

# The Mixed Health Messages of Millsberry: A Critical Study of Advergaming

Health Communication

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Current Trends in Childhood Obesity Research. Current Nutrition Reports, 2012, 1, 228-238.	4.3	9
2	The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. American Journal of Clinical Nutrition, 2013, 97, 239-245.	4.7	112
3	Do online ad breaks clearly tell kids that advergames are advertisements that intend to sell things?. International Journal of Advertising, 2013, 32, 655-678.	6.7	19
4	Food and Beverage Marketing to Youth. Current Obesity Reports, 2014, 3, 440-450.	8.4	12
5	Advertising or games?. International Journal of Advertising, 2014, 33, 509-532.	6.7	47
6	The interplay of persuasion inference and flow experience in an entertaining food advergame. Journal of Consumer Behaviour, 2016, 15, 239-250.	4.2	27
8	Marketing vs. Games in Secondary School. International Journal of Innovation in the Digital Economy, 2013, 4, 35-50.	0.4	0
9	Marketing vs. Games in Secondary School. , 2015, , 1868-1883.		0
10	Research on unhealthy food and beverages advertising targeting children: Systematic literature review and directions for future research. Australian Journal of Management, 2022, 47, 749-772.	2.2	3
11	What we do not know about advergames: a literature review. Frontiers in Communication, 0, 8, .	1.2	0
12	Food marketing communication targeting children: A content analysis of research literature (2000â€“2023). Journal of Global Scholars of Marketing Science, 0, , 1-25.	2.0	0