15	Strategies for the Super Bowl of Advertising: An Analysis of How the Web is Integrated into Campaigns. <i>Journal of Interactive Advertising</i> , <b>2005</b> , 6, 46-60	6.2	17
14	The Researchers and the Concept. <i>Journal of Interactive Advertising</i> , <b>2005</b> , 5, 1-4	6.2	34
13	Corporate Web Sites as Advertising. <i>Journal of Interactive Advertising</i> , <b>2003</b> , 3, 10-23	6.2	69
12	Effects Of Structural And Perceptual Factors On Attitudes Toward The Website. <i>Journal of Advertising Research</i> , <b>2003</b> , 43, 400-409	2.1	123
11	Longevity of Websites and Interactive Advertising Communication. <i>Journal of Interactive Advertising</i> , <b>2002</b> , 2, 11-21	6.2	5
10	Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity. <i>Journal of Advertising</i> , <b>2002</b> , 31, 29-42	4.4	569
9	A four-part model of cyber-interactivity: Some cyber-places are more interactive than others. <i>New Media and Society</i> , <b>2002</b> , 4, 271-291	3.8	129
8	What the Real World Really Wants: An Analysis of Advertising Employment Ads. <i>Journal of Advertising Education</i> , <b>2001</b> , 5, 9-21	0.2	12
7	Defining Interactivity: A Qualitative Identification of Key Dimensions. <i>New Media and Society</i> , <b>2000</b> , 2, 157-179	3.8	192
6	The Microscope and the Moving Target: The Challenge of Applying Content Analysis to the World Wide Web. <i>Journalism and Mass Communication Quarterly</i> , <b>2000</b> , 77, 80-98	2	296
5	Health Communication and the Internet: Relations Between Interactive Characteristics of the Medium and Site Creators, Content, and Purpose. <i>Health Communication</i> , <b>1999</b> , 11, 375-390	3.2	30
4	Who Pays for Content? Funding in Interactive Media. <i>Journal of Computer-Mediated Communication</i> , <b>4</b> , 0-0	5.9	12
3	Survival of the Fittest Online: a Longitudinal Study of Health-Related Web Sites. <i>Journal of Computer-Mediated Communication</i> , <b>6</b> , 0-0	5.9	3
2	How Consumers Think About 'Interactive' Aspects of Web Advertising	69-89	2

1 Exploring Models of Interactivity from Multiple Research Traditions: Users, Documents and Systems 205-229 12