Jenna Jacobson

List of Publications by Year
in descending order

34 papers	1,195 citations	687220 13 h-index	552653 26 g-index
35 all docs	35 docs citations	35 times ranked	783 citing authors

#	Article	IF	Citations
1	Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 2021, 59, 102168.	10.5	637
2	Social media marketing: Who is watching the watchers?. Journal of Retailing and Consumer Services, 2020, 53, 101774.	5.3	120
3	Hungry for the Job: Gender, Unpaid Internships, and the Creative Industries. Sociological Review, 2015, 63, 188-205.	0.9	49
4	Journalists' Use of Social Media to Infer Public Opinion: The Citizens' Perspective. Social Science Computer Review, 2020, 38, 57-74.	2.6	47
5	You are a brand: social media managers' personal branding and "the future audience". Journal of Product and Brand Management, 2020, 29, 715-727.	2.6	39
6	Social Media and mHealth Technology for Cancer Screening: Systematic Review and Meta-analysis. Journal of Medical Internet Research, 2021, 23, e26759.	2.1	30
7	Sustainable fashion social media influencers and content creation calibration. International Journal of Advertising, 2022, 41, 150-177.	4.2	30
8	Employees as influencers: measuring employee brand equity in a social media age. Journal of Product and Brand Management, 2021, 30, 834-853.	2.6	28
9	Social Media for Social Good or Evil: An Introduction. Social Media and Society, 2018, 4, 205630511878671.	1.5	25
10	Understanding communities in an age of social media: the good, the bad, and the complicated. Information, Communication and Society, 2016, 19, 1187-1193.	2.6	24
11	Movember: Twitter Conversations of a Hairy Social Movement. Social Media and Society, 2016, 2, 205630511663710.	1.5	22
12	Aging with Technology: Seniors and Mobile Connections. Canadian Journal of Communication, 2017, 42, 331-357.	0.1	20
13	Cybervetting job applicants on social media: the new normal?. Ethics and Information Technology, 2020, 22, 175-195.	2.3	19
14	Predicting social media engagement with computer vision: An examination of food marketing on Instagram. Journal of Business Research, 2022, 149, 736-747.	5.8	18
15	The State of Social Media in Canada 2017. SSRN Electronic Journal, 0, , .	0.4	17
16	<i>Stringtern</i>: springboarding or stringing along young interns' careers?. Journal of Education and Work, 2018, 31, 320-337.	0.8	11
17	Pup-ularity contest: The advertising practices of popular animal influencers on Instagram. Technological Forecasting and Social Change, 2022, 174, 121226.	6.2	8
18	Cybervetting and the Public Life of Social Media Data. Social Media and Society, 2020, 6, 205630512091561.	1.5	7

#	ARTICLE	IF	CITATIONS
19	The social media response to the rollout of legalized cannabis retail in Ontario, Canada. Journal of Retailing and Consumer Services, 2021, 61, 102580.	5.3	7
20	Networked Influence: An Introduction. Social Media and Society, 2019, 5, 205630511986547.	1.5	6
21	Social Media Privacy in Canada. SSRN Electronic Journal, 0, , .	0.4	5
22	Using Facebook to promote the uptake of colorectal cancer screening. BMC Public Health, 2022, 22, 323.	1.2	5
23	Networked spectators. Online Information Review, 2016, 40, 746-760.	2.2	4
24	Information curation. Proceedings of the American Society for Information Science and Technology, 2012, 49, 1-2.	0.2	3
25	Stepping up as an essential service: grocery retailing and the COVID-19 pandemic in Canada. International Review of Retail, Distribution and Consumer Research, 2023, 33, 240-259.	1.3	3
26	Authentic: The Politics of Ambivalence in a Brand Culture. Canadian Journal of Communication, 2013, 38, .	0.1	2
27	Introduction to the 2016 International Conference on Social Media and Society. , 2016, , .		2
28	Introduction to the 2018 International Conference on Social Media and Society. , 2018, , .		2
29	Introduction to the 2015 social media and society conference. , 2015, , .		1
30	Social Media and Society: Introduction to the Special Issue. American Behavioral Scientist, 2017, 61, 647-652.	2.3	1
31	Introduction to the 2019 International Conference on Social Media & Society. , 2019, , .		1
32	Employers' Use of Young People's Social Media: Extending Stakeholder Theory to Social Media Data. Proceedings - Academy of Management, 2018, 2018, 18217.	0.0	1
33	Information Visualizations as a Tool to Study Users' Social Media Privacy Concerns. Proceedings of the Annual Conference of CAIS / Actes Du Congrès Annuel De L ACSI, 0, , .	0.0	1
34	Introduction to the 2017 International Conference on Social Media and Society. , 2017, , .		0