

Bernard Jim Jansen

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

242
papers

7,097
citations

39
h-index

80
g-index

273
ext. papers

8,303
ext. citations

3.3
avg, IF

6.4
L-index

#	Paper	IF	Citations
242	Twitter power: Tweets as electronic word of mouth. <i>Journal of the Association for Information Science and Technology</i> , 2009 , 60, 2169-2188		1038
241	Real life, real users, and real needs: a study and analysis of user queries on the web. <i>Information Processing and Management</i> , 2000 , 36, 207-227	6.3	744
240	How are we searching the World Wide Web? A comparison of nine search engine transaction logs. <i>Information Processing and Management</i> , 2006 , 42, 248-263	6.3	434
239	Real life information retrieval: a study of user queries on the Web. <i>ACM SIGIR Forum</i> , 1998 , 32, 5-17	0.9	354
238	Determining the informational, navigational, and transactional intent of Web queries. <i>Information Processing and Management</i> , 2008 , 44, 1251-1266	6.3	259
237	A review of Web searching studies and a framework for future research. <i>Journal of the Association for Information Science and Technology</i> , 2001 , 52, 235-246		236
236	Search log analysis: What it is, what's been done, how to do it. <i>Library and Information Science Research</i> , 2006 , 28, 407-432	1.9	166
235	A model for understanding collaborative information behavior in context: A study of two healthcare teams. <i>Information Processing and Management</i> , 2008 , 44, 256-273	6.3	133
234	Sponsored search: an overview of the concept, history, and technology. <i>International Journal of Electronic Business</i> , 2008 , 6, 114	0.8	112
233	Business engagement on Twitter: a path analysis. <i>Electronic Markets</i> , 2011 , 21, 161-175	4.8	99
232	Multitasking during Web search sessions. <i>Information Processing and Management</i> , 2006 , 42, 264-275	6.3	98
231	Determining the user intent of web search engine queries 2007 ,		92
230	Using the taxonomy of cognitive learning to model online searching. <i>Information Processing and Management</i> , 2009 , 45, 643-663	6.3	88
229	Searching the Web: a survey of EXCITE users. <i>Internet Research</i> , 1999 , 9, 117-128	4.8	87
228	An analysis of Web searching by European AlltheWeb.com users. <i>Information Processing and Management</i> , 2005 , 41, 361-381	6.3	86
227	A study of results overlap and uniqueness among major Web search engines. <i>Information Processing and Management</i> , 2006 , 42, 1379-1391	6.3	85
226	A temporal comparison of AltaVista Web searching. <i>Journal of the Association for Information Science and Technology</i> , 2005 , 56, 559-570		84

225	Use of query reformulation and relevance feedback by Excite users. <i>Internet Research</i> , 2000 , 10, 317-328	4.8	81
224	Defining a session on Web search engines. <i>Journal of the Association for Information Science and Technology</i> , 2007 , 58, 862-871		64
223	Factors relating to the decision to click on a sponsored link. <i>Decision Support Systems</i> , 2007 , 44, 46-59	5.6	63
222	Coverage, relevance, and ranking. <i>ACM Transactions on Information Systems</i> , 2003 , 21, 383-411	4.8	63
221	Patterns of query reformulation during Web searching. <i>Journal of the Association for Information Science and Technology</i> , 2009 , 60, 1358-1371		62
220	U.S. versus European web searching trends. <i>ACM SIGIR Forum</i> , 2002 , 36, 32-38	0.9	62
219	Micro-blogging as online word of mouth branding 2009 ,		60
218	The effectiveness of Web search engines for retrieving relevant ecommerce links. <i>Information Processing and Management</i> , 2006 , 42, 1075-1098	6.3	59
217	Vox populi: The public searching of the web. <i>Journal of the Association for Information Science and Technology</i> , 2001 , 52, 1073-1074		57
216	An examination of searcher's perceptions of nonsponsored and sponsored links during ecommerce Web searching. <i>Journal of the Association for Information Science and Technology</i> , 2006 , 57, 1949-1961		53
215	Customer segmentation using online platforms: isolating behavioral and demographic segments for persona creation via aggregated user data. <i>Social Network Analysis and Mining</i> , 2018 , 8, 1	2.2	51
214	Using the web to look for work. <i>Internet Research</i> , 2005 , 15, 49-66	4.8	51
213	Web searching on the Vivisimo search engine. <i>Journal of the Association for Information Science and Technology</i> , 2006 , 57, 1875-1887		47
212	Searching for digital images on the web. <i>Journal of Documentation</i> , 2008 , 64, 81-101	1.3	46
211	The comparative effectiveness of sponsored and nonsponsored links for Web e-commerce queries. <i>ACM Transactions on the Web</i> , 2007 , 1, 3	3.2	45
210	Are personas done? Evaluating their usefulness in the age of digital analytics. <i>Persona Studies</i> , 2018 , 4, 47-65	0	44
209	Evaluating the effectiveness of and patterns of interactions with automated searching assistance. <i>Journal of the Association for Information Science and Technology</i> , 2005 , 56, 1480-1503		41
208	Seeking and implementing automated assistance during the search process. <i>Information Processing and Management</i> , 2005 , 41, 909-928	6.3	40

207	Time series analysis of a Web search engine transaction log. <i>Information Processing and Management</i> , 2009 , 45, 230-245	6.3	39
206	Investigating customer click through behaviour with integrated sponsored and nonsponsored results. <i>International Journal of Internet Marketing and Advertising</i> , 2009 , 5, 74	0.7	39
205	Web searcher interaction with the Dogpile.com metasearch engine. <i>Journal of the Association for Information Science and Technology</i> , 2007 , 58, 744-755		39
204	Persona Generation from Aggregated Social Media Data 2017 ,		37
203	Questioner or question: Predicting the response rate in social question and answering on Sina Weibo. <i>Information Processing and Management</i> , 2018 , 54, 159-174	6.3	35
202	Classifying web search queries to identify high revenue generating customers. <i>Journal of the Association for Information Science and Technology</i> , 2012 , 63, 1426-1441		34
201	Classifying the user intent of web queries using k-means clustering. <i>Internet Research</i> , 2010 , 20, 563-581	4.8	34
200	Understanding User-Web Interactions via Web Analytics. <i>Synthesis Lectures on Information Concepts, Retrieval, and Services</i> , 2009 , 1, 1-102	1.7	34
199	A review of Web searching studies and a framework for future research 2001 , 52, 235		34
198	Identifying and predicting the desire to help in social question and answering. <i>Information Processing and Management</i> , 2017 , 53, 490-504	6.3	33
197	Evaluating the performance of demographic targeting using gender in sponsored search. <i>Information Processing and Management</i> , 2013 , 49, 286-302	6.3	33
196	Searching for multimedia: analysis of audio, video and image Web queries. <i>World Wide Web</i> , 2000 , 3, 249-254	2.9	33
195	The Brand Effect of Key Phrases and Advertisements in Sponsored Search. <i>International Journal of Electronic Commerce</i> , 2011 , 16, 77-106	5.4	31
194	An Analysis of MOOC Discussion Forum Interactions from the Most Active Users. <i>Lecture Notes in Computer Science</i> , 2015 , 452-457	0.9	30
193	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		28
192	Machine learning approach to auto-tagging online content for content marketing efficiency: A comparative analysis between methods and content type. <i>Journal of Business Research</i> , 2019 , 101, 203-217	8.7	27
191	Patterns and transitions of query reformulation during web searching. <i>International Journal of Web Information Systems</i> , 2007 , 3, 328-340	0.9	27
190	Is More Better? 2018 ,		27

189	A study and comparison of multimedia Web searching: 1997-2006. <i>Journal of the Association for Information Science and Technology</i> , 2009 , 60, 1756-1768		26
188	Click Fraud. <i>Computer</i> , 2007 , 40, 85-86	1.6	25
187	Computational Advertising: A Paradigm Shift for Advertising and Marketing?. <i>IEEE Intelligent Systems</i> , 2017 , 32, 3-6	4.2	24
186	Classifying web queries by topic and user intent 2010 ,		24
185	Confusion and information triggered by photos in persona profiles. <i>International Journal of Human Computer Studies</i> , 2019 , 129, 1-14	4.6	23
184	Using temporal patterns of interactions to design effective automated searching assistance. <i>Communications of the ACM</i> , 2006 , 49, 72-74	2.5	23
183	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		22
182	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	1.4	22
181	Almighty Twitter, what are people asking for?. <i>Proceedings of the American Society for Information Science and Technology</i> , 2012 , 49, 1-10		21
180	From 2,772 segments to five personas: Summarizing a diverse online audience by generating culturally adapted personas. <i>First Monday</i> ,		21
179	The seventeen theoretical constructs of information searching and information retrieval. <i>Journal of the Association for Information Science and Technology</i> , 2010 , 61, n/a-n/a		20
178	A Literature Review of Quantitative Persona Creation 2020 ,		20
177	Automatic Persona Generation for Online Content Creators: Conceptual Rationale and a Research Agenda. <i>Human-computer Interaction Series</i> , 2019 , 135-160	0.6	18
176	Searching multimedia federated content web collections. <i>Online Information Review</i> , 2006 , 30, 485-495	2	18
175	The Future of Data-driven Personas: A Marriage of Online Analytics Numbers and Human Attributes 2019 ,		18
174	Factors influencing the response rate in social question and answering behavior 2013 ,		17
173	Real time search on the web: Queries, topics, and economic value. <i>Information Processing and Management</i> , 2011 , 47, 491-506	6.3	17
172	Searching for salvation: An analysis of US religious searching on the World Wide Web. <i>Religion</i> , 2010 , 40, 39-52	0.5	17

171	An analysis of multimedia searching on AltaVista 2003 ,		17
170	Conversion potential: a metric for evaluating search engine advertising performance. <i>Journal of Research in Interactive Marketing</i> , 2017 , 11, 142-159	7.5	16
169	Personas for Content Creators via Decomposed Aggregate Audience Statistics 2017 ,		16
168	The graphical user interface. <i>ACM SIGCHI Bulletin</i> , 1998 , 30, 22-26		16
167	Overlap among major web search engines. <i>Internet Research</i> , 2006 , 16, 419-426	4.8	15
166	Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas. <i>International Journal of Human-Computer Interaction</i> , 2020 , 36, 788-800	3.6	15
165	Persona Perception Scale 2018 ,		15
164	Persona Perception Scale: Development and Exploratory Validation of an Instrument for Evaluating Individuals' Perceptions of Personas. <i>International Journal of Human Computer Studies</i> , 2020 , 141, 102437 ^{4.6}	4.6	14
163	Automatic Persona Generation (APG) 2018 ,		14
162	Conversing and searching: the causal relationship between social media and web search. <i>Internet Research</i> , 2017 , 27, 1209-1226	4.8	14
161	Generating Cultural Personas from Social Data: A Perspective of Middle Eastern Users 2017 ,		14
160	User reactions to search engines logos: investigating brand knowledge of web search engines. <i>Electronic Commerce Research</i> , 2012 , 12, 429-454	2.1	14
159	The Components and Impact of Sponsored Search. <i>Computer</i> , 2009 , 42, 98-101	1.6	14
158	Automated evaluation of search engine performance via implicit user feedback 2005 ,		14
157	Personas Changing Over Time 2019 ,		13
156	Who are your users? 2017 ,		13
155	Searching for people on Web search engines. <i>Journal of Documentation</i> , 2004 , 60, 266-278	1.3	13
154	Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task 2020 ,		13

153	Topic-driven toxicity: Exploring the relationship between online toxicity and news topics. <i>PLoS ONE</i> , 2020 , 15, e0228723	3.7	12
152	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	6.2	12
151	Sponsored Search: Is Money a Motivator for Providing Relevant Results?. <i>Computer</i> , 2007 , 40, 52-57	1.6	12
150	Query Modifications Patterns During Web Searching 2007 ,		12
149	Towards Automatic Persona Generation Using Social Media 2016 ,		11
148	The role of communication in collaborative information searching. <i>Proceedings of the American Society for Information Science and Technology</i> , 2008 , 45, 1-10		11
147	Detecting Demographic Bias in Automatically Generated Personas 2019 ,		10
146	What We Read, What We Search 2018 ,		10
145	Social TV and the Social Soundtrack: Significance of Second Screen Interaction during Television Viewing. <i>Lecture Notes in Computer Science</i> , 2014 , 317-324	0.9	10
144	Performance analysis of keyword advertising campaign using gender-brand effect of search queries. <i>Electronic Commerce Research and Applications</i> , 2014 , 13, 139-149	4.6	10
143	Budget Planning for Coupled Campaigns in Sponsored Search Auctions. <i>International Journal of Electronic Commerce</i> , 2014 , 18, 39-66	5.4	10
142	Real time search user behavior 2010 ,		10
141	Gender demographic targeting in sponsored search 2010 ,		10
140	Automated gathering of Web information. <i>ACM Transactions on Internet Technology</i> , 2006 , 6, 442-464	3.8	10
139	The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces 2020 ,		10
138	Analysis of Document Viewing Patterns of Web Search Engine Users 339-354		10
137	A web analytics approach for appraising electronic resources in academic libraries. <i>Journal of the Association for Information Science and Technology</i> , 2016 , 67, 518-534	2.7	9
136	Validating social media data for automatic persona generation 2016 ,		9

135	Fixation and Confusion 2018 ,		9
134	Capturing the change in topical interests of personas over time. <i>Proceedings of the Association for Information Science and Technology</i> , 2019 , 56, 127-136	0.4	9
133	Viewed by too many or viewed too little: Using information dissemination for audience segmentation. <i>Proceedings of the Association for Information Science and Technology</i> , 2017 , 54, 189-196	0.4	9
132	Investigating the effect of results ranking in sponsored search. <i>Proceedings of the American Society for Information Science and Technology</i> , 2011 , 48, 1-10		9
131	Methodological Approach in Discovering User Search Patterns through Web Log Analysis. <i>Bulletin of the American Society for Information Science</i> , 2005 , 27, 15-17		9
130	Failure analysis in query construction 1998 ,		9
129	External to internal search: Associating searching on search engines with searching on sites. <i>Information Processing and Management</i> , 2015 , 51, 718-736	6.3	8
128	Research and Methodological Foundations of Transaction Log Analysis 2009 , 1-16		8
127	Collaborative Information Behavior 73-88		8
126	A Template for Data-Driven Personas: Analyzing 31 Quantitatively Oriented Persona Profiles. <i>Lecture Notes in Computer Science</i> , 2020 , 125-144	0.9	8
125	Using the Panama Papers to explore the financial networks of the Middle East 2016 ,		8
124	Creating Manageable Persona Sets from Large User Populations 2019 ,		7
123	Evaluating pattern for group interactions using second screens 2015 ,		7
122	Aggregate effects of advertising decisions. <i>Internet Research</i> , 2018 , 28, 1079-1102	4.8	7
121	Findings of a User Study of Automatically Generated Personas 2018 ,		7
120	Analyzing MOOC discussion forum messages to identify cognitive learning information exchanges. <i>Proceedings of the Association for Information Science and Technology</i> , 2015 , 52, 1-10	0.4	7
119	Assisting the searcher: utilizing software agents for Web search systems. <i>Internet Research</i> , 2004 , 14, 19-33	4.8	7
118	Confusion Prediction from Eye-Tracking Data 2019 ,		7

117	Enriching Social Media Personas with Personality Traits: A Deep Learning Approach Using the Big Five Classes. <i>Lecture Notes in Computer Science</i> , 2020 , 101-120	0.9	7
116	Are These Comments Triggering? Predicting Triggers of Toxicity in Online Discussions 2020 ,		7
115	How to Define Searching Sessions on Web Search Engines 2006 , 92-109		7
114	A Survey of 15 Years of Data-Driven Persona Development. <i>International Journal of Human-Computer Interaction</i> , 2021 , 37, 1685-1708	3.6	7
113	Classifying online corporate reputation with machine learning: a study in the banking domain. <i>Internet Research</i> , 2019 , 30, 45-66	4.8	7
112	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	3.6	7
111	Data-Driven Personas. <i>Synthesis Lectures on Human-Centered Informatics</i> , 2021 , 14, i-317	2.5	7
110	Design Issues in Automatically Generated Persona Profiles 2019 ,		6
109	2016 ,		6
108	Gen X and Ys attitudes on using social media platforms for opinion sharing 2010 ,		6
107	Identification of factors predicting clickthrough in Web searching using neural network analysis. <i>Journal of the Association for Information Science and Technology</i> , 2009 , 60, 557-570		6
106	Brand awareness and the evaluation of search results 2007 ,		6
105	Giving Faces to Data 2020 ,		6
104	Subjective versus Objective Questions: Perception of Question Subjectivity in Social Q&A. <i>Lecture Notes in Computer Science</i> , 2015 , 131-140	0.9	6
103	Using artificially generated pictures in customer-facing systems: an evaluation study with data-driven personas. <i>Behaviour and Information Technology</i> , 2020 , 1-17	2.4	6
102	Creating and detecting fake reviews of online products. <i>Journal of Retailing and Consumer Services</i> , 2022 , 64, 102771	8.5	6
101	Predicting potential responders in social Q&A based on non-QA features 2014 ,		5
100	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		5

99	Digital video in education 1999 ,		5
98	How Does Personification Impact Ad Performance and Empathy? An Experiment with Online Advertising. <i>International Journal of Human-Computer Interaction</i> , 2021 , 37, 141-155	3.6	5
97	Inter-Rater Agreement for Social Computing Studies 2018 ,		5
96	The ability of personas: An empirical evaluation of altering incorrect preconceptions about users. <i>International Journal of Human Computer Studies</i> , 2021 , 153, 102645	4.6	5
95	Keyword Optimization in Sponsored Search Advertising: A Multilevel Computational Framework. <i>IEEE Intelligent Systems</i> , 2019 , 34, 32-42	4.2	4
94	Analyzing Hate Speech Toward Players from the MENA in League of Legends 2019 ,		4
93	Understanding and Predicting Question Subjectivity in Social Question and Answering. <i>IEEE Transactions on Computational Social Systems</i> , 2016 , 3, 32-41	4.5	4
92	A Taxonomy for Classifying Questions Asked in Social Question and Answering 2015 ,		4
91	Predicting query reformulation during web searching 2009 ,		4
90	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		4
89	The effect of brand awareness on the evaluation of search engine results 2007 ,		4
88	The impact of automated assistance on the information retrieval process 2003 ,		4
87	The Effect of Experience on Persona Perceptions 2020 ,		4
86	Sexual and pornographic Web searching: Trends analysis. <i>First Monday</i> ,		4
85	Picturing It!: The Effect of Image Styles on User Perceptions of Personas 2021 ,		4
84	The Effect of Smiling Pictures on Perceptions of Personas 2019 ,		3
83	Modeling journal bibliometrics to predict downloads and inform purchase decisions at university research libraries. <i>Journal of the Association for Information Science and Technology</i> , 2016 , 67, 2263-2273 ^{2.7}		3
82	Leveraging Social Analytics Data for Identifying Customer Segments for Online News Media 2017 ,		3

81	Understanding the specificity of web search queries 2013 ,		3
80	Brand Names as Keywords in Sponsored Search Advertising. <i>Communications of the Association for Information Systems</i> , 2010 , 27,	1.3	3
79	The ubiquitous and increasingly significant status message. <i>Interactions</i> , 2010 , 17, 15-17	1	3
78	Influences of mood on information seeking behavior 2009 ,		3
77	Being networked and being engaged 2011 ,		3
76	Paid search as an information seeking paradigm. <i>Bulletin of the American Society for Information Science</i> , 2006 , 32, 7-8		3
75	Digital video in education. <i>SIGCSE Bulletin</i> , 1999 , 31, 122-126	0	3
74	Exploring the Relationship Between Game Content and Culture-based Toxicity 2019 ,		3
73	The Methodology of Search Log Analysis 2009 , 100-123		3
72	Using Machine Learning to Predict Ranking of Webpages in the Gift Industry 2019 ,		3
71	ASK: A taxonomy of accuracy, social, and knowledge information seeking posts in social question and answering. <i>Journal of the Association for Information Science and Technology</i> , 2017 , 68, 333-347	2.7	2
70	Information Sharing by Viewers Via Second Screens for In-Real-Life Events. <i>ACM Transactions on the Web</i> , 2017 , 11, 1-24	3.2	2
69	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	0.4	2
68	An Analysis of Cognitive Learning Context in MOOC Forum Messages 2016 ,		2
67	Analyzing the social soundtrack from second screens before, during, and after Real-life events 2015 ,		2
66	The gender-brand effect of key phrases on user clicks in sponsored search 2013 ,		2
65	Measuring the value of library content collections. <i>Proceedings of the American Society for Information Science and Technology</i> , 2013 , 50, 1-13		2
64	A branding model for web search engines. <i>International Journal of Internet Marketing and Advertising</i> , 2012 , 7, 195	0.7	2

63	Smart marketing or bait & switch 2010 ,		2
62	. <i>Information Processing and Management</i> , 2007 , 43, 1147-1148	6.3	2
61	Information task switching and multitasking web search. <i>Proceedings of the American Society for Information Science and Technology</i> , 2005 , 41, 213-217		2
60	Using the lessons of Y2K to improve information systems architecture. <i>Communications of the ACM</i> , 2000 , 43, 90-97	2.5	2
59	Do players communicate differently depending on the champion played? Exploring the Proteus effect in League of Legends. <i>Technological Forecasting and Social Change</i> , 2022 , 177, 121556	9.5	2
58	Designing Prototype Player Personas from a Game Preference Survey 2020 ,		2
57	Web Log Analysis 2009 , 506-522		2
56	Optimal advertising for a generalized Vidale-Wolfe response model. <i>Electronic Commerce Research</i> , 2011 , 11, 1-11	2.1	2
55	Implementing Eye-Tracking for Persona Analytics 2021 ,		2
54	Towards a Measurement Scale of Organizational Readiness for Personas 2021 ,		2
53	Evaluating classification schemes for second screen interactions 2015 ,		1
52	Shop Together, Search Together 2016 ,		1
51	Question and Answering Made Interactive: An Exploration of Interactions in Social Q&A 2013 ,		1
50	Linking external and internal search 2014 ,		1
49	Site-searching strategies of searchers referred from search engines. <i>Proceedings of the American Society for Information Science and Technology</i> , 2013 , 50, 1-6		1
48	Query formulation in web search. <i>Proceedings of the American Society for Information Science and Technology</i> , 2009 , 46, 1-3		1
47	Information Searching Tactics of Web Searchers. <i>Proceedings of the American Society for Information Science and Technology</i> , 2007 , 43, 1-14		1
46	Investigating the relevance of sponsored results for web ecommerce queries 2007 ,		1

45	Viewing online searching within a learning paradigm 2007 ,		1
44	The appropriate (and inappropriate) use of query operators and their effect on web search results. <i>Proceedings of the American Society for Information Science and Technology</i> , 2005 , 41, 274-279		1
43	What really matters?: characterising and predicting user engagement of news postings using multiple platforms, sentiments and topics. <i>Behaviour and Information Technology</i> , 1-24	2.4	1
42	The Ethics of Data-Driven Personas 2020 ,		1
41	Suggestions for Online User Studies. <i>Lecture Notes in Computer Science</i> , 2021 , 127-146	0.9	1
40	Surveys as a Complementary Method for Web Log Analysis 2009 , 39-64		1
39	Analyzing Second Screen Based Social Soundtrack of TV Viewers from Diverse Cultural Settings. <i>Lecture Notes in Computer Science</i> , 2015 , 375-380	0.9	1
38	Analysis of Question and Answering Behavior in Question Routing Services. <i>Lecture Notes in Computer Science</i> , 2015 , 72-85	0.9	1
37	Associating Searching on Search Engines to Subsequent Searching on Sites. <i>International Journal of Information Systems in the Service Sector</i> , 2016 , 8, 30-43	0.7	1
36	Persona Analytics: Implementing Mouse-Tracking for an Interactive Persona System 2021 ,		1
35	Forecasting the nearly unforecastable: why aren't airline bookings adhering to the prediction algorithm?. <i>Electronic Commerce Research</i> , 2021 , 21, 73-100	2.1	1
34	A review of Web searching studies and a framework for future research 2001 , 52, 235		1
33	Pixel efficiency analysis: A quantitative web analytics approach. <i>Proceedings of the Association for Information Science and Technology</i> , 2016 , 53, 1-10	0.4	0
32	Limitations of Advanced Searching Techniques on Web Search Engines 2006 , 1, 55-81		0
31	Rethinking Personas for Fairness: Algorithmic Transparency and Accountability in Data-Driven Personas. <i>Lecture Notes in Computer Science</i> , 2020 , 82-100	0.9	0
30	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	4.6	0
29	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	7.8	0
28	Which Message? Which Channel? Which Customer?: Exploring Response Rates in Multi-Channel Marketing Using Short-Form Advertising. <i>Data and Information Management</i> , 2022 , 100008	1.4	0

27	Measuring user interactions with websites: A comparison of two industry standard analytics approaches using data of 86 websites. <i>PLoS ONE</i> , 2022 , 17, e0268212	3.7	o
26	Detecting Pain Points from User-Generated Social Media Posts Using Machine Learning. <i>Journal of Interactive Marketing</i> , 109499682210955	9.8	o
25	An Integrated Conceptual Model to Incorporate Information Tasks in Workflow Models. <i>Lecture Notes in Computer Science</i> , 2012 , 487-500	0.9	
24	Gender-brand effect of search queries on sponsored search performance. <i>Proceedings of the American Society for Information Science and Technology</i> , 2013 , 50, 1-4		
23	Mapping user search queries to product categories. <i>Proceedings of the American Society for Information Science and Technology</i> , 2011 , 48, 1-10		
22	Formal definitions of web information search. <i>Proceedings of the American Society for Information Science and Technology</i> , 2007 , 43, 1-1		
21	Web log analysis panel. <i>Proceedings of the American Society for Information Science and Technology</i> , 2008 , 44, 1-2		
20	An analysis of searchers' perceptions of sponsored and non-sponsored links using nested design. <i>Proceedings of the American Society for Information Science and Technology</i> , 2008 , 44, 1-9		
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