

# Brian G Southwell

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/44011/publications.pdf>

Version: 2024-02-01

103  
papers

3,130  
citations

201385

27  
h-index

197535

49  
g-index

124  
all docs

124  
docs citations

124  
times ranked

3129  
citing authors

#	ARTICLE	IF	CITATIONS
1	Alcohol and Cancer: Existing Knowledge and Evidence Gaps across the Cancer Continuum. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2022, 31, 5-10.	1.1	13
2	Provider response and follow-up to parental declination of HPV vaccination. <i>Vaccine</i> , 2022, 40, 344-350.	1.7	2
3	The impact of interactive advertising on consumer engagement, recall, and understanding: A scoping systematic review for informing regulatory science. <i>PLoS ONE</i> , 2022, 17, e0263339.	1.1	2
4	How Misinformation Research Can Mask Relationship Gaps that Undermine Public Health Response. <i>American Journal of Health Promotion</i> , 2022, 36, 561-563.	0.9	2
5	Defining and Measuring Scientific Misinformation. <i>Annals of the American Academy of Political and Social Science</i> , 2022, 700, 98-111.	0.8	29
6	News coverage and online advertising effects on patient-led search for aspirin, heart health, and stroke information and educational tool use. <i>Patient Education and Counseling</i> , 2021, 104, 663-665.	1.0	2
7	Development and validation of prescription drug risk, efficacy, and benefit perception measures in the context of direct-to-consumer prescription drug advertising. <i>Research in Social and Administrative Pharmacy</i> , 2021, 17, 942-955.	1.5	8
8	Experimental evidence of consumer and physician detection and rejection of misleading prescription drug website content. <i>Research in Social and Administrative Pharmacy</i> , 2021, 17, 733-743.	1.5	8
9	Multilevel communication to improve well-being during a pandemic. <i>Implementation Research and Practice</i> , 2021, 2, 263348952098826.	0.8	2
10	A Pilot Study of Medical Misinformation Perceptions and Training Among Practitioners in North Carolina (USA). <i>Inquiry (United States)</i> , 2021, 58, 004695802110357.	0.5	4
11	Predictors of willingness to get a COVID-19 vaccine in the U.S. <i>BMC Infectious Diseases</i> , 2021, 21, 338.	1.3	133
12	News coverage about aspirin as a countervailing force against low-dose aspirin campaign promotion. <i>Translational Behavioral Medicine</i> , 2021, 11, 1941-1946.	1.2	2
13	Social science and price transparency in direct-to-consumer prescription drug advertisements. <i>Research in Social and Administrative Pharmacy</i> , 2020, 16, 733-735.	1.5	2
14	Mental Models of Infectious Diseases and Public Understanding of COVID-19 Prevention. <i>Health Communication</i> , 2020, 35, 1707-1710.	1.8	22
15	Roles for Health Care Professionals in Addressing Patient-Held Misinformation Beyond Fact Correction. <i>American Journal of Public Health</i> , 2020, 110, S288-S289.	1.5	27
16	Patients' understanding of oncology clinical endpoints: A literature review. <i>Patient Education and Counseling</i> , 2020, 103, 1724-1735.	1.0	9
17	State-Level Point-of-Sale Tobacco News Coverage and Policy Progression Over a 2-Year Period. <i>Health Promotion Practice</i> , 2019, 20, 135-145.	0.9	5
18	Individual- and Ad-Level Predictors of Perceptions of Serious and Actionable Risks in Direct-to-Consumer Prescription Drug TV Advertising. <i>Journal of Health Communication</i> , 2019, 24, 536-546.	1.2	5

#	ARTICLE	IF	CITATIONS
19	Effects of E-cigarette Advertising Message Form and Cues on Cessation Intention: An Exploratory Study. <i>Journal of Health Communication</i> , 2019, 24, 570-580.	1.2	4
20	Misinformation as a Misunderstood Challenge to Public Health. <i>American Journal of Preventive Medicine</i> , 2019, 57, 282-285.	1.6	129
21	Aging and Direct-to-Consumer Prescription Drug Television Ads: The Effects of Individual Differences and Risk Presentation. <i>Journal of Health Communication</i> , 2019, 24, 368-376.	1.2	7
22	Taking Repeated Exposure into Account: An Experimental Study of Direct-To-Consumer Prescription Drug Television Ad Effects. <i>Journal of Health Communication</i> , 2019, 24, 503-511.	1.2	12
23	Factors That Mattered in Helping Travelers From Countries With Ebola Outbreaks Participate in Post-Arrival Monitoring During the 2014-2016 Ebola Epidemic. <i>Inquiry (United States)</i> , 2019, 56, 004695801989479.	0.5	3
24	Consumer Reactions to Price Comparison and Disclosure Information in Prescription Drug Print Advertising. <i>Journal of Consumer Affairs</i> , 2019, 53, 1255-1272.	1.2	8
25	Serious and actionable risks, plus disclosure: Investigating an alternative approach for presenting risk information in prescription drug television advertisements. <i>Research in Social and Administrative Pharmacy</i> , 2018, 14, 951-963.	1.5	14
26	Introduction to the Special Section: Networks and Health Care Outcomes. <i>Translational Behavioral Medicine</i> , 2018, 8, 527-530.	1.2	1
27	Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence. <i>Social Science and Medicine</i> , 2018, 218, 45-51.	1.8	15
28	A Mental Models Approach to Assessing Public Understanding of Zika Virus, Guatemala. <i>Emerging Infectious Diseases</i> , 2018, 24, 938-939.	2.0	10
29	Assessing hearing and cognition challenges in consumer processing of televised risk information: Validation of self-reported measures using performance indicators. <i>Preventive Medicine Reports</i> , 2018, 11, 145-147.	0.8	5
30	Frequency and Content of Conversations About Pictorial Warnings on Cigarette Packs. <i>Nicotine and Tobacco Research</i> , 2018, 20, 882-887.	1.4	18
31	Use of online promotion to encourage patient awareness of aspirin use to prevent heart attack and stroke. <i>Journal of Epidemiology and Community Health</i> , 2018, 72, 1059-1063.	2.0	5
32	TWO Awareness of Misinformation in Health-Related Advertising: A Narrative Review of the Literature. , 2018, , 35-50.		9
33	Correction of misleading information in prescription drug television advertising: The roles of advertisement similarity and time delay. <i>Research in Social and Administrative Pharmacy</i> , 2017, 13, 378-388.	1.5	27
34	Perceived support from a caregiver's social ties predicts subsequent care-recipient health. <i>Preventive Medicine Reports</i> , 2017, 8, 108-111.	0.8	17
35	Setting the agenda for a healthy retail environment: content analysis of US newspaper coverage of tobacco control policies affecting the point of sale, 2007-2014. <i>Tobacco Control</i> , 2017, 26, 406-414.	1.8	17
36	Physician response to contextualized price-comparison claims in prescription drug advertising. <i>Journal of Communication in Healthcare</i> , 2017, , 1-10.	0.8	1

#	ARTICLE	IF	CITATIONS
37	Activating values to stimulate organic food purchases: can advertisements increase pro-environmental intentions?. <i>Journal of Consumer Marketing</i> , 2017, 34, 427-441.	1.2	26
38	An experimental comparison of mobile texting programs to help young adults quit smoking. <i>Health Systems</i> , 2017, 6, 1-14.	0.9	7
39	Promoting Popular Understanding of Science and Health Through Social Networks. , 2017, , .		0
40	Zika Virus-Related News Coverage and Online Behavior, United States, Guatemala, and Brazil. <i>Emerging Infectious Diseases</i> , 2016, 22, 1320-1321.	2.0	85
41	Perceptions of emerging tobacco products and nicotine replacement therapy among pregnant women and women planning a pregnancy. <i>Preventive Medicine Reports</i> , 2016, 4, 481-485.	0.8	52
42	Future Challenges and Opportunities in Online Prescription Drug Promotion Research Comment on "Trouble Spots in Online Direct-to-Consumer Prescription Drug Promotion: A Content Analysis of FDA Warning Letters". <i>International Journal of Health Policy and Management</i> , 2016, 5, 211-213.	0.5	10
43	The SmokefreeTXT (SFTXT) Study: Web and Mobile Data Collection to Evaluate Smoking Cessation for Young Adults. <i>JMIR Research Protocols</i> , 2016, 5, e134.	0.5	11
44	Correction of Overstatement and Omission in Direct-to-Consumer Prescription Drug Advertising. <i>Journal of Communication</i> , 2015, 65, 596-618.	2.1	25
45	Encoded Exposure to Tobacco Use in Social Media Predicts Subsequent Smoking Behavior. <i>American Journal of Health Promotion</i> , 2015, 29, 259-261.	0.9	73
46	Stigma's Effect on Social Interaction and Social Media Activity. <i>Journal of Health Communication</i> , 2015, 20, 1337-1345.	1.2	20
47	Awareness of the Food and Drug Administration's Bad Ad Program and Education Regarding Pharmaceutical Advertising: A National Survey of Prescribers in Ambulatory Care Settings. <i>Journal of Health Communication</i> , 2015, 20, 1330-1336.	1.2	6
48	The Prevalence, Consequence, and Remedy of Misinformation in Mass Media Systems. <i>Journal of Communication</i> , 2015, 65, 589-595.	2.1	53
49	Two-Step Flow, Diffusion, and the Role of Social Networks in Political Communication. , 2014, , .		0
50	Effects of advertisements on smokers' interest in trying e-cigarettes: the roles of product comparison and visual cues. <i>Tobacco Control</i> , 2014, 23, iii31-iii36.	1.8	90
51	Energy information engagement among the poor: Predicting participation in a free workshop. <i>Energy Research and Social Science</i> , 2014, 4, 21-22.	3.0	8
52	Weatherization behavior and social context: The influences of factual knowledge and social interaction. <i>Energy Research and Social Science</i> , 2014, 2, 59-65.	3.0	41
53	An Intervention to Decrease Adolescent Indoor Tanning: A Multi-Method Pilot Study. <i>Journal of Adolescent Health</i> , 2013, 52, S76-S82.	1.2	31
54	Communicating quantitative risks and benefits in promotional prescription drug labeling or print advertising. <i>Pharmacoepidemiology and Drug Safety</i> , 2013, 22, 447-458.	0.9	30

#	ARTICLE	IF	CITATIONS
55	Exposure to sided media coverage of an organization, subsequent group conversations, and public relations outcomes. <i>Public Relations Review</i> , 2013, 39, 245-247.	1.9	1
56	Healthcare Provider Preferences for Medical Device Labeling. <i>Biomedical Instrumentation and Technology</i> , 2013, 47, 42-42.	0.2	3
57	Does It Pay to Pay People to Share Information? Using Financial Incentives to Promote Peer Referral for Mammography among the Underinsured. <i>American Journal of Health Promotion</i> , 2012, 26, 348-351.	0.9	6
58	The reciprocal relationships between changes in adolescent perceived prevalence of smoking in movies and progression of smoking status. <i>Tobacco Control</i> , 2012, 21, 492-496.	1.8	7
59	Behavioral Consequences of Conflict-Oriented Health News Coverage: The 2009 Mammography Guideline Controversy and Online Information Seeking. <i>Health Communication</i> , 2012, 27, 158-166.	1.8	59
60	Jurisdictional protectionism in online news: Am erican journalists and their perceptions of hyperlinks. <i>New Media and Society</i> , 2012, 14, 684-700.	3.1	22
61	A changing world, unchanging perspectives. <i>International Communication Gazette</i> , 2012, 74, 367-384.	0.8	21
62	Campaigns in context: promotion, seasonal variation, and resource factors predict mammography program participation. <i>Health Systems</i> , 2012, 1, 118-128.	0.9	5
63	The Marketing of Dissolvable Tobacco: Social Science and Public Policy Research Needs. <i>American Journal of Health Promotion</i> , 2012, 26, 331-332.	0.9	14
64	Religious Congregations and Health Information Diffusion: Implications for Viral Marketing and Peer Referral Programs. <i>Journal of Applied Communication Research</i> , 2011, 39, 444-447.	0.7	6
65	Prevalence of Smoking in Movies As Perceived by Teenagers. <i>American Journal of Preventive Medicine</i> , 2011, 41, 167-173.	1.6	4
66	Why Addressing the Poor and Underinsured is Vexing. <i>Health Communication</i> , 2011, 26, 583-585.	1.8	10
67	Interpersonal Communication as an Indirect Pathway for the Effect of Antismoking Media Content on Smoking Cessation. <i>Journal of Health Communication</i> , 2011, 16, 470-485.	1.2	134
68	The availability of community ties predicts likelihood of peer referral for mammography: Geographic constraints on viral marketing. <i>Social Science and Medicine</i> , 2010, 71, 1627-1635.	1.8	32
69	Aging and the Questionable Validity of Recognition-Based Exposure Measurement. <i>Communication Research</i> , 2010, 37, 603-619.	3.9	16
70	The Symbiosis of News Coverage and Aggregate Online Search Behavior: Obama, Rumors, and Presidential Politics. <i>Mass Communication and Society</i> , 2010, 13, 341-360.	1.2	89
71	On the Need for a Life-Span Approach to Health Campaign Evaluation. <i>Health Communication</i> , 2010, 25, 525-528.	1.8	13
72	The Nuts and Bolts of Publication inHealth Communication. <i>Health Communication</i> , 2010, 25, 512-515.	1.8	2

#	ARTICLE	IF	CITATIONS
73	Prevalence and Characteristics of Indoor Tanning Use Among Men and Women in the United States. Archives of Dermatology, 2010, 146, 1356.	1.7	64
74	When (and Why) Interpersonal Talk Matters for Campaigns. Communication Theory, 2009, 19, 1-8.	2.0	129
75	New Communication Technologies, Old Questions. American Behavioral Scientist, 2008, 52, 8-20.	2.3	42
76	Entertainment Tonight? The Value of Informative TV News Among U.S. Viewers. Electronic News, 2008, 2, 123-137.	0.4	7
77	Age, Memory Changes, and the Varying Utility of Recognition as a Media Effects Pathway. Communication Methods and Measures, 2008, 2, 100-114.	3.0	16
78	Can a Personality Trait Predict Talk About Science?. Science Communication, 2007, 29, 198-216.	1.8	17
79	Translating user control availability into perception: the moderating role of prior experience. Computers in Human Behavior, 2007, 23, 554-563.	5.1	10
80	Avian Influenza and US TV News. Emerging Infectious Diseases, 2006, 12, 1797-1798.	2.0	5
81	Infant feeding and the media: the relationship between Parents' Magazine content and breastfeeding, 1972-2000. , 2006, 1, 10.		58
82	Sensation Seeking, the Activation Model, and Mass Media Health Campaigns: Current Findings and Future Directions for Cancer Communication. Journal of Communication, 2006, 56, S38-S56.	2.1	55
83	Connecting Interpersonal and Mass Communication: Science News Exposure, Perceived Ability to Understand Science, and Conversation. Communication Monographs, 2006, 73, 334-350.	1.9	83
84	Information Overload? Advertisement Editing and Memory Hindrance. Atlantic Journal of Communication, 2005, 13, 26-40.	0.7	8
85	Between Messages and People. Communication Research, 2005, 32, 112-140.	3.9	104
86	The Good, the Bad, or the Ugly?. American Behavioral Scientist, 2004, 48, 391-401.	2.3	16
87	A Pitfall of New Media? User Controls Exacerbate Editing Effects on Memory. Journalism and Mass Communication Quarterly, 2004, 81, 643-656.	1.4	24
88	Tuning in to fit in? Acculturation and media use among Chinese students in the United States. Asian Journal of Communication, 2004, 14, 81-94.	0.6	59
89	Dangerous disease, dangerous women: health, anxiety and advertising in Shanghai from 1928 to 1937. Critical Public Health, 2004, 14, 149-156.	1.4	4
90	Gender Differences in Young Adults's Beliefs About Sunscreen Use. Health Education and Behavior, 2003, 30, 29-43.	1.3	83

#	ARTICLE	IF	CITATIONS
91	Assessing (Audience) Construction Hazards: Depiction of Audience as a Variable for Comparison of Health Interventions. <i>Qualitative Health Research</i> , 2003, 13, 287-293.	1.0	1
92	The Effects of News and Entertainment on Interpersonal Trust: Political Talk Radio, Newspapers, and Television. <i>Mass Communication and Society</i> , 2003, 6, 413-434.	1.2	25
93	Sources of Bioterrorism Information among Emergency Physicians During the 2001 Anthrax Outbreak. <i>Biosecurity and Bioterrorism</i> , 2003, 1, 259-265.	1.2	4
94	Automated Laboratory Reporting of Infectious Diseases in a Climate of Bioterrorism. <i>Emerging Infectious Diseases</i> , 2003, 9, 1053-1057.	2.0	30
95	Risk communication: coping with imperfection. <i>Minnesota Medicine</i> , 2003, 86, 14-6.	0.1	2
96	Can We Measure Encoded Exposure? Validation Evidence From a National Campaign. <i>Journal of Health Communication</i> , 2002, 7, 445-453.	1.2	136
97	Predicting Intentions Versus Predicting Behaviors: Domestic Violence Prevention From a Theory of Reasoned Action Perspective. <i>Health Communication</i> , 2002, 14, 429-449.	1.8	40
98	Health message relevance and disparagement among adolescents. <i>Communication Research Reports</i> , 2001, 18, 365-374.	1.0	10
99	Turning Minds On and Faucets Off: Water Conservation Education in Jordanian Schools. <i>Journal of Environmental Education</i> , 2001, 32, 37-45.	1.0	78
100	Colorectal cancer screening in older men and women: qualitative research findings and implications for intervention. <i>Journal of Community Health</i> , 2000, 25, 263-278.	1.9	181
101	Audience construction and AIDS education efforts: Exploring communication assumptions of public health interventions. <i>Critical Public Health</i> , 2000, 10, 313-319.	1.4	9
102	Communication of Information About Surveillance: Part 1: Media Communication of Information about Infectious Disease Surveillance and Outbreaks. , 0, , 419-431.		3
103	An Empirical Procedure to Evaluate Misinformation Rejection and Deception in Mediated Communication Contexts. <i>Communication Theory</i> , 0, , .	2.0	9