

Michael D Slater

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

156
papers

7,873
citations

41
h-index

85
g-index

168
ext. papers

8,818
ext. citations

3.1
avg. IF

6.46
L-index

#	Paper	IF	Citations
156	Correlates of U.S. Young adults' awareness of alcohol use as a behavioral risk factor for cancer.. <i>Preventive Medicine Reports</i> , 2022 , 27, 101765	2.6	
155	Prospective associations between attitudes toward alcohol advertisements and alcohol use behaviors among adolescent boys.. <i>Addictive Behaviors Reports</i> , 2022 , 15, 100428	3.7	1
154	Eudaimonic Testimonial Vs. Didactic Presentation Impact on Willingness to Engage in Conversations about End-of-Life Care: The Moderating Role of Modeling. <i>Journal of Health Communication</i> , 2021 , 26, 137-146	2.5	1
153	Increasing Alcohol Control Policy Support: The Mediating Role of Empathy and Emotions. <i>Substance Use and Misuse</i> , 2021 , 56, 971-978	2.2	
152	Eudaimonic Media in Lived Experience: Retrospective Responses to Eudaimonic vs. Non-Eudaimonic Films. <i>Mass Communication and Society</i> , 2021 , 24, 725-747	2.3	2
151	Understanding the effectiveness of advertisements about the long-term harms of alcohol and low-risk drinking guidelines: A mediation analysis. <i>Social Science and Medicine</i> , 2021 , 270, 113596	5.1	3
150	The HEALing (Helping to End Addiction Long-term) Communities Study: Protocol for a cluster randomized trial at the community level to reduce opioid overdose deaths through implementation of an integrated set of evidence-based practices. <i>Drug and Alcohol Dependence</i> , 2020 , 217, 108335	4.9	11
149	Health communication campaigns to drive demand for evidence-based practices and reduce stigma in the HEALing communities study. <i>Drug and Alcohol Dependence</i> , 2020 , 217, 108338	4.9	16
148	Impact of the Climate Matters Program on Public Understanding of Climate Change. <i>Weather, Climate, and Society</i> , 2020 , 12, 863-876	2.3	7
147	Comparing responses to public health and industry-funded alcohol harm reduction advertisements: an experimental study. <i>BMJ Open</i> , 2020 , 10, e035569	3	4
146	Reinforcing Spirals Model 2020 , 1-11		3
145	Adolescent males' responses to blu's fake warnings. <i>Tobacco Control</i> , 2019 , 28, e151-e153	5.3	3
144	A safe space for self-expansion: Attachment and motivation to engage and interact with the story world. <i>Journal of Social and Personal Relationships</i> , 2019 , 36, 3492-3514	1.9	3
143	Improving health communication with photographic images that increase identification in three minority populations. <i>Health Education Research</i> , 2019 , 34, 145-158	1.8	9
142	Partisan Media Selectivity and Partisan Identity Threat: The Role of Social and Geographic Context. <i>Mass Communication and Society</i> , 2019 , 22, 145-170	2.3	6
141	Promoting Persuasion With Ideologically Tailored Science Messages: A Novel Approach to Research on Emphasis Framing. <i>Science Communication</i> , 2019 , 41, 488-515	5.5	9
140	Memorability of Cigarette Advertisements Making "Natural" Claims Among Adolescents. <i>Tobacco Regulatory Science (discontinued)</i> , 2019 , 5, 326-331	2	1

139	The magnitude and impact of tobacco marketing exposure in adolescents' day-to-day lives: An ecological momentary assessment (EMA) study. <i>Addictive Behaviors</i> , 2019 , 88, 144-149	4.2	5
138	Repelled by virtue? The dark triad and eudaimonic narratives. <i>Media Psychology</i> , 2019 , 22, 769-794	2.9	12
137	Poignancy and Mediated Wisdom of Experience: Narrative Impacts on Willingness to Accept Delayed Rewards. <i>Communication Research</i> , 2019 , 46, 333-354	3.8	19
136	Immediate effects on adult drinkers of exposure to alcohol harm reduction advertisements with and without drinking guideline messages: experimental study. <i>Addiction</i> , 2018 , 113, 1019-1029	4.6	7
135	Self-transcendent Media Experiences: Taking Meaningful Media to a Higher Level. <i>Journal of Communication</i> , 2018 , 68, 380-389	2.4	86
134	Attitudes toward Tobacco, Alcohol, and Non-Alcoholic Beverage Advertisement Themes among Adolescent Boys. <i>Substance Use and Misuse</i> , 2018 , 53, 1706-1714	2.2	14
133	Mediated Wisdom of Experience Revisited: Delay Discounting, Acceptance of Death, and Closeness to Future Self. <i>Human Communication Research</i> , 2018 , 44, 80-101	3.5	10
132	Extending Conceptualization and Measurement of Narrative Engagement After-the-Fact: Parasocial Relationship and Retrospective Imaginative Involvement. <i>Media Psychology</i> , 2018 , 21, 329-351	2.9	15
131	Warning Size Affects What Adolescents Recall From Tobacco Advertisements. <i>Tobacco Regulatory Science (discontinued)</i> , 2018 , 4, 79-87	2	8
130	Tobacco and Alcohol on Television: A Content Analysis of Male Adolescents' Favorite Shows. <i>Preventing Chronic Disease</i> , 2018 , 15, E134	3.7	3
129	Testing a Brief Web-based Intervention to Increase Recognition of Tobacco Constituents. <i>Tobacco Regulatory Science (discontinued)</i> , 2018 , 4, 83-94	2	1
128	Randomized Trial Evaluating Targeted Photographic Health Communication Messages in Three Stigmatized Populations: Physically-Disabled, Senior, and Overweight/Obese Individuals. <i>Journal of Health Communication</i> , 2018 , 23, 886-898	2.5	2
127	Rumor Acceptance during Public Health Crises: Testing the Emotional Congruence Hypothesis. <i>Journal of Health Communication</i> , 2018 , 23, 791-799	2.5	24
126	Process Evaluation of Cancer Prevention Media Campaigns in Appalachian Ohio. <i>Health Promotion Practice</i> , 2017 , 18, 201-210	1.8	4
125	Reinforcing Spirals Model 2017 , 1-13		1
124	Features of alcohol harm reduction advertisements that most motivate reduced drinking among adults: an advertisement response study. <i>BMJ Open</i> , 2017 , 7, e014193	3	10
123	Using Health Conditions for Laughs and Health Policy Support: The Case of Food Allergies. <i>Health Communication</i> , 2017 , 32, 803-811	3.2	7
122	Alcohol harm reduction advertisements: a content analysis of topic, objective, emotional tone, execution and target audience. <i>BMC Public Health</i> , 2017 , 17, 312	4.1	19

121	Use of Marijuana Edibles by Adolescents in California. <i>Journal of Primary Prevention</i> , 2017 , 38, 279-294	2.1	27
120	E-Cigarette Marketing Online: A Systematic Content Analysis of Manufacturers and Retailers. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2016 , 25, 565-565	4	2
119	Entertainment and Expanding Boundaries of the Self: Relief From the Constraints of the Everyday. <i>Journal of Communication</i> , 2016 , 66, 386-408	2.4	23
118	Teen Use of Marijuana Edibles: A Focus Group Study of an Emerging Issue. <i>Journal of Primary Prevention</i> , 2016 , 37, 303-9	2.1	40
117	Combining Content Analysis and Assessment of Exposure through Self-Report, Spatial, or Temporal Variation in Media Effects Research. <i>Communication Methods and Measures</i> , 2016 , 10, 173-175	6.5	9
116	Self-Control Depletion and Narrative: Testing a Prediction of the TEBOTS Model. <i>Media Psychology</i> , 2015 , 18, 196-220	2.9	23
115	Injury news coverage, relative concern, and support for alcohol-control policies: an impersonal impact explanation. <i>Journal of Health Communication</i> , 2015 , 20, 51-9	2.5	5
114	Self-Deprecating Humor Versus Other-Deprecating Humor in Health Messages. <i>Journal of Health Communication</i> , 2015 , 20, 1185-95	2.5	14
113	Point-of-sale tobacco marketing in rural and urban Ohio: Could the new landscape of Tobacco products widen inequalities?. <i>Preventive Medicine</i> , 2015 , 81, 232-5	4.3	23
112	Message Variability and Heterogeneity: A Core Challenge for Communication Research. <i>Annals of the International Communication Association</i> , 2015 , 39, 3-31	3.8	44
111	Community Members' Input into Cancer Prevention Campaign Development and Experience Being Featured in the Campaign. <i>Progress in Community Health Partnerships: Research, Education, and Action</i> , 2015 , 9, 149-56	1.2	3
110	A Media and Clinic Intervention to Increase Colorectal Cancer Screening in Ohio Appalachia. <i>BioMed Research International</i> , 2015 , 2015, 943152	3	11
109	A Content Analysis of Electronic Cigarette Portrayal in Newspapers. <i>Tobacco Regulatory Science (discontinued)</i> , 2015 , 1, 94-102	2	29
108	Reinforcing Spirals Model: Conceptualizing the Relationship Between Media Content Exposure and the Development and Maintenance of Attitudes. <i>Media Psychology</i> , 2015 , 18, 370-395	2.9	135
107	Media Portrayals of Female Perpetrators of Intimate Partner Violence. <i>Journal of Interpersonal Violence</i> , 2014 , 29, 2394-2417	2.2	33
106	Comparing local TV news with national TV news in cancer coverage: an exploratory content analysis. <i>Journal of Health Communication</i> , 2014 , 19, 1330-42	2.5	8
105	Temporarily Expanding the Boundaries of the Self: Motivations for Entering the Story World and Implications for Narrative Effects. <i>Journal of Communication</i> , 2014 , 64, 439-455	2.4	75
104	Effect of nicotine replacement therapy on quitting by young adults in a trial comparing cessation services. <i>Journal of Public Health Management and Practice</i> , 2014 , 20, E7-E15	1.9	7

103	Prospective influence of music-related media exposure on adolescent substance-use initiation: a peer group mediation model. <i>Journal of Health Communication</i> , 2013 , 18, 291-305	2.5	30
102	Reducing Stigma and Out-Group Distinctions Through Perspective-Taking in Narratives. <i>Journal of Communication</i> , 2013 , n/a-n/a	2.4	35
101	Fear and Anger Responses to Local News Coverage of Alcohol-Related Crimes, Accidents, and Injuries: Explaining News Effects on Policy Support Using a Representative Sample of Messages and People. <i>Journal of Communication</i> , 2013 , 63, 373-392	2.4	35
100	Commentary on the symposium on the theory and practice of engaging youth in prevention message creation. <i>Health Communication</i> , 2013 , 28, 696-8	3.2	0
99	Content Analysis as a Foundation for Programmatic Research in Communication. <i>Communication Methods and Measures</i> , 2013 , 7, 85-93	6.5	13
98	Provider portrayals and patient-provider communication in drama and reality medical entertainment television shows. <i>Journal of Health Communication</i> , 2013 , 18, 703-22	2.5	22
97	Anger, Sadness and Fear in Response to Breaking Crime and Accident News Stories: How Emotions Influence Support for Alcohol-Control Public Policies via Concern about Risks. <i>Journal of Media Psychology</i> , 2013 , 25, 160-170	1.2	3
96	Contributing to Theory and Knowledge in Quantitative Communication Science. <i>Communication Methods and Measures</i> , 2012 , 6, 215-236	6.5	42
95	Examination of the Predictors of Latent Class Typologies of Bullying Involvement among Middle School Students. <i>Journal of School Violence</i> , 2012 , 11, 75-93	2.5	52
94	Increasing support for alcohol-control enforcement through news coverage of alcohol's role in injuries and crime. <i>Journal of Studies on Alcohol and Drugs</i> , 2012 , 73, 311-5	1.9	11
93	Assessing media campaigns linking marijuana non-use with autonomy and aspirations: "Be Under Your Own Influence" and ONDCP's "Above the Influence". <i>Prevention Science</i> , 2011 , 12, 12-22	4	35
92	Effects of adverts from a drug and alcohol prevention campaign on willingness to engage in alcohol-related risky behaviors. <i>Journal of Health Psychology</i> , 2011 , 16, 1268-76	3.1	12
91	Teens' attention to crime and emergency programs on television as a predictor and mediator of increased risk perceptions regarding alcohol-related injuries. <i>Health Communication</i> , 2011 , 26, 94-103	3.2	16
90	Effectiveness of a mass media campaign in promoting HIV testing information seeking among African American women. <i>Journal of Health Communication</i> , 2011 , 16, 1024-39	2.5	16
89	The effects of drug-prevention messages on the accessibility of identity-related constructs. <i>Journal of Health Communication</i> , 2011 , 16, 458-69	2.5	9
88	The Belief that Alcohol Use is Inconsistent with Personal Autonomy: A Promotive Factor for Younger Adolescents. <i>Journal of Alcohol and Drug Education</i> , 2011 , 55, 37-54		4
87	The Influence of Youth Music Television Viewership on Changes in Cigarette Use and Association with Smoking Peers: A Social Identity, Reinforcing Spirals Perspective. <i>Communication Research</i> , 2010 , 37, 751-773	3.8	39
86	RACE AND ETHNIC REPRESENTATIONS OF LAWBREAKERS AND VICTIMS IN CRIME NEWS: A NATIONAL STUDY OF TELEVISION COVERAGE. <i>Social Problems</i> , 2010 , 57, 269-293	2.4	121

85	Automatically-Activated Attitudes as Mechanisms for Message Effects: The Case of Alcohol Advertisements. <i>Communication Research</i> , 2010 , 37, 620-643	3.8	20
84	Examining marijuana user and non-user prototypes in formative research for prevention campaigns. <i>Journal of Drug Education</i> , 2010 , 40, 315-30	0.1	4
83	Suicide coverage in U.S. newspapers following the publication of the media guidelines. <i>Suicide and Life-Threatening Behavior</i> , 2010 , 40, 524-34	3.9	52
82	The Relationship Between Editorial and Advertising Content about Tobacco and Alcohol in United States Newspapers. <i>Journalism and Mass Communication Quarterly</i> , 2009 , 86, 103-118	2	8
81	Media influence on alcohol-control policy support in the U.S. adult population: the intervening role of issue concern and risk judgments. <i>Journal of Health Communication</i> , 2009 , 14, 262-75	2.5	25
80	Self-Reported News Attention Does Assess Differential Processing of Media Content: An Experiment on Risk Perceptions Utilizing a Random Sample of U.S. Local Crime and Accident News. <i>Journal of Communication</i> , 2009 , 59, 117-134	2.4	31
79	Newspaper Coverage of Cancer Prevention: Multilevel Evidence for Knowledge Gap Effects. <i>Journal of Communication</i> , 2009 , 59, 514	2.4	30
78	A content analysis of cancer survivorship coverage in a representative sample of US news outlets. <i>Journal of Cancer Education</i> , 2009 , 24, 291-6	1.8	6
77	The Role of Attachment to Family, School, and Peers in Adolescents' Use of Alcohol: A Longitudinal Study of Within-Person and Between-Persons Effects. <i>Journal of Counseling Psychology</i> , 2009 , 56, 564-572	2.6	17
76	Newspaper Coverage of Intimate Partner Violence: Skewing Representations of Risk. <i>Journal of Communication</i> , 2008 , 58, 168-186	2.4	88
75	News coverage of cancer in the United States: a national sample of newspapers, television, and magazines. <i>Journal of Health Communication</i> , 2008 , 13, 523-37	2.5	100
74	Randomized trial on the 5 a day, the Rio Grande Way Website, a web-based program to improve fruit and vegetable consumption in rural communities. <i>Journal of Health Communication</i> , 2008 , 13, 230-49	2.5	38
73	Reinforcing Spirals: The Mutual Influence of Media Selectivity and Media Effects and Their Impact on Individual Behavior and Social Identity. <i>Communication Theory</i> , 2007 , 17, 281-303	2	582
72	The contextual effect of school attachment on young adolescents' alcohol use. <i>Journal of School Health</i> , 2007 , 77, 67-74	2.1	65
71	Narrative communication in cancer prevention and control: a framework to guide research and application. <i>Annals of Behavioral Medicine</i> , 2007 , 33, 221-35	4.5	531
70	Examining the Moderating and Mediating Roles of News Exposure and Attention on Adolescent Judgments of Alcohol-Related Risks. <i>Communication Research</i> , 2007 , 34, 355-381	3.8	46
69	Effects of alcohol advertising exposure on drinking among youth. <i>JAMA Pediatrics</i> , 2006 , 160, 18-24		248
68	Segmentation on a shoestring: health audience segmentation in limited-budget and local social marketing interventions. <i>Health Promotion Practice</i> , 2006 , 7, 170-3	1.8	32

67	Limitations of Study on Alcohol Advertising Effects on Youth Drinking Reply. <i>JAMA Pediatrics</i> , 2006 , 160, 857		4
66	US news media coverage of tobacco control issues. <i>Tobacco Control</i> , 2006 , 15, 367-72	5.3	34
65	Specification and misspecification of theoretical foundations and logic models for health communication campaigns. <i>Health Communication</i> , 2006 , 20, 149-57	3.2	54
64	Mediators and moderators of magazine advertisement effects on adolescent cigarette smoking. <i>Journal of Health Communication</i> , 2006 , 11, 281-300	2.5	12
63	Combining in-school and community-based media efforts: reducing marijuana and alcohol uptake among younger adolescents. <i>Health Education Research</i> , 2006 , 21, 157-67	1.8	81
62	Alcohol, illegal drugs, violent crime, and traffic-related and other unintended injuries in U.S. local and national news. <i>Journal of Studies on Alcohol and Drugs</i> , 2006 , 67, 904-10		26
61	Television Dramas and Support for Controversial Public Policies: Effects and Mechanisms. <i>Journal of Communication</i> , 2006 , 56, 235-252	2.4	160
60	Human Communication Research. <i>Human Communication Research</i> , 2006 , 32, 373-374	3.5	2
59	Thinking and Modeling at Multiple Levels: The Potential Contribution of Multilevel Modeling to Communication Theory and Research. <i>Human Communication Research</i> , 2006 , 32, 375-384	3.5	38
58	Obtaining Nationally Representative Samples of Local News Media Outlets. <i>Mass Communication and Society</i> , 2005 , 8, 299-322	2.3	23
57	Alcohol use in early adolescence: the effect of changes in risk taking, perceived harm and friends' alcohol use. <i>Journal of Studies on Alcohol and Drugs</i> , 2005 , 66, 275-83		69
56	Media Exposure and Attention as Mediating Variables Influencing Social Risk Judgments. <i>Journal of Communication</i> , 2005 , 55, 810-827	2.4	67
55	Using community readiness key informant assessments in a randomized group prevention trial: impact of a participatory community-media intervention. <i>Journal of Community Health</i> , 2005 , 30, 39-53	4	27
54	Intraindividual variability of school bonding and adolescents' beliefs about the effect of substance use on future aspirations. <i>Prevention Science</i> , 2005 , 6, 101-12	4	25
53	Scientese and ambiguous citations in the selling of unproven medical treatments. <i>Health Communication</i> , 2004 , 16, 411-26	3.2	24
52	Perceptions of dietary supplements among older women with diabetes. <i>The Diabetes Educator</i> , 2004 , 30, 658-64	2.5	3
51	Vulnerable Teens, Vulnerable Times: How Sensation Seeking, Alienation, and Victimization Moderate the Violent Media Content Aggressiveness Relation. <i>Communication Research</i> , 2004 , 31, 642-668	2.8	44
50	Adolescent Evaluation of Gender Role and Sexual Imagery in Television Advertisements. <i>Journal of Broadcasting and Electronic Media</i> , 2003 , 47, 435-454	1.6	32

49	Descriptions of Web sites in search listings: a potential obstacle to informed choice of health information. <i>American Journal of Public Health</i> , 2003 , 93, 1281-2	5.1	13
48	SLATER AND ZIMMERMAN RESPOND. <i>American Journal of Public Health</i> , 2003 , 93, 1985-a-1986	5.1	
47	A test of conversational and testimonial messages versus didactic presentations of nutrition information. <i>Journal of Nutrition Education and Behavior</i> , 2003 , 35, 255-9	2	83
46	Alienation, Aggression, and Sensation Seeking as Predictors of Adolescent Use of Violent Film, Computer, and Website Content. <i>Journal of Communication</i> , 2003 , 53, 105-121	2.4	142
45	Brief measures of sensation seeking for screening and large-scale surveys. <i>Drug and Alcohol Dependence</i> , 2003 , 72, 279-86	4.9	374
44	Sensation-seeking as a moderator of the effects of peer influences, consistency with personal aspirations, and perceived harm on marijuana and cigarette use among younger adolescents. <i>Substance Use and Misuse</i> , 2003 , 38, 865-80	2.2	40
43	Alcohol Advertising and Youth. <i>Alcoholism: Clinical and Experimental Research</i> , 2002 , 26, 900-906	3.7	44
42	Entertainment?Education and Elaboration Likelihood: Understanding the Processing of Narrative Persuasion. <i>Communication Theory</i> , 2002 , 12, 173-191	2	637
41	Effects of threatening visuals and announcer differences on responses to televised alcohol warnings. <i>Journal of Applied Communication Research</i> , 2002 , 30, 27-49	1.6	27
40	Image Advertisements Influence on Adolescents Perceptions of the Desirability of Beer and Cigarettes. <i>Journal of Public Policy and Marketing</i> , 2002 , 21, 295-304	3.8	47
39	Testing Alternative Explanations for Exposure Effects in Media Campaigns: The Case of a Community-Based, In-School Media Drug Prevention Project. <i>Communication Research</i> , 2002 , 29, 367-389	3.8	17
38	Characteristics of Health-Related Web Sites Identified by Common Internet Portals. <i>JAMA - Journal of the American Medical Association</i> , 2002 , 288, 316	27.4	13
37	The National Youth Anti-Drug Media Campaign. <i>American Journal of Public Health</i> , 2002 , 92, 1211-2	5.1	6
36	Entertainment-Education and Elaboration Likelihood: Understanding the Processing of Narrative Persuasion. <i>Communication Theory</i> , 2002 , 12, 173-191	2	333
35	Characteristics of health-related web sites identified by common internet portals. <i>JAMA - Journal of the American Medical Association</i> , 2002 , 288, 316-7	27.4	14
34	Alcohol advertising and youth. <i>Alcoholism: Clinical and Experimental Research</i> , 2002 , 26, 900-6	3.7	14
33	Personal value of alcohol use as a predictor of intention to decrease post-college alcohol use. <i>Journal of Drug Education</i> , 2001 , 31, 263-9	0.1	4
32	Formative research activities to provide Web-based nutrition education to adults in the Upper Rio Grande Valley. <i>Family and Community Health</i> , 2001 , 24, 1-12	1.6	15

31	The Use of Human Models and Cartoon Characters in Magazine Advertisements for Cigarettes, Beer, and Nonalcoholic Beverages. <i>Journal of Public Policy and Marketing</i> , 2000 , 19, 189-200	3.8	25
30	Integrating Application of Media Effects, Persuasion, and Behavior Change Theories to Communication Campaigns: A Stages-of-Change Framework. <i>Health Communication</i> , 1999 , 11, 335-354	3.2	111
29	Power distance and collectivist/individualist strategies in alcohol warnings: effects by gender and ethnicity. <i>Journal of Health Communication</i> , 1999 , 4, 295-310	2.5	40
28	A cluster analysis of alcohol-related attitudes and behaviors in the general population. <i>Journal of Studies on Alcohol and Drugs</i> , 1999 , 60, 667-74		40
27	How Perceptions of News Bias in News Sources Relate to Beliefs about Media Bias. <i>Newspaper Research Journal</i> , 1999 , 20, 41-51	0.6	13
26	How Adolescents Counterargue Television Beer Advertisements: Implications for Education Efforts. <i>American Journal of Health Education</i> , 1998 , 29, 100-105		2
25	Developing and Assessing Alcohol Warning Content: Responses to Quantitative Information and Behavioral Recommendations in Warnings with Television Beer Advertisements. <i>Journal of Public Policy and Marketing</i> , 1998 , 17, 48-60	3.8	13
24	Adolescent Responses to TV Beer ADS and Sports Content/Context: Gender and Ethnic Differences. <i>Journalism and Mass Communication Quarterly</i> , 1997 , 74, 108-122	2	13
23	Persuasion Processes Across Receiver Goals and Message Genres. <i>Communication Theory</i> , 1997 , 7, 125-148		73
22	How Message Evaluation and Source Attributes May Influence Credibility Assessment and Belief Change. <i>Journalism and Mass Communication Quarterly</i> , 1996 , 73, 974-991	2	183
21	Audience Responses to a Risk Communication Message in Four Media Formats. <i>Journal of Nutrition Education and Behavior</i> , 1996 , 28, 133-139		11
20	Adolescent counterarguing of TV beer advertisements: evidence for effectiveness of alcohol education and critical viewing discussions. <i>Journal of Drug Education</i> , 1996 , 26, 143-58	0.1	14
19	Male adolescents' reactions to TV beer advertisements: the effects of sports content and programming context. <i>Journal of Studies on Alcohol and Drugs</i> , 1996 , 57, 425-33		24
18	Value-Affirmative and Value-Protective Processing of Alcohol Education Messages That Include Statistical Evidence or Anecdotes. <i>Communication Research</i> , 1996 , 23, 210-235	3.8	138
17	Theory and method in health audience segmentation. <i>Journal of Health Communication</i> , 1996 , 1, 267-83	2.5	241
16	Translating health psychology into effective health communication: the american healthstyles audience segmentation project. <i>Journal of Health Psychology</i> , 1996 , 1, 261-77	3.1	124
15	Consumer Reaction to a Risk/Benefit/Option Message about Agricultural Chemicals in the Food Supply. <i>Journal of Consumer Affairs</i> , 1995 , 29, 144-163	2	10
14	Alcohol warnings in TV beer advertisements. <i>Journal of Studies on Alcohol and Drugs</i> , 1995 , 56, 361-7		13

13	Family communication patterns, rebelliousness, and adolescent reactions to anti-drug PSAs. <i>Journal of Drug Education</i> , 1995 , 25, 343-55	0.1	15
12	Confidence in Beliefs About Social Groups as an Outcome of Message Exposure and Its Role in Belief Change Persistence. <i>Communication Research</i> , 1992 , 19, 597-617	3.8	8
11	Information Processing and Situational Theory: A Cognitive Response Analysis. <i>Journal of Public Relations Research</i> , 1992 , 4, 189-203	2.3	34
10	Health lifestyles: audience segmentation analysis for public health interventions. <i>Health Education Quarterly</i> , 1991 , 18, 221-33		97
9	How Publics, Public Relations, and the Media Shape the Public Opinion Process. <i>Public Relations Research Annual</i> , 1991 , 3, 165-178		16
8	Processing Social Information in Messages: Social Group Familiarity, Fiction Versus Nonfiction, and Subsequent Beliefs. <i>Communication Research</i> , 1990 , 17, 327-343	3.8	41
7	Social influences and cognitive control as predictors of self-efficacy and eating behavior. <i>Cognitive Therapy and Research</i> , 1989 , 13, 231-245	2.7	30
6	Cigarette advertisements in magazines: evidence for a differential focus on women's and youth magazines. <i>Health Education Quarterly</i> , 1988 , 15, 225-33		63
5	How an Unhealthy Product Is Sold: Cigarette Advertising in Magazines, 1960-1985. <i>Journal of Communication</i> , 1987 , 37, 95-106	2.4	64
4	Involvement as Goal-Directed Strategic Processing: Extending the Elaboration Likelihood Model 175-194		47
3	Extended Elaboration Likelihood Model 1-9		
2	Choosing Audience: Segmentation Strategies and Methods for Health Communication 186-198		51
1	Alienation, Aggression, and Sensation Seeking as Predictors of Adolescent Use of Violent Film, Computer, and Website Content		7