

# Seth M Noar

## List of Publications by Year in descending order

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Version: 2024-02-01

94  
papers

6,852  
citations

94433

37  
h-index

64796

79  
g-index

94  
all docs

94  
docs citations

94  
times ranked

7066  
citing authors

#	ARTICLE	IF	CITATIONS
1	A 10-Year Retrospective of Research in Health Mass Media Campaigns: Where Do We Go From Here?. Journal of Health Communication, 2006, 11, 21-42.	2.4	642
2	Health Behavior Theory and cumulative knowledge regarding health behaviors: are we moving in the right direction?. Health Education Research, 2005, 20, 275-290.	1.9	582
3	Efficacy of text messaging-based interventions for health promotion: A meta-analysis. Social Science and Medicine, 2013, 97, 41-48.	3.8	552
4	A Meta-Analysis of Web-Delivered Tailored Health Behavior Change Interventions. Journal of Health Communication, 2013, 18, 1039-1069.	2.4	528
5	Pictorial cigarette pack warnings: a meta-analysis of experimental studies. Tobacco Control, 2016, 25, 341-354.	3.2	519
6	Efficacy of computer technology-based HIV prevention interventions: a meta-analysis. Aids, 2009, 23, 107-115.	2.2	337
7	Why Communication Is Crucial: Meta-Analysis of the Relationship Between Safer Sexual Communication and Condom Use. Journal of Health Communication, 2006, 11, 365-390.	2.4	253
8	Effect of Pictorial Cigarette Pack Warnings on Changes in Smoking Behavior. JAMA Internal Medicine, 2016, 176, 905.	5.1	250
9	The impact of strengthening cigarette pack warnings: Systematic review of longitudinal observational studies. Social Science and Medicine, 2016, 164, 118-129.	3.8	243
10	Behavioral Interventions to Reduce HIV-related Sexual Risk Behavior: Review and Synthesis of Meta-Analytic Evidence. AIDS and Behavior, 2008, 12, 335-353.	2.7	207
11	Adolescent sexual health communication and condom use: A meta-analysis.. Health Psychology, 2014, 33, 1113-1124.	1.6	116
12	Understanding Why Pictorial Cigarette Pack Warnings Increase Quit Attempts. Annals of Behavioral Medicine, 2019, 53, 232-243.	2.9	93
13	Effects of Strengthening Cigarette Pack Warnings on Attention and Message Processing: A Systematic Review. Journalism and Mass Communication Quarterly, 2017, 94, 416-442.	2.7	92
14	Condom Negotiation in Heterosexually Active Men and Women: Development and Validation of a Condom Influence Strategy Questionnaire. Psychology and Health, 2002, 17, 711-735.	2.2	90
15	Computer technology-based interventions in HIV prevention: state of the evidence and future directions for research. AIDS Care - Psychological and Socio-Medical Aspects of AIDS/HIV, 2011, 23, 525-533.	1.2	85
16	(Mis)communicating about COVID-19: Insights from Health and Crisis Communication. Health Communication, 2020, 35, 1735-1739.	3.1	83
17	UNC Perceived Message Effectiveness: Validation of a Brief Scale. Annals of Behavioral Medicine, 2019, 53, 732-742.	2.9	79
18	Negative affect, message reactance and perceived risk: how do pictorial cigarette pack warnings change quit intentions?. Tobacco Control, 2018, 27, e136-e142.	3.2	73

#	ARTICLE	IF	CITATIONS
19	eHealth interventions for HIV prevention. <i>AIDS Care - Psychological and Socio-Medical Aspects of AIDS/HIV</i> , 2012, 24, 945-952.	1.2	72
20	Adolescent and Young Adult Perceptions of Hookah and Little Cigars/Cigarillos: Implications for Risk Messages. <i>Journal of Health Communication</i> , 2016, 21, 818-825.	2.4	71
21	Public Figure Announcements About Cancer and Opportunities for Cancer Communication: A Review and Research Agenda. <i>Health Communication</i> , 2014, 29, 445-461.	3.1	68
22	Evaluating the actual and perceived effectiveness of E-cigarette prevention advertisements among adolescents. <i>Addictive Behaviors</i> , 2020, 109, 106473.	3.0	68
23	Impact of e-cigarette health warnings on motivation to vape and smoke. <i>Tobacco Control</i> , 2019, 28, e64-e70.	3.2	67
24	Does Perceived Message Effectiveness Predict the Actual Effectiveness of Tobacco Education Messages? A Systematic Review and Meta-Analysis. <i>Health Communication</i> , 2020, 35, 148-157.	3.1	64
25	Understanding how perceptions of tobacco constituents and the FDA relate to effective and credible tobacco risk messaging: A national phone survey of U.S. adults, 2014-2015. <i>BMC Public Health</i> , 2016, 16, 516.	2.9	62
26	Perceived Message Effectiveness Measures in Tobacco Education Campaigns: A Systematic Review. <i>Communication Methods and Measures</i> , 2018, 12, 295-313.	4.7	57
27	Public understanding of cigarette smoke constituents: three US surveys. <i>Tobacco Control</i> , 2017, 26, 592-599.	3.2	56
28	Cancer Information Seeking in the Digital Age. <i>Medical Decision Making</i> , 2015, 35, 16-21.	2.4	51
29	Big Data Sensors of Organic Advocacy: The Case of Leonardo DiCaprio and Climate Change. <i>PLoS ONE</i> , 2016, 11, e0159885.	2.5	49
30	Rethinking positive and negative aspects of alcohol use: suggestions from a comparison of alcohol expectancies and decisional balance.. <i>Journal of Studies on Alcohol and Drugs</i> , 2003, 64, 60-69.	2.3	47
31	Sexual Partnerships, Risk Behaviors, and Condom Use Among Low-Income Heterosexual African Americans: A Qualitative Study. <i>Archives of Sexual Behavior</i> , 2012, 41, 959-970.	1.9	46
32	Do celebrity cancer diagnoses promote primary cancer prevention?. <i>Preventive Medicine</i> , 2014, 58, 81-84.	3.4	46
33	Development and Validation of the Comprehensive Indoor Tanning Expectations Scale. <i>JAMA Dermatology</i> , 2014, 150, 512.	4.1	44
34	Social Interactions Sparked by Pictorial Warnings on Cigarette Packs. <i>International Journal of Environmental Research and Public Health</i> , 2015, 12, 13195-13208.	2.6	43
35	Assessing the Relationship Between Perceived Message Sensation Value and Perceived Message Effectiveness: Analysis of PSAs From an Effective Campaign. <i>Communication Studies</i> , 2010, 61, 21-45.	1.2	42
36	Using Digital Surveillance to Examine the Impact of Public Figure Pancreatic Cancer Announcements on Media and Search Query Outcomes. <i>Journal of the National Cancer Institute Monographs</i> , 2013, 188-194.	2.1	42

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37	Impact of The Real Cost Campaign on Adolescentsâ€™ Recall, Attitudes, and Risk Perceptions about Tobacco Use: A National Study. International Journal of Environmental Research and Public Health, 2017, 14, 42.	2.6	42
38	The Role of Knowledge and Risk Beliefs in Adolescent E-Cigarette Use: A Pilot Study. International Journal of Environmental Research and Public Health, 2018, 15, 830.	2.6	39
39	News and Internet Searches About Human Immunodeficiency Virus After Charlie Sheenâ€™s Disclosure. JAMA Internal Medicine, 2016, 176, 552.	5.1	38
40	Adolescentsâ€™ and Young Adultsâ€™ Knowledge and Beliefs About Constituents in Novel Tobacco Products. Nicotine and Tobacco Research, 2016, 18, 1581-1587.	2.6	36
41	Reactions to messages about smoking, vaping and COVID-19: two national experiments. Tobacco Control, 2022, 31, 402-410.	3.2	36
42	E-Cigarette Health Harm Awareness and Discouragement: Implications for Health Communication. Nicotine and Tobacco Research, 2020, 22, 1131-1138.	2.6	35
43	Pictorial Cigarette Pack Warnings Increase Some Risk Appraisals But Not Risk Beliefs: A Meta-Analysis. Human Communication Research, 2020, 46, 250-272.	3.4	35
44	Public Reaction to the Death of Steve Jobs: Implications for Cancer Communication. Journal of Health Communication, 2014, 19, 1278-1295.	2.4	34
45	Identifying principles for effective messages about chemicals in cigarette smoke. Preventive Medicine, 2018, 106, 31-37.	3.4	34
46	Systematic Review of Health Communication for Non-Cigarette Tobacco Products. Health Communication, 2019, 34, 361-369.	3.1	32
47	Testing a Social Cognitive Theory-Based Model of Indoor Tanning: Implications for Skin Cancer Prevention Messages. Health Communication, 2015, 30, 164-174.	3.1	31
48	Comparison of Message and Effects Perceptions for <i>The Real Cost</i> E-Cigarette Prevention Ads. Health Communication, 2021, 36, 1222-1230.	3.1	31
49	Testing warning messages on smokersâ€™ cigarette packages: a standardised protocol. Tobacco Control, 2016, 25, 153-159.	3.2	30
50	Adolescents' receptivity to E-cigarette harms messages delivered using text messaging. Addictive Behaviors, 2019, 91, 201-207.	3.0	29
51	The Charlie Sheen Effect on Rapid In-home Human Immunodeficiency Virus Test Sales. Prevention Science, 2017, 18, 541-544.	2.6	28
52	The Power of Celebrity Health Events: Meta-analysis of the Relationship between Audience Involvement and Behavioral Intentions. Journal of Health Communication, 2020, 25, 501-513.	2.4	28
53	Can a selfie promote public engagement with skin cancer?. Preventive Medicine, 2018, 111, 280-283.	3.4	27
54	Using computer technology for HIV prevention among African-Americans: development of a tailored information program for safer sex (TIPSS). Health Education Research, 2011, 26, 393-406.	1.9	26

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55	E-Cigarette Outcome Expectancies among Nationally Representative Samples of Adolescents and Young Adults. Substance Use and Misuse, 2019, 54, 1970-1979.	1.4	26
56	Cigarette pack messages about toxic chemicals: a randomised clinical trial. Tobacco Control, 2019, 28, tobaccocontrol-2017-054112.	3.2	25
57	Systematic Review of Measures Used in Pictorial Cigarette Pack Warning Experiments. Nicotine and Tobacco Research, 2017, 19, 1127-1137.	2.6	23
58	The Relationships Between Female Adolescents' Media Use, Indoor Tanning Outcome Expectations, and Behavioral Intentions. Health Education and Behavior, 2017, 44, 403-410.	2.5	22
59	Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco. Health Communication, 2019, 34, 343-351.	3.1	20
60	Incremental criterion validity of message perceptions and effects perceptions in the context of anti-smoking messages. Journal of Behavioral Medicine, 2021, 44, 74-83.	2.1	20
61	Application of the Attitude-Social Influence-Efficacy Model to Condom Use Among African-American STD Clinic Patients: Implications for Tailored Health Communication. AIDS and Behavior, 2011, 15, 1045-1057.	2.7	19
62	Assessing the Potential Effectiveness of Pictorial Messages to Deter Young Women from Indoor Tanning: An Experimental Study. Journal of Health Communication, 2017, 22, 294-303.	2.4	18
63	Measurement and Design Heterogeneity in Perceived Message Effectiveness Studies: A Call for Research. Journal of Communication, 2018, 68, 990-993.	3.7	18
64	Frequency and Content of Conversations About Pictorial Warnings on Cigarette Packs. Nicotine and Tobacco Research, 2018, 20, 882-887.	2.6	18
65	Why smokers avoid cigarette pack risk messages: Two randomized clinical trials in the United States. Social Science and Medicine, 2018, 213, 165-172.	3.8	17
66	Automated image analysis of instagram posts: Implications for risk perception and communication in public health using a case study of #HIV. PLoS ONE, 2020, 15, e0231155.	2.5	17
67	Public Reactions to and Impact of Celebrity Health Announcements: Understanding the Charlie Sheen Effect. Howard Journal of Communications, 2019, 30, 479-494.	1.0	16
68	Does the content and source credibility of health and risk messages related to nicotine vaping products have an impact on harm perception and behavioural intentions? A systematic review. Addiction, 2021, 116, 3290-3303.	3.3	16
69	Message perceptions and effects perceptions as proxies for behavioral impact in the context of anti-smoking messages. Preventive Medicine Reports, 2021, 23, 101434.	1.8	13
70	An Empirical Analysis of Indoor Tanners: Implications for Audience Segmentation in Campaigns. Journal of Health Communication, 2016, 21, 564-574.	2.4	12
71	Perceived effectiveness of objective elements of vaping prevention messages among adolescents. Tobacco Control, 2023, 32, e228-e235.	3.2	12
72	How Emotional Shifts Effect Youth Perceptions of Opioid Risk and Efficacy: Testing a 'Know the Truth' Campaign Narrative. Health Communication, 2022, 37, 1820-1831.	3.1	11

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73	Are Social Media Interventions for Health Behavior Change Efficacious among Populations with Health Disparities?: A Meta-Analytic Review. Health Communication, 2023, 38, 133-140.	3.1	11
74	Developing Pictorial Cigarillo Warnings: Insights From Focus Groups. Nicotine and Tobacco Research, 2021, 23, 383-389.	2.6	10
75	Impact of eHealth technologies on patient outcomes: a meta-analysis of chronic gastrointestinal illness interventions. Translational Behavioral Medicine, 2021, 11, 1-10.	2.4	10
76	Identifying Promising Themes for Adolescent Vaping Warnings: A National Experiment. Nicotine and Tobacco Research, 2022, 24, 1379-1385.	2.6	9
77	Impact of adding and removing warning label messages from cigarette packages on adult smokers's awareness about the health harms of smoking: findings from the ITC Canada Survey. Tobacco Control, 2019, 28, e56-e63.	3.2	8
78	Topics Analysis of Reddit and Twitter Posts Discussing Inflammatory Bowel Disease and Distress From 2017 to 2019. Crohn's & Colitis 360, 2021, 3, .	1.1	7
79	What's in the message? An analysis of themes and features used in vaping prevention messages. Addictive Behaviors Reports, 2022, 15, 100404.	1.9	7
80	Development of the UNC Perceived Message Effectiveness Scale for Youth. Tobacco Control, 2023, 32, 553-558.	3.2	7
81	Adolescents' Aided Recall of Targeted and Non-Targeted Tobacco Communication Campaigns in the United States. International Journal of Environmental Research and Public Health, 2018, 15, 2363.	2.6	6
82	Adolescents and Young Adults Who Vape or Are Susceptible to Vaping: Characteristics, Product Preferences, and Beliefs. Substance Use and Misuse, 2021, 56, 1607-1615.	1.4	6
83	A Secondary Audience's Reactions to "The Real Cost" Advertisements: Results From a Study of U.S. Young Adult Smokers and Susceptible Nonsmokers. American Journal of Preventive Medicine, 2019, 56, S57-S64.	3.0	5
84	Communication Regulatory Science: Mapping a New Field. Health Communication, 2019, 34, 273-279.	3.1	5
85	Connections between sources of health and beauty information and indoor tanning behavior among college women. Journal of American College Health, 2020, 68, 163-168.	1.5	5
86	Responses to pictorial versus text-only cigarillo warnings among a nationally representative sample of US young adults. Tobacco Control, 2023, 32, 211-217.	3.2	5
87	Understanding Misinformation in the Pro-tanning Communication Environment: A Content Analysis. American Journal of Health Education, 2018, 49, 234-245.	0.6	4
88	Narrative Vs. Standard of Care Messages: Testing How Communication Can Positively Influence Adolescents with Type 1 Diabetes. Journal of Health Communication, 2021, 26, 626-635.	2.4	3
89	Point-of-Sale Health Communication Campaigns for Cigarillos and Waterpipe Tobacco: Effects and Lessons Learned from Two Cluster Randomized Trials. Health Communication, 2023, 38, 1201-1212.	3.1	3
90	Aided recall of The Real Cost e-cigarette prevention advertisements among a nationally representative sample of adolescents. Preventive Medicine Reports, 2022, 28, 101864.	1.8	3

#	ARTICLE	IF	CITATIONS
91	The process of developing and pretesting narrative messages for adolescents with type 1 diabetes. Journal of Communication in Healthcare, 2022, 15, 102-111.	1.5	2
92	A Self-management SMS Text Messaging Intervention for People With Inflammatory Bowel Disease: Feasibility and Acceptability Study. JMIR Formative Research, 2022, 6, e34960.	1.4	2
93	Acceptability of a Computer-Tailored Safer Sex Intervention for Heterosexually Active African Americans Attending an STI Clinic. Journal of Primary Prevention, 2020, 41, 211-227.	1.6	1
94	mHealth Interventions for Contraceptive Behavior Change in the United States: A Systematic Review. Journal of Health Communication, 2022, , 1-15.	2.4	0