

Richard E Petty

List of Publications by Year in descending order

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310
papers

56,986
citations

3151

92
h-index

1565

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.	2.6	3,874
2	Communication and Persuasion. , 1986, , .		3,822
3	The Elaboration Likelihood Model of Persuasion. Advances in Experimental Social Psychology, 1986, , 123-205.	2.0	3,718
4	Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. Journal of Consumer Research, 1983, 10, 135.	3.5	3,360
5	Using social and behavioural science to support COVID-19 pandemic response. Nature Human Behaviour, 2020, 4, 460-471.	6.2	3,200
6	The Efficient Assessment of Need for Cognition. Journal of Personality Assessment, 1984, 48, 306-307.	1.3	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.	5.5	1,996
8	Mediation Analysis in Social Psychology: Current Practices and New Recommendations. Social and Personality Psychology Compass, 2011, 5, 359-371.	2.0	1,647
9	Personal involvement as a determinant of argument-based persuasion.. Journal of Personality and Social Psychology, 1981, 41, 847-855.	2.6	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.	2.6	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.	2.6	1,137
12	ATTITUDES AND ATTITUDE CHANGE. Annual Review of Psychology, 1997, 48, 609-647.	9.9	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.	2.6	662
15	Central and peripheral routes to persuasion: An individual difference perspective.. Journal of Personality and Social Psychology, 1986, 51, 1032-1043.	2.6	645
16	Effects of need for cognition on message evaluation, recall, and persuasion.. Journal of Personality and Social Psychology, 1983, 45, 805-818.	2.6	620
17	The effects of stereotype activation on behavior: A review of possible mechanisms.. Psychological Bulletin, 2001, 127, 797-826.	5.5	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.	2.6	578

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19	Distraction can enhance or reduce yielding to propaganda: Thought disruption versus effort justification.. Journal of Personality and Social Psychology, 1976, 34, 874-884.	2.6	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.	2.6	500
21	Mood management across affective states: The hedonic contingency hypothesis.. Journal of Personality and Social Psychology, 1994, 66, 1034-1048.	2.6	450
22	The Effects of Over Head Movements on Persuasion: Compatibility and Incompatibility of Responses. Basic and Applied Social Psychology, 1980, 1, 219-230.	1.2	414
23	Need for Cognition and Advertising: Understanding the Role of Personality Variables in Consumer Behavior. Journal of Consumer Psychology, 1992, 1, 239-260.	3.2	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.	2.6	410
25	Thought confidence as a determinant of persuasion: The self-validation hypothesis.. Journal of Personality and Social Psychology, 2002, 82, 722-741.	2.6	404
26	The need to evaluate.. Journal of Personality and Social Psychology, 1996, 70, 172-194.	2.6	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.	2.6	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.	3.4	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.	2.6	345
30	Effects of task difficulty and task uniqueness on social loafing.. Journal of Personality and Social Psychology, 1982, 43, 1214-1229.	2.6	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.	2.6	340
32	Involvement and persuasion: Tradition versus integration.. Psychological Bulletin, 1990, 107, 367-374.	5.5	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.	2.0	309
34	Implicit ambivalence from attitude change: An exploration of the PAST model.. Journal of Personality and Social Psychology, 2006, 90, 21-41.	2.6	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.	1.9	294
36	Flexible Correction Processes in Social Judgment: Correcting for Context-Induced Contrast. Journal of Experimental Social Psychology, 1993, 29, 137-165.	1.3	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.	2.6	281
39	Source Attributions and Persuasion: Perceived Honesty as a Determinant of Message Scrutiny. Personality and Social Psychology Bulletin, 1995, 21, 637-654.	1.9	273
40	Beyond valence in the perception of likelihood: The role of emotion specificity.. Journal of Personality and Social Psychology, 2000, 78, 397-416.	2.6	273
41	Matching Versus Mismatching Attitude Functions: Implications for Scrutiny of Persuasive Messages. Personality and Social Psychology Bulletin, 1998, 24, 227-240.	1.9	268
42	The Metaâ€“Cognitive Model (MCM) of Attitudes: Implications for Attitude Measurement, Change, and Strength. Social Cognition, 2007, 25, 657-686.	0.5	259
43	Discrete Emotions and Persuasion: The Role of Emotion-Induced Expectancies.. Journal of Personality and Social Psychology, 2004, 86, 43-56.	2.6	248
44	The Influence of Spokesperson Trustworthiness on Message Elaboration, Attitude Strength, and Advertising Effectiveness. Journal of Consumer Psychology, 2003, 13, 408-421.	3.2	239
45	Message Framing and Persuasion: A Message Processing Analysis. Personality and Social Psychology Bulletin, 1996, 22, 257-268.	1.9	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.	2.6	231
47	Effects of rhetorical questions on persuasion: A cognitive response analysis.. Journal of Personality and Social Psychology, 1981, 40, 432-440.	2.6	227
48	Forewarning, cognitive responding, and resistance to persuasion.. Journal of Personality and Social Psychology, 1977, 35, 645-655.	2.6	226
49	Selfâ€“Schema Matching and Attitude Change: Situational and Dispositional Determinants of Message Elaboration. Journal of Consumer Research, 2005, 31, 787-797.	3.5	225
50	Overt head movements and persuasion: A self-validation analysis.. Journal of Personality and Social Psychology, 2003, 84, 1123-1139.	2.6	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.	2.6	214
52	Field dependence and attitude change: Source credibility can alter persuasion by affecting message-relevant thinking. Journal of Personality, 1983, 51, 653-666.	1.8	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.	2.6	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.	2.6	206

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55	Source Credibility and Attitude Certainty: A Metacognitive Analysis of Resistance to Persuasion. <i>Journal of Consumer Psychology</i> , 2004, 14, 427-442.	3.2	203
56	Effects of message Repetition on Argument Processing, Recall, and Persuasion. <i>Basic and Applied Social Psychology</i> , 1989, 10, 3-12.	1.2	202
57	Effects of Forwarning of Persuasive Intent and Involvement on Cognitive Responses and Persuasion. <i>Personality and Social Psychology Bulletin</i> , 1979, 5, 173-176.	1.9	199
58	The effects of group diffusion of cognitive effort on attitudes: An information-processing view.. <i>Journal of Personality and Social Psychology</i> , 1980, 38, 81-92.	2.6	196
59	Information utility and the multiple source effect.. <i>Journal of Personality and Social Psychology</i> , 1987, 52, 260-268.	2.6	193
60	Self-Validation of Cognitive Responses to Advertisements. <i>Journal of Consumer Research</i> , 2004, 30, 559-573.	3.5	188
61	When credibility attacks: The reverse impact of source credibility on persuasion. <i>Journal of Experimental Social Psychology</i> , 2006, 42, 684-691.	1.3	188
62	Contextual Moderation of Racial Bias: The Impact of Social Roles on Controlled and Automatically Activated Attitudes.. <i>Journal of Personality and Social Psychology</i> , 2004, 87, 5-22.	2.6	183
63	Discrepancies between explicit and implicit self-concepts: Consequences for information processing.. <i>Journal of Personality and Social Psychology</i> , 2006, 91, 154-170.	2.6	183
64	Personality moderators of mood congruency effects on cognition: The role of self-esteem and negative mood regulation.. <i>Journal of Personality and Social Psychology</i> , 1995, 68, 1092-1107.	2.6	182
65	Ease of Retrieval Effects in Persuasion: A Self-Validation Analysis. <i>Personality and Social Psychology Bulletin</i> , 2002, 28, 1700-1712.	1.9	176
66	Predicting the Effectiveness of Different Strategies of Advertising Variation: A Test of the Repetition-Variation Hypotheses. <i>Journal of Consumer Research</i> , 1990, 17, 192.	3.5	169
67	Emotion and persuasion: Cognitive and meta-cognitive processes impact attitudes. <i>Cognition and Emotion</i> , 2015, 29, 1-26.	1.2	167
68	Happiness versus sadness as a determinant of thought confidence in persuasion: A self-validation analysis.. <i>Journal of Personality and Social Psychology</i> , 2007, 93, 711-727.	2.6	165
69	Priming a New Identity: Self-Monitoring Moderates the Effects of Nonself Primes on Self-Judgments and Behavior.. <i>Journal of Personality and Social Psychology</i> , 2005, 89, 657-671.	2.6	155
70	Source factors in persuasion: A self-validation approach. <i>European Review of Social Psychology</i> , 2009, 20, 49-96.	5.8	155
71	The mere perception of elaboration creates attitude certainty: Exploring the thoughtfulness heuristic.. <i>Journal of Personality and Social Psychology</i> , 2008, 95, 489-509.	2.6	147
72	Effects of mood on high elaboration attitude change: The mediating role of likelihood judgments. <i>European Journal of Social Psychology</i> , 1994, 24, 25-43.	1.5	146

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73	The Malleable Meaning of Subjective Ease. <i>Psychological Science</i> , 2006, 17, 200-206.	1.8	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.	1.3	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.	1.9	137
76	Consumer conviction and commitment: An appraisal-based framework for attitude certainty. <i>Journal of Consumer Psychology</i> , 2014, 24, 119-136.	3.2	136
77	Persuasion: From Single to Multiple to Metacognitive Processes. <i>Perspectives on Psychological Science</i> , 2008, 3, 137-147.	5.2	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.	2.6	132
79	The Effects of Group Size on Cognitive Effort and Evaluation. <i>Personality and Social Psychology Bulletin</i> , 1977, 3, 579-582.	1.9	130
80	Attitudes and recycling: Does the measurement of affect enhance behavioral prediction?. <i>Psychology and Marketing</i> , 1994, 11, 359-374.	4.6	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.	2.6	127
82	Think Unto Others: The Self-Destructive Impact of Negative Racial Stereotypes. <i>Journal of Experimental Social Psychology</i> , 2001, 37, 173-180.	1.3	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.	3.2	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.	2.2	117
85	Body posture effects on self-evaluation: A self-validation approach. <i>European Journal of Social Psychology</i> , 2009, 39, 1053-1064.	1.5	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.	1.8	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.	2.6	112
88	Multiple Roles for Source Credibility Under High Elaboration: It's all in the Timing. <i>Social Cognition</i> , 2007, 25, 536-552.	0.5	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.	2.6	109
90	Memory-based versus on-line processing: Implications for attitude strength. <i>Journal of Experimental Social Psychology</i> , 2006, 42, 646-653.	1.3	109

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91	Attitudes and cognitive response: An electrophysiological approach.. Journal of Personality and Social Psychology, 1979, 37, 2181-2199.	2.6	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.	1.3	105
93	Expectations of reassurance influence the nature of fear-stimulated attitude change. Journal of Experimental Social Psychology, 1992, 28, 86-100.	1.3	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.	1.3	103
95	Elaboration and numerical anchoring: Implications of attitude theories for consumer judgment and decision making. Journal of Consumer Psychology, 2010, 20, 5-16.	3.2	102
96	The Multiple Source Effect in Persuasion. Personality and Social Psychology Bulletin, 1981, 7, 627-635.	1.9	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.	1.9	100
99	Fundamental Processes Leading to Attitude Change: Implications for Cancer Prevention Communications. Journal of Communication, 2006, 56, S81-S104.	2.1	96
100	Electromyograms as measures of extent and affectivity of information processing.. American Psychologist, 1981, 36, 441-456.	3.8	94
101	Flexible Correction Processes in Social Judgment: Implications for Persuasion. Social Cognition, 1998, 16, 93-113.	0.5	94
102	Elaboration and consequences of anchored estimates: An attitudinal perspective on numerical anchoring. Journal of Experimental Social Psychology, 2008, 44, 1465-1476.	1.3	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.	3.0	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.	2.6	91
105	Semantic, Evaluative, and Self-Referent Processing: Memory, Cognitive Effort, and Somatovisceral Activity. Psychophysiology, 1985, 22, 371-384.	1.2	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.	1.9	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.	1.3	88
108	A Review and Conceptual Framework for Understanding Personalized Matching Effects in Persuasion. Journal of Consumer Psychology, 2021, 31, 382-414.	3.2	84

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109	On-Line Versus Memory-Based Processing: The Role of "Need to Evaluate" in Person Perception. <i>Personality and Social Psychology Bulletin</i> , 2001, 27, 1599-1612.	1.9	83
110	Resistance to Persuasion and Attitude Certainty: The Moderating Role of Elaboration. <i>Personality and Social Psychology Bulletin</i> , 2004, 30, 1446-1457.	1.9	83
111	The Relative Impact of Age and Attractiveness Stereotypes on Persuasion. <i>Journal of Gerontology</i> , 1983, 38, 340-343.	2.0	82
112	Not all stereotyping is created equal: Differential consequences of thoughtful versus nonthoughtful stereotyping.. <i>Journal of Personality and Social Psychology</i> , 2006, 90, 42-59.	2.6	82
113	Whence Univalent Ambivalence? From the Anticipation of Conflicting Reactions. <i>Journal of Consumer Research</i> , 2007, 34, 11-21.	3.5	80
114	Emotion Specificity and Consumer Behavior: Anger, Sadness, and Preference for Activity. <i>Motivation and Emotion</i> , 2004, 28, 3-21.	0.8	79
115	The Effect of Self-Affirmation in Nonthreatening Persuasion Domains: Timing Affects the Process. <i>Personality and Social Psychology Bulletin</i> , 2007, 33, 1533-1546.	1.9	79
116	The impact of perceived message complexity and need for cognition on information processing and attitudes. <i>Journal of Research in Personality</i> , 2009, 43, 880-889.	0.9	79
117	Affective and cognitive meta-bases of attitudes: Unique effects on information interest and persuasion.. <i>Journal of Personality and Social Psychology</i> , 2008, 94, 938-955.	2.6	78
118	Addressing Disturbing and Disturbed Consumer Behavior: Is It Necessary to Change the Way We Conduct Behavioral Science?. <i>Journal of Marketing Research</i> , 1996, 33, 1.	3.0	77
119	Stigmatized sources and persuasion: Prejudice as a determinant of argument scrutiny.. <i>Journal of Personality and Social Psychology</i> , 1999, 76, 19-34.	2.6	75
120	Individual Versus Group Interest Violation: Surprise as a Determinant of Argument Scrutiny and Persuasion. <i>Social Cognition</i> , 2001, 19, 418-442.	0.5	73
121	Self-generated persuasion: Effects of the target and direction of arguments.. <i>Journal of Personality and Social Psychology</i> , 2012, 102, 925-940.	2.6	73
122	How We Conceptualize Our Attitudes Matters: The Effects of Valence Framing on the Resistance of Political Attitudes. <i>Political Psychology</i> , 2005, 26, 553-568.	2.2	69
123	Need for Cognition Can Magnify or Attenuate Priming Effects in Social Judgment. <i>Personality and Social Psychology Bulletin</i> , 2008, 34, 900-912.	1.9	68
124	Self-Guide Framing and Persuasion: Responsibly Increasing Message Processing to Ideal Levels. <i>Personality and Social Psychology Bulletin</i> , 2003, 29, 313-324.	1.9	67
125	Exploring the Valence" Framing Effect: Negative Framing Enhances Attitude Strength. <i>Political Psychology</i> , 2011, 32, 59-80.	2.2	67
126	Wanting other attitudes: Actual" desired attitude discrepancies predict feelings of ambivalence and ambivalence consequences. <i>Journal of Experimental Social Psychology</i> , 2014, 53, 5-18.	1.3	67

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127	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.	2.6	66
128	Making it moral: Merely labeling an attitude as moral increases its strength. Journal of Experimental Social Psychology, 2016, 65, 82-93.	1.3	65
129	Affect and Persuasion. American Behavioral Scientist, 1988, 31, 355-371.	2.3	62
130	The Naive Scientist Revisited: Naive Theories and Social Judgment. Social Cognition, 1998, 16, 1-7.	0.5	62
131	Motivation to Think and Order Effects in Persuasion: The Moderating Role of Chunking. Personality and Social Psychology Bulletin, 2001, 27, 332-344.	1.9	62
132	Ease of retrieval effects in social judgment: The role of unrequested cognitions.. Journal of Personality and Social Psychology, 2007, 93, 143-157.	2.6	62
133	Consumer persuasion: Indirect change and implicit balance. Psychology and Marketing, 2010, 27, 938-963.	4.6	62
134	The Impact of Attitude Accessibility on Elaboration of Persuasive Messages. Personality and Social Psychology Bulletin, 1998, 24, 339-352.	1.9	61
135	Chapter 2 Persuasion. Advances in Experimental Social Psychology, 2009, 41, 69-118.	2.0	61
136	Ambivalence and certainty can interact to predict attitude stability over time. Journal of Experimental Social Psychology, 2016, 63, 56-68.	1.3	60
137	Is There One Persuasion Process or More? Lumping Versus Splitting in Attitude Change Theories. Psychological Inquiry, 1999, 10, 156-163.	0.4	52
138	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.	2.6	52
139	The low-ball compliance technique: Task or person commitment?. Journal of Personality and Social Psychology, 1981, 40, 492-500.	2.6	51
140	Attitudes and Persuasion. , 0, , .		51
141	The Review Process at PSPB: Correlates of Interviewer Agreement and Manuscript Acceptance. Personality and Social Psychology Bulletin, 1999, 25, 188-203.	1.9	50
142	Replicating and fixing failed replications: The case of need for cognition and argument quality. Journal of Experimental Social Psychology, 2017, 69, 178-183.	1.3	50
143	Evaluations of Self-Focused Versus Other-Focused Arguments for Social Distancing: An Extension of Moral Matching Effects. Social Psychological and Personality Science, 0, , 194855062094785.	2.4	50
144	Need for Cognition and Advertising. Journal of Consumer Psychology, 1992, 1, 239-260.	3.2	50

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145	From Primed Construct to Motivated Behavior. <i>Personality and Social Psychology Bulletin</i> , 2012, 38, 1659-1670.	1.9	49
146	Electromyographic Specificity During Covert Information Processing. <i>Psychophysiology</i> , 1981, 18, 518-523.	1.2	47
147	The elaboration likelihood model: Implications for the practice of school psychology. <i>Journal of School Psychology</i> , 1997, 35, 107-136.	1.5	46
148	Social Inhibition of Helping Yourself: Bystander Response to a Cheeseburger. <i>Personality and Social Psychology Bulletin</i> , 1977, 3, 575-578.	1.9	45
149	Understanding Prime-to-Behavior Effects: Insights from the Active-Self Account. <i>Social Cognition</i> , 2014, 32, 109-123.	0.5	45
150	Naïve theories about persuasion: implications for information processing and consumer attitude change. <i>International Journal of Advertising</i> , 2015, 34, 85-106.	4.2	45
151	Challenging Moral Attitudes With Moral Messages. <i>Psychological Science</i> , 2019, 30, 1136-1150.	1.8	45
152	The Effects of Recipient Posture on Persuasion. <i>Personality and Social Psychology Bulletin</i> , 1983, 9, 209-222.	1.9	44
153	Treating Thoughts as Material Objects Can Increase or Decrease Their Impact on Evaluation. <i>Psychological Science</i> , 2013, 24, 41-47.	1.8	43
154	Processes of Social Influence: The Elaboration Likelihood Model of Persuasion. , 1985, , 215-274.		42
155	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.	2.6	42
156	A Metacognitive Model of Attitudes. <i>Journal of Consumer Research</i> , 2006, 33, 22-24.	3.5	42
157	Contextual contrast and perceived knowledge: Exploring the implications for persuasion. <i>Journal of Experimental Social Psychology</i> , 2007, 43, 17-30.	1.3	42
158	Embodied Persuasion. , 0, , 184-208.		42
159	The neuroscience of persuasion: A review with an emphasis on issues and opportunities. <i>Social Neuroscience</i> , 2018, 13, 129-172.	0.7	42
160	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.	2.6	41
161	Using Partially Structured Attitude Measures to Enhance the Attitude-Behavior Relationship. <i>Personality and Social Psychology Bulletin</i> , 2004, 30, 197-211.	1.9	40
162	Individual differences in relative hemispheric alpha abundance and cognitive responses to persuasive communications.. <i>Journal of Personality and Social Psychology</i> , 1982, 43, 623-636.	2.6	39

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163	Ego-Involvement and Persuasion: An Appreciative Look at the Sherif's Contribution to the Study of Self-Relevance and Attitude Change. , 1992, , 147-174.		39
164	Anticipated Discussion of Interpretation Eliminates Actor-Observer Differences in the Attribution of Causality. Sociometry, 1977, 40, 247.	0.9	38
165	Intimacy and Scarcity of Self-Disclosure. Personality and Social Psychology Bulletin, 1981, 7, 493-503.	1.9	36
166	Cognitive and Affective Response As A Function of Relative Hemispheric Involvement. International Journal of Neuroscience, 1979, 9, 81-89.	0.8	35
167	Sex Differences in Influenceability. Personality and Social Psychology Bulletin, 1980, 6, 651-656.	1.9	35
168	Electromyographic specificity during simple physical and attitudinal tasks: Location and topographical features of integrated EMG responses. Biological Psychology, 1984, 18, 85-121.	1.1	35
169	Conceptual and Methodological Issues in the Elaboration Likelihood Model of Persuasion: A Reply to the Michigan State Critics. Communication Theory, 1993, 3, 336-342.	2.0	35
170	A Validity-Based Framework for Understanding Replication in Psychology. Personality and Social Psychology Review, 2020, 24, 316-344.	3.4	35
171	The Utility of Problem-solving Training that Emphasises Selfmanagement Principles. Counselling Psychology Quarterly, 1988, 1, 129-143.	1.5	34
172	A metacognitive approach to "implicit" and "explicit" evaluations: Comment on Gawronski and Bodenhausen (2006).. Psychological Bulletin, 2006, 132, 740-744.	5.5	34
173	Does self-consciousness increase or decrease priming effects? It depends. Journal of Experimental Social Psychology, 2008, 44, 882-889.	1.3	34
174	Resisting persuasion by counterarguing: An attitude strength perspective.. , 0, , 37-51.		34
175	The effects of power on prosocial outcomes: A self-validation analysis. Journal of Economic Psychology, 2014, 41, 20-30.	1.1	33
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