

Becky Freeman

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3392955/publications.pdf>

Version: 2024-02-01

110
papers

3,407
citations

218677

26
h-index

175258

52
g-index

126
all docs

126
docs citations

126
times ranked

4267
citing authors

#	ARTICLE	IF	CITATIONS
1	Can Mobile Phone Apps Influence People's Health Behavior Change? An Evidence Review. Journal of Medical Internet Research, 2016, 18, e287.	4.3	508
2	Is "YouTube" telling or selling you something? Tobacco content on the YouTube video-sharing website. Tobacco Control, 2007, 16, 207-210.	3.2	219
3	New media and tobacco control. Tobacco Control, 2012, 21, 139-144.	3.2	168
4	Digital Junk: Food and Beverage Marketing on Facebook. American Journal of Public Health, 2014, 104, e56-e64.	2.7	157
5	Please Like Me: Facebook and Public Health Communication. PLoS ONE, 2016, 11, e0162765.	2.5	155
6	The case for the plain packaging of tobacco products. Addiction, 2008, 103, 580-590.	3.3	153
7	British American Tobacco on Facebook: undermining article 13 of the global World Health Organization Framework Convention on Tobacco Control. Tobacco Control, 2010, 19, e1-e9.	3.2	104
8	New Media but Same Old Tricks: Food Marketing to Children in the Digital Age. Current Obesity Reports, 2015, 4, 37-45.	8.4	95
9	Should the Health Community Promote Smokeless Tobacco (Snus) as a Harm Reduction Measure?. PLoS Medicine, 2007, 4, e185.	8.4	90
10	Junk Food Marketing on Instagram: Content Analysis. JMIR Public Health and Surveillance, 2018, 4, e54.	2.6	87
11	Social media campaigns that make a difference: what can public health learn from the corporate sector and other social change marketers?. Public Health Research and Practice, 2015, 25, e2521517.	1.5	85
12	Why do smokers try to quit without medication or counselling? A qualitative study with ex-smokers. BMJ Open, 2015, 5, e007301-e007301.	1.9	64
13	Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviours on Social Media. Media and Communication, 2016, 4, 35-49.	1.9	63
14	Like and share: associations between social media engagement and dietary choices in children. Public Health Nutrition, 2018, 21, 3210-3215.	2.2	62
15	Young adults: beloved by food and drink marketers and forgotten by public health?: Fig. 1. Health Promotion International, 2016, 31, dav081.	1.8	61
16	Facebook Groups for the Management of Chronic Diseases. Journal of Medical Internet Research, 2018, 20, e21.	4.3	58
17	Food Trends and Popular Nutrition Advice Online – Implications for Public Health. Online Journal of Public Health Informatics, 2018, 10, e213.	0.7	56
18	Tobacco control advocacy in the age of social media: using Facebook, Twitter and Change. Tobacco Control, 2013, 22, 210-214.	3.2	50

#	ARTICLE	IF	CITATIONS
19	Banning smoking in cars carrying children: an analytical history of a public health advocacy campaign. <i>Australian and New Zealand Journal of Public Health</i> , 2008, 32, 60-65.	1.8	45
20	Social media and health information sharing among Australian Indigenous people. <i>Health Promotion International</i> , 2019, 34, 706-715.	1.8	45
21	E-Cigarette Advocates on Twitter: Content Analysis of Vaping-Related Tweets. <i>JMIR Public Health and Surveillance</i> , 2020, 6, e17543.	2.6	42
22	Pro-smoking apps for smartphones: the latest vehicle for the tobacco industry?. <i>Tobacco Control</i> , 2014, 23, e4-e4.	3.2	39
23	Tobacco plain packaging legislation: a content analysis of commentary posted on Australian online news. <i>Tobacco Control</i> , 2011, 20, 361-366.	3.2	37
24	Australian Children's Exposure to, and Engagement With, Web-Based Marketing of Food and Drink Brands: Cross-sectional Observational Study. <i>Journal of Medical Internet Research</i> , 2021, 23, e28144.	4.3	36
25	Why is tobacco control progress in Indonesia stalled? - a qualitative analysis of interviews with tobacco control experts. <i>BMC Public Health</i> , 2020, 20, 527.	2.9	35
26	Advancing progressive health policy to reduce NCDs amidst international commercial opposition: Tobacco standardised packaging in Australia. <i>Global Public Health</i> , 2018, 13, 1753-1766.	2.0	32
27	Global tobacco advertising, promotion and sponsorship regulation: what's old, what's new and where to next?. <i>Tobacco Control</i> , 2022, 31, 216-221.	3.2	30
28	Generating Engagement on the Make Healthy Normal Campaign Facebook Page: Analysis of Facebook Analytics. <i>JMIR Public Health and Surveillance</i> , 2019, 5, e11132.	2.6	29
29	Review of Evaluation Metrics Used in Digital and Traditional Tobacco Control Campaigns. <i>Journal of Medical Internet Research</i> , 2020, 22, e17432.	4.3	29
30	"We have a rich heritage and, we believe, a bright future": how transnational tobacco companies are using Twitter to oppose policy and shape their public identity. <i>Tobacco Control</i> , 2019, 28, 227-232.	3.2	28
31	Exposure to Internet-Based Tobacco Advertising and Branding: Results From Population Surveys of Australian Youth 2010-2013. <i>Journal of Medical Internet Research</i> , 2016, 18, e104.	4.3	27
32	BAT(NZ) draws on cigarette marketing tactics to launch Vype in New Zealand. <i>Tobacco Control</i> , 2019, 28, e162-e163.	3.2	24
33	Cigarette retailer density around schools and neighbourhoods in Bali, Indonesia: A GIS mapping. <i>Tobacco Induced Diseases</i> , 2019, 17, 55.	0.6	24
34	"Buying Salad Is a Lot More Expensive than Going to McDonalds": Young Adults' Views about What Influences Their Food Choices. <i>Nutrients</i> , 2018, 10, 996.	4.1	23
35	The normative power of food promotions: Australian children's attachments to unhealthy food brands. <i>Public Health Nutrition</i> , 2016, 19, 2940-2948.	2.2	22
36	Raising generation A: a case study of millennial tobacco company marketing in Indonesia. <i>Tobacco Control</i> , 2018, 27, e41-e49.	3.2	22

#	ARTICLE	IF	CITATIONS
37	How Do Infant Feeding Apps in China Measure Up? A Content Quality Assessment. JMIR MHealth and UHealth, 2017, 5, e186.	3.7	21
38	The Views and Experiences of Smokers Who Quit Smoking Unassisted. A Systematic Review of the Qualitative Evidence. PLoS ONE, 2015, 10, e0127144.	2.5	20
39	Why the public health sector couldn't create Pokémon Go. Public Health Research and Practice, 2017, 27, .	1.5	19
40	Using Facebook to reduce smoking among Australian Aboriginal and Torres Strait Islander people: a participatory grounded action study. BMC Public Health, 2019, 19, 615.	2.9	18
41	Measuring Interactivity on Tobacco Control Websites. Journal of Health Communication, 2012, 17, 857-865.	2.4	17
42	Apps Promoting Illicit Drugs—A Need for Tighter Regulation?. Journal of Consumer Health on the Internet, 2014, 18, 31-43.	0.4	17
43	Pro-smoking apps: where, how and who are most at risk: Table 1. Tobacco Control, 2015, 24, 159-161.	3.2	17
44	Cardiac Patients' Experiences and Perceptions of Social Media: Mixed-Methods Study. Journal of Medical Internet Research, 2017, 19, e323.	4.3	17
45	"The university should promote health, but not enforce it": opinions and attitudes about the regulation of sugar-sweetened beverages in a university setting. BMC Public Health, 2018, 18, 76.	2.9	16
46	From glass boxes to social media engagement: an audit of tobacco retail marketing in Indonesia. Tobacco Control, 2019, 28, e133-e140.	3.2	16
47	Lung cancer mortality in Australia in the twenty-first century: How many lives can be saved with effective tobacco control?. Lung Cancer, 2019, 130, 208-215.	2.0	16
48	"The last line of marketing": Covert tobacco marketing tactics as revealed by former tobacco industry employees. Global Public Health, 2021, 16, 1000-1013.	2.0	16
49	A Baby Formula Designed for Chinese Babies: Content Analysis of Milk Formula Advertisements on Chinese Parenting Apps. JMIR MHealth and UHealth, 2019, 7, e14219.	3.7	16
50	Motivations for use, identity and the vaper subculture: a qualitative study of the experiences of Western Australian vapers. BMC Public Health, 2020, 20, 1552.	2.9	15
51	E-Cigarette Promotion on Twitter in Australia: Content Analysis of Tweets. JMIR Public Health and Surveillance, 2020, 6, e15577.	2.6	15
52	Facebook-Based Social Marketing to Reduce Smoking in Australia's First Nations Communities: An Analysis of Reach, Shares, and Likes. Journal of Medical Internet Research, 2020, 22, e16927.	4.3	15
53	Perceived social and media influences on tobacco use among Samoan youth. BMC Public Health, 2014, 14, 1100.	2.9	14
54	Hyping health effects: a news analysis of the "new smoking" and the role of sitting. British Journal of Sports Medicine, 2019, 53, 1039-1040.	6.7	14

#	ARTICLE	IF	CITATIONS
55	Forecasting future tobacco control policy: where to next?. Australian and New Zealand Journal of Public Health, 2010, 34, 447-450.	1.8	12
56	Social countermarketing: brave new world, brave new map. Journal of Social Marketing, 2017, 7, 205-222.	2.3	12
57	It is merely a paper tiger. Battle for increased tobacco advertising regulation in Indonesia: content analysis of news articles. BMJ Open, 2017, 7, e016975.	1.9	12
58	Is it banned? Is it illegal? Navigating Western Australia's regulatory environment for e-cigarettes. International Journal of Drug Policy, 2021, 94, 103177.	3.3	12
59	To what extent does a tobacco carve-out protect public health in the Trans-Pacific Partnership Agreement?. Public Health Research and Practice, 2016, 26, .	1.5	12
60	Social media: frenemy of public health?. Public Health Nutrition, 2022, 25, 61-64.	2.2	11
61	Chinese Tobacco Industry Promotional Activity on the Microblog Weibo. PLoS ONE, 2014, 9, e99336.	2.5	11
62	Parental attitudes towards the uptake of smoking by children. Health Promotion Journal of Australia, 2006, 17, 128-133.	1.2	10
63	Second-hand smoke in cars: How did the "23 times more toxic" myth turn into fact?. Cmaj, 2010, 182, 796-799.	2.0	10
64	User Perceptions of the <i>Make Healthy Normal</i> campaign Facebook Page: A Mixed Methods Study. Social Media and Society, 2018, 4, 205630511879463.	3.0	10
65	Chinese tobacco companies' social media marketing strategies. Tobacco Control, 2015, 24, 408-409.	3.2	9
66	Revealing the complexity of quitting smoking: a qualitative grounded theory study of the natural history of quitting in Australian ex-smokers. Tobacco Control, 2018, 27, 568-576.	3.2	9
67	The cancer emperor's new clothes: Australia's historic legislation for plain tobacco packaging. BMJ: British Medical Journal, 2010, 340, c2436-c2436.	2.3	9
68	Where There's Smoke, There's Fire: A Content Analysis of Print and Web-Based News Media Reporting of the Philip Morris-Funded Foundation for a Smoke-Free World. JMIR Public Health and Surveillance, 2019, 5, e14067.	2.6	9
69	Tobacco retail density: still the new frontier in tobacco control. Medical Journal of Australia, 2018, 208, 203-204.	1.7	8
70	Online retail promotion of e-cigarettes in New Zealand: A content analysis of e-cigarette retailers in a regulatory void. Health Promotion Journal of Australia, 2022, 33, 91-98.	1.2	8
71	Who has Australia's most-followed Twitter accounts in health and medicine?. Public Health Research and Practice, 2015, 25, e2531534.	1.5	8
72	Sydney's "last drinks" laws: A content analysis of news media coverage of views and arguments about a preventive health policy. Drug and Alcohol Review, 2022, 41, 561-574.	2.1	7

#	ARTICLE	IF	CITATIONS
73	Measured, opportunistic, unexpected and naïve quitting: a qualitative grounded theory study of the process of quitting from the ex-smokers's perspective. BMC Public Health, 2017, 17, 430.	2.9	6
74	Tobacco industry exploiting International Women's Day on social media. Tobacco Control, 2019, 29, tobaccocontrol-2019-055183.	3.2	6
75	Creating a market for IQOS: analysis of Philip Morris's strategy to introduce heated tobacco products to the Australian consumer market. Tobacco Control, 2022, 31, 458-463.	3.2	6
76	"Friends with benefits": how tobacco companies influence sales through the provision of incentives and benefits to retailers. Tobacco Control, 2020, 29, tobaccocontrol-2019-055383.	3.2	6
77	Evaluation of "Shisha No Thanks" a co-design social marketing campaign on the harms of waterpipe smoking. BMC Public Health, 2022, 22, 386.	2.9	6
78	Vigorous Physical Activity and All-Cause Mortality: A Story That Got Lost in Translation. Journal of Physical Activity and Health, 2015, 12, 445-446.	2.0	5
79	Pizza, burgers and booze: online marketing and promotion of food and drink to university students. Australian and New Zealand Journal of Public Health, 2018, 42, 110-111.	1.8	5
80	Are perceptions of government intervention for prevention different by gender and age? Results from the AUstralian Perceptions Of Prevention Survey (AUSPOPS). Preventive Medicine, 2020, 141, 106289.	3.4	5
81	Overselling Sit-Stand Desks: News Coverage of Workplace Sitting Guidelines. Health Communication, 2018, 33, 1475-1481.	3.1	4
82	Content analysis of comments posted on Australian online news sites reporting a celebrity admitting smoking while pregnant. Public Health Research and Practice, 2016, 26, .	1.5	4
83	Countering the commercial determinants of health: strategic challenges for public health. Public Health Research and Practice, 2019, 29, .	1.5	4
84	Should tobacco and alcohol companies be allowed to influence Australia's National Drug Strategy?. Public Health Research and Practice, 2017, 27, .	1.5	4
85	Australian researchers oppose funding from the Foundation for a Smoke-Free World. Australian and New Zealand Journal of Public Health, 2018, 42, 506-507.	1.8	3
86	IQOS is not an acronym: a call to researchers and journals. Tobacco Control, 2021, 30, 356-358.	3.2	3
87	Are young adults's discussions of public health nutrition policies associated with common food industry discourses? A qualitative pilot study. Australian and New Zealand Journal of Public Health, 2021, 45, 171-180.	1.8	3
88	Smoking behaviour among adult patients presenting to health facilities in four provinces of Vietnam. BMC Public Health, 2021, 21, 845.	2.9	3
89	Measuring public opinion and acceptability of prevention policies: an integrative review and narrative synthesis of methods. Health Research Policy and Systems, 2022, 20, 26.	2.8	3
90	Adolescents Perceptions of Pro- and Antitobacco Imagery and Marketing: Qualitative Study of Students from Suva, Fiji. BioMed Research International, 2015, 2015, 1-7.	1.9	2

#	ARTICLE	IF	CITATIONS
91	Is public health regulation the biggest factor influencing the use and uptake of vaporized nicotine products?. <i>Addiction</i> , 2017, 112, 19-21.	3.3	2
92	Challenging how tobacco is sold in Australia. <i>Medical Journal of Australia</i> , 2017, 207, 417-418.	1.7	2
93	Tobacco Control Stakeholder Perspectives on the Future of Tobacco Marketing Regulation in Indonesia: A Modified Delphi Study. <i>Journal of Preventive Medicine and Public Health</i> , 2021, 54, 330-339.	1.9	2
94	Philip Morris International's use of Facebook to undermine Australian tobacco control laws. <i>Public Health Research and Practice</i> , 2019, 29, .	1.5	2
95	Using Facebook to recruit for a public health campaign evaluation. <i>Public Health Research and Practice</i> , 2019, 29, .	1.5	2
96	Thinking outside the box: Tobacco plain packaging and the demise of smoking. , 2019, , 303-326.		2
97	Tobacco retail regulation: the next frontier in tobacco control?. <i>Public Health Research and Practice</i> , 2015, 25, e2531529.	1.5	2
98	Young Adult Perceptions of the British American Tobacco New Zealand Agree/Disagree Plain Packaging Counter-Campaign. <i>Nicotine and Tobacco Research</i> , 2017, 19, ntw172.	2.6	1
99	Print media coverage of Ebola Virus Disease, Middle East Respiratory Syndrome and pertussis. <i>Australian and New Zealand Journal of Public Health</i> , 2017, 41, 320-321.	1.8	1
100	The Development and Evaluation of Online Smoking Cessation Services: A Narrative Literature Review. <i>Journal of Smoking Cessation</i> , 2019, 14, 12-20.	1.0	1
101	Communication challenges of a tobacco addictiveness reduction policy. <i>Tobacco Induced Diseases</i> , 2021, 19, 1-7.	0.6	1
102	Tobacco purchasing motivations and behaviours in alcohol-licensed venues: a cross sectional survey of Australian young adults. <i>Health Promotion Journal of Australia</i> , 2021, , .	1.2	1
103	â€The secret shameâ€™: a content analysis of online news reporting of a celebrity admitting smoking while pregnant. <i>Health Promotion Journal of Australia</i> , 2015, 26, 4-9.	1.2	0
104	The obesity epidemic and sugar-sweetened beverages: a taxing time. <i>Medical Journal of Australia</i> , 2017, 207, 270-270.	1.7	0
105	A call to action for undertaking and sharing formative evaluations of public health campaigns. <i>Public Health Research and Practice</i> , 2021, 31, .	1.5	0
106	A Case Study of an SMS Text Message Community Panel Survey and Its Potential for Use During the COVID-19 Pandemic. <i>JMIR Formative Research</i> , 2021, 5, e28929.	1.4	0
107	OUP accepted manuscript. <i>Health Promotion International</i> , 2021, , .	1.8	0
108	Live and trending: the next step for public health campaigns?. <i>Public Health Research and Practice</i> , 2017, 27, .	1.5	0

#	ARTICLE	IF	CITATIONS
109	Australia's Tobacco Plain Packaging. , 2019, , 1-13.		0
110	Interview with Verity Firth: commercial interests and public health policy. Public Health Research and Practice, 2019, 29, .	1.5	0