

Michael Basil

List of Publications by Year in descending order

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Version: 2024-02-01

45
papers

3,699
citations

293460

24
h-index

252626

46
g-index

51
all docs

51
docs citations

51
times ranked

3447
citing authors

#	ARTICLE	IF	CITATIONS
1	Economic hardship, ontological insecurity, and household food waste. <i>Food Quality and Preference</i> , 2022, 97, 104402.	2.3	6
2	Guest editorial: Introduction to the 50th anniversary special issue. <i>Journal of Social Marketing</i> , 2022, 12, 293-295.	1.3	0
3	The Third-Person Perception of Sex Appeals in Hedonic and Utilitarian Product Ads. <i>Journal of International Consumer Marketing</i> , 2020, 32, 336-351.	2.3	4
4	The Sustainability of Ohanami Cherry Blossom Festivals as a Cultural Icon. <i>Sustainability</i> , 2019, 11, 1820.	1.6	7
5	Toward developing an environmental efficacy construct. <i>Journal of Social Marketing</i> , 2019, 10, 1-17.	1.3	2
6	Reactance and Coping Responses to Tobacco Counter-Advertisements. <i>Journal of Health Communication</i> , 2017, 22, 576-583.	1.2	15
7	Introduction to the special issue from the World Social Marketing Conference 2013. <i>Journal of Social Marketing</i> , 2014, 4, .	1.3	0
8	Applying the Extended Parallel Process Model to Workplace Safety Messages. <i>Health Communication</i> , 2013, 28, 29-39.	1.8	36
9	A history of farmers' markets in Canada. <i>Journal of Historical Research in Marketing</i> , 2012, 4, 387-407.	0.2	8
10	Coverage of social marketing efforts in the mainstream media. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2012, 17, 295-302.	0.5	3
11	Company support for employee volunteerism: Does size matter?. <i>Journal of Business Research</i> , 2011, 64, 61-66.	5.8	43
12	Use of photography and video in observational research. <i>Qualitative Market Research</i> , 2011, 14, 246-257.	1.0	40
13	Parasocial Interaction and Identification: Social Change Processes for Effective Health Interventions. <i>Health Communication</i> , 2010, 25, 601-602.	1.8	69
14	A Comparison of Consumers and Dieticians: Nutrition Focus, Food Choice, and Mental Accounting. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2009, 21, 283-297.	0.9	6
15	Factors Influencing Healthy Eating Habits Among College Students: An Application of the Health Belief Model. <i>Health Marketing Quarterly</i> , 2009, 26, 145-164.	0.6	215
16	Guilt and giving: A process model of empathy and efficacy. <i>Psychology and Marketing</i> , 2008, 25, 1-23.	4.6	248
17	Enhancing occupational health and safety in young workers: the role of social marketing. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2008, 13, 193-204.	0.5	24
18	The Marketing Market. <i>Journal of Marketing Education</i> , 2008, 30, 138-149.	1.6	12

#	ARTICLE	IF	CITATIONS
19	Japanese Love Hotels: A Photo Essay. <i>Consumption Markets and Culture</i> , 2007, 10, 203-221.	1.3	2
20	Marketing AIDS prevention. , 2007, , 347-357.		0
21	The marketing market: A study of PhD supply, demand, hiring institutions, and job candidates. <i>Journal of Business Research</i> , 2006, 59, 516-523.	5.8	24
22	Guilt appeals: The mediating effect of responsibility. <i>Psychology and Marketing</i> , 2006, 23, 1035-1054.	4.6	213
23	Lessons from Research on Social Marketing for Mobilizing Adults for Positive Youth Development. , 2006, , 211-231.		2
24	Promoting Alcohol Abstinence Among Pregnant Women. <i>Health Marketing Quarterly</i> , 2005, 23, 45-67.	0.6	23
25	Social Influence of an International Celebrity: Responses to the Death of Princess Diana. <i>Journal of Communication</i> , 2003, 53, 587-605.	2.1	95
26	The Influence of Famous Athletes on Health Beliefs and Practices: Mark McGwire, Child Abuse Prevention, and Androstenedione. <i>Journal of Health Communication</i> , 2003, 8, 41-57.	1.2	142
27	Differences in Univariate Values Versus Multivariate Relationships: Findings From a Study of Diana, Princess of Wales. <i>Human Communication Research</i> , 2002, 28, 501-514.	1.9	25
28	Cigarette Advertising to Counter New Years Resolutions. <i>Journal of Health Communication</i> , 2000, 5, 161-174.	1.2	13
29	Why Americans Eat What They Do. <i>Journal of the American Dietetic Association</i> , 1998, 98, 1118-1126.	1.3	1,212
30	College studentsâ€™ news gratifications, media use, and current events knowledge. <i>Journal of Broadcasting and Electronic Media</i> , 1997, 41, 380-392.	0.8	128
31	The Danger of Cigarette 'Special Placements' in Film and Television. <i>Health Communication</i> , 1997, 9, 191-198.	1.8	29
32	Marketing AIDS Prevention: The Differential Impact Hypothesis Versus Identification Effects. <i>Journal of Consumer Psychology</i> , 1997, 6, 389-411.	3.2	41
33	Identification as a mediator of celebrity effects. <i>Journal of Broadcasting and Electronic Media</i> , 1996, 40, 478-495.	0.8	238
34	Alcohol and Cigarette Advertising on Billboards: Targeting With Social Cues. <i>Health Communication</i> , 1996, 8, 109-129.	1.8	56
35	Standpoint: The use of student samples in communication research. <i>Journal of Broadcasting and Electronic Media</i> , 1996, 40, 431-440.	0.8	70
36	Tobacco: Coopting Our Public Health. <i>Journal of Health Communication</i> , 1996, 1, 399-414.	1.2	1

#	ARTICLE	IF	CITATIONS
37	Media Celebrities and Public Health: Responses to 'Magic' Johnson's HIV Disclosure and Its Impact on AIDS Risk and High-Risk Behaviors. <i>Health Communication</i> , 1995, 7, 345-370.	1.8	181
38	Multiple Resource Theory I. <i>Communication Research</i> , 1994, 21, 177-207.	3.9	85
39	Multiple Resource Theory II. <i>Communication Research</i> , 1994, 21, 208-231.	3.9	21
40	A Relational Obligations Approach to the Foot-In-The-Mouth Effect. <i>Journal of Applied Social Psychology</i> , 1994, 24, 546-556.	1.3	41
41	Psychological and social indicators of suicide ideation and suicide attempts in Zuni adolescents.. <i>Journal of Consulting and Clinical Psychology</i> , 1992, 60, 473-476.	1.6	70
42	Psychological and social indicators of suicide ideation and suicide attempts in Zuni adolescents. <i>Journal of Consulting and Clinical Psychology</i> , 1992, 60, 473-6.	1.6	13
43	Alcohol and cigarette advertising on billboards. <i>Health Education Research</i> , 1991, 6, 487-490.	1.0	77
44	Negative and Positive Television Messages. <i>American Behavioral Scientist</i> , 1991, 34, 679-694.	2.3	59
45	How Cigarettes Are Advertised in Magazines: Special Messages for Special Markets. <i>Health Communication</i> , 1991, 3, 75-91.	1.8	50