

Robert C Hornik

List of Publications by Year in descending order

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Version: 2024-02-01

117
papers

8,221
citations

71102

41
h-index

51608

86
g-index

126
all docs

126
docs citations

126
times ranked

8446
citing authors

#	ARTICLE	IF	CITATIONS
1	Use of mass media campaigns to change health behaviour. <i>Lancet, The</i> , 2010, 376, 1261-1271.	13.7	1,750
2	Association Between Initial Use of e-Cigarettes and Subsequent Cigarette Smoking Among Adolescents and Young Adults. <i>JAMA Pediatrics</i> , 2017, 171, 788.	6.2	893
3	Cancer Information Scanning and Seeking Behavior is Associated with Knowledge, Lifestyle Choices, and Screening. <i>Journal of Health Communication</i> , 2006, 11, 157-172.	2.4	295
4	Examining the Dimensions of Cancer-Related Information Seeking and Scanning Behavior. <i>Health Communication</i> , 2007, 22, 153-167.	3.1	290
5	Creating Demand for Prescription Drugs: A Content Analysis of Television Direct-to-Consumer Advertising. <i>Annals of Family Medicine</i> , 2007, 5, 6-13.	1.9	215
6	Effects of the National Youth Anti-Drug Media Campaign on Youths. <i>American Journal of Public Health</i> , 2008, 98, 2229-2236.	2.7	177
7	Using Theory to Design Evaluations of Communication Campaigns: The Case of the National Youth Anti-Drug Media Campaign. <i>Communication Theory</i> , 2003, 13, 204-224.	3.2	171
8	Cancer Information Scanning and Seeking in the General Population. <i>Journal of Health Communication</i> , 2010, 15, 734-753.	2.4	168
9	Matching With Doses in an Observational Study of a Media Campaign Against Drug Abuse. <i>Journal of the American Statistical Association</i> , 2001, 96, 1245-1253.	3.1	161
10	Differences in information seeking among breast, prostate, and colorectal cancer patients: Results from a population-based survey. <i>Patient Education and Counseling</i> , 2010, 81, S54-S62.	2.2	155
11	Can We Measure Encoded Exposure? Validation Evidence From a National Campaign. <i>Journal of Health Communication</i> , 2002, 7, 445-453.	2.4	136
12	Association of COVID-19 Misinformation with Face Mask Wearing and Social Distancing in a Nationally Representative US Sample. <i>Health Communication</i> , 2021, 36, 6-14.	3.1	125
13	“Talking” computers: A reliable and private method to conduct interviews on sensitive topics with children. <i>Journal of Sex Research</i> , 1997, 34, 3-9.	2.5	118
14	The HPV vaccine and the media: How has the topic been covered and what are the effects on knowledge about the virus and cervical cancer?. <i>Patient Education and Counseling</i> , 2009, 77, 308-313.	2.2	111
15	Systematic Review of the Effectiveness of Mass Media Interventions for Child Survival in Low- and Middle-Income Countries. <i>Journal of Health Communication</i> , 2014, 19, 190-215.	2.4	106
16	Information Seeking From Media and Family/Friends Increases the Likelihood of Engaging in Healthy Lifestyle Behaviors. <i>Journal of Health Communication</i> , 2013, 18, 527-542.	2.4	93
17	Validation of Database Search Terms for Content Analysis: The Case of Cancer News Coverage. <i>Journalism and Mass Communication Quarterly</i> , 2006, 83, 413-430.	2.7	92
18	Estimating causal effects of public health education campaigns using propensity score methodology. <i>Evaluation and Program Planning</i> , 2005, 28, 209-220.	1.6	89

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19	No Effect of Commercial Cognitive Training on Brain Activity, Choice Behavior, or Cognitive Performance. <i>Journal of Neuroscience</i> , 2017, 37, 7390-7402.	3.6	89
20	Using Propensity Score Subclassification for Multiple Treatment Doses to Evaluate a National Antidrug Media Campaign. <i>Journal of Educational and Behavioral Statistics</i> , 2005, 30, 59-73.	1.7	84
21	Out-of-School Television and Schooling: Hypotheses and Methods. <i>Review of Educational Research</i> , 1981, 51, 193-214.	7.5	81
22	Cancer News Coverage and Information Seeking. <i>Journal of Health Communication</i> , 2008, 13, 181-199.	2.4	78
23	Effects of Scanning (Routine Health Information Exposure) on Cancer Screening and Prevention Behaviors in the General Population. <i>Journal of Health Communication</i> , 2013, 18, 1422-1435.	2.4	77
24	Patient-clinician information engagement increases treatment decision satisfaction among cancer patients through feeling of being informed. <i>Patient Education and Counseling</i> , 2009, 77, 384-390.	2.2	73
25	Effects of Information Framing on Human Papillomavirus Vaccination. <i>Journal of Women's Health</i> , 2009, 18, 225-233.	3.3	71
26	Care seeking in Sri Lanka: one possible explanation for low childhood mortality. <i>Social Science and Medicine</i> , 2001, 53, 1363-1372.	3.8	70
27	Validating Measures of Scanned Information Exposure in the Context of Cancer Prevention and Screening Behaviors. <i>Journal of Health Communication</i> , 2009, 14, 721-740.	2.4	63
28	Seeking Cancer-Related Information From Media and Family/Friends Increases Fruit and Vegetable Consumption Among Cancer Patients. <i>Health Communication</i> , 2012, 27, 380-388.	3.1	63
29	An Investigation of Low COVID-19 Vaccination Intentions among Black Americans: The Role of Behavioral Beliefs and Trust in COVID-19 Information Sources. <i>Journal of Health Communication</i> , 2020, 25, 819-826.	2.4	63
30	Response rates to a mailed survey of a representative sample of cancer patients randomly drawn from the Pennsylvania Cancer Registry: a randomized trial of incentive and length effects. <i>BMC Medical Research Methodology</i> , 2010, 10, 65.	3.1	59
31	Effective or ineffective: Attribute framing and the human papillomavirus (HPV) vaccine. <i>Patient Education and Counseling</i> , 2010, 81, S70-S76.	2.2	59
32	The Effectiveness of Gateway Communications in Anti-Marijuana Campaigns. <i>Journal of Health Communication</i> , 2003, 8, 129-143.	2.4	57
33	Looking Beyond the Internet: Examining Socioeconomic Inequalities in Cancer Information Seeking Among Cancer Patients. <i>Health Communication</i> , 2012, 27, 806-817.	3.1	51
34	Promising Themes for Antismoking Campaigns Targeting Youth and Young Adults. <i>Tobacco Regulatory Science (discontinued)</i> , 2017, 3, 29-46.	0.2	50
35	Communication and Diet: An Overview of Experience and Principles. <i>Journal of Nutrition Education and Behavior</i> , 2007, 39, S5-S12.	0.7	49
36	Psychosocial Determinants of Cancer-Related Information Seeking Among Cancer Patients. <i>Journal of Health Communication</i> , 2011, 16, 212-225.	2.4	47

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37	Talking About Quitting: Interpersonal Communication as a Mediator of Campaign Effects on Smokers' Quit Behaviors. <i>Journal of Health Communication</i> , 2015, 20, 1196-1205.	2.4	46
38	Cancer and Communication in the Health Care Setting: Experiences of Older Vietnamese Immigrants, A Qualitative Study. <i>Journal of General Internal Medicine</i> , 2008, 23, 45-50.	2.6	44
39	Examining Cross-Source Engagement With Cancer-Related Information and Its Impact on Doctor-Patient Relations. <i>Health Communication</i> , 2009, 24, 723-734.	3.1	43
40	Effects of Framing Health Messages in Terms of Benefits to Loved Ones or Others: An Experimental Study. <i>Health Communication</i> , 2016, 31, 1284-1290.	3.1	42
41	Does Seeking e-Cigarette Information Lead to Vaping? Evidence from a National Longitudinal Survey of Youth and Young Adults. <i>Health Communication</i> , 2019, 34, 298-305.	3.1	41
42	Predicting Intentions Versus Predicting Behaviors: Domestic Violence Prevention From a Theory of Reasoned Action Perspective. <i>Health Communication</i> , 2002, 14, 429-449.	3.1	40
43	Racial/Ethnic Disparities and Segmentation in Communication Campaigns. <i>American Behavioral Scientist</i> , 2006, 49, 868-884.	3.8	40
44	Television Access and the Slowing of Cognitive Growth. <i>American Educational Research Journal</i> , 1978, 15, 1-15.	2.7	39
45	Measuring Media Exposure: An Introduction to the Special Issue. <i>Communication Methods and Measures</i> , 2008, 2, 1-5.	4.7	39
46	How Do Cancer Patients Navigate the Public Information Environment? Understanding Patterns and Motivations for Movement Among Information Sources. <i>Journal of Cancer Education</i> , 2010, 25, 360-370.	1.3	39
47	Predicting US Infants' and Toddlers' TV/Video Viewing Rates: Mothers' Cognitions and Structural Life Circumstances. <i>Journal of Children and Media</i> , 2014, 8, 163-182.	1.7	39
48	A Comparative Analysis of the Performance of Alternative Measures of Exposure. <i>Communication Methods and Measures</i> , 2008, 2, 80-99.	4.7	38
49	Measuring Media Exposure to Contradictory Health Information: A Comparative Analysis of Four Potential Measures. <i>Communication Methods and Measures</i> , 2012, 6, 56-75.	4.7	38
50	Using Theory to Select Messages in Antidrug Media Campaigns: Reasoned Action and Media Priming. , 0, , 214-230.		36
51	Targeting Norm-Related Beliefs About Marijuana Use in an Adolescent Population. <i>Health Communication</i> , 2006, 19, 187-196.	3.1	35
52	HIV education for youth: The importance of social consensus in behaviour change. <i>AIDS Care - Psychological and Socio-Medical Aspects of AIDS/HIV</i> , 1992, 4, 285-303.	1.2	34
53	Personal Influence and the Effects of the National Youth Anti-Drug Media Campaign. <i>Annals of the American Academy of Political and Social Science</i> , 2006, 608, 282-300.	1.6	34
54	Cancer-Related Information Seeking and Scanning Behavior of Older Vietnamese Immigrants. <i>Journal of Health Communication</i> , 2010, 15, 754-768.	2.4	34

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55	Identifying Potential Campaign Themes to Prevent Youth Initiation of E-Cigarettes. <i>American Journal of Preventive Medicine</i> , 2019, 56, S65-S75.	3.0	34
56	The Role of Distal Variables in Behavior Change: Effects of Adolescents' Risk for Marijuana Use on Intention to Use Marijuana. <i>Journal of Applied Social Psychology</i> , 2004, 34, 1229-1250.	2.0	33
57	Risk Information Exposure and Direct-to-Consumer Genetic Testing for BRCA Mutations among Women with a Personal or Family History of Breast or Ovarian Cancer. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2009, 18, 1303-1311.	2.5	31
58	Validating the Hornik & Woolf approach to choosing media campaign themes: Do promising beliefs predict behavior change in a longitudinal study?. <i>Communication Methods and Measures</i> , 2019, 13, 60-68.	4.7	30
59	Explaining the Impact of a Communication Campaign to Change Vaccination Knowledge and Coverage in the Philippines. <i>Health Communication</i> , 1997, 9, 95-118.	3.1	28
60	Covering Domestic Violence: How the O.J. Simpson Case Shaped Reporting of Domestic Violence in the News Media. <i>Journalism and Mass Communication Quarterly</i> , 2000, 77, 258-272.	2.7	28
61	The Reliability and Stability of General Media Exposure Measures. <i>Communication Methods and Measures</i> , 2008, 2, 6-22.	4.7	28
62	Evolving Information Needs among Colon, Breast, and Prostate Cancer Survivors: Results from a Longitudinal Mixed-Effects Analysis. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2015, 24, 1071-1078.	2.5	28
63	Evaluating smokers' reactions to advertising for new lower nicotine quest cigarettes. <i>Psychology of Addictive Behaviors</i> , 2006, 20, 80-84.	2.1	28
64	Symptoms and perceived severity of illness as predictive of treatment for diarrhea in six Asian and African sites. <i>Social Science and Medicine</i> , 1996, 43, 429-439.	3.8	27
65	Applying Quantitative Approaches to the Formative Evaluation of Antismoking Campaign Messages. <i>Social Marketing Quarterly</i> , 2013, 19, 242-264.	1.7	26
66	Recall of "The Real Cost" Anti-Smoking Campaign Is Specifically Associated With Endorsement of Campaign-Targeted Beliefs. <i>Journal of Health Communication</i> , 2017, 22, 818-828.	2.4	26
67	The Impact of the Healthcom Mass Media Campaign on Timely Initiation of Breastfeeding in Jordan. <i>Studies in Family Planning</i> , 1993, 24, 295.	1.8	25
68	The Role of Patient-Clinician Information Engagement and Information Seeking from Nonmedical Channels in Fruit and Vegetable Intake Among Cancer Patients. <i>Journal of Health Communication</i> , 2014, 19, 1359-1376.	2.4	25
69	Colon cancer patient information seeking and the adoption of targeted therapy for on-label and off-label indications. <i>Cancer</i> , 2009, 115, 1424-1434.	4.1	23
70	Physician Trust Moderates the Internet Use and Physician Visit Relationship. <i>Journal of Health Communication</i> , 2009, 14, 70-76.	2.4	23
71	Patient-Clinician Information Engagement Improves Adherence to Colorectal Cancer Surveillance after Curative Treatment: Results from a Longitudinal Study. <i>Oncologist</i> , 2012, 17, 1155-1162.	3.7	23
72	Are Young People's Beliefs About Menthol Cigarettes Associated With Smoking-Related Intentions and Behaviors?. <i>Nicotine and Tobacco Research</i> , 2015, 17, 81-90.	2.6	23

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73	Anxiety and Depression Among Cancer Survivors: The Role of Engagement With Sources of Emotional Support Information. <i>Health Communication</i> , 2013, 28, 389-396.	3.1	22
74	Navigating the Cancer Information Environment: The Reciprocal Relationship Between Patientâ€™ Clinician Information Engagement and Information Seeking from Nonmedical Sources. <i>Health Communication</i> , 2014, 29, 974-983.	3.1	21
75	Measuring Exposure Opportunities: Using Exogenous Measures in Assessing Effects of Media Exposure on Smoking Outcomes. <i>Communication Methods and Measures</i> , 2016, 10, 115-134.	4.7	20
76	Nonmedical information seeking amid conflicting health information: negative and positive effects on prostate cancer screening. <i>Health Communication</i> , 2016, 31, 417-424.	3.1	20
77	Theories and Evidence: Mass Media Effects and Fertility Change. <i>Communication Theory</i> , 2001, 11, 454-471.	3.2	19
78	A longitudinal study on engagement with dieting information as a predictor of dieting behavior among adults diagnosed with cancer. <i>Patient Education and Counseling</i> , 2012, 88, 305-310.	2.2	18
79	Selective Exposure to Health Information: The Role of Headline Features in the Choice of Health Newsletter Articles. <i>Media Psychology</i> , 2016, 19, 614-637.	3.6	18
80	Evaluation of a Mass Media Campaign Promoting Using Help to Quit Smoking. <i>American Journal of Preventive Medicine</i> , 2014, 46, 487-495.	3.0	16
81	Valence of Media Coverage About Electronic Cigarettes and Other Tobacco Products From 2014 to 2017: Evidence From Automated Content Analysis. <i>Nicotine and Tobacco Research</i> , 2020, 22, 1891-1900.	2.6	16
82	Adolescent marijuana use intentions: using theory to plan an intervention. <i>Drugs: Education, Prevention and Policy</i> , 2005, 12, 19-34.	1.3	15
83	Toward an Aggregate, Implicit, and Dynamic Model of Norm Formation: Capturing Large-Scale Media Representations of Dynamic Descriptive Norms Through Automated and Crowdsourced Content Analysis. <i>Journal of Communication</i> , 2019, 69, 563-588.	3.7	15
84	How does patientâ€™clinician information engagement influence selfâ€™reported cancerâ€™related problems?. <i>Cancer</i> , 2011, 117, 2569-2576.	4.1	14
85	The impact of risk information exposure on women's beliefs about directâ€™toâ€™consumer genetic testing for <i>BRCA</i> mutations. <i>Clinical Genetics</i> , 2012, 81, 29-37.	2.0	14
86	Measuring Campaign Message Exposure and Public Communication Environment Exposure: Some Implications of the Distinction in the Context of Social Media. <i>Communication Methods and Measures</i> , 2016, 10, 167-169.	4.7	14
87	Breadth of Media Scanning Leads to Vaping among Youth and Young Adults: Evidence of Direct and Indirect Pathways from a National Longitudinal Survey. <i>Journal of Health Communication</i> , 2020, 25, 91-104.	2.4	14
88	Communication us Complement in Development. <i>Journal of Communication</i> , 1980, 30, 10-24.	3.7	13
89	Quality of home use of oral rehydration solutions: Results from seven healthcom sites. <i>Social Science and Medicine</i> , 1994, 38, 1221-1234.	3.8	13
90	AIDS in Black and White: The Influence of Newspaper Coverage of HIV/AIDS on HIV/AIDS Testing Among African Americans and White Americans, 1993â€™2007. <i>Journal of Health Communication</i> , 2014, 19, 893-906.	2.4	13

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91	An Analysis of the Association Between Cancer-Related Information Seeking and Adherence to Breast Cancer Surveillance Procedures. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2013, 22, 167-174.	2.5	12
92	Predictive Validity of an Empirical Approach for Selecting Promising Message Topics: A Randomized-Controlled Study. <i>Journal of Communication</i> , 2016, 66, 433-453.	3.7	12
93	Tobacco 21 Policy Support by U.S. Individuals Aged 13–25 Years: Evidence From a Rolling Cross-sectional Study (2014–2017). <i>American Journal of Preventive Medicine</i> , 2018, 55, 129-131.	3.0	11
94	Combining Crowd-Sourcing and Automated Content Methods to Improve Estimates of Overall Media Coverage: Theme Mentions in E-cigarette and Other Tobacco Coverage. <i>Journal of Health Communication</i> , 2019, 24, 889-899.	2.4	11
95	Race and gender moderation of the relationship between cessation beliefs and intentions: is race or gender message segmentation necessary in anti-smoking campaigns?. <i>Health Education Research</i> , 2013, 28, 857-868.	1.9	10
96	Mass Media Use and the "Revolution of Rising Frustrations". <i>Communication Research</i> , 1977, 4, 387-414.	5.9	9
97	Associations between Cancer-Related Information Seeking and Receiving PET Imaging for Routine Cancer Surveillance—An Analysis of Longitudinal Survey Data. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2014, 23, 481-489.	2.5	9
98	Message-Elicited Brain Response Moderates the Relationship Between Opportunities for Exposure to Anti-Smoking Messages and Message Recall. <i>Journal of Communication</i> , 2019, 69, 589-611.	3.7	8
99	The Effects of Tobacco Coverage in the Public Communication Environment on Young People's Decisions to Smoke Combustible Cigarettes. <i>Journal of Communication</i> , 2022, 72, 187-213.	3.7	8
100	Measuring Exposure to Direct-to-Consumer Advertising: A Validation Study in the Context of Cancer-Related Treatment Advertising. <i>Communication Methods and Measures</i> , 2014, 8, 52-78.	4.7	7
101	Estimating Causal Effects in Observational Studies: The Propensity Score Approach. , 2008, , 159-184.		7
102	The best laid plans: disappointments of the National Youth Anti-Drug Media Campaign. <i>LDI Issue Brief</i> , 2008, 14, 1-4.	1.1	5
103	Spiral Computed Tomography and Lung Cancer: Science, the Media, and Public Opinion. <i>Journal of Clinical Oncology</i> , 2007, 25, 5695-5697.	1.6	4
104	Media Coverage of Pediatric Environmental Health Risks and its Effects on Mothers' Protective Behaviors. <i>Risk Analysis</i> , 2016, 36, 605-622.	2.7	4
105	The Relationship Between Exogenous Exposure to "The Real Cost" Anti-Smoking Campaign and Campaign-Targeted Beliefs. <i>Journal of Health Communication</i> , 2019, 24, 780-790.	2.4	4
106	Exploring the Effect of Health App Use on Fruit and Vegetable Consumption. <i>Journal of Health Communication</i> , 2020, 25, 283-290.	2.4	4
107	Comparing belief in short-term versus long-term consequences of smoking and vaping as predictors of non-use in a 3-year nationally representative survey study of US youth. <i>Tobacco Control</i> , 2023, 32, 435-442.	3.2	4
108	Not All Norm Information is the Same: Effects of Normative Content in the Media on Young People's Perceptions of E-Cigarette and Tobacco Use Norms. <i>Communication Research</i> , 0, , 009365022110732.	5.9	4

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109	Television, background characteristics and learning in El Salvador's educational reform. <i>Instructional Science</i> , 1975, 4, 293-302.	2.0	3
110	A Toxic Blend: Assessing the Effects of Cross-Source Media Coverage of Flavored E-Cigarettes on Youth and Young Adult Perceptions. <i>Journal of Health Communication</i> , 2020, 25, 640-649.	2.4	3
111	Robert Hornik and Robert Orwin on Stephen Magura's "Failure of Intervention or Failure of Evaluation: A Meta-Evaluation of the National Youth Anti-Drug Media Campaign Evaluation". <i>Substance Use and Misuse</i> , 2012, 47, 1436-1438.	1.4	2
112	High brand recognition in the context of an unsuccessful communication campaign: The National Youth Anti-Drug Media Campaign. , 2008, , 147-160.		2
113	Instructional television in El Salvador's educational reform. <i>Prospects</i> , 1975, 5, 120-126.	2.3	1
114	Knowledge of Oral Rehydration and Response to Diarrhea: A Comparison among Healthcom Sites. <i>International Quarterly of Community Health Education</i> , 1992, 13, 201-217.	0.9	1
115	Rating the Valence of Media Content about Electronic Cigarettes Using Crowdsourcing: Testing Rater Instructions and Estimating the Optimal Number of Raters. <i>Health Communication</i> , 2021, 36, 497-507.	3.1	1
116	Why Can't We Sell Human Rights Like We Sell Soap?. , 2012, , 47-64.		1
117	Title is missing!. <i>Public Opinion Quarterly</i> , 1998, 62, 427.	1.6	0