



## **Annual report 2006**

The Amsterdam School of Communications Research ASCoR  
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## TABLE OF CONTENTS

1.	Introduction.....	1
2.	About <i>ASCoR</i> .....	5
2.1	Introduction.....	5
2.2	The research program 2006-2010 .....	6
2.3	Ph.D. program .....	9
2.4	Organizational structure .....	11
2.5	Personnel .....	12
2.6	Faculty profiles .....	13
3.	Review per research program.....	25
3.1	Persuasive Communication .....	25
3.2	Media, Journalism and Public Opinion.....	31
3.3	Media Entertainment and Popular Culture.....	39
Appendix A	Faculty .....	49
Appendix B	Scientific output .....	53
Appendix C	Honorary Events .....	55
Appendix D	Ph.D. program .....	57
Appendix E	Sponsoring.....	65
Appendix F	Key publications.....	67
Appendix G	Professional publications .....	81
Appendix H	Scientific meetings.....	85

## Chapter 1

## **1. Introduction**

Welcome to the 2006 annual report of The Amsterdam School of Communications Research *ASCoR*.

2006 was a good year for *ASCoR*: The research program was updated inspiring the *ASCoR* research for the coming years, publication output again increased, seven new PhD projects were launched in 2006, five new faculty members joined *ASCoR*, and new science foundation funding was obtained.

The research program was updated so as to further strengthen coherence, facilitate synergies with the research program of the Netherlands School of Communications Research *NESCoR*, anticipate future research developments, and enhance the visibility of scientific research in the BA and MA teaching curricula. The updated three program groups focus on (1) Media, journalism and public opinion, (2) Media entertainment and popular culture, and (3) Persuasive communication respectively. Professor Klaus Schönbach, prof. Patti Valkenburg and prof. Peter Neijens were appointed Program Leaders.

Research output was excellent with 9.9 publications per 1.0 fte research appointment, of which 59% in peer-reviewed journals (35% in ISI ranked journal and 24% in other peer-reviewed journals). This translates to 3.96 peer reviewed publication on average per faculty member with a standard 0.4 fte research appointment. In addition, *ASCoR* research was awarded top paper awards by the International Communication Association ICA, the Association for Education in Journalism and Mass Communication AEJMC, and the International Conference on Research in Advertising ICORIA.

*ASCoR* welcomed five new faculty members in 2006. Hajo Boomgaarden, Gert-Jan de Bruijn, Stijn Reijnders, Eva van Reijmersdal and Nel Ruigrok joined *ASCoR* as assistant professors. We said goodbye to prof. Willem Saris, who retired early 2006 but who will remain involved in research collaboration with *ASCoR*, to dr. Bart van den Hooff, now associate professor of Business Administration at the Free University Amsterdam, to dr. Sally Wyatt, now senior research fellow at the KNAW Virtual Knowledge Studio, to dr. Irene Costera Meijer, now associate professor of Media and Culture at the University of Amsterdam, and to prof. dr. Tom ter Bogt whose Chair in Pop Music was continued at the University of Utrecht.

Looking beyond 2006, we are happy to celebrate the 10<sup>th</sup> anniversary of *ASCoR* in 2007. While communication science has been part of the research program at the University of Amsterdam since the late 1940s, it was the launch of *ASCoR* in 1997 that accelerated the internationalization and programmatic coherence of communication research at UvA. Throughout 2007 a number of activities are undertaken as part of our 'Celebrating a Decade of Excellence' campaign. *ASCoR* will host a number of internationally renowned scholars, and during the 2007 conference of the International Communication Association we will award the first *ASCoR* Denis McQuail Article of the Year Award.

We look forward to a year of celebrations.



## Chapter 2



## **2. About ASCoR**

### **2.1 Introduction**

The Amsterdam School of Communications Research *ASCoR* is a research institute in Communication Science, residing in the Faculty of Social and Behavioural Sciences of the University of Amsterdam. It is the largest research institute of its kind in Europe and is among the largest worldwide. More than 50 senior researchers are permanently associated with *ASCoR* and its English-language Ph.D. program hosts more than 30 students.

*ASCoR* is part of the Department of Communication Science at the University of Amsterdam, and interacts with the bachelor, master, and research master curricula in communication science. These programs attract up to 1,300 graduate and undergraduate students.

*ASCoR* research concentrates on the production, uses, and consequences of information and communication in informing, persuading, and entertaining citizens. The approach is multidisciplinary: Core theories of communication science are combined with theories and methods from other social sciences, political science, sociology, psychology, economics, history, and information sciences. *ASCoR* is first and foremost knowledge-driven, and its main peer group is the academic community. *ASCoR* is strongly committed to knowledge dissemination, mainly through international peer-reviewed publications. At the core of the research agenda are fundamental scientific questions, and research is aimed at developing and empirically testing theory. In doing so, the program applies and develops new methodological approaches, both quantitative and qualitative.

*ASCoR* figures prominently in both national and international academic communities: it directs the national communication science research school *NESCoR* which is accredited by the Royal Dutch Academy of Arts and Sciences (KNAW); it attracts a large share of funding from the Dutch national science foundation (NWO); its faculty publish widely in leading international journals and present research at prominent international conferences. *ASCoR* faculty are well represented in international communication organizations, such as the International Communication Association (ICA), the International Association for Media and Communication Research (IAMCR), the European Communication Research and Education

Association (ECREA) and the World Association of Public Opinion Research (WAPOR). ASCoR faculty members serve on the editorial boards of nearly all major international communication journals.

## **2.2 The research program 2006-2010**

Fundamental scientific questions drive the core of ASCoR's research program, and these fundamental issues react to and anticipate social transformations. In only two centuries, contemporary western societies have witnessed profound transformations in their communication technologies and cultures. Media and communication are omni-present and influence all aspects of life. The media environment has become more complex: The successive media epochs of print and visual media have paved the way for the present multimedia era in which digital technologies not only provide us with new means of communicating (such as the internet and mobile phones), but also transform the older ones (such as print and broadcasting).

Such advances, together with ongoing technological, cultural, political, social, institutional, and regulatory developments in national and international arenas invite a regular appraisal of the themes and premises of communication research. This section outlines and defines those transformations that shape our Research Program 2006-2010.

### *Socio-cultural developments*

Western societies are increasingly conceived as knowledge and information societies where communication has taken center stage. This has profound influences on cohesion and relations between individuals, social groups and institutions. In a time where social cohesion is redefined, culture also becomes a battlefield on which struggles about conflicting identities, norms, and values are fought with various means of communication. Identity has become an increasingly prominent concept, with people torn between traditional and migrant cultures on the one hand, and the pressures of local, European and global cultures on the other. These tensions concern all levels and dimensions of communication research.

### *Political developments*

The nation state is challenged to adjust to multi-level modes of government. Our understanding of communication in relation to political processes is affected by a

simultaneous push towards the local and the supra-national. One of the key developments pertains to the ongoing European integration process. In addition, democratic processes are characterized by decreasing and also diversifying citizen engagement, changing citizen demands, new patterns of migration and integration, an overall weakening of social and religious ties, and new patterns of voting.

#### *Technological developments*

Digital technologies have enabled new modes and structures of information and communication, resulting in trends such as online journalism, interactive television, mobile telephony, e-profiling, web logs, intranets, and digital games. Consequently, 'new' platforms for traditional social, cultural, and psychological phenomena have appeared, where cultural and political citizenship is expressed, friendships and romantic relationships are formed, emotional well-being is maintained, and public and organizational identities are constructed. Digital multimedia information systems offer unprecedented chances for classification and analysis.

In the field of media and communications, the following developments affect our theorizing and our research agenda:

#### *Media institutional developments*

As a consequence of new technologies, deregulation, and globalization, the primacy of public institutions has shifted to multi-level and multi-layered forms of governance and performance, comprising both market and public organizations. These developments challenge governments, public, and private organizations to redefine themselves as communication and information organizations. These issues also apply to and are shaped by new players in the growing creative and communications industry such as entertainment conglomerates, telecom firms, software companies, cable operators, public relations agencies, and games producers.

#### *Media supply developments*

The availability of information and communication has never been so overwhelming. The number of television channels, radio channels, magazines, events, and other routes of communication present both opportunities and problems. Issues for research are how to design effective communication amidst this media abundance, and the consequences for diversity and pluralism in the media offer.

#### *Media use developments*

Although traditional mass media still dominate everyday media use, there is an increasingly popular interest for interactive services and individualized content. The resulting new relations between medium and user complement the traditional concept of one-way mass media. Whereas in the past media use was an activity clearly demarcated in space and time, the current (mobile) multimedia explosion is transforming media use into an ongoing practice that transcends classic distinctions between work and leisure, public and private, high and low culture, uses and production. Media are becoming an essential element of interpersonal communication, making theories necessary that integrate interpersonal communication and media audience research.

#### *Media content developments*

Media content such as violence, sexual explicitness, and stereotyping has found new modes of expression in old and new media. This has led to debate about the effect of such things as violent and sexist computer games on children and other vulnerable audience members. More fundamentally, the combination of computer, telephone, and television technology has produced an interactive media landscape in which classic content distinctions have faded: Information, communication, and entertainment are no longer tied to one particular carrier; information and entertainment have merged into a variety of infotainment genres; reality and fiction are now combined in fields as different as political marketing, public relations, docudrama, and reality game shows; the mixture of persuasion and entertainment has blurred traditional distinctions between paid and unpaid media content.

#### **Research program 2006-2010**

Acknowledging that many communication processes influence and are affected by the ongoing changes, that communication cuts across levels of individuals, institutions and society as well as that communication often takes place in complex, multi-level structures and includes private and public actors, and (mass) mediated and interpersonal communication, the ASCoR Research Program 2006-2010 uses a tripartite division in

research domains. This division is based on the *primary* functions of information and communication, namely: a) to inform, b) to persuade, and c) to entertain.

The ASCoR Research Program 2006-2010 has a number of specific ambitions. It aims to (1) further research of media and communication in response to and anticipation of the previous developments in media and society; (2) generate coherent and innovative, theoretically driven communication research; (3) provide an intellectually stimulating framework for research activities within groups that have a clear profile; (4) facilitate synergies with the Research Program 2006-2010 of the Netherlands School of Communications Research *NESCoR*, the national Dutch research school, recognized by the Royal Academy of Arts and Sciences KNAW, to which it is conceptually and organizationally closely related; and (5) promote and strengthen the visibility and profile of academic communication research in the curricula of the Media and Communication Institute at the Department of Communication Science.

Chapter 3 describes how ASCoR's identity and mission and extant social transformations together shape the research agenda. This is organized along the three primary functions of communication and information and embedded in three program groups: *Persuasive communication* (to persuade), *Media, journalism and public opinion* (to inform), and *Media entertainment and popular culture* (to entertain).

## **2.3 Ph.D. program**

ASCoR offers a four-year international Ph.D. program in Communication Science. Upon completion of the international Ph.D. program and defense of the dissertation, students receive a Ph.D. in the Social Sciences from the Universiteit van Amsterdam.

### *Structure of the program*

The international Ph.D. program consists of six successive steps, namely Project proposal, Training & Supervision plan, Ph.D. training, the First year article, Ph.D. research, Progress portfolio, and the Ph.D. thesis.

#### *Project proposal*

The project proposal fits into the ASCoR research program, and contains all compulsory elements of an NWO open competition application: & academic relevance & theoretical background, question formulation, methodology, societal relevance, time plan and financial plan.

#### *Training & Supervision plan*

The Training and Supervision functions as a mutual agreement between the Ph.D. student and his/her supervision team. It is based in the project proposal and clarifies further agreements regarding: a) the composition of the supervision team, b) minimal meeting frequency between Ph.D. student and supervision team, c) the time and work plan, d) the individual training plan, e) the publication plan, and f) other relevant issues. The plan is an agreement signed by all those involved.

#### *Ph.D. training*

is concentrated in the first 18 months of the program. It consists of a number of intensive courses on theory, methods, and design in Communication Science, for purposes of conducting independent and innovative research. These courses are taught in English. Students are also members of Ph.D. "clubs" related to research programs, in which research is discussed regularly. There is also specially arranged individual mentoring and supervision. There is at least one supervisor, usually the advisor or "promotor", but supervision is a collective affair involving a small committee of ASCoR members.

#### *First year article*

After seven months, the *first year article* must be ready. The first year article is either an empirical article or a theoretical review article. The article is subject to evaluation and plays a critical role in the formal onths assessment of the Ph.D. student after 7 months.

#### *Ph.D. research*

Ph.D. research and fieldwork is usually conducted in the second and the third year of the program.

#### *Progress portfolio*

In the so-called 'Progress portfolio', the Ph.D. student and the supervision team report upon the progress so far, and indicate whether and how successful completion of the project before the project end can be guaranteed. The portfolio consists of a set-up of the

dissertation (at least at chapter level), an overview of progress so far of all thesis chapters, an overview of papers that have resulted from the project so far, and a 'statement of feasibility' that the dissertation can and will be submitted before the project end date, signed by the PhD student and the supervision team.

#### *Ph.D. thesis*

The final part of the program is writing the *Ph.D. thesis*. The writing of the Ph.D. thesis will usually be concentrated in the fourth and final year of the program. After the dissertation has been read and approved by a committee, there is a public defense at the University.

## **2.4 Organizational structure**

ASCoR is a research school within the Faculty of Social and Behavioural Sciences of the Universiteit van Amsterdam. It has the legal status of a research institute in terms of the law (WHW, articles 9.49 – 9.55). The *Scientific Director* is together with ASCoR's *Research Manager* responsible for the daily management of ASCoR.

Research is carried out in three *research programs*, namely 'Persuasive Communication', 'Media, Journalism & Public Opinion', and 'Media, Entertainment and Popular Culture'. Each of these research programs covers a number of *research projects*. The research program directors advise the scientific director on research policy.

*Research Faculty* are admitted to ASCoR on the basis of their expertise, their expected contribution to the scientific mission and research program, and criteria of productivity. Faculty comes from the Faculty of Social and Behavioural Sciences of the Universiteit van Amsterdam. Researchers should meet a high productivity criterion; two reviewed scientific articles or book publications per year on average, one international.

*Ph.D. students* are admitted to ASCoR on the basis of a competitive selection procedure, taking into account an extensive project proposal, performance at University, the quality of the MAM.Sc. thesis, and personal motivation to conduct a Ph.D. research project.

ASCoR's *Honorary Fellows* are senior researchers with a strong international reputation. Honorary fellows serve a 3-year affiliation with ASCoR and work with ASCoR faculty members on research projects, publications, and Ph.D. student supervision.

## **2.5 Personnel**

Scientific director: prof. dr. C.H. de Vreese  
Research manager: dr. S. Zwier  
Secretariat: M. Smit, W. van Maanen & L. Nieveld  
ICT support: drs. A. Schouten & B. Monné

### **Program leaders**

Persuasive communication: prof. dr. P.C. Neijens  
Media, journalism and public opinion: prof. dr. K. Schoenbach  
Media entertainment and culture: prof. dr. P.M. Valkenburg

### **Faculty**

dr. P. Bakker	dr. A. van Meurs	dr. B.C. Schouten
prof. dr. J.L.H. Bardeel	dr. M. Moorman	dr. J.M. Slevin
prof. dr. P.A.A. v.d. Besselaar	prof. dr. P.C. Neijens	prof. dr. E.G. Smit
dr. H.G. Boomgaarden	dr. M. Pantti	prof. dr. E.S.H. Tan
prof. dr. K.L.K. Brants	dr. J. Peter	dr. M. Timmers
prof. dr. A.E. Bronner	dr. Ph. van Praag	prof. dr. P.M. Valkenburg
dr. G.J. de Bruijn	dr. S.J.H.M. v.d. Putte	dr. W. v.d. Veld
dr. M.A. Buijzen	dr. E.A. van Reijmersdal	dr. P. Verhoeven
prof. dr. J.J. van Cuilenburg	dr. S.L. Reijnders	prof. dr. C.H. de Vreese
dr. W.J.L. Elving	dr. J.A. de Ridder	dr. J.H. Walma v.d. Molen
prof. dr. J.M.H.J. Hemels	dr. P.C. Ruigrok	dr. R.J.W. v.d. Wurff
dr. J. Jansz	prof. dr. A.A. van Ruler	prof. dr. E.A. van Zoonen
dr. M.A.A.M. Leenders	prof. dr. K. Schoenbach	
dr. L. Leydesdorff	dr. O. Scholten	

### **Fellows**

prof. dr. W. van der Brug	prof. dr. C.J. Hamelink	prof. dr. H.A. Semetko
prof. dr. C. van der Eijk	prof. dr. D. McQuail	
prof. dr. M. Franklin	prof. dr. W.E. Saris	



### **Ph.D. Students**

drs. M. Adriaansen  
drs. M. Antheunis  
C. Baden, M.A.  
drs. L. Bos  
Y. Chow, M.A.  
drs. L. Duits  
T. Graham, M.A.  
drs. Y. de Haan

drs. F. Hirzalla  
S.K. Lecheler, M.A.  
drs. J.S. Lemmens  
D.P. Lucio Arias, M.A.  
M. Mahrt, M.A.  
drs. F. Müller  
drs. J.L.D. Neys  
drs. E. Rozendaal

drs. A.P. Schouten  
A.R.T. Schuck, M.A.  
drs. H. Voorveld  
drs. M. Vosmeer  
J.R. Ward, M.A.  
P. Zhou, M.A.

## **2.6 Faculty profiles**

### **drs. Maud Adriaansen**

- Ph.d student  
Media, Journalism and Public Opinion
  - Researcher at Veldkamp Research
- 

### **drs. Marjolijn Antheunis**

- Ph.d student  
Media Entertainment and Popular  
Culture
- 

### **Christian Baden, M.A.**

- Ph.d student  
Media, Journalism and Public Opinion
- 

### **dr. Piet Bakker**

- Associate professor (hoofddocent)  
Media, Journalism and Public Opinion
- Board member MA-program Erasmus  
Mundus in European Journalism
- Associate reviewer of JMM Journal of  
Media Management and Electronic  
Markets

### **prof. dr. Jo L.H. Bardoel**

- Associate professor (UHD)  
Media, Journalism and Public Opinion
  - Professor of media policy at Radboud  
University Nijmegen (bijzonder  
hoogleraar)
  - Member of the International Council of  
the International Association for Media  
and Communication Research  
(IAMCR)
  - Chair of the 2006-2007 Flemish  
Review Committee on Education for  
Communication Sciences, Journalism  
and Library and Information Sciences
  - Editorial Board Member of  
Communication, the South African  
Journal for Communication Research
- 

### **prof. dr. Peter A.A. van den Besselaar**

- Professor of e-social science  
(bijzonder hoogleraar)  
Media, Journalism and Public Opinion
- Head of the Department of Science  
System Assessment, Rathenau

Instituut, Royal Netherlands Academy of Arts and Sciences

- Associate editor for The Information Society and Journal for Community Informatics
  - Editorial board member of Artificial Intelligence and Society
  - Board member of the Public Sphere Project Foundation
- 

**dr. Hajo G. Boomgaarden**

- Assistant professor (UD)  
Media, Journalism and Public Opinion
- 

**drs. Linda Bos**

- Ph.d. Student  
Media, Journalism and Public Opinion
- 

**prof. dr. Kees L.K. Brants**

- Associate professor (UHD)  
Media, Journalism and Public Opinion
  - Professor of political communication at Leiden University (bijzonder hoogleraar)
  - Director and academic advisor of MSc-program in European Communication Studies
  - Editorial board member of Acta Politica and Javnost/The Public
- 

**prof. dr. Fred (A.E.) Bronner**

- Professor of Commercial Communication  
Persuasive Communication
- Research advisor at TNS Nipo and Veldkamp Research

- Board Member of the Foundation for Fundamental Research on Commercial Communication (SWOCC).
  - Advisor concerning advertising research for Ministry of Economic Affairs and Ministry of Education, Culture and Science
  - Board of Governors Customer Media Chair at the University of Amsterdam
  - Main editor of the Jaarboek van de MarktOnderzoekAssociatie
- 

**prof. dr. Wouter van der Brug**

- Honorary fellow
  - Professor of general political science  
University of Amsterdam
- 

**dr. Gert-Jan de Bruijn**

- Assistant professor (UD)  
Persuasive Communication
- 

**dr. Moniek Buijzen**

- Associate professor (UD)  
Media Entertainment and Popular Culture
  - NWO-VENI grant holder
- 

**Yiufai Chow, M.A.**

- Ph.D. Student  
Media Entertainment and Popular Culture
- 

**prof. dr. Jan J. van Cuilenburg**

- Professor  
Media, Journalism and Public Opinion

- Chair of the Netherlands Media Authority (Commissariaat voor de Media)
  - Chair of Dutch Audience Research Foundation (Stichting KijkOnderzoek)
- 

**drs. Linda Duits**

- Ph.d Student  
Media Entertainment and Popular Culture
- 

**prof. dr. Cees van der Eijk**

- Honorary fellow
  - Professor of Social Science Research Methods; Director, Methods and Data Institute at the University of Nottingham
  - Board member of the Stichting Kiezersonderzoek Nederland
  - Editorial board member of Electoral Studies, Methodos, and Political Analysis
  - Member of the International Advisory Board of Acta Politica
- 

**dr. Wim J.L. Elving**

- Assistant professor (UD)  
Persuasive Communication
  - adviesraad Euroforum
  - Editor of Corporta Communication, an international journal
  - Member of the internationalization committee of the International Communication Association
- 

**prof. dr. Mark Franklin**

- Honorary fellow

- Professor of Political and Social Science at the European University Institute, Florence, Italy
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**Todd Graham, M.A.**

- Ph.d. Student  
Media, Journalism and Public Opinion
- 

**drs. Yael de Haan**

- Ph.d. Student  
Media, Journalism and Public Opinion
- 

**prof. dr. Cees J. Hamelink**

- Honorary fellow
- Professor of Globalisation, Health and Human Rights at the Free University Amsterdam
- Professor for Media and Human Rights at City University of London, UK
- Honorary president of the International Association for Media and Communication Research (IAMCR)
- Board member at large of the International Communication Association (ICA)
- President of the Dutch Federation for Human Rights
- Editor-in-chief of Gazette
- Editorial board member for the journals Africa Media Review, Indian Journal of Communication, Media Development, Discourse and Society, Asian Journal of Communication, International and Intercultural Communication Annual, Journal of

International Communication, Trends in  
Communication and Transnational  
Broadcasting Studies Journal

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**prof. dr. Joan M.H.J. Hemels**

- Professor  
Media, Journalism and Public Opinion
  - Guest-professor for General  
Communication Sciences at the  
University of Antwerp, Belgium
  - Board member of the  
Radboudstichting Wetenschappelijk  
Onderwijsfonds
  - Member of the State Committee  
'Metamorfoze', the Program for the  
Preservation of the national paper  
heritage of books, newspapers,  
magazines and archives, in  
cooperation with the Royal Library  
(Koninklijke Bibliotheek) and the  
National Archive (Nationaal Archief),  
The Hague
  - Member of the Steering Committee  
for Graphic Archives under the auspices  
of the Royal Society of the Book-trade  
(Koninklijke Vereniging van het  
Boekenvak, KVB), Amsterdam
  - Co-publisher of Tijdschrift voor  
Tijdschriftstudies
  - Editorial board member of Tijdschrift  
voor Strategische  
Bedrijfscommunicatie
- 

**drs. Fadi Hirzalla**

- Ph.d. Student  
Media Entertainment and Popular  
Culture

**dr. Jeroen Jansz**

- Associate professor (UHD)  
Media Entertainment and Popular  
Culture
  - Co-founder of the Dutch chapter of  
the Digital Games Research  
Association
  - Secretary of the ICA Special Interest  
Group Game Studies
  - Member of the Court of Appeal of  
Kijkwijzer (NICAM)
- 

**dr. Mark A.A.M. Leenders**

- Assistant professor (UD)  
Media Entertainment and Popular  
Culture
- 

**Sohpie K. Lecheler, M.A.**

- Ph.d. Student  
Media, Journalism and Public Opinion
- 

**drs. Jeroen S. Lemmens**

- Ph.d. Student  
Media Entertainment and Popular  
Culture
- 

**dr. Loet Leydesdorff**

- Associate professor (UHD)  
Media, Journalism and Public Opinion
- Honorary Fellow of the *Virtual  
Knowledge Studio*, The Netherlands  
Royal Academy of Arts and Sciences,  
Amsterdam
- Co-convenor of the *Triple Helix of  
University-Industry-Government  
Relations* series of conferences,  
workshops, and special issues

- International Programme Committee of the International Conferences on *Computing Anticipatory Systems*
- Editorial board member for Cybermetrics, Social Science Information, Scientometrics, Industry and Higher Education, Journal of Technology Transfer, Science & Public Policy, Infometrics, International Journal of Applied Systemic Studies, and tripleC: e-journal for cognition, communication and co-operation
- Editorial Board of Science Forum

**Diana Lucio Arias, M.A.**

- Ph.D. student  
Media, Journalism and Public Opinion

**ms. Willemijn van Maanen**

- Secretary

**Merja Mahrt, M.A.**

- Ph.d student  
Media, Journalism and Public Opinion

**prof. dr. Denis McQuail**

- Honorary fellow
- Editor of the European Journal of Communication
- Editorial board member of Political Communication
- Advisory board member of the Euromedia Research Group

**dr. Lex (A.) van Meurs**

- Assistant Professor (UD)

Persuasive Communication

- Research manager at Intomart
- Member Programmaraad Educatieve Omroep, Kamer RVU
- Editorial advisory board member  
Journal of Advertising Research

**mr. Bart Monné**

- Comlab support

**dr. Marjolein Moorman**

- Assistant Professor (UD)  
Persuasive Communication
- Director of SWOCC; foundation for fundamental research on brands and advertising

**drs. Floris Müller**

- Ph.d. Student  
Media Entertainment and Popular Culture

**prof. dr. Peter C. Neijens**

- Professor  
Persuasive Communication
- Council member of the Foundation for Research on Strategic Communication (SRSC)
- Deputy Member of the UOC, University of Amsterdam
- Member of Supervisory Board Institute for Behavioral Research, University of Twente
- President-elect European Advertising Academy
- Member of the advisory council for Media and Opinion Research,

- Rijksvoorlichtings-dienst, Ministerie van Algemene Zaken
- Member of the advisory board of the Academie voor Overheids-communicatie, Rijksvoorlichtings-dienst, Ministerie van Algemene Zaken
  - Board member HOI Instituut voor Media Auditing (Joint industry committee)
  - Editorial board member of Tijdschrift voor Communicatiewetenschap
- 

**drs. Lisa Linde Nieveld**

- Secretary
- 

**drs. Joyce L.D. Neys**

- Ph.D. Student  
Media Entertainment and Popular Culture
- 

**dr. Mervi Pantti**

- Post doctoral research fellow (Marie Curie grant holder)  
Media Entertainment and Popular Culture
- 

**dr. Jochen Peter**

- Assistant professor (UD)  
Media Entertainment and Popular Culture
  - NWO-VENI grant holder
- 

**dr. Ph. van Praag**

- Associate professor (UHD)  
Media, Journalism and Public Opinion

**dr. Bas (S.J.H.M.) van den Putte**

- Associate professor (UHD)  
Persuasive Communication
- 

**dr. Eva A. van Reijmersdal**

- Assistant professor (UD)  
Persuasive Communication
- 

**dr. Stijn L. Reijnders**

- Assistant professor (UD)  
Media Entertainment and Popular Culture
- 

**dr. Jan A. de Ridder**

- Associate professor (UHD)  
Media, Journalism and Public Opinion
  - Director of the teaching institute in communication science, University of Amsterdam
  - Member of the UOC, University of Amsterdam
- 

**drs. Esther Rozendaal**

- Ph.d. Student  
Media Entertainment and Popular Culture
- 

**dr. Nel (P.C.) Ruigrok**

- Assistant professor (UD)  
Media, Journalism and Public Opinion
  - Researcher at the Netherlands News Monitor/Press Institute
  - Member of the Editorial Board of Journal for Media, War & Conflict
-

**prof. dr. Betteke (A.A.) van Ruler**

- Professor  
Media, Journalism and Public Opinion
- Elected Vice Chair of the ICA Public Relations Division
- President Elect European Public Relations Education and Research Association
- Member of the Scientific Board of the Center for Science Communication, VU Amsterdam
- Member of the Advisory Board for Encyclopedia of Public Relations, Journal of Marketing and Communication Management, Tijdschrift voor Communicatiewetenschap, and Comma, professional journal of Public Communication
- Member of the Advisory Board Risk Communication (Nationale Voedselautoriteit)

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**prof. dr. Willem E. Saris**

- Honorary fellow

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**prof. dr. Klaus Schoenbach**

- Professor  
Media, Journalism and Public Opinion
- Director of ASCoR program 'Media, Communication and Institutions'
- Professor, Chair of Media Science, Zeppelin University, Friedrichshafen, Germany
- Editor of Publizistik: Vierteljahreshefte für Kommunikationsforschung

- Member of the editorial boards of Journal of Communication, Media Psychology, Journalism Studies, Zeitschrift fuer Medienpsychologie, Journalism & Mass Communication Quarterly and Human Communication Research
- Reviewer, journalism and mass communication research, German National Science Foundation
- Member of the Executive Committees of Stichting Wetenschappelijk Onderzoek Commerciele Communicatie (SWOCC) (Research Foundation Commercial Communication), University of Amsterdam; Internationales Centrum fuer Werbe- und Mediaforschung (ICW) (International Center of Advertising and Media Research), Hamburg; Stichting Research Strategische Communicatie (Research Foundation Strategic Communication), The Hague
- Member, Wissenschaftlicher Beirat (Advisory board), Institut fuer Medien- und Kommunikationspolitik, Berlin

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**dr. Otto Scholten**

- Associate professor (UHD)  
Media, Journalism and Public Opinion
- Director of the Press Institute

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**drs. Alexander P. Schouten**

- Ph.d Student  
Media Entertainment and Popular Culture
- Ict-support

**dr. Barbara M. Schouten**

- Assistant professor (UD)  
Persuasive Communication
- 

**Andreas R.T. Schuck, M.A.**

- Ph.d Student  
Media, Journalism and Public Opinion
- 

**prof. dr. Holli A. Semetko**

- Honorary fellow
  - Editorial board member of Political Communication, and The Harvard International Journal of Press/Politics
  - Elected Chair of the Political Communication Division of the American Political Science Association (APSA)
- 

**dr. James Slevin**

- Assistant professor (UD)  
Media, Journalism and Public Opinion
  - Senior member of King's College, University of Cambridge
  - Honorary professor at the Institute for Institut for Kommunikation, Virksomhed og Informationsteknologier, Roskilde University
  - Member of the Society of Authors
- 

**prof. dr. Edith G. Smit**

- Associate professor (UHD)  
Persuasive Communication
- Professor of Customer Media (bijzonder hoogleraar)

- Chair of the board: Foundation for fundamental research on brands and advertising SWOCC
- 

**ms. Margriet Smit**

- Office manager
- 

**prof. dr. Ed S.H. Tan**

- Professor  
Media Entertainment and Popular Culture
  - Advisory board member of International Association of Word and Image Studies (IAWIS)
  - Member of scientific committee of the Netherlands institute for Animation Film (NIAF)
  - Member of editorial board of Media Psychology
- 

**dr. Monique Timmers**

- Assistant professor (UD)  
Media Entertainment and Popular Culture
- 

**prof. dr. Patti M. Valkenburg**

- Professor  
Media Entertainment and Popular Culture
- Project leader NWO-Vici
- Chair of the Instructional and Developmental Communication Division of the International Communication Association (ICA)
- Member of the Research Committee of the International Communication Association (ICA)



- Member of the Universitaire onderzoekscommissie (UOC) (advising the Board of the University of Amsterdam on research matters)
- Member of the scientific committee of the Dutch Rating Institute for Audiovisual Media (NICAM)
- Member of the Governing board of the Netherlands Institute for the Study of Crime and Law Enforcement (Nederlands Studiecentrum Criminaliteit en Rechtshandhaving NSCR), Leiden, the Netherlands (2003-present).
- Editorial board member of Communication Research, Journal of Broadcasting and Electronic Media, Journal of Applied Developmental Psychology, Communication Yearbook, and Tijdschrift voor Communicatiewetenschap

**dr. William van der Veld**

- Postdoctoral research Media Entertainment and Popular Culture

**dr. Piet Verhoeven**

- Assistant professor (UD) Media, Journalism and Public Opinion

**drs. Hilde Voorveld**

- Ph.d Student Persuasive Communication

**drs. Mirjam Vosmeer**

- Ph.d Student

Media Entertainment and Popular Culture

**prof. dr. Claes H. de Vreese**

- professor Media, Journalism and Public Opinion
- Director of The Amsterdam School of Communications Research ASCoR
- Director of The Netherlands School of Communications Research NESCoR
- Adunct professor of Political Science and Journalism, University of Southern Denmark
- NWO-VENI grant holder
- National representative for World Association of Public Opinion Research (WAPOR)
- Member Connex 6<sup>th</sup> Framework of Excellence
- Advisor Survey of Media and Communication Studies in the Netherlands ('verkenning'), Royal Dutch Academy of Arts and Sciences, KNAW
- Editorial Board member of Political Communication

**dr. Juliette H. Walma van der Molen**

- Assistant professor (UD) Media Entertainment and Popular Culture
- Member of the KNAW Young Academy
- Member of the national expert group 'Wetenschap en Techniek in het Basisonderwijs' (Science and Technology in Primary Education)

**Janelle R. Ward, M.A.**

- Ph.d. Student  
Media, Journalism and Public Opinion
- 

**dr. Richard J.W. van der Wurff**

- Assistant professor (UD)  
Media, Journalism and Public Opinion
  - Advisor to the Dutch media Authority  
(Commissariaat voor de Media)
  - Editorial board member of New Media &  
Society
- 

**Ping Zhou, M.A.**

- Ph.d. Student  
Media, Journalism and Public Opinion
- 

**prof. dr. Liesbet (E.A.) van Zoonen**

- Professor  
Media Entertainment and Popular  
Culture
- Head of Department of Communication
- Professor Media Studies, University of  
Oslo

- Director research program: Media,  
Communication and Society
  - Member of NWO-MES program  
Committee
  - Member of NWO program committee  
Cultural Dynamics
  - Member of the Raad van Toezicht,  
Nationaal Openluchtmuseum Arnhem
  - Editorial board member for the European  
Journal of Communication, Popular  
Communication, Political Communication,  
New Media and Society, European Journal  
of Cultural Studies, Journalism Studies;  
Feminist Media Studies, Cultuur, Vlaams-  
Nederlands Tijdschrift voor Etnologie;  
Social Semiotics, Javnost/The Public,  
Critical Studies in Media Communication  
(book series), and Socialisme en  
Democratie.
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**dr. Sandra Zwier**

- Research & Ph.D. program manager
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## Chapter 3

### **3. Review per research program**

#### **3.1 Persuasive Communication**

Program leader: prof. dr. P.C. Neijens

##### **Faculty 2006**

prof. dr. A.E. Bronner  
prof. dr. P.C. Neijens  
prof. dr. E.G. Smit  
dr. S.J.H.M. van den Putte  
dr. G.J. de Bruijn  
dr. W.J.L. Elving  
dr. A. van Meurs  
dr. M. Moorman  
dr. B.C. Schouten

##### **Ph.D. students 2006**

drs. S. Brunsting  
drs. E.A. van Reijmersdal

##### **Research capacity 2006**

Faculty: n = 9, 2.81 fte  
Ph.D. students: n = 2, 1.65 fte

##### **Mission**

The program 'Persuasive communication' addresses those communication processes that are intended to achieve specific *persuasive* goals, as is the case in, for instance, marketing communication, health education, and public information campaigns. The research is aimed at understanding the dynamics that shape uses and effects of mediated persuasive communication. We study factors that explain individuals' selection, selective exposure, attention, and attraction to commercial and (public) information and education campaigns, as well as other factors that contribute to cognitive, emotional, and behavioural persuasive communication effects.

Three types of factors are distinguished: media, message, and reception factors. Media factors cover the choice of media as carriers of persuasive content and the way they are applied in campaigns. Message factors concern content and style aspects of persuasive campaigns. Reception factors deal with aspects related to the audience reception context such as social influence by peer group and family communication.

The research agenda of this group is strongly inspired by a number of current developments in the area of media and communication, which raise theoretical and applied questions for persuasive communication that are as yet unanswered. First, today's overwhelming availability of information and communication

presents problems for communicators who aim for audience attention. Issues for research are how to reach specific audiences amidst the abundance of media. Media strategies are essential here. Projects within the first area of the program - *Media strategies in campaigns*– deal with campaign strategies such as the present trend of mixing persuasion with entertainment and the resulting blurring distinctions of paid and unpaid media content. Other projects in this research area are part of our long-term research on the influence of media contexts (involvement, experiences, valence) on embedded persuasive messages. Another feature of today's media situation - fragmentation of audiences - inspires research on multimedia campaigns, a strategy that campaigners follow to cope with this situation.

Another strategy to deal with media abundance, especially relevant under high involvement conditions, is to actively involve the audience and to tailor persuasive messages at target groups. The increasing widespread dissemination of interactive media, such as interactive television and the Internet, bring unprecedented possibilities for tailored and involving communication. Theoretical and applied questions that come with these developments are also studied in the above mentioned research area.

The group has a strong record in research on the conditions under which message strategies such as persuasion, awareness, and likeability are effective. This research continues, and understanding communication determinants of health-related behaviour and brand choice is of particular relevance here. A new topic on the research agenda is the study of the conditions that affect the success of one of three strategies in persuasive message design: changing, priming, or creating audience beliefs. These topics are central in the second research area on *Message strategies in mass media campaigns*.

Today's multicultural society gives rise to a set of important questions for persuasive communication. These are studied in the research area named *The interaction between mass media and reception contexts in campaigns*. Research in this area does not only focus on (inter)cultural aspects, but also on other relevant aspects of the reception context such as social influence by peer group and family communication. Personality traits and characteristics of the environment that have an impact upon the selection, receipt and effects of public communication are studied as well.

#### **Faculty changes**

Peter Neijens ended his sabbatical year per the summer of 2006 and took over as Program Director. Eva van Reijmersdal, previously PhD student in the ASCoR-program, was appointed assistant professor at ASCoR in 2006 and joined the program group as a faculty member per January 2007. Gert-Jan de Bruijn was appointed new assistant professor in the program group, and joined per December 2006. Wim Elving, previously also in ASCoR, joined the program group. Edith Smit was appointed professor (*bijzonder hoogleraar*) in Customer Media per December.

<b>Scientific output</b>	n	n/faculty <sup>1</sup>	n/fte <sup>2</sup>
ISI-ranked articles	11	1.22	3.91
Articles in other peer reviewed journals	6	0.67	2.14
Authored books	0	0.00	0.00
Edited book	1	0.11	0.36
Book chapters	7	0.78	2.49
Dissertations	1	0.11	0.36
All	25	2.78	8.90

### **Dissertations**

Russell, D. (2006, July). *A multi-faceted multi-methodological examination of the global movie industry*.

Unpublished doctoral dissertation, University of Amsterdam.

▶ starting date: May 2004 (27 months)

promoter(s): prof. dr. P.C. Neijens & prof. dr. E.S.H. Tan

### **Funding**

*Sponsored projects during 2006*

2005-2006: Effecten van media-inzet factoren in reclamecampagnes

Sponsor: Kobalt Media

Project leader: dr. M. Moorman

2006: MediaMatics

Sponsor: McKinsey

Project leader: prof. dr. E.G. Smit

### **Honorary events**

A. E. Bronner

- Best paper award, 5<sup>th</sup> International Conference on Research in Advertising, University of Bath, 30<sup>th</sup> June- 1<sup>st</sup> July 2006

P. C. Neijens, E.G. Smit & M. Stuurman

- Top paper award Mass Communication Division, International Communication Association conference.

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<sup>1</sup> Excluding fellows and Ph.D. students

<sup>2</sup> Id.

B. van den Putte, M. Yzer & S. Brunsting

- ASCoR Baschwitz article of the year award 2005.

A. E. van Reijmersdal, P.C. Neijens & E.G. Smit

- ASCoR Baschwitz article of the year award for young researchers 2005.

### **Research in 2006**

We discuss the developments in the research program in 2006 for the three research areas of the program:

- media strategies in campaigns
- message strategies in mass media campaigns
- the interaction between mass media and reception contexts in campaigns

#### *Media strategies in campaigns*

Projects within the *media strategies area* study the effects of media factors on the uses and effects of persuasive campaigns. Over the last few years, campaigners increasingly combine several media in one campaign, the so called 'multimedia strategy'. Two studies on multimedia effects were conducted in 2006: Bronner presented a book on multimedia synergy that summarizes the literature in the field, and Moorman analysed how media consumption patterns can optimise multimedia strategies.

Together with a multimedia media approach, campaigners also increasingly make use of brand placements, thereby intertwining advertising and editorial content. A PhD project by Van Reijmersdal on this development in the media landscape was completed in 2006. As well, Van Reijmersdal, Neijens, and Smit continued their research on brand placement with a content analysis of brand placement programs on TV channels in different European countries. They also analysed audience reactions to brand placement in customer magazines, and conducted a literature review into factors that influence audience reactions to brand placement. Bronner was involved in a research project that looked at the future of advertising in an interactive context, in which mixtures of advertising and editorial content is also becoming increasingly important. TNO and several ministries were involved in the project. The study included interactive TV advertising, the Internet and mobile telephony.

Smit and Neijens studied audience responses to newspaper ads. They analysed effects of media and audience factors on attention and liking of newspaper ads based on surveys of more than 25.000 newspaper readers. A study of the changing role of ad likeability of TV commercials in campaigns was conducted by Smit, Van Meurs and Neijens. Role perceptions of journalists and PR people and opinions on their mutual relationship were studied by Neijens and Smit. Neijens also investigated the media strategies of governments in the context of policies that were not (yet) adopted in Parliament. Van Meurs



published on a data fusion project in which campaign tracking data and people meter data were merged. The number of contacts with a campaign was estimated as an alternative to frequency recall questions in this study.

Van den Putte and Brunsting studied web-based computer tailored feedback of health communication. Van den Putte also studied the relative importance of media presence (campaign pressure) versus the content of the message in campaigns. Van Meurs and Van den Putte studied an evaluation system for the quality of the three TV channels and TV programs of the Dutch Public Broadcasters. This information is relevant for the development of media strategies for campaigns.

Projects within the *message strategies area* study the effectiveness of message and advertising strategies. Under this umbrella, Moorman and Van den Putte studied message framing effects in the context of a smoking cessation campaigns. Elving studied message effects in the context of communication of large organizations, in particular Dutch ministries, during organizational change. He also studied management and effects of visual identity of organizations. Van den Putte studied which variables affect the correct identification of the advertised brand in television commercials. Factors that were studied include message content, media exposure level, brand familiarity, brand appreciation, and consumer demographics.

*Personal characteristics of the reception context* were studied by Schouten. She conducted a literature study on culture and medical communication, and an empirical study into conversation structures in general practice with native-born and ethnic minority patients. Supported by Stivoro, Van den Putte studied the influence of peer group communication in the context of a smoking cessation campaign. Bronner investigated in a longitudinal study the effects of family communication on family holiday decisions and implications for information search behaviour and advertising. He also studied another reception context factor -mood - and its consequences for the effects of (newspaper) advertising. De Bruijn and colleagues showed that past behaviour was the strongest predictor of young adolescents' current health behaviour, and largely nullified the influence of behavioural intention. Furthermore, De Bruijn and colleagues proposed a framework that may guide the formation of hypotheses regarding the role of habit and personality in health behaviour determinant and intervention research. De Bruijn also investigated the influence of environment factors on adolescent physical activities and consumption patterns. In order to contribute to the development for more effective health promotion campaigns, Van den Putte studied those factors that determine the success of a smoking cessation attempt, in comparison with attempts that fail. In another study, he examined the influence of previous failed attempts on subsequent smoking cessation attempts.

**An assessment**

2006 was a very productive year for the program group. This was reflected in the number and quality of the studies that were conducted and the number and quality of the publications and outlets. Several researchers received awards for their papers on international scientific conferences. The solid basis in empirical research is a strong asset of the research program. Next to this sound foundation in the scientific community, the research continues to be related to important developments in the professional community and industry. This creates connections and sponsoring of research.

**Research in 2007**

The research team will be extended in 2007 with three new faculty members and two new PhD students. One of these PhD project concerns the uses and effects of websites that are targeted around brands, and another project focuses on audience involvement with mass mediated health campaigns. Especially the health communication angle of our research will be strengthened by the latter project as well as new faculty members. This investment is very promising for the furthering of *ASCoR*'s research program in Persuasive Communication.

### **3.2 Media, Journalism and Public Opinion**

Program leader: prof. dr. K. Schoenbach

#### **Faculty 2006**

prof. dr. J.J. van Cuilenburg  
prof. dr. J.M.H.J. Hemels  
prof. dr. A.A. van Ruler  
prof. dr. K. Schoenbach  
prof. dr. C.H. de Vreese  
prof. dr. P. van den Besselaar  
dr. P. Bakker  
prof. dr. J.L.H. Bardoel  
prof. dr. K.L.K. Brants  
dr. W. van der Brug  
dr. L. Leydesdorff  
dr. Ph. van Praag  
dr. J.A. de Ridder  
dr. O. Scholten  
dr. B. van den Hooff  
dr. J.M. Slevin  
dr. P. Verhoeven  
dr. R.J.W. van der Wurff  
dr. P.C. Ruigrok  
dr. W. van der Veld

#### **Ph.D. students 2006**

drs. M.A. Adriaansen  
C. Baden, M.A.  
drs. D. van Bennekom  
drs. H. Boomgaarden  
T. Graham, M.A.  
S.K. Lecheler, M.A.  
drs. P.M. Leendertse  
D.P. Lucio Arias, M. A.  
drs. C. Nevejan  
A.R.T. Schuck, M.A.  
E. Vasileiadou, M.A.  
drs. E. de Waal  
J. Ward, M.A.  
P. Zhou, M.A.

#### **Research capacity 2006**

Faculty: n = 20, 6.75 fte  
Ph.D. students: n = 14, 9.10 fte

#### **Mission**

The program "Media, journalism and public opinion" addresses the *information* function of communication. It studies how, and under which conditions, news and other societal information are produced, their content, how audiences use and process this content, and what effects it has on individuals, groups, organizations and society. Research in this program often entertains an internationally comparative orientation and also deals with methodological issues, i.e., data gathering and procedures for data analysis.

The program addresses two main research areas:

(1) *Production and content of news and other societal information*, i.e., the processes, conditions, and constraints of communication production, the meaning that is constructed in the media, and how much it represents the diversity of opinions, ideas, and issues in society. We ask how the governance of communication (media policies, economic conditions and media-management practices) fosters, facilitates, or impedes the organization and development of a public communication system for an open and informed society. How do public and private organizations contribute to this goal?

(2) *Uses and the effects of news and information*. Research within this area investigates how citizens, organizations, and institutions use media and communication to become informed about public affairs and to participate in them. We aim to understand how information is processed and what effects it has on individuals, groups, organizations, and society.

### **Faculty changes**

Willem Saris retired early 2006, but will remain an ASCoR Honorary Fellow, and so his collaboration with the program group will continue. Further, Bart van den Hooff accepted an associate professorship at the Free University Amsterdam.

Otherwise, the program group saw a considerable gain in research capacity. Hajo Boomgaarden, previously PhD student in the program group, was appointed assistant professor of political communication commencing in January of 2007. Nel Ruigrok, who is a project fellow in the News Monitor project sponsored by the Persinstituut, became an ASCoR member. Also, William van der Veld was appointed postdoctoral fellow in an EU-sponsored project and joined this program group.

Six new PhD students started their projects in 2006: Maud Adriaansen, Christian Baden, Linda Bos, Fadi Hirzalla, Sophie Lecheler, and Diana Lucio Arias. Four PhD students finished their projects in 2006: Hajo Boomgaarden, Matthijs Leendertse, Caroline Nevejan, and Ester de Waal. Two of the four have already submitted their doctoral thesis, and the other two will follow early 2007.

<b>Scientific output</b>	n	n/faculty	n/fte
ISI-ranked articles	25	1.25	3.70
Articles in other peer reviewed journals	19	0.95	2.81
Authored books	1	0.05	0.15
Edited book	2	0.10	0.30
Book chapters	26	1.30	3.85
Dissertations	2	0.10	0.30
All	74	3.70	10.96

### **Dissertations**

Bakker, S. de (2006, February). *Organizational members within the information society: Coping with information overload*. Unpublished doctoral dissertation, University of Amsterdam.

▶ starting date: May 1999 (70 months)

promoter(s): prof. dr. J.J. van Cuilenburg & dr. J.A. de Ridder

Veld, W. van der (2006, April). *The survey response dissected: A new theory about the survey response process*. Unpublished doctoral dissertation, University of Amsterdam.

▶ starting date: July 1999 (70 months)

promoter(s): prof. dr. W.E. Saris

### **Funding**

*NWO sponsored projects during 2006*

2004-2007 NWO-Veni: Professional politics, professional media

Project leader: prof. dr. C.H. de Vreese

2005-2009 Referendum Campaign Dynamics

Project leader: prof. dr. C.H. de Vreese

Project fellow: A. Schuck, M.A.

*2<sup>nd</sup> fs sponsored projects during 2006*

2001-2006 Essie

Sponsor: European Community  
Project leader: prof. dr. W. Saris &  
dr. I. Gallhofer

2005-2006 Prime

Sponsor: European Commission  
Project leader: dr. L. Leydesdorff

*Other sponsored projects during 2006*

2002-2007 Onlinekranten

Sponsor: Bedrijfsfonds van de Pers  
Project leader: prof. dr. K. Schoenbach  
Project fellow: drs. E. de Waal

2005-2010 Nieuwsmonitor

Sponsor: Persinstituut  
Project leader: dr. O. Scholten  
Project fellow: dr. N. Ruigrok,  
dr. P. Vasterman, drs J. Takens

2006 Using ICTs in research collaboration

Sponsor: KNAW  
Project leader: prof. dr. P. van den Besselaar  
Project fellow: E. Vasileiadou, M.A

2006 JRA3

Sponsor: European Commission  
Project leader: prof. dr. W. Saris  
Project fellow: dr. W. van der Veld

2006: Volkskrant op zaterdag

Sponsor: Volkskrant  
Project leader: dr. P. Bakker

2005-2006 Civic Journalism

Sponsor: Limburgs Dagblad  
Project leaders: dr. P. Bakker &  
prof. dr. K. Schoenbach

2006-2007 Framing a secure Europe in News  
and public opinion

Sponsor: Riksbankens Fond  
Project leader: prof. dr. C. H. de Vreese

### **Honorary events**

B. van Ruler:

- Honorary Scientific Diploma of the Public Relations Research Institute of Iran.

W. van der Veld:

- “Cum laude” for his doctoral dissertation.

### **Research in 2006**

Three major research projects deal with the two areas of study in this program group (see above):

#### *The production of public communication*

The key question within this research project is how public communication is constructed by the media, by audiences and organizations. Researchers are interested in how professionals and other communicators select, structure, present, and interpret community issues. They study how the socialization, roles, and working conditions of communication professionals influence their messages and the effects that these may generate. A major topic is the role of new as well as older media and information channels in the social construction of news and information.

Public relations and communication management in 28 European countries is a research project that Betteke van Ruler has been active in. She also did an analysis of how communication management in the Netherlands is organized. The societal role of journalists in conflict situations, such as wars, has been studied by Nel Ruigrok. Pieter Verhoeven's research on the growing lay orientation of medical science on Dutch television between 1961 and 2000 has expanded into studying science in television news in the Netherlands and some other European countries. Loet Leydesdorff continued his internationally renowned work on communication and innovation in the dynamics of science and technology. In his research area a number of researchers at ASCoR collaborate with the research unit Virtual Knowledge Society at the Royal Academy of Arts and Sciences and the Science Systems Assessment unit of the Rathenau Institute in The Hague. Peter van den Besselaar, head of the latter group, focuses in his ASCoR research especially on the role of modern ICT on scholarly communication and on innovation. Richard van der Wurff completed a longer-term research project in cooperation with Edmund Lauf of ASCoR and members of the COST A20 network, on the question whether news media, including print and online newspapers, complement or substitute each other in terms of content and services.

#### *Media and communication governance*

This research project investigates the ways in which government policies and strategies of media and other institutions influence how the social communications system and public communication within that system are organized and what they produce. 'Access', 'diversity' and 'quality' are the key concepts that guide theoretical and normative assessments of the societal performance of communication systems. The major question is how media policies, market economic conditions, and media management practices foster or impede the development and organization of an open and innovative communications system that generates and provides access to diverse content of the highest possible quality at the lowest possible (social and economic) cost.

Within this project, research by Jo Bardoel has concentrated on media accountability and responsibility - e.g., the dilemma between audience ratings and quality in public broadcasting. Together with Kees Brants he has also been working on challenges of and changes in institutional (media) and professional (journalism) governance arrangements in the Netherlands. Piet Bakker has continued with his internationally renowned studies on free daily newspapers, their content, economic conditions and their impact on traditional media. Investigations on the communication policy of churches, especially the Roman Catholic dioceses in the Netherlands, and on the relationship between journalism and the changing technical production of newspapers in the twentieth century in the Netherlands have been pursued by Joan Hemels.

#### *Content and effects of political communication*

Research within this project focuses on the contributions of the media to citizens' knowledge and understanding of political issues, the audience's perception of social issues and groups, and its participation in the political field. Researchers investigate the role of different information channels for the public sphere and for expressions of citizenship. Research in this project often entertains an internationally comparative orientation and also deals with methodological issues connected to the development and testing of instruments for data gathering and procedures for data analysis.

In 2006, the project included three main areas. In the first area, focusing on the role of the media and the campaign in Dutch elections, ASCoR launched the 'ASCoR Election Study' which involves an extensive media content analysis of the 2006 Dutch elections. The election study is part of several ongoing research projects and PhD dissertations at ASCoR. Jan de Ridder, Otto Scholten and Nel Ruigrok were working with *NESCoR* colleagues at the Free University and the Dutch "News Monitor" to continue a long-standing tradition of election and campaign research. They prepared a book on the 2006 Dutch general elections which was published early in 2007. In collaboration with colleagues from the University of Antwerp, Kees



Brants, Philip van Praag and Claes de Vreese have held an extensive survey among political journalists and politicians about their role relationships and other issues.

In the second research area, the role of the media for public opinion and voting behavior in the context of European integration, studies continued on the 2004 European Parliamentary elections and the 2005 referendum in the Netherlands on the EU Constitutional Treaty. Claes de Vreese and Hajo Boomgaarden were working on the 2004 election campaign, on the conditional nature of media effects on public support for the EU and on how effects of news media and political knowledge and mobilization are contingent upon characteristics of news media content and the individual recipients. Andreas Schuck and Claes de Vreese studied how risk news framing can affect public support for EU enlargement, and the first results from the study of the 2005 referendum, also drawing on the notion of news risk framing, were presented at international conferences. Research was also continued by Peter Neijens and Philip van Praag on the role of the media and the campaign for referendums. Claes de Vreese edited a special issue of *Party Politics* devoted to this theme. Finally, Wouter van der Brug's work concerned the dependent variable in research on electoral behavior. He pleads for the use of 'utilities' as the dependent variable.

In the third research area, the contribution of "research" (or "pull") and "display" (or "push") media to democracy has been an extensive research project by Klaus Schoenbach and Ester de Waal since 2002: The key question here is if it is dangerous for democracy if media (such as the Internet) grant, but also require from, their audience an almost unlimited autonomy in selecting what to read, listen and watch. Because that way a common core of public-affairs knowledge may be lost. The project has analyzed a representative survey of the Dutch population in combination with a second (panel) wave to find out how different information channels influence the range of the public-affairs agenda of the Dutch citizenry – in general, but also in different topical areas, such as politics, sports, culture, etc.

#### **An assessment**

Our research of 2006 shows a wide variety of topics within the overarching research questions of how public communication is produced and used, and what effects it has on all levels of society. Our studies in 2006 have found answers to those questions from a wide range of theoretical and methodical perspectives and contributed to practical solutions for issues in society. The scientific output included 25 publications in ISI ranked journals and more than 20 papers presented at international conferences. Our research capacity was expanded with a new assistant professor and several new PhD projects starting.

#### **Research in 2007**

Challenges of and changes in institutional (media) and professional (journalism) governance arrangements in the Netherlands, will be expanded by a PhD candidate. Joan Hemels' studies on the communication policy of churches will lead to a book publication.

Research on the contents and effects of political communication will expand further in 2007. The first results from the study of the campaign leading up to the Dutch elections in 2006 will appear as a book. The first research findings from a project on the effects of framing politics in the news will be presented as well as first results from the project on media and public support for a common European defense and security policy. A volume edited by Claes de Vreese on the dynamics of referendum campaigns and the role of the media will appear at Palgrave Macmillan. Claes de Vreese also obtained a research grant of 500.000 euro from a European collaboration of national science foundations to lead an international group of scholars doing research on the relationship between media, religion and euroskepticism. This project involves a PhD to be placed at ASCoR in 2007.

Klaus Schoenbach and Lex van Meurs got an NWO grant to investigate how television programming structures further or hinder the audience to circumvent information offers on TV. The project uses the official Dutch people-meter data and analyzes sequential patterns of individual TV viewing since 1987.

### **3.3 Media Entertainment and Popular Culture**

Program leader: prof. dr. P.M. Valkenburg

#### **Faculty 2006**

prof. dr. E.S.H. Tan  
prof. dr. P.M. Valkenburg  
prof. dr. E.A. van Zoonen  
prof. dr. T. ter Bogt  
dr. I.C. Meijer  
dr. J. Jansz  
dr. M.A.A.M. Leenders  
drs. S. Reijnders  
dr. M. Timmers  
dr. J.H. Walma vd Molen  
dr. S. Wyatt  
dr. M. Buijzen  
dr. J. Peter  
dr. M. Pantti

#### **Ph.D. students 2006**

drs. M. Antheunis  
Y. Chow, M.A.  
drs. L. Duits  
drs. F.A. Hirzalla  
drs. A.F.M. Krijnen  
drs. J. Mulder  
drs. F. Müller  
drs. E. Rozendaal  
drs. A.P. Schouten  
drs. M.S. Vosmeer  
drs. A.J. Zwaan

#### **Research capacity 2006**

Faculty: n = 14, 6.50 fte  
Ph.D. students: n = 13, 6.74 fte

#### **Mission**

This research program addresses the *entertaining* role of communication and information. The program has a strong thematic focus on issues surrounding media entertainment and popular culture genres. The program's orientation is interdisciplinary: Researchers in this domain draw on and contribute to communication theory as well as psychological, sociological, and cultural theories. The approach is multi-methodological: Researchers use different research designs, such as experimental, (causal) correlational, and inductive research methods. In addition, they rely on content analyses, surveys, laboratory experiments, focus groups, in-depth interviews, and participant observations to gather data. The key questions of the program are (1) which individual or collective factors explain people's use, attention, and attraction to entertainment media and popular culture?, (2) what are the patterns of use and the consequences of media entertainment and popular culture, and (3) how are cultural identities and citizenship articulated in entertainment and popular culture and through the use of entertainment and popular culture?

The coherence of this interdisciplinary and multi-methodological program lies in three shared themes: The first is a focus on entertainment media content, that is, content designed to offer its users diversion and

enjoyment. The program employs a broad definition of media entertainment. It deals with entertainment genres such as music television, reality entertainment, and sports, but also with interactive entertainment such as games and friend networking sites. These entertainment media are typically used voluntarily; in everyday leisure situations, and not in organizational or educational contexts.

A second common focus of the program pertains to the role of entertainment media and popular culture in processes of social and psychological inclusion and exclusion. The program is characterized by a shared concern about 'vulnerable' audiences, in both developmental (i.e., children and young people) or societal terms (e.g., gender, ethnic minorities). While the use of entertainment media can differ greatly among audience groups, defined in terms of age, gender, and ethnicity, researchers do assume that entertainment content and popular culture are used to develop, define, and manage individual and/or collective identities.

The third and final commonality of research within this program is the focus on exploring and unravelling the processes underlying the uses, appeals, and reception of everyday entertainment media and popular culture. The research clustered in this program is based on the perspective that individual or collective differences among audience members or groups cause them to seek out different media, use those media differently, and respond to them differently. Research on the use and reception of media entertainment and popular culture has developed greatly in the past three decades, but there is still little understanding of specific factors that result in the appeal and reception of different types of media entertainment and popular culture. The program seeks to fill the relative void of theories and to investigate differences in user competences and motivations, and their interaction with content features in the immediate experience.

#### **Faculty changes**

Stijn Reijnders, previously PhD student in the program group, was appointed assistant professor and joined the program group per the summer of 2006. There were however also some significant losses: Irene Costera Meijer was appointed associate professor at the Faculty of Humanities at UvA, whereas Sally Wyatt was appointed researcher at KNAW's Virtual Knowledge Studio. The chair in Pop Music, Tom ter Bogt (*bijzonder hoogleraar*) moved to Utrecht University, and the two PhD students supervised by Tom ter Bogt, Juul Mulder and Koos Zwaan, went to Utrecht University as well.

There was a gain in PhD student projects. Linda Bos and Fadi Hirzalla started their projects in 2006, also mentioned under the MJPO program group because these two projects cross-cut these two domains. Two other new PhD students in 2006 are Flors Mueller and Esther Rozendaal. Tonny Krijnen ended her project in the autumn of 2006 and will defend her thesis early 2007.

<b>Scientific output</b>	n	n/faculty	n/fte
ISI-ranked articles	16	1.14	2.46
Articles in other peer reviewed journals	8	0.57	1.23
Authored books	0	0.00	0.00
Edited book	0	0.00	0.00
Book chapters	13	0.93	2.00
Dissertations	3	0.21	0.46
All	39	2.79	6.00

### **Dissertations**

Aalberts, C. (2006, May). *Aantrekkelijke politiek? Een onderzoek naar jongeren en popularisering van politiek*. Doctoral dissertation, University of Amsterdam. Amsterdam: Aksant.

▶ starting date: July 2001 (59 months)

promoter(s): prof. dr. E.A. van Zoonen

Reijnders, S. (2006, May). *Holland op de helling. Televisieamusement, volkscultuur en ritueel vermaak*. Doctoral dissertation, University of Amsterdam. Alphen aan de Maas: Veerhuis.

▶ starting date: January 2002 (53 months)

promoter(s): prof. dr. E.A. van Zoonen

### **Funding**

*NWO sponsored projects during 2006*

2003-2008 Unlikely gamers

Project leader: prof. dr. L. van Zoonen & dr. J. Jansz

Project fellow: drs. M. Vosmeer

2004-2009 NWO-Vici: Internet, family life, and social well-being in childhood and adolescence

Project leader: prof. dr. P.M. Valkenburg

Postdoctoral project fellow: dr. J. Peter & dr. W. van der Veld

Project fellow: drs. A. Schouten

2004-2007 NWO-Veni: Developing a model of family purchase decision making

Project leader: dr. M. Buijzen

2005-2008: NWO-MES: Internet, family life, friendships, and loneliness: The Instant Message generation

Project leader: prof. dr. P.M. Valkenburg

Project fellow: drs. M. Antheunis

2005-2008 NWO-Veni: Effect of online sexual explicitness on adolescents' sexual attitudes and sexual self

Project leader: dr. J. Peter

*2<sup>nd</sup> fs sponsored projects during 2006*

2006-2008: Civicweb

Project leader: prof. dr. L. van Zoonen

Project fellow: drs. F. Hirzalla & J. Ward, MA

2006-2008: Mediation of emotions  
(Marie Curie fellowship)

Project leader: dr. M. Pantti

*Other sponsored projects during 2006*

2004-2006 Festival project

Sponsor: BUMA Stemra

Project leader: dr. M. Leenders

**Honorary events**

M. Buijzen

- Top paper award, Instructional and Developmental Communication Division, ICA conference.

M. K. Pantti

- Awarded Marie Curie fellowship from the European Commission

A. Schouten, P., Valkenburg, & J. Peter

- Top-two paper award, Communication and Technology Division, ICA conference.

S. L. Reijnders

- ASCoR Excellence grant

**Research in 2006**

*Media entertainment*

The research in this subproject deals with the cognitive, emotional, and behavioral responses to entertainment media. Researchers study how users experience media entertainment in terms of attention, comprehension, aesthetic pleasure, and perception. In 2005, Jeroen Jansz published two articles on videogames in general, one theoretical article about the emotional appeal of games, and one empirical article about the added value of gaming in dedicated LAN groups. An important result of his research this year is a reestablishment of focus, namely on specific game titles. Players of various popular online First Person Shooters were studied, and so were female players of The Sims. Jansz' aim is (a) to build on a theory of game experience and enjoyments related to gaming, and (b) to build on a body of knowledge

about gaming as entertainment, thereby associating emotional features of games with social identity and gender of players.

Monique Timmers' project dealt with television viewers' parasocial interaction with media entertainment personae. She finished a study on the role of viewers' personal concerns, identification and narrative theme on emotions and pleasure. Ed Tan continued work on two larger projects in 2006, one on entertainment genre categorization, and another emotion in viewing visuals. Both projects aim at throwing light on entertainment users' competences. In the genre categorization project, Tan finished three empirical studies together with Valentijn Visch (his former PhD student at the VU). These studies addressed the role of style parameters in film genre recognition. As part of that project also a study on visual metaphors was published. Finally, studies of interest as a basic emotion in entertainment will be pursued, relating to both Jeroen Jansz and Monique Timmers' research projects.

#### *Media and popular culture*

The project on Media and Popular Culture focuses in the main on the role of popular culture in constructing cultural identity and encouraging various dimensions of citizenship. Researchers investigate the expression of national and ethnic identities in specific media genres, both how media texts represent these identities and how they are received by individuals. The project raise questions about how groups such as ethnic minorities, women, homosexuals, and the elderly are portrayed in the media and examines how specific uses of media contribute to inclusion in specific lifestyles and subcultures and to exclusion from others. The 2006 publications have been particularly strong with respect to the articulation of popular culture and citizenship, and in the area of television as a carrier of traditional and new forms of popular culture.

The dissertation of Chris Aalberts, defended in May 2006, produced a series of new insights in the beneficial and/or detrimental effects of the use of popular culture in the context of parliamentary politics and citizenship. Aalberts' dissertation provides important modifications of the idea that popularized politics may enable the closure of the gap between young citizens and their political representatives. Van Zoonen's 2006 publications about political personalities and personalization provide a more situated analysis of two international political leaders (Angela Merkel of Germany, and Tarja Halonen of Finland) and one national leader (Jan Peter Balkenende, prime minister of the Netherlands). Her results show that all three leaders have had uncomfortable confrontations with popular culture, for instance satirical treatment in television talk shows and cynical comments on their appearance. Yet, this popular treatment has not necessarily been detrimental to their public appeal. The unpolished images of Halonen, Merkel and Balkenende have in all three cases produced the impression among citizens that their personae are authentic, which has become a key quality in an era of public make-overs and spin doctoring.

In the area of popular television, several studies appeared in 2006 which deconstructed the appeal of reality television such as Big Brother and other forms of television entertainment based on and inviting audience participation, for instance Idols. Pantti analyzed a range of reality shows and found them to be exemplary for contemporary confessional culture in which the key attraction is the disclosure of true emotions. Van Zoonen's analysis of international research about Big Brother found that most research indeed identifies authenticity as the key value in the program, especially in Western industrialized countries with a fragmented individualized culture. Yet, in developing countries with strong separations between specific groups of the population, such as (South) Africa and Latin America, the particular national Big Brother versions have also been shown as exercises in community building, by demonstrating how people from different backgrounds manage to get along in the confined space of the Big Brother house, acting, in fact, as a metaphor for the nation.

Reijnders focused on different television genres in his dissertation (defended in May 2006) and their relation to with pre-television traditions of folk and national culture in The Netherlands. This project has also resulted in journal publications, and the output this year concerned the program Idols mainly. The results of the Idols study connect media studies with ethnology and history, by demonstrating, first, how this shows is related to much earlier forms of singing contests, for instance in the *Landjuwelen* of the 17th and 18th century and radio and television talent contests. Secondly, Reijnders' studies show this television program has been appropriated in everyday festive cultures of audiences: Schools, camp sites, and neighborhoods have organized their own Idols parties, mimicking presenters, juries, candidates and audiences. The TV-show thus was made part of wider processes of community and (local) identity building.

#### *Children and the media (CAM)*

In the past decade, children and adolescents have become the defining users of many media and technologies, such as computer games and the Internet. They generally spend more time than adults with these media, and, as a result, have become the primary target group of many media producers. Despite a booming media industry specifically aimed at young people, relatively little is known about the cognitive, affective and social implications of these media productions. The main aim of this research group is to develop theory and method on the uses and specific consequences of different types of media for children and adolescents.

The research of the NWO-Veni project of Moniek Buijzen focused on the development of children as consumers and the effects of advertising on children and young people. In 2006, Buijzen finished an observation of parent-child communication in retail environments. In addition to the NWO Veni project,



Buijzen instigated two other research lines. A first focuses on parent-child mediation of children's media responses (e.g, advertising responses, and emotional responses). In 2006, she finished an article on this topic together with Juliette Walma van der Molen. A second research line involved the impact of advertising and children's materialistic orientations and life satisfaction. A third research line focuses on the relation between advertising and childhood overweight. A second line focuses on children's advertising literacy. Together with a newly appointed Ph.D. student Esther Rozendaal and Patti Valkenburg, Buijzen will investigate the development and nature of advertising literacy.

The first pilot studies of the NWO-Veni project of Jochen Peter have showed that a considerable proportion of Dutch adolescents are exposed to online sexually explicit material, and that such material may have adverse consequences for adolescents' attitudes towards sexuality. Jochen Peter continued with a theoretical and empirical elaboration of his research on the consequences of sexually explicit online material on adolescents' sexual attitudes and the development of their sexual self. In 2007, Peter will try to integrate the findings of the previous year into more general overarching models with which he also hopes to fill several gaps in existing literature on the subject.

The NWO-Vici group of Patti Valkenburg, which aims to investigate the social consequences of the Internet on children and adolescents, realized several publications in 2006. An important aim of this project was to build and investigate explanatory models on the effects of online communication on the quality of friendships and well-being. In 2006, the second wave of a longitudinal study was collected. This study offers the opportunity to pit several explanatory hypotheses, such as the displacement hypothesis and stimulation hypothesis, against each other. Results of the Vici studies are more in line with a stimulation than a displacement effect. The Internet offers them opportunities to disclose themselves, to boost their self-presentation, and to form and maintain a wider network of relationship. Several studies showed that different types of online communication have positive direct and indirect effects on adolescents' social competence, their self-esteem, well-being, and the quality of existing friendships. Adolescents seem to use the internet as a means to expand and maintain their network of friends.

### **An assessment**

The MECP program group hosts people with a wide variety of backgrounds, including communication science, sociology, anthropology, psychology, pedagogy, cultural studies, and political science. As a result, an equally broad range of research paradigms and methods are utilized in this program group. The research designs in the group range from laboratory experiments to critical participant observations. However, despite this apparent diversity in the program group, the past years have witnessed a sustained need of the researchers in this group to discuss and validate research ideas with other members. As argued earlier, the shared interest of researchers in this group on everyday-life entertainment media and

genres encourage an inherent interest in each other's work. The program group has realized on average 2.46 ISI-ranked publications per fte. Several young scholars, including Alexander Schouten, Jochen Peter, Stijn Reinders, and Moniek Buijzen received top-paper or other excellence awards. The MECP domain clearly hosts several promising research lines that will lead to several high-quality contributions to the communication research literature.

### **Research in 2007**

In 2007, most lines that have been instigated in the different subgroups will be continued. Jeroen Jansz' theoretical line of research about emotions and gaming will be extended in a project (with Ed Tan) about 'interest' as the focal emotion in the gaming experience. In 2007, a new project on consciousness and film viewer activity will be started. In 2007 Monique Timmers will finish a study on the effects of narrative theme, empathy with personae and viewer gender on emotion intensity. Finally, Ed Tan will finish a theoretical study aiming at a cognitive model of genre, and report on additional experiments in genre recognition. In the project on emotion and visuals he finished a set of studies on attractiveness of theatrical posters to viewers of varying expertise.

As for the media and popular culture subgroup, a newly proposed project about the role of soccer for anti-racism and cultural diversity campaigns will take off and lead to several publications by Van Zoonen and colleagues. The other projects about ethnicity and popular culture are also expected to bear fruit in the next year, given the number of current submissions to journals. In 2007 a number of NWO proposals will be submitted in the area of popularization of politics, games, and popular culture tastes. Moreover, the media and popular culture research group is the coordinator of an initiative of the Faculty of Social and Behavioural Sciences to group the diverse research projects around culture that exist in the Faculty.

The CAM group will start several new projects in 2007. First, a new proposal on the consequences of a rapidly growing sexualized media environment for adolescents' attitudes towards sex and gender roles will be started. Another new research proposal involves the antecedents and consequences of several types of Internet addiction. Moniek Buijzen will conduct a family survey on children's influence in family purchase decisions. In addition, she will submit an NWO VIDI proposal about children's health and happiness in the consumer culture. Insights from the studies on childhood overweight, materialism, and life satisfaction will be used to design this project.



## Appendices

## **Appendix A Faculty**

**Table 1 – ASCoR faculty in fte per December 2006**  
as a function of funding source and academic position

	<b>1<sup>st</sup> fs</b>	<b>2<sup>nd</sup> fs</b>	<b>3<sup>rd</sup> fs</b>	<b>Self-supporting</b>	<b>All</b>
Professor	2.09 (n = 8)	1.20 (n = 2)		*	3.29 (n = 10)
Adjunct professor	*	*	0.52 (n = 2)		0.52 (n = 2)
Associate professor	3.73 (n = 10)	*	0.24 (n = 1)	*	3.97 (n = 11)
Assistant professor	2.66 (n = 11)	*	0.20 (n = 1)	*	2.86 (n = 11)
Postdoctoral fellow	*	1.70 (n = 2)	2.30 (n = 3)	*	4.00 (n = 6)
<b>All faculty</b>	<b>8.48 (n = 29)</b>	<b>2.90 (n = 4)</b>	<b>3.26 (n = 6)</b>	<b>*</b>	<b>14.64 (n = 38)</b>
Ph.D. student	8.48 (n = 10)	2.80 (n = 3)	3.31 (n = 5)	2.75 (n = 4)	14.58 (n = 22)

Note 1: fs = funding source

Note 2: Fte's add up, but personnel numbers do not necessarily add up in this table: One and the same researcher may work in different funding streams, and one and the same person may occupy a postdoctoral position but also be (associate/assistant) professor. The totals are corrected for these instances.

**Table 2 – ASCoR faculty per December 2006**

<b>Name</b>	<b>fte</b>	<b>program</b>	<b>professor</b>	<b>associate</b>	<b>assistant</b>	<b>postdoc</b>	<b>Ph.D.</b>
Adriaansen	0.40	MJPO					3 <sup>rd</sup> fs
Antheunis	1.00	MEPC					2 <sup>nd</sup> fs
Baden	1.00	MJPO					self-supp.
Bakker	0.40	MJPO		1 <sup>st</sup> fs			
Bardoel	0.32	MJPO		1 <sup>st</sup> fs			
van den Besselaar	0.32	MJPO	3 <sup>rd</sup> fs				
van Bennekom	0.80	MJPO					1 <sup>st</sup> fs
Boomgaarden	0.85	MJPO					1 <sup>st</sup> fs

**Table 2 – Continued**

<b>Name</b>	<b>Fte</b>	<b>program</b>	<b>professor</b>	<b>associate</b>	<b>assistant</b>	<b>postdoc</b>	<b>Ph.D.</b>
Bos	0.85	MJPO/ MEPC					1 <sup>st</sup> fs
Brants	0.31	MJPO		1 <sup>st</sup> fs			
Bronner	0.16	PC	1 <sup>st</sup> fs				
van der Brug	0.40	MJPO		1 <sup>st</sup> fs			
de Bruijn	0.05	PC			1 <sup>st</sup> fs		
Brunsting	0.85	PC					1 <sup>st</sup> fs
Buijzen	0.80	MEPC			1 <sup>st</sup> fs	2 <sup>nd</sup> fs	
Chow	0.68	MEPC					3 <sup>rd</sup> fs
van Cuilenburg	0.11	MJPO	1 <sup>st</sup> fs				
Duits	0.85	MEPC					1 <sup>st</sup> & 3 <sup>rd</sup> fs
Elving	0.40	PC			1 <sup>st</sup> fs		
Graham	1.00	MJPO					self-supp.
Hemels	0.24	MJPO	1 <sup>st</sup> fs				
Hirzalla	0.80	MEPC/ MJPO					3 <sup>rd</sup> fs
Jansz	0.40	MEPC		1 <sup>st</sup> fs			
Lecheler	0.85	MJPO					1 <sup>st</sup> fs
Leenders	0.70	MJPO			1 <sup>st</sup> & 3 <sup>rd</sup> fs		
Leydesdorff	0.40	MJPO		1 <sup>st</sup> fs			
Lucio Arias	0.85	MJPO					1 <sup>st</sup> fs
van Meurs	0.08	PC			1 <sup>st</sup> fs		
Müller	0.50	MEPC					1 <sup>st</sup> fs
Moorman	0.32	PC			1 <sup>st</sup> & 3 <sup>rd</sup> fs		
Neijens	0.40	PC	1 <sup>st</sup> fs				
Pantti	1.00	MEPC				3 <sup>rd</sup> fs	
Peter	0.90	MEPC			1 <sup>st</sup> fs	2 <sup>nd</sup> fs	
van Praag	0.40	MJPO		1 <sup>st</sup> fs			

Table 2 – Continued							
Name	fte	program	professor	associate	assistant	postdoc	Ph.D.
van den Putte	0.40	PC		1 <sup>st</sup> fs			
van Reijmersdal	0.80	PC					1 <sup>st</sup> fs
de Ridder	0.40	MJPO		1 <sup>st</sup> fs			
Rozendaal	0.85	MEPC					1 <sup>st</sup> fs
Ruigrok	0.80	MJPO				3 <sup>rd</sup> fs	
van Ruler	0.20	MJPO	1 <sup>st</sup> fs				
Schoenbach	0.16	MJPO	1 <sup>st</sup> fs				
Scholten	0.24	MJPO		1 <sup>st</sup> & 3 <sup>rd</sup> fs			
Schouten, A.P.	1.00	MEPC					2 <sup>nd</sup> fs
Schouten, B.C.	0.32	PC			1 <sup>st</sup> fs		
Schuck	0.85	MJPO					2 <sup>nd</sup> fs
Slevin	0.20	MEPC			1 <sup>st</sup> fs		
Smit	0.32	PC	3 <sup>rd</sup> fs	1 <sup>st</sup> fs			
Tan	0.50	MEPC	1 <sup>st</sup> fs				
Timmers	0.33	MEPC			1 <sup>st</sup> fs		
Valkenburg	0.80	MEPC	1 <sup>st</sup> fs			2 <sup>nd</sup> fs	
Vasileiadou	1.00	MJPO					2 <sup>nd</sup> fs
van der Veld	0.50	MJPO				3 <sup>rd</sup> fs	
Verhoeven	0.40	MJPO			1 <sup>st</sup> fs		
Vosmeer	0.80	MEPC					2 <sup>nd</sup> fs
de Vreese	0.40	MJPO	1 <sup>st</sup> fs & 2 <sup>nd</sup> fs				
Walma vd Molen	0.40	MEPC			1 <sup>st</sup> fs		
Ward	1.00	MJPO					self-supp.
van der Wurff	0.40	MJPO			1 <sup>st</sup> fs		
Zhou	0.20	MJPO					self-supp.
van Zoonen	0.32	MEPC	1 <sup>st</sup> fs				

**Table 3 – Faculty developments since 1997**

	<b>Dec. '97</b>	<b>Dec. '98</b>	<b>Dec. '99</b>	<b>Dec. '00</b>	<b>Dec. '01</b>	<b>Dec. '02</b>	<b>Dec. '03</b>	<b>Dec. '04</b>	<b>Dec. '05</b>	<b>Dec. '06</b>
Professors N	5	9	12	12	11	13	11	12	12	12
Fte	1.0	1.6	3.1	3.1	2.9	3.2	4.6	4.1	5.1	3.8
Uhd's N	4	4	4	9	10	12	11	11	10	11
Fte	1.3	1.3	1.5	3.2	3.5	3.8	3.7	4.7	4.0	4.0
Ud's N	10	19	18	18	22	27	26	17	14	11
Fte	2.7	5.9	6.7	6.2	6.6	9.6	9.0	7.7	5.7	2.9
Ph.D. students N	10	13	20	29	36	39	27	24	22	22
Totals N faculty	21	34	39	46	49	60	60	49	46	38
Fte faculty	7.7	11.5	16.2	18.2	19.6	24.8	21.7	23.6	22.8	14.6



## **Appendix B Scientific output**

**Table 5 – Academic publications 2006**

Number of academic publications	145		
Academic publications per faculty member (n = 38)	3.82		
Academic publications per fte (n = 14.64)	9.90		
	n	n/faculty	n/fte
Articles in ISI-ranked peer reviewed journals	51	1.34	3.48
Articles in other peer reviewed journals	35	0.92	2.39
Authored Books	1	0.03	0.07
Dissertations	3	0.08	0.20
Edited books	8	0.21	0.55
Book chapters	46	1.21	3.13

**Table 6 – Developments in academic publications since 1997**

Average number of academic publications per 0.4 fte (=standard research appointment)

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
X=	2.64	4.17	2.97	3.30	3.45	3.14	3.47	3.48	3.56	3.96



## **Appendix C Honorary Events**

**Table 7 – Awards**

A. E. Bronner	Best overall paper award 5 <sup>th</sup> International Conference on Research in Advertising, University of Bath, 30 <sup>th</sup> June- 1 <sup>st</sup> July 2006
M. Buijzen, with J. Walma van der Molen & P. Sondij	Top paper award Instructional and Developmental Communication Division, International Communication Association conference, Dresden, Germany.
P. C. Neijens with E.G. Smit & M. Stuurman	Top paper award Mass Communication Division, International Communication Association conference, Dresden, Germany.
M. K. Pantti	Awarded Marie Curie fellowship from the European Commission
J. Peter, with P. M. Valkenburg, & A. Schouten	Top-two paper award Communication and Technology Division, International Communication Association conference, Dresden, Germany.
B. van den Putte with M. Yzer & S. Brunsting	ASCoR Baschwitz article of the year award 2005
A. E. van Reijmersdal with P.C. Neijens & E.G. Smit	ASCoR Baschwitz article of the year award for young researchers 2005
S. L. Reijnders	ASCoR Excellence grant
B. van Ruler	Honorary Scientific Diplom of the Public Relations Research Institute of Iran
J. Walma van der Molen, with W. Jongbloed	Top-three paper award Instructional and Developmental Communication Division, International Communication Association conference, Dresden, Germany.

**Table 8 – Job promotions**

dr. H.G. Boomgaarden	Appointed assistant professor at the Dpt. Of Communication Science, University of Amsterdam
dr. W. van der Brug	Appointed associate professor in Social Science Methododology at the Dpt. Of Communication Science, University of Amsterdam
dr. G.J. de Bruijn	Appointed assistant professor at the Dpt. Of Communication Science, University of Amsterdam
dr. M. Moorman	Appointed director of the Stichting Wetenschappelijk Onderzoek Commerciele Communicatie SWOCC
dr. E.A. van Reijmersdal	Appointed assistant professor at the Dpt. Of Communication Science, University of Amsterdam
dr. S. Reijnders	Appointed assistant professor at the Dpt. Of Communication Science, University of Amsterdam
prof. dr. E. G. Smit	Appointed adjunct professor in Customer Media

## Appendix D Ph.D. program

<b>Table 9 - Ph.D. students &amp; projects per December 2006</b>				
<b>Name</b>	<b>Project title</b>	<b>Supervisor(s)</b>	<b>Starting year</b>	<b>fs</b>
drs. S. Brunsting	<i>Effective campaign strategy for health education through mass media</i>	dr. S. van den Putte prof. dr. P.C. Neijens	2002	1 <sup>st</sup>
drs. E. v. Reijmersdal	<i>Subtle advertising formats</i>	prof. dr. P.C. Neijens dr. E.G. Smit	2002	1 <sup>st</sup>
drs. H. Boomgaarden	<i>Identity politics</i>	prof. dr. C.H. de Vreese prof. dr. C. van der Eijk prof. dr. H.A. Semetko	2003	1 <sup>st</sup>
drs. A. Schouten	<i>Internet, family life, friendships, and loneliness: The instant message generation</i>	prof. dr. P. Valkenburg	2003	2 <sup>nd</sup>
drs. E. Vasileiadou	<i>Scientific public spheres using internet technology</i>	prof. dr. P. vd Besselaar	2003	3 <sup>rd</sup>
drs. M. Vosmeer	<i>Unlikely gamers</i>	dr. J. Jansz prof. dr. L. van Zoonen	2003	2 <sup>nd</sup>
drs. L. Duits	<i>Belly buttons and veils: Girls in the multicultural society</i>	prof. dr. L. van Zoonen	2004	1 <sup>st</sup>
drs. T. Graham	<i>Examining the democratic value of online discussions</i>	prof. dr. K. Brants	2004	Self-suppl.

<b>Table 9 – Continued</b>				
<b>Name</b>	<b>Project title</b>	<b>Supervisor(s)</b>	<b>Starting year</b>	<b>fs</b>
J. R. Ward, M.A.	<i>Young people, the internet, and electoral politics</i>	prof. dr. K. Brants	2004	self-supp.
drs. M. Antheunis	<i>Influence of internet communication on friendship among youth</i>	prof. dr. P. Valkenburg	2005	2 <sup>nd</sup>
drs. D. v. Bennekom	<i>Construction of the news</i>	prof. dr. A.A. van Ruler	2005	1 <sup>st</sup>
Y. Chow, M.A.	<i>A study of trans/national popular culture consumption among young Chinese diaspora in the Netherlands</i>	prof. dr. L. van Zoonen	2005	self-supp.
A. Schuck, M.A.	<i>Referendum campaign dynamics</i>	prof. dr. C.H. de Vreese	2005	2 <sup>nd</sup>
drs. M. Adriaansen	<i>National politics in dire straits: Media, political cynicism and economic voting in the 2006 Dutch elections</i>	prof. dr. C.H. de Vreese dr. Ph. van Praag	2006	3 <sup>rd</sup>
C. Baden, M.A.	<i>Communication, contextualization and cognition in the European public sphere</i>	prof. dr. C.H. de Vreese	2006	self-supp.
drs. L. Bos	<i>public images of leaders of anti-immigration parties</i>	dr. W. van der Brug prof. dr. C.H. de Vreese prof. dr. L. van Zoonen	2006	1 <sup>st</sup>
drs. F. Hirzalla	<i>Young people, the internet and civic participation</i>	prof. dr. L. van Zoonen prof. dr. C. de Vreese	2006	3 <sup>rd</sup>

<b>Name</b>	<b>Project title</b>	<b>Supervisor(s)</b>	<b>Starting year</b>	<b>fs</b>
S. K. Lecheler, M.A.	<i>Framing politics</i>	prof. dr. C. de Vreese	2006	1 <sup>st</sup>
drs. F. Müller	<i>Communicating cultural diversity and anti-racism in Europe</i>	prof. dr. L. van Zoonen	2006	1 <sup>st</sup>
drs. E. Rozendaal	<i>The nature and development of children's advertising literacy</i>	dr. M. Buijzen prof. dr. P.M. Valkenburg	2006	1 <sup>st</sup>

<b>Name</b>	<b>Defense date</b>	<b>Title of thesis</b>	<b>Promoter(s)</b>
C. Aalberts	May 2006	<i>Aantrekkelijke politiek? Een onderzoek naar jongeren en popularisering van politiek.</i>	prof. dr. E.A. van Zoonen
S. de Bakker	February 2006	<i>Organizational members within the information society: Coping with information overload.</i>	prof. dr. J.J. van Cuilenburg dr. J.A. de Ridder
S. L. Reijnders	May 2006	<i>Holland op de helling: Televisieamusement, volkscultuur en ritueel vermaak</i>	prof. dr. E.A. van Zoonen prof. dr. G. Rooijackers
D. Russell	July 2006	<i>A multi-faceted multi-methodological examination of the global movie industry</i>	prof. dr. P.C. Neijens prof. dr. E.S.H. Tan
W. van der Veld	April 2006	<i>The survey response dissected</i>	prof. dr. W. Saris

**TABLE 11 – CLASSES IN THE PH.D. PROGRAM 2006**

<b>Class title</b>	<b>Training line</b>	<b>Convener(s)</b>	<b>Month</b>	<b>nr. participants</b>	<b>evaluation<sup>3</sup></b>
Ph.D. clubs	Theoretical	Various	Through year	all	n/a
Endnote	Professional	A.P. Schouten	March	8	8.0
Fundamentals of Persuasive Communication	Theoretical	K. Schoenbach P. Neijens B. van den Putte A. Pruyn B. Fennis L. Lagerwerf E. Das	April	18	6.3
Academic Writing	Professional	S. Johnson	Sept/Oct	17	7.6
Brush-up Statiscis	Methods	W. van der Brug	October	20	8.1
Fundamentals of ICT & Communication	Theoretical	J. van Dijk	Nov.	15	*
Etmaal vd Communicatie-wetenschap	Theoretical	n/a	Nov.	350	n/a

**Table 12 – Ph.D. thesis committee memberships 2006**

<b>Name of defendent</b>	<b>Defense date</b>	<b>Title of thesis</b>	<b>Committee member(s)</b>	<b>University</b>
P. van Aelst	21-6-'06	<i>Toeschouwer, speler of scheidsrechter: een empirische studie over de rol van de media in de verkiezingscampagne van 2006</i>	K.L.K. Brants	University of Antwerp

<sup>3</sup> Evaluation is based on a grading of the class by the participants themselves. Rating is given on a scale from 1 (poor) to 10 (excellent).



**Table 12 – Continued**

<b>Name of defendent</b>	<b>Defense date</b>	<b>Title of thesis</b>	<b>Committee member(s)</b>	<b>University</b>
C. Aalberts	19-5-'06	<i>The meaning of youth and popular culture for understandings of politics among the young.</i>	E.A. van Zoonen (promoter) K.L.K. Brants P.C. Neijens C.H. de Vreese	ASCoR/ University of Amsterdam
S. de Bakker	17-2-'06	<i>Organizational members within the information society: Coping with information overload</i>	J.J. van Cuilenburg (promoter) J.A. de Ridder (co-promoter) P.A.A. van den Besselaar	ASCoR/ University of Amsterdam
J. Bartels	4-10-'06	<i>Organizational identification and communication</i>	P.C. Neijens	University of Twente
B. van Berkel-van Schaik	18-1-'06	<i>Een klassiek concert als belevenis: Een onderzoek naar concertbezoek en de rol van sponsoring.</i>	J.L.H. Bardeel	Radboud University Nijmegen
H. Beyers	10-7-'06	<i>De kr@nt van morgen: nog steeds op papier? Een onderzoek naar de evolutie, de perceptie en het gebruik van Vlaamse online-kranten.</i>	J.L.H. Bardeel J.M.H.J. Hemels	University of Antwerp
P. Elvin	6-10-'06	<i>Competing claims about the usefulness, of Internet debating forums for Western democracies</i>	K.L.K. Brants	University of Westminster
R. van Enschoot	27-4-'06	<i>Retoriek in reclame: Waardering voor schema's en tropen in tekst en beeld</i>	S.J.H.M. van den Putte	Radboud University Nijmegen

**Table 12 – Continued**

<b>Name of defendant</b>	<b>Defense date</b>	<b>Title of thesis</b>	<b>Committee member(s)</b>	<b>University</b>
B. van Gestel	22-6-'06	<i>Nieuws, beleid en criminaliteit: Over de wisselwerking tussen lokale media en criminaliteitsbestrijders</i>	K.L.K. Brants C.H. de Vreese	Leiden University
R. Heath	20-9-'06	<i>The influence of emotional content on levels of attention</i>	P.C. Neijens	University of Bath
W. Janssens	12-5-'06	<i>Medium context effects of advertising</i>	P.C. Neijens	University of Antwerp
P. Ketelaar & M. van Gisbergen	19-12-'06	<i>Openness in advertising: Occurrence and effects of open advertisements in magazines</i>	M.A. Buijzen P.C. Neijens	Radboud University Nijmegen
R. Leurs	19-11-'06	<i>Marc Dutroux als 'ster van het kwaad' en als sublieme media-ervaring</i>	E.A. van Zoonen	University of Amsterdam
M. Penaloza Moreno	31-5-'06	<i>Papers with memory: An ethnography of the prentbriefkaart</i>	E.A. van Zoonen	University of Amsterdam
A. Pleijter	9-1-'06	<i>Kwalitatieve inhoudsanalyse</i>	E.A. van Zoonen	Radboud University Nijmegen
S.L. Reijnders	12-5-'06	<i>Holland op de helling: Televisieamusement, volkscultuur en riueel vermaak.</i>	E.A. van Zoonen (promoter) J.M.H.J. Hemels	ASCoR/ University of Amsterdam
D. Russell	4-7-'06	<i>A multi-faceted multi-methodological examination of the global movie industry.</i>	P.C. Neijens (promoter) E.S.H. Tan (co-promoter) J. Jansz K. Schoenbach	ASCoR/ University of Amsterdam

**Table 12 – Continued**

<b>Name of defendent</b>	<b>Defense date</b>	<b>Title of thesis</b>	<b>Committee member(s)</b>	<b>University</b>
W. van der Veld	6-4-2006	<i>The survey response dissected: A new theory about the survey response process.</i>	W. Saris (promoter) A.E. Bronner P.C. Neijens	ASCoR/ University of Amsterdam
R. Werkman	9-2-2006	<i>Werelden van verschil: Hoe actoren in organisaties vraagstukken in veranderprocessen hanteren en creëren</i>	W.J.L. Elving (co-promoter)	University of Amsterdam



## Appendix E Sponsoring

**Table 13 – NWO sponsored projects during 2006**

<b>Starting date</b>	<b>Project title</b>	<b>Project leader(s)</b>	<b>Project fellow(s)</b>
June 2003	<i>Unlikely gamers</i>	prof. dr. L. van Zoonen dr. J. Jansz	drs. M. Vosmeer
Sept. 2003	<i>Internet, family life, and social well-being in childhood and adolescence</i>	prof. dr. P. Valkenburg	dr. J. Peter drs. A. Schouten dr. W. van der Veld
Sept. 2003	<i>Internet, family life, friendships, and loneliness: The instant message generation</i>	prof. dr. P. Valkenburg	drs. M. Antheunis
March 2004	<i>Professionalized politics, professional media</i>	prof. dr. C. de Vreese	n/a
Nov. 2004	<i>Developing a model of family purchase decision making</i>	dr. M. Buijzen	n/a
March 2005	<i>Referendum campaign dynamics</i>	prof. dr. C. de Vreese	drs. A. Schuck
Sept. 2005	<i>Effect of online sexual explicitness on adolescents' sexual attitudes and sexual self</i>	dr. J. Peter	n/a

**Table 14 – 2<sup>nd</sup> fs sponsored projects during 2006**

<b>Start date</b>	<b>Project title</b>	<b>Project leader(s)</b>	<b>Project fellow(s)</b>
June 2001	<i>Essie</i>	prof. dr. W. Saris	dr. I. Gallhofer
2005	<i>Prime</i>	dr. L. Leydesdorff	n/a

July 2005	<i>Messenger</i>		dr. O. Scholten	C. Pawlata
Jan – August 2006	<i>Using ICTs in research collaboration</i>		prof. dr. P. vd Besselaar	E. Vasileiadou, MA
June 2006	<i>JRA3</i>		prof. dr. W. Saris	dr. W. van der Veld
Sept. 2006	<i>Civicweb</i>		prof. dr. L. van Zoonen	drs. F. Hirzalla J. Ward, MA
Sept. 2006	<i>Mediation of emotions (Marie Curie fellowship)</i>		dr. M. Pantti	n/a

**Table 15 – Other sponsored projects during 2006**

<b>Start date</b>	<b>Project title</b>	<b>Sponsor</b>	<b>Project leader(s)</b>	<b>Project fellow(s)</b>
Sept. 2004	<i>Festivalproject</i>	Buma Stemra	prof. dr. T. ter Bogt dr. M. Leenders	n/a
March 2005	<i>Nieuwsmonitor</i>	Persinstituut	dr. O. Scholten	dr. N. Ruigrok dr. P. Vasterman drs. J. Takens
July 2005	<i>Effecten van media-inzet factoren in reclamecampagnes</i>	Kobalt Media	dr. Moorman	n/a
Sept. 2005	<i>Framing a secure Europe in news and public opinion</i>	Riksbankens Fond	prof. dr. C. de Vreese	A.A. Kandyla, M.Sc
July 2006	<i>Volkskrant op zaterdag</i>	Volkskrant	dr. P. Bakker	n/a
Sept 2006	<i>MediaMetics</i>	McKinzy	prof. dr. E. Smit	n/a

## **Appendix F Key publications**

### **Articles in ISI-ranked peer reviewed journals**

**Note: the numbers after ► indicate the most recent ISI-impact factor of the journal**

- Besselaar, P. van den,** & Heimericks, G. (2006). Mapping research topics using word-reference co-occurrences: A method and an exploratory case study. *Scientometrics*, 68(3), 377-393.  
► 1.74
- Bogt, T. F. M. ter,** van Dorsselaer, S. A. F. M., Monshouwer, K., Verdurmen, J. E. E., Engels, R. C. M. E., & Vollebergh, W. A. M. (2006). Body mass index and body weight perception as risk factors for internalizing and externalizing problem behavior among adolescents. *Journal of Adolescence Health*, 39(1), 27-34.  
► 2.01
- Bogt, T. F. M. ter,** Engels, R. C. M. E., & Dubas, J. S. (2006). Party people: Personality and MDMA use of house party visitors. *Addictive Behaviors*, 31(7), 1240-1244.  
► 1.58
- Bogt, T. F. M. ter,** Schmid, H., Nic Gabhainn, S., Fotiou, A., & Vollebergh, W. (2006). Economic and cultural correlates of cannabis use among mid-adolescents in 31 countries. *Addiction*, 101(2), 241-251.  
► 3.70
- Bosch, A. van den, **Elving, W. J. L.,** & de Jong, M. D. T. (2006). The impact of organizational characteristics on corporate visual identity. *European Journal of Marketing*, 40(7/8), 870-886.  
► n.a.
- Brants, K.** (2006). Political communication in a new era: A cross-national perspective. *Political Communication*, 23(3), 361-363.  
► 1.26
- Brants, K.,** & **van Praag, Ph.** (2006). Signs of media logic: Half a century of political communication in the Netherlands. *Javnost/The Public*, 13(1), 25-41.  
► 0.21
- Bronner, A. E.,** & **Neijens, P. C.** (2006). Audience experiences of media context and embedded advertising: A comparison of eight media. *International Journal of Market Research*, 48(1), 81-99.  
► 0.27
- Bruijn, G. J. de,** Kremers, S. P. J., Lensvelt-Mulders, G., De Vries, H., van Mechelen, W., & Brug, J. (2006). Modeling individual and physical environmental factors with adolescent physical activity. *American Journal of Preventive Medicine*, 30(6), 507-512.  
► 3.17

- Deinema, M., & **Leydesdorff, L.** (2006). The two faces of American power: Military and political communication during the Cuban missile crisis. *Kybernetes*, 35(3/4), 547-566.  
▶ 0.14
- Duits, L.**, & **van Zoonen, L.** (2006). Headscarves and porno chic: Disciplining girls' bodies in the multicultural society. *European Journal of Women's Studies*, 13(2), 103-117.  
▶ 0.22
- Eijk, C. van der, **van der Brug, W.**, Kroh, M., & Franklin, M. (2006). Rethinking the dependent variable in electoral behavior: On the measurement and analysis of utilities. *Electoral Studies*, 25(3), 424-447.  
▶ 0.46
- Eliashberg, J., Elbertse, A., & **Leenders, M. A. A. M.** (2006). The motion picture industry: Critical issues in practice, current research, and new research directions. *Marketing Science*, 25(6), 1-25.  
▶ 3.79
- Gelders, D., de Cock, R., Roe, K., & **Neijens, P. C.** (2006). The opinion of Belgian government communication professionals on public communication about policy intentions: Pros/cons and conditions. *Government Information Quarterly*, 23(2), 281-292.  
▶ 0.48
- Goldstone, R., & **Leydesdorff, L.** (2006). The Import and export of cognitive science. *Cognitive Science*, 30(6), 983-993.  
▶ 2.39
- Hellsten, I., **Leydesdorff, L.**, & Wouters, P. (2006). Multiple presents: How search engines re-write the past. *New Media & Society*, 8(6), 901-924.  
▶ 0.86
- Kamphuis, C. B. M., Giskes, K., **de Bruijn, G. J.**, Brug, J., & van Lenthe, F. J. (2006) Environmental determinants of fruit and vegetable consumption among adults: A systematic review. *British Journal of Nutrition*, 96(4), 620-635.  
▶ 2.97
- Leydesdorff, L.** (2006a). Can scientific journals be classified in terms of aggregated journal-journal citation relations using the journal citation reports? *Journal of the American Society for Information Science and Technology*, 57(5), 601-613.  
▶ 1.58
- Leydesdorff, L.** (2006b). The biological metaphor of a (second-order) observer and the sociological discourse. *Kybernetes*, 35(3/4), 531-546.  
▶ 0.14
- Leydesdorff, L.**, & Bensman, S. (2006). Classification and powerlaws: The logarithmic transformation. *Journal of the American Society for Information Science and Technology*, 57(11), 1470-1486.  
▶ 1.58



- Leydesdorff, L., Dolfsma, W., & van der Panne, G.** (2006). Measuring the knowledge base of an economy in terms of triple-helix relations among 'technology, organization, and territory'. *Research Policy*, 35(2), 181-199.  
▶ 1.84
- Leydesdorff, L., & Fritsch, M.** (2006). Measuring the knowledge base of regional innovation systems in Germany in terms of a triple helix dynamics. *Research Policy*, 35(10), 1538-1553.  
▶ 1.84
- Leydesdorff, L., & Hellsten, I.** (2006). Measuring the meaning of words in contexts: An automated analysis of controversies about 'monarch butterflies,' 'frankenfoods,' and 'stem cells'. *Scientometrics*, 67(2), 231-258.  
▶ 1.74
- Leydesdorff, L., & Meyer, M.** (2006). Triple helix indicators of knowledge-based innovation systems. *Research Policy*, 35(10), 1441-1449.  
▶ 1.84
- Leydesdorff, L., & Vaughan, L.** (2006). Co-occurrence matrices and their applications in information science: Extending ACA to the web environment. *Journal of the American Society for Information Science & Technology*, 57(12), 1616-1628.  
▶ 1.58
- Monshouwer, K., van Dorsselaer, S., Verdurmen, J., ter Bogt, T., de Graaf, R., & Vollebergh, W.** (2006). Cannabis use and mental health in secondary school children: Findings from a Dutch survey. *British Journal of Psychiatry*, 188, 148-153.  
▶ 4.96
- Neijens, P. C., & van Praag, Ph.** (2006). Why do the Dutch always say 'no' in referendum campaigns? Campaigns and the dynamics of opinion formation in popular referendums. *International Journal of Public Opinion Research*, 18(4), 445-462.  
▶ 0.35
- Neijens, P. C., & Smit, E. G.** (2006). Dutch public relations practitioners and journalists: Antagonists no more. *Public Relations Review*, 32(3), 232-240.  
▶ 0.27
- Peter, J., & Valkenburg, P. M.** (2006a). Adolescents' exposure to sexually explicit online material and recreational attitudes towards sex. *Journal of Communication*, 56(4), 639-660.  
▶ 1.13
- Peter, J., & Valkenburg, P. M.** (2006b). Adolescents' exposure to sexually explicit material on the internet. *Communication Research*, 33(2), 178-204.  
▶ 1.26
- Peter, J., & Valkenburg, P. M.** (2006c). Adolescents' internet use: Testing the "disappearing digital divide" versus the "emerging digital differentiation" approach. *POETICS*, 34(4-5), 293-305.  
▶ n.a.

- Peter, J., & Valkenburg, P. M.** (2006d). Research note: Individual differences in perceptions of Internet communication. *European Journal of Communication*, 21(2), 213-226.  
▶ 0.26
- Peter, J., Valkenburg, P. M., & Schouten, A. P.** (2006). Characteristics and motives of adolescents talking with strangers on the Internet. *Cyberpsychology and Behavior*, 9(5), 526-530.  
▶ 1.03
- Schouten, B. C., & Meeuwesen, L.** (2006). Culture and medical communication: A review of the literature. *Patient Education and Counseling*, 64(1-3), 21-34.  
▶ 1.36
- Schouten, B. C., Weeda, W., Mettes, T. G., & Hoogstraten, J.** (2006). Dental check-up frequency: Preferences of patients. *Community Dental Health*, 23(3), 133-139.  
▶ n.a.
- Schuck, A., & de Vreese, C. H.** (2006). Between risk and opportunity: News framing and its effects on public support for EU enlargement. *European Journal of Communication*, 21(1), 5-32.  
▶ 0.26
- Smit, E. G., van Meurs, A., & Neijens, P. C.** (2006). Ten years of ad likeability. *Journal of Advertising Research*, 46(1), 73-83.  
▶ 0.74
- Thompson, S. A, with Bathgate, L., Harris, R. J., Miron, D., Raney, A., **Valkenburg, P.**, & Vorderer, P. (2006). Jennings Bryant: The “complete” scholar. *Journal of Broadcasting & Electronic Media*, 50(1), 164-170.  
▶ 0.63
- Valkenburg, P. M., Peter, J., & Schouten, A. P.** (2006). Friend networking websites and their relationship to adolescents’ well-being and self-esteem. *Cyberpsychology and Behavior*, 9(5), 584-590.  
▶ 1.03
- Vollebergh, W. A. M., van Dorsselaer, S., Monshouwer, K., Verdurmen, J., van den Ende, J., & **ter Bogt, T.** (2006). Mental health problem in early adolescents in the Netherlands. *Social Psychiatry and Psychiatric Epidemiology*, 41(2), 156-163.  
▶ 1.54
- Vreese, C. H. de** (2006a). Parties, media and voters: The challenges of direct democracy. *Party Politics*, 12(5), 579-580.  
▶ 0.64
- Vreese, C. H. de** (2006b). Political parties in dire straits? Consequences of national referendums for political parties. *Party Politics*, 12(5), 581-598.  
▶ 0.64
- Vreese, C. H. de**, Banducci, S., Semetko, H. A., & **Boomgaarden, H.** (2006). The news coverage of the 2004 European parliamentary election campaign in 25 countries. *European Union Politics*, 7(4), 477-504.

► 1.27

**Vreese, C. H. de, & Boomgaarden, H.** (2006a). Media effects on public opinion about the enlargement of the European Union. *Journal of Common Market Studies*, 44(2), 419-436.

► n.a.

**Vreese, C. H. de, & Boomgaarden, H.** (2006b). Media message flows and interpersonal communication: The conditional nature of effects on public opinion. *Communication Research*, 33(1), 19-37.

► 1.26

**Vreese, C. H. de, & Boomgaarden, H.** (2006c). News, political knowledge and participation: The differential effects of news media exposure on political knowledge and participation. *Acta Politica, International Journal of Political Science*, 41(4), 317-341.

► n.a.

Vries, R. E. de, van den Hooff, B. J., & **de Ridder, J. A.** (2006). Explaining knowledge sharing: The role of team communication styles, job satisfaction, and performance beliefs. *Communication Research*, 33(2), 115-135.

► 1.26

Wel, F. van, Couwenbergh-Soeterbroek, N., Couwenbergh, C., **ter Bogt, T.**, & Raaijmakers, Q. (2006). Ethnicity, youth cultural participation, and cultural reproduction in the Netherlands. *POETICS*, 34(1), 65-82.

► n.a.

Yzer, M. C., & **van den Putte, B.** (2006). Understanding smoking cessation: The role of smokers' quit history. *Psychology of Addictive Behaviors*, 20(3), 356-361.

► 2.10

**Zhou, P., & Leydesdorff, L.** (2006). The emergence of China as a leading nation in science. *Research Policy*, 35(1), 83-104.

► 1.84

**Zoonen, L. van, & Aslama, M.** (2006). Understanding Big Brother: An analysis of current research. *Javnost/The Public*, 13(2), 5-16.

► 0.21

#### Articles in other peer reviewed journals – English language

Aslama, M., & **Pantti, M.** (2006). Talking alone: Reality TV, emotions and authenticity. *European Journal of Cultural Studies*, 9(2), 167-184.

**Besselaar, P. van den** (2006). Hybrid systems: A comment. *Cybermetrics*, 10, 123-125.

Bosch, A. van den, de Jong, M. D. T., & **Elving, W. J. L.** (2006). Differences in corporate visual identity management between profit and non profit organizations. *Journal of Business Communication*, 43(2), 138-157.

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#### External reports

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- Bos, L.**, & Tillie, J. (2006). *Van Alkmaar tot Zwolle: Het thema integratie in de verkiezingsprogramma's en collegeakkoorden in 30 steden*. Rapport in opdracht van Forum.
- Dijk, W. van, **Bakker, P.**, & **Schoenbach, K.** (2006). *Civiele journalistiek bij het Limburgs Dagblad*. Rapport in opdracht van het Limburgs Dagblad.

- Elving, W. J. L.** (2006). *Magie van Kwaliteit; kwaliteit volgens VPRO-ers*. Amsterdam: ASCoR.
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- Elving, W.J.L., & van Ruler, B.** (2006). *Trendonderzoek 2006: De positie van communicatiemanagement in Nederlandse organisaties en bureaus*. Amsterdam: ASCoR.
- Elving, W. J. L., & Hansma, L. D.** (2006). *Bindt interne communicatie het ministerie van LNV?* Amsterdam: ASCoR.
- Elving, W. J. L., & Hansma, L. D.** (2006). *Informatie en Communicatie over perspectief van het CDC*. Amsterdam: ASCoR.
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- Felt, U., & **Wyatt, S.** (2006). *Mapping Science in Society Research in Europe*. Report prepared for European Commission, DG Research, Brussels, Belgium.
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- Vasterman, P. C., & **Scholten, O.** (2006). *Media, Science and Society: Engagements and Governance in Europe*. Social Issues Research Centre.
- Verhoeven, P., & Pepic, E.** (2006). *Evaluation report of the Biopop Research in Delft. A Qualitative Analysis*. Research report for Observa – Science and Society, Vizenca, Italy.
- Vreese, C. H. de** (2006). *No news is bad news*. Commissioned by the Wetenschappelijke Raad voor Regeringsbeleid WRR (Scientific Council for Government Policy), Den Haag.
- Wurff, R. van der, & Lauf, E.** (2006). *Online dagbladen en pluriformiteit*. Den Haag: Bedrijfsfonds voor de Pers.

#### **Book reviews**

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- Hemels, J. M. H. J.** (2006). Het boekbedrijf onder het hakenkruis. [Recensie van H. Renders, L. Kuitert & E. Bruinsma (Red.) (2006), *Inktpatronen: De Tweede Wereldoorlog en het boekbedrijf in Nederland en Vlaanderen*. Amsterdam: De Bezige Bij]. *Media Facts*, 9(5), 48-49.

- Jansz, J.** (2006). [Review of P. Vorderder, & J. Bryant (Eds.) (2006), *Playing Video Games*]. *Journal of Communication*, 56, 861-871.
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- Vreese, C.H. de** (2006). [Review of K. S. Johnson-Cartee (2005). *News narrative and news framing: Constructing political reality*. Lanham, MD: Rowman & Littlefield]. *International Journal of Public Opinion Research*, 17(3), 380-381.
- Wyatt, S.** (2006). [Review of M. Featherstone, N. Thrift, & J. Urry (2005). *Automobilities*. London: Sage] *Science, Technology & Human Values*, 31(5), 631-635.



## **Appendix H Scientific meetings**

### **Paper presentations at international conferences**

- Atteveldt W. van, **Ruigrok, N.**, & **Kleinnijenhuis, J.** (2006, June 19-23). *Associative Framing: A unified method for measuring media frames and the media agenda*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Bakker, P.** (2006, January 10). *Re-inventing the Newspaper: future, research, business models of free daily newspapers*. Paper presented at the Newspaper seminar Copenhagen Business School. Copenhagen, Denmark.
- Bakker, P.** (2006, February 12-13). *Internet audiences and the impact on the mass media*. Paper presented at the COST A20 meeting, Dortmund, Germany.
- Bakker, P.** (2006, April 6). *An upside down newspaper world; freebies, cheopies, 'lites', and compacts*. 76<sup>th</sup>. Paper presented at the Annual INMA World Congress, Chicago, US.
- Bakker, P.** (2006, June 19-23). *Webcasting in the Netherlands*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Bakker, P.** (2006, November 16-18). *Public Broadcasters and the Internet; Webcasting in a commercial environment*. Paper presented at the RIPE conference on Public Service Broadcasting in a Multichannel Environment: Programmes and Platforms. Amsterdam and Hilversum, The Netherlands.
- Bakker, P.**, & Talaas, S. (2006, May 24-26). *Adult content as driver for media innovation*. Paper presented at the 7<sup>th</sup> World Media Economics Conference, Beijing, China.
- Banducci, S., & **de Vreese, C. H.** (2006, June 19-23). *Media, Euroskepticism and turnout in European elections*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Bardoel, J.** (2006, July 22-28). *Tomorrow's Solutions for Yesterday's Problems: Policies and Debates on Dutch Public Broadcasting*. Paper presented at the IAMCR Conference Knowledge Society for All: Media and Communication Strategies, Cairo, Egypt.
- Bardoel J.** (2006, November, 15-18). *Tomorrow's Solutions for Yesterday's Problems: Policies and Debates on Dutch Public Broadcasting*. Paper presented at the RIPE@2006 Conference Public Service Broadcasting in a Multimedia Environment: Programmes and Platforms, Amsterdam and Hilversum, The Netherlands.
- Bardoel, J.**, & d'Haenens, L. (2006, June 19-23). *Reinventing public service broadcasting in Europe: Prospects, promises and problems*. Paper presented at the IAMCR Conference Networking Communication Research, Dresden, Germany.

- Bardoel, J., & d'Haenens, L.** (2006, November 15-18). *Reinventing public service broadcasting in Europe: Prospects, promises and problems*. Paper presented at the RIPE@2006 Conference Public Service Broadcasting in a Multimedia Environment: Programmes and Platforms. Amsterdam and Hilversum, The Netherlands.
- Brants, K.** (2006, November 13). *The Good, The Bad and The Cynical*. Keynote address at the international conference on Media, Journalism and Democracy, Lisbon, Portugal.
- Brants, K.** (2006, November 23-24). *The Good, the Bad and the Cynical. Political Journalism under Attack*. Paper presented at Mediatization of Politics in History, Groningen, The Netherlands.
- Brants, K.** (2006, December 8-10). *Changing Media, Changing Journalism*. Paper presented at the international conference on 'Rethinking the news media and journalism education in the 21<sup>st</sup> century', Shanghai.
- Brants, K., & Bardoel J.** (2006, November 15-18). *Death Duties. Kelly, Fortuyn, and the challenge to media governance*. Paper presented at the RIPE@2006 Conference Public Service Broadcasting in a Multimedia Environment: Programmes and Platforms. Amsterdam and Hilversum, The Netherlands.
- Boomgaarden, H. G.** (2006, June 19-23). *Covering immigrants and immigration in Germany: Xenophobic news?* Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Bronner, A. E.** (2006, March). *Building a bridge*. Paper presented at the European Customer Publication Forum, Amsterdam, The Netherlands.
- Bronner, A. E.** (2006, June). *Conjoint measurement: history*. Paper presented at the MOA meeting Conjoint measurement: Old fashioned or method of the future? Utrecht, The Netherlands.
- Bronner, A. E.** (2006, October). *They would tattoo ads on our eyelids if they could*. Paper presented at Highlights of International Media Research Congresses, Amsterdam, The Netherlands.
- Bronner, A. E., Bronner, J., & Faasse, J.** (2006, June 30-July 1). *In the mood for advertising*. Paper presented at 5<sup>th</sup> International Conference on Research in Advertising (ICORIA), Bath, UK.
- Brug, W. van der** (2006, November 30-December 1). *Economic Conditions, Media Coverage, Perceptions of Economic Conditions and Preferences for Governing Parties*. Paper presented at the conference on Contextual Effects in Electoral Research at the European University Institute, Florence, Italy.
- Brug, W. van der, & M. Fennema** (2006, March). *The support base of anti-immigration parties in the enlarged European Union*. Paper presented at the EES Spring Meeting 2006 on the European Parliament Election of 2004, Lisbon, Portugal.
- Brug, W. van der, & Fennema, M.** (2006, April 25-30). *Explaining support for "new" right wing populists with "old" models: the case of Pim Fortuyn*. Paper presented at the joint session of workshops of the ECPR in Nicosia, Cyprus.
- Brug, W. van der, & Fennema, M.** (2006, June). *What causes people to vote for a radical right party? A review of recent work*. Paper presented at the IMISCOE meeting in Budapest, Hungary.

- Bruijn, G. J. de**, Kremers, S. P. J., Lensvelt-Mulders, G., Koppes, L. L., Kemper, H. C. G., van Mechelen, W., & Brug, J. (2006, July 13-16). Modeling sources and types of social support and situation-specific self-efficacy with adult moderate and vigorous physical activity. Paper presented at the Fifth Annual Conference International Society Behavioral Nutrition and Physical Activity, Boston, US.
- Buijzen, M.**, & **Valkenburg, P. M.** (2006, June 19-23). *Observing purchase-related parent-child interactions in retail environments: A developmental and socialization perspective*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Buijzen, M.**, **Walma van der Molen, J. H.**, & Sondij, P. (2006, June 19-23). *Parental mediation of children's emotional responses to the news*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Chow, Y. F.** (2006). *The banana [re]public*. Paper presented at Asian Research Day, Amsterdam, The Netherlands.
- Chow, Y. F.** (2006, June 19-23). *Appropriate to appropriate? A comparative study of ESC viewers in Amsterdam and Hong Kong*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Chow, Y. F.** (2006, July 20-23). *Descendants of the dragon, sing!* Paper presented at the Association for Cultural Studies Crossroads Conference, Istanbul, Turkey.
- Cock, R. de, Gelders, D., **Neijens, P. C.**, & Roe, K. (2006, June 19-23). *Communication about policy intentions of the government. Unwanted propaganda or democratic inevitability? Opinions of government communication professionals and journalists*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Doorn, N. van, **Wyatt, S.**, & **van Zoonen, L.** (2006, September 15-16). *Writing from experience: presentation of gender identity on weblogs*. Paper presented at NWO-MES conference, 'Changing identities in a digital world', Amsterdam, The Netherlands.
- Duits, L.** (2006, September 15-16). *Spunk! Identity work of the young on the internet*. Paper presented at the NWO-MES Conference Changing identities and networks in a digital world, Amsterdam, The Netherlands.
- Duits, L.**, & van Romondt Vis, P. (2006, June 21-22). *Girls make sense: Girls, celebrities and identities*. Paper presented at The word girl in a global frame, London, UK.
- Duits, L.**, & van Romondt Vis, P. (2006, July 20-23). *Girls make sense: Girls, celebrities and identities*. Paper presented at the Association for Cultural Studies Crossroads Conference, Istanbul, Turkey.
- Duits, L.**, & **van Zoonen, L.** (2006, March 22-25). *Headscarves and porno chic: Disciplining girls' bodies in the multicultural society*. Paper presented at the European Social Science History Conference, Amsterdam, The Netherlands.
- Elving, W. J. L.**, Werkman, R. A., & Bennebroek Gravenhorst, K. (2006, June 19-23). *The communication and organizational change questionnaire; the construction of information and communication during organizational change*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.

- Franklin, M., van der Eijk, C., & **van der Brug, W.** (2006, September 8-10). *Preference, choice and vote: Homogeneous and heterogeneous effects of changing economic conditions in 15 countries*. Paper prepared at the conference on Elections, Public Opinion and Parties, Nottingham, UK.
- Franklin, M., van der Eijk, C., & **van der Brug, W.** (2006, November 30-December 1). *Preference, choice and vote: Homogeneous and heterogeneous effects of changing economic conditions in 15 countries*. Paper prepared at the conference on Contextual Effects in Electoral Research, Florence, Italy.
- Gemser G., & **Leenders, M. A. A. M.** (2006, August 11-16). *Effects of awards: The role of selection systems and timing*. Academy of Management Conference, Atlanta, US.
- Hellsten, I., & **Leydesdorff, L.** (2006). *Metaphors and diaphors in stem cell debates*. Invited presentation in the ESF exploratory workshop on Stem cell Cultures, Nottingham, UK.
- Jansz, J.**, & Tanis, M. (2006, June 19-23). *The appeal of playing online first person shooters (FPS)*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Krijnen, T.** (2006, June 19-23). *Enlarging the imaginative diet: Using television as a resource to develop moral imagination*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Leydesdorff, L.** (2006, March 30-31). *The triple helix and knowledge-based innovation systems*. 26th Conference on Entrepreneurship and Innovation PODIM, Maribor, US.
- Leydesdorff, L.** (2006, May 22-25). *Mapping interdisciplinarity at the interfaces between the science citation index and the social science citation index*. International Conference on Network Science, Bloomington, US.
- Leydesdorff, L.** (2006, July 27). *Modeling anticipation, codification, and Husserl's horizon of meanings*. World Congress of Sociology, Durban, South Africa.
- Leydesdorff, L.** (2006, September 7-9). *Betweenness as indicator of the interdisciplinarity of scientific journals*. 9<sup>th</sup> International Conference on Science & Technology Indicators, Leuven, Belgium.
- Leydesdorff, L.** (2006, September 13-14). *Knowledge-based innovation systems and the triple helix of university-industry-government relations*. ConAccount, Vienna, Austria.
- Leydesdorff, L.** (2006, October 30). *The triple helix of university-industry-government relations and knowledge-based innovation systems*. Sistemi Regionali di Innovazioni, Facoltà di Economia, Università degli Studi di Napoli Federico II, Naples, Italy.
- Leydesdorff, L.** (2006, November 30). *The knowledge-based economy and the triple helix model*. CONTEC/ECIS Seminars, Eindhoven, The Netherlands.
- Lucio Arias, D.** (2006, September 7-9). *The construction of indicators in a developing country: S&t indicators in Colombia*. 9<sup>th</sup> International Conference on Science & Technology Indicators, Leuven, Belgium.

- Moorman, M., Schut, K., Ostermeijer, D., & Faasse, J.** (2006, June 30-July 1). *Optimizing multi media strategies by analyzing media consumption patterns*. Paper presented at 5<sup>th</sup> International Conference on Research in Advertising (ICORIA), Bath, UK.
- Moorman, M., & van den Putte, S. J. H. M.** (2006, June 19-23). *The influence of message framing, intention to quit smoking, and nicotine dependence on persuasiveness of smoking cessation messages*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Müller, F., & van Zoonen, L.** (2006, Oktober 28). *Constructing City Identities: Popular Communication Policies and Ethnic Tension in Amsterdam after the Theo van Gogh Murder*. Paper presented at Cities and Media, European Science Foundation, Vadstena, Sweden.
- Müller, F., van Zoonen, L., & de Roode, L.** (2006, February 12). *Anti-racism: A spoilt vocabulary in soccer culture ? An examination of the experiences, evaluations and effects of three anti-racist projects in local Amsterdam soccer culture*. Paper presented at the Toda Anti-racism conference, University of Atlanta, Atlanta, US.
- Müller, F., van Zoonen, L., & de Roode, L.** (2006, June 19-23). *Anti-racism: a spoilt vocabulary in soccer culture ? An examination of the experiences, evaluations and effects of three anti-racist projects in local Amsterdam soccer culture*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Müller, F., van Zoonen, L., & de Roode, L.** (2006, June 19-23). *We can't 'Just do it' alone! An analysis of Nike's (potential) contributions to anti racism in soccer*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Pantti, M.** (2006, June 19-23). *Politics of public compassion*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Pantti, M.** (2006, July 20-23). *Until death us do join together: Media rituals and the myth of the social centre*. Paper presented at the Association for Cultural Studies Crossroads Conference, Istanbul, Turkey.
- Pantti, M., & Wahl-Jorgensen, K.** (2006, September 6-8). *On the political possibilities of therapy news: Social responsibility and the limits of objectivity in disaster coverage*. Paper presented at the Media Change and Social Theory, Oxford, UK.
- Peter, J., & Valkenburg, P. M.** (2006, June 19-23). *Adolescents' exposure to online sexually explicit material and recreational attitudes towards sex*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Peter, J., & Valkenburg, P. M.** (2006, August 2-5). *Teenagers' exposure to sexually explicit online material and their attitudes toward virginity*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, US.
- Peter, J., & Valkenburg, P. M.** (2006, August 2-5). *Adolescents' exposure to a sexualized media environment and notions of women as sexual objects – Testing the cumulative exposure*

*hypothesis*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, US.

- Praag, Ph. van,** van Aelst, P., & **Brants, K.** (2006, August 21-September 3). *Types and Shifts of media power: A conceptual analysis illustrated by 50 years of political communication in the Lowlands*. Paper presented at the annual meeting American Political Science Association, Philadelphia, US.
- Putte, B. van den** (2006, June 19-23). *The integrative framework of effective communication*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Putte, B. van den,** ten Berg, B., Yzer, M. C., & Willemsen, M. C. (2006, June 19-23). *An integrative framework of smoking cessation determinants: The difference between successful and unsuccessful smoking cessation attempts*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Putte, B. van den,** & Bronner, A. E. (2006, June 30-July 1). *Brand identification of television commercials: The effect of message content, brand and consumer variables, and repeated exposure*. Paper presented at 5<sup>th</sup> International Conference on Research in Advertising (ICORIA), Bath, UK.
- Putte, B. van den,** Southwell, B., & Yzer, M. C. (2006, June 19-23). *Can talk amplify normative effects in health campaigns?* Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Reijmersdal, E. A. van, Neijens, P. C., & Smit, E.G.** (2006, June 19-23). *Brand integrations in magazines: Effects of commercialism on credibility and purchase intention*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Reijmersdal, E. A. van, Neijens, P. C., & Smit, E.G.** (2006, June 30-July 1). *Brand integration in magazines: Effects of commerciality on format perception and evaluation*. Paper presented at 5<sup>th</sup> International Conference on Research in Advertising (ICORIA), Bath, UK.
- Reijnders, S.** (2006). *GELC: A replication study on the appropriations of the Idols TV show in English festive culture*. Paper presented at the Center for Research on Social-Cultural Change, Oxford, UK.
- Reijnders, S.** (2006, July 20-23). *Media rituals and festive culture: Appropriations of the Idols TV programme*. Paper presented at the Association for Cultural Studies Crossroads Conference, Istanbul, Turkey.
- Ruigrok, N.** (2006, June 19-23). *Journalism of Attachment; Dutch Newspapers and the Bosnian War*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Ruigrok, N.,** & van Atteveldt, W. (2006, March 22-25). *Local angling with a global angle: How US, British and Dutch newspapers frame global and local terrorist attacks*. Paper presented at the International Studies Association (ISA), San Diego, US.

- Ruigrok, N., Schoenbach, K., Scholten, O., & de Ridder, J. A.** (2006, June 19-23). *Covering the Bosnian war: "Journalism of attachment" in Dutch newspapers*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Ruler, B. van** (2006, June 12-16). *Public relations as frame doctoring: A european approach*. Paper presented at the Third International Conference of the Russian Communication Association, St. Petersburg, Russia.
- Ruler, B. van** (2006, December 3-5). *Crisis public relations and communication theory: What can we learn from it?* Paper presented at the Second International Scientific Festival "Crisis Management in Public Relations", Tehran, Iran.
- Schoenbach, K.** (2006, June 19-23). *"The own in the foreign": Reliable surprise—an important function of the media?* Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Schouten, A. P., Valkenburg, P. M., & Peter, J.** (2006, June 19-23). *Adolescents' self-disclosure during instant messaging*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Schouten, A. P., Valkenburg, P. M., & Peter, J.** (2006, June 19-23). *Precursors and underlying processes of adolescents' online self-disclosure: Testing an "Internet-Attribute-Perception" model*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Schouten, B. C., & Meeuwesen, L.** (2006, September 5-8). *Culture and medical communication: A review of the literature*. Paper presented at the European Association for Communication and Healthcare conference, Basel, Switzerland.
- Schuck, A., Boomgaarden, H., & de Vreese, C. H.** (2006, March 31-April 2). *Assessing the second-orderness of European elections and referendums: A content analytical approach*. Paper presented at the Duesseldorfer Forum Politische Kommunikation (DFPK), Duesseldorf, Germany.
- Schuck, A., & de Vreese, C.H.** (2006, June 19-23). *Campaign effects on voter turnout in the Dutch EU constitutional referendum*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Semetko, H. A., & **Boomgaarden, H. G.** (2006, February 16-17). *News media and elections in comparative perspective*. Paper presented at 'European governance: Challenges for the Future', Atlanta, US.
- Semetko, H. A., & **Boomgaarden, H. G.** (2006, July 19-20). *Chancellor candidates, issues and parties in the news: Evidence from the 2005 German Bundestagswahl*. Paper presented at Bundestagswahlen 2005, Berlin, Germany.
- Smit, E. G., Neijens, P. C., & van Reijmersdal, E.** (2006). *Today's practice of integrating brands in TV programs*. Paper presented at 5<sup>th</sup> International Conference on Research in Advertising (ICORIA), Bath, UK.

- Smit, E. G., Neijens, P. C., & Stuurman, M.** (2006, June 19-23). *Attention to newspaper ads: The concerted interaction of medium, ad and reader*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Spanje, J. van, & **van der Brug, W.** (2006, April 12-15). *The ostracism dimension of party competition: Electoral effects of political exclusion: the case of anti-immigration parties*. Paper presented at the Midwest Political Science Association Meeting, Chicago, US.
- Taalas, S., & **Bakker, P.** (2006, July 18-20). *Organisational bestiary: Rise of the global porn industry*. Paper presented at SCOS XXIV 2006 conference "The Good, the Bad and the Ugly: Organizations and demons". Nijmegen, The Netherlands.
- Tan, E., & Oinonen, K.** (2006, June 19-23). *How (not) to personalize content presentation in museum exhibitions: Visitors want control*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Tan, E., & Visch, V.** (2006, June 19-23). *On the mental representation of film genre: Expertise is visual*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Tromp, F., Meeuwesen, L., & **Schouten, B. C.** (2006, May 8-10). *Differences in conversation structure in general practice with native-born and ethnic minority patients*. Paper presented at the 6<sup>th</sup> conference on Psychology & Health, Rolduc, Kerkrade, The Netherlands.
- Valkenburg, P. M., Peter, J., & Schouten, A. P.** (2006, June 19-23). *Friend Networking Websites and their Relationship to Adolescents' Well-being and Self-Esteem*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Vasileiadou E.** (2006, May), *Asking the user? Methodological issues on the study of ICTs*. Invited lecture for the Institute for Prospective Technological Studies, of the European Commission, Seville, Spain.
- Verhoeven P.** (2006, July 7-9) *Producing bonding social capital? Studying public relations and social cohesion*. Paper presented at Bledcom 2006: Communicating Europe. Diversity, Social Cohesion and Social Integration in Europe and Elsewhere: The Contribution of PR and Social Communication. Ljubljana, Slovenia.
- Vos, B. de, **van Meurs, L., & van den Putte, B.** (2006, November 16-18). *Mapping programme quality: Evaluating the quality of television programmes using the online appreciation panel*. Paper presented at the RIPE@2006 Conference Public Service Broadcasting in a Multimedia Environment: Programmes and Platforms. Amsterdam and Hilversum, The Netherlands.
- Vosmeer, M., Jansz, J., & L. van Zoonen** (2006, June 19-23). *Videogames as technologies of gender, analyzing final fantasy forums*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Vosmeer, M., Jansz, J., & L. van Zoonen** (2006, July 10-11). *Make a game: An analysis of girls making games*. Conference Women in Games, Teesside, UK.



- Vosmeer, M., Jansz, J., & L. van Zoonen** (2006, July 20-23). *I'd like to have a house like that: A study of adult female players of The Sims*. Paper presented at the Association for Cultural Studies Crossroads Conference, Istanbul, Turkey.
- Vosmeer, M., Jansz, J., & L. van Zoonen** (2006, September 15-16). *Unlikely gamers*. Paper presented at NWO-MES conference, 'Changing identities in a digital world', Amsterdam, The Netherlands.
- Vreese, C. H. de** (2006). *Television news has not (yet) left the nation state: Reflections on European integration in the news*. Paper presented at the international conference on Media, Democracy and European Culture. University of Copenhagen, Denmark.
- Vreese, C. H. de, Boomgaarden, H. G., & Semetko, H. A.** (2006, June 19-23). *Effects of issue news framing on public support for Turkish membership in the EU*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Vreese, C. H. de, Boomgaarden, H. G., & Semetko, H. A.** (2006, June 19-23). *News and the antecedents of support for Turkey in the European Union*. Paper presented at the annual meetings of the International Communication Association, Dresden, Germany.
- Vreese, C. H. de, Boomgaarden, H. G., & Semetko, H. A.** (2006, April 12-15). *Hard and soft: News and the antecedents of support for Turkey in the European Union*. Paper presented at the annual MPSA meetings, Chicago, US.
- Waal, E. de** (2006, June 19-23). *Online and print newspapers compared: uses & effects and patterns of change*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Waal, E. de, & Schoenbach, K.** (2006, June 19-23). *Internet, traditional media, and the public agenda: The impact of the differential chance for audience control*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Wagner, C., & **Leydesdorff, L.** (2006). *Measuring the globalization of knowledge networks*. Paper presented at Blue Sky II 2006: What Indicators for Science, Technology and Innovation Policies in the 21st Century, OECD, Paris, France.
- Walma van der Molen, J. H.** (2006, April 27). *Elementary School Children's News Interest and Reactions to News Presentations*. Keynote lecture held during the conference of the European Broadcasting organization (EBU), Amsterdam, The Netherlands.
- Walma van der Molen, J.H., & Jongbloed, W.** (2006, June 19-23). *Children's fears and coping with fears of TV news*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Wurff, R. van der** (2006, April 26-28). *Print and online newspapers in Europe*. Paper presented at the COST A20 conference 'The Impact of Internet on Mass Media in Europe', Delphi, Greece.
- Wurff, R. van der** (2006, November 15-18). *Focus on audiences: Public service in the market place*. Paper presented at the RIPE@2006 Conference on 'Public Service Broadcasting in a Multimedia Environment: Programmes and Platforms', Amsterdam, The Netherlands.

- Wyatt, S.** (2006, March 21). *Gender & ICTs: Learning from the past, imagining the future*. Paper presented at the International and Interdisciplinary Conference on Gender, Technology and the ICT Workplace, University of Salford, UK.
- Wyatt, S.** (2006, August 12-15). *Politics and the internet. What can we learn from science and technology studies?* Paper presented at the 29<sup>th</sup> Information Systems Research Seminar in Scandinavia (IRIS29), Elsinore, Denmark.
- Wyatt, S.** (2006, August 23-27). *What's in that bag?* Paper presented at EASST Conference Reviewing Humanness: Bodies, Technologies and Spaces, Lausanne, Switzerland.
- Wyatt, S.** (2006, September 15-16). *Closing plenary remarks*. NWO-MES conference, 'Changing identities in a digital world', Amsterdam, The Netherlands.
- Wyatt, S.** (2006, November 1-5). *Back to basics: How do we know what we know?* Paper presented at the 4S conference, Vancouver, Canada.
- Yzer, M. C., & **Van den Putte, B.** (2006, June 19-23). *Conversation as a mediator of smoking cessation campaign effects*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Zhou, P., & Leydesdorff, L.** (2006, May 20-21). *A comparative analysis on chinese and international journal-journal relations, "greater china's innovative capacities: Progress and challenges*. Paper presented at the The Stanford Project on Regions of Innovation and Entrepreneurship (SPRIE) at Stanford University and the China Institute for Science and Technology Policy (CISTP), Beijing, China.
- Zhou, P., & Leydesdorff, L.** (2006). *Visualization of the citation impact of China's scientific and technological journals*. Paper presented at "EASST 2006: Reviewing Humanness: Bodies, Technologies and Spaces", Lausanne, Switzerland.
- Zoonen, L. van** (2006, February 4). *New audiences, new money: The changing political economy of television*. Keynote address to the Finnish Media Days, Helsinki, Finland.
- Zoonen, L. van et al.,** (2006, June 19-23). *Dr. Phil meets the candidate: How family life produces political discussion*. Paper presented at the 56th annual conference of the International Communication Association (ICA), Dresden, Germany.
- Zoonen, L. van** (2006, September 3). *Public participation in multiplatform media*. Keynote address to the European Science Foundation seminar Participation and Play, University of Oslo, Norway.
- Zoonen, L. van** (2006, September 8). *Dr. Phil meets the candidates. How family life produces political discussions*. Keynote address to the annual CRESC conference Media and Social Change, Oxford, UK.

### Paper presentations at national conferences

- Bakker, P.** (2006, February 17). *Gratiszeitungen; die Neu-erfindung der Zeitung?* Paper presented at the INMA/ZMG meeting, Frankfurt, Germany.
- Bronner, A.E.** (2006, January). *Besluitvorming in gezinnen: de toenemende democratisering.* Paper presented at the Family Marketing Congress, Zeewolde, The Netherlands.
- Bronner, A. E.** (2006, May). *Multimediasynergie.* Paper presented at the SWOCC meeting Multimedia: more = more?, Amsterdam, The Netherlands.
- Bronner, A. E.** (2006, October). *Je moet weten hoe je beleid gaat overkomen.* Paper presented at the conference 'The agenda of the citizen', Den Haag, The Netherlands.
- Bronner, A. E., & de Hoog, R.** (2006, May). *Van gezinspraak tot vakantiespraak.* Paper presented at the Continuous Vacation Panel meeting, Scheveningen, The Netherlands.
- Hemels, J. M. H. J.** (2006, August 30). *Ernst en luim in de promotie van dagbladen.* Address held on the occasion of the opening of the historical posters for the promotion of newspapers in the International Press Centre 'Nieuwspoot', The Hague, The Netherlands.
- Hemels, J.M.H.J.** (2006, November 22). *In de maalstroom van de derde geldstroom. De kunst van het aanvragen van onderzoekfaciliteiten.* Address held during the DOCOP-DOCOP-Day as a part of the 'doctoraatsopleiding' for junior researchers of the Faculty of Social Sciences of the University of Antwerp, Belgium.
- Praag, Ph. van, & van der Brug, W.** (2006, May 18-19). *Dalend vertrouwen: tijdelijk of blijvend?* Paper presented at 'Politicologenetmaal', Nederlandse Kring voor Wetenschap der Politiek, The Hague, The Netherlands.
- Smit, E. G.** (2006, December 6). *Customer Media: De wetenschappelijke vestiging van een oud ambacht.* Address held during the first 'National Customer Media Conference', Haarlem, The Netherlands.
- Tan, E.** (2006, December 8). *Why people are good at einfühen, but do not do it all the time.* Paper presented at 'Einfühlen', Sonderforschungsbereich 447, Kulturen des performativen, Deutsche Forschungs-gesellschaft, Freie Universität Berlin, Germany.
- Walma van der Molen, J.H.** (2006, October 10-11) *Wetenschapseducatie: hype of nieuwe richting? Wat is de plaats van wte in de wtc?* Keynote lecture held at the Sharing Knowledge conference of the Da Vinci Institute on Science Communication, Free University of Amsterdam, The Netherlands.

### Organization of scientific conferences

- Bardoel, J.,** inter alia (2006, November 15-18). *RIPE@2006 Conference: Public Service Broadcasting in a Multimedia Environment: Programmes and Platforms.* Amsterdam and Hilversum.  
► 120 participants

- Brug, W. van der, & Neijens, P. C.** (2006). *Symposium In Honor of Farewell Willem Saris*. University of Amsterdam.
- ▶ 75 participants
- Leydesdorff, L.**, inter alia (2006, May 16-19). *Co-convenor of the Triple Helix of University-Industry-Government Relations*. Singapore.
- Leydesdorff, L.**, inter alia (2006, September 6-9). *Program committee 9<sup>th</sup> International Conference of Science & Technology Indicators*.
- Neijens, P. C., & Smit, E.G.**, inter alia (2006). *Fifth International Conference on Research in Advertising ICORIA*. University of Bath, UK.
- ▶ 150 participants
- Ruler, B. van**, inter alia (2006, July 7-9). *Program Committee of the BledCom Symposium "Communicating Europe"*. Bled, Slovenia.
- Wyatt, S.** (2006, March 21) *Programme Committee for the 'International and Interdisciplinary Conference on Gender, Technology and the ICT Workplace'*. Salford, UK.
- ▶ 100 participants
- Zoonen, L. van** (2006, September 15-16). *NWO-MES Conference: Identities and networks in the Digital World*. Amsterdam.