Moon J Lee

List of Publications by Year
in descending order

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	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
2	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
3	Designing Anti-Binge Drinking Prevention Messages: Message Framing vs. Evidence Type. Health Communication, 2018, 33, 1494-1502.	3.1	13
4	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
5	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
6	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
7	Circulating Humorous Antitobacco Videos on Social Media. Health Promotion Practice, 2017, 18, 184-192.	1.6	9
8	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
9	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
10	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
11	Increasing individuals' involvement and WOM intention on Social Networking Sites: Content matters!. Computers in Human Behavior, 2016, 60, 223-232.	8.5	28
12	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
13	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
14	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
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	Current social media uses and evaluations in American museums. Museum Management and Curatorship, 2012, 27, 505-521.	1.4	109
17	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
18	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

#	Article	IF	Citations
19	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
20	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
21	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
22	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