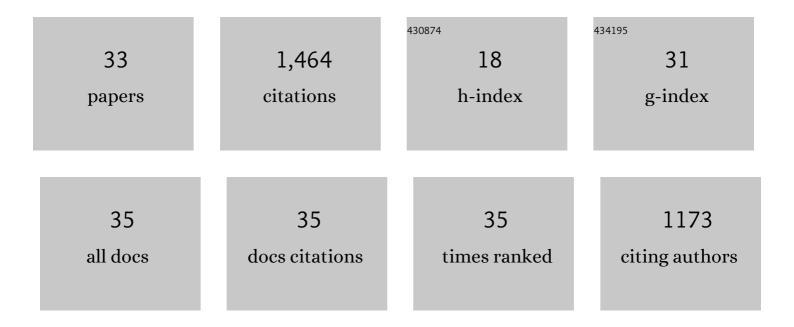
Patrick T Vargas

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8167939/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Development of a Scale to Measure Team Brand Associations in Professional Sport. Journal of Sport Management, 2006, 20, 260-279.	1.4	163
2	The Linguistic Intergroup Bias As an Implicit Indicator of Prejudice. Journal of Experimental Social Psychology, 1997, 33, 490-509.	2.2	155
3	Mood effects on eyewitness memory: Affective influences on susceptibility to misinformation. Journal of Experimental Social Psychology, 2005, 41, 574-588.	2.2	149
4	On The Role Of Encoding Processes In Stereotype Maintenance. Advances in Experimental Social Psychology, 1995, 27, 177-254.	3.3	105
5	Know Thy Avatar. Psychological Science, 2014, 25, 1043-1045.	3.3	99
6	Stereotypic explanatory bias: Implicit stereotyping as a predictor of discrimination. Journal of Experimental Social Psychology, 2003, 39, 75-82.	2.2	96
7	Writing with Pictures: Toward a Unifying Theory of Consumer Response to Images. Journal of Consumer Research, 2007, 34, 341-356.	5.1	82
8	Trait as Default: Extraversion, Subjective Well-Being, and the Distinction Between Neutral and Positive Events Journal of Personality and Social Psychology, 2003, 85, 517-527.	2.8	77
9	The search for the best deal: How hotel cancellation policies affect the search and booking decisions of deal-seeking customers. International Journal of Hospitality Management, 2011, 30, 129-135.	8.8	59
10	A Practical Guide to Experimental Advertising Research. Journal of Advertising, 2017, 46, 101-114.	6.6	46
11	Ban the Sunset? Nonpropositional Content and Regulation of Pharmaceutical Advertising. American Journal of Bioethics, 2013, 13, 3-13.	0.9	43
12	Consumer confusion of percent differences. Journal of Consumer Psychology, 2008, 18, 49-61.	4.5	42
13	Using Partially Structured Attitude Measures to Enhance the Attitude-Behavior Relationship. Personality and Social Psychology Bulletin, 2004, 30, 197-211.	3.0	40
14	Exploring the role of memory for self-selected ad experiences: Are some advertising media better liked than others?. Psychology and Marketing, 2004, 21, 1011-1032.	8.2	38
15	Feeling happier when paying more: Dysfunctional counterfactual thinking in consumer affect. Psychology and Marketing, 2010, 27, 1075-1100.	8.2	30
16	Self-Presentation on Social Media: When Self-Enhancement Confronts Self-Verification. Journal of Interactive Advertising, 2020, 20, 289-302.	5.3	30
17	"No More―leads to "Want More,―but "No Less―leads to "Want Less― Consumers' counterfac thinking when faced with quantity restriction discounts. Journal of Consumer Behaviour, 2011, 10, 93-101.	ctual 4.2	21
18	Using and Being Used by Categories. Psychological Science, 2004, 15, 521-526.	3.3	20

PATRICK T VARGAS

#	Article	IF	CITATIONS
19	Extraversion, Threat Categorizations, and Negative Affect: A Reaction Time Approach to Avoidance Motivation. Journal of Personality, 2005, 73, 1397-1436.	3.2	20
20	Affect and Behavior Inhibition: The Mediating Role of Cognitive Processing Strategies. Psychological Inquiry, 1998, 9, 205-210.	0.9	19
21	Seeing Without Looking: The Effects of Hemispheric Functioning on Memory for Brands in Computer Games. Journal of Advertising, 2013, 42, 131-141.	6.6	17
22	Computationally Analyzing Social Media Text for Topics: A Primer for Advertising Researchers. Journal of Interactive Advertising, 2020, 20, 47-59.	5.3	17
23	Feeling Is Believing: Evaluative Conditioning and the Ethics of Pharmaceutical Advertising. Journal of Bioethical Inquiry, 2016, 13, 271-279.	1.5	14
24	Can we find the right balance in causeâ€related marketing? Analyzing the boundaries of balance theory in evaluating brand ause partnerships. Psychology and Marketing, 2019, 36, 989-1002.	8.2	12
25	Police Endorse Color-Blind Racial Beliefs More Than Laypersons. Race and Social Problems, 2016, 8, 160-170.	2.2	10
26	Oriental imagery and American attitudes toward Asia: an exploratory tourism study. Journal of Tourism and Cultural Change, 2015, 13, 165-181.	2.8	8
27	Culture and Health Persuasion: Differences between Koreans and Americans. Journal of Current Issues and Research in Advertising, 2021, 42, 83-101.	4.3	8
28	Response to Open Peer Commentaries on "Ban the Sunset? Nonpropositional Content and Regulation of Pharmaceutical Advertising― American Journal of Bioethics, 2013, 13, W1-W5.	0.9	7
29	I See Myself through My Avatar: Evidence from East Asia and North America for Acculturated Effects on Virtual Representation Preference. Asiascape: Digital Asia, 2016, 3, 79-96.	0.4	3
30	Product visuals and consumers' selective exposure: The role of thought generation and cognitive motivation. Journal of Marketing Communications, 2021, 27, 780-798.	4.0	3
31	Ethics of Implicit Persuasion in Pharmaceutical Advertising. , 2015, , 1647-1667.		2
32	The Subtle Influence of Check and X Marks: How Symbolic Markings Influence Judgment. Journal of Consumer Psychology, 2018, 28, 682-688.	4.5	1
33	"Behavior technologies" caricature of social psychology American Psychologist, 1995, 50, 175-176.	4.2	0