

Mathew Parackal

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8198213/publications.pdf>

Version: 2024-02-01

8
papers

93
citations

1683354
5
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1473754
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9
all docs

9
docs citations

9
times ranked

117
citing authors

#	ARTICLE	IF	CITATIONS
1	Prevalence and Correlates of Drinking in Early Pregnancy Among Women who Stopped Drinking on Pregnancy Recognition. <i>Maternal and Child Health Journal</i> , 2013, 17, 520-529.	0.7	26
2	The Use of Facebook Advertising for Communicating Public Health Messages: A Campaign Against Drinking During Pregnancy in New Zealand. <i>JMIR Public Health and Surveillance</i> , 2017, 3, e49.	1.2	22
3	Dynamic transactional model: a framework for communicating public health messages via social media. <i>Perspectives in Public Health</i> , 2021, 141, 279-286.	0.8	12
4	A Global Happiness Scale for Measuring Wellbeing: A Test of Immunity Against Hedonism. <i>Journal of Happiness Studies</i> , 2016, 17, 1529-1545.	1.9	11
5	Value-based prediction of election results using natural language processing: A case of the New Zealand General Election. <i>International Journal of Market Research</i> , 2018, 60, 156-168.	2.8	7
6	Mining brand value propositions on Twitter: exploring the link between marketer-generated content and eWOM outcomes. <i>Social Network Analysis and Mining</i> , 2021, 11, 1.	1.9	6
7	Associated Factors of Drinking Prior to Recognising Pregnancy and Risky Drinking among New Zealand Women Aged 18 to 35 Years. <i>International Journal of Environmental Research and Public Health</i> , 2019, 16, 1822.	1.2	3
8	A renewed media-mix, based on the dynamic transactional model, for communicating the harms of alcohol to women in New Zealand. <i>Health Promotion International</i> , 2019, 34, 921-930.	0.9	2