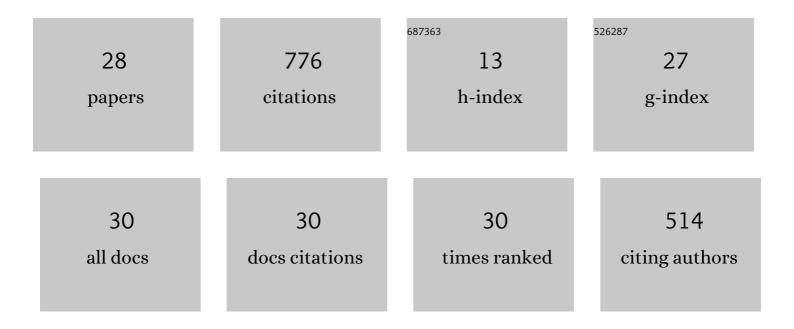
Coy Callison

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3577221/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Sustainable Beer: Testing the Effects of Water Conservation Messages and Brewery Type on Consumer Perceptions. Journal of Food Products Marketing, 2020, 26, 619-638.	3.3	5
2	Using Continuous Response and Selfâ€Report Measures to Understand Spokesperson Evaluation Processes During Water Crises. Journal of Contemporary Water Research and Education, 2018, 164, 71-79.	0.7	1
3	Impact of Political Identity and Past Crisis Experience on Water Attitudes. Journal of Contemporary Water Research and Education, 2017, 161, 19-32.	0.7	7
4	Hegemonic Masculinity in Hip-Hop Music? Difference in Brand Mention in Rap Music Based on the Rapper's Gender. Journal of Promotion Management, 2015, 21, 351-370.	3.4	9
5	"Listening to Maybach in My Maybach†Evolution of Product Mention in Music Across the Millennium's First Decade. Journal of Promotion Management, 2014, 20, 20-35.	3.4	13
6	Smart friendly liars: Public perception of public relations practitioners over time. Public Relations Review, 2014, 40, 829-831.	3.2	16
7	How Arithmetic Aptitude Impacts Attention, Memory, and Evaluation of Static Versus Dynamic Infographics in Online News. Electronic News, 2014, 8, 177-197.	0.7	8
8	How incentives affect web-based survey response rates of athletic program donors. International Journal of Revenue Management, 2013, 7, 155.	0.3	0
9	Human Face in News Important but Base-Rate Data Inform More. Newspaper Research Journal, 2012, 33, 54-67.	0.9	21
10	PR in the ER: Managing internal organization–public relationships in a hospital emergency department. Public Relations Review, 2012, 38, 128-136.	3.2	23
11	Positive influence of organizational charitable involvement on perceptions of credibility and purchase intention. Public Relations Review, 2012, 38, 498-500.	3.2	6
12	Quantitative Literacy and Affective Reactivity in Processing Statistical Information and Case Histories in the News. Media Psychology, 2011, 14, 96-120.	3.6	30
13	Consumer affective responses to direct mail messages: The effect of gratitude and obligation. Journal of Marketing Communications, 2011, 17, 337-353.	4.0	10
14	Targeting Mood: Using Comedy or Serious Movie Trailers. Journal of Broadcasting and Electronic Media, 2011, 55, 581-595.	1.5	12
15	Influence of responsiveness, accessibility, and professionalism on journalists' perceptions of Southwest Airlines public relations. Public Relations Review, 2010, 36, 141-146.	3.2	13
16	Quantitative Media Literacy: Individual Differences in Dealing with Numbers in the News. Media Psychology, 2009, 12, 394-416.	3.6	22
17	Offensiveness of Native American Names, Mascots, and Logos in Sports: A Survey of Tribal Leaders and the General Population. International Journal of Sport Communication, 2009, 2, 81-99.	0.8	8
18	How to Report Quantitative Information in News Stories. Newspaper Research Journal, 2009, 30, 43-55.	0.9	11

COY CALLISON

#	Article	IF	CITATIONS
19	Credibility of PR practitioners: The impact of professional journalism background on trustworthiness, expertness, and homophily evaluations. Public Relations Review, 2008, 34, 291-293.	3.2	13
20	GSP Testing as a Student Screener in Journalism Schools: Investigating its Predictors and its Ability to Predict. Journalism and Mass Communication Educator, 2008, 63, 333-344.	0.7	0
21	Web presence of universities: Is higher education sending the right message online?. Public Relations Review, 2006, 32, 180-183.	3.2	30
22	The Good, the Bad, and the Ugly: Perceptions of Public Relations Practitioners. Journal of Public Relations Research, 2004, 16, 371-389.	2.3	31
23	Media relations and the Internet: how Fortune 500 company web sites assist journalists in news gathering. Public Relations Review, 2003, 29, 29-41.	3.2	102
24	Company Affiliation and Communicative Ability: How Perceived Organizational Ties Influence Source Persuasiveness in a Company-Negative News Environment. Journal of Public Relations Research, 2002, 14, 85-102.	2.3	15
25	The Aura of Tobacco Smoke: Cigars and Cigarettes as Image Makers. Journal of Applied Social Psychology, 2002, 32, 1329-1343.	2.0	9
26	Do PR Practitioners Have a PR Problem?: The Effect of Associating a Source With Public Relations and Client-Negative News on Audience Perception of Credibility. Journal of Public Relations Research, 2001, 13, 219-234.	2.3	54
27	Audience attitudes towards brand (product) placement: Singapore and the United States. International Journal of Advertising, 2001, 20, 3-24.	6.7	80
28	Sounds Exciting!!: The Effects of Auditory Complexity on Listeners' Attitudes and Memory for Radio Promotional Announcements. Journal of Radio and Audio Media, 2000, 7, 29-51.	0.2	32