Brandon McFadden

List of Publications by Year
in descending order

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36 papers	738 citations	567281 15 h-index	580821 25 g-index
36 all docs	36 docs citations	36 times ranked	615 citing authors

#	Article	IF	Citations
1	Do consumers care how a genetically engineered food was created or who created it?. Food Policy, 2018, 78, 81-90.	6.0	77
2	Cognitive biases in the assimilation of scientific information on global warming and genetically modified food. Food Policy, 2015, 54, 35-43.	6.0	76
3	What consumers don't know about genetically modified food, and how that affects beliefs. FASEB Journal, 2016, 30, 3091-3096.	0.5	62
4	Which biotech foods are most acceptable to the public?. Biotechnology Journal, 2015, 10, 13-16.	3.5	55
5	The interaction between country of origin and genetically modified orange juice in urban China. Food Quality and Preference, 2019, 71, 475-484.	4.6	43
6	Effects of the National Bioengineered Food Disclosure Standard: Willingness To Pay for Labels that Communicate the Presence or Absence of Genetic Modification. Applied Economic Perspectives and Policy, 2018, 40, 259-275.	5.6	33
7	Beverage milk consumption patterns in the United States: Who is substituting from dairy to plant-based beverages?. Journal of Dairy Science, 2020, 103, 11209-11217.	3.4	33
8	An fMRI investigation of consumer choice regarding controversial food technologies. Food Quality and Preference, 2015, 40, 209-220.	4.6	31
9	A review of nutrition labeling and food choice in the United States. Obesity Science and Practice, 2019, 5, 581-591.	1.9	27
10	Paying Americans to take the vaccineâ€"would it help or backfire?. Journal of Law and the Biosciences, 2021, 8, lsab027.	1.6	26
11	Examining the Gap between Science and Public Opinion about Genetically Modified Food and Global Warming. PLoS ONE, 2016, 11, e0166140.	2.5	26
12	The Unknowns and Possible Implications of Mandatory Labeling. Trends in Biotechnology, 2017, 35, 1-3.	9.3	24
13	Perceptions of Genetically Engineered Technology in Developed Areas. Trends in Biotechnology, 2019, 37, 447-451.	9.3	21
14	Reveal Preference Reversal in Consumer Preference for Sustainable Food Products. Food Quality and Preference, 2020, 79, 103754.	4.6	21
15	Consumer preferences for beef with improved nutrient profile1. Journal of Animal Science, 2019, 97, 4699-4709.	0.5	18
16	Environmental and Regulatory Concerns During the COVID-19 Pandemic: Results from the Pandemic Food and Stigma Survey. Environmental and Resource Economics, 2020, 76, 1139-1148.	3.2	18
17	Consumer acceptance of food biotechnology based on policy context and upstream acceptance: evidence from an artefactual field experiment. European Review of Agricultural Economics, 2017, 44, 757-780.	3.1	15
18	Nitrogen fertilizer recommendations based on plant sensing and Bayesian updating. Precision Agriculture, 2018, 19, 79-92.	6.0	13

#	Article	IF	Citations
19	Consumersâ€™ neural and behavioral responses to food technologies and price.. Journal of Neuroscience, Psychology, and Economics, 2014, 7, 164-173.	1.0	12
20	<scp>COVID</scp>â€19 Induced Stigma in U.S. Consumers: Evidence and Implications. American Journal of Agricultural Economics, 2021, 103, 486-497.	4.3	12
21	Can the updated nutrition facts label decrease sugar-sweetened beverage consumption?. Economics and Human Biology, 2020, 37, 100867.	1.7	11
22	The effect of scientific information and narrative on preferences for possible geneâ€edited solutions for citrus greening. Applied Economic Perspectives and Policy, 2021, 43, 1595-1620.	5.6	11
23	A case for measuring negative willingness to pay for consumer goods. Food Policy, 2021, 104, 102126.	6.0	10
24	Neural Activations Associated with Decisionâ€time and Choice in a Milk Labeling Experiment. American Journal of Agricultural Economics, 2016, 98, 74-91.	4.3	9
25	Consumersâ€™ decisions to access or avoid added sugars information on the updated Nutrition Facts label. PLoS ONE, 2021, 16, e0249355.	2.5	9
26	Homegrown perceptions about the medical use and potential abuse of CBD and THC. Addictive Behaviors, 2021, 115, 106799.	3.0	8
27	Can Neural Activation in Dorsolateral Prefrontal Cortex Predict Responsiveness to Information? An Application to Egg Production Systems and Campaign Advertising. PLoS ONE, 2015, 10, e0125243.	2.5	7
28	Floridiansâ€™ propensity to support ad valorem water billing increases to protect water supply: a panel evaluation. Hydrological Sciences Journal, 2020, 65, 1-11.	2.6	6
29	The Influence of Choice Context on Consumersâ€™ Preference for GM Orange Juice. Journal of Agricultural Economics, 2021, 72, 547-563.	3.5	5
30	How will mandatory labeling of genetically modified food nudge consumer decision-making?. Journal of Behavioral and Experimental Economics, 2018, 77, 186-194.	1.2	4
31	Gene editing isnâ€™t just about food: comments from U.S. focus groups. GM Crops and Food, 2021, 12, 616-626.	3.8	4
32	Implicit and Explicit Biases for Recycled Water and Tap Water. Water Resources Research, 0, , .	4.2	4
33	What are the overall implications of rising demand for organic fruits and vegetables? Evidence from theory and simulations. Q Open, 2021, 1, .	1.7	3
34	Private costs of carbon emissions abatement by limiting beef consumption and vehicle use in the United States. PLoS ONE, 2022, 17, e0261372.	2.5	3
35	Impact of food choice on sodium intake patterns from multiple NHANES surveys. Appetite, 2017, 109, 144-153.	3.7	1
36	Impact of teaching methods on learner preferences and knowledge gained when informing adults about gene editing. Advancements in Agricultural Development, 2022, 3, 70-86.	0.5	0