

Derek D Rucker

List of Publications by Year in descending order

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Version: 2024-02-01

115
papers

19,283
citations

57631

44
h-index

46693

89
g-index

116
all docs

116
docs citations

116
times ranked

17315
citing authors

#	ARTICLE	IF	CITATIONS
1	Addressing Moderated Mediation Hypotheses: Theory, Methods, and Prescriptions. <i>Multivariate Behavioral Research</i> , 2007, 42, 185-227.	1.8	7,418
2	On the practice of dichotomization of quantitative variables.. <i>Psychological Methods</i> , 2002, 7, 19-40.	2.7	2,580
3	Mediation Analysis in Social Psychology: Current Practices and New Recommendations. <i>Social and Personality Psychology Compass</i> , 2011, 5, 359-371.	2.0	1,647
4	Desire to Acquire: Powerlessness and Compensatory Consumption. <i>Journal of Consumer Research</i> , 2008, 35, 257-267.	3.5	659
5	Use of the Extreme Groups Approach: A Critical Reexamination and New Recommendations.. <i>Psychological Methods</i> , 2005, 10, 178-192.	2.7	558
6	Power and consumer behavior: How power shapes who and what consumers value. <i>Journal of Consumer Psychology</i> , 2012, 22, 352-368.	3.2	305
7	Conspicuous consumption versus utilitarian ideals: How different levels of power shape consumer behavior. <i>Journal of Experimental Social Psychology</i> , 2009, 45, 549-555.	1.3	298
8	The Compensatory Consumer Behavior Model: How self-esteem discrepancies drive consumer behavior. <i>Journal of Consumer Psychology</i> , 2017, 27, 133-146.	3.2	292
9	The effects of message recipients' power before and after persuasion: A self-validation analysis.. <i>Journal of Personality and Social Psychology</i> , 2007, 93, 1040-1053.	2.6	281
10	Social class, power, and selfishness: When and why upper and lower class individuals behave unethically.. <i>Journal of Personality and Social Psychology</i> , 2015, 108, 436-449.	2.6	277
11	On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission. <i>Journal of Marketing Research</i> , 2012, 49, 551-563.	3.0	275
12	Generous Paupers and Stingy Princes: Power Drives Consumer Spending on Self versus Others. <i>Journal of Consumer Research</i> , 2011, 37, 1015-1029.	3.5	249
13	Discrete Emotions and Persuasion: The Role of Emotion-Induced Expectancies.. <i>Journal of Personality and Social Psychology</i> , 2004, 86, 43-56.	2.6	248
14	Unpacking attitude certainty: Attitude clarity and attitude correctness.. <i>Journal of Personality and Social Psychology</i> , 2007, 92, 30-41.	2.6	222
15	The Loss of Loss Aversion: Will It Loom Larger Than Its Gain?. <i>Journal of Consumer Psychology</i> , 2018, 28, 497-516.	3.2	160
16	A researcher's guide to regression, discretization, and median splits of continuous variables. <i>Journal of Consumer Psychology</i> , 2015, 25, 666-678.	3.2	139
17	Attitude Certainty: A Review of Past Findings and Emerging Perspectives. <i>Social and Personality Psychology Compass</i> , 2007, 1, 469-492.	2.0	138
18	Consumer conviction and commitment: An appraisal-based framework for attitude certainty. <i>Journal of Consumer Psychology</i> , 2014, 24, 119-136.	3.2	136

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19	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
20	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
21	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
22	On the Assignment of Punishment: The Impact of General-Societal Threat and the Moderating Role of Severity. <i>Personality and Social Psychology Bulletin</i> , 2004, 30, 673-684.	1.9	113
23	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
24	Memory-based versus on-line processing: Implications for attitude strength. <i>Journal of Experimental Social Psychology</i> , 2006, 42, 646-653.	1.3	109
25	“Saying One Thing and Doing Another” Examining the Impact of Event Order on Hypocrisy Judgments of Others. <i>Personality and Social Psychology Bulletin</i> , 2005, 31, 1463-1474.	1.9	100
26	Direct and vicarious conspicuous consumption: Identification with low-status groups increases the desire for high-status goods. <i>Journal of Consumer Psychology</i> , 2012, 22, 520-528.	3.2	100
27	A new look at the consequences of attitude certainty: The amplification hypothesis.. <i>Journal of Personality and Social Psychology</i> , 2008, 95, 810-825.	2.6	96
28	Dynamics of Communicator and Audience Power: The Persuasiveness of Competence versus Warmth. <i>Journal of Consumer Research</i> , 2016, 43, 68-85.	3.5	88
29	The Accentuation Bias. <i>Social Psychological and Personality Science</i> , 2010, 1, 199-205.	2.4	80
30	Emotion Specificity and Consumer Behavior: Anger, Sadness, and Preference for Activity. <i>Motivation and Emotion</i> , 2004, 28, 3-21.	0.8	79
31	Bracing for the Psychological Storm: Proactive versus Reactive Compensatory Consumption. <i>Journal of Consumer Research</i> , 2012, 39, 815-830.	3.5	74
32	The Experience versus the Expectations of Power: A Recipe for Altering the Effects of Power on Behavior. <i>Journal of Consumer Research</i> , 2014, 41, 381-396.	3.5	72
33	Power gets the job: Priming power improves interview outcomes. <i>Journal of Experimental Social Psychology</i> , 2013, 49, 776-779.	1.3	69
34	Perils of Compensatory Consumption: Within-Domain Compensation Undermines Subsequent Self-Regulation. <i>Journal of Consumer Research</i> , 2015, 41, 1186-1203.	3.5	67
35	Attitude certainty: Antecedents, consequences, and new directions. <i>Consumer Psychology Review</i> , 2018, 1, 72-89.	3.4	67
36	Power and Action Orientation: Power as a Catalyst for Consumer Switching Behavior. <i>Journal of Consumer Research</i> , 2014, 41, 183-196.	3.5	66

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37	Power and morality. <i>Current Opinion in Psychology</i> , 2015, 6, 15-19.	2.5	60
38	From Rumors to Facts, and Facts to Rumors: The Role of Certainty Decay in Consumer Communications. <i>Journal of Marketing Research</i> , 2011, 48, 1020-1032.	3.0	59
39	The Agentic-Communal Model of Advantage and Disadvantage: How Inequality Produces Similarities in the Psychology of Power, Social Class, Gender, and Race. <i>Advances in Experimental Social Psychology</i> , 2018, 58, 71-125.	2.0	59
40	Persuasion, Emotion, and Language: The Intent to Persuade Transforms Language via Emotionality. <i>Psychological Science</i> , 2018, 29, 749-760.	1.8	55
41	The Dark Side of Luxury: Social Costs of Luxury Consumption. <i>Personality and Social Psychology Bulletin</i> , 2019, 45, 767-779.	1.9	51
42	The Effect of Regulatory Depletion on Attitude Certainty. <i>Journal of Marketing Research</i> , 2010, 47, 531-541.	3.0	50
43	The Orientation-Matching Hypothesis: An Emotion-Specificity Approach to Affect Regulation. <i>Journal of Marketing Research</i> , 2010, 47, 955-966.	3.0	49
44	From Primed Construct to Motivated Behavior. <i>Personality and Social Psychology Bulletin</i> , 2012, 38, 1659-1670.	1.9	49
45	Distinct threats, common remedies: How consumers cope with psychological threat. <i>Journal of Consumer Psychology</i> , 2015, 25, 531-545.	3.2	47
46	Answering the Unasked Question: Response Substitution in Consumer Surveys. <i>Journal of Marketing Research</i> , 2011, 48, 185-195.	3.0	46
47	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
48	Growing beyond growth: Why multiple mindsets matter for consumer behavior. <i>Journal of Consumer Psychology</i> , 2016, 26, 161-164.	3.2	45
49	The Evaluative Lexicon 2.0: The measurement of emotionality, extremity, and valence in language. <i>Behavior Research Methods</i> , 2018, 50, 1327-1344.	2.3	45
50	When increased confidence yields increased thought: A confidence-matching hypothesis. <i>Journal of Experimental Social Psychology</i> , 2008, 44, 141-147.	1.3	43
51	Confidence and Construal Framing: When Confidence Increases versus Decreases Information Processing. <i>Journal of Consumer Research</i> , 2013, 39, 977-992.	3.5	39
52	The Agentic-Communal Model of Power: implications for consumer behavior. <i>Current Opinion in Psychology</i> , 2016, 10, 1-5.	2.5	39
53	Social Hierarchy, Social Status, and Status Consumption. , 2015, , 332-367.		38
54	Strategic Storytelling: When Narratives Help Versus Hurt the Persuasive Power of Facts. <i>Personality and Social Psychology Bulletin</i> , 2020, 46, 216-227.	1.9	35

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55	Power and perspective-taking: A critical examination. <i>Journal of Experimental Social Psychology</i> , 2016, 67, 91-92.	1.3	34
56	Compensatory word of mouth: Advice as a device to restore control. <i>International Journal of Research in Marketing</i> , 2017, 34, 499-515.	2.4	32
57	The Music of Power. <i>Social Psychological and Personality Science</i> , 2015, 6, 75-83.	2.4	31
58	Power and Persuasion: Processes by Which Perceived Power Can Influence Evaluative Judgments. <i>Review of General Psychology</i> , 2017, 21, 223-241.	2.1	30
59	Doubting one's doubt: A formula for confidence?. <i>Journal of Experimental Social Psychology</i> , 2010, 46, 350-355.	1.3	27
60	Ease of Retrieval Moderates the Effects of Power: Implications for the Replicability of Power Recall Effects. <i>Social Cognition</i> , 2017, 35, 1-17.	0.5	24
61	Beyond attitude consensus: The social context of persuasion and resistance. <i>Journal of Experimental Social Psychology</i> , 2009, 45, 149-154.	1.3	23
62	Cognitive and Affective Matching Effects in Persuasion. <i>Personality and Social Psychology Bulletin</i> , 2011, 37, 1415-1427.	1.9	23
63	Personality Certainty and Politics: Increasing the Predictive Utility of Individual Difference Inventories. <i>Political Psychology</i> , 2015, 36, 415-430.	2.2	23
64	Social power and social class: conceptualization, consequences, and current challenges. <i>Current Opinion in Psychology</i> , 2017, 18, 26-30.	2.5	23
65	Order of actions mitigates hypocrisy judgments for ingroup more than outgroup members. <i>Group Processes and Intergroup Relations</i> , 2014, 17, 590-601.	2.4	21
66	The malleable influence of social consensus on attitude certainty. <i>Journal of Experimental Social Psychology</i> , 2013, 49, 1019-1022.	1.3	20
67	Mass-scale emotionality reveals human behaviour and marketplace success. <i>Nature Human Behaviour</i> , 2021, 5, 1323-1329.	6.2	20
68	The Attitude-Behavior Relationship Revisited. <i>Psychological Science</i> , 2021, 32, 1285-1297.	1.8	20
69	Identity-Signaling Behavior. , 2015, , 257-281.		19
70	Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change. <i>Psychological Science</i> , 2019, 30, 424-435.	1.8	19
71	Thought Calibration. <i>Social Psychological and Personality Science</i> , 2014, 5, 263-270.	2.4	17
72	Consumer Neuroscience. , 2015, , 152-179.		16

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73	A Tutorial in Consumer Research: Knowledge Creation and Knowledge Appreciation in Deductive-Conceptual Consumer Research. <i>Journal of Consumer Research</i> , 2016, 43, 200-209.	3.5	16
74	How Marketing Perks Influence Word of Mouth. <i>Journal of Marketing</i> , 2021, 85, 128-144.	7.0	14
75	Motives underlying human agency: How self-efficacy versus self-enhancement affect consumer behavior. <i>Current Opinion in Psychology</i> , 2022, 46, 101335.	2.5	13
76	From the Immoral to the Incorruptible. <i>Personality and Social Psychology Bulletin</i> , 2016, 42, 826-837.	1.9	12
77	Perceiving attitude change: How qualitative shifts augment change perception. <i>Journal of Experimental Social Psychology</i> , 2019, 82, 160-175.	1.3	12
78	Not So Fluid and Not So Meaningful: Toward an Appreciation of Content-Specific Compensation. <i>Psychological Inquiry</i> , 2012, 23, 339-345.	0.4	10
79	Psychological mindsets affect consumption: How different mindsets help (hurt) portion control. <i>Appetite</i> , 2016, 103, 425-431.	1.8	10
80	Loss Aversion, Intellectual Inertia, and a Call for a More Contrarian Science: A Reply to Simonson & Kivetz and Higgins & Liberman. <i>Journal of Consumer Psychology</i> , 2018, 28, 533-539.	3.2	9
81	Can Bad Be Good? The Attraction of a Darker Self. <i>Psychological Science</i> , 2020, 31, 518-530.	1.8	9
82	The Consumer Psychology of Online Privacy. , 2015, , 619-646.		8
83	Projection as an Interpersonal Influence Tactic: The Effects of the Pot Calling the Kettle Black. <i>Personality and Social Psychology Bulletin</i> , 2001, 27, 1494-1507.	1.9	7
84	Taxes and Consumer Behavior. , 2015, , 564-588.		7
85	Coping Research in the Broader Perspective. , 2015, , 282-308.		7
86	Agency and Communion as a Framework to Understand Consumer Behavior. , 0, , 446-475.		7
87	Power and Categorization. <i>Social Psychological and Personality Science</i> , 2016, 7, 281-289.	2.4	7
88	Choosing persuasion targets: How expectations of qualitative change increase advocacy intentions. <i>Journal of Experimental Social Psychology</i> , 2020, 86, 103911.	1.3	7
89	Attitude Change and Persuasion. , 2015, , 29-64.		6
90	Consuming Brands. , 2015, , 209-232.		6

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91	User Design through Self-Customization. , 2015, , 233-254.		6
92	Consumer Sharing. , 2015, , 693-720.		6
93	Word of Mouth and Interpersonal Communication. , 2015, , 368-397.		6
94	Gift Giving. , 2015, , 398-418.		6
95	Government Efforts to Aid Consumer Well-Being: Understanding Federal Health Warnings and Disclosures. , 0, , 530-563.		6
96	The Communal Consumer: Longitudinal Evidence for the Distinction between Nurturing and Affiliative Motives. Journal of the Association for Consumer Research, 2020, 5, 345-355.	1.0	6
97	Social-rank cues: Decoding rank from physical characteristics, behaviors, and possessions. Current Opinion in Psychology, 2022, 43, 79-84.	2.5	6
98	Not all contrast effects are created equal: extent of processing affects contrast strength. Journal of Applied Social Psychology, 2014, 44, 523-535.	1.3	5
99	Consumer Happiness and Well-Being. , 2015, , 5-28.		5
100	Consumer Prediction: Forecasted Utility, Psychological Distance, and Their Intersection. , 0, , 65-89.		5
101	Evolution and Consumer Behavior. , 0, , 122-151.		5
102	Ethical Consumption. , 0, , 507-529.		5
103	Attitudes and attitude strength as precursors to object attachment. Current Opinion in Psychology, 2021, 39, 38-42.	2.5	5
104	Effects of Accusations on the Accuser: The Moderating Role of Accuser Culpability. Personality and Social Psychology Bulletin, 2003, 29, 1259-1271.	1.9	4
105	Act boldly: Important life decisions, courage, and the motivated pursuit of risk.. Journal of Personality and Social Psychology, 2021, 120, 1607-1620.	2.6	4
106	Power and Consumer Behavior. , 2015, , 309-331.		3
107	Online Social Interaction. , 2015, , 476-504.		3
108	Consumers and Healthcare. , 2015, , 647-672.		3

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109	Social Class and Scarcity: Understanding Consumers Who Have Less. , 0, , 673-692.		2
110	Moral and Political Identity. , 2015, , 589-618.		2
111	Consumer Emotions. , 2015, , 90-121.		1
112	Interpersonal Influences in Consumer Psychology: When Does Implicit Social Influence Arise?. , 0, , 419-445.		1
113	Globalization, Culture, and Consumer Behavior. , 0, , 721-748.		1
114	Social rank: implications for consumers as actors and observers. Current Opinion in Psychology, 2020, 33, 57-61.	2.5	1
115	Developmental Consumer Psychology: Children in the Twenty-First Century. , 0, , 180-208.		0