

David Houghton

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8293940/publications.pdf>

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5
papers

103
citations

1937457

4
h-index

2272820

4
g-index

5
all docs

5
docs citations

5
times ranked

71
citing authors

#	ARTICLE	IF	CITATIONS
1	Twitter and behavioral engagement in the healthcare sector: An examination of product and service companies. <i>Industrial Marketing Management</i> , 2019, 81, 115-129.	3.7	44
2	The Role of Figurative Complexity in the Comprehension and Appreciation of Advertisements. <i>Applied Linguistics</i> , 2019, 40, 957-991.	1.1	38
3	Understanding the Psychological Process of Avoidance-Based Self-Regulation on Facebook. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2016, 19, 321-327.	2.1	12
4	Privacy as a fuzzy concept: A new conceptualization of privacy for practitioners. <i>Journal of the Association for Information Science and Technology</i> , 2015, 66, 918-929.	1.5	9
5	Got a Spark with Brook? Engaging Consumers in a Sexual Health Campaign through the Use of Creative (Metaphorical) Double Entendres. <i>Metaphor and Symbol</i> , 2021, 36, 207-228.	0.4	0