

# Michael Schmierbach

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3719594/publications.pdf>

Version: 2024-02-01

43  
papers

1,427  
citations

331670

21  
h-index

345221

36  
g-index

49  
all docs

49  
docs citations

49  
times ranked

1080  
citing authors

#	ARTICLE	IF	CITATIONS
1	Reflections on a Legacy: Thoughts from Scholars about Agenda-Setting Past and Future. <i>Mass Communication and Society</i> , 2022, 25, 500-527.	2.1	3
2	Notes from the New Editor: Reflections on the Editorial Mission of <i>Mass Communication and Society</i> . <i>Mass Communication and Society</i> , 2021, 24, 159-161.	2.1	0
3	For the birds: Media sourcing, Twitter, and the minimal effect on audience perceptions. <i>Convergence</i> , 2020, 26, 350-368.	2.7	5
4	Concrete Examples of Abstract Others: Testing Exemplar Availability as an Additional Explanation for Third-Person Perceptions. <i>International Journal of Public Opinion Research</i> , 2020, 32, 510-529.	1.3	3
5	Memory at Play: Personalizing Online Advertisements Based on Consumers' Autobiographical Memory. <i>Journal of Promotion Management</i> , 2020, 26, 322-349.	3.4	3
6	The Ineffectiveness of Fact-Checking Labels on News Memes and Articles. <i>Mass Communication and Society</i> , 2020, 23, 682-704.	2.1	46
7	Willingness to follow opinion leaders: A case study of Chinese Weibo. <i>Computers in Human Behavior</i> , 2019, 101, 42-50.	8.5	25
8	How game difficulty and ad framing influence memory of in-game advertisements. <i>Journal of Consumer Marketing</i> , 2019, 36, 1-11.	2.3	12
9	Make No Mistake? Exploring Cognitive and Perceptual Effects of Grammatical Errors in News Articles. <i>Journalism and Mass Communication Quarterly</i> , 2018, 95, 930-947.	2.7	19
10	Media Theory and the 2016 Election. <i>Mass Communication and Society</i> , 2018, 21, 665-670.	2.1	1
11	Adver-Where? Comparing the Effectiveness of Banner Ads and Video Ads in Online Video Games. <i>Journal of Interactive Advertising</i> , 2016, 16, 87-100.	5.3	13
12	The Effects of Evaluative Reviews on Market Success in the Video Game Industry. <i>The Computer Games Journal</i> , 2016, 5, 185-194.	1.0	2
13	Understanding the Relationship Between Exergame Play Experiences, Enjoyment, and Intentions for Continued Play. <i>Games for Health Journal</i> , 2016, 5, 100-107.	2.0	31
14	Effects of In-Game Virtual Direct Experience (VDE) on Reactions to Real-World Brands. <i>Journal of Promotion Management</i> , 2015, 21, 313-334.	3.4	14
15	Is it a sense of autonomy, control, or attachment? Exploring the effects of in-game customization on game enjoyment. <i>Computers in Human Behavior</i> , 2015, 48, 695-705.	8.5	100
16	No One Likes to Lose. <i>Journal of Media Psychology</i> , 2014, 26, 105-110.	1.0	36
17	Preexisting Factors or Media Effect? Understanding the Third-Person Perception. <i>Atlantic Journal of Communication</i> , 2013, 21, 230-246.	1.0	7
18	The Effects of Gain and Loss Frames on Perceptions of Racial Inequality. <i>Howard Journal of Communications</i> , 2013, 24, 38-56.	1.0	3

#	ARTICLE	IF	CITATIONS
19	Virtual Justice: Testing Disposition Theory in the Context of a Story-Driven Video Game. <i>Journal of Broadcasting and Electronic Media</i> , 2013, 57, 526-542.	1.5	7
20	Feeling the Need for (Personalized) Speed: How Natural Controls and Customization Contribute to Enjoyment of a Racing Game Through Enhanced Immersion. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2012, 15, 364-369.	3.9	52
21	Effects of Multiplayer Videogame Contexts on Individuals'™ Recall of In-Game Advertisements. <i>Journal of Promotion Management</i> , 2012, 18, 42-59.	3.4	10
22	The Role of Exemplification in Shaping Third-Person Perceptions and Support for Restrictions on Video Games. <i>Mass Communication and Society</i> , 2012, 15, 672-694.	2.1	9
23	The Impact of Game Customization and Control Mechanisms on Recall of Integral and Peripheral Brand Placements in Videogames. <i>Journal of Interactive Advertising</i> , 2012, 12, 1-12.	5.3	38
24	A Little Bird Told Me, So I Didn't Believe It: Twitter, Credibility, and Issue Perceptions. <i>Communication Quarterly</i> , 2012, 60, 317-337.	1.3	74
25	The Effects of "Friend" Characteristics on Evaluations of an Activist Group in a Social Networking Context. <i>Mass Communication and Society</i> , 2012, 15, 432-453.	2.1	11
26	Electronic Friend or Virtual Foe: Exploring the Role of Competitive and Cooperative Multiplayer Video Game Modes in Fostering Enjoyment. <i>Media Psychology</i> , 2012, 15, 356-371.	3.6	42
27	Gaming Across Different Consoles: Exploring the Influence of Control Scheme on Game-Player Enjoyment. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2011, 14, 345-350.	3.9	68
28	Exploring Third-Person Differences Between Gamers and Nongamers. <i>Journal of Communication</i> , 2011, 61, 307-327.	3.7	42
29	"Killing Spree": Exploring the Connection Between Competitive Game Play and Aggressive Cognition. <i>Communication Research</i> , 2010, 37, 256-274.	5.9	95
30	Content Analysis of Video Games: Challenges and Potential Solutions. <i>Communication Methods and Measures</i> , 2009, 3, 147-172.	4.7	33
31	Media Use and Protest: The Role of Mainstream and Alternative Media Use in Predicting Traditional and Protest Participation. <i>Communication Quarterly</i> , 2009, 57, 1-17.	1.3	57
32	Understanding Person Perceptions: Comparing Four Common Statistical Approaches to Third-Person Research. <i>Mass Communication and Society</i> , 2008, 11, 492-513.	2.1	42
33	Ideology, Issues, and Limited Information: Implications for Voting Behavior. <i>Atlantic Journal of Communication</i> , 2007, 15, 284-302.	1.0	2
34	Expressive Responses to News Stories About Extremist Groups: A Framing Experiment. <i>Journal of Communication</i> , 2006, 56, 271-288.	3.7	39
35	Media Dissociation, Internet Use, and Antiwar Political Participation: A Case Study of Political Dissent and Action Against the War in Iraq. <i>Mass Communication and Society</i> , 2006, 9, 461-483.	2.1	49
36	Method Matters. <i>Science Communication</i> , 2005, 26, 269-287.	3.3	14

#	ARTICLE	IF	CITATIONS
37	Media Dialogue: Perceiving and Addressing Community Problems. <i>Mass Communication and Society</i> , 2005, 8, 93-110.	2.1	46
38	Civic Attachment in the Aftermath of September 11. <i>Mass Communication and Society</i> , 2005, 8, 323-346.	2.1	10
39	The Interplay of News Frames on Cognitive Complexity. <i>Human Communication Research</i> , 2004, 30, 102-120.	3.4	119
40	The Interplay of News Frames on Cognitive Complexity. <i>Human Communication Research</i> , 2004, 30, 102-120.	3.4	10
41	Applied Communication Research Methods. , 0, , .		8
42	A Recipe for Success: The Effect of Dyadic Communication and Cooperative Gameplay on Subsequent Non-gaming Task Performance. <i>Human Communication Research</i> , 0, , .	3.4	2
43	Coverage of Public Opinion Polls: Journalists'™ Perceptions and Readers'™ Responses. <i>Journalism Practice</i> , 0, , 1-20.	2.2	3