

# Richard E Petty

## List of Publications by Year in descending order

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317  
papers

56,986  
citations

3159

92  
h-index

1568

217  
g-index

332  
all docs

332  
docs citations

332  
times ranked

26285  
citing authors

#	ARTICLE	IF	CITATIONS
1	The need for cognition.. Journal of Personality and Social Psychology, 1982, 42, 116-131.	2.8	3,874
2	Communication and Persuasion. , 1986, , .		3,822
3	The Elaboration Likelihood Model of Persuasion. Advances in Experimental Social Psychology, 1986, , 123-205.	3.3	3,718
4	Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. Journal of Consumer Research, 1983, 10, 135.	5.1	3,360
5	Using social and behavioural science to support COVID-19 pandemic response. Nature Human Behaviour, 2020, 4, 460-471.	12.0	3,200
6	The Efficient Assessment of Need for Cognition. Journal of Personality Assessment, 1984, 48, 306-307.	2.1	2,155
7	Dispositional differences in cognitive motivation: The life and times of individuals varying in need for cognition.. Psychological Bulletin, 1996, 119, 197-253.	6.1	1,996
8	Mediation Analysis in Social Psychology: Current Practices and New Recommendations. Social and Personality Psychology Compass, 2011, 5, 359-371.	3.7	1,647
9	Personal involvement as a determinant of argument-based persuasion.. Journal of Personality and Social Psychology, 1981, 41, 847-855.	2.8	1,439
10	The effects of involvement on responses to argument quantity and quality: Central and peripheral routes to persuasion.. Journal of Personality and Social Psychology, 1984, 46, 69-81.	2.8	1,326
11	Issue involvement can increase or decrease persuasion by enhancing message-relevant cognitive responses.. Journal of Personality and Social Psychology, 1979, 37, 1915-1926.	2.8	1,137
12	ATTITUDES AND ATTITUDE CHANGE. Annual Review of Psychology, 1997, 48, 609-647.	17.7	884
13	The Elaboration Likelihood Model of Persuasion. , 1986, , 1-24.		766
14	Effects of message repetition and position on cognitive response, recall, and persuasion.. Journal of Personality and Social Psychology, 1979, 37, 97-109.	2.8	662
15	Central and peripheral routes to persuasion: An individual difference perspective.. Journal of Personality and Social Psychology, 1986, 51, 1032-1043.	2.8	645
16	Effects of need for cognition on message evaluation, recall, and persuasion.. Journal of Personality and Social Psychology, 1983, 45, 805-818.	2.8	620
17	The effects of stereotype activation on behavior: A review of possible mechanisms.. Psychological Bulletin, 2001, 127, 797-826.	6.1	594
18	Electromyographic activity over facial muscle regions can differentiate the valence and intensity of affective reactions.. Journal of Personality and Social Psychology, 1986, 50, 260-268.	2.8	578

#	ARTICLE	IF	CITATIONS
19	Distraction can enhance or reduce yielding to propaganda: Thought disruption versus effort justification.. Journal of Personality and Social Psychology, 1976, 34, 874-884.	2.8	521
20	The gradual threshold model of ambivalence: Relating the positive and negative bases of attitudes to subjective ambivalence.. Journal of Personality and Social Psychology, 1996, 71, 431-449.	2.8	500
21	Mood management across affective states: The hedonic contingency hypothesis.. Journal of Personality and Social Psychology, 1994, 66, 1034-1048.	2.8	450
22	The Effects of Over Head Movements on Persuasion: Compatibility and Incompatibility of Responses. Basic and Applied Social Psychology, 1980, 1, 219-230.	2.1	414
23	Need for Cognition and Advertising: Understanding the Role of Personality Variables in Consumer Behavior. Journal of Consumer Psychology, 1992, 1, 239-260.	4.5	411
24	Positive mood and persuasion: Different roles for affect under high- and low-elaboration conditions.. Journal of Personality and Social Psychology, 1993, 64, 5-20.	2.8	410
25	Thought confidence as a determinant of persuasion: The self-validation hypothesis.. Journal of Personality and Social Psychology, 2002, 82, 722-741.	2.8	404
26	The need to evaluate.. Journal of Personality and Social Psychology, 1996, 70, 172-194.	2.8	361
27	Positive mood can increase or decrease message scrutiny: The hedonic contingency view of mood and message processing.. Journal of Personality and Social Psychology, 1995, 69, 5-15.	2.8	357
28	Understanding the Role of the Self in Prime-to-Behavior Effects: The Active-Self Account. Personality and Social Psychology Review, 2007, 11, 234-261.	6.0	354
29	Flexible correction processes in social judgment: The role of naive theories in corrections for perceived bias.. Journal of Personality and Social Psychology, 1995, 68, 36-51.	2.8	345
30	Effects of task difficulty and task uniqueness on social loafing.. Journal of Personality and Social Psychology, 1982, 43, 1214-1229.	2.8	340
31	Personality and persuasion: Need for cognition moderates the persistence and resistance of attitude changes.. Journal of Personality and Social Psychology, 1992, 63, 308-319.	2.8	340
32	Involvement and persuasion: Tradition versus integration.. Psychological Bulletin, 1990, 107, 367-374.	6.1	339
33	The Flexible Correction Model: The Role of Naive Theories of Bias in Bias Correction. Advances in Experimental Social Psychology, 1997, 29, 141-208.	3.3	309
34	Implicit ambivalence from attitude change: An exploration of the PAST model.. Journal of Personality and Social Psychology, 2006, 90, 21-41.	2.8	297
35	The Role of the Affective and Cognitive Bases of Attitudes in Susceptibility to Affectively and Cognitively Based Persuasion. Personality and Social Psychology Bulletin, 1999, 25, 363-381.	3.0	294
36	Flexible Correction Processes in Social Judgment: Correcting for Context-Induced Contrast. Journal of Experimental Social Psychology, 1993, 29, 137-165.	2.2	289

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37	Resistance and Persuasion. , 0, , .		286
38	The effects of message recipients' power before and after persuasion: A self-validation analysis.. Journal of Personality and Social Psychology, 2007, 93, 1040-1053.	2.8	281
39	Source Attributions and Persuasion: Perceived Honesty as a Determinant of Message Scrutiny. Personality and Social Psychology Bulletin, 1995, 21, 637-654.	3.0	273
40	Beyond valence in the perception of likelihood: The role of emotion specificity.. Journal of Personality and Social Psychology, 2000, 78, 397-416.	2.8	273
41	Matching Versus Mismatching Attitude Functions: Implications for Scrutiny of Persuasive Messages. Personality and Social Psychology Bulletin, 1998, 24, 227-240.	3.0	268
42	The Metaâ€Cognitive Model (MCM) of Attitudes: Implications for Attitude Measurement, Change, and Strength. Social Cognition, 2007, 25, 657-686.	0.9	259
43	Discrete Emotions and Persuasion: The Role of Emotion-Induced Expectancies.. Journal of Personality and Social Psychology, 2004, 86, 43-56.	2.8	248
44	The Influence of Spokesperson Trustworthiness on Message Elaboration, Attitude Strength, and Advertising Effectiveness. Journal of Consumer Psychology, 2003, 13, 408-421.	4.5	239
45	Message Framing and Persuasion: A Message Processing Analysis. Personality and Social Psychology Bulletin, 1996, 22, 257-268.	3.0	236
46	What doesn't kill me makes me stronger: The effects of resisting persuasion on attitude certainty.. Journal of Personality and Social Psychology, 2002, 83, 1298-1313.	2.8	231
47	Effects of rhetorical questions on persuasion: A cognitive response analysis.. Journal of Personality and Social Psychology, 1981, 40, 432-440.	2.8	227
48	Forewarning, cognitive responding, and resistance to persuasion.. Journal of Personality and Social Psychology, 1977, 35, 645-655.	2.8	226
49	Selfâ€Schema Matching and Attitude Change: Situational and Dispositional Determinants of Message Elaboration. Journal of Consumer Research, 2005, 31, 787-797.	5.1	225
50	Overt head movements and persuasion: A self-validation analysis.. Journal of Personality and Social Psychology, 2003, 84, 1123-1139.	2.8	218
51	Extending the bases of subjective attitudinal ambivalence: Interpersonal and intrapersonal antecedents of evaluative tension.. Journal of Personality and Social Psychology, 2001, 80, 19-34.	2.8	214
52	Field dependence and attitude change: Source credibility can alter persuasion by affecting message-relevant thinking. Journal of Personality, 1983, 51, 653-666.	3.2	208
53	Understanding knowledge effects on attitude-behavior consistency: The role of relevance, complexity, and amount of knowledge.. Journal of Personality and Social Psychology, 2006, 90, 556-577.	2.8	207
54	Majority and minority influence: Source^position imbalance as a determinant of message scrutiny.. Journal of Personality and Social Psychology, 1994, 67, 5-19.	2.8	206

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55	Source Credibility and Attitude Certainty: A Metacognitive Analysis of Resistance to Persuasion. Journal of Consumer Psychology, 2004, 14, 427-442.	4.5	203
56	Effects of message Repetition on Argument Processing, Recall, and Persuasion. Basic and Applied Social Psychology, 1989, 10, 3-12.	2.1	202
57	Effects of Forwarning of Persuasive Intent and Involvement on Cognitive Responses and Persuasion. Personality and Social Psychology Bulletin, 1979, 5, 173-176.	3.0	199
58	The effects of group diffusion of cognitive effort on attitudes: An information-processing view.. Journal of Personality and Social Psychology, 1980, 38, 81-92.	2.8	196
59	Information utility and the multiple source effect.. Journal of Personality and Social Psychology, 1987, 52, 260-268.	2.8	193
60	Self-Validation of Cognitive Responses to Advertisements. Journal of Consumer Research, 2004, 30, 559-573.	5.1	188
61	When credibility attacks: The reverse impact of source credibility on persuasion. Journal of Experimental Social Psychology, 2006, 42, 684-691.	2.2	188
62	Contextual Moderation of Racial Bias: The Impact of Social Roles on Controlled and Automatically Activated Attitudes.. Journal of Personality and Social Psychology, 2004, 87, 5-22.	2.8	183
63	Discrepancies between explicit and implicit self-concepts: Consequences for information processing.. Journal of Personality and Social Psychology, 2006, 91, 154-170.	2.8	183
64	Personality moderators of mood congruency effects on cognition: The role of self-esteem and negative mood regulation.. Journal of Personality and Social Psychology, 1995, 68, 1092-1107.	2.8	182
65	Ease of Retrieval Effects in Persuasion: A Self-Validation Analysis. Personality and Social Psychology Bulletin, 2002, 28, 1700-1712.	3.0	176
66	Predicting the Effectiveness of Different Strategies of Advertising Variation: A Test of the Repetition-Variation Hypotheses. Journal of Consumer Research, 1990, 17, 192.	5.1	169
67	Emotion and persuasion: Cognitive and meta-cognitive processes impact attitudes. Cognition and Emotion, 2015, 29, 1-26.	2.0	167
68	Happiness versus sadness as a determinant of thought confidence in persuasion: A self-validation analysis.. Journal of Personality and Social Psychology, 2007, 93, 711-727.	2.8	165
69	Priming a New Identity: Self-Monitoring Moderates the Effects of Nonself Primes on Self-Judgments and Behavior.. Journal of Personality and Social Psychology, 2005, 89, 657-671.	2.8	155
70	Source factors in persuasion: A self-validation approach. European Review of Social Psychology, 2009, 20, 49-96.	9.4	155
71	The mere perception of elaboration creates attitude certainty: Exploring the thoughtfulness heuristic.. Journal of Personality and Social Psychology, 2008, 95, 489-509.	2.8	147
72	Effects of mood on high elaboration attitude change: The mediating role of likelihood judgments. European Journal of Social Psychology, 1994, 24, 25-43.	2.4	146

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73	The Malleable Meaning of Subjective Ease. <i>Psychological Science</i> , 2006, 17, 200-206.	3.3	146
74	Rudimentary determinants of attitudes: Classical conditioning is more effective when prior knowledge about the attitude stimulus is low than high. <i>Journal of Experimental Social Psychology</i> , 1992, 28, 207-233.	2.2	137
75	The Influence of Motor Processes on Attitudes Toward Novel Versus Familiar Semantic Stimuli. <i>Personality and Social Psychology Bulletin</i> , 1996, 22, 442-447.	3.0	137
76	Consumer conviction and commitment: An appraisal-based framework for attitude certainty. <i>Journal of Consumer Psychology</i> , 2014, 24, 119-136.	4.5	136
77	Persuasion: From Single to Multiple to Metacognitive Processes. <i>Perspectives on Psychological Science</i> , 2008, 3, 137-147.	9.0	135
78	Specific forms of facial EMG response index emotions during an interview: From Darwin to the continuous flow hypothesis of affect-laden information processing.. <i>Journal of Personality and Social Psychology</i> , 1988, 54, 592-604.	2.8	132
79	The Effects of Group Size on Cognitive Effort and Evaluation. <i>Personality and Social Psychology Bulletin</i> , 1977, 3, 579-582.	3.0	130
80	Attitudes and recycling: Does the measurement of affect enhance behavioral prediction?. <i>Psychology and Marketing</i> , 1994, 11, 359-374.	8.2	129
81	Thought confidence as a determinant of persuasion: The self-validation hypothesis.. <i>Journal of Personality and Social Psychology</i> , 2002, 82, 722-741.	2.8	127
82	Think Unto Others: The Self-Destructive Impact of Negative Racial Stereotypes. <i>Journal of Experimental Social Psychology</i> , 2001, 37, 173-180.	2.2	123
83	What's in a frame anyway?: A meta-cognitive analysis of the impact of one versus two sided message framing on attitude certainty. <i>Journal of Consumer Psychology</i> , 2008, 18, 137-149.	4.5	119
84	Increasing the Effectiveness of Communications to Consumers: Recommendations Based on Elaboration Likelihood and Attitude Certainty Perspectives. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 39-52.	3.4	117
85	Body posture effects on self-evaluation: A self-validation approach. <i>European Journal of Social Psychology</i> , 2009, 39, 1053-1064.	2.4	117
86	The Impact of Personality on Cognitive, Behavioral, and Affective Political Processes: The Effects of Need to Evaluate. <i>Journal of Personality</i> , 2004, 72, 995-1028.	3.2	114
87	When Resistance Is Futile: Consequences of Failed Counterarguing for Attitude Certainty.. <i>Journal of Personality and Social Psychology</i> , 2004, 86, 219-235.	2.8	112
88	Multiple Roles for Source Credibility Under High Elaboration: It's all in the Timing. <i>Social Cognition</i> , 2007, 25, 536-552.	0.9	110
89	Effects of source magnification of cognitive effort on attitudes: An information-processing view.. <i>Journal of Personality and Social Psychology</i> , 1981, 40, 401-413.	2.8	109
90	Memory-based versus on-line processing: Implications for attitude strength. <i>Journal of Experimental Social Psychology</i> , 2006, 42, 646-653.	2.2	109

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91	Attitudes and cognitive response: An electrophysiological approach.. Journal of Personality and Social Psychology, 1979, 37, 2181-2199.	2.8	108
92	Implications of Attitude Change Theories for Numerical Anchoring: Anchor Plausibility and the Limits of Anchor Effectiveness. Journal of Experimental Social Psychology, 2001, 37, 62-69.	2.2	105
93	Expectations of reassurance influence the nature of fear-stimulated attitude change. Journal of Experimental Social Psychology, 1992, 28, 86-100.	2.2	103
94	Saying no to negativity: The effects of context and motivation to control prejudice on automatic evaluative responses. Journal of Experimental Social Psychology, 2005, 41, 19-35.	2.2	103
95	Elaboration and numerical anchoring: Implications of attitude theories for consumer judgment and decision making. Journal of Consumer Psychology, 2010, 20, 5-16.	4.5	102
96	The Multiple Source Effect in Persuasion. Personality and Social Psychology Bulletin, 1981, 7, 627-635.	3.0	101
97	The Elaboration Likelihood Model. , 2012, , 224-245.		101
98	“Saying One Thing and Doing Another” Examining the Impact of Event Order on Hypocrisy Judgments of Others. Personality and Social Psychology Bulletin, 2005, 31, 1463-1474.	3.0	100
99	Fundamental Processes Leading to Attitude Change: Implications for Cancer Prevention Communications. Journal of Communication, 2006, 56, S81-S104.	3.7	96
100	Electromyograms as measures of extent and affectivity of information processing.. American Psychologist, 1981, 36, 441-456.	4.2	94
101	Flexible Correction Processes in Social Judgment: Implications for Persuasion. Social Cognition, 1998, 16, 93-113.	0.9	94
102	Elaboration and consequences of anchored estimates: An attitudinal perspective on numerical anchoring. Journal of Experimental Social Psychology, 2008, 44, 1465-1476.	2.2	94
103	Addressing Disturbing and Disturbed Consumer Behavior: Is it Necessary to Change the Way We Conduct Behavioral Science?. Journal of Marketing Research, 1996, 33, 1-8.	4.8	91
104	What doesn't kill me makes me stronger: The effects of resisting persuasion on attitude certainty.. Journal of Personality and Social Psychology, 2002, 83, 1298-1313.	2.8	91
105	Semantic, Evaluative, and Self-Referent Processing: Memory, Cognitive Effort, and Somatovisceral Activity. Psychophysiology, 1985, 22, 371-384.	2.4	89
106	Source and message factors in persuasion: A reply to stiff's critique of the elaboration likelihood model. Communication Monographs, 1987, 54, 233-249.	2.7	89
107	The effects of a salient self-schema on the evaluation of proattitudinal editorials: Top-down versus bottom-up message processing. Journal of Experimental Social Psychology, 1982, 18, 324-338.	2.2	88
108	A Review and Conceptual Framework for Understanding Personalized Matching Effects in Persuasion. Journal of Consumer Psychology, 2021, 31, 382-414.	4.5	84

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109	On-Line Versus Memory-Based Processing: The Role of "Need to Evaluate" in Person Perception. Personality and Social Psychology Bulletin, 2001, 27, 1599-1612.	3.0	83
110	Resistance to Persuasion and Attitude Certainty: The Moderating Role of Elaboration. Personality and Social Psychology Bulletin, 2004, 30, 1446-1457.	3.0	83
111	The Relative Impact of Age and Attractiveness Stereotypes on Persuasion. Journal of Gerontology, 1983, 38, 340-343.	1.9	82
112	Not all stereotyping is created equal: Differential consequences of thoughtful versus nonthoughtful stereotyping.. Journal of Personality and Social Psychology, 2006, 90, 42-59.	2.8	82
113	Whence Univalent Ambivalence? From the Anticipation of Conflicting Reactions. Journal of Consumer Research, 2007, 34, 11-21.	5.1	80
114	Emotion Specificity and Consumer Behavior: Anger, Sadness, and Preference for Activity. Motivation and Emotion, 2004, 28, 3-21.	1.3	79
115	The Effect of Self-Affirmation in Nonthreatening Persuasion Domains: Timing Affects the Process. Personality and Social Psychology Bulletin, 2007, 33, 1533-1546.	3.0	79
116	The impact of perceived message complexity and need for cognition on information processing and attitudes. Journal of Research in Personality, 2009, 43, 880-889.	1.7	79
117	Affective and cognitive meta-bases of attitudes: Unique effects on information interest and persuasion.. Journal of Personality and Social Psychology, 2008, 94, 938-955.	2.8	78
118	Addressing Disturbing and Disturbed Consumer Behavior: Is It Necessary to Change the Way We Conduct Behavioral Science?. Journal of Marketing Research, 1996, 33, 1.	4.8	77
119	Stigmatized sources and persuasion: Prejudice as a determinant of argument scrutiny.. Journal of Personality and Social Psychology, 1999, 76, 19-34.	2.8	75
120	Issue involvement can increase or decrease persuasion by enhancing message-relevant cognitive responses.. Journal of Personality and Social Psychology, 1979, 37, 1915-1926.	2.8	75
121	Personal involvement as a determinant of argument-based persuasion.. Journal of Personality and Social Psychology, 1981, 41, 847-855.	2.8	75
122	Individual Versus Group Interest Violation: Surprise as a Determinant of Argument Scrutiny and Persuasion. Social Cognition, 2001, 19, 418-442.	0.9	73
123	Self-generated persuasion: Effects of the target and direction of arguments.. Journal of Personality and Social Psychology, 2012, 102, 925-940.	2.8	73
124	How We Conceptualize Our Attitudes Matters: The Effects of Valence Framing on the Resistance of Political Attitudes. Political Psychology, 2005, 26, 553-568.	3.6	69
125	Need for Cognition Can Magnify or Attenuate Priming Effects in Social Judgment. Personality and Social Psychology Bulletin, 2008, 34, 900-912.	3.0	68
126	Self-Guide Framing and Persuasion: Responsibly Increasing Message Processing to Ideal Levels. Personality and Social Psychology Bulletin, 2003, 29, 313-324.	3.0	67

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127	Exploring the Valence-Framing Effect: Negative Framing Enhances Attitude Strength. Political Psychology, 2011, 32, 59-80.	3.6	67
128	Wanting other attitudes: Actual-desired attitude discrepancies predict feelings of ambivalence and ambivalence consequences. Journal of Experimental Social Psychology, 2014, 53, 5-18.	2.2	67
129	Resisting persuasion by the skin of one's teeth: The hidden success of resisted persuasive messages.. Journal of Personality and Social Psychology, 2006, 91, 423-435.	2.8	66
130	Making it moral: Merely labeling an attitude as moral increases its strength. Journal of Experimental Social Psychology, 2016, 65, 82-93.	2.2	65
131	Affect and Persuasion. American Behavioral Scientist, 1988, 31, 355-371.	3.8	62
132	The Naive Scientist Revisited: Naive Theories and Social Judgment. Social Cognition, 1998, 16, 1-7.	0.9	62
133	Motivation to Think and Order Effects in Persuasion: The Moderating Role of Chunking. Personality and Social Psychology Bulletin, 2001, 27, 332-344.	3.0	62
134	Ease of retrieval effects in social judgment: The role of unrequested cognitions.. Journal of Personality and Social Psychology, 2007, 93, 143-157.	2.8	62
135	Consumer persuasion: Indirect change and implicit balance. Psychology and Marketing, 2010, 27, 938-963.	8.2	62
136	The Impact of Attitude Accessibility on Elaboration of Persuasive Messages. Personality and Social Psychology Bulletin, 1998, 24, 339-352.	3.0	61
137	Chapter 2 Persuasion. Advances in Experimental Social Psychology, 2009, 41, 69-118.	3.3	61
138	Ambivalence and certainty can interact to predict attitude stability over time. Journal of Experimental Social Psychology, 2016, 63, 56-68.	2.2	60
139	Is There One Persuasion Process or More? Lumping Versus Splitting in Attitude Change Theories. Psychological Inquiry, 1999, 10, 156-163.	0.9	52
140	Affective and cognitive validation of thoughts: An appraisal perspective on anger, disgust, surprise, and awe.. Journal of Personality and Social Psychology, 2018, 114, 693-718.	2.8	52
141	The low-ball compliance technique: Task or person commitment?. Journal of Personality and Social Psychology, 1981, 40, 492-500.	2.8	51
142	Attitudes and Persuasion. , 0, , .		51
143	The Review Process at PSPB: Correlates of Interreviewer Agreement and Manuscript Acceptance. Personality and Social Psychology Bulletin, 1999, 25, 188-203.	3.0	50
144	Replicating and fixing failed replications: The case of need for cognition and argument quality. Journal of Experimental Social Psychology, 2017, 69, 178-183.	2.2	50

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145	Evaluations of Self-Focused Versus Other-Focused Arguments for Social Distancing: An Extension of Moral Matching Effects. <i>Social Psychological and Personality Science</i> , 0, , 194855062094785.	3.9	50
146	Need for Cognition and Advertising. <i>Journal of Consumer Psychology</i> , 1992, 1, 239-260.	4.5	50
147	From Primed Construct to Motivated Behavior. <i>Personality and Social Psychology Bulletin</i> , 2012, 38, 1659-1670.	3.0	49
148	Electromyographic Specificity During Covert Information Processing. <i>Psychophysiology</i> , 1981, 18, 518-523.	2.4	47
149	The elaboration likelihood model: Implications for the practice of school psychology. <i>Journal of School Psychology</i> , 1997, 35, 107-136.	2.9	46
150	Social Inhibition of Helping Yourself: Bystander Response to a Cheeseburger. <i>Personality and Social Psychology Bulletin</i> , 1977, 3, 575-578.	3.0	45
151	Understanding Prime-to-Behavior Effects: Insights from the Active-Self Account. <i>Social Cognition</i> , 2014, 32, 109-123.	0.9	45
152	Naïve theories about persuasion: implications for information processing and consumer attitude change. <i>International Journal of Advertising</i> , 2015, 34, 85-106.	6.7	45
153	Challenging Moral Attitudes With Moral Messages. <i>Psychological Science</i> , 2019, 30, 1136-1150.	3.3	45
154	The Effects of Recipient Posture on Persuasion. <i>Personality and Social Psychology Bulletin</i> , 1983, 9, 209-222.	3.0	44
155	Treating Thoughts as Material Objects Can Increase or Decrease Their Impact on Evaluation. <i>Psychological Science</i> , 2013, 24, 41-47.	3.3	43
156	Processes of Social Influence: The Elaboration Likelihood Model of Persuasion. , 1985, , 215-274.		42
157	Attributions of responsibility for helping and doing harm: Evidence for confusion of responsibility.. <i>Journal of Personality and Social Psychology</i> , 1986, 50, 100-105.	2.8	42
158	A Metacognitive Model of Attitudes. <i>Journal of Consumer Research</i> , 2006, 33, 22-24.	5.1	42
159	Contextual contrast and perceived knowledge: Exploring the implications for persuasion. <i>Journal of Experimental Social Psychology</i> , 2007, 43, 17-30.	2.2	42
160	Embodied Persuasion. , 0, , 184-208.		42
161	The neuroscience of persuasion: A review with an emphasis on issues and opportunities. <i>Social Neuroscience</i> , 2018, 13, 129-172.	1.3	42
162	The effects of majority versus minority source status on persuasion: A self-validation analysis.. <i>Journal of Personality and Social Psychology</i> , 2010, 99, 498-512.	2.8	41

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163	Using Partially Structured Attitude Measures to Enhance the Attitude-Behavior Relationship. Personality and Social Psychology Bulletin, 2004, 30, 197-211.	3.0	40
164	Individual differences in relative hemispheric alpha abundance and cognitive responses to persuasive communications.. Journal of Personality and Social Psychology, 1982, 43, 623-636.	2.8	39
165	Ego-Involvement and Persuasion: An Appreciative Look at the Sherifâ€™s Contribution to the Study of Self-Relevance and Attitude Change. , 1992, , 147-174.		39
166	Anticipated Discussion of Interpretation Eliminates Actor-Observer Differences in the Attribution of Causality. Sociometry, 1977, 40, 247.	0.9	38
167	Intimacy and Scarcity of Self-Disclosure. Personality and Social Psychology Bulletin, 1981, 7, 493-503.	3.0	36
168	Cognitive and Affective Response As A Function of Relative Hemispheric Involvement. International Journal of Neuroscience, 1979, 9, 81-89.	1.6	35
169	Sex Differences in Influenceability. Personality and Social Psychology Bulletin, 1980, 6, 651-656.	3.0	35
170	Electromyographic specificity during simple physical and attitudinal tasks: Location and topographical features of integrated EMG responses. Biological Psychology, 1984, 18, 85-121.	2.2	35
171	Conceptual and Methodological Issues in the Elaboration Likelihood Model of Persuasion: A Reply to the Michigan State Critics. Communication Theory, 1993, 3, 336-342.	3.2	35
172	A Validity-Based Framework for Understanding Replication in Psychology. Personality and Social Psychology Review, 2020, 24, 316-344.	6.0	35
173	The Utility of Problem-solving Training that Emphasises Selfmanagement Principles. Counselling Psychology Quarterly, 1988, 1, 129-143.	2.3	34
174	A metacognitive approach to "implicit" and "explicit" evaluations: Comment on Gawronski and Bodenhausen (2006).. Psychological Bulletin, 2006, 132, 740-744.	6.1	34
175	Does self-consciousness increase or decrease priming effects? It depends. Journal of Experimental Social Psychology, 2008, 44, 882-889.	2.2	34
176	The effects of stereotype activation on behavior: A review of possible mechanisms.. Psychological Bulletin, 2001, 127, 797-826.	6.1	34
177	Resisting persuasion by counterarguing: An attitude strength perspective.. , 0, , 37-51.		34
178	The effects of power on prosocial outcomes: A self-validation analysis. Journal of Economic Psychology, 2014, 41, 20-30.	2.2	33
179	Elaboration and Validation Processes: Implications for Media Attitude Change. Media Psychology, 2015, 18, 267-291.	3.6	33
180	Persuasiveness of Communications is Affected by Exposure Frequency and Message Quality: A Theoretical and Empirical Analysis of Persisting Attitude Change. Current Issues and Research in Advertising, 1980, 3, 97-122.	0.1	33

#	ARTICLE	IF	CITATIONS
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