

Marc rich Library

Zotero for resources and citation management



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About

Zotero is a free, open-source citation tool that enables users to collect, organize, read, and cite their research materials efficiently.

With Zotero, users can:

- ✓ **Collect and Import References:** Easily gather and import references and data from various sources.
- ✓ **Organize Materials:** Structure research materials into folders and collections for better management.
- ✓ **Share with Others:** Collaborate by sharing materials with other.
- ✓ **Create Citations and Bibliographies:** Instantly generate citations and bibliographies while writing research papers, integrating seamlessly with word processors like Microsoft Word



About

key components:

- ✓ **Zotero Desktop:** This is the main application installed on your computer, allowing you to manage and organize all your research materials and information sources.
- ✓ **Zotero Connector:** This browser extension enables you to save references directly from websites, online databases. It's available for Firefox, Chrome, Edge, and Safari browsers.
- ✓ **Word Processor Plugin:** Zotero integrates with word processing tool like Microsoft Word allowing you to create in-text citations, references, and bibliographies in various citation styles. This plugin appears as a toolbar or tab in your word processor, making it easy to insert and manage citations while writing.



Installing Zotero and plugins

You can access your personal Zotero account from any computer by either installing the Zotero on the computer or using the Zotero website. To set up your account, follow these steps:

Visit Zotero's Website: **Go to www.zotero.org.**

Create an Account: Click on Log In and then select Register for a Free Account.

Enter Your Details: Provide your email address and create a new password to complete the registration process.

Once your account is set up, you can install Zotero on any computer and sync your library to access your research materials from anywhere.



<https://www.zotero.org>

Your personal research assistant

Zotero is a free, easy-to-use tool to help you
collect, organize, annotate, cite, and share research.

Download

Available for Mac, Windows, Linux, and [iOS](#)

Just need to create a quick bibliography? Try [ZoteroBib](#).

The screenshot displays the Zotero desktop application window. The top bar shows the title 'My Library' and several open document tabs. The left sidebar contains a tree view of the library structure, including 'My Library', 'Depictions In Media', and 'Dissertation'. The main pane shows a list of research papers with columns for Title, Creator, and Year. The paper 'The making of a (dog) movie star: The effect of the portrayal of dogs in movies on breed registrations in the United States' by Weir and Kessler (2022) is selected. The right pane shows the details of this paper, including its DOI, ISSN, Short Title, URL, and Access Date.

Title	Creator	Year
How the Humanization of Pets Is Changing Shopper Habits	Chojnacki	2023
Ryan Gosling & Margot Robbie: The Puppy Interview	BuzzFeed Celeb	2023
How Famous Writers Mourned the Death of Their Beloved Pets	Bader	2023
The Cat-and-Dog Theory of Attachment Style	Artman	2023
The making of a (dog) movie star: The effect of the portrayal of dogs in movies on breed registrations in the United States	Weir and Kessler	2022
"The dog hero has been critical to the success of cinema" (Weir and Kessler)		

The making of a (dog) movie star: The effect of the portrayal of dogs in movies on breed registrations in the United States

DOI 10.1371/journal.pone.0261...

ISSN 1932-6203

Short Title The making of a (dog) mo ...

URL <https://journals.plos.org/pl...>

Accessed 8/7/2024, 6:42:55 PM

Archive

[Register for a free account](#)

[Forgot your password?](#)

Login

Username or Email

Password

☐ Remember Me

Keep me signed in

[Login to Zotero](#)

Register

[Register for a free account](#) · [Log in to your account](#) · [Forgot your password?](#)

If you haven't already created a Zotero account, please take a few moments to register now. It's a **free** way to [sync and access your library from anywhere](#), and it lets you join [groups](#) and [back up all your attached files](#).

Username

<https://www.zotero.org/<username>>

Email

Confirm Email

Password

Verify Password



אני לא רובוט

☐

Register

By using Zotero, you agree to its [Terms of Service](#).

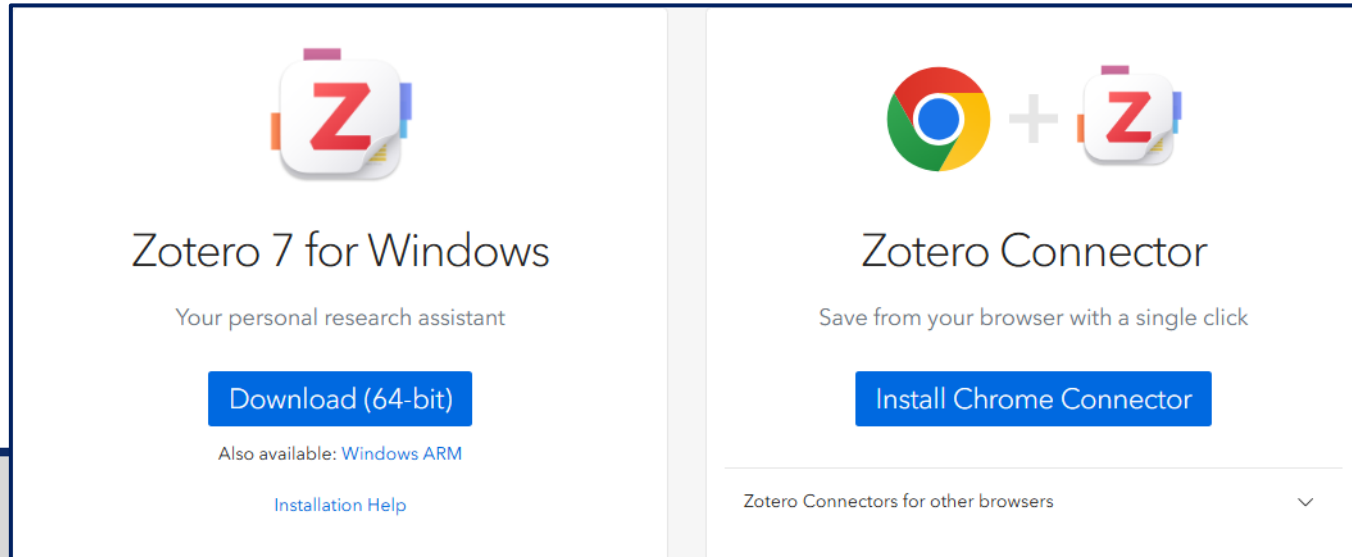
Installing the tool and plugins

To download Zotero, follow these steps:

- ✓ Go back to the Zotero website at www.zotero.org.
- ✓ Click on Download.
- ✓ You will see two main options:

Download the Zotero application itself, which allows you to manage your references and organize your research materials.

Zotero Connector: Download the browser extension (Connector) that enables you to add sources directly from websites and databases while browsing. This plugin is available for browsers like Firefox, Chrome, Edge, and Safari



The screenshot shows the Zotero website's download section. It is divided into two main columns. The left column is for the desktop application, featuring the Zotero logo (a red 'Z' on a white square with colorful tabs) and the text 'Zotero 7 for Windows' and 'Your personal research assistant'. Below this is a blue button labeled 'Download (64-bit)' and a link for 'Also available: Windows ARM'. At the bottom of this column is a link for 'Installation Help'. The right column is for the browser extension, featuring the Google Chrome logo followed by a plus sign and the Zotero logo, with the text 'Zotero Connector' and 'Save from your browser with a single click'. Below this is a blue button labeled 'Install Chrome Connector'. At the bottom of this column is a link for 'Zotero Connectors for other browsers' with a dropdown arrow.



Zotero 7 for Windows

Your personal research assistant

[Download \(64-bit\)](#)

Also available: [Windows ARM](#)

[Installation Help](#)

 + 

Zotero Connector

Save from your browser with a single click

[Install Chrome Connector](#)

[Zotero Connectors for other browsers](#) ▼



Installing the tool and plugins



Firefox Connector



Edge Connector

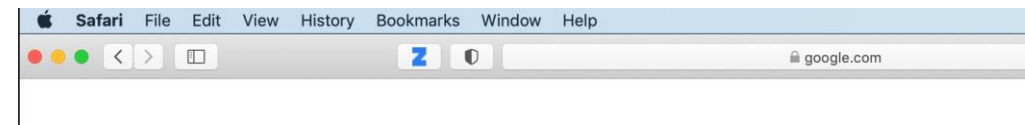
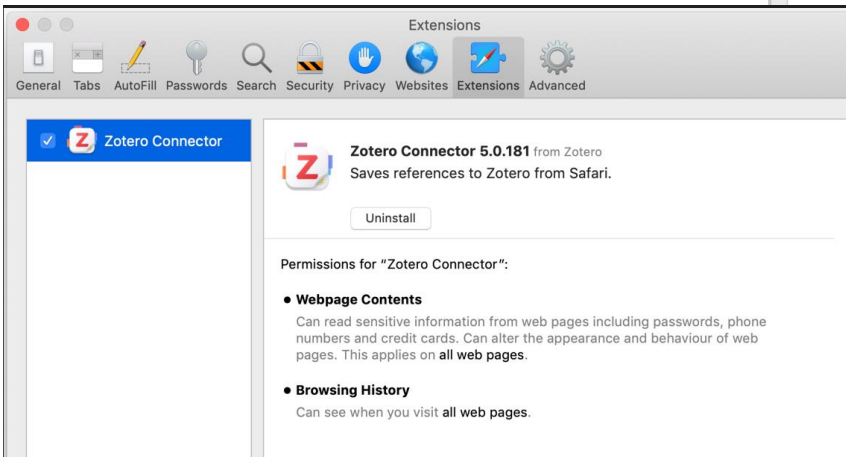
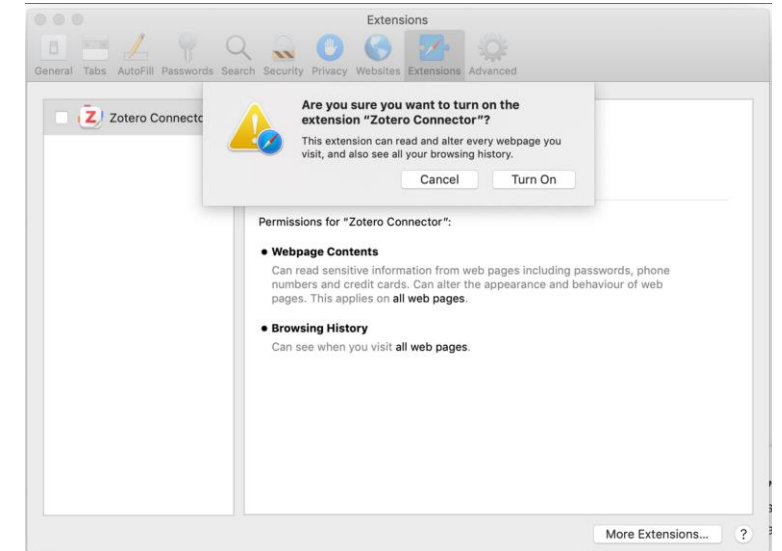
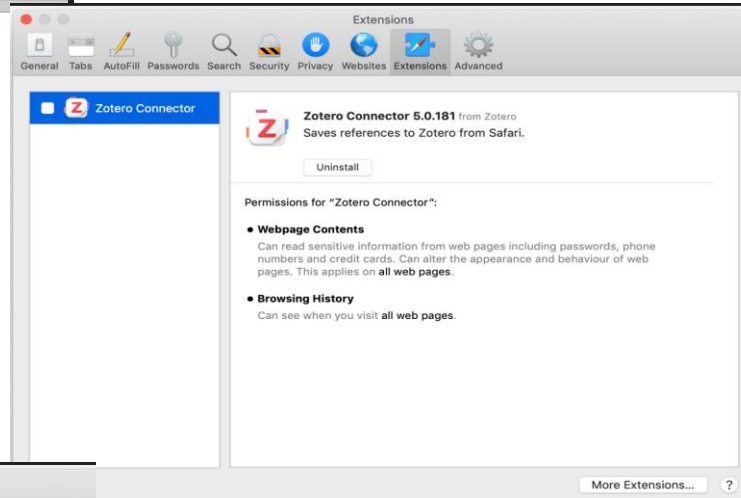
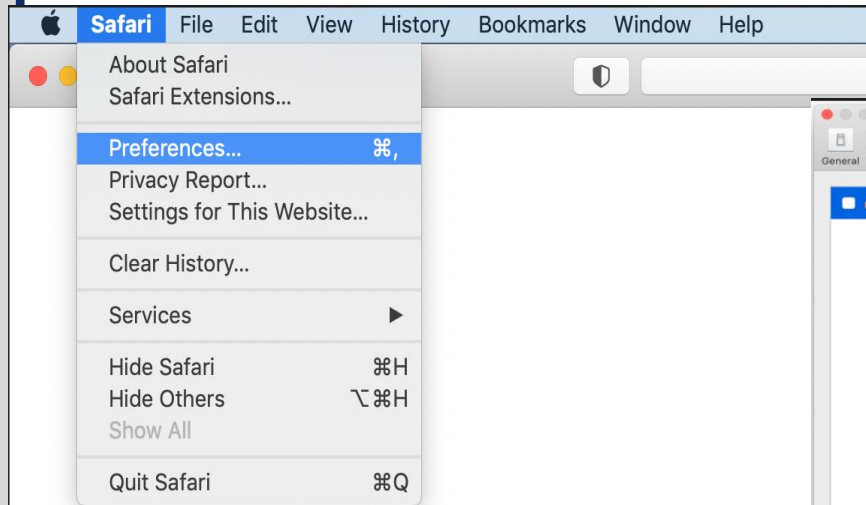


The Zotero Connector for Safari is bundled with Zotero. You can enable it from the Extensions pane in the Safari settings.

If you're unable to install an extension in your browser, you can save web pages or identifiers to your library from [this page](#) or with the magic wand button from [your web library](#).



Installing the tool and plugins

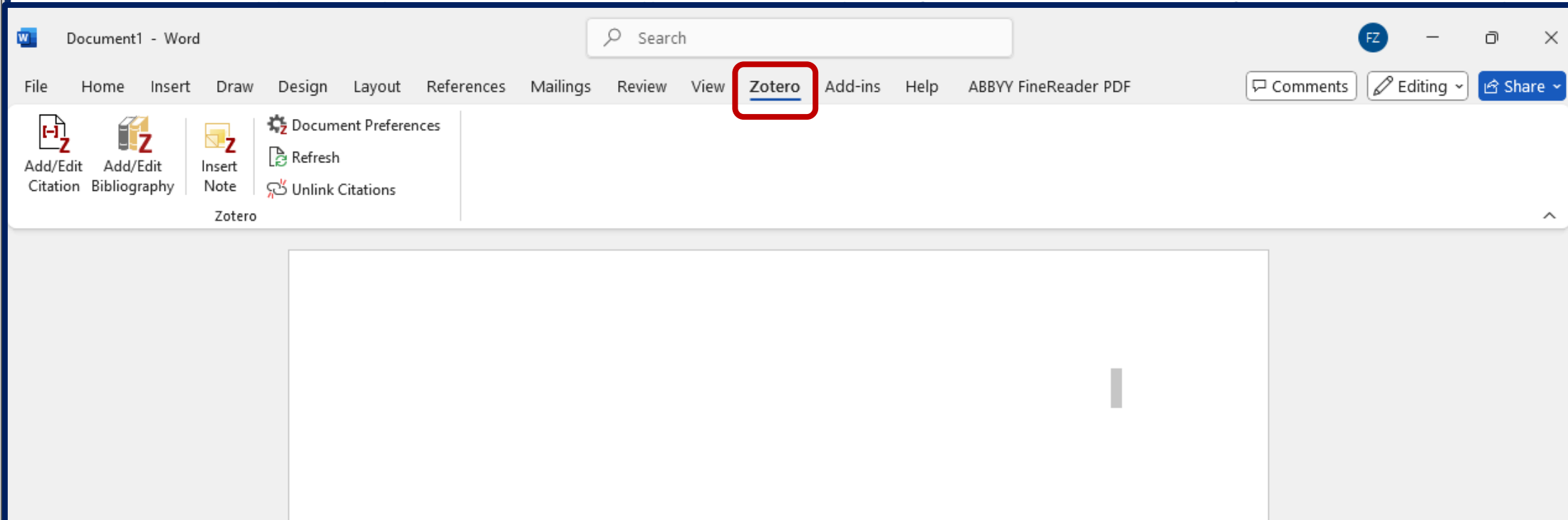


Installing Zotero and plugins

The Zotero add-on for Microsoft Word integrates your Zotero library with your text documents. This plugin allows you to:

Link Sources to Text: Seamlessly connect the sources stored in Zotero to your document.

Insert Citations and References: Easily add sources to your text and create in-text citations.



Installing Zotero and plugins

Manually Installing the Zotero Word Plugin

If the Zotero plugin for Microsoft Word does not install automatically, follow these steps:

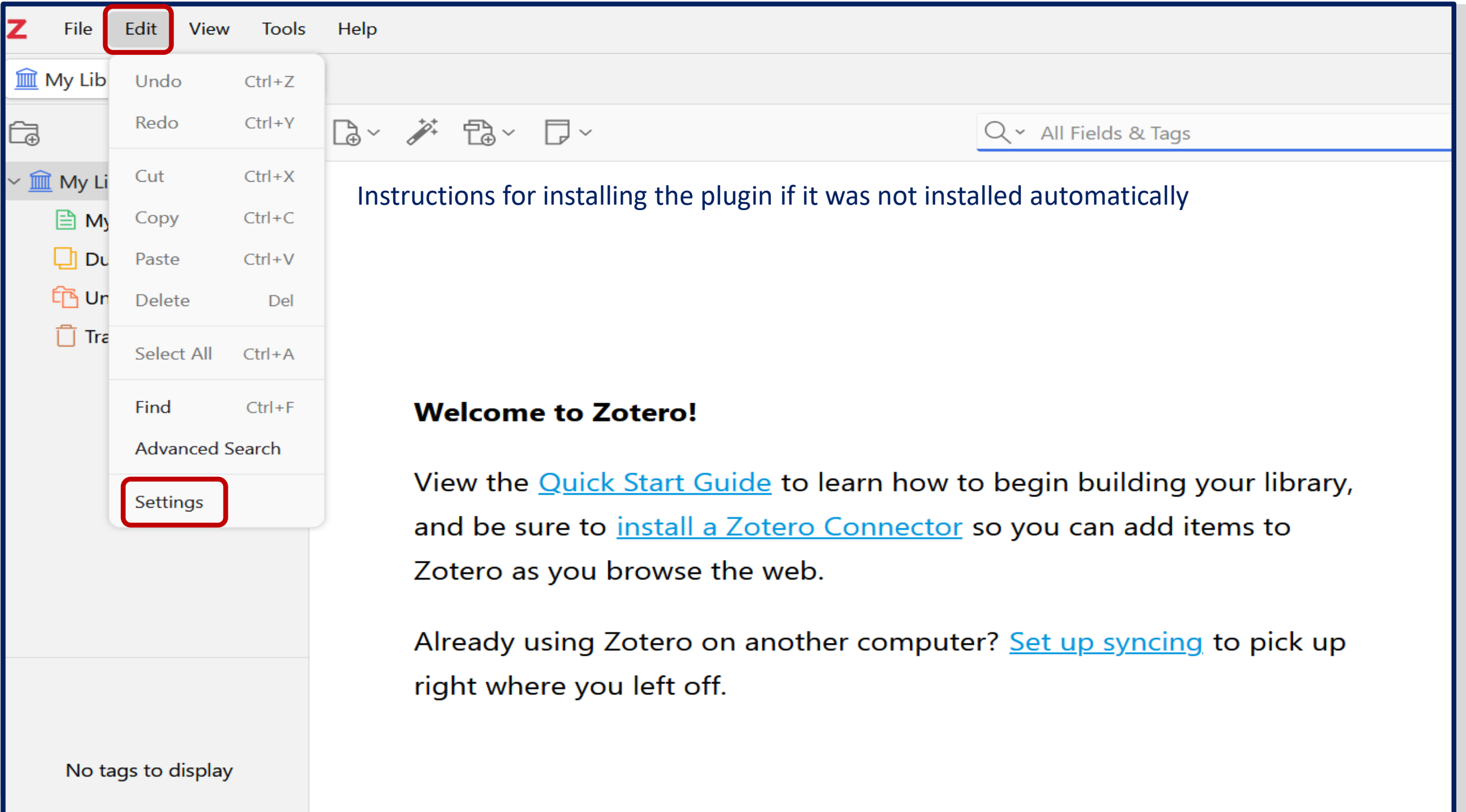
Open Zotero: Launch the Zotero application on your computer.

Access Preferences: Click on the Edit tab and select Preferences

Navigate to Word Processors: In the Preferences window, click on the Cite tab and scroll down to the Word Processors section.

Install the Plugin: Under the Microsoft Word option, select the option to install the plugin.

Confirm Installation: Click OK to complete the installation process.



Edit

Undo Ctrl+Z

Redo Ctrl+Y

Cut Ctrl+X

Copy Ctrl+C

Paste Ctrl+V

Delete Del

Select All Ctrl+A

Find Ctrl+F

Advanced Search

Settings

Instructions for installing the plugin if it was not installed automatically

Welcome to Zotero!

View the [Quick Start Guide](#) to learn how to begin building your library, and be sure to [install a Zotero Connector](#) so you can add items to Zotero as you browse the web.

Already using Zotero on another computer? [Set up syncing](#) to pick up right where you left off.

No tags to display

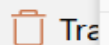
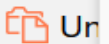


File Edit View Tools Help

My Lib



My Li



Undo Ctrl+Z

Redo Ctrl+Y

Cut Ctrl+X

Copy Ctrl+C

Paste Ctrl+V

Delete Del

Select All Ctrl+A

Find Ctrl+F

Advanced Search

Settings

Zotero Settings

General

Sync

Export

Cite

Advanced

Search

☐ Include URLs of paper articles in references

When this option is disabled, Zotero includes URLs when citing journal, magazine, and newspaper articles only if the article does not have a page range specified.

Tools

Style Editor

Style Preview

Word Processors

Microsoft Word

The Microsoft Word add-in is currently installed.

Reinstall Microsoft Word Add-in

LibreOffice

The LibreOffice add-in is not currently installed.

Install LibreOffice Add-in

☐ Use classic Add Citation dialog

No tags to display

Help

My Library



My Library

Chapter 1

Chapter2

Introduction

My Publications

Duplicate Items

Unfiled Items

Trash

No tags to display

Zotero Settings



General



Sync



Export



Cite



Advanced

Add the account information and mark V for automatic synchronization

Data Syncing

Username: zfort

Unlink Account...

Choose Libraries...

☒ Sync automatically

☒ Sync full-text content

[About Syncing](#)

File Syncing

☒ Sync attachment files in My Library using

Zotero

Download files

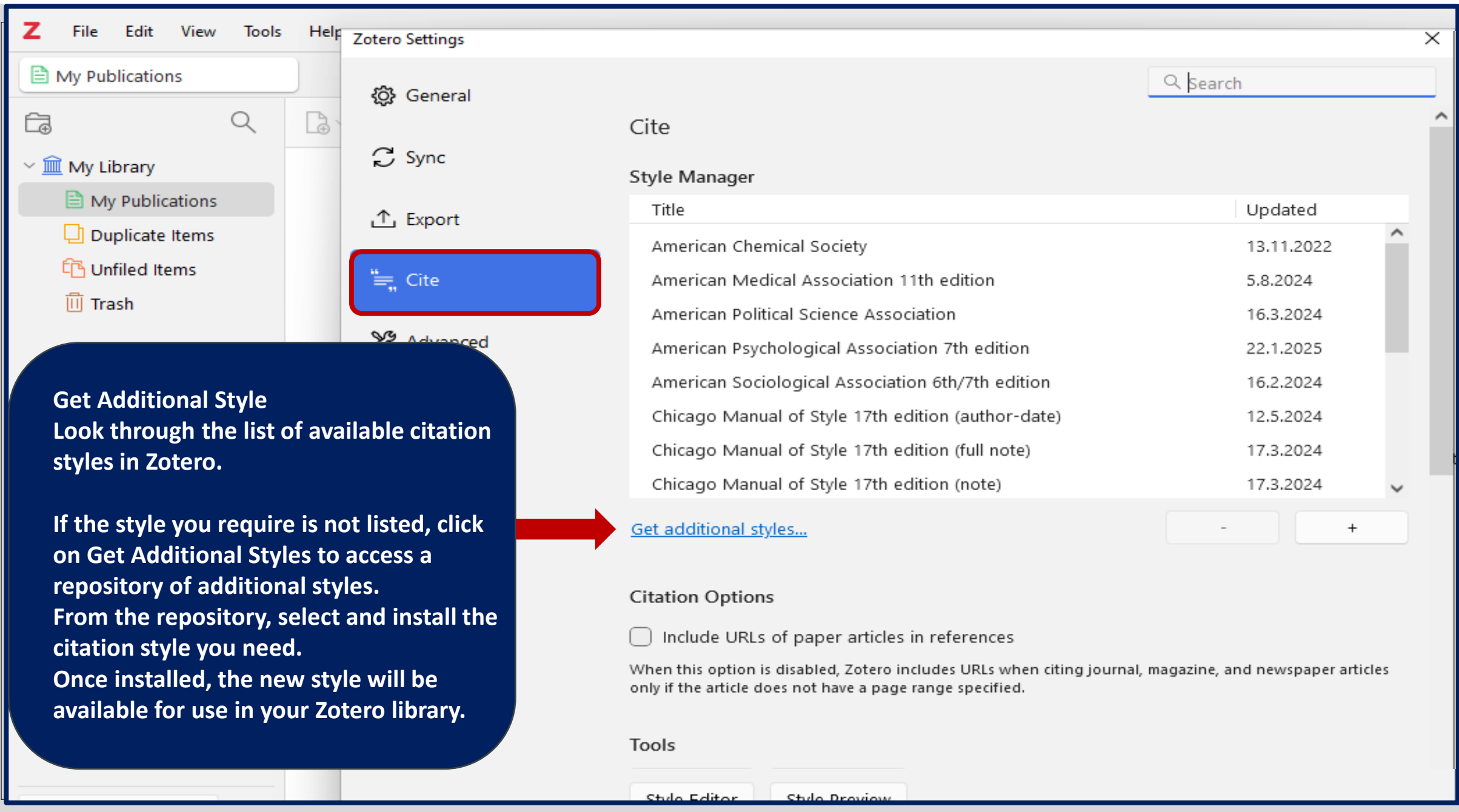
at sync time

☒ Sync attachment files in group libraries using Zotero storage

Download files

at sync time

By using Zotero storage, you agree to become bound by its [terms and conditions](#).



Get Additional Style

Look through the list of available citation styles in Zotero.

If the style you require is not listed, click on Get Additional Styles to access a repository of additional styles.

From the repository, select and install the citation style you need.

Once installed, the new style will be available for use in your Zotero library.

 General

 Sync

 Export

 Cite

 Advanced

 Search

Cite

Style Manager

Title	Updated
American Chemical Society	13.11.2022
American Medical Association 11th edition	5.8.2024
American Political Science Association	16.3.2024
American Psychological Association 7th edition	22.1.2025
American Psychological Association 7th edition (annotated bibliography)	22.1.2025
American Sociological Association 6th/7th edition	16.2.2024
Bluebook Law Review	23.2.2025
Chicago Manual of Style 17th edition (author-date)	12.5.2024



[Get additional styles...](#)

-

+

Citation Options

☐ Include URLs of paper articles in references

When this option is disabled, Zotero includes URLs when citing journal, magazine, and newspaper articles only if the article does not have a page range specified.

Tools

Full Text

Full Text

 General

 Sync

 Export

 Cite

 Advanced

Cite

Style Manager

Title	Updated
American Chemical Society	13.11.2022
American Medical Association 11th edition	5.8.2024
American Political Science Association	16.3.2024
American Psychological Association 7th edition	22.1.2025
American Psychological Association 7th edition (annotated bibliography)	22.1.2025
American Sociological Association 6th/7th edition	16.2.2024
Bluebook Law Review	23.2.2025
Chicago Manual of Style 17th edition (author-date)	12.5.2024



[Get additional styles...](#)

-

+

Citation Options

☐ Include URLs of paper articles in references

When this option is disabled, Zotero includes URLs when citing journal, magazine, and newspaper articles only if the article does not have a page range specified.

Tools

Full Text

Full Text

Creating collections

On the left side of the Zotero screen, you will find several built-in collections that are permanent and cannot be deleted or modified.

These include:

My Library: This is the main repository where all your uploaded items are stored.

My Publications: A collection for storing your own publications.

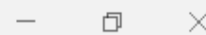
Duplicate Items: A folder that automatically collects items that have been imported multiple times.

Unfiled Items: A collection for items that have not been assigned to any specific folder.

Trash: A folder where deleted items are temporarily stored before being permanently removed



File Edit View Tools Help



Trash



My Library

My Publications

Duplicate Items

Unfiled Items

Trash



All Fields & Tags

Title

Creator



No items in this view

No tags to display

Filter Tags



Show desktop

Creating collections

Creating and Managing Personal Collections in Zotero

Zotero allows you to build and customize personal collections to organize your research materials

Creating a New Collection

Click on the "New Collection" icon at the top of the collection list.

Creating a Subcollection

Right-click on the "parent" collection.

Select "New Subcollection" from the context menu.

Deleting a Collection

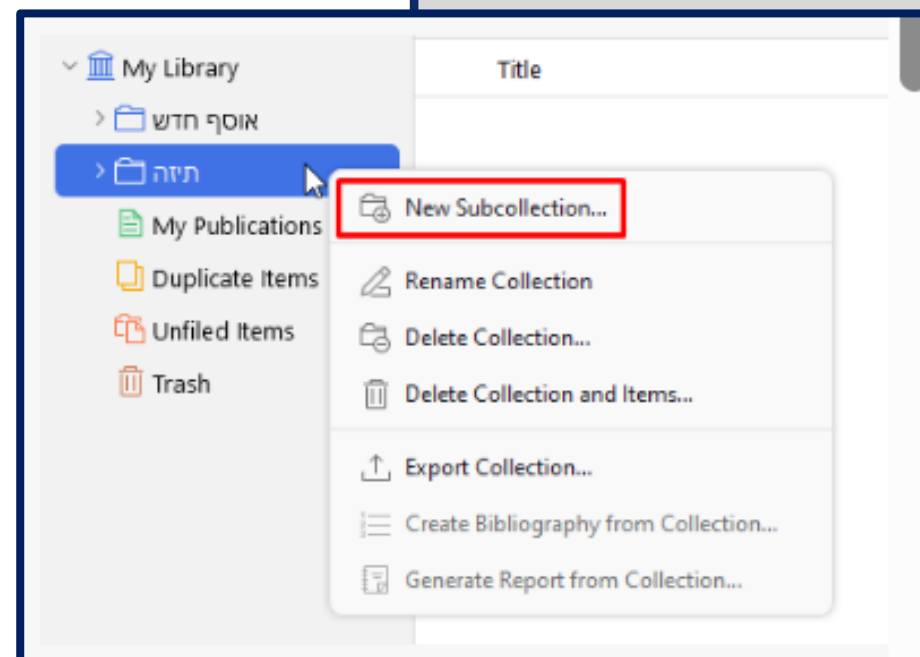
Right-click on the collection you wish to remove.

Choose "Delete Collection" from the options.

Renaming a Collection

Right-click on the collection.

Select "Rename Collection" and enter the new name.



Creating collections

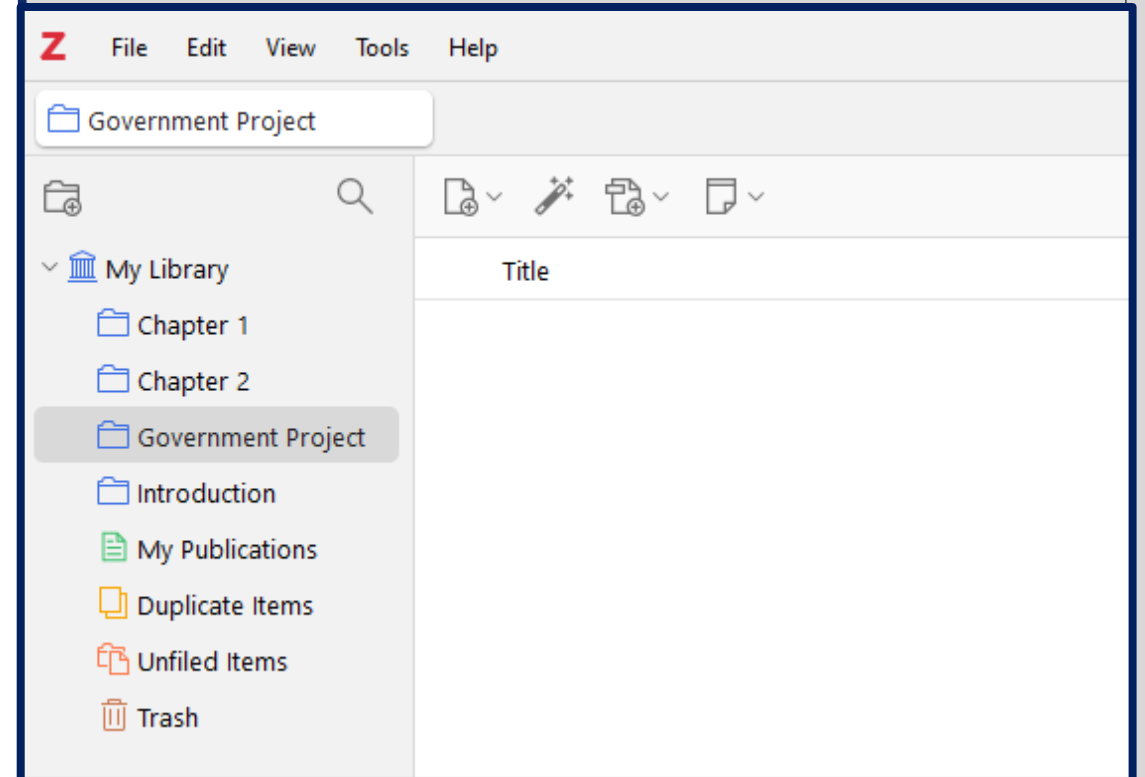
It is recommended to create the personal collections according to the work, subject, project on which they are working.

For example, if the work has three chapters, then we will create a collection for each chapter and store in it the items intended for that chapter.

The same item can appear in several folders.

Deleting an item from a personal folder does not delete it from Zotero but only removes it from the folder.

Deleting an item from the My Library folder deletes it from Zotero.



Adding sources

Zotero offers multiple methods to add various types of information sources:

- ✓ **Browser Connector** Plugin: Easily save sources while browsing websites and databases.
- ✓ **PDF Drag-and-Drop**: Simply drag PDF files into your Zotero library.
- ✓ **Identifier Input**: Enter DOI, ISBN, or PMID to automatically retrieve source information.
- ✓ **Manual Entry**: Manually input source details for custom entries.

Zotero automatically extracts metadata (e.g., material type, year, authors) from added sources.

It's crucial to verify and correct the extracted information for accuracy.

Ensure all details are correct, as these will be used to generate citations and references in your documents.

Items can be added to multiple collections simultaneously.

To add an item to another collection, simply drag it from one folder to another on the main screen.

Adding sources

The Zotero Browser Connector is a powerful tool for saving sources directly from your web browser.

Look for the Zotero (Z) icon next to the address bar in your browser.

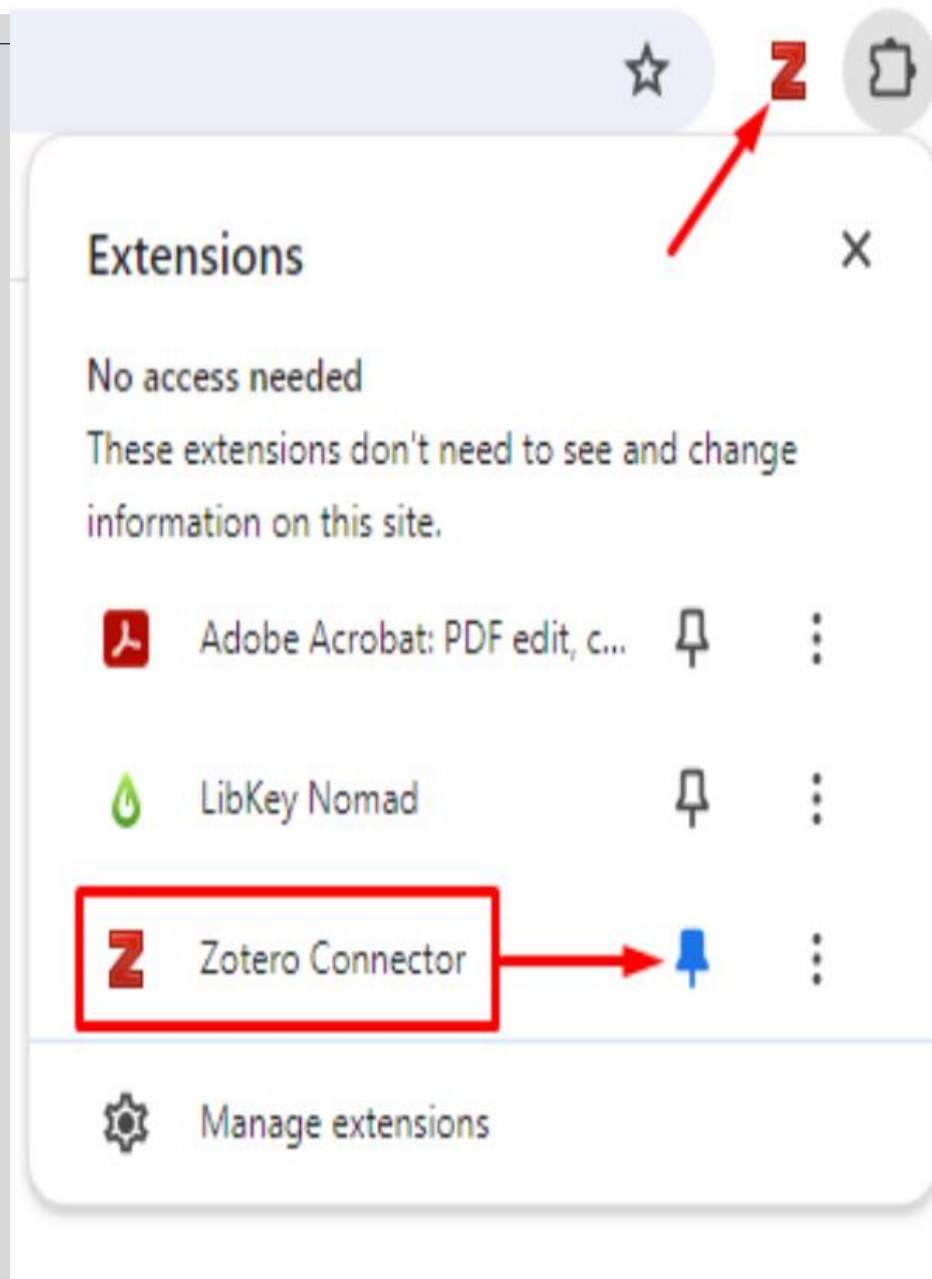
If you don't see it, click on the puzzle icon (extensions menu) and select the Zotero extension.

For easy access, you can pin the extension next to the URL bar. The Connector icon changes based on the type of material on the webpage:

It may show a different symbol for articles, books, websites, etc.

https://www.zotero.org/support/adding_items_to_zotero

o



Adding sources

To add an item to your Zotero library using the browser connector:

Launch the Zotero desktop application.

Find the source you want to add in your web browser.

Click on the Zotero icon (usually a 'Z' or a file icon) in your browser's toolbar.

A small window will appear in the upper right corner of your browser, confirming that the item has been saved to Zotero.

You can select which folder (collection) to save the item to using the "Saving to" option in the pop-up window.

Attachments: If the source has an associated file (like a PDF), it will be automatically attached to the item in your Zotero library.

Please note that the Zotero mark will change depending on the type of item



SEARCH CRITERIA BARCODE SEARCH

→ Anywhere contains exact phrase **celebrity endorsement**
AND Anywhere contains **political campaign**

SEARCH

Adding Sources Using the Zotero Browser Connector

Sign in to see your library loans, save searches and make requests for items on loan Sign in Reader's card DISMISS

0 selected PAGE 1 1-10 of 125 Results Personalize

- 1



ARTICLE

Voters' voting intention: The salience of celebrity endorsement—Evidence from Ghana

Arkorful, Vincent Ekow ; Lugu, Benjamin Kweku ; Tetteh, Evans ; Arkorful, Vincent Ansah

London: Wiley Subscription Services, Inc

Journal of public affairs, 2022-12, Vol.22 (1), p.n/a, Article e2803

“Partly spurred by the notion that celebrities wield potentials leverageable for political gains, the phenomenon of celebrity endorsement has become emblematic of political campaigns...”

PEER REVIEWED

Download Article Read Article Online access >

View Issue Contents
- 2



BOOK

The rhetoric of moral protest : public campaigns, celebrity endorsement, and political mobilization

Lahusen, Christian.

Berlin ; New York ; Berlin ; New York : W. de Gruyter; 1996; Reprint 2013

Online access >

Filter my results

Expand My Results beyond library collections

Sort by Relevance

Search also in

- Union Catalog (ULI)
- Google Scholar
- Rav Milim

Show only:

- Full Text Online
- Peer-reviewed Journals
- Open Access

Resource type

- Book Chapters (88)

RESEARCH ASSISTANT BETA

SEARCH CRITERIA BARCODE SEARCH

Anywhere contains exact AND Anywhere contains

- Saving to Government Project
- The rhetoric of moral protest: public campaigns, ce...
 - Effectiveness of celebrity endorsement of a politica...
 - The Oprah Factor: The Effects of a Celebrity Endors...
 - National vs. Local Celebrity Endorsement and Politi...
 - The Obama effect: multidisciplinary renderings of t...

Zotero Item Selector

Select which items you'd like to add to your library:

- ☐ Voters' voting intention: The salience of celebrity endorsement—Evidence from Ghana
- ☒ The rhetoric of moral protest : public campaigns, celebrity endorsement, and political mobilization
- ☐ Political campaigns in South Africa: Does celebrity endorsement influence the intention to vote?
- ☒ National vs. Local Celebrity Endorsement and Politics
- ☐ Microblogging reactions to celebrity endorsement: effects of parasocial relationship and source factors
- ☒ Effectiveness of celebrity endorsement of a political candidate among young voters
- ☒ The Oprah Factor: The Effects of a Celebrity Endorsement in a Presidential Primary Campaign
- ☐ Sports and the American Presidency
- ☐ Celebrities, Advertising Endorsement, and Political Marketing in Spain: The Popular Party's April 2019 El...
- ☒ The Obama effect : multidisciplinary renderings of the 2008 campaign

Select All Deselect All Cancel OK

0 selected PAGE 1 1-10 of 125 Results

- 1  **ARTICLE**
Voters' voting intention: The salience of celebrity endorsement—Evidence from Ghana
Arkorful, Vincent Ekow ; Lugu, Benjamin
London: Wiley Subscription Services, Inc
Journal of public affairs, 2022-12, Vol.22 (1), p.n/a, Article e2803
“Partly spurred by the notion that celebrities wield potentials leverageable for political gains, the phenomenon of celebrity endorsement has become emblematic of political campaigns...”
PEER REVIEWED
Download Article Read Article Online access >
View Issue Contents
- 2  **BOOK**
The rhetoric of moral protest : public campaigns, celebrity endorsement, and political mobilization
Lahusen, Christian.
Berlin ; New York :: Berlin ; New York : W. de Gruyter; 1996; Reprint 2013
Online access >

DISMISS

Filter my results

Expand My Results beyond library collections

Sort by Relevance

Search also in

- Union Catalog (ULI)
- Google Scholar
- Rav Milim

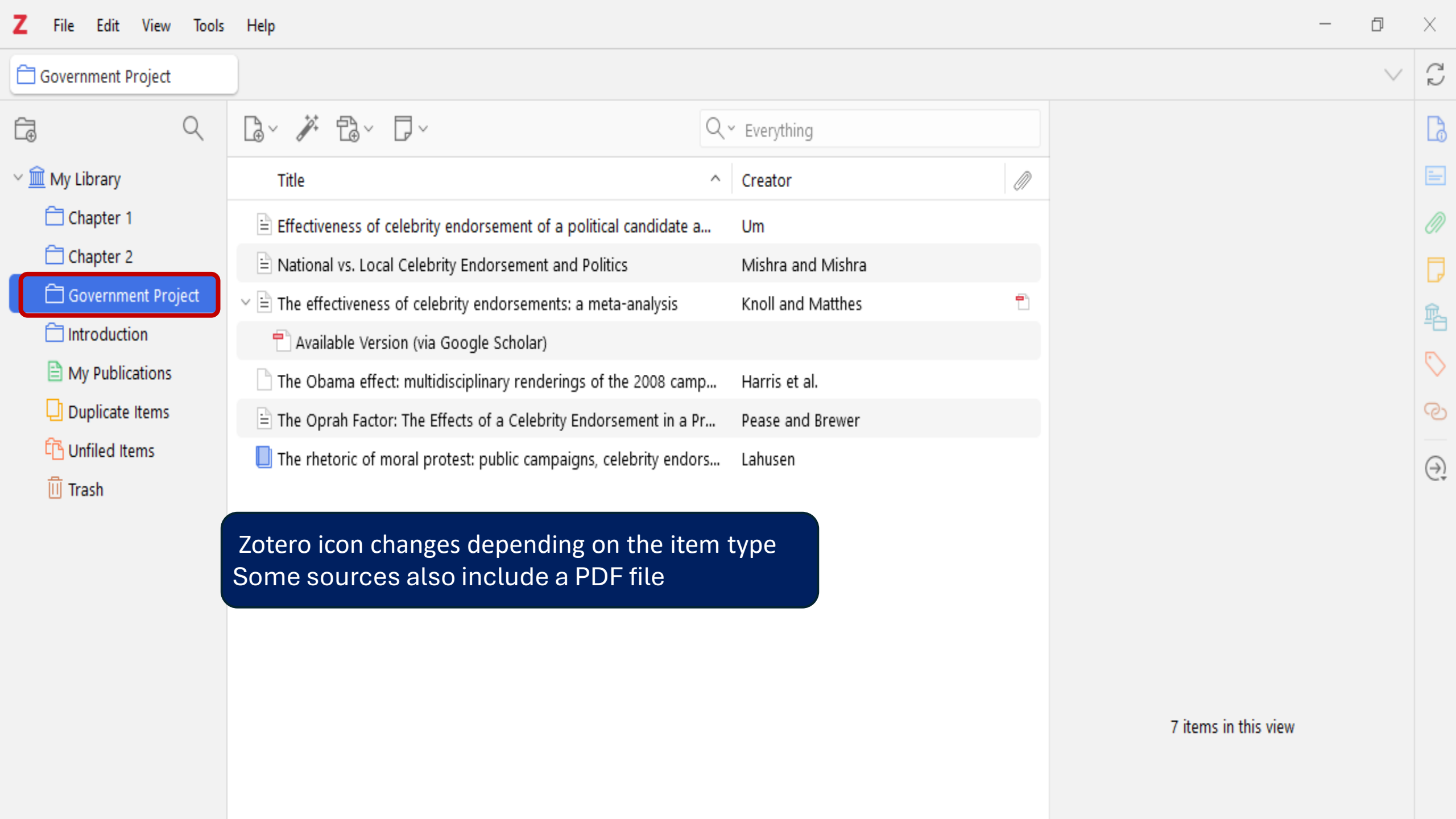
Show only:

- Full Text Online
- Peer-reviewed Journals
- Open Access

Resource type

- Book Chapters (88)
- Articles (19)

RESEARCH ASSISTANT BETA



Zotero icon changes depending on the item type
Some sources also include a PDF file

7 items in this view

FileEditViewToolsHelp

Government Project

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate Items

Unfiled Items

Trash

2008 Advertising

Advertising campaigns

Advertising, Political Attitudes

Brand loyalty Celebrities

Clinical psychology

College students Culture

Election Equity Fame

Filter Tags

Title

Creator

The rhetoric of moral protest: public campaigns, celebrity endors...Lahusen

The Oprah Factor: The Effects of a Celebrity Endorsement in a Pr...Pease and Brewer

The Obama effect: multidisciplinary renderings of the 2008 camp...Harris et al.

The effectiveness of celebrity endorsements: a meta-analysisKnoll and Matthes

Available Version (via Google Scholar)

National vs. Local Celebrity Endorsement and PoliticsMishra and Mishra

Effectiveness of celebrity endorsement of a political candidate a...Um

The rhetoric of moral protest: public campaigns, celebrity endorsement, and political mobilization

Info

Item TypeBook

TitleThe rhetoric of moral protest: public campaigns, celebrity endorsement, and political mobilization

AuthorLahusen, Christian

SeriesDe Gruyter studies in organization

Series Number76

Volume

of Volumes

EditionReprint 2013

PlaceBerlin ;

PublisherW. de Gruyter

Date1996

of Pages

Languageeng

ISBN978-3-11-081325-8

Short TitleThe rhetoric of moral protest

URL

Accessed

Archive

Loc. in Archive

Library Catalogicc-idc.primo.exlibrisgroup.com

Call Number

Rights

ExtraDOI: 10.1515/9783110813258

Date Added3/13/2025, 9:56:17 AM

Modified3/13/2025, 9:56:17 AM

Abstract

0 Attachments

0 Notes

FileEditViewToolsHelp

Government Project

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate Items

Unfiled Items

Trash

2008 Advertising

Advertising campaigns

Advertising, Political Attitudes

Brand loyalty Celebrities

Clinical psychology

College students Culture

Election Equity Fame

Filter Tags

Everything

Title	Creator
The rhetoric of moral protest: public campaigns, celebrity endors...	Lahusen
The Oprah Factor: The Effects of a Celebrity Endorsement in a Pr...	Pease and Brewer
The Obama effect: multidisciplinary renderings of the 2008 camp...	Harris et al.
The effectiveness of celebrity endorsements: a meta-analysis	Knoll and Matthes
Available Version (via Google Scholar)	
National vs. Local Celebrity Endorsement and Politics	Mishra and Mishra
Effectiveness of celebrity endorsement of a political candidate a...	Um

The effectiveness of celebrity endorsements: a meta-analysis

Info

Item TypeJournal Article

TitleThe effectiveness of celebrity endorsements: a meta-analysis

AuthorKnoll, Johannes

AuthorMatthes, Jörg

PublicationJournal of the Academy of Marketing Science

Volume45

Issue1

Pages55-75

Date1/2017

Series

Series Title

Series Text

Journal AbbrJ. of the Acad. Mark. Sci.

Languageen

DOI10.1007/s11747-016-0503-8

ISSN0092-0703, 1552-7824

Short TitleThe effectiveness of celebrity endorsements

URLhttp://link.springer.com/10.1007/s11747-016-0503-8

Accessed3/13/2025, 10:04:26 AM

Archive

Loc. in Archive

Library CatalogDOI.org (Crossref)

Call Number

Rights

Extra

Date Added3/13/2025, 10:04:26 AM

Modified3/13/2025, 10:04:26 AM

Abstract

FileEditViewToolsHelp

Government Project

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate Items

Unfiled Items

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2008 Advertising

Advertising campaigns

Advertising, Political Attitudes

Brand loyalty Celebrities

Clinical psychology

College students Culture

Election Equity Fame

Filter Tags

Everything

Title	Creator
The rhetoric of moral protest: public campaigns, celebrity endors...	Lahusen
The Oprah Factor: The Effects of a Celebrity Endorsement in a Pr...	Pease and Brewer
The Obama effect: multidisciplinary renderings of the 2008 camp...	Harris et al.
The effectiveness of celebrity endorsements: a meta-analysis	Knoll and Matthes
Available Version (via Google Scholar)	
National vs. Local Celebrity Endorsement and Politics	Mishra and Mishra
Effectiveness of celebrity endorsement of a political candidate a...	Um

1 Attachment

0 Tags

0 Notes

Libraries and Collections

My Library

Government Project

The effectiveness of celebrity endorsements: a meta-analysis

Item TypeJournal Article

TitleThe effectiveness of celebrity endorsements: a meta-

Abstract

I examined the effects of celebrity endorsement of political candidates, drawing on third-person effect theory, social identification theory, and political efficacy theory. Participants were 283 students at an American university who took part in a web-based survey that explored attitudes using actual presidential candidates and real celebrities. Study findings suggest that people view such endorsements as having no impact on their own voting behavior yet influencing that of others by encouraging them to vote for the endorsed candidate. In addition, people positively evaluate the endorsed political candidate when they hold a high level of identification with the celebrity endorser and are likely to vote for the candidate. Lastly, whereas political efficacy does influence people's intention to vote, it does not appear to influence their evaluation of the candidate. Limitations of the study and future research are discussed.

Abstract

Date Added3/13/2025, 10:04:26 AM

Modified3/13/2025, 10:04:26 AM

Government Project

2008 Advertising

Advertising campaigns

Advertising, Political Attitudes

Brand loyalty Celebrities

Clinical psychology

College students Culture

Election Equity Fame

Filter Tags

Adding Sources

Adding a File from Your Personal Computer

To upload a PDF file from your personal computer to Zotero:

Open Zotero.

Locate the file on your personal computer.

Drag the file into Zotero.

The file will appear as an independent record, or within an existing record if the file was dragged into one.

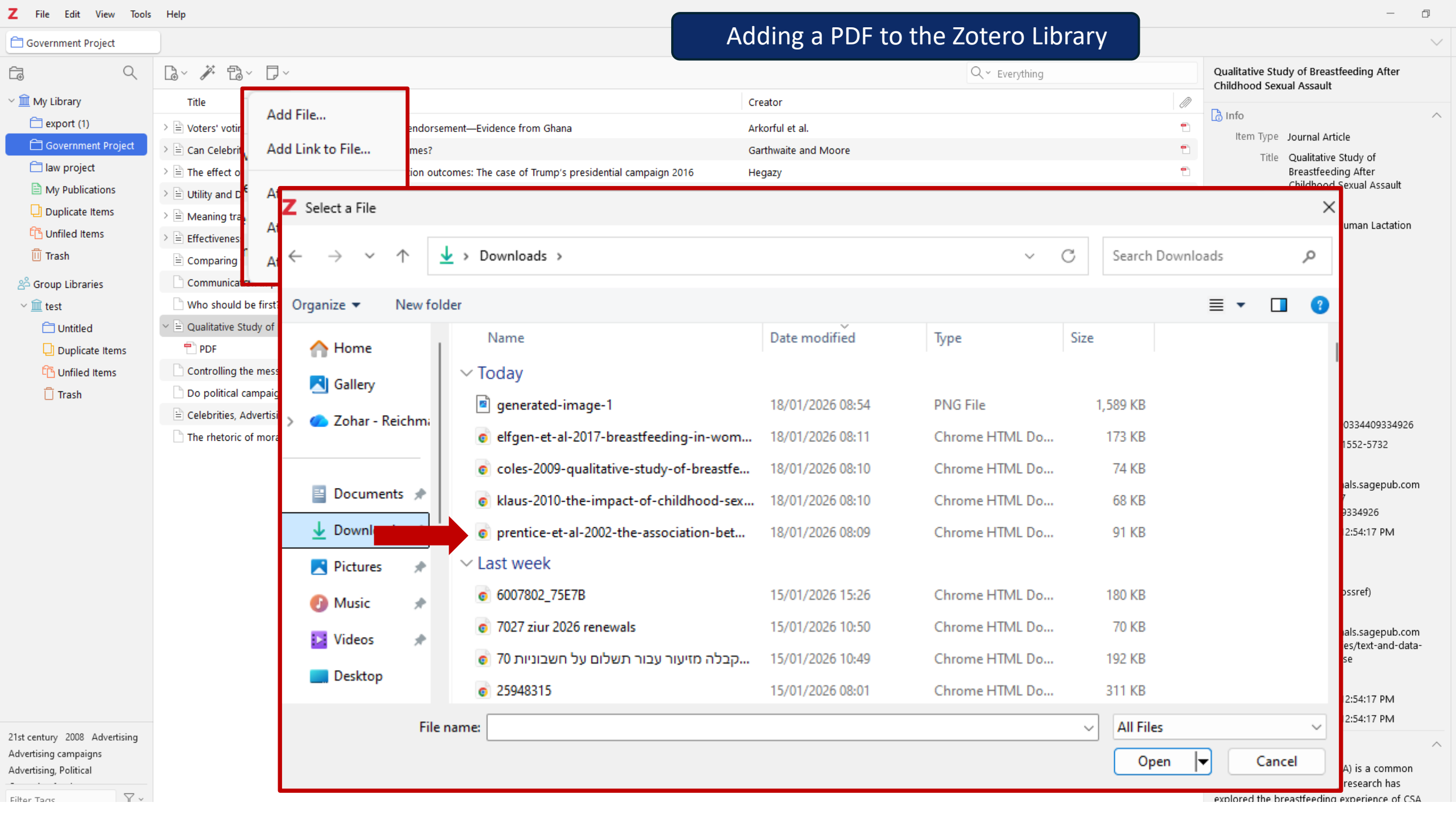
You can also add a PDF file to an item that already exists in Zotero:

Open Zotero.

Right-click on the source.

Click on **Add Attachment**.

Select **Attach Stored Copy of File**.



Adding a PDF to the Zotero Library

Add File...

Add Link to File...

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Advertising campaigns

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Title	Creator
> Voters' voting intention: The salience of celebrity endorsement—Evidence from Ghana	Arkorful et al.
> Qualitative Study of Breastfeeding After Childhood Sexual Assault	Coles
PDF	
> Can Celebrity Endorsements Affect Political Outcomes?	Garthwaite and Moore
> The effect of political neuromarketing 2.0 on election outcomes: The case of Trump's presidential campaign 2016	Hegazy
> Utility and Democracy in Political Campaign Advertising: Toward a Rule-Utilitarian Ethic for Political Marketing and the Et...	Reed
> Meaning transfer in celebrity endorsements: an explanation using metaphors	Roy
> Effectiveness of Celebrity Endorsement Of Political Candidates	Um
Comparing virtual political campaigns with traditional political campaigns: evidence from Kuwait during the COVID-19 pa...	Alhaimer
Communication in political campaigns	Benoit
Who should be first?: feminists speak out on the 2008 presidential campaign	Cole and Guy-Sheftall
Controlling the message new media in American political campaigns	Farrar-Myers and Vaughn
Do political campaigns matter?: campaign effects in elections and referendums	Farrell
Celebrities, Advertising Endorsement, and Political Marketing in Spain: The Popular Party's April 2019 Election Campaign	Fernández Gómez et al.
The rhetoric of moral protest, public campaigns, celebrity endorsement, and political mobilization	
> The Association Between Reported Childhood Sexual Abuse and Breastfeeding Initiation	Prentice et al.
PDF	

The Association Between Reported Childhood Sexual Abuse and Breastfeeding Initiation

Info

Item Type

Journal Article

Title

The Association Between Reported Childhood Sexual Abuse and Breastfeeding Initiation

Author

Prentice, Julia C

Author

Lu, Michael C

Author

Lange, Linda

Author

Halfon, Neal

Publication

Volume

Issue

Pages

Date

Series

Series Title

Series Text

Journal Abbr

Language

en

DOI

ISSN

Short Title

URL

Accessed

Archive

Loc. in Archive

Library Catalog

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Call Number

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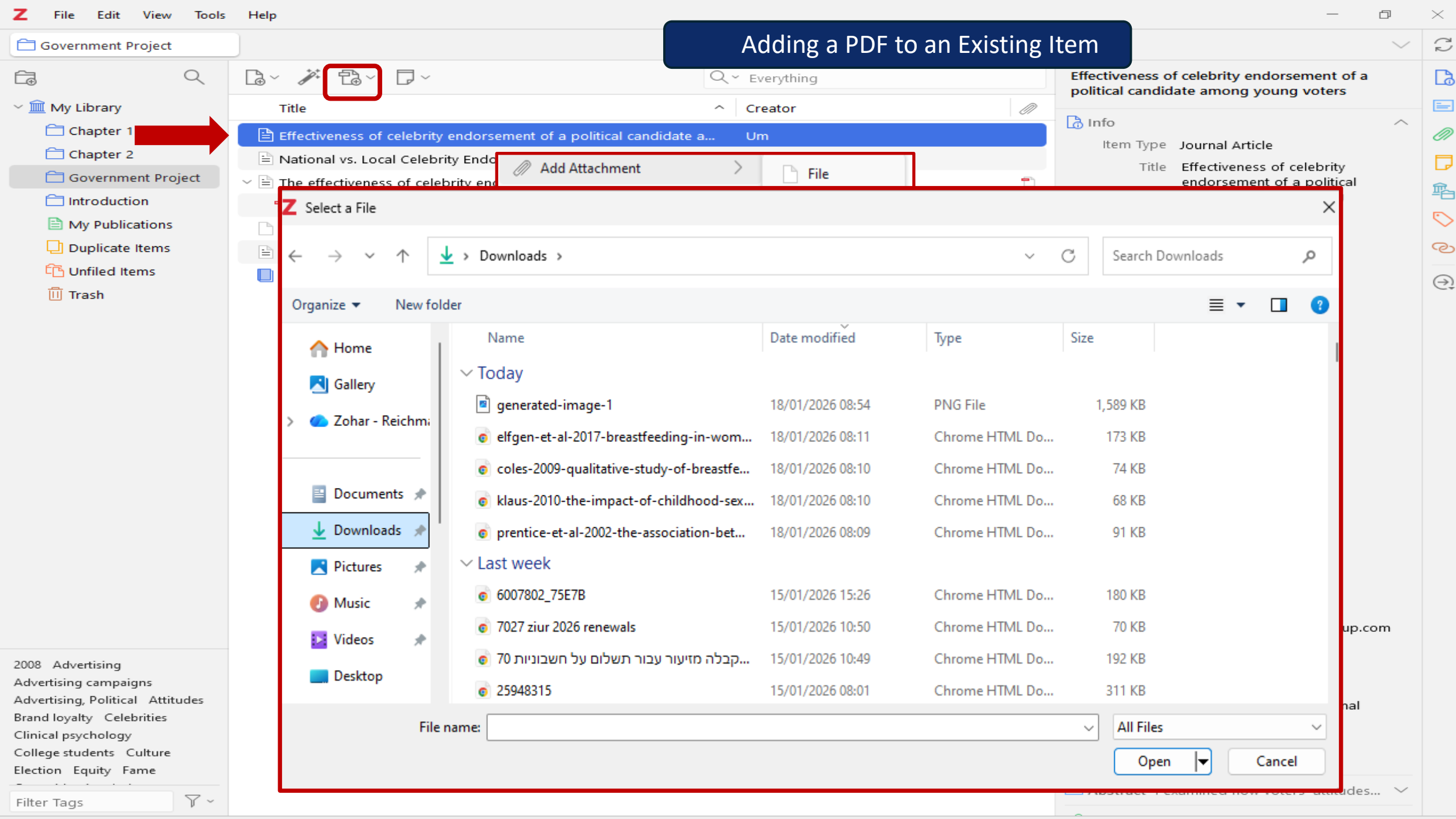
1/18/2026, 12:56:44 PM

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Abstract

This study examined the association between self-identified childhood sexual abuse and



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If Kate voted conservative, would you? The role of celebrity endorsements in political party advertising

Info

Item Type	Journal Article
Title	If Kate voted conservative, would you? The role of celebrity endorsements in political party advertising
Author	Veer, Ekant
Author	Becirovic, Ilda
Author	Martin, Brett AS
Publication	European journal of marketing
Volume	44
Issue	3/4
Pages	436-450
Date	2010
Series	
Series Title	
Series Text	
Journal Abbr	
Language	
DOI	
ISSN	

Government Project

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate

Unfiled Items

Trash

2008

Accounts

Advertising campaigns

Advertising, Political

Ambivalence

Attitudes

Bias

Brand loyalty

Celebrities

Clinical psychology

Computer mediated commun...

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Just like us: Everyday celebrity politicians and the pursuit of popularity in an age of anti-politics

Info

Item Type

Journal Article

Title

Just like us: Everyday celebrity politicians and the pursuit of popularity in an age of anti-politics

Author

Wood, Matthew

Author

Corbett, Jack

Author

Flinders, Matthew

Publication

The British Journal of Politics and International Relations

Volume

18

Issue

3

Pages

581-598

Date

08/2016

Series

Series Title

Series Text

Journal Abbr

The British Journal of Politics and International Relations

Language

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DOI

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Government Project

My Library

Chapter 1
Government project

Chapter 2

Government Project

Introduction

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Duplicate Items

Unfiled Items

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2008 Accounts

Advertising campaigns

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Ambivalence Attitudes Bias

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Item Type

Journal Article

Title

Just like us: Everyday celebrity politicians and the pursuit of popularity in an age of anti-politics

Author

Wood, Matthew

Author

Corbett, Jack

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14 Leadership by the Famous: Celebrity as Political Capital

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https://doi.org/10.1093/acprof:oso/9780199562992.003.0014

Pages 255-278

Published: August 2009

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Abstract

Many of us care about refugees and displaced children. Tens of thousands of us spend considerable amounts of time and money improving their situation. But few of us have been as effective in drawing attention to these issues and keeping them on the agenda of political elites and institutions around the world as celebrities such as Angelina Jolie have been. Star power defies conventional accounts of democratic leadership. It epitomizes the notion of leadership dispersal, although not one that is the product of institutional design let alone constitutional foresight. It rests upon personal rather than institutional moral capital, that capital is derived from fame, dramaturgy, and personality

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Darren C. Treadway, MIT Press, 2014

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Spring-Serenity Duvall, NYU Press, 2011

Dispersed Democratic Leadership: Origins, Dynamics, and Implications

John Kane (ed.) et al.

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2 Evolving Executive Authority in Anglo-American Democracy: Coping with Leadership

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FileEditViewToolsHelp

Government Project

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate Items

Unfiled Items

Trash

2008 Accounts
Advertising campaigns
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Dispersed Democratic Leadership	Kane et al.
Celebrity political endorsement effects: A perspective on the soci...	Chou

Dispersed Democratic Leadership

Info

Item TypeBook

TitleDispersed Democratic Leadership

AuthorKane, John

AuthorPatapan, Haig

Author'T Hart, Paul

Series

Series Number

Volume

of Volumes

Edition

Place

PublisherOxford University Press

Date2009-08-06

of Pages

Language

ISBN978-0-19-956299-2

Short Title

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Help

Government Project

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate It

Unfiled Items

Trash

2008

Accounts

Advertising campaigns

Advertising, Political

Ambivalence

Attitudes

Bias

Brand loyalty

Celebrities

Clinical psychology

Computer mediated commun...

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National vs. Local Celebrity Endorsement and Politics	Mishra and Mishra
Leadership by the Famous: Celebrity as Political Capital	Karen and 'T Hart
Just like us: Everyday celebrity politicians and the pursuit of popul...	Wood et al.
If Kate voted conservative, would you? The role of celebrity endo...	Veer et al.
Effectiveness of celebrity endorsement of a political candidate a...	Um
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Echo chambers in the German 2017 federal election online-camp...	Kersting and Mehl
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Leadership by the Famous: Celebrity as Political Capital

Info

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Book Section

Title

Leadership by the Famous: Celebrity as Political Capital

Author

Karen, Tindall

Author

'T Hart, Paul

Book Title

Dispersed Democratic Leadership

Series

Series Number

Volume

of Volumes

Edition

Place

Publisher

Oxford University Press

Date

2009-08-06

Pages

255–278

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ISBN

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SOCIAL BEHAVIOR AND PERSONALITY, 2018, 46(10), 1585–1596
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<https://doi.org/10.2224/sbp.6757>

EFFECTIVENESS OF CELEBRITY ENDORSEMENT OF POLITICAL CANDIDATES

NAM-HYUN UM
Hongik University

I examined the effects of celebrity endorsement of political candidates, drawing on third-person effect theory, social identification theory, and political efficacy theory. Participants were 283 students at an American university who took part in a web-based survey that explored attitudes using actual presidential candidates and real celebrities. Study findings suggest that people view such endorsements as having no impact on their own voting behavior yet influencing that of others by encouraging them to vote for the endorsed candidate. In addition, people positively evaluate the endorsed political candidate when they hold a high level of identification with the celebrity endorser and are likely to vote for the candidate. Lastly, whereas political efficacy does influence people's intention to vote, it does not appear to influence their evaluation of the candidate. Limitations of the study and future research are discussed.

Keywords: celebrity endorsement, political candidate, third-person effect, social identification theory, political efficacy.

Effectiveness of Celebrity Endorsement Of Political Candidates

Info

Item Type	Journal Article
Title	Effectiveness of Celebrity Endorsement Of Political Candidates
Author	Um, Nam-Hyun
Publication	Social Behavior and Personality: an international journal
Volume	46
Issue	10
Pages	1585-1596
Date	2018-10-04
Series	
Series Title	
Series Text	
Journal Abbr	soc behav pers
Language	en
DOI	10.2224/sbp.6757
ISSN	0301-2212
Short Title	
URL	https://www.ingentaconnect.com/content/10.2224/sbp.6757

are conflicting results of individual studies, for instance, when it comes to the endorser's sex or endorsement repetition (Bergkvist and Zhou 2016; Erdogan 1999). Last but not least, numerous studies have been conducted since the last quantitative review in 2004 (Bergkvist and Zhou 2016).

The present meta-analysis seeks to address these shortcomings by integrating research published through April 2016, by reporting average effect sizes according to various advertising outcomes including respective confidence intervals, and by performing moderator analyses testing the impact of various endorser and endorsed object variables. In terms of methodological advancement, we apply multilevel modeling accounting for the dependence of multiple effect sizes and we estimate publication bias, both important issues in meta-analysis (Borenstein et al. 2009). Finally, we provide practitioners with empirically derived implications for how to choose the right celebrity and offer researchers an agenda for future research.

Conceptual framework

Following McCracken (1989), celebrity endorsements are understood as a marketing technique in which an individual enjoying public recognition “uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (p. 310). The effects of endorsements can well be explained within the advertising effectiveness model provided by Lavidge and Steiner (Lavidge and Steiner 1961). Studies have mostly investigated celebrity endorsements according to one or more of the model's advertising functions (Bergkvist and Zhou 2016; Erdogan 1999; Kaikati 1987).

systematic organization of the analyzed dependent variables and moderators, and specifies their relationships (see Fig. 1). According to the model, advertising serves to influence three basic psychological dimensions: the cognitive, the affective, and the conative. “Advertising's cognitive function provides information and facts for the purpose of making consumers aware and knowledgeable about the sponsored brand. Advertising's affective function creates liking and preference for the sponsored brand – preference presumably refers to more favorable attitudes. Advertising's affective function, therefore, is to persuade. Finally, advertising's conative function is to stimulate desire and cause consumers to buy the sponsored brand” (Grewal et al. 1997, p. 2). Important to note, we do not suggest that these outcomes necessarily take place in a particular order (e.g., awareness precedes attitude formation). Following the model, the organization of advertising outcomes may be different for different products. In addition, the same outcome may be achieved through different advertising functions. For example, Ambler (1998) suggests that brand awareness can be achieved through both cognitive and affective functions. In Fig. 1,

Page 56

חלק זה טוב לפרק ההשוואה

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Cognitive effects

Cognitive effects include awareness and knowledge about an endorsed object. Establishing awareness starts from creating attention and interest (Lavidge and Steiner 1961). Directing one's attention involves controlled as well as automatic processes (Kahneman 1973). Both processes can be influenced

Conceptual framework

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Ambler 1999). This is indicated by the double-headed arrows in Fig. 1.



Cognitive effects

Cognitive effects include awareness and knowledge about an endorsed object. Establishing awareness starts from creating attention and interest (Lavidge and Steiner 1961). Directing one’s attention involves controlled as well as automatic processes (Kahneman 1973). Both processes can be influenced by celebrity endorsements. First, people who are interested in a particular celebrity are assumed to purposefully direct their

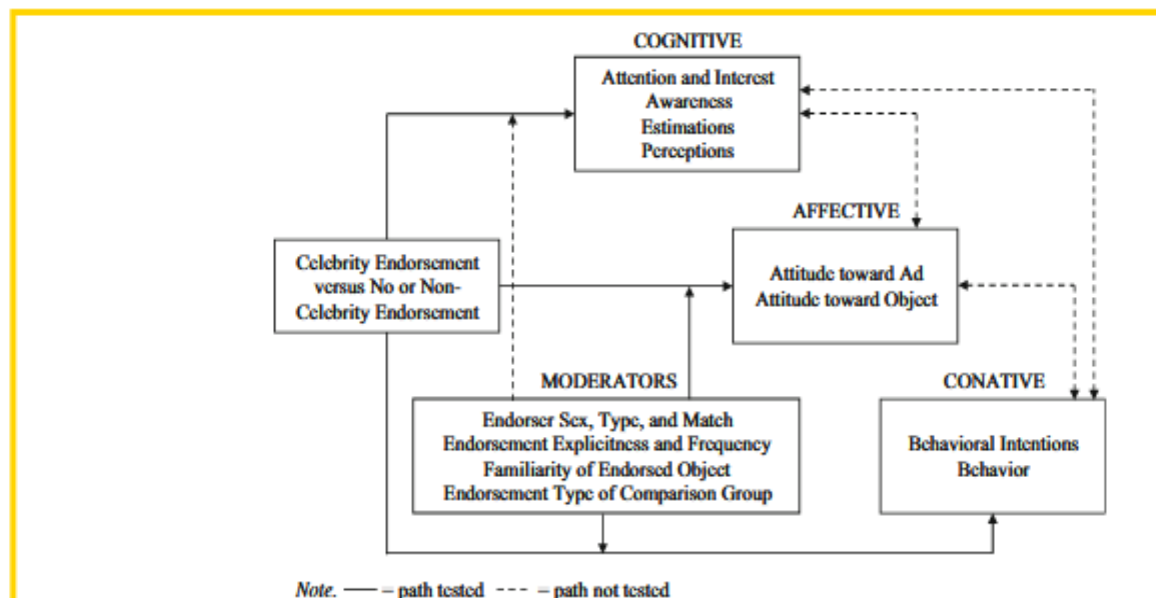


Fig. 1 Celebrity endorsement effectiveness model adapted from Grewal et al. (1997)

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My Library

Chapter 1

Chapter 2

Introduction

עבודה בממשל

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Duplicate Items

Unfiled Items

Trash

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Celebrities

Communication

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Pages 21

Indexed Yes

3 Annotations

Page 56

The present meta-analysis seeks to address these shortcomings by integrating research published through April 2016, by reporting average effect sizes according to various advertising outcomes including respective confidence intervals, and by performing moderator analyses testing the impact of various endorser and endorsed object variables. In terms of methodological...

Page 56

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Page 56

Fig. 1. Celebrity endorsement effectiveness model adapted from Grunzel et al. (1997)

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- My Library
- Chapter 1
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- Government Project
- Introduction
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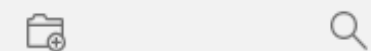
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The effectiveness of celebrity endorsements: a meta-analysis	Knoll and Matthes
Available Version (via Google Scholar)	
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Echo chambers in the German 2017 federal election online-camp...	Kersting and Mehl
Celebrity political endorsement effects: A perspective on the soci...	Chou

New Standalone Note

New Item Note

Info	
Item Type	Journal Article
Title	National vs. Local Celebrity Endorsement and Politics
Author	Mishra, Anubhav A.
Author	Mishra, Abhinav
Publication	International journal of politics, culture, and society
Volume	27
Issue	4
Pages	409-425
Date	2014
Series	
Series Title	
Series Text	
Journal Abbr	
Language	eng
DOI	10.1007/s10767-014-9174-y
ISSN	0891-4486
Short Title	
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Government Project



- My Library
 - Chapter 1
 - Chapter 2
 - Government Project
 - Introduction
- My Publications
- Duplicate Items
- Unfiled Items
- Trash

2008 Accounts
Advertising campaigns
Advertising, Political
Ambivalence Attitudes Bias
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Computer mediated commun...

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Author	Mishra, Anubhav A.
Author	Mishra, Abhinav
Publication	International journal of politics, culture, and society
Volume	27
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Date	2014
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Language	eng
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My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate Items

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Trash

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Advertising, Political

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Echo chambers in the German 2017 federal election online-camp...	Kersting and Mehl
Effectiveness of celebrity endorsement of a political candidate a...	Um
If Kate voted conservative, would you? The role of celebrity endo...	Veer et al.
If Kate voted conservative, would you? The role of celebrity endo...	Veer et al.
National vs. Local Celebrity Endorsement and Politics	Mishra and Mishra
The effectiveness of celebrity endorsements: a meta-analysis	Knoll and Matthes
The Obama effect: multidisciplinary renderings of the 2008 camp...	Harris et al.
The rhetoric of moral protest: public campaigns, celebrity endors...	Lahusen
Understanding the concept of celebrity capital through an empiri...	Agyepong
Available Version (via Google Scholar)	

Understanding the concept of celebrity capital through an empirical study of the role of celebrity political endorsements in 2008 and 2012 Ghana election campaigns

Info

Item Type	Thesis
Title	Understanding the concept of celebrity capital through an empirical study of the role of celebrity political endorsements in 2008 and 2012 Ghana election campaigns
Author	Agyepong, Lawrencia
Type	PhD Thesis
University	University of Leicester
Place	
Date	2017
# of Pages	
Language	
Short Title	
URL	https://figshare.le.ac.uk/articles/thesis/Understanding_the_Concept_of_Celebrity_Capital_through_an_Empirical_Study_of_the_Role_of_Celebrity_Political_Endorsments_in_2008_and_2012_Gh

FileEditViewToolsHelp

Chapter 1

My Library

Chapter 1

Chapter 2

Introduction

עבודה במחשך

My Publications

Duplicate Items

Unfiled Items

Trash

Couples

Embryo transplantation

Embryos

Female

Fertility

Fertilization in vitro

Fetuses

Genetic screening

Gynecology

Human beings

Human embryo

Human genetics

Human reproductive technolo...

Filter Tags

Case

Everything

Title	Creator
The misplaced embryo: legal parenthood in 'embryo mix-up' cases	Simana et al.
Robert B. v. Susan B. (Cal. Rptr. 2d)	
Mixed-Up Origins: The Case for a Gestational Presumption in Embr...	Sugar
Mixed-Up Origins: The Case for a Gestational Presumption in Embr...	Sugar
LIABILITY FOR EMBRYO MIX-UPS: LEGAL CASE REVIEW AND RECO...	Rasouli et al.
Liability for embryo mix-ups in fertility practices in the USA	Rasouli et al.
Johnson v. Calvert (P.2d)	
Introduction TECHNOLOGY, LIBERTY, AND THE REPRODUCTIVE RE...	Robertson
Avoiding EMBRYOS R US: Toward a Regulated Fertility Industry Note	Thomas
A Clash at the Petri Dish: Transferring Embryos with Known Geneti...	Daar

Robert B. v. Susan B.

Info

Item Type

Case

Case Name

Robert B. v. Susan B.

Author

(last), (first)

Court

Cal Ct. App

Date Decided

2003

Docket Number

Reporter

Cal. Rptr. 2d

Reporter Volume

135

First Page

785

History

Language

Short Title

URL

Accessed

Rights

Extra

Date Added

3/9/2025, 5:42:25 PM

Modified

3/9/2025, 5:46:16 PM

Abstract

0 Attachments



Surrogacy con

Advanced Search

Databases

Refine Your Search

Date

Collection/Library

PathFinder Subjects

Section Type

Location

Title

Organization

Person

Availability

24 results s

Sort by: Relevan

Check All

Un

Zotero Item Selector

Select which items you'd like to add to your library:

☐ Surrogacy Contracts Are Not Just Another Contract [article]
☐ Johnson v. Calvert: California Supreme Court Enforces Surrogacy Contract [notes]
☐ Time to Rethink Surrogacy: An Overhaul of New York's Outdated Surrogacy Contract Laws Is Long Over
☐ Her Belly, Their Baby: A Contract Solution for Surrogacy Agreements [notes]
☐ In Defense of Surrogacy Agreements: A Modern Contract Law Perspective [article]
☐ Gestational Surrogacy Contract Terms under the 2017 Uniform Parentage Act [article]
☐ Power of Pregnancy: Examining Constitutional Rights in a Gestational Surrogacy Contract [notes]
☐ The Egg Donor and Surrogacy Controversy: Legal Issues Surrounding Representation of Parties to an Eg
☐ The Role of Contract Principles in Determining the Validity of Surrogacy Contracts [article]
☐ Surrogacy and Limitations to Freedom of Contract: Toward Being More Fully Human [article]

Select AllDeselect All

CancelOK

☐ 1.**Surrogacy Contracts Are Not Just Another Contract [article]**

Surrogacy

Medicine and Law, Vol. 38, Issue 3 (September 2019), pp. 535-546

Raposo, Vera Lucia (Cited 11 times)

38 Med. & L. 535 (2019)

🔍 **PathFinder Subjects:** Children; Parents and Children; Contracts; Domestic Relations; Fourteenth Amendment; Reproduction and the Law; Birth and Reproduction; Remedies

☐ 2.**Johnson v. Calvert: California Supreme Court Enforces Surrogacy Contract [notes]**

ScholarCheck ✓

Accessed 17 Times



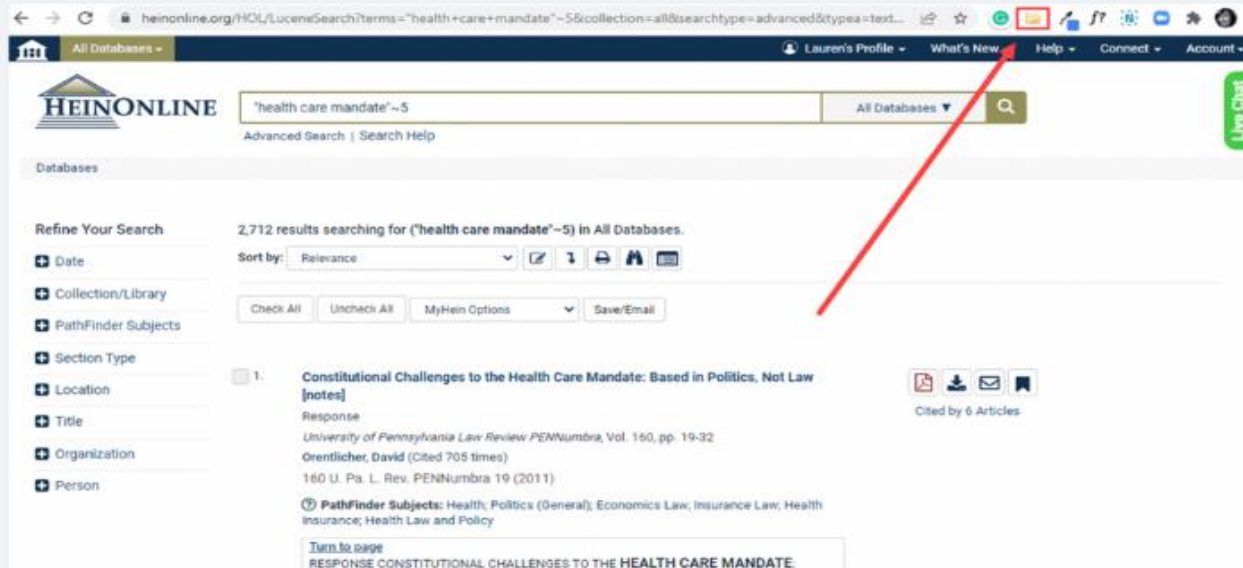
How do I use Zotero with HeinOnline?

Categories: [HeinOnline Tools](#)

Zotero is a free, [easy-to-use extension](#) to help you collect, manage, and cite your research sources. Users are able to bookmark articles directly from a search results list in HeinOnline, or when viewing a document. To use this tool, you must first download the program to Windows, or install the Zotero Connector to your browser. It is compatible with Chrome, Firefox, and Safari.

How to Save Documents to Zotero

Using Zotero, users can bookmark articles directly from search results. Click the folder icon in the upper right-hand corner of your browser.



You will be presented with a dialog box that provides an option to select the articles you would like to bookmark.

TABLE OF CONTENTS

- [How do I use Zotero with HeinOnline?](#)
- [How to Save Documents to Zotero](#)

<https://help.heinonline.org/kb/how-do-i-use-zotero-with-heinonline/#:~:text=Users%20can%20also%20bookmark%20an,documents%20that%20were%20previously%20saved>

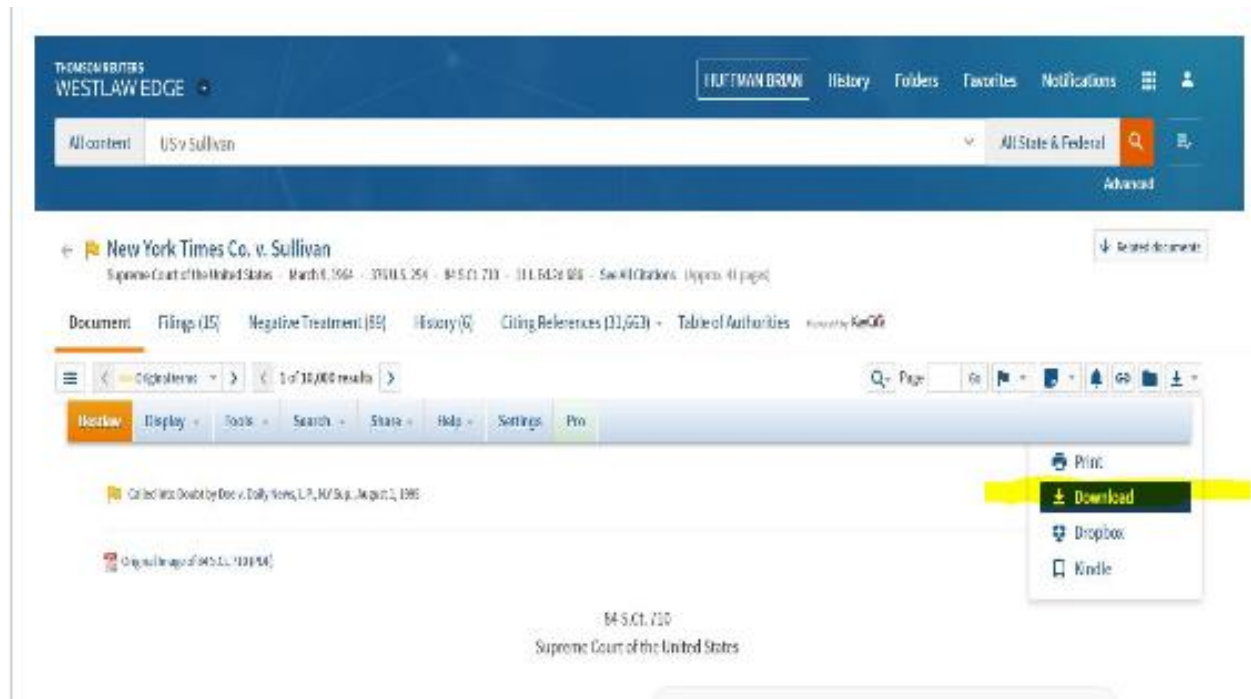
Adding Sources from Legal Databases

Adding Sources from Legal Databases: Citation metadata import for items in Westlaw and Lexis+ databases is not performed automatically.

There are two ways to work when importing items from these databases:

Manually enter the metadata of the items. Select a document type and the fields to fill in will change according to the item type.

If there is a **PDF file**, you can upload the file and Zotero will extract the item's metadata from the file.



File

Edit

View

Tools

Help

Duplicate Items

My Library

Chapter 1

Chapter 2

Government Project

Introduction

My Publications

Duplicate Items

Unfiled Items

Trash

No tags to display

Filter Tags

Title

Creator

> If Kate voted conservative, would you? The role of celebrity endo...

Veer et al.

> If Kate voted conservative, would you? The role of celebrity endo...

Veer et al.

Merge 2 items

Choose the version of the item to use as the master item:

3/13/2025, 5:10:53 PM

3/13/2025, 5:13:36 PM

Item Type

Journal Article

Title

If Kate voted conservative, would you? The role of celebrity endorsements in political party advertising

Author

Veer, Ekant

Author

Becirovic, Ilda

Author

Martin, Brett AS

Publication

European journal of marketing

Volume

44

Issue

3/4

Pages

436–450

Date

2010

Short Title

If Kate voted conservative, would you?

URL

https://www.emerald.com/insight/content/doi/10.1108/03090561011020516/full/html

Accessed

3/13/2025, 5:10:50 PM

In the Duplicate Items folder, we can see the duplicate items. We can choose which record to keep, which to delete, or to merge between the two records

recommended process

To maintain the integrity and accuracy of your Zotero library, follow this recommended process:

1. Click the "Sync" button (arrow icon) in the tUpload an item to Zotero
2. Review and correct bibliographic information: Verify item type, Check title, authors, year, page numbers, etc. Make necessary corrections
3. Add personal tags in the "Tags" tab (right panel)
4. Insert comments or add screenshots to the item
5. op-right corner to save changes to Zotero's cloud

Working with Attached Files

Attached files are indicated by a PDF icon below the record

To access the file:

1. Click the arrow to the left of the record
2. Double-click the attached file
3. The article opens in a new tab
4. Return to the main screen by clicking the "My Library" tab
5. Close the tab by clicking the red "X"



Selecting a Citation Style

Zotero's Word plugin enables seamless integration between your Zotero library and Microsoft Word, allowing you to manage citations, footnotes, and create bibliographies in various citation styles.

Selecting a Citation Style

- ✓ Open your Word document
- ✓ Switch to the Zotero tab in the Word ribbon
- ✓ Click on "Document Preferences"
- ✓ Choose your desired citation style from the list
- ✓ For note-based styles, select whether to use footnotes or endnotes
- ✓ Click "OK" to apply the changes

If your desired citation style isn't listed:

- ✓ Click "Manage Styles" in the Document Preferences window
- ✓ In the Zotero desktop application, go to the "Cite" tab
- ✓ Click "Get additional styles"
- ✓ Search for and install the style you need

Selecting a Citation Style

Adding References

- ✓ Place your cursor where you want to insert a citation
- ✓ Click "Add/Edit Citation" in the Zotero tab
- ✓ Type part of the title, author names, or year to find your source
- ✓ Select the item and press Enter to insert the citation

Creating a Bibliography

- ✓ Position your cursor where you want the bibliography
- ✓ Click "Add/Edit Bibliography" in the Zotero tab
- ✓ Zotero will generate a formatted list of all cited sources

Remember to keep Zotero running while working in Word to ensure smooth functionality¹³⁵.


Add/Edit Citation


Add/Edit Bibliography


Insert Note


Document Preferences


Refresh


Unlink Citations

Selecting a Citation Style



Zotero - Document Preferences

Citation Style:

American Chemical Society

American Medical Association 11th edition

American Political Science Association

American Psychological Association (APA) 7th edition

American Psychological Association (APA) 7th edition (annotated bibliography)

American Sociological Association (ASA) 6th/7th edition

Chicago Manual of Style 17th edition (author-date)

Chicago Manual of Style 17th edition (full note)

Chicago Manual of Style 17th edition (note)

[Manage Styles...](#)

Language: English (US)

☒ Automatically update citations
Disabling updates can speed up citation insertion in large documents. Click Refresh to update citations manually.

[Switch to a Different Word Processor...](#)

> Advanced Options

OK

Cancel

Adding References in Word using

Adding References in Word using Zotero

1. Open your Word document and ensure Zotero is running
 2. Place your cursor where you want to insert the citation
 3. In the Zotero tab, click "Add/Edit Citation"
 4. In the quick citation dialog: Type part of the source title, author, or year
 5. Select the desired source and click "OK"
- OR**
6. Press "Z" then choose "Classic View"
 7. In the full Zotero window, locate and select your source
 8. Click "OK"
 9. The citation will appear in your document according to the selected style

Changing Citation Styles

You can change the citation style even after adding references:

1. Go to the Zotero tab in Word
2. Click "Document Preferences"
3. Select a new citation style
4. Click "OK"

All existing citations and the bibliography will automatically update to the new style.


Add/Edit Citation


Add/Edit Bibliography


Insert Note


Document Preferences


Refresh


Unlink Citations

Zotero

Adding an in-text reference to a specific source

Celebrity endorsements are a well-established marketing strategy used since the late nineteenth century. While the strategy was first applied in traditional brand or product marketing, it has spread to any form of marketing communication, including political marketing, health communication, and the marketing of non-government organizations



Show citation options

Classic View

Add/Edit
CitationAdd/Edit
BibliographyInsert
Note

Document Preferences



Refresh



Unlink Citations

Zotero

Celebrity endorsements are a well-established marketing strategy used since the late nineteenth century. While the strategy was first applied in traditional brand or product marketing(Chou, 2015), it has spread to any form of marketing communication, including political marketing(Um, 2017) , health communication, and the marketing of non-government organizations(Kersting & Mehl, 2018; Veer et al., 2010)





Add/Edit Citation



Add/Edit Bibliography



Insert Note



Document Preferences



Refresh



Unlink Citations

Zotero

Celebrity endorsements are a well-established marketing strategy used since the late nineteenth century. While the strategy was first applied in traditional brand or product marketing(Chou, 2015), it has spread to any form of marketing communication, including political marketing(Um, 2017) , health communication, and the marketing of non-government organizations(Kersting & Mehl, 2018; Veer et al., 2010)

Chou, H.-Y. (2015). Celebrity political endorsement effects: A perspective on the social distance of political parties. *International Journal of Communication*, 9, 24–24.

Kersting, N., & Mehl, M. (2018). Echo chambers in the German 2017 federal election online-campaign. The ambivalent role of celebrities on the Internet. *Zeitschrift Für Parlamentsfragen*, 49(3), 586.

Um, N.-H. (2017). Effectiveness of celebrity endorsement of a political candidate among young voters. *Social Behavior and Personality: An International Journal*, 45(9), 1425–1436. <https://doi.org/10.2224/sbp.6163>

Veer, E., Becirovic, I., & Martin, B. A. (2010). If Kate voted conservative, would

Create bibliography

Zotero's Word plugin allows you to automatically generate a bibliography based on the citations inserted in your document.

Here's how to create and manage your source list:

- ✓ Open your Word document and ensure Zotero is running
- ✓ Place your cursor where you want the bibliography to appear
- ✓ In the Zotero tab in Word, click "Add/Edit Bibliography"
- ✓ The bibliography will be generated, including all sources cited in your text

To update your bibliography:

- ✓ If you change the citation style, click "Refresh" in the Zotero tab
- ✓ The bibliography will automatically update to reflect the new style
- ✓ This feature ensures your bibliography remains consistent with your in-text citations and chosen citation style throughout your document

Collaborative Research Features

Zotero offers robust collaboration tools that enable researchers and teams to work together effectively by Creating shared group libraries within a single user

File → New Library → “New Group...” in Zotero.

You can click the “Create a New Group” button on the groups landing page on zotero.org.

Choose a name for your group

Decide whether the group will be open to everyone, closed only to friends you invite to it..

Define whether it is an open or closed group and who can edit or read

In a private group invite the colleagues to the project/work by adding their email



New Item >



Add by Identifier...



Add Attachment >

New Note >

New Collection...

New Library >

Close Ctrl+W

Show File

Import... Ctrl+Shift+I

Import from Clipboard Ctrl+Shift+Alt+I

Export Library...

Exit



Everything



Creator



Rhetoric of moral protest: public campaigns, celebrity endors...

Lahusen

Drama effect: multidisciplinary renderings of the 2008 camp...

Harris et al.

Celebrity endorsements: a meta-analysis

Knoll and Matthes

Google Scholar)

Local vs. Local Celebrity Endorsement and Politics

Mishra and Mishra

Leadership by the Famous: Celebrity as Political Capital

Karen and 'T Hart

We are us: Everyday celebrity politicians and the pursuit of popul...

Wood et al.

Voted conservative, would you? The role of celebrity endo...

Veer et al.

Perceived effectiveness of celebrity endorsement of a political candidate a...

Um

Members in the German 2017 federal election online-camp...

Kersting and Mehl

> Celebrity political endorsement effects: A perspective on the soci...

Chou

Leadership by the Famous: Celebrity as Political Capital



Info

Item Type Book Section

Title Leadership by the Famous:
Celebrity as Political Capital

Author Karen, Tindall

Author 'T Hart, Paul

Book Title Dispersed Democratic
Leadership

Series

Series Number

Volume

of Volumes

Edition

Place

Publisher Oxford University Press

Date 2009-08-06

Pages 255–278

Language

ISBN 978-0-19-956299-2

Short Title

URL <http://www.oxfordscholarship.com/view/10.1093/acprof:oso>

2008 Accounts

Advertising campaigns

Advertising, Political

Ambivalence Attitudes Bias

Brand loyalty Celebrities

Clinical psychology

Computer mediated commun...

Filter Tags



[Home](#) > [Groups](#) > New group

Create a New Group

[Search for Groups](#) · [Create a New Group](#)

Group Name

Choose a name for your group

leadership

Group URL: <https://www.zotero.org/groups/>

Group Type

Public, Open Membership

Anyone can view your group online and join the group instantly.

☐ Choose a Public, Open Membership

Public, Closed Membership

Anyone can view your group online, but members must apply or be invited.

☐ Choose Public, Closed Membership

Private Membership

Only members can view your group online and must be invited to join.

☒ Choose Private Membership

[Create Group](#)

[Home](#) > [Groups](#) > [leadership](#) > Settings

leadership Settings

[Group Settings](#) · [Members Settings](#) · [Library Settings](#)

Group Type

☒ Private

☐ Public Closed

☐ Public Open

Controls who can see and join your group

Library Reading

☐ Anyone on the internet

☒ Any group member

Who can see items in this group's library?

Library Editing

☒ Any group members

☐ Only group admins

Who can add, edit, and remove items from this group's library?

File Editing

☒ Any group members

☐ Only group admins

☐ No group file storage

Who can work with files stored in the group? Public Open groups cannot have file storage enabled.

Save Settings

[Home](#) > [Groups](#) > [leadership](#) > Settings

leadership: Members Settings

[Group Settings](#) · [Members Settings](#) · [Library Settings](#)

Current Members

Username	Full Name	Member Since	Role
zfort	zfort	2025-01-20 17:57:53	Owner

[Update Roles](#)

Member Invitations

No pending invitations.

[Send More Invitations](#)

[Blog](#) · [Forums](#) · [Developers](#) · [Documentation](#) · [Privacy](#) · [Get Involved](#) · [Jobs](#) · [About](#)

Zotero is a project of the [Corporation for Digital Scholarship](#), a nonprofit organization dedicated to the development of software and services for researchers and cultural heritage institutions, and is developed by a [global community](#).



Invite Members

Group: [leadership](#)

Invite Members

Separate email addresses or zotero usernames with commas or lines.

Invite Members

[Blog](#) · [Forums](#) · [Developers](#) · [Documentation](#) · [Privacy](#) · [Get Involved](#) · [Jobs](#) · [About](#)

Zotero is a project of the [Corporation for Digital Scholarship](#), a nonprofit organization dedicated to the development of software and services for researchers and cultural heritage institutions, and is developed by a [global community](#).

Zotero: Comprehensive tool Review

Disadvantages

- ✓ Citation Accuracy Challenges: Despite being a citation management tool for Hebrew, the tool requires careful manual review and correction of references to ensure complete accuracy.
- ✓ Recurring citation- if we want to use a citation style such as Bluebook or Chicago where there is a recurring citation IBID in English this can be done manually.
- ✓ Limited Official Support While official technical support is absent, users can seek assistance through an available community forum for problem-solving and guidance.
- ✓ Storage Constraints:. At the beginning of 2026, we switch to an institutional subscription that has no storage size limit.

Zotero: Comprehensive tool Review

research material collection.

Advantages

- ✓ **Cost-Effective Solution:** Zotero is completely free tool, making it an accessible option for researchers, students, and professionals.
Flexible Citation Styles: The platform supports multiple citation styles, including the comprehensive Bluebook style, providing versatility for different academic and professional needs.
User-Friendly Interface: The tool is designed with simplicity in mind, making it easy to operate for users with varying levels of technical expertise.
- ✓ **AI Tool Integration:** Zotero offers interface capabilities with select artificial intelligence tools, enhancing research and citation management workflows.
Efficient Research Management: The tool saves considerable time by streamlining material organization and providing advanced search functionalities for comments and text.
Collaboration Features: Zotero facilitates easy sharing of research materials and citations, promoting collaborative research environments.

ZOTERO

Anyone who registers with the institutional email has unlimited storage.

How do you verify this?

Go to the Zotero website - <https://www.zotero.org/> Click on Log In in the top bar

Enter your account details - after logging in, click on Settings.

zotero

Groups

Documentation

Forums

Get Involved

Log In

Upgrade Storage



Your personal
research assistant



← ↻ <https://www.zotero.org/>



zotero

Web Library

Groups

Documentation

Forums

Get Involved

zfort

Upgrade Storage

My Profile

Inbox

Settings

ZOTERO

← ↻ 🔒 https://www.zotero.org

zotero

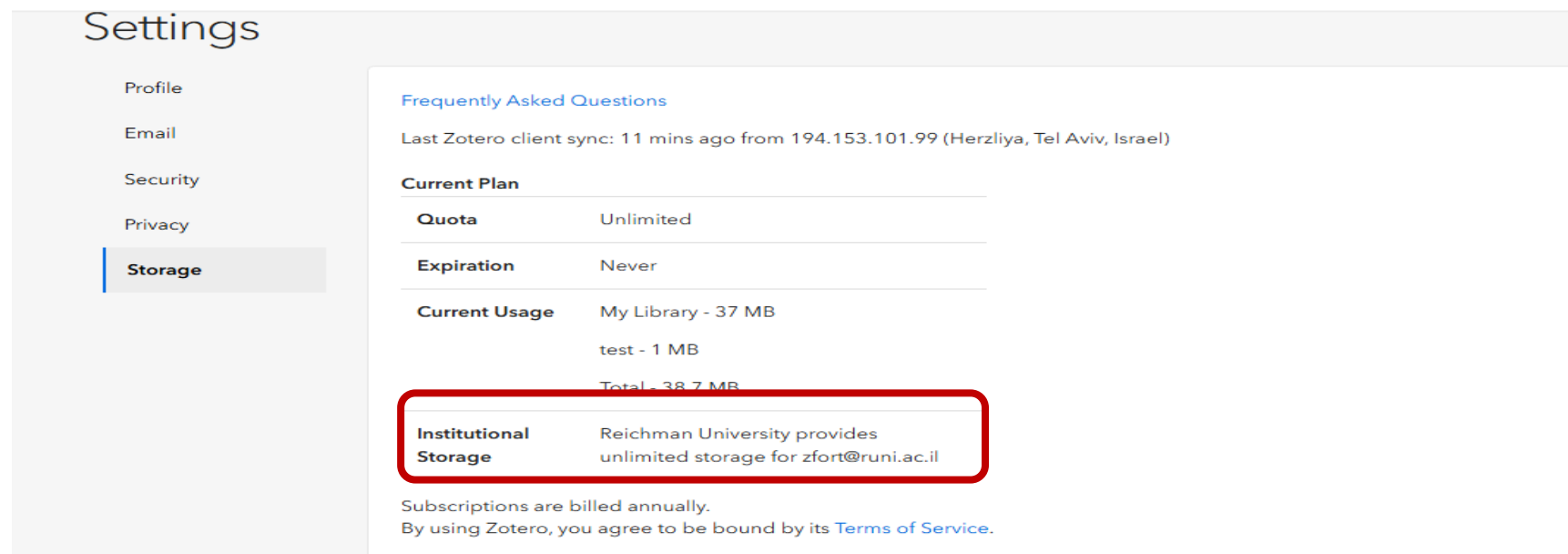
Web Library Groups Documentation Forums Get Involved **zfort** Upgrade Storage

My Profile
Inbox
Settings
Log Out

< >  Your personal research assistant  

תוכנת ZOTERO

In the Storage tab, it states that storage is unlimited for the institutional email with which you registered.



The screenshot shows the Zotero Settings page with the 'Storage' tab selected. The left sidebar lists 'Profile', 'Email', 'Security', 'Privacy', and 'Storage'. The main content area shows 'Frequently Asked Questions', 'Last Zotero client sync: 11 mins ago from 194.153.101.99 (Herzliya, Tel Aviv, Israel)', and a 'Current Plan' table. The table lists 'Quota' as 'Unlimited', 'Expiration' as 'Never', and 'Current Usage' as 'My Library - 37 MB', 'test - 1 MB', and 'Total - 38.7 MB'. A red box highlights the 'Institutional Storage' section, which states: 'Reichman University provides unlimited storage for zfort@runi.ac.il'. Below this, it says 'Subscriptions are billed annually. By using Zotero, you agree to be bound by its [Terms of Service](#)'.

Current Plan	
Quota	Unlimited
Expiration	Never
Current Usage	My Library - 37 MB test - 1 MB Total - 38.7 MB
Institutional Storage	Reichman University provides unlimited storage for zfort@runi.ac.il

If you registered with a different email address, you could add the institutional email address to your account after logging in at the following link:
<https://www.zotero.org/settings/email>

You can import references from Zotero into AI tools.

Library

All files

Import from Zotero

Folders (2)

+ New

Untitled folder

Untitled collection

All files

High Quality

en ▾

Chat

New notebook

Upload PDFs

Add columns (1) ▾

Sort by: ▾

Export ▾

Files

TL;DR

☐  Measuring Populism across Nations.pdf

Folder: Untitled collection • Last viewed 20 Jan

Summary

Podcast

Chat

- The paper examines populist attitudes and their measurement across nations, highlighting a common attitudinal base for left- and right-wing populism [1].
- It assesses measurement invariance, reliability, and validity of a developed inventory for populist attitudes [1].
- Findings indicate weak to moderate associations between populist attitudes and voting propensity [2] [3].
- The study suggests a curvilinear relationship between populist attitudes and left-right orientation [4] [5].
- Overall, the research contributes to understanding the dynamics of populism in Western democracies [1].

Create or add

Create your own
the list suggests

+ ISRAEL

+ Conclus

+ Summar

+ Results

+ Summar

+ Methods

+ Literature

+ Limitation

+ Contribu

+ Practical

Important Note:

Starting 2026, we will transition to an institutional subscription that offers unlimited storage space, compared to the free version (300 MB.)

Users that already have a Zotero account can simply add their institutional email address as a backup on their Zotero account from their email settings.

<https://www.zotero.org/settings/email>

Once the subscription is activated, it will automatically apply to new and existing users with a verified runi email address



To ensure uninterrupted access to Zotero, users should associate both their institutional and personal email addresses with their account before their university affiliation ends.



Security, Privacy and Research Rights

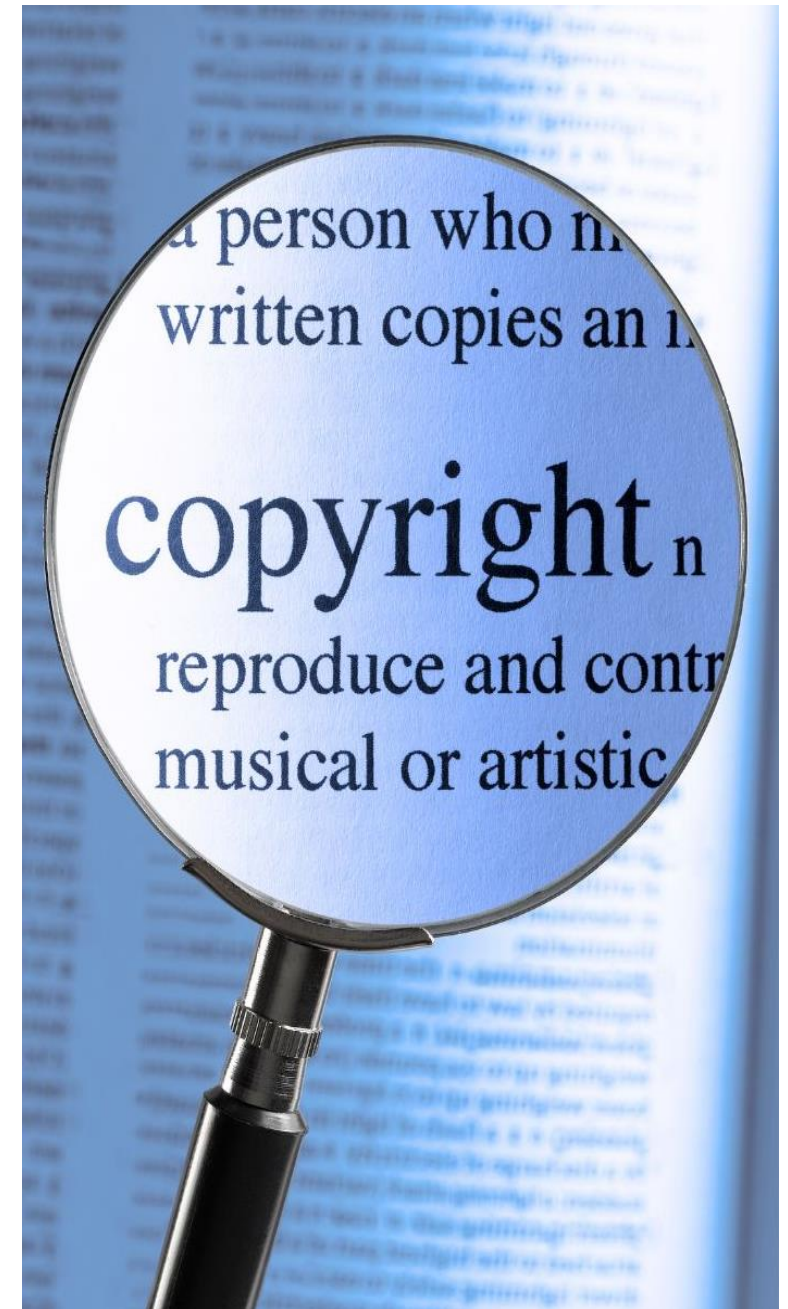
As users, you are responsible for understanding the file sharing capabilities within Zotero, including how files are shared between users and with Zotero.org servers.

This raises important considerations regarding security, privacy, and research ownership rights.

By default, your documents will automatically sync to Zotero's servers unless you actively disable this feature.

For detailed information, please refer to the security page in the Zotero Documentation.

<https://www.zotero.org/support/security>



Marc rich Library



The Marc Rich Library

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