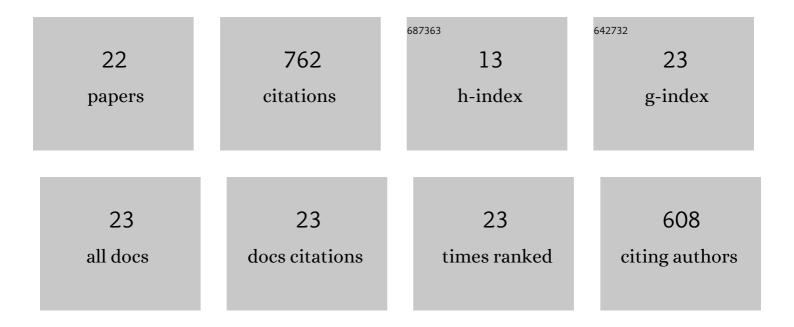
Moon J Lee

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8697463/publications.pdf

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MOONLLEE

#	Article	IF	CITATIONS
1	Does Exposure to Sexual Hip-Hop Music Videos Influence the Sexual Attitudes of College Students?. Mass Communication and Society, 2009, 13, 67-86.	2.1	109
2	Current social media uses and evaluations in American museums. Museum Management and Curatorship, 2012, 27, 505-521.	1.4	109
3	Do shy people feel less communication apprehension online? The effects of virtual reality on the relationship between personality characteristics and communication outcomes. Computers in Human Behavior, 2014, 33, 302-310.	8.5	95
4	When does individuals' willingness to speak out increase on social media? Perceived social support and perceived power/control. Computers in Human Behavior, 2017, 74, 120-129.	8.5	77
5	Reading others' comments and public opinion poll results on social media: Social judgment and spiral of empowerment. Computers in Human Behavior, 2016, 65, 479-487.	8.5	75
6	Do Online Comments Influence the Public's Attitudes Toward an Organization? Effects of Online Comments Based on Individuals' Prior Attitudes. Journal of Psychology: Interdisciplinary and Applied, 2015, 149, 325-338.	1.6	35
7	Fear Versus Humor: The Impact of Sensation Seeking on Physiological, Cognitive, and Emotional Responses to Antialcohol Abuse Messages. Journal of Psychology: Interdisciplinary and Applied, 2011, 145, 73-92.	1.6	30
8	Increasing individuals' involvement and WOM intention on Social Networking Sites: Content matters!. Computers in Human Behavior, 2016, 60, 223-232.	8.5	28
9	Effects of Violence Against Women in Popular Crime Dramas on Viewers' Attitudes Related to Sexual Violence. Mass Communication and Society, 2010, 14, 25-44.	2.1	25
10	The Effects of Self-Efficacy Statements in Humorous Anti-Alcohol Abuse Messages Targeting College Students: Who Is In Charge?. Health Communication, 2010, 25, 638-646.	3.1	21
11	Anticipated Violence, Arousal, and Enjoyment of Movies: Viewers' Reactions to Violent Previews Based on Arousal-Seeking Tendency. Journal of Social Psychology, 2008, 148, 277-292.	1.5	18
12	Impacts of Message Framing and Social Distance in Health Campaign for Promoting Regular Physical Exercise. Journal of Health Communication, 2018, 23, 824-835.	2.4	18
13	Effective Message Design Targeting College Students for the Prevention of Binge-Drinking: Basing Design on Rebellious Risk-Taking Tendency. Health Communication, 2006, 20, 299-308.	3.1	16
14	Designing Anti-Binge Drinking Prevention Messages: Message Framing vs. Evidence Type. Health Communication, 2018, 33, 1494-1502.	3.1	13
15	Underage Drinkers' Responses to Negative-Restrictive Versus Proactive-Nonrestrictive Slogans in Humorous Anti–Alcohol Abuse Messages: Are Humorous Responsible Drinking Campaign Messages Effective?. Journal of Health Communication, 2013, 18, 354-368.	2.4	12
16	College Students' Responses to Emotional Anti–Alcohol Abuse Media Messages: Should We Scare or Amuse Them?. Health Promotion Practice, 2018, 19, 465-474.	1.6	12
17	Circulating Humorous Antitobacco Videos on Social Media. Health Promotion Practice, 2017, 18, 184-192.	1.6	9
18	Potential Motivators and Barriers for Encouraging Health Screening for Cardiovascular Disease Among Latino Men in Rural Communities in the Northwestern United States. Journal of Immigrant and Minority Health, 2016, 18, 411-419.	1.6	8

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#	Article	IF	CITATIONS
19	Portrayals of Eating and Drinking in Popular American TV Programs: A Comparison of Scripted and Unscripted Shows. Journal of Health Communication, 2016, 21, 593-599.	2.4	3
20	Uses of social media in government agencies: Content analyses of public relations strategies and message tactics comparison between South Korea and the United States of America in 2011 and 2014. Journal of Public Affairs, 2018, 18, e1687.	3.1	3
21	The importance of dialogue: communication strategy for empowerment of low-income African American patients via in-depth interviews of primary care providers at inner-city health clinics. Journal of Communication in Healthcare, 2019, 12, 23-31.	1.5	2
22	Understanding empowerment process of willingness to speak out on social media: Amplifying effect of supportive communication. Telematics and Informatics, 2022, 66, 101735.	5.8	2