

Marco C Yzer

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.

52
papers

1,947
citations

21
h-index

44
g-index

57
ext. papers

2,210
ext. citations

3.1
avg, IF

5.25
L-index

#	Paper	IF	Citations
52	Using Theory to Design Effective Health Behavior Interventions. <i>Communication Theory</i> , 2003 , 13, 164-183		620
51	Interpersonal communication as an indirect pathway for the effect of antismoking media content on smoking cessation. <i>Journal of Health Communication</i> , 2011 , 16, 470-85	2.5	118
50	When (and Why) Interpersonal Talk Matters for Campaigns. <i>Communication Theory</i> , 2009 , 19, 1-8	2	112
49	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	2.1	95
48	Perceived Behavioral Control in Reasoned Action Theory: A Dual-Aspect Interpretation. <i>Annals of the American Academy of Political and Social Science</i> , 2012 , 640, 101-117	2.8	81
47	Social influences on smoking cessation: a comparison of the effect of six social influence variables. <i>Preventive Medicine</i> , 2005 , 41, 186-93	4.3	76
46	The Roles of Interpersonal Communication in Mass Media Campaigns. <i>Annals of the International Communication Association</i> , 2007 , 31, 420-462	3.8	73
45	Control perceptions moderate attitudinal and normative effects on intention to quit smoking. <i>Psychology of Addictive Behaviors</i> , 2014 , 28, 1153-61	3.4	72
44	The effects of smoking self-identity and quitting self-identity on attempts to quit smoking. <i>Health Psychology</i> , 2009 , 28, 535-44	5	69
43	The effectiveness of gateway communications in anti-marijuana campaigns. <i>Journal of Health Communication</i> , 2003 , 8, 129-43	2.5	53
42	On the conceptual ambiguity surrounding perceived message effectiveness. <i>Health Communication</i> , 2015 , 30, 125-34	3.2	41
41	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	2.5	40
40	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	3.7	36
39	Perceived Message Effectiveness Measures in Tobacco Education Campaigns: A Systematic Review. <i>Communication Methods and Measures</i> , 2018 , 12, 295-313	6.5	34
38	New Communication Technologies, Old Questions. <i>American Behavioral Scientist</i> , 2008 , 52, 8-20	1.8	32
37	Bringing up condom use and using condoms with new sexual partners: Intentional or habitual?. <i>Psychology and Health</i> , 2001 , 16, 409-421	2.9	32
36	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	3.2	32

35	Affective and executive network processing associated with persuasive antidrug messages. <i>Journal of Cognitive Neuroscience</i> , 2013 , 25, 1136-47	3.1	31
34	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	2.1	30
33	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	4.5	27
32	Affective antecedents of the perceived effectiveness of antidrug advertisements: an analysis of adolescents' momentary and retrospective evaluations. <i>Prevention Science</i> , 2011 , 12, 278-88	4	22
31	Can public campaigns effectively change psychological determinants of safer sex? An evaluation of three Dutch campaigns. <i>Health Education Research</i> , 2000 , 15, 339-52	1.8	20
30	Understanding smoking cessation: the role of smokers' quit history. <i>Psychology of Addictive Behaviors</i> , 2006 , 20, 356-61	3.4	19
29	Americans' perceptions of disparities in COVID-19 mortality: Results from a nationally-representative survey. <i>Preventive Medicine</i> , 2020 , 141, 106278	4.3	15
28	The Effects of Information About AIDS Risk and Self-Efficacy on Women's Intentions to Engage in AIDS Preventive Behavior ¹ . <i>Journal of Applied Social Psychology</i> , 1998 , 28, 1837-1852	2.1	14
27	Romance and risk: romantic attraction and health risks in the process of relationship formation. <i>Psychology, Health and Medicine</i> , 2004 , 9, 273-285	2.1	14
26	Reasoned Action Theory: Persuasion as Belief-Based Behavior Change ¹²⁰⁻¹³⁶		13
25	Inducing Fear as a Public Communication Campaign Strategy ¹⁶³⁻¹⁷⁶		13
24	Measurement and Design Heterogeneity in Perceived Message Effectiveness Studies: A Call for Research. <i>Journal of Communication</i> , 2018 , 68, 990-993	2.4	13
23	Informing Tobacco Cessation Benefit Use Interventions for Unionized Blue-Collar Workers: A Mixed-Methods Reasoned Action Approach. <i>Prevention Science</i> , 2015 , 16, 811-21	4	12
22	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	2.2	11
21	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, 456-61	2.2	8
20	Theory of Reasoned Action and Theory of Planned Behavior 2017 , 1-7		6
19	The usefulness of perceived difficulty for health research. <i>Psychology, Health and Medicine</i> , 2004 , 9, 149-162		6
18	Using Beliefs About Positive and Negative Consequences as the Basis for Designing Message Interventions for Lowering Risky Behavior ²¹⁰⁻²²⁰		6

17	Eye Movement Patterns in Response to Anti-Binge Drinking Messages. <i>Health Communication</i> , 2018 , 33, 1454-1461	3.2	5
16	Entertainment Tonight? The Value of Informative TV News Among U.S. Viewers. <i>Electronic News</i> , 2008 , 2, 123-137	0.2	5
15	The Role of Theory in Developing Effective Antidrug Public Service Announcements 2001 , 89-118		5
14	Media-Induced Misperception Further Divides Public Opinion. <i>Journal of Media Psychology</i> , 2020 , 32, 70-81	1.2	5
13	4. The integrative model of behavioral prediction and message-based HIV-prevention 2008 , 49-69		5
12	Explaining Intentions to Seek Help for Depressive Symptoms in the Context of Responsibility Message Framing. <i>Health Communication</i> , 2018 , 33, 946-953	3.2	5
11	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	4.3	5
10	The impact of the work of Martin Fishbein on health issues in the world. <i>Health Communication</i> , 2010 , 25, 625-7	3.2	4
9	Ends Over Means: Self-Affirmation Strengthens Attitudinal and Weakens Perceived Control Effects on Behavioral Intention. <i>Media Psychology</i> , 2019 , 22, 351-372	2.9	4
8	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	6.5	3
7	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> , 2021 ,	4.5	3
6	Effects of Exposure to Conflicting Information About Mammography on Cancer Information Overload, Perceived Scientists' Credibility, and Perceived Journalists' Credibility. <i>Health Communication</i> , 1-10	3.2	2
5	Understanding self-affirmation effects: The moderating role of self-esteem. <i>British Journal of Health Psychology</i> , 2021 , 26, 1016-1039	8.3	0
4	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	2.5	
3	A Reasoned Action Approach to Depression Help-Seeking Messaging for College Students: Implications of Cognitive Biases in Depression. <i>Health Communication</i> , 2021 , 1-9	3.2	
2	Effects of culturally tailored smoking prevention and cessation messages on urban American Indian youth.. <i>Preventive Medicine Reports</i> , 2021 , 24, 101540	2.6	
1	Het verschil in gedragsdeterminanten van tijdelijke en succesvolle pogingen om met roken te stoppen. <i>Gedrag & Gezondheid</i> , 2006 , 34, 236-246		