

# Jenna Jacobson

## List of Publications by Citations

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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.

27  
papers

455  
citations

10  
h-index

21  
g-index

35  
ext. papers

726  
ext. citations

3.8  
avg, IF

4.71  
L-index

#	Paper	IF	Citations
27	Setting the future of digital and social media marketing research: Perspectives and research propositions. <i>International Journal of Information Management</i> , <b>2021</b> , 59, 102168	16.4	206
26	Social media marketing: Who is watching the watchers?. <i>Journal of Retailing and Consumer Services</i> , <b>2020</b> , 53, 101774	8.5	56
25	Hungry for the Job: Gender, Unpaid Internships, and the Creative Industries. <i>Sociological Review</i> , <b>2015</b> , 63, 188-205	2	37
24	Journalists' Use of Social Media to Infer Public Opinion: The Citizens' Perspective. <i>Social Science Computer Review</i> , <b>2020</b> , 38, 57-74	3.1	30
23	Understanding communities in an age of social media: the good, the bad, and the complicated. <i>Information, Communication and Society</i> , <b>2016</b> , 19, 1187-1193	3.4	17
22	Movember: Twitter Conversations of a Hairy Social Movement. <i>Social Media and Society</i> , <b>2016</b> , 2, 205630511663710	3.1	10
21	You are a brand: social media managers' personal branding and the future audience. <i>Journal of Product and Brand Management</i> , <b>2020</b> , 29, 715-727	4.3	14
20	The State of Social Media in Canada 2017. <i>SSRN Electronic Journal</i> , <b>2018</b> ,	1	14
19	Aging with Technology: Seniors and Mobile Connections. <i>Canadian Journal of Communication</i> , <b>2017</b> , 42,	1	12
18	Social Media for Social Good or Evil: An Introduction. <i>Social Media and Society</i> , <b>2018</b> , 4, 205630511878671.3	1.3	11
17	Cybervetting job applicants on social media: the new normal?. <i>Ethics and Information Technology</i> , <b>2020</b> , 22, 175-195	3.7	8
16	Employees as influencers: measuring employee brand equity in a social media age. <i>Journal of Product and Brand Management</i> , <b>2021</b> , 30, 834-853	4.3	7
15	Stringttern: springboarding or stringing along young interns' careers?. <i>Journal of Education and Work</i> , <b>2018</b> , 31, 320-337	0.8	6
14	Networked spectators. <i>Online Information Review</i> , <b>2016</b> , 40, 746-760	2	4
13	Social Media and mHealth Technology for Cancer Screening: Systematic Review and Meta-analysis. <i>Journal of Medical Internet Research</i> , <b>2021</b> , 23, e26759	7.6	4
12	Networked Influence: An Introduction. <i>Social Media and Society</i> , <b>2019</b> , 5, 205630511986547	2.3	3
11	Authentic: The Politics of Ambivalence in a Brand Culture. <i>Canadian Journal of Communication</i> , <b>2013</b> , 38,	1	2

10	The social media response to the rollout of legalized cannabis retail in Ontario, Canada. <i>Journal of Retailing and Consumer Services</i> , <b>2021</b> , 61, 102580	8.5	2
9	Cybervetting and the Public Life of Social Media Data. <i>Social Media and Society</i> , <b>2020</b> , 6, 2056305120915613	6.5	1
8	Social Media and Society: Introduction to the Special Issue. <i>American Behavioral Scientist</i> , <b>2017</b> , 61, 647-658	6.5	1
7	Information curation. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2012</b> , 49, 1-2	6.5	1
6	Sustainable fashion social media influencers and content creation calibration. <i>International Journal of Advertising</i> , 1-28	3.6	1
5	Introduction to the 2018 International Conference on Social Media and Society <b>2018</b> ,	6.5	1
4	Popularity contest: The advertising practices of popular animal influencers on Instagram. <i>Technological Forecasting and Social Change</i> , <b>2022</b> , 174, 121226	9.5	0
3	Using Facebook to promote the uptake of colorectal cancer screening.. <i>BMC Public Health</i> , <b>2022</b> , 22, 323	4.1	0
2	Predicting social media engagement with computer vision: An examination of food marketing on Instagram. <i>Journal of Business Research</i> , <b>2022</b> , 149, 736-747	8.7	0
1	Stepping up as an essential service: grocery retailing and the COVID-19 pandemic in Canada. <i>International Review of Retail, Distribution and Consumer Research</i> , 1-20	1.7	0