

Michael D Slater

List of Publications by Year in descending order

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Version: 2024-02-01

156
papers

10,016
citations

57758

44
h-index

42399

92
g-index

168
all docs

168
docs citations

168
times ranked

6648
citing authors

#	ARTICLE	IF	CITATIONS
1	Correlates of U.S. Young adults's awareness of alcohol use as a behavioral risk factor for cancer. Preventive Medicine Reports, 2022, 27, 101765.	1.8	1
2	Prospective associations between attitudes toward alcohol advertisements and alcohol use behaviors among adolescent boys. Addictive Behaviors Reports, 2022, 15, 100428.	1.9	2
3	Understanding the effectiveness of advertisements about the long-term harms of alcohol and low-risk drinking guidelines: A mediation analysis. Social Science and Medicine, 2021, 270, 113596.	3.8	8
4	Eudaimonic Testimonial Vs. Didactic Presentation Impact on Willingness to Engage in Conversations about End-of-Life Care: The Moderating Role of Modeling. Journal of Health Communication, 2021, 26, 137-146.	2.4	4
5	Increasing Alcohol Control Policy Support: The Mediating Role of Empathy and Emotions. Substance Use and Misuse, 2021, 56, 971-978.	1.4	0
6	Eudaimonic Media in Lived Experience: Retrospective Responses to Eudaimonic vs. Non-Eudaimonic Films. Mass Communication and Society, 2021, 24, 725-747.	2.1	9
7	Associations between Cognitive and Affective Responses to Tobacco Advertisements and Tobacco Use Incidence: A Four-Year Prospective Study among Adolescent Boys. International Journal of Environmental Research and Public Health, 2021, 18, 11666.	2.6	1
8	Comparing responses to public health and industry-funded alcohol harm reduction advertisements: an experimental study. BMJ Open, 2020, 10, e035569.	1.9	5
9	The HEALing (Helping to End Addiction Long-term SM) 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. Drug and Alcohol Dependence, 2020, 217, 108335.	3.2	50
10	Health communication campaigns to drive demand for evidence-based practices and reduce stigma in the HEALing communities study. Drug and Alcohol Dependence, 2020, 217, 108338.	3.2	39
11	Impact of the Climate Matters Program on Public Understanding of Climate Change. Weather, Climate, and Society, 2020, 12, 863-876.	1.1	15
12	Partisan Media Selectivity and Partisan Identity Threat: The Role of Social and Geographic Context. Mass Communication and Society, 2019, 22, 145-170.	2.1	12
13	Promoting Persuasion With Ideologically Tailored Science Messages: A Novel Approach to Research on Emphasis Framing. Science Communication, 2019, 41, 488-515.	3.3	18
14	Adolescent males' responses to blu's fake warnings. Tobacco Control, 2019, 28, e151-e153.	3.2	4
15	A safe space for self-expansion: Attachment and motivation to engage and interact with the story world. Journal of Social and Personal Relationships, 2019, 36, 3492-3514.	2.3	7
16	Improving health communication with photographic images that increase identification in three minority populations. Health Education Research, 2019, 34, 145-158.	1.9	16
17	Memorability of Cigarette Advertisements Making "Natural" Claims Among Adolescents. Tobacco Regulatory Science (discontinued), 2019, 5, 326-331.	0.2	3
18	The magnitude and impact of tobacco marketing exposure in adolescents' day-to-day lives: An ecological momentary assessment (EMA) study. Addictive Behaviors, 2019, 88, 144-149.	3.0	17

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19	Repelled by virtue? The dark triad and eudaimonic narratives. <i>Media Psychology</i> , 2019, 22, 769-794.	3.6	24
20	Poignancy and Mediated Wisdom of Experience: Narrative Impacts on Willingness to Accept Delayed Rewards. <i>Communication Research</i> , 2019, 46, 333-354.	5.9	36
21	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.	3.3	13
22	Self-transcendent Media Experiences: Taking Meaningful Media to a Higher Level. <i>Journal of Communication</i> , 2018, 68, 380-389.	3.7	136
23	Attitudes toward Tobacco, Alcohol, and Non-Alcoholic Beverage Advertisement Themes among Adolescent Boys. <i>Substance Use and Misuse</i> , 2018, 53, 1706-1714.	1.4	22
24	Mediated Wisdom of Experience Revisited: Delay Discounting, Acceptance of Death, and Closeness to Future Self. <i>Human Communication Research</i> , 2018, 44, 80-101.	3.4	19
25	Extending Conceptualization and Measurement of Narrative Engagement After-the-Fact: Parasocial Relationship and Retrospective Imaginative Involvement. <i>Media Psychology</i> , 2018, 21, 329-351.	3.6	30
26	Tobacco and Alcohol on Television: A Content Analysis of Male Adolescents' Favorite Shows. <i>Preventing Chronic Disease</i> , 2018, 15, E134.	3.4	7
27	Testing a Brief Web-based Intervention to Increase Recognition of Tobacco Constituents. <i>Tobacco Regulatory Science (discontinued)</i> , 2018, 4, 83-94.	0.2	2
28	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.	2.4	5
29	Rumor Acceptance during Public Health Crises: Testing the Emotional Congruence Hypothesis. <i>Journal of Health Communication</i> , 2018, 23, 791-799.	2.4	45
30	Warning Size Affects What Adolescents Recall from Tobacco Advertisements. <i>Tobacco Regulatory Science (discontinued)</i> , 2018, 4, 79-87.	0.2	11
31	Process Evaluation of Cancer Prevention Media Campaigns in Appalachian Ohio. <i>Health Promotion Practice</i> , 2017, 18, 201-210.	1.6	6
32	Features of alcohol harm reduction advertisements that most motivate reduced drinking among adults: an advertisement response study. <i>BMJ Open</i> , 2017, 7, e014193.	1.9	21
33	Using Health Conditions for Laughs and Health Policy Support: The Case of Food Allergies. <i>Health Communication</i> , 2017, 32, 803-811.	3.1	12
34	Alcohol harm reduction advertisements: a content analysis of topic, objective, emotional tone, execution and target audience. <i>BMC Public Health</i> , 2017, 17, 312.	2.9	29
35	Use of Marijuana Edibles by Adolescents in California. <i>Journal of Primary Prevention</i> , 2017, 38, 279-294.	1.6	30
36	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.	4.7	12

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37	E-Cigarette Marketing Online: A Systematic Content Analysis of Manufacturers and Retailers. <i>Cancer Epidemiology Biomarkers and Prevention</i> , 2016, 25, 565-565.	2.5	2
38	Entertainment and Expanding Boundaries of the Self: Relief From the Constraints of the Everyday. <i>Journal of Communication</i> , 2016, 66, 386-408.	3.7	43
39	Teen Use of Marijuana Edibles: A Focus Group Study of an Emerging Issue. <i>Journal of Primary Prevention</i> , 2016, 37, 303-309.	1.6	48
40	Message Variability and Heterogeneity: A Core Challenge for Communication Research. <i>Annals of the International Communication Association</i> , 2015, 39, 3-31.	4.6	59
41	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, 139-139.	0.3	0
42	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, 149-156.	0.3	5
43	A Media and Clinic Intervention to Increase Colorectal Cancer Screening in Ohio Appalachia. <i>BioMed Research International</i> , 2015, 2015, 1-9.	1.9	13
44	A Content Analysis of Electronic Cigarette Portrayal in Newspapers. <i>Tobacco Regulatory Science</i> (discontinued), 2015, 1, 94-102.	0.2	34
45	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.	3.6	188
46	Self-Control Depletion and Narrative: Testing a Prediction of the TEBOTS Model. <i>Media Psychology</i> , 2015, 18, 196-220.	3.6	31
47	Injury News Coverage, Relative Concern, and Support for Alcohol-Control Policies: An Impersonal Impact Explanation. <i>Journal of Health Communication</i> , 2015, 20, 51-59.	2.4	6
48	Self-Deprecating Humor Versus Other-Deprecating Humor in Health Messages. <i>Journal of Health Communication</i> , 2015, 20, 1185-1195.	2.4	19
49	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, 232-235.	3.4	29
50	Media Portrayals of Female Perpetrators of Intimate Partner Violence. <i>Journal of Interpersonal Violence</i> , 2014, 29, 2394-2417.	2.0	41
51	Comparing Local TV News with National TV News in Cancer Coverage: An Exploratory Content Analysis. <i>Journal of Health Communication</i> , 2014, 19, 1330-1342.	2.4	13
52	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.	3.7	125
53	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.	1.4	8
54	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.	2.4	34

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55	Reducing Stigma and Out-Group Distinctions Through Perspective-Taking in Narratives. <i>Journal of Communication</i> , 2013, , n/a-n/a.	3.7	44
56	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.	3.7	40
57	Commentary on the Symposium on the Theory and Practice of Engaging Youth in Prevention Message Creation. <i>Health Communication</i> , 2013, 28, 696-698.	3.1	1
58	Content Analysis as a Foundation for Programmatic Research in Communication. <i>Communication Methods and Measures</i> , 2013, 7, 85-93.	4.7	17
59	Provider Portrayals and Patientâ€œProvider Communication in Drama and Reality Medical Entertainment Television Shows. <i>Journal of Health Communication</i> , 2013, 18, 703-722.	2.4	25
60	Anger, Sadness, and Fear Responses to Crime and Accident News Stories. <i>Journal of Media Psychology</i> , 2013, 25, 160-170.	1.0	5
61	Contributing to Theory and Knowledge in Quantitative Communication Science. <i>Communication Methods and Measures</i> , 2012, 6, 215-236.	4.7	67
62	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.	1.9	65
63	Increasing Support for Alcohol-Control Enforcement Through News Coverage of Alcoholâ€™s Role in Injuries and Crime. <i>Journal of Studies on Alcohol and Drugs</i> , 2012, 73, 311-315.	1.0	14
64	Assessing Media Campaigns Linking Marijuana Non-Use with Autonomy and Aspirations: â€œBe Under Your Own Influenceâ€•and ONDCPâ€™s â€œAbove the Influenceâ€• <i>Prevention Science</i> , 2011, 12, 12-22.	2.6	40
65	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, 1268-1276.	2.3	12
66	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.	3.1	19
67	Effectiveness of a Mass Media Campaign in Promoting HIV Testing Information Seeking Among African American Women. <i>Journal of Health Communication</i> , 2011, 16, 1024-1039.	2.4	20
68	The Effects of Drug-Prevention Messages on the Accessibility of Identity-Related Constructs. <i>Journal of Health Communication</i> , 2011, 16, 458-469.	2.4	10
69	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.	2.0	4
70	Examining Marijuana User and Non-User Prototypes in Formative Research for Prevention Campaigns. <i>Journal of Drug Education</i> , 2010, 40, 315-330.	0.8	5
71	Suicide Coverage in U.S. Newspapers Following the Publication of the Media Guidelines. <i>Suicide and Life-Threatening Behavior</i> , 2010, 40, 524-534.	1.9	72
72	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.	5.9	44

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73	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.	2.9	148
74	Automatically Activated Attitudes as Mechanisms for Message Effects: The Case of Alcohol Advertisements. <i>Communication Research</i> , 2010, 37, 620-643.	5.9	22
75	The Relationship between Editorial and Advertising Content about Tobacco and Alcohol in United States Newspapers: An Exploratory Study. <i>Journalism and Mass Communication Quarterly</i> , 2009, 86, 103-118.	2.7	9
76	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, 262-275.	2.4	26
77	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.	3.7	34
78	Newspaper Coverage of Cancer Prevention: Multilevel Evidence for Knowledge-Gap Effects. <i>Journal of Communication</i> , 2009, 59, 514-533.	3.7	35
79	A Content Analysis of Cancer Survivorship Coverage in a Representative Sample of US News Outlets. <i>Journal of Cancer Education</i> , 2009, 24, 291-296.	1.3	6
80	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.	2.0	20
81	Newspaper Coverage of Intimate Partner Violence: Skewing Representations of Risk. <i>Journal of Communication</i> , 2008, 58, 168-186.	3.7	110
82	News Coverage of Cancer in the United States: A National Sample of Newspapers, Television, and Magazines. <i>Journal of Health Communication</i> , 2008, 13, 523-537.	2.4	110
83	Randomized Trial on the <i>5 a Day, the Rio Grande Way</i> Website, A Web-based Program to Improve Fruit and Vegetable Consumption in Rural Communities. <i>Journal of Health Communication</i> , 2008, 13, 230-249.	2.4	47
84	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.	5.9	53
85	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.	3.2	731
86	The Contextual Effect of School Attachment on Young Adolescents' Alcohol Use. <i>Journal of School Health</i> , 2007, 77, 67-74.	1.6	79
87	Narrative communication in cancer prevention and control: A framework to guide research and application. <i>Annals of Behavioral Medicine</i> , 2007, 33, 221-235.	2.9	683
88	Specification and Misspecification of Theoretical Foundations and Logic Models for Health Communication Campaigns. <i>Health Communication</i> , 2006, 20, 149-157.	3.1	63
89	Mediators and Moderators of Magazine Advertisement Effects on Adolescent Cigarette Smoking. <i>Journal of Health Communication</i> , 2006, 11, 281-300.	2.4	14
90	Combining in-school and community-based media efforts: reducing marijuana and alcohol uptake among younger adolescents. <i>Health Education Research</i> , 2006, 21, 157-167.	1.9	112

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91	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, 904-910.	2.3	31
92	Television Dramas and Support for Controversial Public Policies: Effects and Mechanisms. <i>Journal of Communication</i> , 2006, 56, 235-252.	3.7	199
93	Human Communication Research. <i>Human Communication Research</i> , 2006, 32, 373-374.	3.4	2
94	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.	3.4	45
95	Effects of Alcohol Advertising Exposure on Drinking Among Youth. <i>JAMA Pediatrics</i> , 2006, 160, 18.	3.0	299
96	Segmentation on a Shoestring: Health Audience Segmentation in Limited-Budget and Local Social Marketing Interventions. <i>Health Promotion Practice</i> , 2006, 7, 170-173.	1.6	36
97	Limitations of Study on Alcohol Advertising Effects on Youth Drinking—Reply. <i>JAMA Pediatrics</i> , 2006, 160, 857.	3.0	6
98	US news media coverage of tobacco control issues. <i>Tobacco Control</i> , 2006, 15, 367-372.	3.2	40
99	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, 275-283.	2.3	81
100	Media Exposure and Attention as Mediating Variables Influencing Social Risk Judgments. <i>Journal of Communication</i> , 2005, 55, 810-827.	3.7	81
101	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.	3.8	31
102	Intraindividual Variability of School Bonding and Adolescents? Beliefs About the Effect of Substance Use on Future Aspirations. <i>Prevention Science</i> , 2005, 6, 101-112.	2.6	26
103	Obtaining Nationally Representative Samples of Local News Media Outlets. <i>Mass Communication and Society</i> , 2005, 8, 299-322.	2.1	30
104	Scientese and Ambiguous Citations in the Selling of Unproven Medical Treatments. <i>Health Communication</i> , 2004, 16, 411-426.	3.1	29
105	Perceptions of Dietary Supplements Among Older Women With Diabetes. <i>The Diabetes Educator</i> , 2004, 30, 658-664.	2.5	4
106	Vulnerable Teens, Vulnerable Times. <i>Communication Research</i> , 2004, 31, 642-668.	5.9	52
107	A Test of Conversational and Testimonial Messages versus Didactic Presentations of Nutrition Information. <i>Journal of Nutrition Education and Behavior</i> , 2003, 35, 255-259.	0.7	102
108	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.	3.7	173

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109	Brief measures of sensation seeking for screening and large-scale surveys. Drug and Alcohol Dependence, 2003, 72, 279-286.	3.2	439
110	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. Substance Use and Misuse, 2003, 38, 865-880.	1.4	44
111	Adolescent Evaluation of Gender Role and Sexual Imagery in Television Advertisements. Journal of Broadcasting and Electronic Media, 2003, 47, 435-454.	1.5	42
112	Descriptions of Web Sites in Search Listings: A Potential Obstacle to Informed Choice of Health Information. American Journal of Public Health, 2003, 93, 1281-1282.	2.7	19
113	SLATER AND ZIMMERMAN RESPOND. American Journal of Public Health, 2003, 93, 1985-a-1986.	2.7	1
114	Alienation, Aggression, and Sensation Seeking as Predictors of Adolescent Use of Violent Film, Computer, and Website Content. Journal of Communication, 2003, 53, 105-121.	3.7	8
115	Effects of threatening visuals and announcer differences on responses to televised alcohol warnings. Journal of Applied Communication Research, 2002, 30, 27-49.	1.2	30
116	Image Advertisementsâ€™ Influence on Adolescentsâ€™ Perceptions of the Desirability of Beer and Cigarettes. Journal of Public Policy and Marketing, 2002, 21, 295-304.	3.4	53
117	Testing Alternative Explanations for Exposure Effects in Media Campaigns. Communication Research, 2002, 29, 367-389.	5.9	24
118	Characteristics of Health-Related Web Sites Identified by Common Internet Portals. JAMA - Journal of the American Medical Association, 2002, 288, 316.	7.4	18
119	Involvement as Goal-Directed Strategic Processing: Extending the Elaboration Likelihood Model. , 2002, , 175-194.		64
120	THE NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN. American Journal of Public Health, 2002, 92, 1211-1212.	2.7	7
121	Alcohol Advertising and Youth. Alcoholism: Clinical and Experimental Research, 2002, 26, 900-906.	2.4	57
122	Entertainment?Education and Elaboration Likelihood: Understanding the Processing of Narrative Persuasion. Communication Theory, 2002, 12, 173-191.	3.2	779
123	Characteristics of Health-Related Web Sites Identified by Common Internet Portals. JAMA - Journal of the American Medical Association, 2002, 288, 316-317.	7.4	16
124	Entertainment-Education and Elaboration Likelihood: Understanding the Processing of Narrative Persuasion. Communication Theory, 2002, 12, 173-191.	3.2	443
125	Alcohol Advertising and Youth. Alcoholism: Clinical and Experimental Research, 2002, 26, 900-906.	2.4	1
126	Alcohol advertising and youth. Alcoholism: Clinical and Experimental Research, 2002, 26, 900-6.	2.4	15

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127	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.	1.1	19
128	Personal Value of Alcohol Use as a Predictor of Intention to Decrease Post-College Alcohol Use. <i>Journal of Drug Education</i> , 2001, 31, 263-269.	0.8	4
129	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.	3.4	31
130	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.	3.1	136
131	Power Distance and Collectivist/Individualist Strategies in Alcohol Warnings: Effects by Gender and Ethnicity. <i>Journal of Health Communication</i> , 1999, 4, 295-310.	2.4	45
132	A cluster analysis of alcohol-related attitudes and behaviors in the general population.. <i>Journal of Studies on Alcohol and Drugs</i> , 1999, 60, 667-674.	2.3	52
133	How Perceptions of News Bias in News Sources Relate to Beliefs about Media Bias. <i>Newspaper Research Journal</i> , 1999, 20, 41-51.	0.9	17
134	How Adolescents Counterargue Television Beer Advertisements: Implications for Education Efforts. <i>American Journal of Health Education</i> , 1998, 29, 100-105.	0.2	2
135	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.	3.4	17
136	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.	2.7	15
137	Persuasion Processes Across Receiver Goals and Message Genres. <i>Communication Theory</i> , 1997, 7, 125-148.	3.2	84
138	How Message Evaluation and Source Attributes May Influence Credibility Assessment and Belief Change. <i>Journalism and Mass Communication Quarterly</i> , 1996, 73, 974-991.	2.7	239
139	Audience Responses to a Risk Communication Message in Four Media Formats. <i>Journal of Nutrition Education and Behavior</i> , 1996, 28, 133-139.	0.5	14
140	Adolescent Counterarguing of TV Beer Advertisements: Evidence for Effectiveness of Alcohol Education and Critical Viewing Discussions. <i>Journal of Drug Education</i> , 1996, 26, 143-158.	0.8	20
141	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, 425-433.	2.3	31
142	Value-Affirmative and Value-Protective Processing of Alcohol Education Messages That Include Statistical Evidence or Anecdotes. <i>Communication Research</i> , 1996, 23, 210-235.	5.9	164
143	Theory and Method in Health Audience Segmentation. <i>Journal of Health Communication</i> , 1996, 1, 267-284.	2.4	302
144	Translating Health Psychology into Effective Health Communication. <i>Journal of Health Psychology</i> , 1996, 1, 261-277.	2.3	146

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145	Alcohol warnings in TV beer advertisements.. Journal of Studies on Alcohol and Drugs, 1995, 56, 361-367.	2.3	16
146	Family Communication Patterns, Rebelliousness, and Adolescent Reactions to Anti-Drug PSAs. Journal of Drug Education, 1995, 25, 343-355.	0.8	17
147	Consumer Reaction to a Risk/Benefit/Option Message about Agricultural Chemicals in the Food Supply. Journal of Consumer Affairs, 1995, 29, 144-163.	2.3	12
148	Choosing Audience: Segmentation Strategies and Methods for Health Communication. , 1995, , 186-198.		64
149	Confidence in Beliefs About Social Groups as an Outcome of Message Exposure and Its Role in Belief Change Persistence. Communication Research, 1992, 19, 597-617.	5.9	16
150	Information Processing and Situational Theory: A Cognitive Response Analysis. Journal of Public Relations Research, 1992, 4, 189-203.	2.3	36
151	How Publics, Public Relations, and the Media Shape the Public Opinion Process. Public Relations Research Annual, 1991, 3, 165-178.	0.6	22
152	Health Lifestyles: Audience Segmentation Analysis for Public Health Interventions. Health Education Quarterly, 1991, 18, 221-233.	1.4	118
153	Processing Social Information in Messages. Communication Research, 1990, 17, 327-343.	5.9	45
154	Social influences and cognitive control as predictors of self-efficacy and eating behavior. Cognitive Therapy and Research, 1989, 13, 231-245.	1.9	37
155	Cigarette Advertisements in Magazines: Evidence for a Differential Focus on Women's and Youth Magazines. Health Education Quarterly, 1988, 15, 225-233.	1.4	68
156	How an Unhealthy Product Is Sold: Cigarette Advertising in Magazines, 1960â€“1985. Journal of Communication, 1987, 37, 95-106.	3.7	75