

Karen R Nelson-Field

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4956630/publications.pdf>

Version: 2024-02-01

9
papers

410
citations

1684188

5
h-index

1872680

6
g-index

10
all docs

10
docs citations

10
times ranked

588
citing authors

#	ARTICLE	IF	CITATIONS
1	A Web-Based, Social Networking Physical Activity Intervention for Insufficiently Active Adults Delivered via Facebook App: Randomized Controlled Trial. <i>Journal of Medical Internet Research</i> , 2015, 17, e174.	4.3	141
2	The Emotions that Drive Viral Video. <i>Australasian Marketing Journal</i> , 2013, 21, 205-211.	5.4	106
3	What's Not to "Like"? <i>Journal of Advertising Research</i> , 2012, 52, 262-269.	2.1	85
4	The impact of media fragmentation on audience targeting: An empirical generalisation approach. <i>Journal of Marketing Communications</i> , 2011, 17, 51-67.	4.0	41
5	More Mutter About Clutter. <i>Journal of Advertising Research</i> , 2013, 53, 186-191.	2.1	21
6	The Attention Economy and How Media Works. , 2020, , .		10
7	Empirical Generalizations: New Laws for Digital Marketing. <i>Journal of Advertising Research</i> , 2013, 53, 175-180.	2.1	4
8	Who Should You Impress (and Where Are They Hiding)?. , 2020, , 123-138.		1
9	State of Play. , 2020, , 1-19.		1