

# Bernard Jim Jansen

## List of Publications by Year in Descending Order

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**Version:** 2024-04-26

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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	Can Unhappy Pictures Enhance the Effect of Personas? A User Experiment. <i>ACM Transactions on Computer-Human Interaction</i> , <b>2022</b> , 29, 1-59	4.7	
241	Do players communicate differently depending on the champion played? Exploring the Proteus effect in League of Legends. <i>Technological Forecasting and Social Change</i> , <b>2022</b> , 177, 121556	9.5	2
240	Creating and detecting fake reviews of online products. <i>Journal of Retailing and Consumer Services</i> , <b>2022</b> , 64, 102771	8.5	6
239	Which Message? Which Channel? Which Customer?: Exploring Response Rates in Multi-Channel Marketing Using Short-Form Advertising. <i>Data and Information Management</i> , <b>2022</b> , 100008	1.4	0
238	Measuring user interactions with websites: A comparison of two industry standard analytics approaches using data of 86 websites. <i>PLoS ONE</i> , <b>2022</b> , 17, e0268212	3.7	0
237	Suggestions for Online User Studies. <i>Lecture Notes in Computer Science</i> , <b>2021</b> , 127-146	0.9	1
236	A Survey of 15 Years of Data-Driven Persona Development. <i>International Journal of Human-Computer Interaction</i> , <b>2021</b> , 37, 1685-1708	3.6	7
235	Persona Analytics: Implementing Mouse-Tracking for an Interactive Persona System <b>2021</b> ,		1
234	Picturing It!: The Effect of Image Styles on User Perceptions of Personas <b>2021</b> ,		4
233	Implementing Eye-Tracking for Persona Analytics <b>2021</b> ,		2
232	Towards a Measurement Scale of Organizational Readiness for Personas <b>2021</b> ,		2
231	How Does Personification Impact Ad Performance and Empathy? An Experiment with Online Advertising. <i>International Journal of Human-Computer Interaction</i> , <b>2021</b> , 37, 141-155	3.6	5
230	Helping Professionals Select Persona Interview Questions Using Natural Language Processing. <i>Lecture Notes in Computer Science</i> , <b>2021</b> , 280-290	0.9	
229	Data-Driven Personas. <i>Synthesis Lectures on Human-Centered Informatics</i> , <b>2021</b> , 14, i-317	2.5	7
228	Too few, too many, just right: Creating the necessary number of segments for large online customer populations. <i>Electronic Commerce Research and Applications</i> , <b>2021</b> , 49, 101083	4.6	0
227	The ability of personas: An empirical evaluation of altering incorrect preconceptions about users. <i>International Journal of Human Computer Studies</i> , <b>2021</b> , 153, 102645	4.6	5
226	Persona analytics: Analyzing the stability of online segments and content interests over time using non-negative matrix factorization. <i>Expert Systems With Applications</i> , <b>2021</b> , 185, 115611	7.8	0

225	Forecasting the nearly unforecastable: why aren't airline bookings adhering to the prediction algorithm?. <i>Electronic Commerce Research</i> , <b>2021</b> , 21, 73-100	2.1	1
224	The Data-Driven Persona Revolution <b>2021</b> , 3-27		
223	Data-Driven Personas as Interfaces for Persona Analytics System <b>2021</b> , 119-135		
222	Evaluating Data-Driven Personas <b>2021</b> , 209-237		
221	Getting Meaningful Data <b>2021</b> , 63-91		
220	Conclusion: Dispelling Myths and Laying Out the Grand Challenges of Data-Driven Personas <b>2021</b> , 263-275		
219	Creating Data-Driven Personas <b>2021</b> , 93-118		
218	Getting Your Organization Data-Driven Persona Ready <b>2021</b> , 29-60		
217	Use Cases for Data-Driven Personas <b>2021</b> , 159-185		
216	Challenges of Applying Data-Driven Persona Development <b>2021</b> , 139-158		
215	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> , <b>2020</b> , 57, e215	0.4	2
214	Topic-driven toxicity: Exploring the relationship between online toxicity and news topics. <i>PLoS ONE</i> , <b>2020</b> , 15, e0228723	3.7	12
213	Persona Perception Scale: Development and Exploratory Validation of an Instrument for Evaluating Individuals' Perceptions of Personas. <i>International Journal of Human Computer Studies</i> , <b>2020</b> , 141, 102437	4.6	14
212	A Literature Review of Quantitative Persona Creation <b>2020</b> ,		20
211	Personas and Analytics: A Comparative User Study of Efficiency and Effectiveness for a User Identification Task <b>2020</b> ,		13
210	The Effect of Experience on Persona Perceptions <b>2020</b> ,		4
209	The effect of numerical and textual information on visual engagement and perceptions of AI-driven persona interfaces <b>2020</b> ,		10
208	Giving Faces to Data <b>2020</b> ,		6

207	Enriching Social Media Personas with Personality Traits: A Deep Learning Approach Using the Big Five Classes. <i>Lecture Notes in Computer Science</i> , <b>2020</b> , 101-120	0.9	7
206	Rethinking Personas for Fairness: Algorithmic Transparency and Accountability in Data-Driven Personas. <i>Lecture Notes in Computer Science</i> , <b>2020</b> , 82-100	0.9	0
205	Are These Comments Triggering? Predicting Triggers of Toxicity in Online Discussions <b>2020</b> ,		7
204	The Ethics of Data-Driven Personas <b>2020</b> ,		1
203	Designing Prototype Player Personas from a Game Preference Survey <b>2020</b> ,		2
202	Making Meaningful User Segments from Datasets Using Product Dissemination and Product Impact. <i>Data and Information Management</i> , <b>2020</b> , 4, 237-249	1.4	
201	Data-Driven Personas for Enhanced User Understanding: Combining Empathy with Rationality for Better Insights to Analytics. <i>Data and Information Management</i> , <b>2020</b> , 4, 1-17	1.4	22
200	A Template for Data-Driven Personas: Analyzing 31 Quantitatively Oriented Persona Profiles. <i>Lecture Notes in Computer Science</i> , <b>2020</b> , 125-144	0.9	8
199	Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas. <i>International Journal of Human-Computer Interaction</i> , <b>2020</b> , 36, 788-800	3.6	15
198	Using artificially generated pictures in customer-facing systems: an evaluation study with data-driven personas. <i>Behaviour and Information Technology</i> , <b>2020</b> , 1-17	2.4	6
197	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> , <b>2020</b> , 36, 568-590	3.6	7
196	Creating Manageable Persona Sets from Large User Populations <b>2019</b> ,		7
195	The Effect of Smiling Pictures on Perceptions of Personas <b>2019</b> ,		3
194	Detecting Demographic Bias in Automatically Generated Personas <b>2019</b> ,		10
193	Keyword Optimization in Sponsored Search Advertising: A Multilevel Computational Framework. <i>IEEE Intelligent Systems</i> , <b>2019</b> , 34, 32-42	4.2	4
192	Analyzing Hate Speech Toward Players from the MENA in League of Legends <b>2019</b> ,		4
191	Personas Changing Over Time <b>2019</b> ,		13
190	Design Issues in Automatically Generated Persona Profiles <b>2019</b> ,		6

189	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> , <b>2019</b> , 101, 203-217	8.7	27
188	Automatic Persona Generation for Online Content Creators: Conceptual Rationale and a Research Agenda. <i>Human-computer Interaction Series</i> , <b>2019</b> , 135-160	0.6	18
187	Confusion and information triggered by photos in persona profiles. <i>International Journal of Human Computer Studies</i> , <b>2019</b> , 129, 1-14	4.6	23
186	Capturing the change in topical interests of personas over time. <i>Proceedings of the Association for Information Science and Technology</i> , <b>2019</b> , 56, 127-136	0.4	9
185	Exploring the Relationship Between Game Content and Culture-based Toxicity <b>2019</b> ,		3
184	Confusion Prediction from Eye-Tracking Data <b>2019</b> ,		7
183	The Future of Data-driven Personas: A Marriage of Online Analytics Numbers and Human Attributes <b>2019</b> ,		18
182	Classifying online corporate reputation with machine learning: a study in the banking domain. <i>Internet Research</i> , <b>2019</b> , 30, 45-66	4.8	7
181	Using Machine Learning to Predict Ranking of Webpages in the Gift Industry <b>2019</b> ,		3
180	What We Read, What We Search <b>2018</b> ,		10
179	Fixation and Confusion <b>2018</b> ,		9
178	Automatic Persona Generation (APG) <b>2018</b> ,		14
177	Aggregate effects of advertising decisions. <i>Internet Research</i> , <b>2018</b> , 28, 1079-1102	4.8	7
176	Findings of a User Study of Automatically Generated Personas <b>2018</b> ,		7
175	Customer segmentation using online platforms: isolating behavioral and demographic segments for persona creation via aggregated user data. <i>Social Network Analysis and Mining</i> , <b>2018</b> , 8, 1	2.2	51
174	Are personas done? Evaluating their usefulness in the age of digital analytics. <i>Persona Studies</i> , <b>2018</b> , 4, 47-65	0	44
173	Combining Behaviors and Demographics to Segment Online Audiences: Experiments with a YouTube Channel. <i>Lecture Notes in Computer Science</i> , <b>2018</b> , 141-153	0.9	
172	Questioner or question: Predicting the response rate in social question and answering on Sina Weibo. <i>Information Processing and Management</i> , <b>2018</b> , 54, 159-174	6.3	35

171	Inter-Rater Agreement for Social Computing Studies <b>2018</b> ,		5
170	Persona Perception Scale <b>2018</b> ,		15
169	Is More Better? <b>2018</b> ,		27
168	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> , <b>2017</b> , 68, 333-347	2.7	2
167	Persona Generation from Aggregated Social Media Data <b>2017</b> ,		37
166	Conversion potential: a metric for evaluating search engine advertising performance. <i>Journal of Research in Interactive Marketing</i> , <b>2017</b> , 11, 142-159	7.5	16
165	Computational Advertising: A Paradigm Shift for Advertising and Marketing?. <i>IEEE Intelligent Systems</i> , <b>2017</b> , 32, 3-6	4.2	24
164	Information Sharing by Viewers Via Second Screens for In-Real-Life Events. <i>ACM Transactions on the Web</i> , <b>2017</b> , 11, 1-24	3.2	2
163	Personas for Content Creators via Decomposed Aggregate Audience Statistics <b>2017</b> ,		16
162	Conversing and searching: the causal relationship between social media and web search. <i>Internet Research</i> , <b>2017</b> , 27, 1209-1226	4.8	14
161	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> , <b>2017</b> , 54, 189-196	0.4	9
160	Identifying and predicting the desire to help in social question and answering. <i>Information Processing and Management</i> , <b>2017</b> , 53, 490-504	6.3	33
159	Leveraging Social Analytics Data for Identifying Customer Segments for Online News Media <b>2017</b> ,		3
158	Generating Cultural Personas from Social Data: A Perspective of Middle Eastern Users <b>2017</b> ,		14
157	Who are your users? <b>2017</b> ,		13
156	A web analytics approach for appraising electronic resources in academic libraries. <i>Journal of the Association for Information Science and Technology</i> , <b>2016</b> , 67, 518-534	2.7	9
155	An Analysis of Cognitive Learning Context in MOOC Forum Messages <b>2016</b> ,		2
154	Towards Automatic Persona Generation Using Social Media <b>2016</b> ,		11

153	Pixel efficiency analysis: A quantitative web analytics approach. <i>Proceedings of the Association for Information Science and Technology</i> , <b>2016</b> , 53, 1-10	0.4	0
152	Validating social media data for automatic persona generation <b>2016</b> ,		9
151	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> , <b>2016</b> , 67, 2263-2273 <sup>2.7</sup>		3
150	<b>2016</b> ,		6
149	Shop Together, Search Together <b>2016</b> ,		1
148	Understanding and Predicting Question Subjectivity in Social Question and Answering. <i>IEEE Transactions on Computational Social Systems</i> , <b>2016</b> , 3, 32-41	4.5	4
147	Formality Identification in Social Media Dialogue. <i>Lecture Notes in Computer Science</i> , <b>2016</b> , 13-22	0.9	
146	Associating Searching on Search Engines to Subsequent Searching on Sites. <i>International Journal of Information Systems in the Service Sector</i> , <b>2016</b> , 8, 30-43	0.7	1
145	Using the Panama Papers to explore the financial networks of the Middle East <b>2016</b> ,		8
144	External to internal search: Associating searching on search engines with searching on sites. <i>Information Processing and Management</i> , <b>2015</b> , 51, 718-736	6.3	8
143	An Analysis of MOOC Discussion Forum Interactions from the Most Active Users. <i>Lecture Notes in Computer Science</i> , <b>2015</b> , 452-457	0.9	30
142	Evaluating classification schemes for second screen interactions <b>2015</b> ,		1
141	Evaluating pattern for group interactions using second screens <b>2015</b> ,		7
140	Analyzing MOOC discussion forum messages to identify cognitive learning information exchanges. <i>Proceedings of the Association for Information Science and Technology</i> , <b>2015</b> , 52, 1-10	0.4	7
139	A Taxonomy for Classifying Questions Asked in Social Question and Answering <b>2015</b> ,		4
138	Analyzing the social soundtrack from second screens before, during, and after Real-life events <b>2015</b> ,		2
137	Subjective versus Objective Questions: Perception of Question Subjectivity in Social Q&A. <i>Lecture Notes in Computer Science</i> , <b>2015</b> , 131-140	0.9	6
136	Analyzing Second Screen Based Social Soundtrack of TV Viewers from Diverse Cultural Settings. <i>Lecture Notes in Computer Science</i> , <b>2015</b> , 375-380	0.9	1

135	Analysis of Question and Answering Behavior in Question Routing Services. <i>Lecture Notes in Computer Science</i> , <b>2015</b> , 72-85	0.9	1
134	Social TV and the Social Soundtrack: Significance of Second Screen Interaction during Television Viewing. <i>Lecture Notes in Computer Science</i> , <b>2014</b> , 317-324	0.9	10
133	Performance analysis of keyword advertising campaign using gender-brand effect of search queries. <i>Electronic Commerce Research and Applications</i> , <b>2014</b> , 13, 139-149	4.6	10
132	Budget Planning for Coupled Campaigns in Sponsored Search Auctions. <i>International Journal of Electronic Commerce</i> , <b>2014</b> , 18, 39-66	5.4	10
131	Linking external and internal search <b>2014</b> ,		1
130	Predicting potential responders in social Q&A based on non-QA features <b>2014</b> ,		5
129	Leveraging Mobile Technology to Enhance Both Competition and Cooperation in an Undergraduate STEM Course <b>2014</b> , 167-177		
128	The effect of ad rank on the performance of keyword advertising campaigns. <i>Journal of the Association for Information Science and Technology</i> , <b>2013</b> , 64, 2115-2132		22
127	Question and Answering Made Interactive: An Exploration of Interactions in Social Q&A <b>2013</b> ,		1
126	Evaluating the performance of demographic targeting using gender in sponsored search. <i>Information Processing and Management</i> , <b>2013</b> , 49, 286-302	6.3	33
125	Understanding the specificity of web search queries <b>2013</b> ,		3
124	The gender-brand effect of key phrases on user clicks in sponsored search <b>2013</b> ,		2
123	Factors influencing the response rate in social question and answering behavior <b>2013</b> ,		17
122	Measuring the value of library content collections. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2013</b> , 50, 1-13		2
121	Site-searching strategies of searchers referred from search engines. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2013</b> , 50, 1-6		1
120	Gender-brand effect of search queries on sponsored search performance. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2013</b> , 50, 1-4		
119	An Integrated Conceptual Model to Incorporate Information Tasks in Workflow Models. <i>Lecture Notes in Computer Science</i> , <b>2012</b> , 487-500	0.9	
118	Almighty Twitter, what are people asking for?. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2012</b> , 49, 1-10		21



117	Predictive value of comments in the service engagement process. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2012</b> , 49, 1-6		5
116	User reactions to search engines logos: investigating brand knowledge of web search engines. <i>Electronic Commerce Research</i> , <b>2012</b> , 12, 429-454	2.1	14
115	Classifying web search queries to identify high revenue generating customers. <i>Journal of the Association for Information Science and Technology</i> , <b>2012</b> , 63, 1426-1441		34
114	A branding model for web search engines. <i>International Journal of Internet Marketing and Advertising</i> , <b>2012</b> , 7, 195	0.7	2
113	Real time search on the web: Queries, topics, and economic value. <i>Information Processing and Management</i> , <b>2011</b> , 47, 491-506	6.3	17
112	Business engagement on Twitter: a path analysis. <i>Electronic Markets</i> , <b>2011</b> , 21, 161-175	4.8	99
111	Investigating the effect of results ranking in sponsored search. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2011</b> , 48, 1-10		9
110	Mapping user search queries to product categories. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2011</b> , 48, 1-10		
109	The Brand Effect of Key Phrases and Advertisements in Sponsored Search. <i>International Journal of Electronic Commerce</i> , <b>2011</b> , 16, 77-106	5.4	31
108	Being networked and being engaged <b>2011</b> ,		3
107	Brand Names as Keywords in Sponsored Search Advertising. <i>Communications of the Association for Information Systems</i> , <b>2010</b> , 27,	1.3	3
106	Classifying the user intent of web queries using k-means clustering. <i>Internet Research</i> , <b>2010</b> , 20, 563-581	4.8	34
105	Classifying web queries by topic and user intent <b>2010</b> ,		24
104	Real time search user behavior <b>2010</b> ,		10
103	The ubiquitous and increasingly significant status message. <i>Interactions</i> , <b>2010</b> , 17, 15-17	1	3
102	Gen X and Ys attitudes on using social media platforms for opinion sharing <b>2010</b> ,		6
101	Gender demographic targeting in sponsored search <b>2010</b> ,		10
100	Smart marketing or bait & switch <b>2010</b> ,		2

99	The seventeen theoretical constructs of information searching and information retrieval. <i>Journal of the Association for Information Science and Technology</i> , <b>2010</b> , 61, n/a-n/a		20
98	Searching for salvation: An analysis of US religious searching on the World Wide Web. <i>Religion</i> , <b>2010</b> , 40, 39-52	0.5	17
97	Influences of mood on information seeking behavior <b>2009</b> ,		3
96	Predicting query reformulation during web searching <b>2009</b> ,		4
95	The Components and Impact of Sponsored Search. <i>Computer</i> , <b>2009</b> , 42, 98-101	1.6	14
94	Time series analysis of a Web search engine transaction log. <i>Information Processing and Management</i> , <b>2009</b> , 45, 230-245	6.3	39
93	Using the taxonomy of cognitive learning to model online searching. <i>Information Processing and Management</i> , <b>2009</b> , 45, 643-663	6.3	88
92	Query formulation in web search. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2009</b> , 46, 1-3		1
91	To what degree can log data profile a web searcher?. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2009</b> , 46, 1-19		4
90	Identification of factors predicting clickthrough in Web searching using neural network analysis. <i>Journal of the Association for Information Science and Technology</i> , <b>2009</b> , 60, 557-570		6
89	Patterns of query reformulation during Web searching. <i>Journal of the Association for Information Science and Technology</i> , <b>2009</b> , 60, 1358-1371		62
88	Brand and its effect on user perception of search engine performance. <i>Journal of the Association for Information Science and Technology</i> , <b>2009</b> , 60, 1572-1595		28
87	A study and comparison of multimedia Web searching: 1997-2006. <i>Journal of the Association for Information Science and Technology</i> , <b>2009</b> , 60, 1756-1768		26
86	Twitter power: Tweets as electronic word of mouth. <i>Journal of the Association for Information Science and Technology</i> , <b>2009</b> , 60, 2169-2188		1038
85	Understanding User-Web Interactions via Web Analytics. <i>Synthesis Lectures on Information Concepts, Retrieval, and Services</i> , <b>2009</b> , 1, 1-102	1.7	34
84	Micro-blogging as online word of mouth branding <b>2009</b> ,		60
83	Investigating customer click through behaviour with integrated sponsored and nonsponsored results. <i>International Journal of Internet Marketing and Advertising</i> , <b>2009</b> , 5, 74	0.7	39
82	Research and Methodological Foundations of Transaction Log Analysis <b>2009</b> , 1-16		8

81	Surveys as a Complementary Method for Web Log Analysis <b>2009</b> , 39-64		1
80	The Methodology of Search Log Analysis <b>2009</b> , 100-123		3
79	Web Log Analysis <b>2009</b> , 506-522		2
78	A model for understanding collaborative information behavior in context: A study of two healthcare teams. <i>Information Processing and Management</i> , <b>2008</b> , 44, 256-273	6.3	133
77	Determining the informational, navigational, and transactional intent of Web queries. <i>Information Processing and Management</i> , <b>2008</b> , 44, 1251-1266	6.3	259
76	Searching for digital images on the web. <i>Journal of Documentation</i> , <b>2008</b> , 64, 81-101	1.3	46
75	The Google Online Marketing Challenge: Classroom Learning with Real Clients, Real Money, and Real Advertising Campaigns. <i>Journal of Interactive Advertising</i> , <b>2008</b> , 9, 49-55	6.2	12
74	Sponsored search: an overview of the concept, history, and technology. <i>International Journal of Electronic Business</i> , <b>2008</b> , 6, 114	0.8	112
73	Web log analysis panel. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2008</b> , 44, 1-2		
72	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> , <b>2008</b> , 44, 1-9		
71	The Google Online Marketing Challenge: A multi-disciplinary global teaching and learning initiative using sponsored search. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2008</b> , 45, 1-3		
70	The role of communication in collaborative information searching. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2008</b> , 45, 1-10		11
69	Web searcher interaction with the Dogpile.com metasearch engine. <i>Journal of the Association for Information Science and Technology</i> , <b>2007</b> , 58, 744-755		39
68	Defining a session on Web search engines. <i>Journal of the Association for Information Science and Technology</i> , <b>2007</b> , 58, 862-871		64
67	Information Searching Tactics of Web Searchers. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2007</b> , 43, 1-14		1
66	Formal definitions of web information search. <i>Proceedings of the American Society for Information Science and Technology</i> , <b>2007</b> , 43, 1-1		
65	. <i>Information Processing and Management</i> , <b>2007</b> , 43, 1147-1148	6.3	2
64	Factors relating to the decision to click on a sponsored link. <i>Decision Support Systems</i> , <b>2007</b> , 44, 46-59	5.6	63

63	Click Fraud. <i>Computer</i> , <b>2007</b> , 40, 85-86	1.6	25
62	Sponsored Search: Is Money a Motivator for Providing Relevant Results?. <i>Computer</i> , <b>2007</b> , 40, 52-57	1.6	12
61	Investigating the relevance of sponsored results for web ecommerce queries <b>2007</b> ,		1
60	Viewing online searching within a learning paradigm <b>2007</b> ,		1
59	The comparative effectiveness of sponsored and nonsponsored links for Web e-commerce queries. <i>ACM Transactions on the Web</i> , <b>2007</b> , 1, 3	3.2	45
58	Determining the user intent of web search engine queries <b>2007</b> ,		92
57	Brand awareness and the evaluation of search results <b>2007</b> ,		6
56	The effect of brand awareness on the evaluation of search engine results <b>2007</b> ,		4
55	Query Modifications Patterns During Web Searching <b>2007</b> ,		12
54	Patterns and transitions of query reformulation during web searching. <i>International Journal of Web Information Systems</i> , <b>2007</b> , 3, 328-340	0.9	27
53	Semantics and the Medical Web <b>2007</b> , 266-278		
52	Multitasking during Web search sessions. <i>Information Processing and Management</i> , <b>2006</b> , 42, 264-275	6.3	98
51	How are we searching the World Wide Web? A comparison of nine search engine transaction logs. <i>Information Processing and Management</i> , <b>2006</b> , 42, 248-263	6.3	434
50	The effectiveness of Web search engines for retrieving relevant ecommerce links. <i>Information Processing and Management</i> , <b>2006</b> , 42, 1075-1098	6.3	59
49	A study of results overlap and uniqueness among major Web search engines. <i>Information Processing and Management</i> , <b>2006</b> , 42, 1379-1391	6.3	85
48	Search log analysis: What it is, what's been done, how to do it. <i>Library and Information Science Research</i> , <b>2006</b> , 28, 407-432	1.9	166
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