

Moon J Lee

List of Publications by Year in descending order

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

Version: 2024-02-01

22
papers

762
citations

687363

13
h-index

642732

23
g-index

23
all docs

23
docs citations

23
times ranked

608
citing authors

#	ARTICLE	IF	CITATIONS
1	Does Exposure to Sexual Hip-Hop Music Videos Influence the Sexual Attitudes of College Students?. <i>Mass Communication and Society</i> , 2009, 13, 67-86.	2.1	109
2	Current social media uses and evaluations in American museums. <i>Museum Management and Curatorship</i> , 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. <i>Computers in Human Behavior</i> , 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. <i>Computers in Human Behavior</i> , 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. <i>Computers in Human Behavior</i> , 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. <i>Journal of Psychology: Interdisciplinary and Applied</i> , 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. <i>Journal of Psychology: Interdisciplinary and Applied</i> , 2011, 145, 73-92.	1.6	30
8	Increasing individuals' involvement and WOM intention on Social Networking Sites: Content matters!. <i>Computers in Human Behavior</i> , 2016, 60, 223-232.	8.5	28
9	Effects of Violence Against Women in Popular Crime Dramas on Viewers' Attitudes Related to Sexual Violence. <i>Mass Communication and Society</i> , 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?. <i>Health Communication</i> , 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. <i>Journal of Social Psychology</i> , 2008, 148, 277-292.	1.5	18
12	Impacts of Message Framing and Social Distance in Health Campaign for Promoting Regular Physical Exercise. <i>Journal of Health Communication</i> , 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. <i>Health Communication</i> , 2006, 20, 299-308.	3.1	16
14	Designing Anti-Binge Drinking Prevention Messages: Message Framing vs. Evidence Type. <i>Health Communication</i> , 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?. <i>Journal of Health Communication</i> , 2013, 18, 354-368.	2.4	12
16	College Students'™ Responses to Emotional Anti-™Alcohol Abuse Media Messages: Should We Scare or Amuse Them?. <i>Health Promotion Practice</i> , 2018, 19, 465-474.	1.6	12
17	Circulating Humorous Antitobacco Videos on Social Media. <i>Health Promotion Practice</i> , 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. <i>Journal of Immigrant and Minority Health</i> , 2016, 18, 411-419.	1.6	8

#	ARTICLE	IF	CITATIONS
19	Portrayals of Eating and Drinking in Popular American TV Programs: A Comparison of Scripted and Unscripted Shows. <i>Journal of Health Communication</i> , 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. <i>Journal of Public Affairs</i> , 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. <i>Journal of Communication in Healthcare</i> , 2019, 12, 23-31.	1.5	2
22	Understanding empowerment process of willingness to speak out on social media: Amplifying effect of supportive communication. <i>Telematics and Informatics</i> , 2022, 66, 101735.	5.8	2