

Bernard Jim Jansen

List of Publications by Year in descending order

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Version: 2024-02-01

257
papers

9,861
citations

61857

43
h-index

46693

89
g-index

273
all docs

273
docs citations

273
times ranked

4505
citing authors

#	ARTICLE	IF	CITATIONS
1	Twitter power: Tweets as electronic word of mouth. Journal of the Association for Information Science and Technology, 2009, 60, 2169-2188.	2.6	1,214
2	Real life, real users, and real needs: a study and analysis of user queries on the web. Information Processing and Management, 2000, 36, 207-227.	5.4	1,002
3	How are we searching the World Wide Web? A comparison of nine search engine transaction logs. Information Processing and Management, 2006, 42, 248-263.	5.4	583
4	Real life information retrieval: a study of user queries on the Web. ACM SIGIR Forum, 1998, 32, 5-17.	0.4	470
5	Determining the informational, navigational, and transactional intent of Web queries. Information Processing and Management, 2008, 44, 1251-1266.	5.4	347
6	A review of Web searching studies and a framework for future research. Journal of the Association for Information Science and Technology, 2001, 52, 235-246.	2.6	263
7	Search log analysis: What it is, what's been done, how to do it. Library and Information Science Research, 2006, 28, 407-432.	1.2	214
8	A model for understanding collaborative information behavior in context: A study of two healthcare teams. Information Processing and Management, 2008, 44, 256-273.	5.4	188
9	Sponsored search: an overview of the concept, history, and technology. International Journal of Electronic Business, 2008, 6, 114.	0.2	166
10	Determining the user intent of web search engine queries. , 2007, , .		147
11	Business engagement on Twitter: a path analysis. Electronic Markets, 2011, 21, 161-175.	4.4	128
12	An analysis of Web searching by European AlltheWeb.com users. Information Processing and Management, 2005, 41, 361-381.	5.4	127
13	Multitasking during Web search sessions. Information Processing and Management, 2006, 42, 264-275.	5.4	125
14	Searching the Web: a survey of EXCITE users. Internet Research, 1999, 9, 117-128.	2.7	120
15	A temporal comparison of AltaVista Web searching. Journal of the Association for Information Science and Technology, 2005, 56, 559-570.	2.6	117
16	A study of results overlap and uniqueness among major Web search engines. Information Processing and Management, 2006, 42, 1379-1391.	5.4	110
17	Using the taxonomy of cognitive learning to model online searching. Information Processing and Management, 2009, 45, 643-663.	5.4	109
18	Use of query reformulation and relevance feedback by Excite users. Internet Research, 2000, 10, 317-328.	2.7	107

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19	Defining a session on Web search engines. Journal of the Association for Information Science and Technology, 2007, 58, 862-871.	2.6	94
20	U.S. versus European web searching trends. ACM SIGIR Forum, 2002, 36, 32-38.	0.4	92
21	Creating and detecting fake reviews of online products. Journal of Retailing and Consumer Services, 2022, 64, 102771.	5.3	90
22	Coverage, relevance, and ranking. ACM Transactions on Information Systems, 2003, 21, 383-411.	3.8	88
23	Customer segmentation using online platforms: isolating behavioral and demographic segments for persona creation via aggregated user data. Social Network Analysis and Mining, 2018, 8, 1.	1.9	88
24	Vox populi: The public searching of the web. Journal of the Association for Information Science and Technology, 2001, 52, 1073-1074.	2.6	87
25	Factors relating to the decision to click on a sponsored link. Decision Support Systems, 2007, 44, 46-59.	3.5	82
26	Micro-blogging as online word of mouth branding. , 2009, , .		80
27	The effectiveness of Web search engines for retrieving relevant ecommerce links. Information Processing and Management, 2006, 42, 1075-1098.	5.4	78
28	Patterns of query reformulation during Web searching. Journal of the Association for Information Science and Technology, 2009, 60, 1358-1371.	2.6	75
29	Are personas done? Evaluating their usefulness in the age of digital analytics. Persona Studies, 2018, 4, 47-65.	0.2	68
30	Evaluating the effectiveness of and patterns of interactions with automated searching assistance. Journal of the Association for Information Science and Technology, 2005, 56, 1480-1503.	2.6	66
31	Using the web to look for work. Internet Research, 2005, 15, 49-66.	2.7	66
32	Searching for digital images on the web. Journal of Documentation, 2008, 64, 81-101.	0.9	63
33	An examination of searcher's perceptions of nonsponsored and sponsored links during ecommerce Web searching. Journal of the Association for Information Science and Technology, 2006, 57, 1949-1961.	2.6	59
34	The comparative effectiveness of sponsored and nonsponsored links for Web e-commerce queries. ACM Transactions on the Web, 2007, 1, 3.	2.0	59
35	Machine learning approach to auto-tagging online content for content marketing efficiency: A comparative analysis between methods and content type. Journal of Business Research, 2019, 101, 203-217.	5.8	59
36	Time series analysis of a Web search engine transaction log. Information Processing and Management, 2009, 45, 230-245.	5.4	55

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37	Questioner or question: Predicting the response rate in social question and answering on Sina Weibo. Information Processing and Management, 2018, 54, 159-174.	5.4	54
38	Seeking and implementing automated assistance during the search process. Information Processing and Management, 2005, 41, 909-928.	5.4	51
39	Web searching on the Vivisimo search engine. Journal of the Association for Information Science and Technology, 2006, 57, 1875-1887.	2.6	51
40	Classifying web search queries to identify high revenue generating customers. Journal of the Association for Information Science and Technology, 2012, 63, 1426-1441.	2.6	51
41	The graphical user interface. ACM SIGCHI Bulletin, 1998, 30, 22-26.	0.2	51
42	Searching for multimedia: analysis of audio, video and image Web queries. World Wide Web, 2000, 3, 249-254.	2.7	49
43	Web searcher interaction with the Dogpile.com metasearch engine. Journal of the Association for Information Science and Technology, 2007, 58, 744-755.	2.6	48
44	Investigating customer click through behaviour with integrated sponsored and nonsponsored results. International Journal of Internet Marketing and Advertising, 2009, 5, 74.	0.1	48
45	Classifying the user intent of web queries using <i>k</i> -means clustering. Internet Research, 2010, 20, 563-581.	2.7	48
46	Evaluating the performance of demographic targeting using gender in sponsored search. Information Processing and Management, 2013, 49, 286-302.	5.4	46
47	Persona Generation from Aggregated Social Media Data. , 2017, , .		46
48	An Analysis of MOOC Discussion Forum Interactions from the Most Active Users. Lecture Notes in Computer Science, 2015, , 452-457.	1.0	44
49	Identifying and predicting the desire to help in social question and answering. Information Processing and Management, 2017, 53, 490-504.	5.4	43
50	A Literature Review of Quantitative Persona Creation. , 2020, , .		43
51	The seventeen theoretical constructs of information searching and information retrieval. Journal of the Association for Information Science and Technology, 2010, 61, 1517-1534.	2.6	41
52	Computational Advertising: A Paradigm Shift for Advertising and Marketing?. IEEE Intelligent Systems, 2017, 32, 3-6.	4.0	40
53	â€œIs More Better?â€, 2018, , .		40
54	A review of Web searching studies and a framework for future research. , 2001, 52, 235.		39

#	ARTICLE	IF	CITATIONS
55	Data-Driven Personas for Enhanced User Understanding: Combining Empathy with Rationality for Better Insights to Analytics. <i>Data and Information Management</i> , 2020, 4, 1-17.	0.7	39
56	The Brand Effect of Key Phrases and Advertisements in Sponsored Search. <i>International Journal of Electronic Commerce</i> , 2011, 16, 77-106.	1.4	38
57	Understanding User-Web Interactions via Web Analytics. <i>Synthesis Lectures on Information Concepts, Retrieval, and Services</i> , 2009, 1, 1-102.	0.6	37
58	Click Fraud. <i>Computer</i> , 2007, 40, 85-86.	1.2	34
59	Classifying web queries by topic and user intent. , 2010, , .		34
60	Brand and its effect on user perception of search engine performance. <i>Journal of the Association for Information Science and Technology</i> , 2009, 60, 1572-1595.	2.6	32
61	Factors influencing the response rate in social question and answering behavior. , 2013, , .		32
62	Patterns and transitions of query reformulation during web searching. <i>International Journal of Web Information Systems</i> , 2007, 3, 328-340.	1.3	31
63	Almighty Twitter, what are people asking for?. <i>Proceedings of the American Society for Information Science and Technology</i> , 2012, 49, 1-10.	0.2	31
64	Persona Perception Scale: Development and Exploratory Validation of an Instrument for Evaluating Individualsâ€™ Perceptions of Personas. <i>International Journal of Human Computer Studies</i> , 2020, 141, 102437.	3.7	31
65	Using temporal patterns of interactions to design effective automated searching assistance. <i>Communications of the ACM</i> , 2006, 49, 72-74.	3.3	30
66	Confusion and information triggered by photos in persona profiles. <i>International Journal of Human Computer Studies</i> , 2019, 129, 1-14.	3.7	29
67	Topic-driven toxicity: Exploring the relationship between online toxicity and news topics. <i>PLoS ONE</i> , 2020, 15, e0228723.	1.1	29
68	An analysis of multimedia searching on AltaVista. , 2003, , .		27
69	A study and comparison of multimedia Web searching: 1997â€“2006. <i>Journal of the Association for Information Science and Technology</i> , 2009, 60, 1756-1768.	2.6	27
70	The effect of ad rank on the performance of keyword advertising campaigns. <i>Journal of the Association for Information Science and Technology</i> , 2013, 64, 2115-2132.	2.6	27
71	Conversion potential: a metric for evaluating search engine advertising performance. <i>Journal of Research in Interactive Marketing</i> , 2017, 11, 142-159.	7.2	27
72	Real time search on the web: Queries, topics, and economic value. <i>Information Processing and Management</i> , 2011, 47, 491-506.	5.4	26

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73	Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task. , 2020, , .		26
74	From 2,772 segments to five personas: Summarizing a diverse online audience by generating culturally adapted personas. First Monday, 0, , .	0.6	26
75	Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas. International Journal of Human-Computer Interaction, 2020, 36, 788-800.	3.3	25
76	Automated evaluation of search engine performance via implicit user feedback. , 2005, , .		24
77	Searching multimedia federated content web collections. Online Information Review, 2006, 30, 485-495.	2.2	24
78	Searching for people on Web search engines. Journal of Documentation, 2004, 60, 266-278.	0.9	22
79	Methodological Approach in Discovering User Search Patterns through Web Log Analysis. Bulletin of the American Society for Information Science, 2005, 27, 15-17.	0.3	22
80	Automatic Persona Generation (APG). , 2018, , .		22
81	A Survey of 15 Years of Data-Driven Persona Development. International Journal of Human-Computer Interaction, 2021, 37, 1685-1708.	3.3	22
82	The Future of Data-driven Personas: A Marriage of Online Analytics Numbers and Human Attributes. , 2019, , .		22
83	Searching for salvation: An analysis of US religious searching on the World Wide Web. Religion, 2010, 40, 39-52.	0.3	21
84	Conversing and searching: the causal relationship between social media and web search. Internet Research, 2017, 27, 1209-1226.	2.7	21
85	Persona Perception Scale. , 2018, , .		21
86	Research and Methodological Foundations of Transaction Log Analysis. , 2009, , 1-16.		21
87	Sponsored Search: Is Money a Motivator for Providing Relevant Results?. Computer, 2007, 40, 52-57.	1.2	20
88	Automatic Persona Generation for Online Content Creators: Conceptual Rationale and a Research Agenda. Human-computer Interaction Series, 2019, , 135-160.	0.4	20
89	Classifying online corporate reputation with machine learning: a study in the banking domain. Internet Research, 2019, 30, 45-66.	2.7	20
90	Enriching Social Media Personas with Personality Traits: A Deep Learning Approach Using the Big Five Classes. Lecture Notes in Computer Science, 2020, , 101-120.	1.0	20

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91	Overlap among major web search engines. <i>Internet Research</i> , 2006, 16, 419-426.	2.7	19
92	Personas for Content Creators via Decomposed Aggregate Audience Statistics. , 2017, , .		19
93	The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces. , 2020, , .		19
94	Generating Cultural Personas from Social Data: A Perspective of Middle Eastern Users. , 2017, , .		18
95	Does a Smile Matter if the Person Is Not Real?: The Effect of a Smile and Stock Photos on Persona Perceptions. <i>International Journal of Human-Computer Interaction</i> , 2020, 36, 568-590.	3.3	18
96	The Google Online Marketing Challenge: Classroom Learning with Real Clients, Real Money, and Real Advertising Campaigns. <i>Journal of Interactive Advertising</i> , 2008, 9, 49-55.	3.0	17
97	The Components and Impact of Sponsored Search. <i>Computer</i> , 2009, 42, 98-101.	1.2	17
98	External to internal search: Associating searching on search engines with searching on sites. <i>Information Processing and Management</i> , 2015, 51, 718-736.	5.4	17
99	Confusion Prediction from Eye-Tracking Data. , 2019, , .		17
100	Are These Comments Triggering? Predicting Triggers of Toxicity in Online Discussions. , 2020, , .		17
101	Query Modifications Patterns During Web Searching. , 2007, , .		16
102	Budget Planning for Coupled Campaigns in Sponsored Search Auctions. <i>International Journal of Electronic Commerce</i> , 2014, 18, 39-66.	1.4	16
103	Personas Changing Over Time. , 2019, , .		16
104	Data-Driven Personas. <i>Synthesis Lectures on Human-Centered Informatics</i> , 2021, 14, i-317.	0.4	16
105	Failure analysis in query construction. , 1998, , .		15
106	Digital video in education. , 1999, , .		15
107	Real time search user behavior. , 2010, , .		15
108	User reactions to search engines logos: investigating brand knowledge of web search engines. <i>Electronic Commerce Research</i> , 2012, 12, 429-454.	3.0	15

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109	Analyzing MOOC discussion forum messages to identify cognitive learning information exchanges. Proceedings of the Association for Information Science and Technology, 2015, 52, 1-10.	0.3	15
110	Towards Automatic Persona Generation Using Social Media. , 2016, , .		15
111	Who are your users?. , 2017, , .		15
112	What We Read, What We Search. , 2018, , .		15
113	Fixation and Confusion. , 2018, , .		15
114	Automated gathering of Web information. ACM Transactions on Internet Technology, 2006, 6, 442-464.	3.0	14
115	The role of communication in collaborative information searching. Proceedings of the American Society for Information Science and Technology, 2008, 45, 1-10.	0.2	14
116	A web analytics approach for appraising electronic resources in academic libraries. Journal of the Association for Information Science and Technology, 2016, 67, 518-534.	1.5	14
117	Viewed by too many or viewed too little: Using information dissemination for audience segmentation. Proceedings of the Association for Information Science and Technology, 2017, 54, 189-196.	0.3	14
118	How Does Personification Impact Ad Performance and Empathy? An Experiment with Online Advertising. International Journal of Human-Computer Interaction, 2021, 37, 141-155.	3.3	14
119	Exploring the Relationship Between Game Content and Culture-based Toxicity. , 2019, , .		14
120	Gender demographic targeting in sponsored search. , 2010, , .		13
121	Aggregate effects of advertising decisions. Internet Research, 2018, 28, 1079-1102.	2.7	13
122	Detecting Demographic Bias in Automatically Generated Personas. , 2019, , .		13
123	A Template for Data-Driven Personas: Analyzing 31 Quantitatively Oriented Persona Profiles. Lecture Notes in Computer Science, 2020, , 125-144.	1.0	13
124	How to Define Searching Sessions on Web Search Engines. , 2006, , 92-109.		13
125	The Methodology of Search Log Analysis. , 2009, , 100-123.		13
126	Brand Names as Keywords in Sponsored Search Advertising. Communications of the Association for Information Systems, 0, 27, .	0.7	12

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127	Social TV and the Social Soundtrack: Significance of Second Screen Interaction during Television Viewing. Lecture Notes in Computer Science, 2014, , 317-324.	1.0	12
128	Performance analysis of keyword advertising campaign using gender-brand effect of search queries. Electronic Commerce Research and Applications, 2014, 13, 139-149.	2.5	12
129	Creating Manageable Persona Sets from Large User Populations. , 2019, , .		12
130	Analysis of Document Viewing Patterns of Web Search Engine Users. , 0, , 339-354.		12
131	Collaborative Information Behavior. , 0, , 73-88.		12
132	Measuring user interactions with websites: A comparison of two industry standard analytics approaches using data of 86 websites. PLoS ONE, 2022, 17, e0268212.	1.1	12
133	Investigating the effect of results ranking in sponsored search. Proceedings of the American Society for Information Science and Technology, 2011, 48, 1-10.	0.2	11
134	Using the Panama Papers to explore the financial networks of the Middle East. , 2016, , .		11
135	Validating social media data for automatic persona generation. , 2016, , .		11
136	Capturing the change in topical interests of personas over time. Proceedings of the Association for Information Science and Technology, 2019, 56, 127-136.	0.3	11
137	Keyword Optimization in Sponsored Search Advertising: A Multilevel Computational Framework. IEEE Intelligent Systems, 2019, 34, 32-42.	4.0	11
138	Brand awareness and the evaluation of search results. , 2007, , .		10
139	Inter-Rater Agreement for Social Computing Studies. , 2018, , .		10
140	The ability of personas: An empirical evaluation of altering incorrect preconceptions about users. International Journal of Human Computer Studies, 2021, 153, 102645.	3.7	10
141	Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning. Journal of Interactive Marketing, 2022, 57, 517-539.	4.3	10
142	Assisting the searcher: utilizing software agents for Web search systems. Internet Research, 2004, 14, 19-33.	2.7	9
143	The effect of brand awareness on the evaluation of search engine results. , 2007, , .		9
144	Gen X and Ys attitudes on using social media platforms for opinion sharing. , 2010, , .		9

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145	Giving Faces to Data. , 2020, , .		9
146	What really matters?: characterising and predicting user engagement of news postings using multiple platforms, sentiments and topics. Behaviour and Information Technology, 2023, 42, 545-568.	2.5	9
147	Use Cases for Design Personas: A Systematic Review and New Frontiers. , 2022, , .		9
148	Identification of factors predicting clickthrough in Web searching using neural network analysis. Journal of the Association for Information Science and Technology, 2009, 60, 557-570.	2.6	8
149	Findings of a User Study of Automatically Generated Personas. , 2018, , .		8
150	Design Issues in Automatically Generated Persona Profiles. , 2019, , .		8
151	Picturing It!: The Effect of Image Styles on User Perceptions of Personas. , 2021, , .		8
152	Evaluating pattern for group interactions using second screens. , 2015, , .		7
153	Understanding and Predicting Question Subjectivity in Social Question and Answering. IEEE Transactions on Computational Social Systems, 2016, 3, 32-41.	3.2	7
154	Using artificially generated pictures in customer-facing systems: an evaluation study with data-driven personas. Behaviour and Information Technology, 2020, , 1-17.	2.5	7
155	Subjective versus Objective Questions: Perception of Question Subjectivity in Social Q&A. Lecture Notes in Computer Science, 2015, , 131-140.	1.0	7
156	Sexual and pornographic Web searching: Trends analysis. First Monday, 0, , .	0.6	7
157	Do players communicate differently depending on the champion played? Exploring the Proteus effect in League of Legends. Technological Forecasting and Social Change, 2022, 177, 121556.	6.2	7
158	Influences of mood on information seeking behavior. , 2009, , .		6
159	Modeling journal bibliometrics to predict downloads and inform purchase decisions at university research libraries. Journal of the Association for Information Science and Technology, 2016, 67, 2263-2273.	1.5	6
160	Second screen interaction analysis for IRL events: Phase-category investigation of the super bowl 2015 social soundtrack. , 2016, , .		6
161	Analyzing Hate Speech Toward Players from the MENA in League of Legends. , 2019, , .		6
162	Using Machine Learning to Predict Ranking of Webpages in the Gift Industry. , 2019, , .		6

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163	Optimal advertising for a generalized Vidale-Wolfe response model. <i>Electronic Commerce Research</i> , 2022, 22, 1275-1305.	3.0	6
164	Forecasting the nearly unforecastable: why aren't airline bookings adhering to the prediction algorithm?. <i>Electronic Commerce Research</i> , 2021, 21, 73-100.	3.0	6
165	The Effect of Experience on Persona Perceptions. , 2020, , .		6
166	Which message? Which channel? Which customer? Exploring response rates in multi-channel marketing using short-form advertising. <i>Data and Information Management</i> , 2022, 6, 100008.	0.7	6
167	The impact of automated assistance on the information retrieval process. , 2003, , .		5
168	To what degree can log data profile a web searcher?. <i>Proceedings of the American Society for Information Science and Technology</i> , 2009, 46, 1-19.	0.2	5
169	Predictive value of comments in the service engagement process. <i>Proceedings of the American Society for Information Science and Technology</i> , 2012, 49, 1-6.	0.2	5
170	Predicting potential responders in social Q&A based on non-QA features. , 2014, , .		5
171	From flat file to interface: Synthesis of personas and analytics for enhanced user understanding. <i>Proceedings of the Association for Information Science and Technology</i> , 2020, 57, e215.	0.3	5
172	Too few, too many, just right: Creating the necessary number of segments for large online customer populations. <i>Electronic Commerce Research and Applications</i> , 2021, 49, 101083.	2.5	5
173	Persona analytics: Analyzing the stability of online segments and content interests over time using non-negative matrix factorization. <i>Expert Systems With Applications</i> , 2021, 185, 115611.	4.4	5
174	Designing Prototype Player Personas from a Game Preference Survey. , 2020, , .		5
175	Digital video in education. <i>SIGCSE Bulletin</i> , 1999, 31, 122-126.	0.1	4
176	Paid search as an information seeking paradigm. <i>Bulletin of the American Society for Information Science</i> , 2006, 32, 7-8.	0.3	4
177	Title is missing!. <i>Information Processing and Management</i> , 2007, 43, 1147-1148.	5.4	4
178	Predicting query reformulation during web searching. , 2009, , .		4
179	Smart marketing or bait & switch. , 2010, , .		4
180	Understanding the specificity of web search queries. , 2013, , .		4

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181	Measuring the value of library content collections. Proceedings of the American Society for Information Science and Technology, 2013, 50, 1-13.	0.2	4
182	A Taxonomy for Classifying Questions Asked in Social Question and Answering. , 2015, , .		4
183	Correlation of Brand Mentions in Social Media and Web Searching Before and After Real Life Events: Phase Analysis of Social Media and Search Data for Super Bowl 2015 Commercials. , 2015, , .		4
184	An Analysis of Cognitive Learning Context in MOOC Forum Messages. , 2016, , .		4
185	ASK: A taxonomy of accuracy, social, and knowledge information seeking posts in social question and answering. Journal of the Association for Information Science and Technology, 2017, 68, 333-347.	1.5	4
186	Analyzing Advertising Labels. , 2018, , .		4
187	The Effect of Smiling Pictures on Perceptions of Personas. , 2019, , .		4
188	Implementing Eye-Tracking for Persona Analytics. , 2021, , .		4
189	Web Log Analysis. , 2009, , 506-522.		4
190	Using the lessons of Y2K to improve information systems architecture. Communications of the ACM, 2000, 43, 90-97.	3.3	3
191	Information task switching and multitasking web search. Proceedings of the American Society for Information Science and Technology, 2005, 41, 213-217.	0.2	3
192	Investigating the relevance of sponsored results for web ecommerce queries. , 2007, , .		3
193	The ubiquitous and increasingly significant status message. Interactions, 2010, 17, 15-17.	0.8	3
194	Being networked and being engaged. , 2011, , .		3
195	A branding model for web search engines. International Journal of Internet Marketing and Advertising, 2012, 7, 195.	0.1	3
196	Analyzing the social soundtrack from second screens before, during, and after Real-life events. , 2015, , .		3
197	Leveraging Social Analytics Data for Identifying Customer Segments for Online News Media. , 2017, , .		3
198	Persona Analytics: Implementing Mouse-Tracking for an Interactive Persona System. , 2021, , .		3

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199	Towards a Measurement Scale of Organizational Readiness for Personas. , 2021, , .		3
200	Instilling Knowledge Claims of Personas from 346 Research Articles. , 2021, , .		3
201	The Ethics of Data-Driven Personas. , 2020, , .		3
202	Suggestions for Online User Studies. Lecture Notes in Computer Science, 2021, , 127-146.	1.0	3
203	Developing Persona Analytics Towards Persona Science. , 2022, , .		3
204	Information Searching Tactics of Web Searchers. Proceedings of the American Society for Information Science and Technology, 2006, 43, 1-14.	0.2	2
205	The gender-brand effect of key phrases on user clicks in sponsored search. , 2013, , .		2
206	Siteâ€searching strategies of searchers referred from search engines. Proceedings of the American Society for Information Science and Technology, 2013, 50, 1-6.	0.2	2
207	Linking external and internal search. , 2014, , .		2
208	Evaluating classification schemes for second screen interactions. , 2015, , .		2
209	Pixel efficiency analysis: A quantitative web analytics approach. Proceedings of the Association for Information Science and Technology, 2016, 53, 1-10.	0.3	2
210	Information Sharing by Viewers Via Second Screens for In-Real-Life Events. ACM Transactions on the Web, 2017, 11, 1-24.	2.0	2
211	Surveys as a Complementary Method for Web Log Analysis. , 2009, , 39-64.		2
212	Rethinking Personas for Fairness: Algorithmic Transparency and Accountability in Data-Driven Personas. Lecture Notes in Computer Science, 2020, , 82-100.	1.0	2
213	Can Unhappy Pictures Enhance the Effect of Personas? A User Experiment. ACM Transactions on Computer-Human Interaction, 2022, 29, 1-59.	4.6	2
214	An information retrieval application for simulated annealing (poster). , 1997, , .		1
215	A software agent for performance improvement of existing information retrieval systems. , 1999, , .		1
216	The appropriate (and inappropriate) use of query operators and their effect on web search results. Proceedings of the American Society for Information Science and Technology, 2005, 41, 274-279.	0.2	1

#	ARTICLE	IF	CITATIONS
217	Finding nutrition information on the Web: Coverage vs. authority. Proceedings of the American Society for Information Science and Technology, 2006, 42, n/a-n/a.	0.2	1
218	Evaluating success in search systems. Proceedings of the American Society for Information Science and Technology, 2006, 42, n/a-n/a.	0.2	1
219	Limitations of Advanced Searching Techniques on Web Search Engines. Journal of Electronic Resources in Law Libraries, 2006, 1, 55-81.	0.2	1
220	Understanding web search via a learning paradigm. , 2007, , .		1
221	Viewing online searching within a learning paradigm. , 2007, , .		1
222	Formal definitions of web information search. Proceedings of the American Society for Information Science and Technology, 2007, 43, 1-1.	0.2	1
223	Query formulation in web search. Proceedings of the American Society for Information Science and Technology, 2009, 46, 1-3.	0.2	1
224	Web searchâ†. Information Sciences, 2009, 179, 1795-1795.	4.0	1
225	Question and Answering Made Interactive: An Exploration of Interactions in Social Q&A. , 2013, , .		1
226	Shop Together, Search Together. , 2016, , .		1
227	Comparing Persona Analytics and Social Media Analytics for a User-Centric Task Using Eye-Tracking and Think-Aloud. , 2021, , .		1
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