

# Marco C Yzer

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6978541/publications.pdf>

Version: 2024-02-01

49  
papers

2,483  
citations

279701

23  
h-index

243529

44  
g-index

57  
all docs

57  
docs citations

57  
times ranked

2572  
citing authors

#	ARTICLE	IF	CITATIONS
1	Using Theory to Design Effective Health Behavior Interventions. <i>Communication Theory</i> , 2003, 13, 164-183.	2.0	738
2	Interpersonal Communication as an Indirect Pathway for the Effect of Antismoking Media Content on Smoking Cessation. <i>Journal of Health Communication</i> , 2011, 16, 470-485.	1.2	134
3	When (and Why) Interpersonal Talk Matters for Campaigns. <i>Communication Theory</i> , 2009, 19, 1-8.	2.0	129
4	Can we explain why some people do and some people do not act on their intentions?. <i>Psychology, Health and Medicine</i> , 2003, 8, 3-18.	1.3	116
5	Perceived Behavioral Control in Reasoned Action Theory. <i>Annals of the American Academy of Political and Social Science</i> , 2012, 640, 101-117.	0.8	105
6	The Roles of Interpersonal Communication in Mass Media Campaigns. <i>Annals of the International Communication Association</i> , 2007, 31, 420-462.	2.8	100
7	Social influences on smoking cessation: a comparison of the effect of six social influence variables. <i>Preventive Medicine</i> , 2005, 41, 186-193.	1.6	89
8	Control perceptions moderate attitudinal and normative effects on intention to quit smoking.. <i>Psychology of Addictive Behaviors</i> , 2014, 28, 1153-1161.	1.4	87
9	Public perceptions of conflicting information surrounding COVID-19: Results from a nationally representative survey of U.S. adults. <i>PLoS ONE</i> , 2020, 15, e0240776.	1.1	86
10	The effects of smoking self-identity and quitting self-identity on attempts to quit smoking.. <i>Health Psychology</i> , 2009, 28, 535-544.	1.3	78
11	Does Perceived Message Effectiveness Predict the Actual Effectiveness of Tobacco Education Messages? A Systematic Review and Meta-Analysis. <i>Health Communication</i> , 2020, 35, 148-157.	1.8	64
12	The Effectiveness of Gateway Communications in Anti-Marijuana Campaigns. <i>Journal of Health Communication</i> , 2003, 8, 129-143.	1.2	57
13	Perceived Message Effectiveness Measures in Tobacco Education Campaigns: A Systematic Review. <i>Communication Methods and Measures</i> , 2018, 12, 295-313.	3.0	57
14	Effects of Media Exposure to Conflicting Information About Mammography: Results From a Population-based Survey Experiment. <i>Annals of Behavioral Medicine</i> , 2019, 53, 896-908.	1.7	52
15	On the Conceptual Ambiguity Surrounding Perceived Message Effectiveness. <i>Health Communication</i> , 2015, 30, 125-134.	1.8	49
16	Construal Level Theory and Theory of Planned Behavior: Time Frame Effects on Salient Belief Generation. <i>Journal of Health Communication</i> , 2011, 16, 595-606.	1.2	48
17	New Communication Technologies, Old Questions. <i>American Behavioral Scientist</i> , 2008, 52, 8-20.	2.3	42
18	Bringing up condom use and using condoms with new sexual partners: Intentional or habitual?. <i>Psychology and Health</i> , 2001, 16, 409-421.	1.2	33

#	ARTICLE	IF	CITATIONS
19	The Role of Distal Variables in Behavior Change: Effects of Adolescents' Risk for Marijuana Use on Intention to Use Marijuana. <i>Journal of Applied Social Psychology</i> , 2004, 34, 1229-1250.	1.3	33
20	Affective and Executive Network Processing Associated with Persuasive Antidrug Messages. <i>Journal of Cognitive Neuroscience</i> , 2013, 25, 1136-1147.	1.1	33
21	Understanding smoking cessation: The role of smokers' quit history.. <i>Psychology of Addictive Behaviors</i> , 2006, 20, 356-361.	1.4	27
22	Americans' perceptions of disparities in COVID-19 mortality: Results from a nationally-representative survey. <i>Preventive Medicine</i> , 2020, 141, 106278.	1.6	27
23	Can public campaigns effectively change psychological determinants of safer sex? An evaluation of three Dutch campaigns. <i>Health Education Research</i> , 2000, 15, 339-352.	1.0	25
24	Affective Antecedents of the Perceived Effectiveness of Antidrug Advertisements: An Analysis of Adolescents' Momentary and Retrospective Evaluations. <i>Prevention Science</i> , 2011, 12, 278-288.	1.5	23
25	Beliefs underlying stress reduction and depression help-seeking among college students: An elicitation study. <i>Journal of American College Health</i> , 2019, 67, 153-160.	0.8	19
26	Measurement and Design Heterogeneity in Perceived Message Effectiveness Studies: A Call for Research. <i>Journal of Communication</i> , 2018, 68, 990-993.	2.1	18
27	Effects of Prior Exposure to Conflicting Health Information on Responses to Subsequent Unrelated Health Messages: Results from a Population-Based Longitudinal Experiment. <i>Annals of Behavioral Medicine</i> , 2022, 56, 498-511.	1.7	18
28	Reasoned Action Theory: Persuasion as Belief-Based Behavior Change. , 2012, , 120-136.		18
29	The Effects of Information About AIDS Risk and Self-Efficacy on Women's Intentions to Engage in AIDS Preventive Behavior. <i>Journal of Applied Social Psychology</i> , 1998, 28, 1837-1852.	1.3	17
30	Romance and risk: romantic attraction and health risks in the process of relationship formation. <i>Psychology, Health and Medicine</i> , 2004, 9, 273-285.	1.3	16
31	Inducing Fear as a Public Communication Campaign Strategy. , 2013, , 163-176.		16
32	Informing Tobacco Cessation Benefit Use Interventions for Unionized Blue-Collar Workers: A Mixed-Methods Reasoned Action Approach. <i>Prevention Science</i> , 2015, 16, 811-821.	1.5	15
33	HIV interventions affect behavior indirectly: results from the AIDS Community Demonstration Projects. <i>AIDS Care - Psychological and Socio-Medical Aspects of AIDS/HIV</i> , 2008, 20, 456-461.	0.6	9
34	Explaining Intentions to Seek Help for Depressive Symptoms in the Context of Responsibility Message Framing. <i>Health Communication</i> , 2018, 33, 946-953.	1.8	8
35	4. The integrative model of behavioral prediction and message-based HIV-prevention. , 2008, , 49-69.		8
36	Using Beliefs About Positive and Negative Consequences as the Basis for Designing Message Interventions for Lowering Risky Behavior. , 2003, , 210-220.		8

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37	The usefulness of perceived difficulty for health research. <i>Psychology, Health and Medicine</i> , 2004, 9, 149-162.	1.3	7
38	Entertainment Tonight? The Value of Informative TV News Among U.S. Viewers. <i>Electronic News</i> , 2008, 2, 123-137.	0.4	7
39	Effects of cultural cues on perceptions of HPV vaccination messages among parents and guardians of American Indian youth. <i>Preventive Medicine</i> , 2018, 115, 104-109.	1.6	7
40	Eye Movement Patterns in Response to Anti-Binge Drinking Messages. <i>Health Communication</i> , 2018, 33, 1454-1461.	1.8	6
41	The Impact of the Work of Martin Fishbein on Health Issues in the World. <i>Health Communication</i> , 2010, 25, 625-627.	1.8	5
42	Media-Induced Misperception Further Divides Public Opinion. <i>Journal of Media Psychology</i> , 2020, 32, 70-81.	0.7	5
43	Testing a Brief Scale Format Self-affirmation Induction for Use in Health Communication Research and Practice. <i>Communication Methods and Measures</i> , 2019, 13, 178-197.	3.0	4
44	Ends Over Means: Self-Affirmation Strengthens Attitudinal and Weakens Perceived Control Effects on Behavioral Intention. <i>Media Psychology</i> , 2019, 22, 351-372.	2.1	4
45	Effects of Exposure to Conflicting Information About Mammography on Cancer Information Overload, Perceived Scientists'™ Credibility, and Perceived Journalists'™ Credibility. <i>Health Communication</i> , 2023, 38, 2481-2490.	1.8	4
46	Understanding self-affirmation effects: The moderating role of self-esteem. <i>British Journal of Health Psychology</i> , 2021, 26, 1016-1039.	1.9	3
47	A Reasoned Action Approach to Depression Help-Seeking Messaging for College Students: Implications of Cognitive Biases in Depression. <i>Health Communication</i> , 2022, 37, 1731-1739.	1.8	2
48	Is Involvement a Good Thing? The Undesirable Consequences of Topical and Conversational Involvement in the Context of Alcohol Consumption. <i>Journal of Health Communication</i> , 2020, 25, 66-73.	1.2	0
49	Effects of culturally tailored smoking prevention and cessation messages on urban American Indian youth. <i>Preventive Medicine Reports</i> , 2021, 24, 101540.	0.8	0