

S Venus Jin

List of Publications by Year in descending order

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58
papers

3,927
citations

159525

30
h-index

149623

56
g-index

58
all docs

58
docs citations

58
times ranked

2903
citing authors

#	ARTICLE	IF	CITATIONS
1	Following Celebritiesâ€™ Tweets About Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumersâ€™ Source Credibility Perception, Buying Intention, and Social Identification With Celebrities. <i>Journal of Advertising</i> , 2014, 43, 181-195.	4.1	474
2	Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. <i>Computers in Human Behavior</i> , 2017, 72, 115-122.	5.1	378
3	Instafamous and social media influencer marketing. <i>Marketing Intelligence and Planning</i> , 2019, 37, 567-579.	2.1	375
4	Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. <i>Telematics and Informatics</i> , 2017, 34, 412-424.	3.5	312
5	Effects of self-disclosure on relational intimacy in Facebook. <i>Computers in Human Behavior</i> , 2011, 27, 1974-1983.	5.1	152
6	â€œI'll buy what she's #wearingâ€: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102121.	5.3	149
7	The potential of social media for luxury brand management. <i>Marketing Intelligence and Planning</i> , 2012, 30, 687-699.	2.1	131
8	Avatars Mirroring the Actual Self versus Projecting the Ideal Self: The Effects of Self-Priming on Interactivity and Immersion in an Exergame, <i>Wii Fit</i>. <i>Cyberpsychology, Behavior and Social Networking</i> , 2009, 12, 761-765.	2.2	115
9	â€œIn A.I. we trust?â€: The effects of parasocial interaction and technopian versus luddite ideological views on chatbot-based customer relationship management in the emerging â€œfeeling economyâ€. <i>Computers in Human Behavior</i> , 2021, 119, 106721.	5.1	106
10	â€œToward Integrative Models of Flowâ€: Effects of Performance, Skill, Challenge, Playfulness, and Presence on Flow in Video Games. <i>Journal of Broadcasting and Electronic Media</i> , 2012, 56, 169-186.	0.8	104
11	Addressing Media Stigma for People Experiencing Mental Illness Using an Entertainment-Education Strategy. <i>Journal of Health Psychology</i> , 2006, 11, 247-267.	1.3	96
12	The Roles of Modality Richness and Involvement in Shopping Behavior in 3D Virtual Stores. <i>Journal of Interactive Marketing</i> , 2009, 23, 234-246.	4.3	85
13	â€œI Feel Present. Therefore, I Experience Flow:â€ A Structural Equation Modeling Approach to Flow and Presence in Video Games. <i>Journal of Broadcasting and Electronic Media</i> , 2011, 55, 114-136.	0.8	84
14	Product placement 2.0: â€œDo Brands Need Influencers, or Do Influencers Need Brands?â€. <i>Journal of Brand Management</i> , 2019, 26, 522-537.	2.0	83
15	â€œFinding a home away from homeâ€: the use of social networking sites by Asia-Pacific students in the United States for bridging and bonding social capital. <i>Asian Journal of Communication</i> , 2011, 21, 504-519.	0.6	65
16	The virtual malleable self and the virtual identity discrepancy model: Investigative frameworks for virtual possible selves and others in avatar-based identity construction and social interaction. <i>Computers in Human Behavior</i> , 2012, 28, 2160-2168.	5.1	57
17	â€œCelebrity 2.0 and beyond!â€: Effects of Facebook profile sources on social networking advertising. <i>Computers in Human Behavior</i> , 2018, 79, 154-168.	5.1	57
18	Celebrity-endorsed e-cigarette brand Instagram advertisements: Effects on young adultsâ€™ attitudes towards e-cigarettes and smoking intentions. <i>Journal of Health Psychology</i> , 2018, 23, 550-560.	1.3	56

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19	Telling stories about breastfeeding through Facebook: The impact of user-generated content (UGC) on pro-breastfeeding attitudes. <i>Computers in Human Behavior</i> , 2015, 46, 6-17.	5.1	55
20	Reconnecting with the past in social media: The moderating role of social influence in nostalgia marketing on Pinterest. <i>Journal of Consumer Behaviour</i> , 2017, 16, 565-576.	2.6	55
21	“Feel More Connected to the Physically Ideal <i>Mini Me</i> than the Mirror-Image <i>Mini Me</i>”: Theoretical Implications of the “Malleable Self” for Speculations on the Effects of Avatar Creation on Avatar “Self Connection in <i>Wii</i>. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 567-570.	2.1	54
22	The effects of incorporating a virtual agent in a computer-aided test designed for stress management education: The mediating role of enjoyment. <i>Computers in Human Behavior</i> , 2010, 26, 443-451.	5.1	53
23	Instagram fashionistas, luxury visual image strategies and vanity. <i>Journal of Product and Brand Management</i> , 2019, 29, 355-368.	2.6	53
24	Modality Effects in Second Life: The Mediating Role of Social Presence and the Moderating Role of Product Involvement. <i>Cyberpsychology, Behavior and Social Networking</i> , 2009, 12, 717-721.	2.2	52
25	“To disclose or not to disclose, that is the question”: A structural equation modeling approach to communication privacy management in e-health. <i>Computers in Human Behavior</i> , 2012, 28, 69-77.	5.1	47
26	The roles of spokes-avatars' personalities in brand communication in 3D virtual environments. <i>Journal of Brand Management</i> , 2010, 17, 317-327.	2.0	46
27	Peeling back the multiple layers of Twitter’s private disclosure onion: The roles of virtual identity discrepancy and personality traits in communication privacy management on Twitter. <i>New Media and Society</i> , 2013, 15, 813-833.	3.1	43
28	Parasocial Interaction with an Avatar in Second Life: A Typology of the Self and an Empirical Test of the Mediating Role of Social Presence. <i>Presence: Teleoperators and Virtual Environments</i> , 2010, 19, 331-340.	0.3	42
29	I trust what she's endorsing on Instagram: moderating effects of parasocial interaction and social presence in fashion influencer marketing. <i>Journal of Fashion Marketing and Management</i> , 2021, 25, 665-681.	1.5	41
30	Celebrity fashion brand endorsement in Facebook viral marketing and social commerce. <i>Journal of Fashion Marketing and Management</i> , 2019, 23, 104-123.	1.5	37
31	The roles of celebrity endorsers’ and consumers’ vegan identity in marketing communication about veganism. <i>Journal of Marketing Communications</i> , 2020, 26, 813-835.	2.7	35
32	Making Reservations Online: The Impact of Consumer-Written and System-Aggregated User-Generated Content (UGC) in Travel Booking Websites on Consumers’ Behavioral Intentions. <i>Journal of Travel and Tourism Marketing</i> , 2016, 33, 101-117.	3.1	32
33	Interactive Effects of Instagram Foodies' Hashtagged #Foodporn and Peer Users' Eating Disorder on Eating Intention, Envy, Parasocial Interaction, and Online Friendship. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2018, 21, 157-167.	2.1	29
34	“It Feels Right. Therefore, I Feel Present and Enjoy”: The Effects of Regulatory Fit and the Mediating Roles of Social Presence and Self-Presence in Avatar-Based 3D Virtual Environments. <i>Presence: Teleoperators and Virtual Environments</i> , 2011, 20, 105-116.	0.3	28
35	The impact of 3d virtual haptics in marketing. <i>Psychology and Marketing</i> , 2011, 28, 240-255.	4.6	26
36	Pro-veganism on Instagram. <i>Online Information Review</i> , 2020, 44, 685-704.	2.2	26

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37	Why do consumers with social phobia prefer anthropomorphic customer service chatbots? Evolutionary explanations of the moderating roles of social phobia. <i>Telematics and Informatics</i> , 2021, 62, 101644.	3.5	26
38	The moderating effect of computer users' autotelic need for touch on brand trust, perceived brand excitement, and brand placement awareness in haptic games and in-game advertising (IGA). <i>Computers in Human Behavior</i> , 2015, 43, 58-67.	5.1	25
39	"Narcissism 2.0! Would narcissists follow fellow narcissists on Instagram? The mediating effects of narcissists personality similarity and envy, and the moderating effects of popularity. <i>Computers in Human Behavior</i> , 2018, 81, 31-41.	5.1	25
40	"The greedy I that gives" The paradox of egocentrism and altruism: Terror management and system justification perspectives on the interrelationship between mortality salience and charitable donations amid the COVID-19 pandemic. <i>Journal of Consumer Affairs</i> , 2022, 56, 414-448.	1.2	24
41	Does Imposing a Goal Always Improve Exercise Intentions in Avatar-Based Exergames? The Moderating Role of Interdependent Self-Construal on Exercise Intentions and Self-Presence. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 335-339.	2.1	23
42	The Influence of Regulatory Fit and Interactivity on Brand Satisfaction and Trust in E-Health Marketing Inside 3D Virtual Worlds (Second Life). <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 673-680.	2.1	20
43	Effects of 3D Virtual Haptics Force Feedback on Brand Personality Perception: The Mediating Role of Physical Presence in Advergaming. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 307-311.	2.1	19
44	"Sad Movies Don't Always Make Me Cry" <i>Journal of Media Psychology</i> , 2012, 24, 9-18.	0.7	17
45	"I Can Be Happy Even When I Lose the Game" The Influence of Chronic Regulatory Focus and Primed Self-Construal on Exergamers' Mood. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 467-471.	2.1	15
46	"My Avatar Behaves Well and this Feels Right" Ideal and Ought Selves in Video Gaming. <i>Social Behavior and Personality</i> , 2011, 39, 1175-1182.	0.3	15
47	Dieting 2.0!: Moderating effects of Instagrammers' body image and Instafame on other Instagrammers' dieting intention. <i>Computers in Human Behavior</i> , 2018, 87, 224-237.	5.1	14
48	The Roles of Regulatory Focus and Medical Recommendation Avatars' Trustworthiness in Virtual Environment-Based E-Health. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2010, 13, 461-466.	2.1	13
49	Self-Discrepancy and Regulatory Fit in Avatar-Based Exergames. <i>Psychological Reports</i> , 2012, 111, 697-710.	0.9	11
50	"They bought it, therefore I will buy it" The effects of peer users' conversion as sales performance and entrepreneurial sellers' number of followers as relationship performance in mobile social commerce. <i>Computers in Human Behavior</i> , 2022, 131, 107212.	5.1	10
51	"A Match Made Online" The Effects of User-Generated Online Dater Profile Types (Free-Spirited) on Personality. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2015, 18, 320-327.	2.1	9
52	"The Paradox of Narcissus and Echo in the Instagram Pond" in Light of the Selfie Culture from Freudian Evolutionary Psychology: Self-Loving and Confident but Lonely. <i>Journal of Broadcasting and Electronic Media</i> , 2018, 62, 554-577.	0.8	7
53	The moderating role of sensation seeking tendency in robotic haptic interfaces. <i>Behaviour and Information Technology</i> , 2013, 32, 862-873.	2.5	6
54	'Fame and Envy 2.0' in luxury fashion influencer marketing on Instagram: comparison between mega-celebrities and micro-celebrities. <i>International Journal of Internet Marketing and Advertising</i> , 2021, 15, 176.	0.1	6

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55	Romance 2.0 on Instagram! â€œWhat Type of Girlfriend Would You Date?â€ Evolutionary Psychology, 2019, 17, 147470491982684.	0.6	4
56	Effects on Mood of Activating the Private Versus the Collective Self. Social Behavior and Personality, 2012, 40, 189-194.	0.3	3
57	Leveraging virtual reality (VR) for sports public relations and sports journalism: qualitative analyses of VR content productions for â€Russia 2018â€™ and â€Qatar 2022â€™ FIFA World Cups. Journal of Sport and Tourism, 2022, 26, 335-362.	1.5	2
58	â€œDeath and Love Amid the COVID-19 Pandemicâ€ Effects of Pathogen Threats on Online Dating and Social Distancing From Life-History Strategy Perspectives. Omega: Journal of Death and Dying, 2024, 88, 1465-1495.	0.7	0