

# William DeJong

## List of Publications by Year in descending order

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111  
papers

3,669  
citations

126907

33  
h-index

149698

56  
g-index

113  
all docs

113  
docs citations

113  
times ranked

3316  
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring Sexual Relationship Power in HIV/STD Research. Sex Roles, 2000, 42, 637-660.	2.4	535
2	A Multisite Randomized Trial of Social Norms Marketing Campaigns to Reduce College Student Drinking. Journal of Studies on Alcohol and Drugs, 2006, 67, 868-879.	2.3	220
3	Event-specific prevention: Addressing college student drinking during known windows of risk. Addictive Behaviors, 2007, 32, 2667-2680.	3.0	139
4	A Content Analysis of Direct-to-Consumer Television Prescription Drug Advertisements. Journal of Health Communication, 2004, 9, 515-528.	2.4	117
5	A typology for campus-based alcohol prevention: moving toward environmental management strategies.. Journal of Studies on Alcohol Supplement, 2002, , 140-147.	0.9	104
6	SCREENING AND BRIEF INTERVENTION ONLINE FOR COLLEGE STUDENTS: THE IHEALTH STUDY. Alcohol and Alcoholism, 2006, 42, 28-36.	1.6	97
7	STRATEGIES TO REDUCE DRIVING UNDER THE INFLUENCE OF ALCOHOL. Annual Review of Public Health, 1998, 19, 359-378.	17.4	95
8	A Multisite Randomized Trial of Social Norms Marketing Campaigns to Reduce College Student Drinking: A Replication Failure. Substance Abuse, 2009, 30, 127-140.	2.3	85
9	Pregaming: An Exploratory Study of Strategic Drinking by College Students in Pennsylvania. Journal of American College Health, 2010, 58, 307-316.	1.5	80
10	Brand-Specific Consumption of Alcohol Among Underage Youth in the United States. Alcoholism: Clinical and Experimental Research, 2013, 37, 1195-1203.	2.4	70
11	Relapse Prevention: An Emerging Technology for Promoting Long-Term Drug Abstinence. Substance Use and Misuse, 1994, 29, 681-705.	0.6	66
12	Estimated blood alcohol levels reached by "binge" and "nonbinge" drinkers: A survey of young adults in Montana.. Psychology of Addictive Behaviors, 2001, 15, 317-320.	2.1	62
13	Alcohol Prevention on College Campuses: The Moderating Effect of the Alcohol Environment on the Effectiveness of Social Norms Marketing Campaigns*. Journal of Studies on Alcohol and Drugs, 2011, 72, 232-239.	1.0	62
14	The role of mass media campaigns in reducing high-risk drinking among college students.. Journal of Studies on Alcohol Supplement, 2002, , 182-192.	0.9	60
15	Medical word use in clinical encounters. Health Expectations, 2009, 12, 371-382.	2.6	54
16	Reductions in Drinking and Alcohol-Related Harms Reported by First-Year College Students Taking an Online Alcohol Education Course: A Randomized Trial. Journal of Health Communication, 2010, 15, 805-819.	2.4	54
17	Amount of Televised Alcohol Advertising Exposure and the Quantity of Alcohol Consumed by Youth. Journal of Studies on Alcohol and Drugs, 2016, 77, 723-729.	1.0	54
18	NIAAA's Rapid Response to College Drinking Problems Initiative: Reinforcing the Use of Evidence-Based Approaches in College Alcohol Prevention. Journal of Studies on Alcohol and Drugs Supplement, 2009, , 5-11.	3.7	53

#	ARTICLE	IF	CITATIONS
19	Alcoholâ€Related Blackouts, Negative Alcoholâ€Related Consequences, and Motivations for Drinking Reported by Newly Matriculating Transgender College Students. <i>Alcoholism: Clinical and Experimental Research</i> , 2017, 41, 1012-1023.	2.4	53
20	Case Closed: Research Evidence on the Positive Public Health Impact of the Age 21 Minimum Legal Drinking Age in the United States. <i>Journal of Studies on Alcohol and Drugs Supplement</i> , 2014, , 108-115.	3.7	51
21	Perspective. <i>Health Education Quarterly</i> , 1992, 19, 429-442.	1.4	50
22	The Relationship Between Brandâ€Specific Alcohol Advertising on Television and Brandâ€Specific Consumption Among Underage Youth. <i>Alcoholism: Clinical and Experimental Research</i> , 2014, 38, 2234-2242.	2.4	49
23	EVALUATION OF A SOCIAL NORMS MARKETING CAMPAIGN TO REDUCE HIGH-RISK DRINKING AT THE UNIVERSITY OF MISSISSIPPI*. <i>American Journal of Drug and Alcohol Abuse</i> , 2001, 27, 375-389.	2.1	46
24	Endorsed reasons for not drinking alcohol: a comparison of college student drinkers and abstainers. <i>Journal of Behavioral Medicine</i> , 2011, 34, 64-73.	2.1	46
25	The Use of Designated Drivers by US College Students: A National Study. <i>Journal of American College Health</i> , 1999, 47, 151-156.	1.5	45
26	Comprehension of Information in Three Direct-to-Consumer Television Prescription Drug Advertisements Among Adults With Limited Literacy. <i>Journal of Health Communication</i> , 2005, 10, 609-619.	2.4	45
27	Literacy demands of product information intended to supplement television direct-to-consumer prescription drug advertisements. <i>Patient Education and Counseling</i> , 2004, 55, 293-300.	2.2	44
28	Assessment of the Average Price and Ethanol Content of Alcoholic Beverages by Brandâ€United States, 2011. <i>Alcoholism: Clinical and Experimental Research</i> , 2012, 36, 1288-1297.	2.4	40
29	The Relationship Between Population-Level Exposure to Alcohol Advertising on Television and Brand-Specific Consumption Among Underage Youth in the US. <i>Alcohol and Alcoholism</i> , 2015, 50, 358-364.	1.6	38
30	Quantifying Word Use to Study Health Literacy in Doctorâ€Patient Communication. <i>Journal of Health Communication</i> , 2010, 15, 590-602.	2.4	36
31	Done 4: Analysis of a Failed Social Norms Marketing Campaign. <i>Health Communication</i> , 2005, 17, 57-65.	3.1	35
32	Alcohol Brand Preferences of Underage Youth: Results from a Pilot Survey Among a National Sample. <i>Substance Abuse</i> , 2011, 32, 191-201.	2.3	35
33	Skin self-examination practices in a convenience sample of US university students. <i>Preventive Medicine</i> , 2005, 40, 268-273.	3.4	34
34	An Ecological Analysis of Alcohol-Outlet Density and Campus-Reported Violence at 32 U.S. Colleges*. <i>Journal of Studies on Alcohol and Drugs</i> , 2010, 71, 184-191.	1.0	34
35	Finding common ground for effective campus-based prevention.. <i>Psychology of Addictive Behaviors</i> , 2001, 15, 292-296.	2.1	33
36	The relationship between exposure to brand-specific alcohol advertising and brand-specific consumption among underage drinkers â€ United States, 2011â€2012. <i>American Journal of Drug and Alcohol Abuse</i> , 2016, 42, 4-14.	2.1	33

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37	Youth Alcohol Brand Consumption and Exposure to Brand Advertising in Magazines. <i>Journal of Studies on Alcohol and Drugs</i> , 2014, 75, 615-622.	1.0	32
38	Exploring the Potential Campus-Level Impact of Online Universal Sexual Assault Prevention Education. <i>Journal of Interpersonal Violence</i> , 2021, 36, NP2324-NP2345.	2.0	31
39	Relationship of Age of First Drink to Alcohol-Related Consequences among College Students with Unhealthy Alcohol Use. <i>Substance Abuse</i> , 2008, 29, 33-41.	2.3	30
40	Flavored Alcoholic Beverage Use, Risky Drinking Behaviors, and Adverse Outcomes Among Underage Drinkers: Results From the ABRAND Study. <i>American Journal of Public Health</i> , 2015, 105, 810-815.	2.7	30
41	Sociodemographic, Behavioral, and Cognitive Predictors of Alcohol-Impaired Driving in a Sample of U.S. College Students. <i>Journal of Health Communication</i> , 2010, 15, 218-232.	2.4	29
42	Assessing Youth-Appealing Content in Alcohol Advertisements: Application of a Content Appealing to Youth (CAY) Index. <i>Health Communication</i> , 2018, 33, 164-173.	3.1	28
43	Social Capital in the College Setting: The Impact of Participation in Campus Activities on Drinking and Alcohol-Related Harms. <i>Journal of American College Health</i> , 2009, 58, 15-25.	1.5	26
44	Use and correlates of protective drinking behaviors during the transition to college: Analysis of a national sample. <i>Addictive Behaviors</i> , 2011, 36, 1008-1014.	3.0	26
45	Brand-specific consumption of flavored alcoholic beverages among underage youth in the United States. <i>American Journal of Drug and Alcohol Abuse</i> , 2014, 40, 51-57.	2.1	25
46	Definitions of Binge Drinking. <i>JAMA - Journal of the American Medical Association</i> , 2003, 289, 1635.	7.4	23
47	Common Ground: An Investigation of Environmental Management Alcohol Prevention Initiatives in a College Community. <i>Journal of Studies on Alcohol and Drugs Supplement</i> , 2009, , 96-105.	3.7	22
48	Effects of High-Potency Cannabis on Psychomotor Performance in Frequent Cannabis Users. <i>Cannabis and Cannabinoid Research</i> , 2022, 7, 107-115.	2.9	21
49	Case closed: research evidence on the positive public health impact of the age 21 minimum legal drinking age in the United States. <i>Journal of Studies on Alcohol and Drugs Supplement</i> , 2014, 75 Suppl 17, 108-15.	3.7	21
50	Social Norms Marketing Campaigns to Reduce Campus Alcohol Problems. <i>Health Communication</i> , 2010, 25, 615-616.	3.1	20
51	Development and Pilot Testing of an Internet-Based Survey Instrument to Measure the Alcohol Brand Preferences of U.S. Youth. <i>Alcoholism: Clinical and Experimental Research</i> , 2011, 35, 765-772.	2.4	20
52	Population-Level Administration of AlcoholEdu for College: An ARIMA Time-Series Analysis. <i>Journal of Health Communication</i> , 2013, 18, 898-912.	2.4	20
53	Tapping Into Motivations for Drinking Among Youth: Normative Beliefs About Alcohol Use Among Underage Drinkers in the United States. <i>Journal of Health Communication</i> , 2016, 21, 1079-1087.	2.4	20
54	Parentsâ€™ Primary Professional Sources of Parenting Advice Moderate Predictors of Parental Attitudes toward Corporal Punishment. <i>Journal of Child and Family Studies</i> , 2017, 26, 652-663.	1.3	20

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55	PREVENTING ALCOHOL-RELATED PROBLEMS AT THE UNIVERSITY OF ARIZONA'S HOMECOMING: AN ENVIRONMENTAL MANAGEMENT CASE STUDY*. American Journal of Drug and Alcohol Abuse, 2001, 27, 587-597.	2.1	19
56	Sociodemographic and Psychobehavioral Characteristics of US College Students Who Abstain From Alcohol. Journal of American College Health, 2009, 57, 395-410.	1.5	19
57	A Paid Radio Advertising Campaign to Promote Parent-Child Communication about Alcohol. Journal of Health Communication, 2003, 8, 489-495.	2.4	17
58	Do Neighborhoods Make People Active, or Do People Make Active Neighborhoods? Evidence from a Planned Community in Austin, Texas. Preventing Chronic Disease, 2013, 10, E102.	3.4	17
59	Beverage- and brand-specific binge alcohol consumption among underage youth in the US. Journal of Substance Use, 2015, 20, 333-339.	0.7	17
60	Support for Alcohol-Control Policies and Enforcement Strategies Among US College Students at 4-Year Institutions. Journal of American College Health, 2007, 56, 231-236.	1.5	16
61	The impact of a multi-level maternal health programme on facility delivery and capacity for emergency obstetric care in Zambia. Global Public Health, 2018, 13, 1481-1494.	2.0	16
62	The Effect of a Neighborhood Built Environment on Physical Activity Behaviors. Journal of Physical Activity and Health, 2012, 9, 1089-1097.	2.0	15
63	The Relationships Between Alcohol Source, Autonomy in Brand Selection, and Brand Preference Among Youth in the USA. Alcohol and Alcoholism, 2014, 49, 563-571.	1.6	15
64	Effects of an Online Alcohol Education Course Among College Freshmen: An Investigation of Potential Mediators. Journal of Health Communication, 2014, 19, 392-412.	2.4	15
65	Student Leadership in Public Health Advocacy: Lessons Learned From the Hepatitis B Initiative. American Journal of Public Health, 2003, 93, 1250-1252.	2.7	14
66	State-Specific Liquor Excise Taxes and Retail Prices in 8 US States, 2012. Substance Abuse, 2013, 34, 415-421.	2.3	14
67	Brands matter: Major findings from the Alcohol Brand Research Among Underage Drinkers (ABRAND) project. Addiction Research and Theory, 2016, 24, 32-39.	1.9	14
68	Alcohol Brand Use of Youth-Appealing Advertising and Consumption by Youth and Adults. Journal of Public Health Research, 2018, 7, jphr.2018.1269.	1.2	14
69	Fake ID ownership in a US sample of incoming first-year college students. Addictive Behaviors, 2011, 36, 759-761.	3.0	13
70	Differences in Alcohol Brand Consumption between Underage Youth and Adults—United States, 2012. Substance Abuse, 2015, 36, 106-112.	2.3	13
71	Do Alcohol Advertisements for Brands Popular among Underage Drinkers Have Greater Appeal among Youth and Young Adults?. Substance Abuse, 2016, 37, 222-229.	2.3	13
72	The effectiveness of alternative transportation programs in reducing impaired driving: A literature review and synthesis. Journal of Safety Research, 2020, 75, 128-139.	3.6	13

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73	Differences in liquor prices between control state-operated and license-state retail outlets in the United States. <i>Addiction</i> , 2013, 108, 339-347.	3.3	12
74	Measuring College Student Drinking. <i>Substance Abuse</i> , 2006, 27, 33-45.	2.3	11
75	The Relationship Between Alcohol Price and Brand Choice Among Underage Drinkers: Are the Most Popular Alcoholic Brands Consumed by Youth the Cheapest?. <i>Substance Use and Misuse</i> , 2014, 49, 1833-1843.	1.4	11
76	Patterns of Media Use and Alcohol Brand Consumption Among Underage Drinking Youth in the United States. <i>Journal of Health Communication</i> , 2015, 20, 314-320.	2.4	11
77	Practice-Based Teaching and Public Health Training: Bringing Real-World Projects to the Classroom to Teach Intervention Planning and Communication Strategies. <i>Pedagogy in Health Promotion</i> , 2019, 5, 55-61.	0.8	11
78	Fraternity and Sorority Leaders and Members: A Comparison of Alcohol Use, Attitudes, and Policy Awareness. <i>American Journal of Drug and Alcohol Abuse</i> , 2010, 36, 187-193.	2.1	10
79	Parental Influence on Drinking Behaviors at the Transition to College: The Mediating Role of Perceived Friends' Approval of High-Risk Drinking. <i>Journal of Studies on Alcohol and Drugs</i> , 2016, 77, 638-648.	1.0	10
80	Effects of a responsible retailing mystery shop intervention on age verification by servers and clerks in alcohol outlets: A cluster randomised crossover trial. <i>Drug and Alcohol Review</i> , 2018, 37, 774-781.	2.1	10
81	Roles of Organizers and Champions in Building Campus Community Prevention Partnerships. <i>Journal of American College Health</i> , 2008, 57, 233-241.	1.5	9
82	Do College Drinkers Learn from Their Mistakes? Effects of Recent Alcohol-Related Consequences on Planned Protective Drinking Strategies among College Freshmen. <i>Substance Use and Misuse</i> , 2013, 48, 1463-1468.	1.4	8
83	Predictors of College Student Support for Alcohol Control Policies and Stricter Enforcement Strategies. <i>American Journal of Drug and Alcohol Abuse</i> , 2008, 34, 749-759.	2.1	7
84	Distinct Classes of Negative Alcohol-Related Consequences in a National Sample of Incoming First-Year College Students: A Latent Class Analysis. <i>Alcohol and Alcoholism</i> , 2016, 51, 602-608.	1.6	7
85	Increasing compliance with alcohol service laws in a developing country: intervention trial in the Kingdom of Bhutan. <i>Addiction</i> , 2016, 111, 467-474.	3.3	7
86	ON THE ROLE OF INTERMEDIATE SANCTIONS IN CORRECTIONS REFORM: THE VIEWS OF CRIMINAL JUSTICE PROFESSIONALS. <i>Journal of Crime and Justice</i> , 1993, 16, 47-73.	1.1	6
87	Failure of College Students to Complete an Online Alcohol Education Course as a Predictor of High-Risk Drinking That Requires Medical Attention. <i>American Journal of Drug and Alcohol Abuse</i> , 2011, 37, 515-519.	2.1	6
88	Brand Preferences of Underage Drinkers Who Report Alcohol-Related Fights and Injuries. <i>Substance Use and Misuse</i> , 2015, 50, 619-929.	1.4	6
89	Minimum Financial Outlays for Purchasing Alcohol Brands in the U.S.. <i>American Journal of Preventive Medicine</i> , 2013, 44, 67-70.	3.0	5
90	A comparison between brand-specific and traditional alcohol surveillance methods to assess underage drinkers' reported alcohol use. <i>American Journal of Drug and Alcohol Abuse</i> , 2014, 40, 447-454.	2.1	5

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91	Selection of Branded Alcoholic Beverages by Underage Drinkers. <i>Journal of Adolescent Health</i> , 2015, 56, 564-570.	2.5	5
92	Differences in alcohol brand consumption among underage youth by age, gender, and race/ethnicity â€œ United States, 2012. <i>Journal of Substance Use</i> , 2015, 20, 430-438.	0.7	4
93	Do Incoming First-Year College Students Who Think of Themselves as Adults Drink More Responsibly After Starting College?. <i>Emerging Adulthood</i> , 2015, 3, 359-363.	2.4	4
94	Malt Beverage Brand Popularity Among Youth and Youthâ€™s Appealing Advertising Content. <i>Alcoholism: Clinical and Experimental Research</i> , 2017, 41, 1946-1952.	2.4	4
95	The Moderate Alcohol and Cardiovascular Health Trial: Public health advocates should support good science, not undermine it. <i>European Journal of Preventive Cardiology</i> , 2020, , 2047487320915802.	1.8	4
96	Determining whether Public Communications Campaigns Based on the The Social Norms Approach are a Viable COVID-19 Prevention Strategy for College Campuses. <i>Journal of Health Communication</i> , 2021, 26, 792-798.	2.4	4
97	A Group Randomized Trial of the Stop Service to Obviously-Impaired Patrons (S-STOP) Program to Prevent Overservice in Bars and Restaurants in College Communities. <i>Substance Use and Misuse</i> , 2021, 56, 1216-1223.	1.4	3
98	Evaluation of a Mystery Shopper Intervention to Reduce Sales of Alcohol to Minors in Zacatecas and Guadalupe, Mexico. <i>Journal of Drug Education</i> , 2020, 49, 115-124.	0.8	3
99	Body Mass Index and Sociodemographic Predictors of School Lunch Purchase Behavior during a Year-Long Environmental Intervention in Middle School. <i>Behavioral Sciences (Basel, Switzerland)</i> , 2015, 5, 324-340.	2.1	2
100	Local Support for Alcohol Control Policies and Perceptions of Neighborhood Issues in Two College Communities. <i>Substance Abuse</i> , 2015, 36, 289-296.	2.3	2
101	Boards of trustees must assume responsibility for making alcohol prevention on campus a top priority. <i>Journal of American College Health</i> , 2016, 64, 80-84.	1.5	2
102	Depictions of Tobacco and Alcohol Use in Contemporary Japanese ShÅnen Manga: A Content Analysis. <i>Journal of Health Communication</i> , 2019, 24, 848-855.	2.4	2
103	When Enough Is Enough: The Public Health Argument for the Age 21 Minimum Legal Drinking Age. <i>Journal of Studies on Alcohol and Drugs</i> , 2014, 75, 1050-1052.	1.0	1
104	Measuring Global Alcohol Health Literacy: A Narrative Review. <i>Journal of Studies on Alcohol and Drugs</i> , 2021, 82, 309-319.	1.0	1
105	Call to restore funding to monitor youth exposure to alcohol advertising. <i>Addiction</i> , 2021, 116, 2922-2923.	3.3	1
106	School-Based Conflict Resolution: Give Educators More Credit. <i>Health Affairs</i> , 1994, 13, 163-164.	5.2	0
107	Watch your back: A randomized efficacy study of a theory-guided website to promote melanoma knowledge and skin self-examination among young adults. <i>Journal of Communication in Healthcare</i> , 2015, 8, 289-302.	1.5	0
108	Vape Factor Fast Find-Adult (VF3-A): a prototype survey method for recording brand-specific vaping factors in adult populations. <i>Tobacco Control</i> , 2018, 28, tobaccocontrol-2017-054156.	3.2	0

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109	When Parents Cannot Say “No” to School-Based Health Services: A Commentary. <i>Journal of School Health</i> , 2020, 90, 823-824.	1.6	0
110	Mutual Exchanges Support Academic and Community Collaboration. <i>Public Health Reports</i> , 2003, 118, 80-82.	2.5	0
111	Measuring Global Alcohol Health Literacy: A Narrative Review. <i>Journal of Studies on Alcohol and Drugs</i> , 2021, 82, 309-319.	1.0	0