

# Joan Meyers-Levy

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12034989/publications.pdf>

Version: 2024-02-01

29  
papers

6,724  
citations

201575

27  
h-index

477173

29  
g-index

29  
all docs

29  
docs citations

29  
times ranked

3287  
citing authors

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 1  | Revisiting gender differences: What we know and what lies ahead. <i>Journal of Consumer Psychology</i> , 2015, 25, 129-149.  | 3.2 | 376       |
| 2  | Gender differences in the meanings consumers infer from music and other aesthetic stimuli. <i>Journal of Consumer Psychology</i> , 2010, 20, 495-507.  | 3.2 | 106       |
| 3  | Emotional Persuasion: When the Valence versus the Resource Demands of Emotions Influence Consumers' Attitudes. <i>Journal of Consumer Research</i> , 2009, 36, 585-599.                          | 3.5 | 74        |
| 4  | Context Effects in Diverse-Category Brand Environments: The Influence of Target Product Positioning and Consumers' Processing Mind-Set. <i>Journal of Consumer Research</i> , 2008, 34, 882-896. | 3.5 | 27        |
| 5  | Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects. <i>Journal of Consumer Research</i> , 2007, 34, 89-96.  | 3.5 | 155       |
| 6  | The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use. <i>Journal of Consumer Research</i> , 2007, 34, 174-186.                                       | 3.5 | 188       |
| 7  | Using the Horizontal/Vertical Distinction to Advance Insights Into Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2006, 16, 347-351.   | 3.2 | 13        |
| 8  | Distinguishing between the Meanings of Music: When Background Music Affects Product Perceptions. <i>Journal of Marketing Research</i> , 2005, 42, 333-345.                                       | 3.0 | 112       |
| 9  | Exploring Message Framing Outcomes When Systematic, Heuristic, or Both Types of Processing Occur. <i>Journal of Consumer Psychology</i> , 2004, 14, 159-167.                                     | 3.2 | 173       |
| 10 | Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. <i>Journal of Consumer Psychology</i> , 2001, 11, 1-11.  | 3.2 | 75        |
| 11 | Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. <i>Journal of Marketing</i> , 1999, 63, 45-60.  | 7.0 | 198       |
| 12 | Consumers' Processing of Persuasive Advertisements: An Integrative Framework of Persuasion Theories. <i>Journal of Marketing</i> , 1999, 63, 45.   | 7.0 | 248       |
| 13 | Ad repetition in a cluttered environment: The influence of type of processing. <i>Psychology and Marketing</i> , 1999, 16, 99-118.   | 4.6 | 30        |
| 14 | Evaluating Persuasion-Enhancing Techniques from a Resource-Matching Perspective. <i>Journal of Consumer Research</i> , 1997, 24, 178-191.  | 3.5 | 140       |
| 15 | Moderators of the Impact of Self-Reference on Persuasion. <i>Journal of Consumer Research</i> , 1996, 22, 408.   | 3.5 | 164       |
| 16 | Understanding the Effects of Color: How the Correspondence between Available and Required Resources Affects Attitudes. <i>Journal of Consumer Research</i> , 1995, 22, 121.                      | 3.5 | 233       |
| 17 | How Ambiguous Cropped Objects in Ad Photos can Affect Product Evaluations. <i>Journal of Consumer Research</i> , 1994, 21, 190.  | 3.5 | 152       |
| 18 | A Two-Factor Explanation of Assimilation and Contrast Effects. <i>Journal of Marketing Research</i> , 1993, 30, 359-368.   | 3.0 | 143       |

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 19 | When Timing Matters: The Influence of Temporal Distance on Consumers' Affective and Persuasive Responses. <i>Journal of Consumer Research</i> , 1992, 19, 424. | 3.5 | 81        |
| 20 | Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations. <i>Journal of Marketing Research</i> , 1992, 29, 454.                      | 3.0 | 49        |
| 21 | Getting an Angle in Advertising: The Effect of Camera Angle on Product Evaluations. <i>Journal of Marketing Research</i> , 1992, 29, 454-461.                  | 3.0 | 85        |
| 22 | Gender Differences in the Use of Message Cues and Judgments. <i>Journal of Marketing Research</i> , 1991, 28, 84-96.   | 3.0 | 414       |
| 23 | Elaborating on Elaboration: The Distinction between Relational and Item- Specific Elaboration. <i>Journal of Consumer Research</i> , 1991, 18, 358.            | 3.5 | 95        |
| 24 | Gender Differences in the Use of Message Cues and Judgments. <i>Journal of Marketing Research</i> , 1991, 28, 84.  | 3.0 | 290       |
| 25 | Exploring Differences in Males' and Females' Processing Strategies. <i>Journal of Consumer Research</i> , 1991, 18, 63.  | 3.5 | 590       |
| 26 | The Influence of Message Framing and Issue Involvement. <i>Journal of Marketing Research</i> , 1990, 27, 361.  | 3.0 | 498       |
| 27 | The Influence of Message Framing and Issue Involvement. <i>Journal of Marketing Research</i> , 1990, 27, 361-367.  | 3.0 | 654       |
| 28 | Schema Congruity as a Basis for Product Evaluation. <i>Journal of Consumer Research</i> , 1989, 16, 39.  | 3.5 | 1,020     |
| 29 | The Influence of Sex Roles on Judgment. <i>Journal of Consumer Research</i> , 1988, 14, 522.   | 3.5 | 341       |