

# Jos Hornikx

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4963050/publications.pdf>

Version: 2024-02-01

51  
papers

615  
citations

623734

14  
h-index

642732

23  
g-index

59  
all docs

59  
docs citations

59  
times ranked

445  
citing authors

#	ARTICLE	IF	CITATIONS
1	English or a Local Language in Advertising?: The Appreciation of Easy and Difficult English Slogans in the Netherlands. <i>Journal of Business Communication</i> , 2010, 47, 169-188.	1.8	62
2	Cultural Differences in the Persuasiveness of Evidence Types and Evidence Quality. <i>Communication Monographs</i> , 2007, 74, 443-463.	2.7	58
3	The Effectiveness of Foreign-Language Display in Advertising for Congruent versus Incongruent Products. <i>Journal of International Consumer Marketing</i> , 2013, 25, 152-165.	3.7	48
4	Occupational safety in multicultural teams and organizations: A research agenda. <i>Safety Science</i> , 2013, 52, 43-49.	4.9	44
5	Adapting Consumer Advertising Appeals to Cultural Values A Meta-Analytic Review of Effects on Persuasiveness and Ad Liking. <i>Annals of the International Communication Association</i> , 2009, 33, 39-71.	4.6	42
6	An Empirical Study of Readers' Associations with Multilingual Advertising: The Case of French, German and Spanish in Dutch Advertising. <i>Journal of Multilingual and Multicultural Development</i> , 2007, 28, 204-219.	1.7	39
7	A normative framework for argument quality: argumentation schemes with a Bayesian foundation. <i>Synth�se</i> , 2016, 193, 1833-1873.	1.1	32
8	Reasoning and argumentation: Towards an integrated psychology of argumentation. <i>Thinking and Reasoning</i> , 2012, 18, 225-243.	3.2	31
9	Foreign Languages in Advertising as Implicit Country-of-Origin Cues: Mechanism, Associations, and Effectiveness. <i>Journal of International Consumer Marketing</i> , 2017, 29, 60-73.	3.7	29
10	The Influence of High-/Low-Context Culture on Perceived Ad Complexity and Liking. <i>Journal of Global Marketing</i> , 2017, 30, 228-237.	3.4	26
11	Persuasive Evidence in India: An Investigation of the Impact of Evidence Types and Evidence Quality. <i>Argumentation and Advocacy</i> , 2011, 47, 246-257.	0.2	20
12	Comparing the Actual and Expected Persuasiveness of Evidence Types: How Good are Lay People at Selecting Persuasive Evidence?. <i>Argumentation</i> , 2008, 22, 555-569.	1.0	19
13	Consumer Tweets about Brands: A Content Analysis of Sentiment Tweets about Goods and Services. <i>Journal of Creative Communications</i> , 2015, 10, 176-185.	1.7	19
14	How Brands Highlight Country of Origin in Magazine Advertising: A Content Analysis. <i>Journal of Global Marketing</i> , 2020, 33, 34-45.	3.4	17
15	Epistemic authority of professors and researchers: differential perceptions by students from two cultural-educational systems. <i>Social Psychology of Education</i> , 2011, 14, 169-183.	2.5	16
16	Combining Anecdotal and Statistical Evidence in Real-Life Discourse: Comprehension and Persuasiveness. <i>Discourse Processes</i> , 2018, 55, 324-336.	1.8	16
17	The Importance and Use of Normative Criteria to Manipulate Argument Quality. <i>Journal of Advertising</i> , 2020, 49, 195-201.	6.6	15
18	Evidence Quality and Persuasiveness: Germans Are Not Sensitive to the Quality of Statistical Evidence. <i>Journal of Cognition and Culture</i> , 2013, 13, 483-501.	0.4	13

#	ARTICLE	IF	CITATIONS
19	Cultural values adapted to individualismâ€“collectivism in advertising in Western Europe: An experimental and meta-analytical approach. <i>International Communication Gazette</i> , 2017, 79, 298-316.	1.5	11
20	Foreign Language Display in Advertising from a Psycholinguistic and Sociolinguistic Perspective. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 299-319.	0.8	10
21	Conducting Research on International Advertising: The Roles of Cultural Knowledge and International Research Teams. <i>Journal of Global Marketing</i> , 2011, 24, 152-166.	3.4	8
22	The curiosity-evoking capacity of foreign languages in advertising. <i>Dutch Journal of Applied Linguistics</i> , 2015, 4, 59-66.	0.3	6
23	How many laypeople holding a popular opinion are needed to counter an expert opinion?. <i>Thinking and Reasoning</i> , 2018, 24, 117-128.	3.2	3
24	On the Conditional Acceptance of Arguments from Expert Opinion. <i>Argumentation Library</i> , 2022, , 355-371.	0.2	3
25	The Effects of Cultural Adaptation in Fundraising Letters: The Case of Help-Self and Help-Others Appeals in a Feminine Culture. <i>Communications: the European Journal of Communication Research</i> , 2010, 35, .	0.5	2
26	The SAGE Handbook of persuasion. <i>Information Design Journal</i> , 2013, 20, 187-189.	0.5	2
27	Non-nativeness in communication. <i>Dutch Journal of Applied Linguistics</i> , 2015, 4, 1-5.	0.3	2
28	Integriteit in kwantitatief, empirisch onderzoek. <i>Tijdschrift Voor Taalbeheersing</i> , 2016, 38, 119-131.	0.1	2
29	English loanwords and their counterparts in Dutch job advertisements: An experimental study in association overlap. , 2013, , 171-190.		2
30	Aufgabenorientierte und lebensstilspezifische WertprÃferenzen in Schlagzeilen niederlÃndischer und deutscher IT-Stellenanzeigen. , 2002, , 119-146.		2
31	Sensitivity to argument quality: adding Turkish data to the question of cultural variability versus universality. <i>Communication Research Reports</i> , 2022, 39, 104-113.	1.8	2
32	Is het aanpassen van advertenties aan culturele waarden in West-Europa zinvol?. <i>Tijdschrift Voor Taalbeheersing</i> , 2010, 32, 114-127.	0.1	1
33	2. The influence of scientese on ad credibility and ad liking: a cross-cultural investigation of ads for beauty products. <i>Information Design Journal</i> , 2011, 19, 92-102.	0.5	1
34	De rol van begrijpelijke taal in een digitale context - Ontwikkelingen op de domeinen Leven Lang Leren, complexe financiÃle producten, bestuur en politiek, en gezondheid. <i>Tijdschrift Voor Taalbeheersing</i> , 2011, 33, 266-286.	0.1	1
35	Hedendaags theoretisch en empirisch onderzoek naar argumentatieschema's. <i>Tijdschrift Voor Taalbeheersing</i> , 2014, 36, 1-9.	0.1	1
36	Versterkende, afzwakkende en numerieke markeringen in claims over cosmeticaproducten: maken ze claims overtuigender?. <i>Tijdschrift Voor Communicatiewetenschap</i> , 2008, 36, 3-14.	0.1	1

#	ARTICLE	IF	CITATIONS
37	Foreign Language Display in Advertising from a Psycholinguistic and Sociolinguistic Perspective. , 0, , 952-972.		1
38	Chapter 18. The effects of hedges and pledges in advertisements for high and low reputation brands. Argumentation in Context, 2012, , 305-320.	0.1	1
39	Review of Oâ€™Keefe (2002):. Information Design Journal, 2003, 4, 284-287.	0.0	0
40	Frans van Eemeren, Bart Garssen and Bert Meuffels. Fallacies and judgments of reasonableness: Empirical research concerning the pragma-dialectical discussion rules. Information Design Journal, 2010, 18, .	0.5	0
41	Het effect van evidentiekwaliteit op de beoordeling van standpunten - De rol van toegevoegde tekst. Tijdschrift Voor Taalbeheersing, 2014, 36, 107-125.	0.1	0
42	Voor rede vatbaar: hoe goed zijn mensen in het redeneren met argumenten?. Tijdschrift Voor Taalbeheersing, 2021, 43, 65-80.	0.1	0
43	Relative occurrence of evidence types in Dutch and French persuasive communication. , 2004, , 291-307.		0
44	Integriteit in kwantitatief, empirisch onderzoek. Tijdschrift Voor Taalbeheersing, 2016, 38, 193-200.	0.1	0
45	Het belang van taalbeheersing in onderzoek naar digitale communicatie. Tijdschrift Voor Taalbeheersing, 2018, 40, 1-12.	0.1	0
46	Theoriegestuurd taalbeheersingsonderzoek met oog voor de praktijk. Tijdschrift Voor Taalbeheersing, 2018, 40, 193-197.	0.1	0
47	English as a Global Language. , 2020, , 95-121.		0
48	Foreign Language Display. , 2020, , 57-94.		0
49	Theoretical Perspectives. , 2020, , 25-53.		0
50	Extensions and Complexities. , 2020, , 163-192.		0
51	Measuring the effect of culture in experimental persuasive effects research. , 2008, , 195-204.		0