

# Anna R Mcalister

## 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.

22  
papers

778  
citations

16  
h-index

23  
g-index

23  
ext. papers

898  
ext. citations

3.4  
avg, IF

4.45  
L-index

#	Paper	IF	Citations
22	Redefining virality in less broad strokes: Predicting viral behavioral intentions from motivations and uses of Facebook and Twitter. <i>New Media and Society</i> , <b>2015</b> , 17, 1317-1339	3.8	107
21	Siblings, theory of mind, and executive functioning in children aged 3-6 years: new longitudinal evidence. <i>Child Development</i> , <b>2013</b> , 84, 1442-58	4.9	79
20	Children's brand symbolism understanding: Links to theory of mind and executive functioning. <i>Psychology and Marketing</i> , <b>2010</b> , 27, 203-228	3.9	77
19	Between likes and shares: effects of emotional appeal and virality on the persuasiveness of anticyberbullying messages on Facebook. <i>Cyberpsychology, Behavior, and Social Networking</i> , <b>2013</b> , 16, 175-82	4.4	75
18	Alcohol's Getting a Bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults' Intentions to Imbibe. <i>Mass Communication and Society</i> , <b>2015</b> , 18, 350-375	2.3	68
17	Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind. <i>Journal of Public Policy and Marketing</i> , <b>2009</b> , 28, 175-185	3.8	64
16	From Clicks to Behaviors: The Mediating Effect of Intentions to Like, Share, and Comment on the Relationship Between Message Evaluations and Offline Behavioral Intentions. <i>Journal of Interactive Advertising</i> , <b>2015</b> , 15, 82-96	6.2	36
15	Alternative thinking about starting points of obesity. Development of child taste preferences. <i>Appetite</i> , <b>2011</b> , 56, 428-39	4.5	36
14	The Effect of Advertising on Children and Adolescents. <i>Pediatrics</i> , <b>2017</b> , 140, S152-S156	7.4	33
13	Collectible Toys as Marketing Tools: Understanding Preschool Children's Responses to Foods Paired with Premiums. <i>Journal of Public Policy and Marketing</i> , <b>2012</b> , 31, 195-205	3.8	30
12	Predictors of young dating adults' inclination to engage in extradyadic sexual activities: a multi-perspective study. <i>British Journal of Psychology</i> , <b>2005</b> , 96, 331-50	4	27
11	Change in a Sponsorship Alliance and the Communication Implications of Spontaneous Recovery. <i>Journal of Advertising</i> , <b>2012</b> , 41, 5-16	4.4	25
10	Sponsorship, ambushing, and counter-strategy: effects upon memory for sponsor and event. <i>Journal of Experimental Psychology: Applied</i> , <b>2010</b> , 16, 96-108	1.8	24
9	Children's knowledge of packaged and fast food brands and their BMI. Why the relationship matters for policy makers. <i>Appetite</i> , <b>2014</b> , 81, 277-83	4.5	22
8	Contingent choice. Exploring the relationship between sweetened beverages and vegetable consumption. <i>Appetite</i> , <b>2013</b> , 62, 203-8	4.5	17
7	Children's purchase behavior in the snack market: Can branding or lower prices motivate healthier choices?. <i>Appetite</i> , <b>2017</b> , 117, 247-254	4.5	16
6	Collectible toys and decisions to share: I will gift you one to expand my set. <i>British Journal of Developmental Psychology</i> , <b>2011</b> , 29, 1-17	2	15

5	Memory of Sponsorship-Linked Marketing Communications: The Effect of Competitor Mentions. <i>SAGE Open</i> , <b>2012</b> , 2, 215824401246813	1.5	9
4	Persuading Children: a Framework for Understanding Long-Lasting Influences on Children's Food Choices. <i>Customer Needs and Solutions</i> , <b>2018</b> , 5, 38-50	0.8	8
3	Dissuasion: the Elaboration Likelihood Model and young children. <i>Young Consumers</i> , <b>2016</b> , 17, 210-225	2.4	7
2	Persuading Children: Long-Lasting Influences on Children's Food Consideration Sets, Choices, and Consumption. <i>SSRN Electronic Journal</i> ,	1	1
1	Consumption of Fruits, Vegetables, and Nuts Can Be Increased When Multitasking with Screen Devices. <i>Health Communication</i> , <b>2020</b> , 1-11	3.2	1