

L J Shrum

List of Publications by Year in descending order

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31
papers

2,433
citations

394421

19
h-index

501196

28
g-index

36
all docs

36
docs citations

36
times ranked

1531
citing authors

#	ARTICLE	IF	CITATIONS
1	The Role of Television in the Construction of Consumer Reality. <i>Journal of Consumer Research</i> , 1997, 23, 278.	5.1	434
2	Conspicuous Consumption versus Charitable Behavior in Response to Social Exclusion: A Differential Needs Explanation. <i>Journal of Consumer Research</i> , 2012, 39, 530-544.	5.1	282
3	The Influence of Self-Construal on Impulsive Consumption. <i>Journal of Consumer Research</i> , 2009, 35, 838-850.	5.1	238
4	Phonetic Symbolism and Brand Name Preference. <i>Journal of Consumer Research</i> , 2007, 34, 406-414.	5.1	224
5	Psychological Processes Underlying Cultivation Effects Further Tests of Construct Accessibility. <i>Human Communication Research</i> , 1996, 22, 482-509.	3.4	167
6	Processes and Effects in the Construction of Social Reality. <i>Communication Research</i> , 1993, 20, 436-471.	5.9	157
7	Assessing the Social Influence of Television. <i>Communication Research</i> , 1995, 22, 402-429.	5.9	144
8	An Online Process Model of Second-Order Cultivation Effects: How Television Cultivates Materialism and Its Consequences for Life Satisfaction. <i>Human Communication Research</i> , 2011, 37, 34-57.	3.4	103
9	The Relation Between Brand-name Linguistic Characteristics and Brand-name Memory. <i>Journal of Advertising</i> , 2003, 32, 7-17.	6.6	95
10	Media Exposure and Exemplar Accessibility. <i>Media Psychology</i> , 2003, 5, 255-282.	3.6	93
11	Materialism: the good, the bad, and the ugly. <i>Journal of Marketing Management</i> , 2014, 30, 1858-1881.	2.3	82
12	The Relationship of Television Viewing with Attitude Strength and Extremity: Implications for the Cultivation Effect. <i>Media Psychology</i> , 1999, 1, 3-25.	3.6	53
13	An Integrative Model of the Influence of Parental and Peer Support on Consumer Ethical Beliefs: The Mediating Role of Self-Esteem, Power, and Materialism. <i>Journal of Business Ethics</i> , 2018, 150, 1173-1186.	6.0	50
14	The Effects of Linguistic Devices on Consumer Information Processing and Persuasion: A Language Complexity—Processing Mode Framework. <i>Journal of Consumer Psychology</i> , 2018, 28, 689-711.	4.5	48
15	The cognitive processes underlying cultivation effects are a function of whether the judgments are on-line or memory-based. <i>Communications: the European Journal of Communication Research</i> , 2004, 29, .	0.5	43
16	Centennials, FOMO, and Loneliness: An Investigation of the Impact of Social Networking and Messaging/VoIP Apps Usage During the Initial Stage of the Coronavirus Pandemic. <i>Frontiers in Psychology</i> , 2021, 12, 620739.	2.1	42
17	Coping with Loneliness Through Materialism: Strategies Matter for Adolescent Development of Unethical Behaviors. <i>Journal of Business Ethics</i> , 2018, 152, 103-122.	6.0	36
18	Is Nestlé a Lady? The Feminine Brand Name Advantage. <i>Journal of Marketing</i> , 2021, 85, 101-117.	11.3	32

#	ARTICLE	IF	CITATIONS
19	Undermining the Restorative Potential of Compensatory Consumption: A Product's Explicit Identity Connection Impedes Self-Repair. <i>Journal of Consumer Research</i> , 2019, 46, 119-139.	5.1	31
20	Psychological causes, correlates, and consequences of materialism. <i>Consumer Psychology Review</i> , 2022, 5, 69-86.	5.5	21
21	The Role of Comprehension Processes in Communication and Persuasion. <i>Media Psychology</i> , 2015, 18, 163-195.	3.6	19
22	Cause-related marketing of luxury brands: Nudging materialists to act prosocially. <i>Psychology and Marketing</i> , 2022, 39, 1204-1217.	8.2	9
23	COVID-19 is Feminine: Grammatical Gender Influences Danger Perceptions and Precautionary Behavioral Intentions by Activating Gender Stereotypes. <i>Journal of Consumer Psychology</i> , 2022, 32, 316-325.	4.5	8
24	The Cultivation of Parent and Child Materialism: A Parent-Child Dyadic Study. <i>Human Communication Research</i> , 2021, 47, 284-308.	3.4	7
25	Consuming in response to loneliness: Bright side and dark side effects. <i>Current Opinion in Psychology</i> , 2022, 46, 101329.	4.9	7
26	Grammatical gender and anthropomorphism: It depends on the language.. <i>Journal of Personality and Social Psychology</i> , 2022, 123, 503-517.	2.8	3
27	Psychological Effects of Economic Inequality. <i>Journal of Consumer Psychology</i> , 2022, 32, 145-145.	4.5	2
28	Residential mobility: Implications for consumer psychology. <i>Journal of Consumer Psychology</i> , 2022, 32, 517-518.	4.5	1
29	Coping with Loneliness Through Materialism: Strategies Matter for Adolescent Development of Unethical Behaviors. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
30	Grammatical Gender and Anthropomorphism: It Depends on the Language. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
31	The psychological underpinnings of false beliefs: Construction, updating, prevention, and correction. <i>Journal of Consumer Psychology</i> , 2022, 32, 357-358.	4.5	0