

Louisa Ha

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2501557/publications.pdf>

Version: 2024-02-01

30
papers

1,336
citations

566801

15
h-index

580395

25
g-index

30
all docs

30
docs citations

30
times ranked

920
citing authors

#	ARTICLE	IF	CITATIONS
1	Interactivity reexamined: A baseline analysis of early business web sites. <i>Journal of Broadcasting and Electronic Media</i> , 1998, 42, 457-474.	0.8	458
2	An integrated model of advertising clutter in offline and online media. <i>International Journal of Advertising</i> , 2008, 27, 569-592.	4.2	192
3	Online Advertising Research in Advertising Journals: A Review. <i>Journal of Current Issues and Research in Advertising</i> , 2008, 30, 31-48.	2.8	122
4	Internet experience and time displacement of traditional news media use: An application of the theory of the niche. <i>Telematics and Informatics</i> , 2012, 29, 177-186.	3.5	85
5	Does Advertising Clutter Have Diminishing and Negative Returns?. <i>Journal of Advertising</i> , 1997, 26, 31-42.	4.1	72
6	Mapping Recent Development in Scholarship on Fake News and Misinformation, 2008 to 2017: Disciplinary Contribution, Topics, and Impact. <i>American Behavioral Scientist</i> , 2021, 65, 290-315.	2.3	71
7	Decline in news content engagement or news medium engagement? A longitudinal analysis of news engagement since the rise of social and mobile media 2009â€“2012. <i>Journalism</i> , 2018, 19, 718-739.	1.8	47
8	Cross-Media Use in Electronic Media: The Role of Cable Television Web Sites in Cable Television Network Branding and Viewership. <i>Journal of Broadcasting and Electronic Media</i> , 2004, 48, 620-645.	0.8	42
9	Stroke Knowledge and Barriers to Stroke Prevention Among African Americans: Implications for Health Communication. <i>Journal of Health Communication</i> , 2003, 8, 369-381.	1.2	39
10	Enhanced TV as brand extension: TV viewers' perception of enhanced TV features and TV commerce on broadcast networks' web sites. <i>JMM International Journal on Media Management</i> , 2001, 3, 202-213.	0.4	30
11	What Makes People Watch Online In-Stream Video Advertisements?. <i>Journal of Interactive Advertising</i> , 2018, 18, 1-14.	3.0	27
12	Who Pays for Online Content? A Media Dependency Perspective Comparing Young and Older People. <i>JMM International Journal on Media Management</i> , 2015, 17, 277-294.	0.4	19
13	Subcultures and Use of Communication Information Technology in Higher Education Institutions. <i>Journal of Higher Education</i> , 2009, 80, 564-590.	1.9	18
14	Use of Survey Research in Top Mass Communication Journals 2001â€“2010 And the Total Survey Error Paradigm. <i>Review of Communication</i> , 2015, 15, 39-59.	1.1	17
15	Why university members use and resist technology? A structure enactment perspective. <i>Journal of Computing in Higher Education</i> , 2010, 22, 38-59.	3.9	16
16	Crossing Offline and Online Media. <i>Journal of Interactive Advertising</i> , 2003, 3, 24-35.	3.0	14
17	How US and Chinese Media Cover the USâ€“China Trade Conflict: A Case Study of War and Peace Journalism Practice and the Foreign Policy Equilibrium Hypothesis. <i>Negotiation and Conflict Management Research</i> , 0, , .	1.0	9
18	Social Media Involvement Among College Students and General Population: Implications to Media Management. , 2013, , 751-773.		9

#	ARTICLE	IF	CITATIONS
19	U.S. Public Opinion on China and the United States During the U.S.'s "China Trade Dispute: The Role of Audience Framing and Partisan Media Use. <i>Journalism and Mass Communication Quarterly</i> , 2022, 99, 930-954.	1.4	9
20	How online usage of subscription-based journalism and mass communication research journal articles predicts citations. <i>Learned Publishing</i> , 2016, 29, 183-192.	0.8	7
21	Time budget, news search time cost, and news media choice. <i>Time and Society</i> , 2015, 24, 201-220.	0.8	6
22	Smartphones or computers for online sex education? A contraception information seeking model for Chinese college students. <i>Sex Education</i> , 2020, 20, 457-476.	1.5	5
23	Webcasting Business Models of Clicks-and-Bricks and Pure-Play Media: A Comparative Study of Leading Webcasters in South Korea and the United States. <i>JMM International Journal on Media Management</i> , 2004, 6, 74-87.	0.4	5
24	How Media Scholars' Attributes Affect Their Ratings of Journalism and Mass Communication Quarterly. <i>Journalism and Mass Communication Quarterly</i> , 2015, 92, 221-234.	1.4	4
25	Mobile news consumption and political news interest: A time budget perspective. <i>Journal of Applied Journalism and Media Studies</i> , 2016, 5, 277-295.	0.1	4
26	Personalized vs non-personalized recommendations: how recommender systems, recommendation sources and recommendation platforms affect trial of YouTube videos among digital natives in Saudi Arabia. <i>Journal of Islamic Marketing</i> , 2022, 13, 2778-2797.	2.3	4
27	Data quality comparison between computers and smartphones in different web survey modes and question formats. <i>Internet Research</i> , 2020, 30, 1763-1781.	2.7	3
28	Beyond Global Youth Culture: A Cross-National Comparison of YouTube Usage across the United States, Saudi Arabia, and Taiwan. <i>JMM International Journal on Media Management</i> , 0, , 1-25.	0.4	1
29	Online Media and Global Communication: A Vision to be an Innovative Global Academic Publishing Model and an Olympic Game of Communication Scholars. , 2022, 1, 1-5.		1
30	Global Content Creation and Consumption Transformation by Short Video Apps. , 2022, 1, 243-246.		0