

Bartosz W Wojdynski

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3852459/publications.pdf>

Version: 2024-02-01

34
papers

1,446
citations

516681

16
h-index

434170

31
g-index

37
all docs

37
docs citations

37
times ranked

743
citing authors

#	ARTICLE	IF	CITATIONS
1	Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising. <i>Journal of Advertising</i> , 2016, 45, 157-168.	6.6	395
2	The Deceptiveness of Sponsored News Articles. <i>American Behavioral Scientist</i> , 2016, 60, 1475-1491.	3.8	126
3	Tracking users' visual attention and responses to personalized advertising based on task cognitive demand. <i>Computers in Human Behavior</i> , 2016, 55, 867-876.	8.5	117
4	The Covert Advertising Recognition and Effects (CARE) model: Processes of persuasion in native advertising and other masked formats. <i>International Journal of Advertising</i> , 2020, 39, 4-31.	6.7	90
5	The effects of disclosure format on native advertising recognition and audience perceptions of legacy and online news publishers. <i>Journalism</i> , 2020, 21, 1965-1984.	2.7	73
6	Measuring Sponsorship Transparency in the Age of Native Advertising. <i>Journal of Consumer Affairs</i> , 2018, 52, 115-137.	2.3	68
7	Native Advertising and the Future of Mass Communication. <i>American Behavioral Scientist</i> , 2016, 60, 1403-1407.	3.8	60
8	Reducing Native Advertising Deception: Revisiting the Antecedents and Consequences of Persuasion Knowledge in Digital News Contexts. <i>Mass Communication and Society</i> , 2019, 22, 222-247.	2.1	60
9	Building a Better Native Advertising Disclosure. <i>Journal of Interactive Advertising</i> , 2017, 17, 150-161.	5.3	56
10	How sponsorship transparency mitigates negative effects of advertising recognition. <i>International Journal of Advertising</i> , 2019, 38, 364-382.	6.7	54
11	How Brand Disclosure Timing and Brand Prominence Influence Consumer's Intention to Share Branded Entertainment Content. <i>Journal of Interactive Marketing</i> , 2018, 42, 18-31.	6.2	46
12	Using immersive virtual reality to improve the beliefs and intentions of influenza vaccine avoidant 18-to-49-year-olds: Considerations, effects, and lessons learned. <i>Vaccine</i> , 2020, 38, 1225-1233.	3.8	45
13	Picture This: The Influence of Emotionally Valenced Images, On Attention, Selection, and Sharing of Social Media News. <i>Media Psychology</i> , 2018, 21, 202-221.	3.6	40
14	Distraction effects of contextual advertising on online news processing: an eye-tracking study. <i>Behaviour and Information Technology</i> , 2016, 35, 654-664.	4.0	35
15	Effects of "Meaningful" Entertainment on Altruistic Behavior: Investigating Potential Mediators. <i>Journal of Broadcasting and Electronic Media</i> , 2015, 59, 603-619.	1.5	21
16	Boys Earn, Girls Buy: Depictions of Materialism on US Children's Branded-Entertainment Websites. <i>Journal of Children and Media</i> , 2014, 8, 404-422.	1.7	18
17	How the level of personalization affects the effectiveness of personalized ad messages: the moderating role of narcissism. <i>International Journal of Advertising</i> , 2019, 38, 1116-1138.	6.7	18
18	Interactive Data Graphics and Information Processing. <i>Journal of Media Psychology</i> , 2015, 27, 11-21.	1.0	14

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19	The three dimensions of website navigability: Explication and effects. <i>Journal of the Association for Information Science and Technology</i> , 2016, 67, 454-464.	2.9	12
20	Moody news: The impact of collective emotion ratings on online news consumers's attitudes, memory, and behavioral intentions. <i>New Media and Society</i> , 2016, 18, 2576-2594.	5.0	11
21	Getting a little too personal? Positive and negative effects of personalized advertising on online multitaskers. <i>Telematics and Informatics</i> , 2022, 71, 101831.	5.8	10
22	An introduction to the special issue on native and covert advertising formats. <i>International Journal of Advertising</i> , 2020, 39, 1-3.	6.7	9
23	Invisible transparency: Visual attention to disclosures and source recognition in Facebook political advertising. <i>Journal of Information Technology and Politics</i> , 2021, 18, 70-83.	2.9	8
24	Staying Alive: TV News Facebook Posts, Perceived Credibility, and Engagement Intent. <i>Electronic News</i> , 2019, 13, 3-22.	0.7	7
25	Living at the Speed of Mobile: How Users Evaluate Social Media News Posts on Smartphones. <i>Communication Research</i> , 0, , 009365022110185.	5.9	6
26	Using Directional Cues in Immersive Journalism: The Impact on Information Processing, Narrative Transportation, Presence, News Attitudes, and Credibility. <i>Digital Journalism</i> , 2023, 11, 982-1004.	4.2	6
27	Mortality Saliency Effects on Selective Exposure and Web Browsing Behavior. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2012, 15, 663-668.	3.9	4
28	How Multitasking during Video Content Decreases Ad Effectiveness: The Roles of Task Relevance, Video Involvement, and Visual Attention. <i>Journal of Promotion Management</i> , 2022, 28, 91-109.	3.4	4
29	Image Framing, Emoticons, and Sharing Intention for Health-Related Posts on Facebook. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2022, 25, 140-146.	3.9	4
30	What Kind of Media, and When? Public Opinion about Press Coverage of Politicians' Private Lives. <i>Journal of Mass Media Ethics</i> , 2011, 26, 206-223.	0.6	3
31	Looks Real, or Really Fake? Warnings, Visual Attention and Detection of False News Articles. <i>Open Information Science</i> , 2019, 3, 166-180.	1.0	2
32	Games and Quizzes in Online Journalism. , 2019, , 667-693.		2
33	Text Remains Most Useful Format for Online News Sites. <i>Newspaper Research Journal</i> , 2015, 36, 108-121.	0.9	1
34	Games and Quizzes in Online Journalism. <i>Advances in Multimedia and Interactive Technologies Book Series</i> , 2016, , 329-355.	0.2	0