

Patrick T Vargas

List of Publications by Year in descending order

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33
papers

1,464
citations

430874

18
h-index

434195

31
g-index

35
all docs

35
docs citations

35
times ranked

1173
citing authors

#	ARTICLE	IF	CITATIONS
1	Culture and Health Persuasion: Differences between Koreans and Americans. <i>Journal of Current Issues and Research in Advertising</i> , 2021, 42, 83-101.	4.3	8
2	Product visuals and consumers' selective exposure: The role of thought generation and cognitive motivation. <i>Journal of Marketing Communications</i> , 2021, 27, 780-798.	4.0	3
3	Computationally Analyzing Social Media Text for Topics: A Primer for Advertising Researchers. <i>Journal of Interactive Advertising</i> , 2020, 20, 47-59.	5.3	17
4	Self-Presentation on Social Media: When Self-Enhancement Confronts Self-Verification. <i>Journal of Interactive Advertising</i> , 2020, 20, 289-302.	5.3	30
5	Can we find the right balance in cause-related marketing? Analyzing the boundaries of balance theory in evaluating brand-cause partnerships. <i>Psychology and Marketing</i> , 2019, 36, 989-1002.	8.2	12
6	The Subtle Influence of Check and X Marks: How Symbolic Markings Influence Judgment. <i>Journal of Consumer Psychology</i> , 2018, 28, 682-688.	4.5	1
7	A Practical Guide to Experimental Advertising Research. <i>Journal of Advertising</i> , 2017, 46, 101-114.	6.6	46
8	Feeling Is Believing: Evaluative Conditioning and the Ethics of Pharmaceutical Advertising. <i>Journal of Bioethical Inquiry</i> , 2016, 13, 271-279.	1.5	14
9	Police Endorse Color-Blind Racial Beliefs More Than Laypersons. <i>Race and Social Problems</i> , 2016, 8, 160-170.	2.2	10
10	I See Myself through My Avatar: Evidence from East Asia and North America for Acculturated Effects on Virtual Representation Preference. <i>Asiascape: Digital Asia</i> , 2016, 3, 79-96.	0.4	3
11	Oriental imagery and American attitudes toward Asia: an exploratory tourism study. <i>Journal of Tourism and Cultural Change</i> , 2015, 13, 165-181.	2.8	8
12	Ethics of Implicit Persuasion in Pharmaceutical Advertising. , 2015, , 1647-1667.		2
13	Know Thy Avatar. <i>Psychological Science</i> , 2014, 25, 1043-1045.	3.3	99
14	Seeing Without Looking: The Effects of Hemispheric Functioning on Memory for Brands in Computer Games. <i>Journal of Advertising</i> , 2013, 42, 131-141.	6.6	17
15	Ban the Sunset? Nonpropositional Content and Regulation of Pharmaceutical Advertising. <i>American Journal of Bioethics</i> , 2013, 13, 3-13.	0.9	43
16	Response to Open Peer Commentaries on "Ban the Sunset? Nonpropositional Content and Regulation of Pharmaceutical Advertising". <i>American Journal of Bioethics</i> , 2013, 13, W1-W5.	0.9	7
17	The search for the best deal: How hotel cancellation policies affect the search and booking decisions of deal-seeking customers. <i>International Journal of Hospitality Management</i> , 2011, 30, 129-135.	8.8	59
18	"No More" leads to "Want More," but "No Less" leads to "Want Less": Consumers' counterfactual thinking when faced with quantity restriction discounts. <i>Journal of Consumer Behaviour</i> , 2011, 10, 93-101.	4.2	21

#	ARTICLE	IF	CITATIONS
19	Feeling happier when paying more: Dysfunctional counterfactual thinking in consumer affect. <i>Psychology and Marketing</i> , 2010, 27, 1075-1100.	8.2	30
20	Consumer confusion of percent differences. <i>Journal of Consumer Psychology</i> , 2008, 18, 49-61.	4.5	42
21	Writing with Pictures: Toward a Unifying Theory of Consumer Response to Images. <i>Journal of Consumer Research</i> , 2007, 34, 341-356.	5.1	82
22	Development of a Scale to Measure Team Brand Associations in Professional Sport. <i>Journal of Sport Management</i> , 2006, 20, 260-279.	1.4	163
23	Extraversion, Threat Categorizations, and Negative Affect: A Reaction Time Approach to Avoidance Motivation. <i>Journal of Personality</i> , 2005, 73, 1397-1436.	3.2	20
24	Mood effects on eyewitness memory: Affective influences on susceptibility to misinformation. <i>Journal of Experimental Social Psychology</i> , 2005, 41, 574-588.	2.2	149
25	Using Partially Structured Attitude Measures to Enhance the Attitude-Behavior Relationship. <i>Personality and Social Psychology Bulletin</i> , 2004, 30, 197-211.	3.0	40
26	Using and Being Used by Categories. <i>Psychological Science</i> , 2004, 15, 521-526.	3.3	20
27	Exploring the role of memory for self-selected ad experiences: Are some advertising media better liked than others?. <i>Psychology and Marketing</i> , 2004, 21, 1011-1032.	8.2	38
28	Stereotypic explanatory bias: Implicit stereotyping as a predictor of discrimination. <i>Journal of Experimental Social Psychology</i> , 2003, 39, 75-82.	2.2	96
29	Trait as Default: Extraversion, Subjective Well-Being, and the Distinction Between Neutral and Positive Events.. <i>Journal of Personality and Social Psychology</i> , 2003, 85, 517-527.	2.8	77
30	Affect and Behavior Inhibition: The Mediating Role of Cognitive Processing Strategies. <i>Psychological Inquiry</i> , 1998, 9, 205-210.	0.9	19
31	The Linguistic Intergroup Bias As an Implicit Indicator of Prejudice. <i>Journal of Experimental Social Psychology</i> , 1997, 33, 490-509.	2.2	155
32	On The Role Of Encoding Processes In Stereotype Maintenance. <i>Advances in Experimental Social Psychology</i> , 1995, 27, 177-254.	3.3	105
33	"Behavior technologies" caricature of social psychology.. <i>American Psychologist</i> , 1995, 50, 175-176.	4.2	0