



The Amsterdam School of Communications Research

Annual report '08



UNIVERSITY OF AMSTERDAM



The Amsterdam School of Communications Research

**Annual
report
'08**



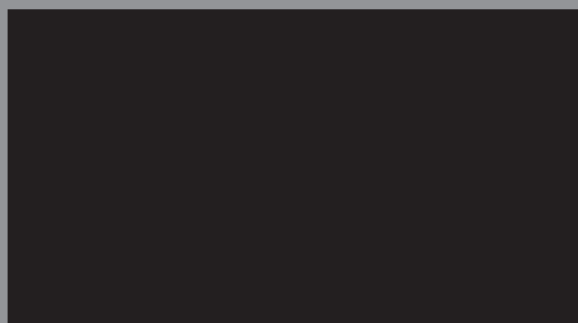
The Amsterdam School of Communications Research ASCoR
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Chapter 1



1. Introduction

This is the 2008 Annual Report of The Amsterdam School of Communications Research ASCoR. We look back on a year that gave us reason to be proud. The Research Assessment Committee of Communication Science in the Netherlands rated ASCoR as 'excellent' and concluded that it is one of the top research institutes in communication science worldwide. The three research groups were all rated as 'very good' to 'excellent' on all dimensions of the evaluation. The assessment report, which covered the period 2001-2007, also noted that the discipline has 'momentum' in the Dutch scientific landscape, and our partner universities in NESCoR also received very good evaluations. Needless to say, we are proud of our researchers, the institute, and the disciplinary evolution. We would like to extend our gratitude to the Assessment Committee for their work and for providing a stimulating and inspiring exchange of ideas. A summary of the ASCoR assessment can be found in the next chapter.

In 2008, no less than 12 new PhD projects started at ASCoR. Some of these were started with large-scale research grants, and others through an Open Competition for Master students which ASCoR held in the summer. In addition, Lotte Willemsen was awarded an NWO TopTalent Grant. We are delighted to welcome such a large and talented group of PhD candidates to our community.

New faculty also joined or rejoined ASCoR in 2008: Professor Klaus Schoenbach returned fulltime to ASCoR and now also holds the Chair in Journalism Studies, Professor Noelle Aarts was appointed Adjunct Professor ('bijzonder hoogleraar') of Strategic Communication, dr. Linda Duits was appointed Assistant Professor of Qualitative Methods, dr. Marieke Fransen was appointed Assistant Professor of Persuasive Communication, dr. Andreas Schuck and dr. Joost van Spanje were appointed Postdoctoral Research Fellows within Professor Claes de Vreese's NWO Vici project, and dr. Laura Owen was appointed Postdoctoral Research Fellow in dr. Moniek Buijzen's NWO Vidi project. We said goodbye to dr. Nel Ruigrok who started a media analysis company, dr. Monique Timmers who is working for the Department of Communication, dr. Jeroen Jansz who will be appointed Chair in Gaming at the Erasmus University in Rotterdam, and Professor Liesbet van Zoonen who took up a Chair in Media Studies at the University of Loughborough.



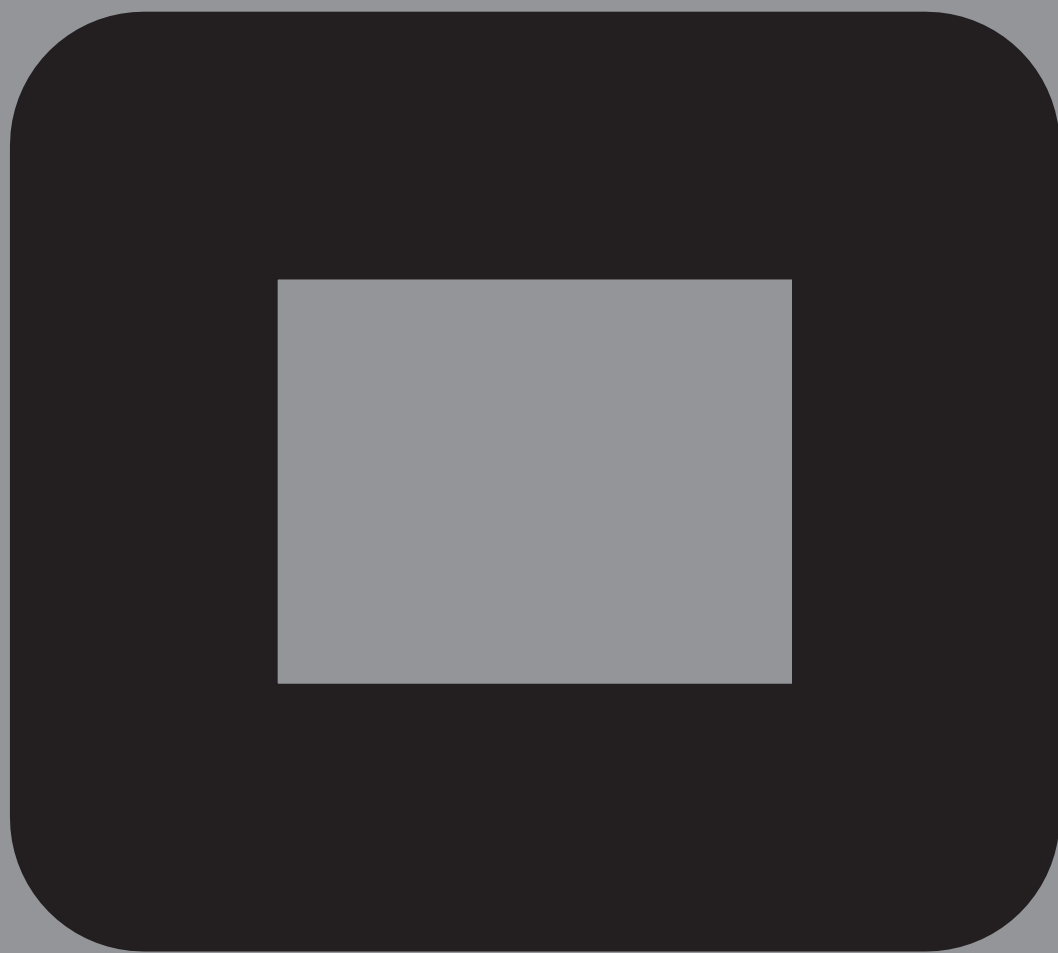
Dr. Maaïke Prangma was appointed as the new Research Manager of *ASCoR*, taking over the position from dr. Sandra Zwier. We welcome Maaïke to *ASCoR* and are very happy to have her in our midst. Dr. Zwier is now teaching in the Department of Communication and she is working for the Graduate School of Communication which was launched in 2008. Professor Peter Neijens is the Director of the new Graduate School which will unite the graduate teaching at the Masters, Research Masters and PhD levels. *ASCoR* looks forward to working with the Graduate School to continue our strong PhD program and to further explore new opportunities in the relationship between advanced graduate curricula and our research program.

In 2008, several *ASCoR* faculty and PhD candidates received recognition and best paper awards from associations including the ICA and the AEJMC. Professor Patti Valkenburg became the first Dutch Fellow of the ICA which is a recognition of her lifetime achievement in research. *ASCoR* also had the delight to announce Professor Michael Slater as the winner of the Denis McQuail Article Award, and Professor Slater is our 2008-2009 McQuail Honorary Fellow.

In 2009, *ASCoR* together with the Department of Communication, the Bachelor College and the Graduate School, will make a strong investment in research on corporate communication. A full professor, an associate professor and an assistant professor position will be announced and we look forward to developing this area of research. Moreover, *ASCoR* will be working towards further consolidating its research position in relation to the Dutch Science Foundation NWO, the University of Amsterdam, and other partners. One of these initiatives is the Platform for Communication, Media and Information Studies which is hosted by the Royal Dutch Academy of Sciences (KNAW). Finally, we will be looking ahead to improve and develop our research program in the light of the excellent Research Assessment.

Prof. dr. Claes H. de Vreese
ASCoR Scientific Director





2. Summary of the 2008 Research Assessment

Three Universities were involved in the 2008 assessment exercise: The University of Amsterdam (*ASCoR*), the University of Twente, and VU University. The assessment committee consisted of prof. dr. Michael Slater (chair), prof. dr. Hans Beentjes, prof. dr. Noshir Contractor, and prof. dr. Dhavan Shah. First, the members of the committee had four weeks to study the self evaluation. During the ensuing three-day site visit, the directors of the institutes, the deans and the program leaders were interviewed and the three locations were visited. Separate interviews were held with a selected group of PhD candidates and young staff members. The final conclusions and scorings were established in plenary committee discussions. The committee adhered to the definition of the scores as described in the Standard VSNU Evaluation Protocol: 5 = Excellent, 4 = Very good, 3 = Good, 2 = Satisfactory, 1 = Unsatisfactory. The assessment criteria refer to quality, productivity, relevance, and vitality and feasibility.

General findings

The committee is impressed by the progress of all the programs over the past seven years in general and four years in particular. All programs, although at varying levels, have become increasingly internationally competitive: “There is an exceptional trajectory here which, if it continues to grow and sustain, will clearly mark communication science in the Netherlands as a leading center not only in Europe but worldwide.”

Assessment of *ASCoR*

ASCoR as a whole is evaluated as ‘Excellent’ (5). The committee observes that within only ten years, *ASCoR* has risen to become the European leader in communication science and is likely one of the top dozen programs worldwide. The *ASCoR* leadership is young and energetic; there is a culture of high standards and expectations that is associated with excellence. Several researchers/research groups are at or near the top of their fields internationally. All the programs within the institute are strong and doing important work.

Program Media, Journalism and Public Opinion

This group received two ‘Excellent’ scores (5) and two ‘Excellent/Very good’ scores (4/5).



According to the committee, this research group is poised to make major contributions to theorizing on core areas of research on both news production and effects. The published work from this group is both theoretically and methodologically sophisticated. The steep rise in publishing is an indicator of increasing quality and prominence of the research.”

Program Media Entertainment and Popular Culture

This group received three ‘Excellent’ scores (5) and one ‘Very good’ score (4). In the committee’s view, the media and youth research group is emerging as perhaps the “hottest” research group internationally at present in the area of media effects on youth, especially in their work on the effects of the internet. The work is ambitious and sophisticated theoretically and methodologically; they clearly have justified the investments by NWO in terms of moving Dutch communication science into the top tier. The committee is also impressed by the program group director’s commitment to continuing to press forward with innovative research to answer basic questions of communication science.

Program Persuasive Communication

This group received four ‘Very good’ scores (4), which is quite an achievement, the committee notes, considering the cutback of 50% in 2003. Several of the group’s publications are considered to be substantial contributions to the international literature. Other strong points mentioned by the committee are the group’s strong awareness that commercial and health communication may be fruitfully combined in research projects, and its close cooperation with SWOCC. The program has become a visible player in the international community of communication research, and several researchers are prominently present in the national professional field. Societal relevance of both commercial and health communication is high.



Chapter 3



3. About ASCoR

3.1 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 35 senior researchers are permanently associated with *ASCoR* and its English-language PhD program hosts more than 30 candidates.

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 candidates.

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), the European Advertising Academy (EAA), and the World Association of Public Opinion Research (WAPOR). ASCoR faculty members serve on the editorial boards of nearly all major international communication journals. ASCoR hosts the Editorial office of the International Journal of Public Opinion Research.

3.2 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 omnipresent 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, weblogs, 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 wellbeing 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 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 consists of a tripartite division of research domains. This division is based on the *primary* functions of information and communication: 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 in anticipation of developments in media and society; (2) generate coherent and innovative, theory 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 within the Department of Communication Science.



Chapter 4 describes how ASCoR's identity, 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 & Public Opinion* (to inform), and *Media Entertainment & Popular Culture* (to entertain).

3.3 PhD program

ASCoR offers an English-language PhD program in Communication Science. Upon completion of the PhD program and defence of the dissertation, candidates receive a PhD in the Social Sciences from the University of Amsterdam.

Structure of the program

The PhD program consists of seven components: 1) Project proposal, 2) Training & Supervision Plan, 3) PhD training, 4) First Year Paper, 5) PhD research, 6) Progress Portfolio, and 7) the PhD dissertation.

Project proposal

The project proposal fits into the ASCoR research program, largely follows the NWO Open Competition format, and contains at least the following elements: Theoretical background, research question, method, academic relevance, societal relevance, time plan and financial plan.

Training & Supervision Plan

The Training & Supervision Plan is a mutual agreement between the PhD candidate, his/her supervision team and ASCoR. It is based on the project proposal and clarifies further agreements regarding: a) the composition of the supervision team, b) the minimum meeting frequency between PhD candidate and supervision team, c) the time and work plan, d) the individual training plan, e) the publication plan, and f) any other relevant issues. The plan is an agreement signed by all parties involved.

PhD training

Training is concentrated in the first 18 months of the program. It consists of intensive courses on theory, methods, and design in communication research, as well as on advanced academic skills, to prepare for and support in conducting independent and innovative research. All courses are taught in English. In addition, candidates participate in a two-weekly PhD Club related to their Program Group, in which research papers and problems are discussed. In addition to formal coursework, each PhD candidate is supervised individually by an advisor or 'promotor', or more commonly by a small team of 2 to 3 ASCoR senior faculty.



First Year Paper

After seven months, the First Year Paper must be ready. The First Year Paper is either an empirical article or a theoretical review article. The paper is subject to evaluation by the ASCoR Board and plays a critical role in the formal assessment of the PhD candidate after 8 months.

PhD research

PhD research and fieldwork are usually conducted mainly during the second and the third year of the program.

Progress Portfolio

About 1.5 years before the project deadline, the Progress Portfolio allows the PhD candidate and the supervision team to evaluate and report on 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 an outline of the dissertation (at least at chapter level), an overview of the progress per chapter, 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 candidate and the supervision team. The Progress Portfolio is evaluated by the ASCoR Board.

PhD dissertation

The final part of the program is writing the PhD dissertation. The bulk of the dissertation will usually be written during the final year of the project. After the dissertation has been read and approved by a doctorate committee, it is defended in public at the University of Amsterdam.

3.4 Organizational structure

ASCoR is a research institute within the Faculty of Social and Behavioural Sciences of the University of Amsterdam. It has the legal status of a research institute in terms of the law (WHW, articles 9.49-9.55). The Scientific Director and the Research Manager are jointly responsible for the day-to-day management of ASCoR.

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

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.



Researchers are expected to reach high productivity standards, with an average of two peer-reviewed scientific journal articles or book publications per year.

PhD candidates are admitted to *ASCoR* on the basis of a competitive selection procedure, taking into account a detailed project proposal, performance at University, the quality of the MA/MSc thesis, and personal motivation to conduct a PhD 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 PhD candidate supervision.

3.5 Personnel

Scientific Director:	prof. dr. C.H. de Vreese
Research Manager:	dr. M.E. Prangsmas
Secretariat:	M.A.M. Smit & I. Lannoye
ICT Support:	B. Monné

PROGRAM GROUP DIRECTORS

Persuasive Communication	prof. dr. P.C. Neijens
Media, Journalism & Public Opinion	prof. dr. K. Schoenbach
Media Entertainment & Popular Culture	prof. dr. P.M. Valkenburg

FACULTY

prof. dr. M.N.C. Aarts	dr. J. Jansz
dr. I. Awad Cherit	prof. dr. L. Leydesdorff
dr. P. Bakker	dr. A. van Meurs
prof. dr. J.L.H. Bardoel	dr. M. Moorman
prof. dr. P.A.A. van den Besselaar	prof. dr. P.C. Neijens
dr. H.G. Boomgaarden	dr. G. van Noort
prof. dr. K.L.K. Brants	dr. W. de Nooy
prof. dr. A.E. Bronner	dr. L.H. Owen
dr. G.J. de Bruijn	dr. M. Pantti
dr. M.A. Buijzen	dr. J. Peter
prof. dr. J.J. van Cuilenburg	dr. Ph. van Praag
dr. L. Duits	dr. S.J.H.M. van den Putte
dr. W.J.L. Elving	dr. E.A. van Reijmersdal
dr. M.L. Fransen	dr. S.L. Reijnders
prof. dr. J.M.H.J. Hemels	dr. J.A. de Ridder



prof. dr. A.A. van Ruler
prof. dr. K. Schoenbach
dr. O. Scholten
dr. B.C. Schouten
dr. A.R.T. Schuck
prof. dr. E.G. Smit
drs. J.H.P. van Spanje
prof. dr. E.S.H. Tan
prof. dr. P.M. Valkenburg

dr. P. Verhoeven
dr. R. Vliegthart
prof. dr. C.H. de Vreese
dr. J.H. Walma van der Molen
dr. J.C.M. van Weert
dr. R.J.W. van der Wurff
prof. dr. E.A. van Zoonen
dr. S.M. Zwier

HONORARY FELLOWS

prof. dr. W. van der Brug
prof. dr. C. van der Eijk
prof. dr. M. Franklin
prof. dr. C.J. Hamelink
prof. dr. D. McQuail

prof. dr. W.E. Saris
prof. dr. H.A. Semetko

MCQUAIL HONORARY FELLOW

prof. dr. M.D. Slater

PHD CANDIDATES

drs. M.L. Adriaansen
drs. M.L. Antheunis
drs. E.D. Asbeek Brusse
drs. R. Azrout
C. Baden, MA
drs. T.P. Bakker
S.E. Baumgartner, MA
drs. L. Bos
drs. C.G.C. van de Burgt
Y.F. Chow, MA
drs. N.A.J.M. van Doorn
drs. S.M. de Droog
drs. A.S. van Drunen
M.L. Elenbaas, MSc
T.S. Graham, MA
drs. Y.M. de Haan
M.C. Hinrichsen, MA

drs. F.A. Hirzalla
S.P. Joshi, MA
drs. M. Keer
S.K. Lecheler, MA MPhil
drs. J.S. Lemmens
D.P. Lucio Arias, MA
M. Mahrt, MA
drs. F. Müller
drs. D.G. Muntinga
drs. E. Rozendaal
drs. R. A. van Santen
drs. H.A.M. Voorveld
drs. M. Vosmeer
J.R. Ward, MA
drs. L.M. Willemsen
A. Wonneberger, MA
P. Zhou, MA



3.6 Faculty profiles

prof. dr. Noelle (M.N.C.) Aarts

- Adjunct professor of Strategic Communication (bijzonder hoogleraar) Media, Journalism & Public Opinion
 - Associate professor of Communication Strategies, Wageningen University
 - Advisor for the research project *Koe en Wei*, Centrum voor Landbouw en Milieu (CLM) (2007-2008)
 - Scientific committee member for the research project *Societal aspects of biodiversity policies in Belgium*, University of Brussels
 - Editorial board member for the *Journal of Conflict en Negotiation Research*
 - Member of the International Association of Conflict Management (IACM)
-

dr. Isabel Awad Cherit

- Postdoctoral research fellow Media, Journalism & Public Opinion
-

drs. Maud L. Adriaansen

- PhD candidate Media, Journalism & Public Opinion
 - Research Fellow at the Dutch Scientific Council for Government Policy (WRR)
-

drs. Marjolijn L. Antheunis

- PhD candidate Media Entertainment & Popular Culture
-

drs. Elsbeth D. Asbeek Brusse

- PhD candidate Persuasive Communication
-

drs. Rachid Azrout

- PhD candidate Media, Journalism & Public Opinion
-

Christian Baden, MA

- PhD candidate Media, Journalism & Public Opinion
-

dr. Piet Bakker

- Associate professor (UHD) Media, Journalism & Public Opinion
 - Professor of Cross Media Content at the Research Centre for Communication and Journalism, Hogeschool Utrecht
 - Abraham Verhoeven Professor 2008, Universiteit Antwerpen
 - Member of Me-paper Research Group (Journalistic formats on e-readers)
 - Associate reviewer of *Journal of Media Management* and *Electronic Markets Associated*
 - Reviewer of *Studies in Communication Science*
 - Editorial board member of *Observatorio*
-

drs. Tom P. Bakker

- PhD candidate Media, Journalism & Public Opinion
-

prof. dr. Jo L.H. Bardoel

- Associate professor (UHD) Media, Journalism & Public Opinion
- Adjunct professor of Media Policy, Radboud Universiteit Nijmegen
- Chair of the Working Group on European Public Broadcasting Policies of the International Association for Media and Communication Research (IAMCR)
- Chair of the Working Group on Media for the Council for Culture, the official advisory board for the Dutch Ministry of Education, Culture and Sciences



- Planning group member for the RIPE Conference on Public Service Broadcasting
-

Susanne E. Baumgartner, MA

- PhD candidate
Media Entertainment & Popular Culture
-

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

- Adjunct professor of E-Social Science Media, Journalism & Public Opinion
 - Head of the Department of Science System Assessment, Rathenau Instituut, Royal Netherlands Academy of Arts and Sciences (KNAW)
 - Associate editor for *The Information Society* and *Journal for Community Informatics*
 - Editorial board member of *Artificial Intelligence and Society*, *Communications of the ACM* and *Scientometrics*
 - Member of Committee on Quality Assurance, Royal Netherlands Academy of Arts and Sciences (KNAW)
 - Member of the joint project *Evaluating Research in Context*, KNAW, NWO, and VSNU
 - Member of IFIP TC9, Computers and Society (on behalf of Nederlands Genootschap voor Informatica)
 - Member of European RTD Evaluation Network, European Commission
 - Scientific advisory board member for UK e-Science Institute
-

dr. Hajo G. Boomgaarden

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

drs. Linda Bos

- PhD candidate
Media, Journalism & Public Opinion
-

prof. dr. Kees L.K. Brants

- Associate professor (UHD)
Media, Journalism & Public Opinion
 - Adjunct professor of Political Communication, Leiden University
 - Director of MSc Program in European Communication Studies
 - Editorial board member of *Acta Politica*, *Javnost – The Public and Interactions*, *Studies in Communication & Culture*
 - Board member of NWO programme Contested Democracy
-

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
 - Member of the Board of Governors for the Adjunct Chair of Customer Media, University of Amsterdam
 - Member of the Board of Governors for the Giep Franzen Fellowship
 - Main editor of the annual *Jaarboek van de MarktOnderzoekAssociatie*
-

prof. dr. Wouter van der Brug

- Honorary fellow
-



dr. Gert-Jan de Bruijn

- Assistant professor (UD)
Persuasive Communication
-

dr. Moniek A. Buijzen

- Associate professor (UHD)
Media Entertainment & Popular Culture
 - Project leader of NWO Vidi grant *The commercialized media environment: Content, processes, and consequences for children and adolescents*
 - Vice-chair of the ICA Special Interest Group Children, Adolescents and the Media (CAM)
 - Conference program planner of the ICA Special Interest Group Children, Adolescents, and the Media (CAM)
-

drs. Christel C.G. van de Burgt

- PhD candidate
Media, Journalism & Public Opinion
-

Yiu Fai Chow, MA

- PhD candidate
Media Entertainment & Popular Culture
-

prof. dr. Jan J. van Cuilenburg

- Professor of Media and Telecommunications Policy and Management
Media, Journalism & Public Opinion
 - Chair of the Netherlands Media Authority (Commissariaat voor de Media)
 - Chair of the Dutch Audience Research Foundation (Stichting KijkOnderzoek)
-

drs. Niels A.J.M. van Doorn

- PhD candidate
Media Entertainment & Popular Culture
-

drs. Simone M. de Droog

- PhD candidate
Media Entertainment & Popular Culture
-

drs. Anouk S. van Drunen

- PhD candidate
Media Journalism & Public Opinion
-

dr. Linda Duits

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

prof. dr. Cees van der Eijk

- Honorary fellow
-

Matthijs Elenbaas, MSc

- PhD candidate
Media, Journalism & Public Opinion
-

dr. Wim J.L. Elving

- Assistant professor (UD)
Persuasive Communication
 - Editor of *Corporate Communications, an international Journal*
 - Member of the ICA Internationalization Committee
-

prof. dr. Mark Franklin

- Honorary fellow
-

dr. Marieke L. Fransen

- Assistant professor (UD)
Persuasive Communication
-

Todd S. Graham, MA

- PhD candidate
Media, Journalism & Public Opinion
-

drs. Yael M. de Haan

- PhD candidate
Media, Journalism & Public Opinion
-



prof. dr. Cees J. Hamelink

- Honorary fellow
-

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

- Professor of Media History
Media, Journalism & Public Opinion
 - Guest professor of Journalism, Erasmus Hogeschool Brussel, Belgium
 - Board member of the Radboudstichting Wetenschappelijk Onderwijsfonds
 - Chair of the advisory board for the German newspaper museum Deutsches Zeitungsmuseum, Wadgassen, Germany
 - Board member for the Dutch Foundation of the Salzburg Global Seminar
 - Member of the board of experts of the national research project *Religious Communication: Religions in Swiss Mass Media*
 - Member of the scientific advisory committee for the project on digitization of Dutch newspapers *Databank Digitale Dagbladen 1618-1995*, Royal Library (Koninklijke Bibliotheek), The Hague
 - 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 Grafic Archives under the auspices of the Royal Society of the Book Trade (Koninklijke Vereniging van het Boekenvak, KVB)
 - Co-publisher of *Tijdschrift voor Tijdschriftstudies*
-

Malte-Carlos Hinrichsen, MA

- PhD candidate
Media, Journalism & Public Opinion
 - Student Member of the Board of the ICA
2009 - 2011
-

drs. Fadi A. Hirzalla

- PhD candidate
Media Entertainment & Popular Culture
-

dr. Jeroen Jansz

- Associate professor (UHD)
Media Entertainment & 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 Kijkwijzer Court of Appeal (NICAM)
 - Editorial board member for *Media Psychology, Games & Culture*, and *Zeitschrift für Medienpsychologie*
-

Suchi P. Joshi, MA

- PhD candidate
Media Entertainment & Popular Culture
-

drs. Mario Keer

- PhD candidate
Persuasive Communication
-

Irene Lannoye

- secretary
-

Sophie K. Lecheler, MA MPhil

- PhD candidate
Media, Journalism & Public Opinion
-

drs. Jeroen S. Lemmens

- PhD candidate
Media Entertainment & Popular Culture
-



prof. dr. Loet Leydesdorff

- Associate professor (UHD) Media, Journalism & Public Opinion
 - Visiting professor, Institute of Scientific and Technical Information of China (ISTIC), Beijing, 2007-2010
 - Honorary Fellow, Science Policy Research Unit (SPRU), University of Sussex 2007-2010
 - Honorary Fellow, Virtual Knowledge Studio, Royal Academy of Arts and Sciences (KNAW)
 - Co-convenor of the Triple Helix of University-Industry-Government Relations series of conferences, workshops, and special issues
 - Member of International Programme Committee of the International Conferences on Computing Anticipatory Systems
 - Editorial Board of *Cybermetrics*; *Social Science Information*; *Scientometrics*; *Industry and Higher Education*; *Journal of Technology Transfer*; *Science & Public Policy*; *Infometrics*; *International Journal of Applied Systemic Studies*; *tripleC: e-journal for cognition, communication and co-operation*; *Science Forum*
 - Amsterdam coordinator for the EU Network of Excellence PRIME - Policies for Research and Innovation in the Move towards the European Research Area (ERA)
-

Diana P. Lucio Arias, MA

- PhD candidate
Media, Journalism & Public Opinion
-

Merja Mahrt, MA

- PhD candidate
Media, Journalism & Public Opinion
-

prof. dr. Denis McQuail

- Honorary fellow
-

dr. Lex (A.) van Meurs

- Assistant professor (UD) Persuasive Communication
 - Research manager at Intomart GfK
 - Member Programmaraad Educatieve Omroep, Kamer RVU
 - Member editorial advisory board *Journal of Advertising Research*
-

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

- PhD candidate
Media Entertainment & Popular Culture
-

prof. dr. Peter C. Neijens

- Professor and Chair of Persuasive Communication
- Coordinator Research Master in Communication Science
- President European Advertising Academy
- Review committee member for Top Talent Program, Dutch National Science Foundation NWO
- Review committee member for Mozaiek Program, Dutch National Science Foundation NWO
- Program committee member, Department of Communication and



Cultural Management, Zeppelin University, Germany

- Jury member Mercurs (Nederlands Uitgevers Verbond, Dutch Annual Magazine Awards)
- Editorial review board member for *Journal of Advertising*
- Editorial advisory board member for *International Journal of Advertising*
- Associate editor for *Journal of Marketing Communications*, responsibility for the European Community
- Editor and Managing Editor of the *International Journal of Public Opinion Research*
- Deputy member of the UOC, University of Amsterdam
- Supervisory board member, Institute for Behavioral Research, University of Twente
- Advisory board member for Academie voor Overheidscommunicatie, Rijksvoorlichtingsdienst, Ministerie van Algemene Zaken
- Chair of the Board of HOI Instituut voor Media Auditing
- Chair of the Technical Commission Decision Makers Research

drs. Daan G. Muntinga

- PhD candidate
Persuasive Communication

dr. Guda van Noort

- Assistant professor (UD)
Persuasive Communication

dr. Wouter de Nooy

- Associate professor (UHD)
Media, Journalism & Public Opinion
- Advisory board member for *Poetics*:

Journal of Empirical Research on Culture, the Media and the Arts

dr. Laura H. Owen

- Postdoctoral research fellow
Media Entertainment & Popular Culture

dr. Mervi Pantti

- Postdoctoral research fellow
Media Entertainment & Popular Culture
- Marie Curie grant holder

dr. Jochen Peter

- Associate professor (UHD)
Media Entertainment & Popular Culture
- NWO Veni grant holder
- Editorial board member for *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*

dr. Ph. van Praag

- Associate professor (UHD)
Media, Journalism & Public Opinion
- Member of Referendumkamer, Leiden City Council
- Board member Stichting Het Nieuwe Parool
- Director of the Bachelor Program Political Science, College of Social Sciences, University of Amsterdam

dr. Maaike E. Prangma

- Research manager
- ASCoR PhD Program Manager
- NESCoR Program Manager

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 & Popular Culture
 - Secretary of the ICA Division
Communication History
 - Co-editor of *Quotidian: Journal of
Everyday Culture in the Netherlands*
-

dr. Jan A. de Ridder

- Associate professor (UHD)
Media, Journalism & Public Opinion
 - Head of the Department of
Communication
 - Director of the Bachelor College of
Communication Science, University of
Amsterdam
 - Member of the UCO, University of
Amsterdam
 - Member of the Haarlem City Council
-

drs. Esther Rozendaal

- PhD candidate
Media Entertainment & Popular Culture
-

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

- Professor of External Communication
Media, Journalism & Public Opinion
- Chair of the ICA Division Public
Relations
- Chair of the European Public Relations
Education and Research Association
- Scientific board member for the Center
for Science Communication, VU
Amsterdam
- Advisory board member for *Encyclopedia
of Public Relations, Journal of Marketing
and Communication Management* and

Tijdschrift voor Communicatiewetenschap

- Forewoman of the jury “PR Talentprijs”
-

drs. Rosa A. van Santen

- PhD candidate
Media, Journalism & Public Opinion
-

prof. dr. Willem E. Saris

- Honorary fellow
-

prof. dr. Klaus Schoenbach

- Professor and Chair of Media,
Journalism & Public Opinion
 - Editor of *Publizistik: Vierteljahreshefte für
Kommunikationsforschung*
 - Editorial board member for *Journal of
Communication, Journalism & Mass
Communication Educator,
Communication Research, Human
Communication Research, Media
Psychology, Journalism Studies, Zeitschrift
für Medienpsychologie* and *Journalism &
Mass Communication Quarterly*
 - Advisory board member
(Wissenschaftlicher Beirat), Institut fuer
Medien- und Kommunikationspolitik,
Berlin
-

dr. Otto Scholten

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

dr. Barbara C. Schouten

- Assistant professor (UD)
Persuasive Communication
-

Andreas R.T. Schuck, MA

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



prof. dr. Holli A. Semetko

- Honorary fellow
-

prof. dr. Michael D. Slater

- McQuail honorary fellow 2008-2009
-

prof. dr. Edith G. Smit

- Associate professor (UHD) Persuasive Communication
 - Adjunct professor of Customer Media
 - Board member of European Advertising Academy (EAA)
 - Chair of the Board, Foundation for fundamental research on brands and advertising SWOCC
 - Assistant editor *International Journal of Advertising*
-

Margriet A.M. Smit

- Office manager
-

dr. Joost H.P. van Spanje

- Postdoctoral research fellow
Media, Journalism & Public Opinion
-

prof. dr. Ed S.H. Tan

- Professor of Media Entertainment & Popular Culture
 - Advisory board member for International Association of Word and Image Studies (IAWIS)
 - Scientific committee member for Netherlands institute for Animation Film (NIAF)
 - Primary Investigator on EuroCoRes project *Consciousness in a Natural and Cultural Context* (CNCC)
 - Board member of the Society for the Cognitive Study of the Moving Image (SCSMI)
-

prof. dr. Patti M. Valkenburg

- Professor of Child and Media Research and Chair of Media Entertainment & Popular Culture
- Project leader NWO Vici grant
- Chair of CCAM, Center of Research on Children, Adolescents, and the Media
- Chair of the ICA Special Interest Group Children, Adolescents, and the Media
- Member of the scientific committee of the Dutch Rating Institute for Audiovisual Media (NICAM)
- Member of Task Force to advise the ICA board on its divisional structure
- Member of EUKidsonline, an EU sponsored 16-country European consortium on children and Internet safety
- Area editor for Blackwell's *International Encyclopedia of Communication*. Editorial area: Developmental Communication (i.e., editor of all entries on life-span developmental communication and youth and the media)
- Editorial board member of *Communication Research, Human Communication Research, Journal of Broadcasting and Electronic Media, Communication Yearbook, Journal of Applied Developmental Psychology, and Journal of Children and the Media*
- Member of Steering Committee of the Canon of Dutch children's television, Dutch Public Broadcasting [Publieke Omroep], Hilversum
- Member of the "Vaste benoemings-commissie hoogleraren" [Appointment committee full professors] of the Faculty of Social Sciences
- Member of the advisory council of the Netherlands Awareness Node (EU)



- sponsored project Safer Internet Program) to enhance awareness about safe internet use
- Member of the advisory council of the Dutch Hotline, an EU (Safer Internet Program) sponsored institute that allows members of the public to report on illegal internet content (2006-present)
 - Member of advisory council Mijn Kind Online (My Child Online; Co-initiative of the Dutch Telecom Company KPN and Ouders Online), Amsterdam (2006-present)
 - Member of the Advisory council of Stichting Impact, Landelijk kenniscentrum Psychosociale zorg na rampen, AMC, Amsterdam (2005-present)
-
- dr. Piet Verhoeven**
- Assistant professor (UD)
Media, Journalism & Public Opinion
-
- dr. Rens Vliegenthart**
- Assistant professor (UD)
Media, Journalism & Public Opinion
-
- drs. Hilde A.M. Voorveld**
- PhD candidate
Persuasive Communication
-
- drs. Mirjam Vosmeer**
- PhD candidate
Media Entertainment & Popular Culture
-
- prof. dr. Claes H. de Vreese**
- Professor of Political Communication
Media, Journalism & Public Opinion
 - Scientific Director of The Amsterdam School of Communications Research ASCoR
- Scientific Director of The Netherlands School of Communications Research NESCoR
 - Adjunct professor of Political Science and Journalism, University of Southern Denmark
 - Member of Connex 6th Framework of Excellence
 - Editorial board member of *European Union Politics*, *Political Communication*, *Public Opinion Quarterly*, *Journalism & Mass Communication Quarterly*, *Social Influence*, and *Scandinavian Political Studies*
 - Project leader NWO Vici grant
 - Principal Investigator REM (NORFACE) project *Religion, Euroscepticism and the Media*
 - Steering group member and Workpackage Leader in PIREDEU (EU FP7) project *Providing an Infrastructure for Research on Electoral Democracy in the European Union*
 - Member Young Royal Dutch Academy of Sciences (De Jonge Akademie)
 - Chair Platform Media and Communication Studies, Royal Dutch Academy of Arts and Sciences (KNAW)
 - Chair ICA Young Scholars Award
 - Member of ICA Nomination Committee
 - Member Steering Committee Universiteitsdag University of Amsterdam
 - Member Universiteit van Amsterdam Thesis Award Committee
-
- dr. Juliette H. Walma van der Molen**
- Assistant professor (UD)
Media Entertainment & Popular Culture
 - Member Young Royal Dutch Academy of Sciences (De Jonge Akademie)
 - Member of the national expert group



Wetenschap en Techniek in het Basisonderwijs [Science and Technology in Primary Education]

- Head of the Program Board of VTB-pro, a government funded project to train 10,000 primary school teachers in science and technology
- Board member of the Audit Committee of the national VTB-program of the Platform Beta Techniek
- Chair of the KNAW Program Group to develop an interactive website for primary and secondary school children on science and technology

Janelle R. Ward, MA

- PhD candidate
Media, Journalism & Public Opinion

dr. Julia C.M. van Weert

Assistant Professor (UD)
Persuasive Communication

drs. Lotte M. Willemsen

- PhD candidate
Persuasive Communication
- Assistant editor of the *International Journal of Public Opinion Research*

Anke Wonneberger, MA

- PhD candidate
Media, Journalism & Public Opinion

dr. Richard J.W. van der Wurff

- Assistant professor (UD)
Media, Journalism & Public Opinion
- Advisor to the Commissariaat voor de Media [Dutch Media Authority]
- Editorial board member of *New Media & Society*
- Member of the Board of Governors of

the Media Ombudsman Foundation
Netherlands

Ping Zhou, MA

- PhD candidate
Media, Journalism & Public Opinion

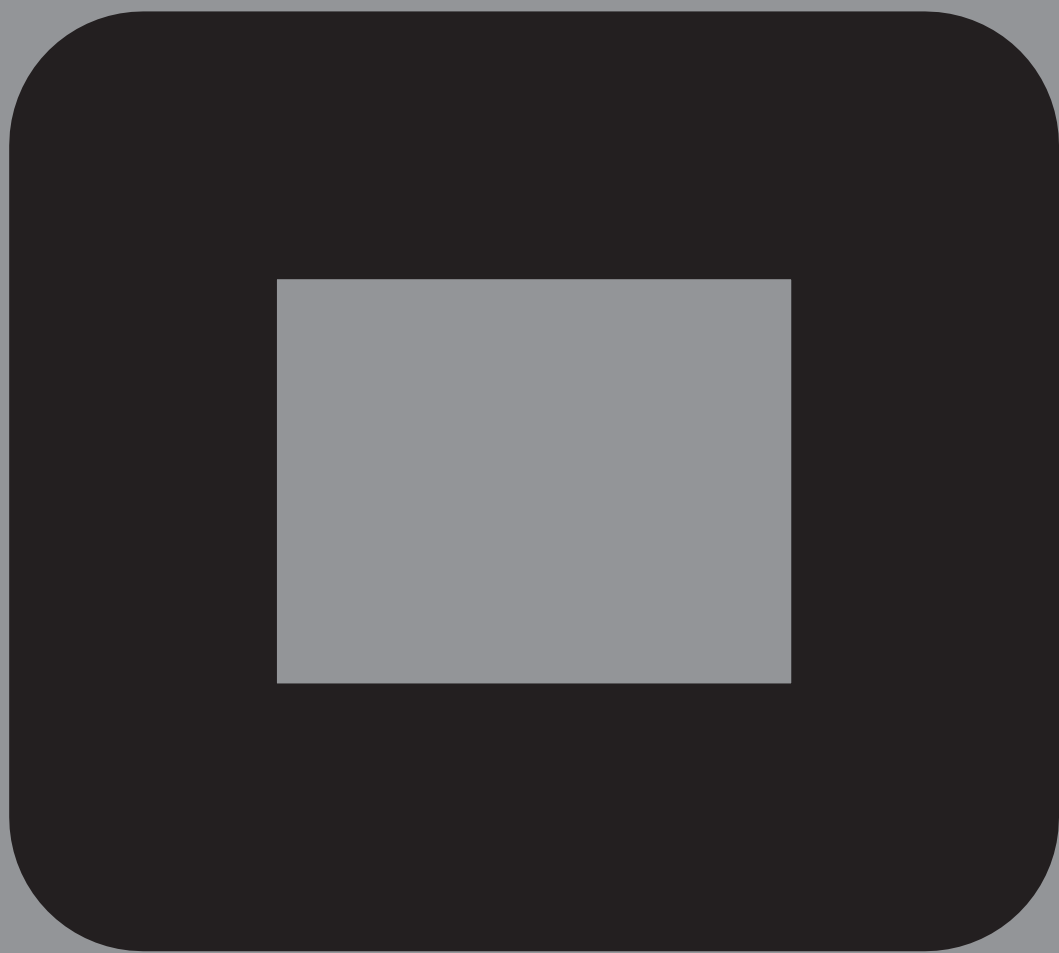
prof. dr. Liesbet (E.A.) van Zoonen

- Professor of Media & Popular Culture
Media Entertainment & Popular Culture
- Head of Department of Communication (until December 2008)
- Professor of Media Studies, University of Oslo
- Member of NWO program committee
Cultural Dynamics
- Member of the Raad van Toezicht,
Nationaal Openluchtmuseum Arnhem
- Member of Curatorium Nieuwspoor
- Editor *European Journal of Communication*
- Editorial board member for *Journal of Communication Inquiry*, *Journal of Popular Culture*, *Popular Communication*, *Political Communication*, *New Media and Society*, *European Journal of Cultural 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*

dr. Sandra M. Zwier

- Lecturer (UD)
Persuasive Communication





4. Review per research program

4.1 Persuasive Communication

Program group director: prof. dr. P.C. Neijens

FACULTY 2008

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

PHD CANDIDATES 2008

drs. E.D. Asbeek Brusse
drs. M. Keer
drs. D.G. Muntinga
drs. H.A.M. Voorveld
drs. L.M. Willemsen

RESEARCH CAPACITY 2008

Faculty: n = 14 (4.16 fte)
PhD candidates: n = 5 (2.90 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 behavioral 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 which 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 current trend of mixing persuasion with entertainment, and the resulting blurring distinctions between 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 behavior 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

The program group was strengthened with dr. Marieke Fransen as a new Assistant Professor in 2008. She defended her doctoral dissertation in December at the University of Twente. Guda van Noort, who started as an Assistant Professor in the program in September 2007, defended her doctoral dissertation in May at the VU University in Amsterdam. Three new PhD projects commenced during 2008. In October, Lotte Willemsen started her PhD project on electronic word-of-mouth in consumer decision-making, sponsored by an NWO TopTalent grant, and supervised by Peter Neijens and Fred Bronner. In November, Elsbeth Asbeek Brusse started her ASCoR Open Competition PhD project on entertainment-education in promoting prosocial behavior, supervised by Peter Neijens, and Daan Muntinga – supervised by Edith Smit and Marjolein Moorman – started his SWOCC-sponsored PhD project on consumers' online brand activities.

Scientific output	n	n/faculty ¹	n/fte ²
ISI-ranked articles	5	0.38	1.20
Articles in other peer reviewed journals	9	0.69	2.16
Authored books	1	0.08	0.24
Dissertations	2	0.15	0.48
Edited book	2	0.15	0.48
Book chapters	5	0.38	1.20
All	24	1.85	5.77

Dissertations

Fransen, M. L. (2008). *Marketing communication and automatic consumer responses: A context dependency perspective.* Unpublished doctoral dissertation, University of Twente, Enschede, the Netherlands.

Noort, G. van. (2008). *Bricks versus clicks: A self-regulation perspective on consumer responses in online and conventional shopping environments.* Unpublished doctoral dissertation, VU University, Amsterdam.

¹ Excluding Honorary Fellows and PhD candidates

² Id.



Funding

NWO SPONSORED PROJECTS DURING 2008

Starting date	Project title	Project leader(s)	Project fellow(s)
Sept. 2007	<i>The effect of health campaigns, interpersonal communication, and behavioural determinants on successful smoking cessation attempts</i> Replacement Grant	dr. S.J.H.M. v.d. Putte	n/a
Sept. 2007	<i>Sequential patterns of television viewing</i> Open Competition	prof. dr. K. Schoenbach dr. A. van Meurs	A. Wonneberger, MA
Oct. 2008	<i>Understanding the role of electronic word-of-mouth (eWOM) in consumer decision-making</i> TopTalent Grant	drs. L.M. Willemsen	n/a

OTHER SPONSORED PROJECTS DURING 2008

Starting date	Project title	Sponsor	Project leader(s)	Project fellow(s)
Dec. 2006	<i>Customer media</i>	Stichting Customer Media	prof. dr. E.G. Smit	n/a
Nov. 2008	<i>Antecedents and consequences of consumers' online brand activities</i>	SWOCC	prof. dr. E.G. Smit dr. M. Moorman	drs. D.G. Muntinga

AWARDS

E.A. van Reijmersdal, P.C. Neijens & E.G. Smit	Top-5 Paper Award International Conference on Research in Advertising, Antwerp, Belgium
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Research in 2008

We discuss the developments in the research program in 2008 for two research areas of the program: *Media strategies* and *Message strategies*.

Media strategies

Projects on media strategies study the effects of media factors on the attention and appreciation for, and the effects of persuasive campaigns. Eva van Reijmersdal continued her studies on brand placement with a radio study and a game study. Her studies showed that brand placements were better recalled than commercials. Context and placement appreciation were the strongest predictors of consumer behavior effects. Her study did not show synergy effects between brand placement and commercials. Eva also studied the effects of the inclusion of 'warnings' for sponsored content (before, during, or after the brand placement) and its effects.

Hilde Voorveld (in collaboration with Peter Neijens and Edith Smit) studied consumers' responses to brand websites. She did a literature study based on a vote-counting procedure, a content analysis on the interactivity of 136 websites, and conducted a survey in which she investigated motivations, attitudes and experiences of consumers with brand websites. Seven large companies (e.g., Grolsch, Samsung, and RWE) supported her study. Her studies revealed which individual-specific factors (e.g., involvement or flow) and execution factors (e.g., usability or interactivity) influenced responses to websites and brands. Guda van Noort's studies on online consumer behavior showed that online consumers can control their buying impulses better than consumers in a brick-and-mortar store. She also found that online safety cues are more persuasive for online consumers with a prevention-focused (vs. promotion) self-regulation. Several further experiments on the effects of online safety cues were conducted in 2008. Data will be analyzed in 2009.

A scale for Customer Media Commitment was developed by Edith Smit, adjunct professor of Customer Media, in collaboration with Corine Meppelink. The scale was tested and retested in different samples for print magazines and a digital magazine, and it proved to be valid, reliable and robust. Moreover, she conducted an experiment on the effect of customized communication. Results showed that the personalized versions as well as the versions with feedback possibilities were differently evaluated than the other. Together with Fred Bronner and Maarten Tolboom, she also compared the effect of TV commercials with the effect of free publicity (PR) on perceived brand personality and brand relationship quality. Their expectation that TV commercials have more impact on the consumer-brand relationship than free publicity was confirmed. Marjolein Moorman, Peter Neijens, Edith Smit, and Lotte Willemsen reported the results of a naturalistic field study into the effects of advertising broadcasted on television during the breaks of the matches of the 2006 FIFA World Cup Football (N=1952). They studied the role of involvement on recall of field board advertisements and commercials during the break,



as well as the effects on brand images. Their study showed that the event was a good platform for the creation of brand images through 'take-up' advertising in which the brand was associated with the event. Daan Muntinga studied the downside of sports sponsorships. He wrote a SWOCC publication on this topic and several articles in popular marketing and communication journals.

Fred Bronner studied multimedia synergy in advertising campaigns using an instrument called the Media Observer. He showed that the optimal number of contacts in a campaign varies strongly over product type and the specific combination of media used in the campaign. He also conducted a series of studies on electronic Word-of-Mouth (eWOM). He used the vacation decision process as the domain of investigation. Lotte Willemsen started her PhD project *Understanding the role of electronic word-of-mouth (eWOM) in consumer decision-making* in the Fall of 2008 (in collaboration with Peter Neijens and Fred Bronner). Lotte was awarded a NWO TopTalent Grant.

The study by Lex van Meurs on factors that influence effects of outdoor advertising was accepted for publication. He also submitted a paper (together with Anke Wonneberger and Klaus Schonbach) on the dynamics of individual television viewing behavior.

Message strategies

Gert-Jan de Bruijn (partly in collaboration with Bas van den Putte) conducted several studies that showed the relevance of including habitual and personality factors in understanding adolescent and adult health behaviour. His studies revealed that health communication may need to be tailored to habit strength levels as well as personality dimensions. Marieke Fransen conducted a study which is part of a series of studies investigating the role of private self-focus in regulatory fit effects. She found that people with a high (vs. low) private self-focus are more persuaded by messages that are framed in congruence (vs. incongruence) with their regulatory focus. This effect was only observed when people are confident of their own thoughts and feelings.

A team consisting of Mario Keer, Bas van den Putte and Peter Neijens showed that affective evaluations of health behaviors have a large direct effect on intention to perform those behaviors. The effect of cognitive evaluations of health behaviors on intentions is mostly indirect, that is: Mediated by attitude towards health behavior. Bas van den Putte showed in a longitudinal survey study among a panel of 3 411 smokers that the first phases of the smoking cessation process – forming an intention to quit and smoking cessation initiation – were primarily related to socio-cognitive variables, whereas the last phase – smoking cessation maintenance – was more strongly related to social environment and smoking cessation history variables. He also studied the role of *self-identity* and *interpersonal communication about the campaign*. A study of advertising campaigns on fast moving consumer goods showed that the effect of message content strategy was generally larger than the effect of advertising expenditure. Bas van den Putte



and Julia van Weert investigated determinants of condom use intention in Tanzania and Zambia and showed that in both countries the same socio-cognitive variables were relevant. Therefore the same HIV/AIDS prevention programs for subgroups in different countries could be developed. Peter Neijens studied (in collaboration with Claes de Vreese) how a decision aid – the Information and Choice Questionnaire (ICQ) – helped voters in the EU referendum make more consistent decisions.

Julia van Weert studied communication with older cancer patients (> 65 years) in collaboration with NIVEL. Measurement scales for *recall of information* and *quality of communication through the patients' eyes* were developed. Julia found a number of problematic issues in patient education, such as insufficiently tailored and information overload. Recall of information appeared to be less than 25%. Results showed that recall decreases with age but is also selectively influenced by prognosis. She also conducted a literature study and developed an intervention to improve patient education to older cancer patients preceding chemotherapy treatment. In a project in cooperation with Barbara Schouten, a study on communication strategies that can be used to persuade older Moroccan people (> 60 years) to participate in a health check showed that the original letter had no effect on Moroccan people. However an adapted letter appealing to the Moroccan collectivistic culture and using simple language resulted in the same amount of enlistments the original letter did for Dutch older people.

A project on the role of informal interpreters in intercultural communication within health care – funded by the European Commission – was completed by Barbara Schouten. Based on the results of this project a new European project called TRICC was funded by the European Commission. Aim of this project is to develop and evaluate an intervention to increase health care practitioners' knowledge attitudes and skills with regard to the use of interpreters in health care practice. Barbara finished her project on cultural differences between Dutch, Turkish and Moroccan people in communication and compliance. Results showed that there are some noteworthy differences between the three groups. However these differences can be more readily explained for by psychological variables such as individual values and self-construals than by ethnic background per se. A project that studied the effects of leadership styles on perceptions and behavior was finished. Wim Elving continued his studies on communicating organizational change. He edited a special issue on the subject in *Corporate Communications: An International Journal*. He also collected data in six different organizations with a newly developed questionnaire. Wim started a series of studies on Corporate Social Responsibility (CSR) in the marketing mix: A content analysis of all communication materials (including annual report website advertising) of a random selection of 20 of the biggest advertising organizations in the Netherlands, a survey into the motives on CSR communication of these organizations, and an experiment into the effects on consumer responses of a fit between the CSR domain and the organization. Part of this CSR project is funded by SWOCC.



An assessment

2008 was a very productive year for our research group. This was reflected in the number and quality of the studies conducted and the number and quality of the publications and publication outlets. Eva van Reijmersdal was particularly successful, receiving several award nominations and a top paper award for her work. We are also very proud of the NWO TopTalent grant that was received by Lotte Willemsen. She was one of 40 TopTalents who were awarded by the Dutch National Science Foundation NWO. The TopTalent program is a highly competitive program in which Master's students from all disciplines and all Dutch Universities compete with their own PhD project proposals for a PhD grant.

The solid basis in empirical research is a strong asset of the research program. In addition 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 invaluable connections and research sponsorships. The research group witnessed a substantial increase in the number of PhD projects.

Research in 2009

Research on media, message and reception factors in advertising and health campaigns will be continued in 2009 along the lines that were set up in 2008. In addition, a new area of research will be explored from 2009 onwards: Entertainment-education. Barbara Schouten and Julia van Weert study entertainment-education in health campaigns, and Elsbeth Asbeek Brusse studies entertainment-education in promoting prosocial behavior.

A new PhD project on consumers' motives to engage in online brand communication was started by Daan Muntinga, together with Edith Smit and Marjolein Moorman. Edith Smit and Bas van den Putte will supervise a new PhD project on customized communication. Edith Smit will explore funding possibilities for a new research project on *advertising acceptance within Europe*, together with Eva van Reijmersdal and Peter Neijens.



4.2 Media, Journalism and Public Opinion

Program group director: prof. dr. K. Schoenbach

FACULTY 2008

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. M.N.C. Aarts
prof. dr. J.L.H. Bardoel
prof. dr. P.A.A. v.d. Besselaar
prof. dr. K.L.K. Brants
prof. dr. L. Leydesdorff
dr. P. Bakker
dr. W. de Nooy
dr. Ph. van Praag
dr. J.A. de Ridder
dr. O. Scholten
dr. H.G. Boomgaarden
dr. P. Verhoeven
dr. R. Vliegenthart
dr. R.J.W. van der Wurff
dr. I. Awad Cherit
drs. J.H.P. van Spanje

PHD CANDIDATES 2008

drs. M.L. Adriaansen
drs. R. Azrout
C. Baden, MA
drs. T.P. Bakker
drs. L. Bos
drs. C.G.C. v.d. Burgt
drs. A.S. van Drunen
M.L. Elenbaas, MSc
T.S. Graham, MA
drs. Y.M. de Haan
M.C. Hinrichsen, MA
S.K. Lecheler, MA MPhil
D.P. Lucio Arias, MA
M. Mahrt, MA
drs. R. A. van Santen
A.R.T. Schuck, MA
J.R. Ward, MA
A. Wonneberger, MA
P. Zhou, MA

RESEARCH CAPACITY 2008

Faculty: n = 21 (6.59 fte)
PhD candidates: n = 19 (12.86 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. The program investigates the content of this information, how audiences use and process it, and what effects it has on individuals, groups, organizations and society. Research in this program often has an internationally comparative orientation. It also deals with methodological issues, i.e., with methods of data gathering and procedures for data analysis.



The program addresses two major research areas:

(1) *Uses and effects of news and information.* Research within this area investigates how citizens 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 and society.

(2) *Production and content of news and other societal information,* i.e., the processes and conditions of communication production and the meanings constructed by the media. We ask how the governance of communication fosters, facilitates, or impedes the organization and development of the public communication system.

Faculty changes

Professor Noelle Aarts was welcomed as a new Adjunct Professor ('bijzonder hoogleraar') on strategic communication. Joost van Spanje and Andreas Schuck were both hired as Postdoctoral Research Fellows in the NWO Vici project *Communication and the future of Europe*. Dr. Nel Ruigrok left the University of Amsterdam to start up her own business in media analysis.

Six new PhD projects started in 2008. Rosa van Santen started in January on a PhD project within the NWO program Contested Democracy, supervised by Liesbet van Zoonen. Tom Bakker and Christel van de Burgt started in Spring; Tom – supervised by Klaus Schoenbach and Claes de Vreese – investigates citizen journalism, and Christel – supervised by Klaus Schoenbach and Richard van der Wurff – studies journalistic codes of ethics. Rachid Azrout and Matthijs Elenbaas both started in September as PhD candidates within the NWO Vici project *Communication and the future of Europe*, supervised by Claes de Vreese and the project's postdoctoral research fellows. In December, Anouk van Drunen started her PhD project on *Framing integration and Islam: News and public opinion*.

Scientific output	n	n/faculty ³	n/fte ⁴
ISI-ranked articles	21	1.00	3.19
Articles in other peer reviewed journals	28	1.33	4.25
Authored books	2	0.10	0.30
Dissertations	1	0.05	0.15
Edited book	4	0.19	0.61
Book chapters	24	1.14	3.64
All	80	3.81	12.14

³ Excluding Honorary Fellows and PhD candidates

⁴ Id.



Dissertations

van Kempen, H. M. A. (2008). *Context in political communication: Measurement and effects on political behavior*. Unpublished doctoral dissertation, University of Amsterdam.

Funding

NWO SPONSORED PROJECTS DURING 2008

Starting date	Project title	Project leader(s)	Project fellow(s)
March 2005	<i>Referendum campaign dynamics</i> Open Competition	prof. dr. C.H. de Vreese	A. Schuck, MA
Sept. 2007	<i>Sequential patterns of television viewing</i> Open Competition	prof. dr. K. Schoenbach dr. A. van Meurs	A. Wonneberger, MA
Sept. 2008	<i>Communication and the Future of Europe</i> Vici	prof. dr. C.H. de Vreese	dr. A. Schuck dr. J. van Spanje dr. H. Boomgaarden dr. R. Vliegthart drs. R. Azrout drs. M. Elenbaas J. Möller

EU SPONSORED PROJECTS DURING 2008

Start date	Project title	Project leader(s)	Project fellow(s)
March 2005	<i>Referendum campaign dynamics</i> Open Competition	prof. dr. C.H. de Vreese	A. Schuck, MA
Sept. 2007	<i>Religion, Euroskepticism and the media</i>	prof. dr. C.H. de Vreese	dr. H.G. Boomgaarden M.C. Hinrichsen



EU SPONSORED PROJECTS DURING 2008 – CONTINUED

Start date	Project title	Project leader(s)	Project fellow(s)
Sept. 2008	<i>Providing an Infrastructure for Research on Electoral Democracy in the European Union (PIREDEU)</i>	prof. dr. C.H. de Vreese	dr. A. Schuck dr. J. van Spanje J. Möller
Dec. 2008	<i>QMSS-2 2008 Workshop Communication Networks on the Web</i>	dr. W. de Nooy	n/a

OTHER SPONSORED PROJECTS DURING 2008

Start date	Project title	Sponsor	Project leader(s)	Project fellow(s)
March 2005	<i>Nieuwsmonitor</i>	Persinstituut	dr. O. Scholten	dr. N. Ruigrok dr. P. Vasterman drs. J. Takens
Jan. 2006	<i>Framing Danish politics</i>	FSE (Danish Science Foundation)	prof. dr. C.H. de Vreese	n/a
Nov. 2007	<i>MediaOmbudsman</i>	Stichting Media Ombudsman	prof. dr. K. Schoenbach dr. R.J.W. van der Wurff	drs. C. v.d. Burgt
Dec. 2007	<i>New arrangements in media governance</i>	Hollander van der Mey/MS&L	prof. dr. J.H.L. Bardoel	drs. Y. de Haan
Jan. 2008	<i>The outsourcing of distribution in companies</i>	Sellbytel Group	prof. dr. K. Schoenbach	n/a
July 2008	<i>Values on German television. Content analysis for 1997, 2003 and 2007</i>	Zweites Deutsches Fernsehen (ZDF)	prof. dr. K. Schoenbach M. Mahrt, MA	n/a
Dec. 2008	<i>Campaign effects in Danish European parliament elections</i>	FSE (Danish Science Foundation)	prof. dr. C.H. de Vreese	n/a



AWARDS

C. Baden

Top Student Paper Award

Political Communication Division of the International Communication Association (ICA), Montreal, Canada

C.H. de Vreese

Member of De Jonge Akademie (The Young Academy) of the Royal Dutch Academy of Sciences (KNAW)

S.K. Lecheler

Top Student Paper Award

Mass Communication Division of the International Communication Association (ICA), Montreal, Canada

A.R.T. Schuck

Top Student Paper Award

Political Communication Division of the International Communication Association (ICA), Montreal, Canada

Research in 2008

Four major research fields deal with the main areas of study in this program group:

- 1) *Content and effects of political communication*, 2) *The production of public communication*, 3) *Media and communication governance*, and 4) *Information systems*.

1 *Content and effects of political communication*

Research within this field 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 politics. Researchers investigate the role of different information channels for the composition and quality of the public sphere. Studies in this field are often internationally comparative. They also deal with methodological issues connected to the development and testing of instruments for data gathering and procedures for data analysis.

In 2008, this research field included five main domains. In the first domain, focusing on *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 and issues such as the potential membership of Turkey in the EU:

- Claes de Vreese launched his research program 'Communication and the Future of Europe', funded by an NWO Vici grant and the EU (PIREDEU) and the research group



started working in September, making an inventory of extant research, developing new tools, conducting a pilot survey, and designing a large scale study of the 2009 European Parliament elections.

- Claes de Vreese, Hajo Boomgaarden and Holli Semetko showed how public opinion about Turkey is much more driven by ‘soft’, cultural factors than ‘hard’, utilitarian considerations. This is a significant change in the focus on antecedents of changes in public opinion and one that opens up a number of avenues for research about the role of the media in this process.
- Rens Vliegthart, Hajo Boomgaarden, Andreas Schuck, and Claes de Vreese discerned different levels of media attention for the European Union in seven EU countries over 16 years and the consequences of this attention as well as its framing for public opinion about the EU. Media attention in the EU seems largely driven by institutional events, and especially conflict and benefit framing has considerable effects on aggregate-level EU support.
- Christian Baden, in his project on *Communication Contextualization and Cognition*, taking the European referendum campaign in the Netherlands as a case, concluded an experimental study on the impact of frames on the semantic field associated with them. Baden also collected and transcribed a large amount of television and newspaper coverage as well as campaign materials issued by political parties during the campaign that he investigates. A detailed coding scheme for computer-assisted content analysis (as a basis for a subsequent semantic network analysis) was developed.
- Andreas Schuck investigated why people support referendums as a means of direct democracy, and how the media can influence that support during a referendum campaign. Political disaffection seemed to be the most important reason for individual referendum support. Also, more exposure to tabloid-style news coverage increased referendum support among skeptical voters. Among opponents of a referendum proposal, positive news framing can be perceived as negative, thus paradoxically increasing their level of risk perception and mobilizing them to turn out and vote ‘no’. This dynamic is moderated by political efficacy – only skeptics with higher levels of efficacy are mobilized due to their increased risk perception.

In the second domain within this field, on *the role of the media in the campaigns of Dutch elections*:

- Kees Brants and Philip van Praag continued their work on the professionalization of election campaigning in the Netherlands. Their book on political communication in elections and the power of the media is scheduled for publication in 2009.
- Maud Adriaansen’s research revealed that strategic news does not increase political cynicism among Dutch voters. Substantive news, however, does reduce political cynicism, particularly among younger voters. So, substantive news coverage may reverse the often-feared spiral of cynicism.



In the third domain, Hajo Boomgaarden, Linda Bos, Anouk van Drunen, Joost van Spanje, Rens Vliegthart and Claes de Vreese studied *news media, immigration issues and anti-immigration parties*:

- Hajo G. Boomgaarden's research in this domain deals with news and immigration attitudes. Not all people are affected equally by media content at all times, but personal and context characteristics moderate media effects. Within the framework of the NORFACE-funded project *Religion, Euroskepticism and the Media*, Boomgaarden and De Vreese worked on the impact of religion on immigration attitudes and Euroskepticism and voting in EP elections.
- Linda Bos' research on the media coverage of right-wing populist leaders showed that the only leading politician within that camp who won any seats in the last Dutch national election appeared more authoritative and more populist than his main rival. Moreover, indicators for authority and populism for a systematic content analysis were developed.
- Anouk van Drunen started her doctoral work with a paper on the local participation of migrants and especially the way in which local media affect it together with other relevant factors.
- Joost van Spanje worked on the origins and electoral consequences of ostracizing particular parties, the systematic refusal of a party to cooperate politically with a particular other party. Based on data on 46 anti-immigration and communist parties in 15 countries, Van Spanje found that parties ostracize others on the basis of strategic and non-strategic reasons. Also, when ostracized, anti-immigration and communist parties generally lose votes.
- Rens Vliegthart studied the framing of immigration and integration in the Dutch parliament and the Dutch media, 1995-2004. His results show how the issue of immigration and integration of ethnic minorities was framed differently in media and parliament, and how attention and framing in both realms were influenced by immigration figures and key events such as 9/11 and the assassination of Theo van Gogh.

The fourth research domain focuses on *(political) information in general and how it is conveyed to and received by citizens*:

- Sophie Lecheler conducted experimental studies on the longevity and real-life persistence of framing effects in general, on framing effects on Dutch public opinion towards Serbian EU membership, and on the mediation in framing effects.
- Claes de Vreese and Matthijs Elenbaas showed how exposure to strategically framed campaign coverage can fuel political cynicism for novices, and that cynicism is related to voting 'No' in a referendum. Moreover, they examined the effects of different kinds of strategic news, including self-referential press news, and 'spin' spotlighting publicity coverage. Exposure to both generic and publicity strategy news aroused political cynicism relative to issue-based news, but particularly so for more knowledgeable individuals who were more strongly affected by these frames.



- Anke Wonneberger, Klaus Schoenbach and Lex van Meurs started 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. Wonneberger developed a model of TV viewing behavior. First sequential patterns of watching TV were isolated.
- In their analysis of long-term large-scale German audience data about historical developments in how audience values determine media use, Merja Mahrt and Klaus Schoenbach showed that audience values are not just related to genres, but also to specific media outlets. A content analysis of television has been added to the data analyzed so far and is used to interpret findings from the surveys. Mahrt has been working on a model of how values and media use are related in the context of individual social and societal spheres.
- Malte Hinrichsen continued his PhD research with in the project on *Religion, Euroskepticism and the Media* with a secondary analysis. It showed that religious people are indeed primed by religious issues in EU coverage. Surveys in Ireland and the Netherlands have been conducted in order to test how this effect is influenced by high and low religious contexts in the two countries.

2 *The production of public communication*

The key question within this research area is how public communication is constructed by the media or by other 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.

Tom Bakker, Christel van de Burgt, Richard van der Wurff, Klaus Schoenbach and Claes de Vreese worked on different aspects of 'citizen journalism', i.e., journalistic work by laypeople:

- Van de Burgt, Van der Wurff and Schoenbach started to investigate the desirability and feasibility of an ethical code for lay journalism on the internet. Their study is funded by the Stichting Media-ombudsman. Van de Burgt finished a literature review and explorative interviews with experts in the field of online journalism. Initial results show that the debate about a separate code of conduct for online journalism revolves around general ethical dilemmas of journalistic role perceptions, self-regulation and professionalization. Also, a Delphi study of Dutch experts on the topic was prepared.
- The study by Bakker, Schoenbach and De Vreese questions the ambitions of political citizen journalism and investigates its impact on traditional media. Bakker finished a literature review, and a content analysis of political weblogs was prepared.
- In his theoretical work on citizen journalism, Schoenbach maintains that this increasingly popular type of journalism is not the remedy for flaws of the traditional



media's coverage of public affairs. Instead, the audience wants to be 'reliably surprised', i.e., appreciates the professional selection, presentation and interpretation of news.

The societal role of journalists was studied by several members of our group:

- In collaboration with the University of Antwerp, Kees Brants, Philip van Praag and Claes de Vreese published research based on surveys among Dutch and Flemish Members of Parliament and political journalists. They showed that members of parliament have a negative image of political journalists, especially of those who work on television: They have too much power, can make or break politicians and (too) often they set the political agenda. Sometimes journalists share this view, but they accompany it with a rather negative view of politicians.
- Isabel Awad Cherit investigated minorities and the press in the US, cultural diversity and the media in the Netherlands and Europe, and started a project on journalism and infotainment in neoliberal Chile.
- Rens Vliegthart investigated agenda-building dynamics in Belgium – both intermedia agenda-setting and the mass media's influence on the parliamentary agenda.
- Rosa van Santen began her project on infotainment with a literature analysis of popularization and personalization in the media. New and more precise conceptualizations were constructed to assess the contribution of different kinds of political television journalism to the democratic process.
- Richard van der Wurff showed that employees working for either information or entertainment organizations have different concepts of the performance of their organization: Information workers emphasize content performance. For them it follows from daily practices and reflects audience conceptions and programme judgements. Entertainment workers emphasize innovative performance which depends primarily on work practices.
- Building on his 2007 study of science in Western European news, Piet Verhoeven further explored the role of scientists in the news. A study into corporate actors in the news showed that corporate actors are recognized as participants in debates about societal issues. Also, in an analysis of the European Communication Monitor 2008, Verhoeven demonstrated that corporate communication is about to take the lead over brand and marketing communication, and that communication professionals will play an important role in corporate social responsibility.
- In Noelle Aarts' research, the role of communication for self-organization was explored from different angles. Also, strategic communication in relation to organizational planning was explored in several contexts with different foci, and Aarts studied framing as a dynamic communicative strategy to get things done.



3 *Media and communication governance*

This research field addresses the ways in which government policies and strategies of media and other institutions influence how public communication is organized and what it produces. *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.

- Research by Jo Bardoel concentrated on changing arrangements in media governance. Media governance has tended to rely less exclusively on government intervention and more on self-regulation of the media. He also began to write a book on media management and policy together with Jan van Cuilenburg.
- Yael de Haan has worked with Jo Bardoel and Kees Brants on how trust has become an umbrella for the (changing) meanings of the responsibility of the media, responsiveness and accountability. After a literature study, De Haan conducted a longitudinal content analysis of the critical debate on media performance both in Dutch professional and public media. In media organizations and among media professionals, a shift appears to have taken place from a defensive attitude to more understanding the external accusations on their performance. Yet being more responsive also increases the ambivalence and discomfort that journalists feel vis à vis the public.
- Piet Bakker continued his international studies on free daily newspapers, their content, economic conditions and their impact on traditional media. His research shows a growing interest in and market share of free daily newspapers, increased reading by younger generations, and the development of business models to serve consolidation and diversification.
- Richard van der Wurff demonstrated that newspaper advertising depends more strongly on economic developments than advertising in other media. Intermedia competition has little impact. Another result in Van der Wurff's research is that, a decade after the introduction of the World Wide Web, online newspapers still only complement print newspapers in modest ways.
- The relationship between media culture and religious culture in the Netherlands was pursued by Joan Hemels. His book on Titus Brandsma, Dutch journalism and his fight for press freedom between 1940 and 1942 was published.

4 *Information systems*

The final research field deals with communication and innovation in the dynamics of science and technology:



- Loet Leydesdorff continued his internationally renowned work in this area. A number of his studies focused on whether classifications can also be considered as codes (frames) of communication. The central research question of how codifications in techno-scientific communications evolve was brought a step further methodologically by developing a dynamic version of visone, a program for social network analysis. New software was developed for the analysis of the possible reduction of uncertainty in document sets which represent respective research fronts. The reduction of uncertainty can be explained in terms of processes of codification.
- Diana Lucio Arias and Loet Leydesdorff worked on a model to discover patterns in the process of scientific discovery and communication. Lucio Arias investigated some empirical applications of that model in the nanoscience and scientometric fields of research.
- Wouter de Nooy expanded his work on networks among administrators (the Dutch elite) to include the role of media attention to administrators and their organizations. His core hypothesis is that influence is not merely a matter of position, as political scientists have claimed. It is also, and perhaps increasingly, a matter of personal reputation due to the visibility in the media. De Nooy's work on statistical modeling of longitudinal network data has resulted in a general multilevel event-history model, now being tested on empirical data.

An assessment

Our research in 2008 shows a great variety of topics within the overarching research questions on the production and use of public communication, and on the effects of public communication on all levels of society. Our studies in 2008 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 21 publications in ISI-ranked journals. Our research capacity was expanded by 2 postdoctoral research fellows, and 6 new PhD projects started.

The assessment of ASCoR by an international committee in the summer of 2008 resulted in great praise for our group. The committee wrote that our research group is producing “internationally recognized and influential research”, and that the group’s work “is poised to make major contributions to theorizing on core areas of research on both news production and effects. The published work from this group is both theoretically and methodologically sophisticated.”

Research in 2009

Our work on **media and matters of EU integration** will be expanded. The campaign dynamics of the 2009 European Parliament elections and their effects are the perfect opportunity to collect and analyze data through a media-content analysis in the 27 EU countries, and a panel survey in more than 20 EU countries. Also, we will continue to



investigate how religion and religiosity relate to Euroskepticism and attitudes toward immigration, as well as how media mediate or moderate the impact of religion and religiosity. Mapping the semantic structure of public and media discourse on the Dutch EU constitutional referendum will be continued.

Studies on **national elections** will remain one of our foci as well: One research question will be to what extent young voters deviate from others. In a project on negative campaigning in the Netherlands, differences and similarities in party's own means of communication (e.g., press releases, advertisements) and free publicity (media coverage) will be studied. Also, the book by Philip van Praag and Kees Brants about the 2006 election campaign in the Netherlands will be finished. Its leading question: Is the power of the media increasing? Another project in this field deals with how the media cover the 2009 Bundestag election campaign: What are the trends in the coverage compared to previous elections? And what are its effects?

The **societal role of journalists** will remain of central interest for several members of our group: Research on the challenges to political communication in the UK and the Netherlands will be continued, notably on who controls the political interview and how politicians and journalists in the two countries perceive and appreciate each other's powers. The agenda-building project will be extended, and case studies on new arrangements in media governance will be conducted. Minorities and the press in the US, cultural diversity and the media in the Netherlands and Europe, and fieldwork research on journalism and infotainment in neoliberal Chile are other topics in this research area. The project *Popularization and Personalization in Dutch Political Television Journalism* will map and categorize political television journalism on public and commercial channels historically. Another burning question that will be investigated is: To what extent do different types of scholars as sources add 'deliberativeness' to general news items?

A Delphi study on the desirability and feasibility of a separate code for online journalism will be conducted and analyzed in 2009. A content analysis on political blogs plans to determine the characteristics of the producers of political blogs and the purposes and content of their outlets. It will be combined with a survey among the audience of citizen journalism on its perceptions and uses.

Focusing on the **audience of societal communication**, the projects on values and media use will further explore how different measures of exposure are related to values – including measures that take into account value patterns from a content analysis of German TV. A grant application will be submitted to investigate further the balance between surprise and reliability that recipients expect from media content. Work on an Australian-sponsored project *Global Youth & Media* will begin, together with scholars from several other countries. The duration and real-life persistence of experimental



framing effects remains on our agenda, e.g., recency and primacy effects in longitudinal framing effects studies. The project on sequential patterns of television viewing will continue with questions such as: How do Dutch viewers deal with different types of political information programs when they watch TV?

The focus of **science-information research** remains on the development of the communication of meaning and knowledge in scientific documents and patents. The empirical techniques are based on semantic maps, time-series analysis, and indicators based on the measurement of probabilistic entropy. In addition to empirical studies, the simulation and computation of anticipatory systems remains a second line of studies within this area.

Finally, our group will strengthen a research tradition that has hardly been present recently: The study of **organizational and corporate communication** – both inside organizations and with external stakeholders. More scientific staff will be hired, including a full professor. So far, research in this area already planned will include a network analysis of how the strategic communication of organizations and science communication are linked to each other.



4.3 Media Entertainment and Popular Culture

Program group director: prof. dr. P.M. Valkenburg

FACULTY 2008

prof. dr. E.S.H. Tan
prof. dr. P.M. Valkenburg
prof. dr. E.A. van Zoonen
dr. J. Peter
dr. M.A. Buijzen
dr. L. Duits
dr. J. Jansz
dr. L.H. Owen
dr. M. Pantti
dr. S.L. Reijnders
dr. J.H. Walma van der Molen

PHD CANDIDATES 2008

drs. M.L. Antheunis
S.E. Baumgartner, MA
Y.F. Chow, MA
drs. N.A.J.M. van Doorn
drs. S.M. de Droog
drs. F.A. Hirzalla
S.P. Joshi, MA
drs. J.S. Lemmens
drs. F. Müller
drs. E. Rozendaal
drs. M. Vosmeer

RESEARCH CAPACITY 2008

Faculty: n = 10 (6.29 fte)
PhD candidates: n = 10 (7.13 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 unraveling 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

Dr. Moniek Buijzen, previously Assistant Professor, was appointed Associate Professor in the program, at the same time starting her NWO Vidi fellowship. In October, postdoctoral research fellow Dr. Laura Owen joined Moniek Buijzen's NWO Vidi project. Dr. Jeroen Jansz took up a position at the Erasmus University Rotterdam, whilst professor Liesbet van Zoonen moved to Loughborough University in the UK after more than 10 years at ASCoR. Dr. Linda Duits successfully defended her dissertation in June, and as an Assistant Professor she is now specializing in qualitative research methods. Three new PhD candidates joined the program, all of whom are supervised by professor Patti Valkenburg and Dr. Moniek Buijzen and/or Dr. Jochen Peter: Suchi Joshi in April, and Susanne Baumgartner and Simone de Droog in September.



Scientific output	n	n/faculty⁵	n/fte⁶
ISI-ranked articles	9	0.90	1.43
Articles in other peer reviewed journals	11	1.10	1.75
Authored books	1	0.10	0.16
Dissertations	2	0.20	0.32
Edited book	0	0.00	0.00
Book chapters	8	0.80	1.27
All	31	3.10	4.93

Dissertations

Duits, L. (2008). *Multi-girl-culture: An ethnography of doing identity*. Doctoral dissertation, University of Amsterdam.

Owen, L. (2008). *The role of conceptual fluency in children's processing of incidental forms of advertising*. Unpublished doctoral dissertation, Lancaster University, UK.

⁵ Excluding Honorary Fellows and PhD candidates

⁶ Id.



Funding

NWO SPONSORED PROJECTS DURING 2008

Starting date	Project title	Project leader(s)	Project fellow(s)
June 2003	<i>Unlikely gamers</i>	prof. dr. E.A. van Zoonen dr. J. Jansz	drs. M. Vosmeer
Sept. 2003	<i>Internet, family life, and social well-being in childhood and adolescence</i> Vici	prof. dr. P.M. Valkenburg	dr. J. Peter drs. J. Lemmens
Sept. 2003	<i>Internet, family life, friendships, and loneliness: The instant message generation</i>	prof. dr. P.M. Valkenburg	drs. M. Antheunis
Nov. 2004	<i>Developing a model of family purchase decision making</i> Veni	dr. M.A. Buijzen	n/a
Sept. 2005	<i>Effect of online sexual explicitness on adolescents' sexual attitudes and sexual self</i> Veni	dr. J. Peter	n/a
Dec. 2007	<i>Omstreden Democratie</i>	prof. dr. E.A. van Zoonen	drs. R. van Santen
Dec. 2007	<i>Media tourism: Geographical imagination in the world of James Bond and the Da Vinci Code</i> Veni	dr. S.L. Reijnders	n/a
Oct. 2008	<i>The commercialized media environment: Content, processes, and consequences for children and adolescents</i> Vidi	dr. M.A. Buijzen	dr. E. van Reijmersdal dr. L. Owen



EU SPONSORED PROJECTS DURING 2008

Start date	Project title	Project leader(s)	Project fellow(s)
Sept. 2006	<i>Civicweb</i>	prof. dr. E.A. van Zoonen	drs. F. Hirzalla J. Ward, MA
Sept. 2006	<i>Mediation of emotions Marie Curie fellowship</i>	dr. M. Pantti	n/a
March 2007	<i>Consciousness in Interaction. The Role of the Natural and Social Environment in Shaping Consciousness (CONTACT)</i>	prof. dr. E.S.H. Tan	n/a

OTHER SPONSORED PROJECTS DURING 2008

Start date	Project title	Sponsor	Project leader(s)	Project fellow(s)
Sept. 2008	<i>Populaire cultuur als inter- ventie in de beeldvorming over gehandicapten</i>	Revalidatiefonds	prof. dr. E.A. van Zoonen	dr. M. Klijn drs. F. Müller
Jan. 2008	<i>Develop and research www.dejongsteakademie.nl</i>	Young Academy (DJA)	dr. J.H. Walma v.d. Molen	n/a



AWARDS

**M. Antheunis, J. Peter
& P.M. Valkenburg**

Top-2 Paper Award

Communication and Technology Division of the International Communication Association (ICA), Montreal, Canada

**M.A. Buijzen
J.S. Lemmens**

ASCoR Baschwitz Article of the Year Award

Young Scholar Best Paper Award

Etmaal van de Communicatiewetenschap, Amsterdam

**J. Peter
P.M. Valkenburg**

Top Paper Award

Mass Communication Division of the International Communication Association (ICA), Montreal, Canada

Top Faculty Paper Award

Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Chicago

S.L. Reijnders

NESCoR Dissertation Award 2006

The Netherlands School of Communications Research (NESCoR) at the Etmaal van de Communicatiewetenschap, Amsterdam

P.M. Valkenburg

Fellow of the International Communication Association (ICA)

Lifetime achievement award

Research in 2008

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 2008, a theoretical model of the entertainment experience created by Ed Tan was published in *Media Psychology*. Tan also published a study together with Valentijn Visch on style and events as genre cues, and conducted a study with Tonny Krijnen on emotion and moral in reality TV. Jeroen Jansz demonstrated, on the bases of self-determination theory (a psychological motivation theory) how males differ from females in their motivations to play to computer games *The Sims*. He also published a study in *New Media and Society* on the 'paratextual' pleasures of reading about playing video games.



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. Linda Duits started a new research project on young evangelicals. The first case study was on the 'EO-jongerendag', a manifestation organized by the Dutch Evangelical broadcasting association EO. Her results show how popular culture is used to show to an imaginary outside that Christian youths are as cool and exciting as secular youngsters.

Liesbet van Zoonen and Mervi Pantti, Marie Curie recipient, continued their work on the role of popular culture and emotions in the public sphere. Pantti published about sensational talk shows and reality TV and demonstrated the importance of popular culture in reflecting critical dimensions of the contemporary public sphere. These include the focus on diversity and emotionality in public affairs, the decline of the authority claims of television, and the insertion of previously excluded voices into the public sphere. Van Zoonen found that audiences use popular cultural representations of politics to make sense of politics in both cognitive and affective ways, leading to deliberation and demonstration simultaneously.

Finally, Stijn Reijnders' NWO Veni project *Media Tourism* funded by the Dutch Science Foundation was launched in January 2008. Since then the first case study has been conducted resulting in four papers. He demonstrated in all these cases how particular syntagmatic and paradigmatic choices, and narrative and visual conventions together, are not only the result of particular, historically situated communal and national identities but also, at the same time, reproduce and rearrange them. One paper has already been accepted for publication in *European Journal of Communication*; an additional paper is revised & resubmitted to *Journal of Cultural Geography*; two papers are currently under review.

Children, Adolescents, 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 this group is united in CCAM, the Center of Research on Children, Adolescents, and the Media (see www.ccam-ASCoR.nl).



Patti Valkenburg was named honorary fellow of the International Communication Association. She is the first Dutch scholar to receive this honor. In 2008, she also successfully completed her NWO Vici project. Three PhD students were part of her NWO Vici project, Alexander Schouten, Marjolijn Antheunis, and Jeroen Lemmens. Alexander Schouten defended his dissertation in 2007. Marjolijn Antheunis' dissertation was approved by the dissertation committee in 2008, and she will defend her dissertation in April 2009. Marjolijn Antheunis finished her fourth article on interpersonal attraction and friendship formation on the Internet. She also finished a study on friendship formation and maintenance on Hyves, a popular Dutch social networking site. Jeroen Lemmens (together with Patti Valkenburg and Jochen Peter) developed a scale to measure game addiction, which showed satisfactory reliability and validity. The scale will be used in a longitudinal study on game addiction. Jeroen is now working together with researchers from the Amsterdam Medical Center on an additional validation of his scale with implicit measures that are related to game addiction, such as the go-no-go task. His project is progressing very well; he will finish his dissertation in the Spring of 2010.

In 2008, three additional PhD students were hired in the CAM group: Sushi Joshi, Susanne Baumgartner, and Simone de Droog. Suchi's project involves a content-analysis of the sexual media environment of Dutch and American teenagers. Susanne's project will involve adolescents' online risks taking, and Simone will investigate how successful marketing strategies can be used to enhance children's healthy food consumption.

Jochen Peter – an NWO Veni recipient and involved in Valkenburg's NWO Vici project – finished three papers on a three-wave longitudinal study investigating the impact of adolescents' exposure to pornography on the Internet on their sexual attitudes. Exposure to such material is longitudinally associated with more permissive sexual attitudes, along with greater notions of women as sex objects. A key psychological process in mediating this association is whether adolescents like this material and perceive it as realistic and a useful source of information. Valkenburg and Peter also published a longitudinal study on the effect of Instant Messaging on the quality of friendships. These results seem to confirm the cross-sectional finding that online communication has a positive effect on social competence and the quality of friendships.

Moniek Buijzen received an NWO Vidi grant in 2008. She completed her NWO Veni project *Developing a model for family purchase decision making*. The main subproject – a quantitative observation study in supermarkets and toy stores – indicates that both children and parents use a broad range of strategies to ask for products and to respond to product requests. On the basis of the supermarket findings a model of family purchase decision making was produced. Because the main subproject had shown an important role of television advertising in determining family decision making a second subproject focused on this variable. She conducted a survey and an experiment revealing an



important interaction between family communication and advertising effects on children. In addition, the importance of children's accurate perceptions of parental communication was also assessed. Finally, a third subproject showed that children's exposure to television food advertising can result in unhealthy consumption patterns but that this impact is moderated by family consumer communication.

An assessment

2008 was a productive year for MEPC. Articles appeared in a wide variety of respected outlets, including *Human Communication Research* (impact factor 1.48), *Media Culture and Society* (impact factor 0.42) and *Appetite* (impact factor 1.92). Several members of MEPC received awards for their articles and competitive conference papers, and the number of editorial and editorial board positions in MEPC is considerable. In 2008, two dissertations were realized, all within the required period of 4 years. Finally, Moniek Buijzen acquired an NWO Vidi project, and Liesbet van Zoonen acquired a grant in the NWO Omstreeden Democratie program to study the history and effects of personalization and popularization in Dutch politics. These projects added to the already considerable amount of NWO and European funding in the MEPC group (see overview). In fact, in 2008, about one third of MEPC members were subsidized by Dutch National Science Foundation grants.

Research in 2009

Media Entertainment

Ed Tan will start with two new empirical studies on emotion in viewing drama with varying empathic attitudes. He will also work on co-publications with researchers outside ASCOR on the design of cross-media storytelling platforms and next generation dating sites.

Media and Popular Culture

In 2009 Linda Duits will expand her research on young evangelicals, and to contribute to emerging theory about the 'transforming' audience. Her work aims to theorize media users as social and engaged in dynamic and creative practices that often take place outside the conventional television-dominated living room. Stijn Reijnders will conduct the second case study of his NWO Veni project. This case study focuses on media tourism related to James Bond, and will shed light on the role of media culture in the construction of geographical imagination. He has planned field work to three popular James Bond locations and will conduct participant observation and in-depth interviews.

Children, Adolescents, and the Media (CAM)

Patti Valkenburg will continue publishing from the longitudinal data on the opportunities and risks of the internet for children and adolescents together with Jochen Peter and Susanne Baumgartner. Moniek Buijzen will continue her NWO Vidi project, together with Laura Owen, Simone de Droog, and Eva van Reijmersdal. The first challenge is to develop



a code book to be able to identify higher-order characteristics of advertising. This content analysis is a first step in realizing a method to classify different types of advertising. Finally, Peter's project on internet pornography will be extended and deepened. It will be extended toward other sexual media content (e.g., music clips) and deepened by trying to combine affective and cognitive underlying mechanisms. The leading questions are: What are the underlying processes of the effects of sexual media content on adolescents' sexual attitudes? The data will be gathered with four-wave panel study that has already started.

Appendices

Appendix A Faculty

TABLE 1 – ASCoR FACULTY IN FTE PER DECEMBER 2008
BY FUNDING SOURCE⁷ AND ACADEMIC POSITION

	1 st	2 nd	3 rd	S	Total
Professor	3.12	0.53	*	*	3.65 (n = 11)
Adjunct professor	*	*	0.28	*	0.28 (n = 2)
Associate professor	3.72	0.87	0.44	*	5.03 (n = 12)
Assistant professor & Postdoctoral research fellow	5.19	2.62	*	*	7.81 (n = 19)
All faculty	12.03	4.02	0.72	*	16.77 (n = 44)
PhD candidate	9.85 (n = 15)	7.10 (n = 10)	2.77 (n = 4)	3.75 (n = 5)	23.47 (n = 34)

⁷ 1st = first flow of funds (direct funding); 2nd = second flow of funds (NWO & EU); 3rd = third flow of funds (non-government funding); S = self-supporting PhD candidates.



TABLE 2 – ASCoR FACULTY PER DECEMBER 2008
INCLUDING FTE, PROGRAM GROUP AND FLOW OF FUNDS⁷

Name	fte	Program Group	Professor	Associate	Assistant	Postdoc	PhD
Aarts	0.20	MJPO	3rd				
Adriaansen	0.20	MJPO					3rd
Asbeek Brusse	0.85	PC					1st
Awad Cherit	0.20	MJPO				1st	
Azrout	0.85	MJPO					2nd
Baden	0.85	MJPO					S
Bakker, P.	0.16	MJPO		1st			
Bakker, T.	0.85	MJPO					1st
Bardoel	0.40	MJPO		1st			
Baumgartner	0.85	MEPC					1st
van den Besselaar	0.20	MJPO	3rd				
Boomgaarden	0.70	MJPO			1st	3rd	
Bos	0.85	MJPO					1st
Brants	0.24	MJPO		1st			
Bronner	0.16	PC	1st				

⁷ 1st = first flow of funds (direct funding); 2nd = second flow of funds (NWO & EU); 3rd = third flow of funds (non-government funding); S = self-supporting PhD candidates.



TABLE 2 – ASCoR FACULTY PER DECEMBER 2008 – CONTINUED

Name	fte	Program Group	Professor	Associate	Assistant	Postdoc	PhD
de Bruijn	0.40	PC			1st		
Buijzen	0.80	MEPC			1st	2nd	
van de Burgt	0.85	MJPO					1st
Chow	0.72	MEPC					3rd
van Cuilenburg	0.11	MJPO	1st				
van Doorn	0.70	MEPC					1st
de Droog	0.85	MEPC					1st
van Drunen	0.85	MJPO					1st
Duits	0.40	MEPC			1st		
Elenbaas	0.85	MJPO					1st
Elving	0.40	PC			1st		
Fransen	0.40	PC			1st		
Graham	0.85	MJPO					S
de Haan	0.85	MJPO					1st
Hemels	0.24	MJPO	1st				
Hinrichsen	0.85	MJPO					2nd
Hirzalla	0.80	MEPC					2nd



TABLE 2 – ASCoR FACULTY PER DECEMBER 2008 – CONTINUED

Name	fte	Program Group	Professor	Associate	Assistant	Postdoc	PhD
Jansz	0.40	MEPC		1st			
Joshi	0.85	MEPC					1st
Keer	0.85	PC					1st
Lecheler	0.85	MJPO					1st
Lemmens	1.00	MEPC					2nd
Leydesdorff	0.60	MJPO		1st + 3rd			
Lucio Arias	0.85	MJPO					1st
Mahrt	1.00	MJPO					S
van Meurs	0.08	PC			1st		
Moorman	0.32	PC			1st		
Müller	0.50	MEPC					1st
Muntinga	0.85	PC					3rd
Neijens	0.40	PC	1st				
van Noort	0.40	PC			1st		
de Nooy	0.40	MJPO		1st			
Owen	0.80	MEPC				2nd	
Pantti	1.00	MEPC				2nd	



TABLE 2 – ASCoR FACULTY PER DECEMBER 2008 – CONTINUED

Name	fte	Program Group	Professor	Associate	Assistant	Postdoc	PhD
Peter	1.00	MEPC		2nd			
van Praag	0.40	MJPO		1st			
van den Putte	0.40	PC		2nd			
van Reijmersdal	0.52	PC			1st	2nd	
de Ridder	0.20	MJPO		1st			
Rozendaal	0.85	MEPC					1st
van Ruler	0.24	MJPO	1st				
Schoenbach	0.40	MJPO	1st				
Scholten	0.10	MJPO		1st			
Schouten, B.C.	0.32	PC			1st		
Schuck	0.70	MJPO				2nd	
Smit	0.40	PC	3rd	1st			
van Spanje	0.70	MJPO				2nd	
Tan	0.50	MEPC	1st				
Valkenburg	0.80	MEPC	2nd				
Verhoeven	0.40	MJPO			1st		
Vliegenthart	0.70	MJPO			1st	2nd	



TABLE 2 – ASCoR FACULTY PER DECEMBER 2008 – CONTINUED

Name	fte	Program Group	Professor	Associate	Assistant	Postdoc	PhD
Voorveld	0.85	PC					1st
Vosmeer	0.80	MEPC					2nd
de Vreese	0.40	MJPO	1st + 2nd				
van Weert	0.34	PC			1st		
Ward	1.00	MJPO					S
Willemsen	0.85	PC					2nd
Wonneberger	0.85	MJPO					2nd
van der Wurff	0.30	MJPO			1st		
Zhou	0.20	MJPO					S
van Zoonen	0.32	MEPC	1st				



TABLE 3 – FACULTY DEVELOPMENTS SINCE 1997
STATUS IN DECEMBER OF EACH YEAR

		'97	'98	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
Professor	N	5	9	12	12	11	13	11	12	12	12	12	11
	FTE	1.0	1.6	3.1	13.1	2.9	3.2	4.6	4.1	5.1	3.8	3.7	3.5
Associate	N	4	4	4	9	10	12	11	11	10	11	12	12
	FTE	1.3	1.3	1.5	3.2	3.5	3.8	3.7	4.7	4.0	4.0	4.8	5.0
Assistant	N	10	19	18	18	22	27	26	17	14	11	17	16
	FTE	2.7	5.9	6.7	6.2	6.6	9.6	9.0	7.7	5.7	2.9	7.0	5.2
Total faculty	N	21	34	39	46	49	60	60	49	46	38	42	39
	FTE	7.7	11.5	16.2	18.2	19.6	24.8	21.7	23.6	22.8	14.6	17.1	13.7
PhD candidate	N	10	13	20	29	36	39	27	24	22	22	25	34



Appendix B Scientific output

TABLE 4 – ACADEMIC PUBLICATIONS 2008

Number of academic publications	135
Academic publications per faculty member (n = 44)	3.07
Academic publications per fte (n = 17.04)	7.92

	n	n/staff	n/fte
Articles in ISI-ranked peer reviewed journals	35	0.80	2.05
Articles in other peer reviewed journals	48	1.09	2.82
Authored Books	4	0.09	0.23
Dissertations	5	0.11	0.29
Edited books	6	0.14	0.35
Book chapters	37	0.84	2.17

TABLE 5 – 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	2007	2008
X =	2.64	4.17	2.97	3.30	3.45	3.14	3.47	3.48	3.56	3.96	4.54	3.17



Appendix C Honorary events

TABLE 6 – AWARDS

M. Antheunis, J. Peter & P.M. Valkenburg	<p>Top-2 Paper Award Communication and Technology Division of the International Communication Association (ICA), Montreal, Canada</p>
C. Baden	<p>Top Student Paper Award Political Communication Division of the International Communication Association (ICA), Montreal, Canada</p>
M.A. Buijzen	<p>ASCoR Baschwitz Article of the Year Award</p>
C.H. de Vreese	<p>Member of De Jonge Akademie (The Young Academy) of the Royal Dutch Academy of Sciences (KNAW)</p>
S.K. Lecheler	<p>Top Student Paper Award Mass Communication Division of the International Communication Association (ICA), Montreal, Canada</p>
J.S. Lemmens	<p>Young Scholar Best Paper Award Eetmaal van de Communicatiewetenschap, Amsterdam</p>
J. Peter P.M. Valkenburg	<p>Top Paper Award Mass Communication Division of the International Communication Association (ICA), Montreal, Canada</p> <p>Top Faculty Paper Award Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Chicago</p>



TABLE 6 – AWARDS – CONTINUED

E.A. van Reijmersdal, P.C. Neijens & E.G. Smit	Top-5 Paper Award International Conference on Research in Advertising, Antwerp, Belgium
S.L. Reijnders	NESCoR Dissertation Award 2006 The Netherlands School of Communications Research (NESCoR) at the Etmaal van de Communicatiewetenschap, Amsterdam
A.R.T. Schuck	Top Student Paper Award Political Communication Division of the International Communication Association (ICA), Montreal, Canada
P.M. Valkenburg	Fellow of the International Communication Association (ICA) Lifetime achievement award

TABLE 7 – JOB PROMOTIONS

dr. M.A. Buijzen	Appointed Associate Professor at the Dpt. of Communication Science, University of Amsterdam
dr. L. Duits	Appointed Assistant Professor at the Dpt. of Communication Science, University of Amsterdam

TABLE 8 – CONFERENCE ORGANIZATION

J.H. Walma v.d Molen	Organizer of a symposium on science and technology education, held during the Onderwijs Research Dagen. Eindhoven, June 20
	Co-organizer of an expert meeting at the Eindhoven School of Education on the Prof. dr. Mark Hackling's work in science communication and education. Eindhoven, June 17



TABLE 8 – CONFERENCE ORGANIZATION – CONTINUED

J.L.H. Bardoel	Organizer of Working Session on Producing Public Value: Public Service Broadcasting in a Multimedia Environment at the Conference and General Assembly of the International Association of Media and Communication Research. Stockholm, Sweden, July 20-25
	Co-organizer of the RIPE@2008 Conference. Mainz, Germany, October 9-11
K. Brants	Organiser and chair of the Conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy. Amsterdam, March 28-29
	Chair of the International Conference on Transparency of Foreign News Reporting. Rotterdam, April 17-18
W.J.L. Elving	Jury member for best academic and practitioner papers for the Conference on Corporate Communication. Wroxton, UK, June 6-9
L. Leydesdorff	International Program Committee of the Second PRIME Indicators Conference, STI Indicators for Policy Addressing New Demands of Stakeholders. Oslo, Norway, May 28-30
	International Program Committee of the International Conference on Science and Technology Indicators. Vienna, September 18-20
P. C. Neijens	Chair of the Paper Review Committee for the International Conference on Research in Advertising. Antwerp, Belgium, June 26-28
G. van Noort	Member of the organizing committee for the International Conference on Research in Advertising. Antwerp, Belgium, June 26-28
W. de Nooy	Co-organizer of Conference on Communication Networks on the Web, QMSS2 Program of the European Science Foundation. Amsterdam, December 18-19
S.L. Reijnders	Co-chair of the organizing committee for the international workshop Research Methods in Cultural Studies. Amsterdam, December 11
C. H. de Vreese	Organizer of section on Political Communication at the NOPSA Nordic Political Science Association Conference. Tromsø, Norway, August 6-9



Appendix D PhD program

TABLE 9 - PHD CANDIDATES & PROJECTS PER DECEMBER 2008

Name	Project title	Supervisor(s)	Starting year	Funding ⁸
drs. M. Vosmeer	<i>Unlikely gamers</i>	prof. dr. E.A. van Zoonen dr. J. Jansz	2003	2nd
drs. T. Graham	<i>Examining the democratic value of online discussions</i>	prof. dr. K.L.K. Brants	2004	S
J. R. Ward, MA	<i>Young people, the internet, and electoral politics</i>	prof. dr. K.L.K. Brants	2004	S
drs. M. Antheunis	<i>Influence of internet communication on friendship among youth</i>	prof. dr. P.M. Valkenburg	2005	2nd
Y. Chow, MA	<i>A study of trans/national popular culture consumption among young Chinese diaspora in the Netherlands</i>	prof. dr. E.A. van Zoonen	2005	S
A.R.T. Schuck, MA	<i>Referendum campaign dynamics</i>	prof. dr. C.H. de Vreese	2005	2nd
P. Zhou, MSc	<i>Mapping knowledge production and scholarly communication in China</i>	dr. L. Leydesdorff prof. dr. S. Blume prof. dr. W. Glänzel	2005	S

⁸ 1st = first flow of funds (direct funding); 2nd = second flow of funds (NWO & EU); 3rd = third flow of funds (non-government funding); S = self-supporting PhD candidates.



TABLE 9 - PHD CANDIDATES & PROJECTS PER DECEMBER 2008 – CONTINUED

Name	Project title	Supervisor(s)	Starting year	Funding
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	3rd
C. Baden, MA	<i>Communication, contextualization and cognition in the European public sphere</i>	prof. dr. C.H. de Vreese	2006	S
drs. L. Bos	<i>Public images of leaders of anti-immigration parties</i>	prof. dr. W. van der Brug prof. dr. C.H. de Vreese	2006	1st
drs. F. Hirzalla	<i>Young people, the internet and civic participation</i>	prof. dr. E.A. van Zoonen	2006	2nd
S.K. Lecheler, MA MPhil	<i>Framing politics</i>	prof. dr. C.H. de Vreese	2006	1st
D. Lucio Arias, MSc	<i>Knowledge-based innovations and scientific communication: communication at the interfaces between science and technology</i>	prof. dr. L. Leydesdorff prof. dr. S. Blume	2006	1st
drs. F. Müller	<i>Communicating cultural diversity and anti-racism in Europe</i>	prof. dr. E.A. van Zoonen	2006	1st
drs. E. Rozendaal	<i>The nature and development of children's advertising literacy</i>	prof. dr. P.M. Valkenburg dr. M.A. Buijzen	2006	1st
drs. N. van Doorn	<i>The performance of gender in user generated content on the Internet</i>	prof. dr. E.A. van Zoonen	2007	1st
drs. Y. de Haan	<i>New arrangements in media governance</i>	prof. dr. J.L.H. Bardoel prof. dr. K.L.K. Brants	2007	1st



TABLE 9 - PHD CANDIDATES & PROJECTS PER DECEMBER 2008 – CONTINUED

Name	Project title	Supervisor(s)	Starting year	Funding
M.C. Hinrichsen, MA	<i>Religion, Euroskepticism and the media</i>	prof. dr. C.H. de Vreese prof. dr. W. van der Brug dr. H.G. Boomgaarden	2007	2nd
drs. M. Keer	<i>Effectiveness of match and mismatch communication strategies</i>	prof. dr. P.C. Neijens dr. S.J.H.M. van den Putte	2007	1st
drs. J. Lemmens	<i>Online game addiction</i>	prof. dr. P.M. Valkenburg	2007	2nd
M. Mahrt, MA	<i>Values and media use in Germany, 1991-2005</i>	prof. dr. K. Schoenbach	2007	S
drs. H. Voorveld	<i>Uses and effects of brand websites</i>	prof. dr. P.C. Neijens prof. dr. E.G. Smit	2007	1st
A. Wonneberger, MA	<i>Sequential patterns of television viewing</i>	prof. dr. K. Schoenbach dr. A. van Meurs	2007	2nd
drs. E. Asbeek Brusse	<i>Understanding the role of entertainment-education in promoting prosocial behavior</i>	prof. dr. P.C. Neijens prof. dr. E.G. Smit	2008	1st
drs. R. Azrout	<i>Framing Turkey</i>	prof. dr. C.H. de Vreese dr. R. Vliegthart dr. J. van Spanje	2008	2nd
drs. T.P. Bakker	<i>Citizen journalism, media and politics</i>	prof. dr. K. Schoenbach prof. dr. C.H. de Vreese	2008	1st
S. Baumgartner, MA	<i>Adolescents' risk perception and risk taking on the internet</i>	prof. dr. P.M. Valkenburg dr. J. Peter	2008	1st
drs. C. van de Burgt	<i>Desirability and effectiveness of journalistic codes of ethics in the Netherlands</i>	prof. dr. K. Schoenbach dr. R.J.W. van der Wurff	2008	3rd



TABLE 9 - PHD CANDIDATES & PROJECTS PER DECEMBER 2008 – CONTINUED

Name	Project title	Supervisor(s)	Starting year	Funding
drs. S. de Droog	<i>The effect of characters, celebrity endorsement and peer popularity appeal on children's fruit consumption</i>	prof. dr. P.M. Valkenburg dr. M.A. Buijzen	2008	1st
drs. A. van Drunen	<i>Framing integration and islam: News and public opinion</i>	prof. dr. C.H. de Vreese prof. dr. K. Schoenbach dr. H.G. Boomgaarden dr. R. Vliegthart	2008	1st
drs. M. Elenbaas	<i>Media, knowledge and Euroskepticism</i>	prof. dr. C.H. de Vreese dr. H.G. Boomgaarden dr. A.R.T. Schuck	2008	2nd
S. Joshi, MA	<i>Adolescents in a sexualized media environment</i>	prof. dr. P.M. Valkenburg dr. J. Peter	2008	1st
drs. D. Muntinga	<i>Antecedents and consequences of consumers' online brand activities</i>	prof. dr. E.G. Smit dr. M. Moorman	2008	3rd
drs. R. van Santen	<i>History of Dutch politics in the media</i>	prof. dr. E.A. van Zoonen	2008	2nd
drs. L. Willemsen	<i>Understanding the role of electronic word-of-mouth (eWOM) in consumer decision-making</i>	prof. dr. P.C. Neijens prof. dr. A.E. Bronner	2008	2nd



TABLE 10 – PHD THESES 2008

Name	Defense date	Title of dissertation	Promoter(s)
L. Duits	June 2008	<i>Multi-girl-culture: An ethnography of doing identity</i>	prof. dr. E.A. van Zoonen
H.M.A. van Kempen	March 2008	<i>Context in political communication: Measurement and effects on political behaviour</i>	prof. dr. C. van der Eijk prof. dr. W. van der Brug

TABLE 11 – CLASSES IN THE PHD PROGRAM 2007

Course title	Training line	Convener(s)	Month	Nr. participants	Evaluation ⁹
PhD clubs	Theory	Various	All year	All	n/a
Structural Equation Modeling	Methods	R. de Vries	January	8	7.8
Structural Equation Modeling	Methods	W. de Nooy	April	9	7.7
Fundamentals of Persuasive Communication	Theory	E. Das B. Fennis L. Lagerwerf P. Neijens A. Pruyn K. Schoenbach I. Vermeulen	June	9	7.7
Content Analysis	Methods	J. Kleinnijenhuis F. Wester K. Schoenbach	October	17	6.8
Structural Equation Modeling	Methods	W. de Nooy	December	8	8.3

⁹ Evaluation is based on grading of the course by the participants, on a scale from 1 (poor) to 10 (excellent).

TABLE 12 – PHD DISSERTATION COMMITTEE MEMBERSHIPS 2008¹⁰

Name of defendant	Defense date	Dissertation title	Committee member(s)	University
W. van Atteveld	14 Nov.	<i>Semantic network analysis</i>	K. Schoenbach	VU University Amsterdam
S. van Bommel	14 Nov.	<i>Experts and expertise in different governance contexts: The case of nature conservation in the Drentsche Aa area in the Netherlands</i>	M.N.C. Aarts (co-promoter)	Wageningen University
M. Bruun-Vaage	19 Dec.	<i>Seeing is feeling: The functions of empathy for the spectator of film</i>	E.S.H. Tan	University of Oslo
V. Cauberghe	7 April	<i>Determinants of the impact of new advertising formats on interactive digital television</i>	P.C. Neijens	University of Antwerp
A. Deprez	25 June	<i>Internationale conflictberichtgeving in de Vlaamse geschreven pers: Een longitudinale framing- en representatieanalyse van de Eerste en Tweede Intifada</i>	C.H. de Vreese	Ghent University
L. Duits	4 June	<i>Multi-girl-culture: An ethnography of doing identity</i>	E.A. van Zoonen (promoter) K.L.K. Brants K. Schoenbach	ASCoR, University of Amsterdam
T. Faseur	16 April	<i>The effectiveness of emotions in advertising: Investigating multiple dimensions of emotions</i>	E.G. Smit	Ghent University
M.L. Fransen	19 Dec.	<i>Marketing communication and automatic consumer responses: A context dependency perspective</i>	P.C. Neijens	University of Twente

¹⁰ Reading committee memberships, unless stated otherwise.



TABLE 12 – PHD DISSERTATION COMMITTEE MEMBERSHIPS 2008 – CONTINUED

Name of defendant	Defense date	Dissertation title	Committee member(s)	University
B. Hartmann	11 July	<i>Spuren auslegen, Rahmen errichten: Textpragmatik und kognitive Dramaturgie des Filmanfangs</i>	E.S.H. Tan	Utrecht University
H. van Kempen	14 March	<i>Context in political communication: Measurements and effects on political behavior</i>	C. van der Eijk (promoter) W. v.d. Brug (co-promoter) Ph. van Praag K.L.K. Brants K. Schoenbach	ASCoR, University of Amsterdam
M. Kramer	18 July	<i>Romancing the mind</i>	E.S.H. Tan	University of Copenhagen
F. Merx	12 Dec.	<i>Organizing responsibilities for novelties in medical genetics: Dynamics and productivity of mutual positioning in hybrid forums</i>	P.A.A. van den Besselaar	University of Twente
G. van Noort	15 May	<i>Bricks versus clicks: A self-regulation perspective on consumer responses in online and conventional shopping environments</i>	P.C. Neijens	VU University Amsterdam
R. van Os	16 June	<i>Communicating Europe online: An exploratory investigation of the Europeanization of political communication on the Web</i>	C.H. de Vreese K.L.K. Brants	Radboud University Nijmegen
E. Verbij	15 Dec.	<i>Inter-sectoral coordination in forest policy: A frame analysis of forest sectorization processes in Austria and the Netherlands</i>	M.N.C. Aarts	Wageningen University



Appendix E Sponsoring

TABLE 13 – NWO SPONSORED PROJECTS DURING 2008

Starting date	Project title	Project leader(s)	Project fellow(s)
June 2003	<i>Unlikely gamers</i>	prof. dr. E.A. van Zoonen dr. J. Jansz	drs. M. Vosmeer
Sept. 2003	<i>Internet, family life, and social well-being in childhood and adolescence</i> Vici	prof. dr. P.M. Valkenburg	dr. J. Peter drs. J. Lemmens
Sept. 2003	<i>Internet, family life, friendships, and loneliness: The instant message generation</i>	prof. dr. P.M. Valkenburg	drs. M. Antheunis
Nov. 2004	<i>Developing a model of family purchase decision making</i> Veni	dr. M.A. Buijzen	n/a
March 2005	<i>Referendum campaign dynamics</i> Open Competition	prof. dr. C.H. de Vreese	A. Schuck, MA
Sept. 2005	<i>Effect of online sexual explicitness on adolescents' sexual attitudes and sexual self</i> Veni	dr. J. Peter	n/a
Sept. 2007	<i>The effect of health campaigns, interpersonal communication, and behavioural determinants on successful smoking cessation attempts</i> Replacement Grant	dr. S.J.H.M. van den Putte	n/a



TABLE 13 – NWO SPONSORED PROJECTS DURING 2008 – CONTINUED

Starting date	Project title	Project leader(s)	Project fellow(s)
Sept. 2007	<i>Sequential patterns of television viewing</i> Open Competition	prof. dr. K. Schoenbach dr. A. van Meurs	A. Wonneberger, MA
Dec. 2007	<i>Omstreden Democratie</i>	prof. dr. E.A. van Zoonen	drs. R. van Santen
Dec. 2007	<i>Media tourism: Geographical imagination in the world of James Bond and the Da Vinci Code</i> Veni	dr. S. L. Reijnders	n/a
Sept. 2008	<i>Communication and the Future of Europe</i> Vici	prof. dr. C.H. de Vreese	dr. A. Schuck dr. J. van Spanje dr. H. Boomgaarden dr. R. Vliegthart drs. R. Azrout drs. M. Elenbaas J. Möller
Oct. 2008	<i>Understanding the role of electronic word-of-mouth (eWOM) in consumer decision-making</i> TopTalent Grant	drs. L.M. Willemsen	n/a
Oct. 2008	<i>The commercialized media environment: Content, processes, and consequences for children and adolescents</i> Vidi	dr. M.A. Buijzen	dr. E. van Reijmersdal dr. L. Owen



TABLE 14 – EU SPONSORED PROJECTS DURING 2008

Starting date	Project title	Project leader(s)	Project fellow(s)
Sept. 2006	<i>Civicweb</i>	prof. dr. E.A. van Zoonen	drs. F. Hirzalla J. Ward, MA
Sept. 2006	<i>Mediation of emotions</i> Marie Curie fellowship	dr. M. Pantti	n/a
March 2007	<i>Consciousness in Interaction. The Role of the Natural and Social Environment in Shaping Consciousness (CONTACT)</i>	prof. dr. E.S.H. Tan	n/a
Sept. 2007	<i>Religion, Euroskepticism and the media</i>	prof. dr. C.H. de Vreese	dr. H.G. Boomgaarden M.C. Hinrichsen
Sept. 2008	<i>Providing an Infrastructure for Research on Electoral Democracy in the European Union (PIREDEU)</i>	prof. dr. C.H. de Vreese	dr. A. Schuck dr. J. van Spanje J. Möller
Dec. 2008	<i>QMSS-2 2008 Workshop Communication Networks on the Web</i>	dr. W. de Nooy	n/a

TABLE 15 – OTHER SPONSORED PROJECTS DURING 2008

Starting date	Project title	Sponsor	Project leader(s)	Project fellow(s)
March 2005	<i>Nieuwsmonitor</i>	Persinstituut	dr. O. Scholten	dr. N. Ruigrok dr. P. Vasterman drs. J. Takens
Jan. 2006	<i>Framing Danish politics</i>	FSE (Danish Science Foundation)	prof. dr. C.H. de Vreese	n/a
Dec. 2006	<i>Customer media</i>	Stichting Customer Media	prof. dr. E.G. Smit	n/a



TABLE 15 – OTHER SPONSORED PROJECTS DURING 2008 – CONTINUED

Starting date	Project title	Sponsor	Project leader(s)	Project fellow(s)
Nov. 2007	<i>Journalistic codes of ethics</i>	Stichting Media Ombudsman	prof. dr. K. Schoenbach dr. R.J.W. van der Wurff	drs. C. v.d. Burgt
Dec. 2007	<i>New arrangements in media governance</i>	Hollander van der Mey/MS&L	prof. dr. J.H.L. Bardoel	drs. Y. de Haan
Sept. 2008	<i>Populaire cultuur als interventie in de beeldvorming over gehandicapten</i>	Revalidatiefonds	prof. dr. E.A. van Zoonen	dr. M. Klijn drs. F. Müller
Jan. 2008	<i>Develop and research www.dejongsteakademie.nl</i>	Young Academy (DJA)	dr. J.H. Walma v.d. Molen	n/a
Jan. 2008	<i>The outsourcing of distribution in companies</i>	Sellbytel Group	prof. dr. K. Schoenbach	n/a
July 2008	<i>Values on German television. Content analysis for 1997, 2003 and 2007</i>	Zweites Deutsches Fernsehen (ZDF)	prof. dr. K. Schoenbach M. Mahrt, MA	n/a
Dec. 2008	<i>Campaign effects in Danish European parliament elections</i>	FSE (Danish Science Foundation)	prof. dr. C.H. de Vreese	n/a
Nov. 2008	<i>Antecedents and consequences of consumers' online brand activities</i>	SWOCC	prof. dr. E.G. Smit dr. M. Moorman	drs. D.G. Muntinga

Appendix F Key publications 2008

Articles in ISI-ranked peer reviewed journals

- Awad, I.** (2008). Cultural diversity in the news media: A democratic or a commercial need? *Javnost – The Public*, 15(4), 55-72.
SSCI IMPACT FACTOR 0.15
- Bardoel, J., & d’Haenens, L.** (2008). Reinventing public service broadcasting in Europe: Prospects, promises and problems. *Media, Culture and Society*, 30, 337-355.
SSCI IMPACT FACTOR 0.64
- Brants, K., & Bardoel, J.** (2008). Death duties: Kelly, Fortuyn and their challenge to media governance. *European Journal of Communication* 23, 471-489.
SSCI IMPACT FACTOR 0.63
- Braun, R., & **Vliegenthart, R.** (2008). The contentious fans: The impact of repression, media coverage, grievances and aggressive play on supporters’ violence. *International Sociology*, 23, 796-818.
SSCI IMPACT FACTOR 0.94
- Bronner, F., & de Hoog, R.** (2008). Agreement and disagreement in family decision-making. *Tourism Management*, 29, 967-979.
SSCI IMPACT FACTOR 0.89
- Buijzen, M., Rozendaal, E., Moorman, M., & Tanis, M.** (2008). Parent vs. child reports of parental advertising mediation: Exploring the meaning of agreement. *Journal of Broadcasting & Electronic Media*, 52, 509-525.
SSCI IMPACT FACTOR 0.38
- Buijzen, M., & Valkenburg, P. M.** (2008). Observing purchase-related parent-child communication in retail environments: A developmental and socialization perspective. *Human Communication Research*, 34, 50-69.
SSCI IMPACT FACTOR 1.48
- Dolfsma, W., & **Leydesdorff, L.** (2008). ‘Medium-tech’ industries may be of greater importance to a local economy than ‘high-tech’ firms: New methods for measuring the knowledge base of an economic system. *Medical Hypotheses*, 71, 330-334.
SSCI IMPACT FACTOR 1.28



- Elenbaas, M., & de Vreese, C. H.** (2008). The effects of strategic news on political cynicism and vote choice among young voters. *Journal of Communication*, 58, 550-567.
SSCI IMPACT FACTOR 1.16
- Fransen, M. L., Fennis, B. M., Pruyn, A. Th. H., & Das, E.** (2008). 'Rest in peace': Brand-induced mortality salience and consumer behavior. *Journal of Business Research*, 60, 1053-1061.
SSCI IMPACT FACTOR 0.88
- Graham, T.** (2008). Needles in a haystack: A new approach for identifying and assessing political talk in nonpolitical discussion forums. *Javnost – The Public*, 15(2), 17-36.
SSCI IMPACT FACTOR 0.15
- Heimeriks, G., van den Besselaar, P., & Frenken, K.** (2008). Digital disciplinary differences: An analysis of computer mediated science and 'Mode 2' knowledge production. *Research Policy*, 37, 1602-1615.
SSCI IMPACT FACTOR 2.21
- Jansen, J., Butow, P., van Weert, J., van Dulmen, S., Devine, R., Heeren, T., et al.** (2008). Does age really matter? Selective recall of information presented to newly referred cancer patients. *Journal of Clinical Oncology*, 26, 5450-5457.
SSCI IMPACT FACTOR 15.45
- Leydesdorff, L.** (2008). Caveats for the use of citation indicators in research and journal evaluation. *Journal of the American Society for Information Science and Technology*, 59, 278-287.
SSCI IMPACT FACTOR 1.44
- Leydesdorff, L.** (2008). Patent classifications as indicators of intellectual organization. *Journal of the American Society for Information Science and Technology*, 59, 1582-1597.
SSCI IMPACT FACTOR 1.44
- Leydesdorff, L.** (2008). The delineation of nanoscience and nanotechnology in terms of journals and patents: A most recent update. *Scientometrics*, 76, 159-167.
SSCI IMPACT FACTOR 1.47
- Leydesdorff, L., & Schank, T.** (2008). Dynamic animations of journal maps: Indicators of structural change and interdisciplinary developments. *Journal of the American Society for Information Science and Technology*, 59, 1810-1818.
SSCI IMPACT FACTOR 1.44
- Leydesdorff, L., & Zhou, P.** (2008). Co-word analysis using the Chinese character set. *Journal of the American Society for Information Science and Technology*, 59, 1528-1530.
SSCI IMPACT FACTOR 1.44
- Lucio-Arias, D., & Leydesdorff, L.** (2008). Main-path analysis and path-dependent transitions in HistCite™-based historiograms. *Journal of the American Society for Information Science and Technology*, 59, 1948-1962.
SSCI IMPACT FACTOR 1.44



- Meulen, N. van der, Jansen, J., van Dulmen, A. M., Bensing, J. M., & van Weert, J. C. M. (2008). Interventions to improve recall of medical information in cancer patients: A systematic review of the literature. *Psycho-Oncology*, 17, 857-868.
SSCI IMPACT FACTOR 2.59
- Moorman, M., & van den Putte, S. J. H. M. (2008). The influence of message framing, intention to quit smoking, and nicotine dependence on the persuasiveness of smoking cessation messages. *Addictive Behaviors*, 33, 1267-1275.
SSCI IMPACT FACTOR 1.75
- Müller, F., van Zoonen, L., & de Roode, L. (2008). We can't "Just do it" alone! The case of NIKE's anti-racist campaign in soccer. *Media, Culture & Society*, 30, 23-40.
SSCI IMPACT FACTOR 0.64
- Müller, F., van Zoonen, L., & de Roode, L. (2008). The social integrative powers of sport: The real and imagined consequences of sport events for multicultural integration. *Sociology of Sport Journal*, 25, 387-401.
SSCI IMPACT FACTOR 0.65
- Park, H. W., & Leydesdorff, L. (2008). Korean journals in the Science Citation Index: What do they reveal about the intellectual structure of S&T in Korea? *Scientometrics*, 75, 439-462.
SSCI IMPACT FACTOR 1.47
- Peter, J., & Valkenburg, P. M. (2008). Adolescents' exposure to sexually explicit Internet material and sexual preoccupation: A three-wave panel study. *Media Psychology*, 11, 207-234.
SSCI IMPACT FACTOR 1.41
- Peter, J., & Valkenburg, P. M. (2008). Adolescents' exposure to sexually explicit online material, sexual uncertainty, and attitudes toward uncommitted sexual exploration: Is there a link? *Communication Research*, 35, 579-601.
SSCI IMPACT FACTOR 1.48
- Ridder, J. A. de, Kleinnijenhuis, J., & Scholten, O. (2008). Politieke kennis en het effect van nieuws. *Tijdschrift voor Communicatiewetenschap*, 36, 204-224.
SSCI RANKED
- Rozendaal, E., Buijzen, M., & Valkenburg, P. M. (2008). Reclamewijsheid in ontwikkeling: Een vergelijking van de cognitieve reclamevaardigheden van kinderen en volwassenen. *Tijdschrift voor Communicatiewetenschap*, 36, 270-283.
SSCI RANKED
- Tan, E. S. H. (2008). Entertainment is emotion: The functional architecture of the entertainment experience. *Media Psychology*, 8, 28-51.
SSCI IMPACT FACTOR 1.41
- Verhoeven, P. (2008). Where has the doctor gone? The mediatization of science in medical television programmes in the Netherlands, 1961-2000. *Public Understanding of Science*, 17, 461-472.
SSCI IMPACT FACTOR 1.34



- Vliegenthart, R., Schuck, A., Boomgaarden, H., & de Vreese, C. H.** (2008). News coverage and support for European integration 1990-2006. *International Journal of Public Opinion Research*, 20, 415-439.
SSCI IMPACT FACTOR 0.69
- Vliegenthart, R., & Walgrave, S.** (2008). The contingency of intermedia agenda-setting: A longitudinal study in Belgium. *Journalism and Mass Communication Quarterly*, 85, 860-877.
SSCI IMPACT FACTOR 0.36
- Vreese, C. H. de, Boomgaarden, H., & Semetko, H. A.** (2008). Hard and soft: Public support for Turkish membership in the EU. *European Union Politics*, 9, 511-530.
SSCI IMPACT FACTOR 1.65
- Vreese, C. H. de, & Elenbaas, M.** (2008). Media in the game of politics: Effects of strategic metacoverage on political cynicism. *Harvard International Journal of Press-Politics*, 13, 285-309.
SSCI IMPACT FACTOR 0.56
- Walma van der Molen, J. H., & Bushman, B. J.** (2008). Children's direct fright and worry reactions to violence in fiction and news television programs. *Journal of Pediatrics*, 152, 420-424.
SSCI IMPACT FACTOR 4.02
- Wurff, R. van der, Bakker, P., & Picard, R. G.** (2008). All together all the way? Economic growth and advertising expenditures in different media. *Journal of Media Economics*, 21(1), 28-52.
SSCI IMPACT FACTOR 0.19

Articles in other peer-reviewed journals – English language

- Aelst, P. van, **Brants, K., van Praag, Ph., de Vreese, C. H.,** Nuytemans, M., & van Dalen, A. (2008). The fourth estate as superpower? An empirical study on perceptions of media power in Belgium and the Netherlands. *Journalism Studies*, 9, 494-511.
- Baden, C., & de Vreese, C. H.** (2008). Making sense: A reconstruction of people's understandings of the European Constitutional Referendum in the Netherlands. *Communications: The European Journal of Communication Research*, 33, 117-145.
- Bakker, P.** (2008). The simultaneous rise and fall of free and paid newspapers in Europe. *Journalism Practice*, 2, 427-443.
- Bardoel, J., & d'Haenens, L.** (2008). Public service broadcasting in converging media modalities: Practices and reflections from the Netherlands. *Convergence: The International Journal of Research into New Media Technologies*, 14, 351-360.
- Bruijn, G. J. de, Kroeze, W., Oenema, A., & Brug, J.** (2008). Saturated fat consumption and the Theory of Planned Behaviour: Exploring additive and interactive effects of habit strength. *Appetite*, 51, 318-323.



- Buijzen, M., Bomhof, E., & Schuurman, J.** (2008). A test of three alternative hypotheses explaining the link between children's television viewing and weight status. *Journal of Children and Media*, 2, 67-74.
- Buijzen, M., Schuurman, J., & Bomhof, E.** (2008). Associations between children's television advertising exposure and their food consumption patterns: A household diary-survey study. *Appetite*, 50, 231-239.
- Chow, Y. F.** (2008). Martial arts films and Dutch-Chinese masculinities: Smaller is better. *China Information*, 22, 331-359.
- Chow, Y. F., & de Kloet, J.** (2008). Building memories: A study of pop venues in Hong Kong. *Berliner-China Hefte/Chinese History and Society*, 34, 53-62.
- Chow, Y. F., & de Kloet, J.** (2008). The production of locality in global pop: A comparative study of pop fans in the Netherlands and Hong Kong. *Participations*, 5(2). Retrieved March 12, 2009, from http://www.participations.org/Volume%205/Issue%202/5_02_chowdekloet.htm
- Cremer, D. de, & **Schouten, B. C.** (2008). When apologies for injustice matter: The role of respect. *European Psychologist*, 13, 239-247.
- Dolfsma, W., & **Leydesdorff, L.** (2008). Journals as constituents of scientific discourse: economic heterodoxy. *On the Horizon*, 16, 214-225.
- Doorn, N. van, Wyatt, S., & van Zoonen, L.** (2008). A body of text: Revisiting textual performances of gender and sexuality on the Internet. *Feminist Media Studies*, 8, 357-374.
- Hollanders, D., & **Vliegthart, R.** (2008). Telling what yesterday's news might be tomorrow: Modeling media dynamics. *Communications: The European Journal of Communication Research*, 33(1), 47-68.
- Jansen, J., **van Weert, J. C. M., van der Meulen, N., van Dulmen, A. M., Heeren, T. J., & Bensing, J. M.** (2008). Recall in older cancer patients: Measuring memory for medical information. *Gerontologist*, 48, 149-157.
- Lecheler, S. K.** (2008). EU membership and the press: An analysis of the Brussels correspondents from the new member states. *Journalism*, 9, 443-464.
- Leydesdorff, L.** (2008). Complexity science and intentional systems. *Educational Research Review*, 3, 92-93.
- Leydesdorff, L.** (2008). Configurational information as potentially negative entropy: The Triple Helix Model. *Entropy*, 10, 391-410.
- Leydesdorff, L.** (2008). On the normalization and visualization of author co-citation data: Salton's Cosine versus the Jaccard Index. *Journal of the American Society for Information Science and Technology*, 59, 77-85.
- Leydesdorff, L., Schank, T., Scharnhorst, A., & de Nooy, W.** (2008). Animating the development of social networks over time using a dynamic extension of multidimensional scaling. *El Profesional de la Información*, 17, 611-626.
- Leydesdorff, L., & Wagner, C. S.** (2008). International collaboration in science and the formation of a core group. *Journal of Informetrics*, 2, 317-325.



- Lieshout, M., & Aarts, N. (2008). "Outside is where it is at!" Youth' and immigrants' perspectives on public space. *Space and Culture*, 11, 497-513.
- Mahrt, M. (2008). Conversations about local media and their role for community integration. *Communications*, 33, 233-246.
- Merkx, F., & van den Besselaar, P. (2008). Positioning indicators for cross-disciplinary challenges: The Dutch coastal defense research case. *Research Evaluation*, 17, 4-16.
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- Nooy, W. de. (2008). Signs over time: Statistical and visual analysis of a longitudinal signed network. *Journal of Social Structure*, 9, Article 1. Retrieved March 12, 2009, from <http://www.cmu.edu/joss/content/articles/volume9/DeNooy/>
- Reijnders, S., & van Zoonen, L. (2008). Commemorating the myth – The myth of commemorating: Popular representations of the Titanic disaster. *Spiel: Siegener Periodikum zur Internationalen Empirischen Literaturwissenschaft*, 24, 325-337.
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- Verhoeven, P. (2008). Who's in and who's out: Studying the effects of communication management on social cohesion. *Journal of Communication Management*, 12, 124-135.
- Visch, V., & Tan, E. (2008). Narrative versus style: Effect of genre-typical events versus genre typical filmic realizations on film viewers' genre recognition. *Poetics*, 36, 301-315.
- Vuuren, H. A. M. van, & Elving, W. J. L. (2008). Communication, sensemaking and change as a chord of three strands: Practical implications and a research agenda for communicating organizational change. *Corporate Communications, an international journal*, 13, 349-359.
- Waal, E. de, & Schoenbach, K. (2008). Presentation style and beyond: How print newspapers and online news expand awareness of public affairs issues. *Mass Communication and Society*, 11, 1-16.
- Ward, J. (2008). The online citizen-consumer: Addressing young people's political consumption through technology. *Journal of Youth Studies*, 11, 513-526.



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External reports

- Adriaansen, M., Muijsers, R., Meindersma, M., Oppenhuis, E. V., & van der Linden, P. J.** (2008). *Kunst- en cultuurbeleid. Eerste rapportage: Doelbereik en controle*. Rekenkamer Amsterdam.
- Bommel, S. van, Turnhout, E., **Aarts, M. N. C.**, & Boonstra, F. G. (2008). *Policymakers are from Saturn ... Citizens are from Uranus ... Involving citizens in environmental governance in the Drentsche Aa area*. Wageningen: Statutory Research Tasks Unit for Nature and the Environment.
- Dam, R. van, Eshuis, J., & **Aarts, N.** (2008). *Zelforganisatie: Een studie naar gemeenschapsvorming in de Amsterdamse Doe-Het-Zelf Maatschappij en de Golfresidentie Dronten*. Wageningen: Alterra/Universiteit Wageningen.
- Elving, W. J. L.** (2008). *Op zoek naar zekerheid in onzekere tijden: Onderzoek naar waardering van de informatie en communicatie bij de overname van AXA/Winterthur door SNS Reaal*. Amsterdam: ASCoR.
- Elving, W. J. L.** (2008). *Transitie naar DuPont's derde eeuw: Een adviesrapport over de chemie van DPS. Onderzoeksrapport DuPont*. Amsterdam: ASCoR.



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- Zerfass, A., Moreno, A., Tench, R., Veräiä, D., & **Verhoeven, P.** (2008). *European Communication Monitor 2008. Trends in communication management and public relations: Results and implications*. Brussels/Leipzig: Euprera/University of Leipzig.

Book reviews

- Boomgaarden, H. G.** (2008). [Review of the book *post-broadcast democracy: How media choice increases inequality in political involvement and polarizes elections*]. *International Journal of Public Opinion Research*, 20, 398-400.
- Chow Y. F., & de Kloet, J.** (2008). [Review of the book *The urban generation: Chinese cinema and society at the turn of the Twenty-First Century*]. *China Information*, 22, 519-522.
- Hemels, J.** (2008). [Review of the book *God in je huiskamer*]. *Communicatio Socialis*, 41, 228-229.
- Hemels, J.** (2008). [Review of the book *Stookschriften: Pers en politiek tussen 1780 en 1800*]. *Mededelingen van de Stichting Jacob Campo Weyerman*, 21, 153-155.
- Jansz, J.** (2008). Review article: The paratextual pleasures of reading about playing video games. *New Media & Society*, 10, 793-801.
- Santen, R. van** (2008). Politics and entertainment: A happy marriage? [Book review]. *Javnost – The Public*, 15(3), 89-100.
- Spanje, J. van.** (2008). [Review of the book *Elisabeth Carter: The extreme right in Western Europe: Success or failure?*]. *Party Politics*, 14, 245-247.

Appendix H Scientific meetings

Paper presentations and keynote addresses – English

- Aarts, N.** (2008, October). *Public participation in flood risk management*. Keynote presented at the Freude am Fluss Conference: Space for the River, Space for People? Nijmegen, the Netherlands.
- Aarts, N.,** & Leeuwis, C. (2008, July). *Conflict, communication and space for change in complex problem situations*. Paper presented at the meeting of the International Association for Conflict Management, Chicago.
- Adriaansen, M., van Praag, Ph., & de Vreese, C. H.** (2008, March). *Media use and political cynicism: Evidence from the 2006 Dutch elections*. Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Adriaansen, M., van Praag, Ph., & de Vreese, C. H.** (2008, February). *Media use and political cynicism: Evidence from the 2006 Dutch elections*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Adriaansen, M., van Praag, Ph., & de Vreese, C. H.** (2008, November). *Substance matters. How news content can reduce political cynicism*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Adriaansen, M., van Praag, Ph., & de Vreese, C. H.** (2008, May). *Substance matters. The impact of media content on political cynicism*. Paper presented at the Politicogenetmaal, Nijmegen, the Netherlands.
- Aelst, P. van, **Brants, K.,** van Dalen, A., **van Praag, Ph., de Vreese, C. H.,** & Nuytemans, M. (2008, May). *The Fourth Estate as Superpower? An empirical study on perceptions of media power in Belgium and the Netherlands*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Antheunis, M.L., Valkenburg, P. M., & Peter, J.** (2008, February). *Getting Acquainted through Social Networking Sites: Testing a Model of Online Uncertainty Reduction and Social Attraction*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.



- Antheunis, M.L., Valkenburg, P. M., & Peter, J.** (2008, May). *Getting acquainted through social Networking Sites: Testing a Model of Online Uncertainty Reduction and Social Attraction*. Paper presented at the meeting of the International Communication Association, Montréal, Canada
- Asbeek Brusse, E. D., & Velthuisen, A. S.** (2008, November). *Attractive endorsers and advertising: The match-up hypothesis revisited*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Awad, I.** (2008, May). *Cultural diversity in the news media: A democratic or a commercial need?*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Awad, I., & Roth, A.** (2008, March). *Minority media, counterpublics, and the changing Dutch policy of integration*. Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Baden, C.** (2008, May). *Combining multiple considerations: Voters' uses of campaign cues, schematic knowledge, and heuristic reasoning in the Dutch EU constitutional referendum*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Baden, C.** (2008, March). *Reasoning voters in a first-and-a-half order election: Elite cues and autonomous construction of meaning in the Dutch EU constitutional referendum*. Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Baden, C.** (2008, May). *Semantic association and weighted consideration: How framing shifts people's information bases in opinion formation*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Bakker, P.** (2008, May). *Free daily newspapers reaching maturity; Saturation, consolidation and diversification*. Paper presented at the World Media Economics and Management Conference, Lisbon/Porto.
- Bakker, P.** (2008, February). *Young & affluent urbanites? Readership patterns of free newspapers*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Bakker, P., & Barendse, M.** (2008, October). *Longer and different but less lively: Public and commercial radio news in the Netherlands*. Paper presented at RIPE@2008 conference Public Service Media in the 21st Century: Participation, Partnership and Media Development. Mainz, Germany.
- Bakker, P., & Pantti, M.** (2008, May). *Misfortunes, sunsets and memories; Amateur images in Dutch professional news media*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Bakker, T., Schoenbach, K., & de Vreese, C. H.** (2008, October). *Blogging politics: journalism as usual? "The end of journalism?"* Paper presented at Technology, Education and Ethics Conference, University of Bedfordshire, UK.



- Bakker, T., & de Vreese, C. H.** (2008, July). *Good news for the future? Young people, online communication and political participation*. Paper presented at the conference Youth and Politics: Strange Bedfellows? Bruges, Belgium.
- Bardoel, J.** (2008, September). *A new role for the state in media governance*. Paper presented at the London School of Economics Conference on Media, Communication & Humanity, London.
- Bardoel, J., & d'Haenens, L.** (2008, July). *Auditing public service broadcasting: a new articulation of civil society*. Paper presented at the meeting of the International Association for Media and Communication Research, Stockholm, Sweden.
- Bardoel, J., & Vochteloo, M.** (2008, November). *Squeezing public service broadcasting from the mainstream to the margin? EU State Aid vis-a-vis PSB*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Besselaar, P. van den** (2008, December). *Studying knowledge dynamics for foresight an approach and some examples*. Paper presented at the conference on Foresight Between Science and Fiction, Bonn, Germany.
- Besselaar, P. van den, & van Balen, B.** (2008, May). *"Perceived" versus "real" issues in research careers*. Paper presented at the ENID-PRIME Indicators Conference on STI Indicators for Policy, Oslo, Norway.
- Besselaar, P. van den, & Leydesdorff, L.** (2008, April). *Peer review as mantra*. Paper presented at the Conference on Peer Review, Wissenschaftszentrum, Berlin.
- Besselaar, P. van den, & Schoen, A.** (2008, July). *Characterising 'knowledge productive configurations': an analysis of search regimes through evolving network properties*. Paper presented at the conference Knowledge for Growth: European Strategies in Global Economy, Toulouse, France.
- Besselaar, P. van den, & Schoen, A.** (2008, September). *Knowledge dynamics: A network analytical approach*. Paper presented at the Science and Technology Indicators Conference, Vienna, Austria.
- Boomgaarden, H.G., & Vliegenthart, R.** (2008, May). *News and anti-immigration sentiment in an over-time perspective: Germany 1993 to 2005*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Boomgaarden, H.G., & Vliegenthart, R.** (2008, August). *News coverage and anti-immigrant party support in the Netherlands and Germany*. Paper presented at the meeting of the Northern Political Science Association, Tromsø, Norway.
- Boomgaarden, H. G., & de Vreese, C. H.** (2008, April). *News and Euroscepticism in the 2004 European Elections*. Paper presented at the meeting of the Midwest Political Science Association, Chicago.
- Bos, L.** (2008, February). *The appearance of anti-immigration leaders in the media*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.



- Bos, L., & van der Brug, W.** (2008, March). *Media coverage of right-wing populist leaders*, Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Brants, K., & Voltmer, K.** (2008, March). *A question of control. Strategic interaction in the political interview*. Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Brants, K.** (2008, June). *Political populism, media populism and the problem with the vox populi*. Paper presented at the conference on Impacts of Internationalization and Mediatization on Contemporary Democracies, Zurich, Switzerland.
- Brants, K., & de Haan, Y.** (November, 2008). *Taking the public seriously: Three models of responsiveness in media and journalism*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Braun, R., & Vliegenthart, R.** (2008, July). *Violent fan fluctuations: A pooled time-series analysis of hooliganism*. Paper presented at the meeting of the American Sociological Association, Boston, MA.
- Bronner, F., & de Hoog, R.** (2008, June). *The complementary roles of WOM and advertising*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Bruijn, G. J. de, Kroeze, W., Oenema, A., & Brug, J.** (2008, May). *Saturated fat consumption and the theory of planned Behaviour: Exploring additive and interactive effects of habit strength*. Paper presented at the meeting of the International Society for Behavioral Nutrition and Physical Activity, Banff, Canada.
- Bruijn, G. J. de, Kroeze, W., Oenema, A., & Brug, J.** (2008, February). *Saturated fat consumption and the theory of planned Behaviour: Exploring additive and interactive effects of habit strength*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Bruijn, G. J. de, van Lenthe, F. J., & Brug, J.** (2008, May). *Investigating the moderating effect of personality in the intention-behaviour relationship in the theory of planned behaviour: conscientiousness, neuroticism and fruit consumption*. Paper presented at the meeting of the International Society for Behavioral Nutrition and Physical Activity, Banff, Canada.
- Bruijn, G. J. de, van Lenthe, F. J., & Brug, J.** (2008, February). *Investigating the moderating effect of personality in the intention-behaviour relationship in the theory of planned behaviour: conscientiousness, neuroticism and fruit consumption*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Burgt, C. van den, Schönbach, K., & van der Wurff, R.** (2008, October). *Ethics in perspective: Desirability and feasibility of a code of conduct for online journalism*. Paper presented at the Technology, Education and Ethics Conference: The End of Journalism? Luton, UK.



- Burgt, C. van de, van der Wurff, R., & Schönbach, K.** (2008, October). *The desirability and feasibility of a journalistic code for the Internet. The end of journalism?* Paper presented at the Technology, Education and Ethics Conference: The End of Journalism? Luton, UK.
- Chow, Y. F.** (2008, February). *The beauty of cultural fusion: A case study of Miss China Europe.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Chow, Y. F.** (2008, June). *The venue Is the culture?* Paper presented at the meeting of Cultural Typhoon, Sendai, Japan.
- Chow, Y. F.** (2008, November). *Building memories.* Paper presented at the European Association of Social Anthropologists Workshop, Barcelona, Spain.
- Chow, Y. F.** (2008, December). *Music, desire, and the transnational politics of Chineseness.* Paper presented at International Workshop on Research Methods for Cultural Study, Amsterdam.
- Dolfsma, W., & Leydesdorff, L.** (2008, November). *Innovation systems as patent networks.* Paper presented at the meeting of the European Association for Evolutionary and Political Economics, Rome, Italy.
- Duits, L.** (2008, November). *Celebrating Christ: How young Christians construct an evangelical subculture.* Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Duits, L.** (2008, April). *Much ado about media? The importance of popular media in everyday girl culture.* Paper presented at the Child & Teen Consumption Conference, Trondheim, Norway.
- Elving, W. J. L.** (2008, June). *Communication management in the Netherlands: Trends and developments.* Keynote presented at the Conference on Corporate Communication, Wroxton, UK.
- Elving, W. J. L.** (2008, March). *Brand awareness of employees in offices in Hong Kong and Seoul of an European Bank.* Paper presented at the meeting of the International Corporate Identity Group, Brighton, UK.
- Elving, W. J. L., & Hansma, L. D.** (2008, April). *Leading organizational change, the role of top management and direct supervisors in organizational change.* Paper presented at the Corporate and Marketing Communication Conference, Ljubljana, Slovenia.
- Elving, W. J. L., van Ruler, B., & Goodman, M.** (2008, October). *Communication management in the Netherlands, trends and developments, and benchmark with the US.* Paper presented at the meeting of the European Public Relations Education and Research Association, Milan, Italy.
- Elving, W. J. L., & Stap, S. van der** (2008, April). *Brand awareness of employees in offices in Hong Kong and Seoul of an European Bank.* Paper presented at the Corporate and Marketing Communication Conference, Ljubljana, Slovenia.



- Fransen, M. L.,** Fennis, B. M., Vohs, K. D., & Pruyn, A. Th. H. (2008, October). *'Fit for charity': The moderating role of private self-focus in the persuasiveness of regulatory fit*. Paper presented at the North American Conference of the Association for Consumer Research, San Francisco, CA.
- Fransen, M. L.,** Fennis, B. M., & Pruyn, A. Th. H. (2008, May). *'To see or to hear': The effects of modality congruence and processing style on brand evaluation and brand choice*. Paper presented at the meeting of the European Marketing Academy, Brighton, UK.
- Fransen, M. L.,** Fennis, B. M., & Pruyn, A. Th. H. (2008, February). *To see, to hear, to like: The effect of modality congruence and processing style on brand evaluation and brand choice*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Fransen, M. L.,** Fennis, B. M., Vohs, K. D., & Pruyn, A. Th. H. (2008, June). *"Feel the fit": Private self-focus moderates the persuasive effects of regulatory fit*. Paper presented at the General Meeting of the European Association of Experimental Social Psychology, Opatija, Croatia.
- Hansma, L. D., de Boer, M. G., & **Elving, W. J. L.** (2008, February). *BOHICA, change fatigue and the role of communication*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Hansma, L. D., & **Elving, W. J. L.** (2008, May). *Leading organizational change, the role of top management and direct supervisors in organizational change*. Paper presented at the International Communication Association Conference, Montréal, Canada.
- Graham, T.** (2008, September). *From normative theory to Big Brother: Talking politics in the net-public sphere*. Paper presented at the conference of Reel Politics: Reality Television as a Platform for Political Discourse, Istanbul, Turkey.
- Graham, T.** (2008, September). *Talking to Big Brother: Deliberative democracy and the Internet*. Paper presented at the meeting of the Centre for Research on Socio-Cultural Change, Oxford, UK.
- Haan, de Y.** (2008, May). In *Media We Trust?: New demands on Responsibility, Responsiveness and Accountability*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Heijden, Y. R. van der, Konijn, E. A., Nije Bijvank, M., & **Walma van der Molen, J. H.** (2008, February). *Manipulating empathy in game play: In search for intervention techniques regarding violent video games*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Hinrichsen, M. C., Boomgaarden, H., de Vreese, C. H., & van der Brug, W.** (2008, July). *Priming religion: Religious issues and their effect on public attitudes towards the EU*. Paper presented at the meeting of the International Association for Media and Communication Research, Stockholm, Sweden.



- Hinrichsen, M. C.,** Schneider, B., & Scherer, H. (2008, November). *EU and its perception of journalists worldwide*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Hirzalla, F., Ridder, J. de, & van Zoonen, L.** (2008, May). *Uses and effects of online vote aids in the Netherlands*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Hirzalla, F., Ridder, J. de, & van Zoonen, L.** (2008, May). *The use of voting advice applications in the Netherlands*. Paper presented at the conference Voting Advice Applications: Between Charlatanism and Political Science, Antwerp, Belgium.
- Hirzalla, F., & van Zoonen, L.** (2008, April). *Affective political marketing towards young people*. Paper presented at the conference on Child and Teen Consumption, Trondheim, Norway.
- Hirzalla, F., & van Zoonen, L.** (2008, March). *Affective political marketing towards young people*. Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Hirzalla, F., & van Zoonen, L.** (2008, April). *Affective political marketing towards young people*. Paper presented at Politics: Web 2.0, London, UK.
- Hirzalla, F., & van Zoonen, L.** (2008, February). *Affective political marketing towards young people*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Hoeven, C. L. ter, & **Fransen, M. L.** (2008, November). *The impact of stress on health-related behaviour: The moderating role of perceived social support*. Poster session presented at the meeting of the European Academy of Occupational Health Psychology, Valencia, Spain.
- Hollanders, D.A., & **Vliegthart, R.** (2008, October). *The effect of media coverage on consumer confidence in the Netherlands*. Paper presented at the conference of the Netherlands Network of Economics, Utrecht, the Netherlands.
- Hopmann, D. N., Albæk, E., & **de Vreese, C. H.** (2008, August). *Determinants of incumbency bonus in news coverage: The political system and changes in political journalism*. Paper presented at the meeting of the Northern Political Science Association, Tromsø, Norway.
- Jansz, J.** (2008, November). *Being seduced by digital entertainment games: Risk or challenge*. Paper presented at the symposium Gaming forum: Different Perspectives on Gaming, Stockholm, Sweden.
- Jansz, J., & Neys, J.** (2008, November). *The engaged audience of political internet games*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Kandyla, A., & **de Vreese, C. H.** (2008). *News media representation of a common EU foreign and security policy: A cross-national content analysis of quality newspapers*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.



- Keer, M., van den Putte, B., & Neijens, P. C.** (2008, November). *The importance of individual differences in predicting health behavior*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Konijn, E. A., Nije Bijvank, M., van der Heijden, Y. R, **Walma van der Molen, J. H.**, & Hoorn, J.F. (2008, May). *Babies against Bullets. Whether victim empathy reduces aggression in game players*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Lecheler, S. K.** (2008, February). *Role conceptions of Brussels correspondents from new member States*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Lecheler, S. K.**, & Slothuus, R. (2008, May). *Issue importance as a moderator of framing effects*. Paper presented at the meeting of the International Communications Association, Montréal, Canada.
- Lecheler, S. K., de Vreese, C. H.**, & Slothuus, R. (2008, February). *Issue importance as a moderator of framing effects*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Leeuwis, C., & **Aarts, M. N. C.** (2008, February). *Communication and space for change in complex problem situations*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Lemmens, J. S.**, Valkenburg, P. M., & Peter, J. (2008, February). *Development and validation of a game addiction scale*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Lemmens, J. S.**, Valkenburg, P. M., & Peter, J. (2008, May). *Development and validation of a game addiction scale*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Leydesdorff, L.** (2008, July-August). *Animating the development of social networks over time: Using a dynamic extension of multidimensional scaling*. Keynote presented at the International Conference on Webometrics, Infometrics and Scientometrics & COLLNET Meeting, Berlin, Germany.
- Leydesdorff, L.** (2008, September). *Animations of journal maps: Visualizations of interdisciplinary developments and structural change*. Paper presented at the International Conference on Science and Technology Indicators, Vienna, Austria.
- Leydesdorff, L.** (2008, May). *Discursive knowledge as a mechanism of social coordination: The construction of a knowledge-based order*. Keynote presented at the International Conference Encompassing Knowledge, Aarhus, Denmark.
- Leydesdorff, L.** (2008, March). *The animation of complex time-series data representing developments in the sciences*. Keynote presented at the International Meet on Public Understanding of Science, New Delhi, India.



- Leydesdorff, L.** (2008, October). *The baseline problem of evolving networks of scientific communication: Visualization and animation of network data*. Keynote presented at the Intelligence Advanced Research Projects Activity Workshop, Chicago.
- Leydesdorff, L.** (2008, January). *The communication of meaning in anticipatory systems*. Keynote presented at the Wilhelm and Else Heraeus Seminar: Evolution and Physics - Concepts, Models and Applications, Bad Honnef, Germany.
- Leydesdorff, L.** (2008, December). *The communication of information, meaning, and knowledge: Relational and vectorial topologies*. Keynote presented at the ESF Workshop Quantitative Methods in the Social Sciences II: Communication Networks on the Web, Amsterdam.
- Leydesdorff, L.** (2008, May). *The knowledge-based economy: The measurement of knowledge, meaning and information*. Keynote presented at the PRIME Indicators Conference, Oslo, Norway.
- Leydesdorff, L.** (2008, July). *The social construction of a knowledge-based economy: Weak and strong anticipations as stabilizing and globalizing dynamics*. Keynote presented at the 20th Anniversary International Conference on Systems Research, Informatics and Cybernetics, Baden-Baden, Germany.
- Leydesdorff, L.** (2008, February). *Meaning-processing in social systems: The construction of a knowledge-based order*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Leydesdorff, L.** (2008, May). *Dynamic animations of journal maps: Indicators of structural changes and interdisciplinary developments*. Paper presented at the Methodologendag of the Nederlandse Organisatie voor Sociaal-Wetenschappelijk Methodologisch Onderzoek, Amsterdam.
- Leydesdorff, L.** (2008, August). *Uncertainty reduction, strong versus weak anticipation, and innovative capacity in a triple helix model of the knowledge-based economy*. Paper presented at the meeting of the Society for the Social Studies of Science & the European Association for the Study of Science and Technology, Rotterdam, the Netherlands.
- Leydesdorff, L.** (2008, October). *Indicators of structural change and interdisciplinarity: Dynamic animations of journal maps*. Paper presented at the meeting of the American Society for Information Science and Technology, Columbus, OH.
- Lucio-Arias, D.** (2008, September). *Mutual information as an indicator of cognitive development in research specialties*. Paper presented at the International Conference on Science and Technology Indicators, Vienna, Austria.
- Lucio-Arias, D.** (2008, August). *Scientometrics and sociometrics analysis of the discovery of nanotubes within the field of fullerenes*. Paper presented at the meeting of the Society for the Social Studies of Science (4S) & the European Association for the Study of Science and Technology, Rotterdam, the Netherlands.



- Mahrt, M., & Schoenbach, K.** (2008, July). *A historical perspective on selective exposure: Values and media use in Germany, 1986-2005*. Paper presented at the meeting of the International Association for Media and Communication Research, Stockholm, Sweden.
- Mahrt, M., & Schoenbach, K.** (2008, July). *Audience values and media use in Germany, 1986-2005: An exploratory analysis*. Paper presented at the meeting of the International Association for Media and Communication Research: Digital Divides, Copenhagen, Denmark.
- Mahrt, M., & Schoenbach, K.** (2008, August). *Values and media use in Germany, 1986-2005: An explorative analysis*. Paper presented at the meeting of the Association for Education in Journalism & Mass Communication, Chicago.
- Mahrt, M., & Schoenbach, K.** (2008, November). *Audience values and media use in Germany, 1986-2005: An explorative analysis*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Moorman, M., Bode, M., & Reus, S.** (2008, February). *Advertising repetition needs attention: A study on how attention moderates the processing effects of advertising repetition on explicit and implicit memory*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Moorman, M., Neijens, P. C., Smit, E. G., & Willemsen, L. M.** (2008, June). *Match-involvement during the 2006 FIFA World Cup: How it affects recall of advertisements in and around the match*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Moorman, M., Neijens, P. C., & Smit, E. G.** (2008, April). *Match-involvement during the 2006 FIFA world cup: Its determinants and its effects on advertising processing*. Paper presented at the Corporate and Marketing Communication Conference, Ljubljana, Slovenia.
- Muntinga, D. G., & Moorman, M.** (2008, April). *Undesired consequences of sports sponsorships. How negative incidents in sports affect their sponsors' image*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Neijens, P. C.** (2008, October). *Media convergence effects in advertising campaigns: What we learn for theory and research*. Keynote presented at the Media & Convergence Management Conference, Klagenfurt, Austria.
- Neijens, P. C., Smit, E. G., & Moorman, M.** (2008, April). *Taking up an event: Branding during the World Championship soccer 2006*. Paper presented at the Corporate and Marketing Communication Conference, Ljubljana, Slovenia.
- Noort, G. van, Kerkhof, P., & Fennis, B. M.** (2008, November). *Bricks-and-mortar versus clicks-and mortar: Influences on consumers' affective responses and impulses to buy*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.



- Noort, G. van**, Kerkhof, P., & Fennis, B. M. (2008, May). *Bricks vs. Clicks: Affective responses and impulse buying intent*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Noort, G. van**, Kerkhof, P., & Fennis, B. M. (2008, June). *Effects of online safety cues on consumer responses*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Noort, G. van**, Kerkhof, P., & Fennis, B. M. (2008, February). *Bricks versus bytes: Affective responses and impulse buying intent*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Nooy, W. de** (2008, January). *Networks of action and events over time. Analytic designs for continuous-time longitudinal network data*. Paper presented at the Sunbelt XXVIII International Social Network Conference, St. Petersburg, FL.
- Pantti, M.** (2008, July). *Feast of feeling? An examination of journalists' notions of the emotionality of television news*. Paper presented at the meeting of the International Association for Media and Communication Research, Stockholm, Sweden.
- Pantti, M.**, & Aslama, M. (2008, November). *Authenticity work in reality TV*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Pantti, M.**, & Aslama M. (2008, July). *Reality TV. Circuits of authenticity*. Paper presented at the meeting of the International Association for Media and Communication Research, Stockholm, Sweden.
- Pantti, M.**, & Husslage, K. (2008, February). *'One half of the nation is watching the other half'. Ordinary people and emotional expression in NOS Journaal*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Pantti, M.**, & Wahl-Jorgensen, K. (2008, September). *Not an act of God. Anger in British disaster coverage*. Paper presented at the CRESC conference 'Cultural citizenship', Oxford, UK.
- Peter, J.** (2008, November). *Adolescents' use of sexually explicit material: Prevalence, consequences, implications*. Keynote presented at the International Conference Cyberspace, Brno, Czech Republic.
- Peter, J.**, & **Valkenburg, P. M.** (2008, August). *Adolescents' exposure to sexually explicit internet material and sexual satisfaction. A longitudinal study*. Paper presented at the conference of the Association for Education in Journalism and Mass Communication, Chicago.
- Peter, J.**, & **Valkenburg, P. M.** (2008, May). *Adolescents' exposure to sexually explicit internet material and notions of women as sex objects: Assessing causality and underlying mechanisms*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.



- Putte, B. van den**, Yzer, M., & Southwell, B. (2008, February). *The effect of interpersonal communication and health campaign exposure on the intention to quit smoking and smoking cessation behaviour*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Reijmersdal, E. A. van, Smit, E. G., & Neijens, P. C.** (2008, June). *How media factors affect audience responses to brand placement*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Reijmersdal, E. A. van, Smit, E. G., & Neijens, P. C.** (2008, May). *A Literature review of audience responses to brand placement*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Reijmersdal, E. A. van, Jansz, J., & Peters, O.** (2008, November). *The effects of brand placement on players' behavior: The case of opening a virtual bank in an online game*. Paper presented at the Winterschool on Media Effects & Behavior, Bergen, the Netherlands.
- Reijmersdal, E. A. van, Smit, E. G., & Neijens, P. C.** (2008, July). *How media factors affect audience responses to brand placement*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Reijmersdal, E. A. van, Neijens, P. C., & Smit, E. G.** (2008, May). *A literature review of audience responses to brand placement*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Reijnders, S.** (2008, November). *Watching the detectives. Inside the world of Inspector Morse, Baantjer and Wallander*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Reijnders, S.** (2008, July). *Media Tourism. Inside the world of 007*. Paper presented at the Crossroads in Cultural Studies Conference, Kingston, Jamaica.
- Reijnders, S.** (2008, February). *Media tourism. Geographical imagination in the world of James Bond and The Da Vinci Code*. Paper presented at the Etmaal voor de Communicatiewetenschap, Amsterdam.
- Rozendaal, E., Buijzen, M., & Valkenburg, P.** (2008, May). *Comparing children's and adults recognition and understanding of advertising*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Rozendaal, E., Buijzen, M., & Valkenburg, P.** (2008, February). *Comparing children's and adults' cognitive defenses to television advertising*. Paper presented at the Etmaal voor de Communicatiewetenschap, Amsterdam.
- Rozendaal, E., Buijzen, M., & Valkenburg, P.** (2008, April). *Comparing children's and adults' cognitive defenses to television advertising*. Paper presented at the 3rd international conference on Child and Teen Consumption, Trondheim, Norway.
- Schouten, B. C.** (2008, September). *Intercultural communication in general practice*. Presentation at the EACH conference, Oslo, Norway.



- Schuck, A., & de Vreese, C. H.** (2008, February). *Public support for referenda: Evidence from the Dutch 2005 EU Constitution referendum*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Schuck, A., & de Vreese, C. H.** (2008, May). *Public support for direct democracy and how the media matter*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Schuck, A., & de Vreese, C. H.** (2008, November). *When good news is bad news: Explicating the moderated mediation dynamic behind the reversed mobilization effect*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Schuck, A., & de Vreese, C. H.** (2008, November). *Reversed mobilization: How skeptical voters get mobilized by positive news framing in a referendum*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Semetko, H. A., & **Boomgaarden, H. G.** (2008, August). *Germany's election news 1990-2005: A multi-level approach to explaining change*. Paper presented at the meeting of the American Political Science Association, Boston, MA.
- Smit, E.G.** (2008, January). *Credibility as the Achilles' heel of customer media*. Keynote at Itella conference Client Keeper, Helsinki, Finland.
- Smit, E. G., Meppelink, C. S., & Neijens, P. C.** (2008, June). *To bind, to sell, to tell your story well*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Smit, E. G., van Reijmersdal, E., & Neijens, P. C.** (2008, March). *Today's practice of brand placement and the industry behind it*. Paper presented at the American Advertising Academy, San Mateo CA.
- Spanje, J. van, & Dinas, E.** (2008, April). *Contextual determinants of the anti-immigrant vote: Socio-economic characteristics of the place of residence and their effects on the vote for the Dutch LPF*. Paper presented at the MPSA National Conference, at the Palmer House Hilton, Chicago.
- Tan, E. S.** (2008, October). *Towards a dialogic account of the cinematic experience. Self and other*. European Science Foundation, Alghero, Italy.
- Tan, E. S., Visch, V. T., & Molenaar, D.** (2008, July). *Aesthetics of entertaining VR experiences*. Paper presented at the conference of the International Association for Development of the Information Society, Gaming: Design for engaging experience and social interaction, Amsterdam.
- Tolboom, M., **Smit, E. G., & Bronner, F.** (2008, June). *The impact of different media on the development of strong consumer-brand relationships*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Valkenburg, P. M., & Peter, J.** (2008, May). *The effects of instant messaging on the quality of adolescents' existing friendships: A longitudinal study*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.



- Verhoeven, P.** (2008, July). *Icarus and the downside of flying: Actor-network theory and the analysis of external risk around Amsterdam Airport Schiphol 1989-2008*. Paper presented at the International Association for Media and Communication Research-conference, Global Divides, Stockholm, Sweden.
- Vliegthart, R., Schuck, A., Boomgaarden, H. G., & de Vreese, C. H.** (2008, May). *News coverage and support for European integration 1990-2006*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Vliegthart, R., Schuck, A., Boomgaarden, H. G., & de Vreese, C. H.** (2008, November). *News coverage and support for European integration, 1990-2006*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Vliegthart, R., Boomgaarden, H. G.** (2008, February). *News coverage and anti-immigrant party support in the Netherlands and Germany*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Vliegthart, R., Schuck, A. R. T., Boomgaarden, H. G., & de Vreese, C. H.** (2008, August). *News coverage and support for European integration, 1990-2006*. Paper presented at the meeting of the Northern Political Science Association, Tromsø, Norway.
- Vliegthart, R., Schuck, A. R. T., Boomgaarden, H. G., & de Vreese, C. H.** (2008, November). *News coverage and support for European integration, 1990-2006*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Vliegthart, R., & Walgrave, S.** (2008, May). *The contingency of intermedia agenda-setting. A longitudinal study in Belgium*. Paper presented at the Politicologenetmaal, Nijmegen, the Netherlands.
- Voltmer, K., & Brants, K.** (2008, November). *Conflict and negotiation in political broadcast interviews. An empirical study of the interaction between politicians and journalists in the UK and the Netherlands*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Voltmer, K., & Brants, K.** (2008, March). *Challenging the primacy of politics: political communication in post-modern democracy*. Position paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Von Engelhart, J., Golcevski, N., & Boomgaarden, H. G.** (2008, November). *Framing the past: Media and public opinion in post-conflict Serbia*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2008, May). *The interaction of websites and TV commercials in advertising campaigns*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.



- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2008, November). *Consumers' responses to brand websites: An interdisciplinary review of ten years of research*. Paper presented at the Winter School of Media & Behavior, Bergen, the Netherlands.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2008, June). *Modelling effects of brand websites*. Paper presented at the International Conference on Research in Advertising, Antwerp, Belgium.
- Vreese, C. H. de.** (2008, December). *The media and Euroskepticism*. Keynote at the Arena conference on the Media and the European Public Sphere, Oslo, Norway.
- Vreese, C. H. de.** (2008, November). *Lessons learned from national referenda: None?!*. Keynote at the Eurobarometer anniversary conference, Paris, France.
- Vreese, C. H. de.** (2008, July). *Comparative research on European parliamentary elections: Looking back and looking forward*. Keynote address to conference on EU and the media, Stockholm, Sweden.
- Vreese, C. H. de.** (2008). *Media messages and effects in modern campaigns: International perspectives*. Paper presented at the conference Different Democracies, Same Media Power? San Francisco, CA.
- Vreese, C. H. de, & Boomgaarden, H. G.** (2008, April). *A spiral of cynicism for some: The conditional relationship between strategic news coverage, political cynicism and turnout*. Paper presented at the meeting of the Midwest Political Science Association, Chicago.
- Vreese, C. H. de, & Boomgaarden, H. G.** (2008, February). *Explaining cross-national and overtime patterns in news coverage of European Parliamentary Elections*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Vreese, C. H. de, & Elenbaas, M.** (2008, May). *The media in the spotlight: Effects of strategic metacoverage on political cynicism*. Paper presented at the meeting of the International Communication Association, Montréal, Canada.
- Waal, E. de, & **Schoenbach, K.** (2008, February). *The evolution of news on the web: A panel study of media use and displacement effects*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Walgrave, S., & **Vliegthart, R.** (2008, August). *Are agendas punctuated because of friction or because of cascades? An empirical assessment of mass media's issue attention in Belgium*. Paper presented at the conference of the American Political Science Association, Boston, MA.
- Walma van der Molen, J. H.** (2008, November). *Goed leermeesterschap: Ontwikkeling en resultaten van een vragenlijst* [Good mentorship: Development and results of a questionnaire]. Keynote address held during the conference on mentorship of the Royal Dutch Academy of Sciences, Amsterdam.
- Walma van der Molen, J. H.** (2008, October). *Why teach science? The role of science in culture*. Keynote address held during the international conference on Science Education in the Europe of Knowledge, Grenoble, France.



- Walma van der Molen, J. H., & Jongbloed, W.** (2008, February). *Free online games: A uses and gratifications study of free games on the Internet*. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.
- Ward, J.** (2008, March). *Political consumerism, young citizens and the internet*. Paper presented at the conference Challenging the Primacy of Politics: Political Communication in Post-Modern Democracy, Amsterdam.
- Weert, J. van,** Jansen, J., van Dulmen, S., Heeren, T., & Bensing, J. (2008, September). *Cancer patients' information needs preceding chemotherapy treatment: Factors predicting needs and sources for information*. Paper presented at EACH 2008; International Conference on Communication in Healthcare, Oslo, Norway.
- Weert, J. van,** Jansen, J., Dulmen, S. van, Heeren, T., & Bensing, J. (2008, September). *Needs fulfilment in older cancer patients: The effects of a communication skills training with video-supported feedback*. Paper presented at EACH 2008; International Conference on Communication in Healthcare, Oslo, Norway.
- Wonneberger, A., Schoenbach, K., & van Meurs, L.** (2008). *Dynamics of individual television-viewing behavior*. Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.
- Wonneberger, A., Schoenbach, K., & van Meurs, L.** (2008). *Dynamics of individual TV viewing behavior*. Paper presented at the convention, Association for Education in Journalism and Mass Communication, Chicago.
- Wonneberger, A., Schoenbach, K., & van Meurs, L.** (2008). *Dynamics of individual television viewing behavior: Models, empirical evidence, and a research program*. Paper presented at the Convention of the Association for Education in Journalism and Mass Communication, Chicago.
- Wurff, R. van der.** (2008, November). *Do news media offer more of the same?* Paper presented at the meeting of the European Communication Research and Education Association, Barcelona, Spain.

Paper presentations and keynote addresses – National Meetings

- Bakker, P.** (2008, February). *De gratis revolutie: De heruitvinding van de krant* [The free revolution: The reinvention of the newspaper]. Invited lecture presented at the Leerstoel Abraham Verhoeven Lezing, Antwerp, Belgium.
- Bakker, P., & Bakker, T.** (2008, February). *Politieke betrokkenheid en mediagebruik – een uitstervende relatie? Jongeren en dagbladen in de 21e eeuw* [Political affiliation and media use – a wakening realation? Young people and newspapers in the 21st century]. Paper presented at the Etnaal van de Communicatiewetenschap, Amsterdam.



- Aarts, N.,** & van Gorkum, K. (2008, February). *Patatje sociaal. Een studie naar de sociale waarde van de snackbar en de betekenis daarvan voor persuasieve communicatie ter bevordering van gezond eetgedrag.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Asbeek Brusse, E. D.,** & **Velthuisen, A. S.** (2008, February). *Effectiviteit van vrouwelijke endorsers: De match-up hypothese en de rol van lichaamstevredenheid.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Buuren, R., van, van Wessel, M. G. J., & **Aarts, M. N. C.** (2008, February). *Communicatie in interactieve uitvoering van waterbeleid.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Bronner, A. E.,** & **Moorman, M.** (2008, October). *ICORIA: verslag van een conferentie.* Paper presented at MWG-seminar Internationale Ontwikkelingen op het Gebied van Media- en Reclameonderzoek, Amstelveen, the Netherlands.
- Duits, L.** (2008, October). *God 2.0: Populaire cultuur en religie.* Paper presented as the Catharina Halkeslezing 2008, Utrecht, the Netherlands.
- Duits, L.** (2008, February). *Het belang van populaire media in alledaagse meisjescultuur.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Duits, L.** (2008, May). *Spreken door je kleding. Communicatie en identiteit in jong multicultureel Nederland.* Paper presented at the Colloquium Jong Nederlands, Antwerp, Belgium.
- Fessem, I. P. van, Spin, M., **Fransen, M. L.,** & Fennis, B. M. (2008, February). *'Babes & babies': Een evolutionair psychologische kijk op de relatie tussen advertenties en gedrag.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Haan, de Y.,** & **Bardoel, J.** (2008, February). *Een onaangename visite voor de publieke omroep: De Nederlandse Visitatiecommissie tussen publieke en politieke verantwoording Amsterdam.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Hirzalla, F.** (2008, July). *Generatie Y, burgerschap en het internet.* Paper presented at the conference Youth and Politics: Strange Bedfellows? Comparative Perspectives on Political Socialization, Brugge, Belgium.
- Lanciano-Morandat, C., Gurney, T., **Besselaar, P. van den,** Jolivet, E., Nohara, H., & Pardo, D. (2008, August). *Les ressources comparées de deux bio-clusters atypiques en France et au Japon.* Paper presented at Le Colloque de l'Association de Science Régionale de Langue Française, Quebec, Canada.
- Nooy, W. de.** (2008, June). *Onderzoek van macht.* Paper presented at the Methodologendag of the Nederlandse Organisatie voor Sociaal-Wetenschappelijk Methodologisch Onderzoek, Amsterdam.
- Reijmersdal, E. A. van,** & de Lange, M. (2008, February). *Mengvormen van reclame en redactie op radio: Spot versus non-spot.* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.



- Reijmersdal, E. A. van, Neijens, P. C., & Smit, E. G.** (2008, February). *Effecten van brand placement op het publiek: Een vote count analyse van 25 jaar wetenschappelijk onderzoek*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Santen, R. van.** (2008, May). *Internet in de verkiezingscampagne van 2006: Een postmoderne campagne?* Paper presented at the Politicologenetmaal, Nijmegen, the Netherlands.
- Schoenbach, K.** (2008, October). *Die EU als Organisation und die Medien* [The European Union as an organization and the media]. Keynote presented at the Berliner Medien Diskurs: Gipfel, Krisen, Schuldige – welches Bild vermitteln die Medien von der EU? Konrad Adenauer Foundation, Berlin.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2008, February). *De interactie tussen websites en TV commercials*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Walma van der Molen, J. H.** (2008, January). *De ontwikkeling van de jongsteakademie.nl, een interactieve website om scholieren onderzoek te laten doen* [Development of de jongsteakademie.nl, an interactive website to stimulate school children to do research]. Paper presented at the conference of De Jonge Akademie, Amsterdam.
- Walma van der Molen, J. H.** (2008, June). *De attitude van leerkrachten ten opzichte van techniek en wetenschap* [Teachers' attitudes towards technology and science]. Paper presented at the OnderwijsResearchDagen, Eindhoven, the Netherlands.
- Weert, J. C. M. van, van Dulmen, S., & Bensing, J.** (2008, October). *De omgang met dementerende verpleeghuisbewoners: Is de werkbeleving van verzorgenden van invloed?* Paper presented at the Nationaal Gerontologiecongres, Ede, the Netherlands.
- Weert, J. C. M. van, Jansen, J., van Dulmen, S., & Bensing, J.** (2008, February). *Krijgen patiënten met kanker de informatie die ze nodig hebben? Een onderzoek naar informatiebehoeften van patiënten die een behandeling met chemotherapie ondergaan*. Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam.
- Weert, J. C. M. van, Jansen, J., van Dulmen, S., Heeren, T., & Bensing, J.** (2008, November). *Communicatie bij ouderen*. Paper presented at Milestone Congres Ouderen en Kanker, Rotterdam, the Netherlands.
- Weert, J. C. M. van, Jansen, J., van Dulmen, S., & Bensing, J.** (2008, February). *Effectieve communicatie met de oudere, oncologische patiënt*. Paper presented at the Geriatriedagen, Rotterdam, the Netherlands.
- Weert, J. C. M. van, Jansen, J., & van Dulmen, S.** (2008, November). *Verpleegkundige voorlichting over chemotherapie aan oudere patiënten voor verbetering vatbaar?* Paper presented at the Oncologiedagen voor Verpleegkundigen, Utrecht, the Netherlands.



- Weert, J. C. M. van**, Peter, J. G., Van Dulmen, A. M., Spreeuwenberg, P. R., Ribbe, M. W., & Bensing, J. M. (2008, May). *Snoezelen, o estimulación multi-sensorial, integrada en el cuidado a largo plazo de la demencia*. Paper presented at the Jornadas de Actualización en Psicogeriatría, Barcelona, Spain.
- Weert, J. C. M. van**, & Verkaik, R. (2008, February). *Apathie in de sector verpleging en verzorging*. Paper presented at Jaarcongres Nederlands Kenniscentrum Ouderen Psychiatrie: Apathie bij ouderen, Ede, the Netherlands.





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