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Communication Research ASCoR

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ASCoR Annual report 2010

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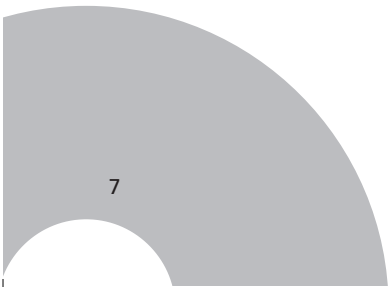
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Introduction by the Scientific Director

Welcome to the 2010 Annual Report of The Amsterdam School of Communication Research ASCoR. This report looks back on an eventful year which included many new hires, the acquisition of a number of highly prestigious grants, a successful mid-term review, and the launch of our new research program for the period 2010-2015.

Highlights in 2010

The new research program was developed together with the Program Group directors, faculty and our newly composed International Advisory Board. We thank everyone involved for their input. The research program 2010-2015 emphasizes the persuading, entertaining, and informing roles of the media and it highlights the shared focus on *uses and consequences of communication* across the different ASCoR Program Groups. The program also pays particular attention to the role of entertainment. This is approached by speaking of entertainization as an anchoring and unifying notion that cuts across our three research groups. This concept is also central in the University Research Priority Area hosted by ASCoR and in project funded by an Advanced Investigators Grant of the European Research Council (ERC) and led by Patti Valkenburg.

The research in ASCoR for the period 2008-2010 was evaluated in a mid-term review. The international evaluators were “pleased and impressed to find that the momentum towards excellence and intellectual leadership in the discipline has continued, and in many instances accelerated.” The committee noted the increase in publications in flagship communication science journals and the international visibility of ASCoR faculty as key strengths.

In 2010 ASCoR worked together with the Department of Communication Science, the Graduate School of Communication and the College of Communication to

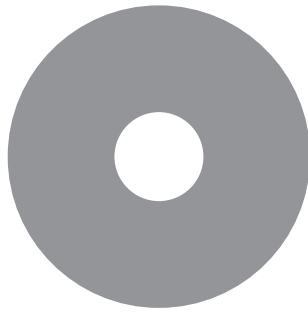
complete a large scale search for new faculty at all levels of seniority. This resulted in a number of hires and internal promotions in 2010 and 2011. We cordially welcome all our new colleagues and wish them all a fruitful and inspiring time at ASCoR.

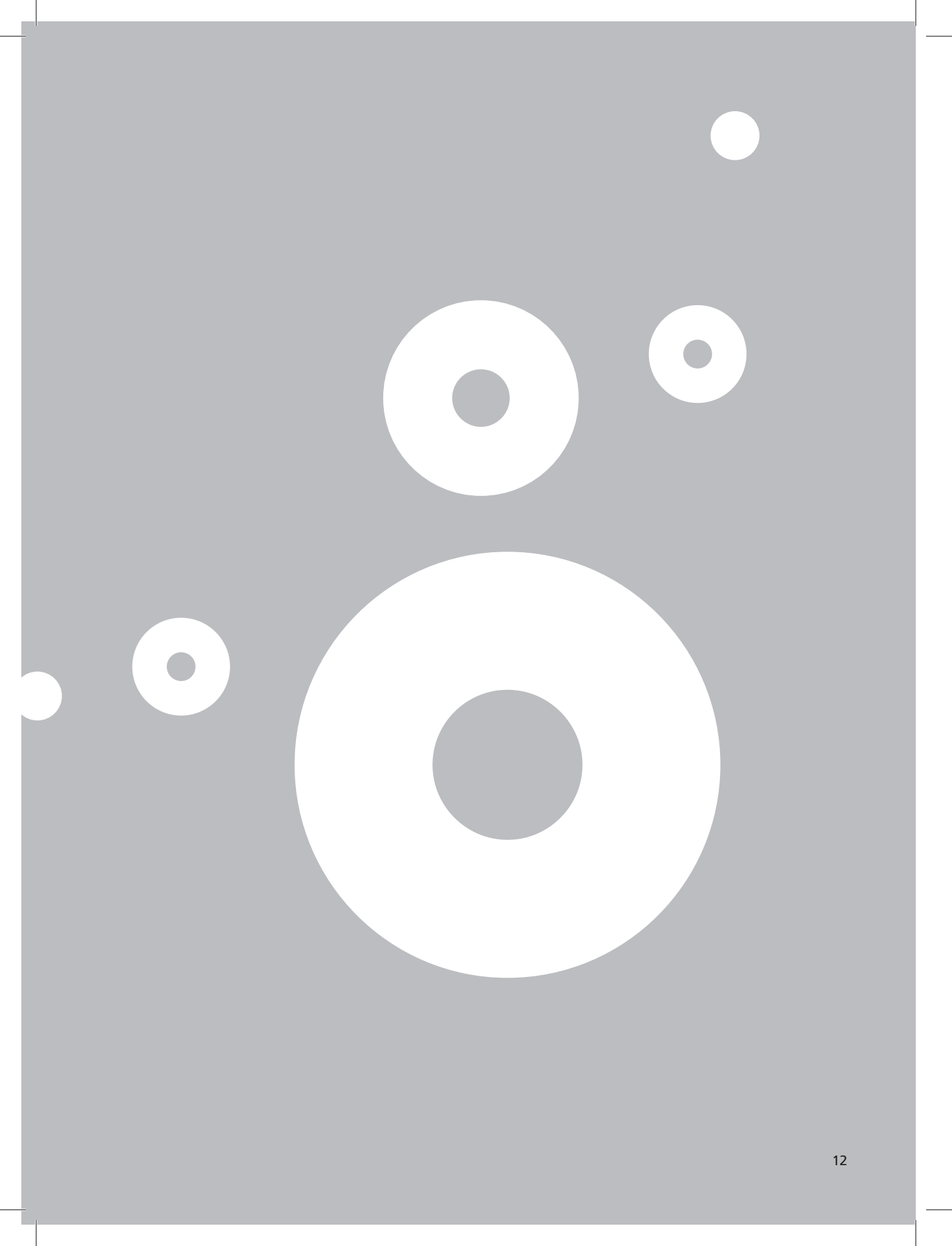
In addition to the launch of the new research program and the positive mid-term review, 2010 was also a year in which many new and exciting research projects were launched: The ERC project on Entertainization started with several new people on board; the Research Priority Area was launched; Jochen Peter's NWO Vidi project started, and grants were awarded to several faculty including Hajo Boomgaarden (NWO Veni) and Julia van Weert (KWF Cancer Society personal research grant). In terms of outreach, ASCoR faculty was highly visible in the media, particularly in relation to the Dutch general elections held in 2010. ASCoR researcher Loet Leydesdorff published widely again in 2010 and is one of the field's most cited scholars. In 2010 he was appointed Full Professor at the University of Amsterdam.

What's next?

In this Annual Report we summarize and review the achievements in 2010, and we look ahead to 2011 and beyond: The new research program is currently being implemented, we will contribute to the re-accreditation procedure of the national research school NeSCoR, and we look forward to extending our internal collaboration between the three program groups.

Claes H. de Vreese
ASCoR Scientific Director





About ASCoR

The Amsterdam School of Communication Research ASCoR is a research institute in Communication Science, residing in the Faculty of Social and Behavioural Sciences of the University of Amsterdam. It is the largest research institute of its kind in Europe and is among the largest worldwide. More than 50 senior researchers are permanently associated with ASCoR and its English-language PhD program hosts more than 35 candidates.

ASCoR resides at 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 more than 1,900 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.

The research program 2010-2015

The ASCoR research program 2010-2015 is guided by a shared empirical focus on the contents, uses and consequences of media and communication. It pioneers in a renewal of media effects theorizing: It sees media use as the outcome of individual dispositions and its context, it focuses on conditional effects (who is affected under which circumstances?) and indirect effects (through which processes?), and it aims to contribute to communication science theories, while also interacting with other disciplines.

Our focus is driven by the conviction that research should provide answers to questions that are both scientifically important and socially relevant. Our research program combines traditional media and communication effects theories, and it also reappraises and renews those theories. It pays more attention to conditional and indirect effects, motivational factors, psychological processes, investigated in larger and more adequately designed studies that include new measurement and modeling techniques.

The ASCoR Research Program 2010-2015 acknowledges that many communication processes both influence ongoing changes and are affected by them, that communication cuts across levels of individuals, groups, institutions and society, and that communication includes (mass) mediated and interpersonal communication. This is why the program uses a tripartite division in research domains. It is organized along three primary functions of communication: To persuade, to inform, and to entertain. All three research areas focus in particular on the contents, uses and consequences of communication.

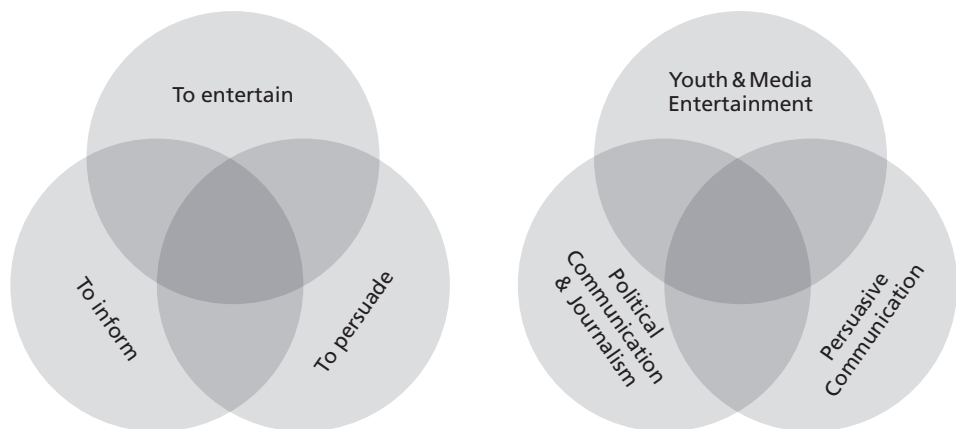
The 2010-2015 Research Program stresses, on the one hand, continuation of the 2006-2010 program – given the excellent research assessment in 2008 and top scores for vitality and future prospects – and on the other hand, change. It reflects the developments in our field, in research policies, and the composition of our faculty. In the research program 2010-2015 we focus on the overlap and new, shared areas of interest across the program groups. We pay particular attention to the role of entertainment in media and communication. *Entertainization* is the anchoring and unifying notion that cuts across our three program groups. Entertainization is the widespread inclusion of entertainment elements (e.g., emotions, dramatic conflict, and sensationalism) into information, education and advertising. News has become

more sensational, conflict- and human-interest-oriented. Education has embraced edutainment. Traditional advertising has progressively been replaced by product placement, sponsored programs, advergames, and brand entertainment, which all use entertainment as their basis. Some cultural commentators have alluded to the entertainization of society as a whole.

An important assumption of entertainization is that it enhances audience effects: It presumably leads to more attention for news programs and political information, less resistance to commercials and health-education messages, and improves learning from educational curricula. However, even though these intended effects are often taken as granted by journalists, advertisers and (health) educators, they have rarely been investigated. Despite a seemingly irreversible trend to entertainization, we still lack even basic knowledge about whether, and if so, under which circumstances, entertainization is effective in informing, educating, or persuading audiences. These are the questions – of high societal relevance – that cut across and bring together researchers in the different groups.

More importantly, we lack a true understanding of potentially unintended effects of entertainization. Entertained media messages are said to be more powerful than traditional ones because they block critical thoughts and weaken resistance. So far, there have been ample and often contradictory speculations about these unintended effects.

In the Research Program 2010-2015, ASCoR faculty pay extensive attention to the antecedents, contents, and effects of entertainization. During this period ASCoR hosts the Research Priority Area The Entertainization of Society, funded by the University of Amsterdam. This Priority Area investigates the processing and effects of three types of entertained messages: News, advertising and education. While research is still anchored in the three program groups, this priority area cross-cuts the three groups at ASCoR and provides an environment for research from different aspects of communication science, in collaboration with researchers from other fields such as cognitive psychology, developmental psychology and educational science.



Program groups

In addition to the shared focus on entertainization (which is visually expressed above by the overlap of the entertainment function with the other functions), the remaining research program is also organized according to the three functions of entertaining, persuading, and informing. The three Program Groups are therefore Persuasive Communication (to persuade), Political Communication and Journalism (to inform), and Youth and Media Entertainment (to entertain).

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 programs groups: *Persuasive Communication, Political Communication & Journalism, and Youth & Media Entertainment*. In addition a number of ASCoR members belong to the group of General Communication Science. Each of these groups covers a large number of research projects. The program group directors advise the Scientific Director on research policy in the ASCoR Board.

The Board is supported by the International Advisory Board, which consists of leading experts in our field. Management is assisted in their tasks by a small support staff.

Management & support

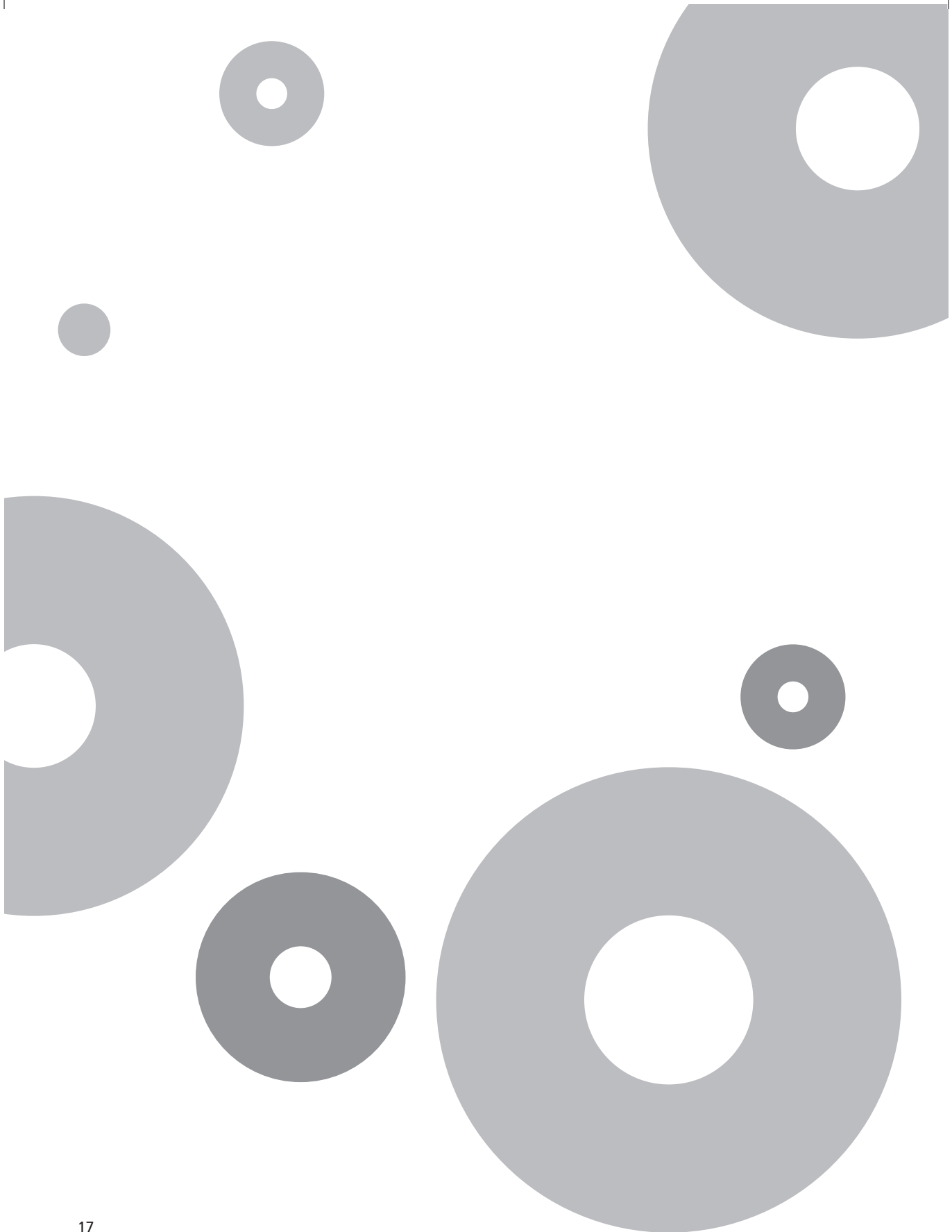
Scientific Director	Prof. dr. C.H. de Vreese
Research Manager	Dr. M.E. Prangmsma
Secretariat	M.A.M. Smit, K.H. Hair, I.N.D. Lannoye
ICT Support	B. Monné

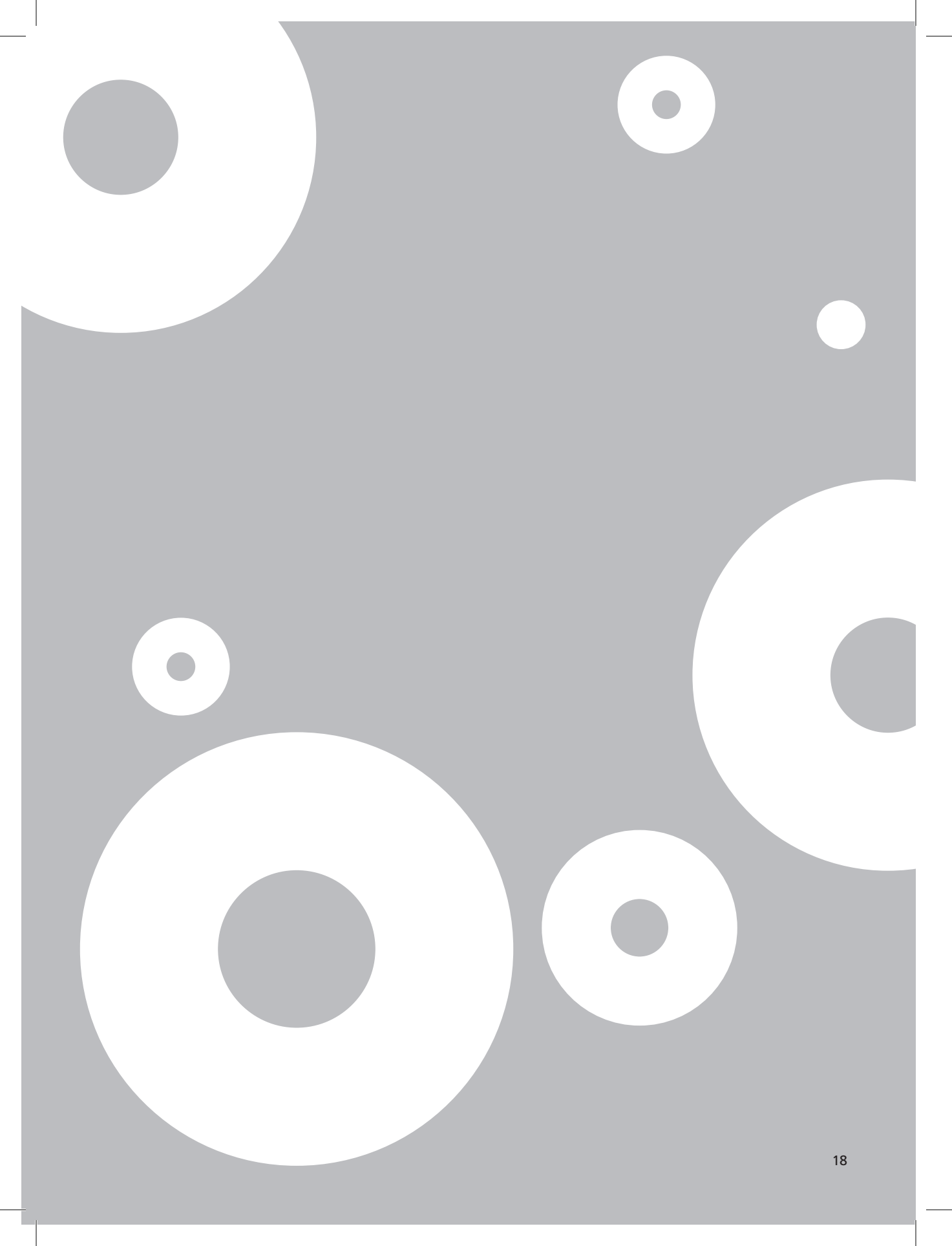
Program Group Directors

Persuasive Communication	Prof. dr. E.G. Smit
Political Communication & Journalism	Prof. dr. C.H. de Vreese
Youth & Media Entertainment	Prof. dr. P.M. Valkenburg

International Advisory Board

Prof. dr. Joanne Cantor	University of Wisconsin-Madison (USA)
Prof. dr. Ingrid Volkmer	University of Melbourne (Australia)
Prof. dr. Frank Esser	University of Zurich (Switzerland)
Prof. dr. Shintaro Okasaki	Universidad Autónoma de Madrid (Spain)
Prof. dr. Davan Shah	University of Wisconsin-Madison (USA)
Prof. dr. Michael Slater	Ohio State University (USA)
Prof. dr. Cristel Russel	University of Auckland (New Zealand)





Review of 2010

Faculty changes

In 2010, a substantial number of new researchers joined us. Peter Kerkhof was appointed adjunct professor of Customer Media, a chair supported by the Customer Media Council. He also remains an associate professor at Vrije Universiteit Amsterdam. Martine van Selm joined ASCoR from Radboud Universiteit Nijmegen when taking up the position of Director of the College of Communication. Two senior colleagues were recruited on parttime basis for Patti Valkenburg's ERC project which started in December: Professor Rutger Engels joined the team from Radboud Universiteit Nijmegen, where he also remains a full professor, Mariette Huizinga became parttime associate professor, whilst also remaining a member of the Department of Psychology. Three new assistant professors and a senior lecturer were welcomed in 2010: Hilde Voorveld, Sophie Lecheler, Anneke de Graaf, and Marcel van Egmond. Five postdoctoral researchers were hired for specific externally funded projects: Helen Vossen joined the ERC team, Sindy Sumter works on a project on cyberbullying, Inge Boot joined Jochen Peter's NWO Vidi project, Doeschka Anschutz took up the vacancy within the Research Priority Area, and Esther Roozendaal moved on to Moniek Buijzen's NWO Vidi project upon finishing her PhD manuscript. Loet Leydesdorff was appointed Full Professor of Communication and Innovation in the Dynamics of Science and Technology.

Nine PhD candidates successfully completed their projects and received their degrees. Mirjam Vosmeer graduated in January and was appointed lecturer at the Department of Communication Science. Niels van Doorn received his PhD degree in February, and was awarded an NWO Rubicon grant to spend 18 months at the Johns Hopkins University in Baltimore, MD. Merja Mahrt graduated in March, and took up an assistant professorship at Heinrich Heine Universität in Dusseldorf, Germany. Hilde Voorveld and Sophie Lecheler both graduated in June and will remain at ASCoR as assistant professors. Hilde graduated Cum Laude. Diana Lucio

Arias also graduated in June, and moved back to her native Colombia to take up a position as researcher in the Colombian Observatory of Science and Technology. Fadi Hirzalla received his doctorate in September, and now works as a parttime lecturer at the Department of Communication Science and as a postdoctoral researcher at Utrecht University. Christian Baden received his PhD in October, and is now an assistant professor at Ludwig-Maximilians-Universität München, Germany. Jeroen Lemmens graduated in November, and was appointed lecturer at the Department of Communication Science.

Five new PhD candidates joined ASCoR in 2010: Miruna Doicaru, Sanne Nikkelen, Reza Kartosen, and Annemarie van Oosten joined the program group *Youth & Media Entertainment*. Hanneke Hendriks joined the program group *Persuasive Communication*.

New in 2010 is the ASCoR Associate Membership. This new program allows new lecturers within the Department of Communication Science to join the ASCoR community and offers incentives to help them build a research CV in spite of their lack of formal research time. In 2010, Julia Hoffmann, Margot van der Goot and Pytrik Schafraad were accepted as ASCoR Associate Members.

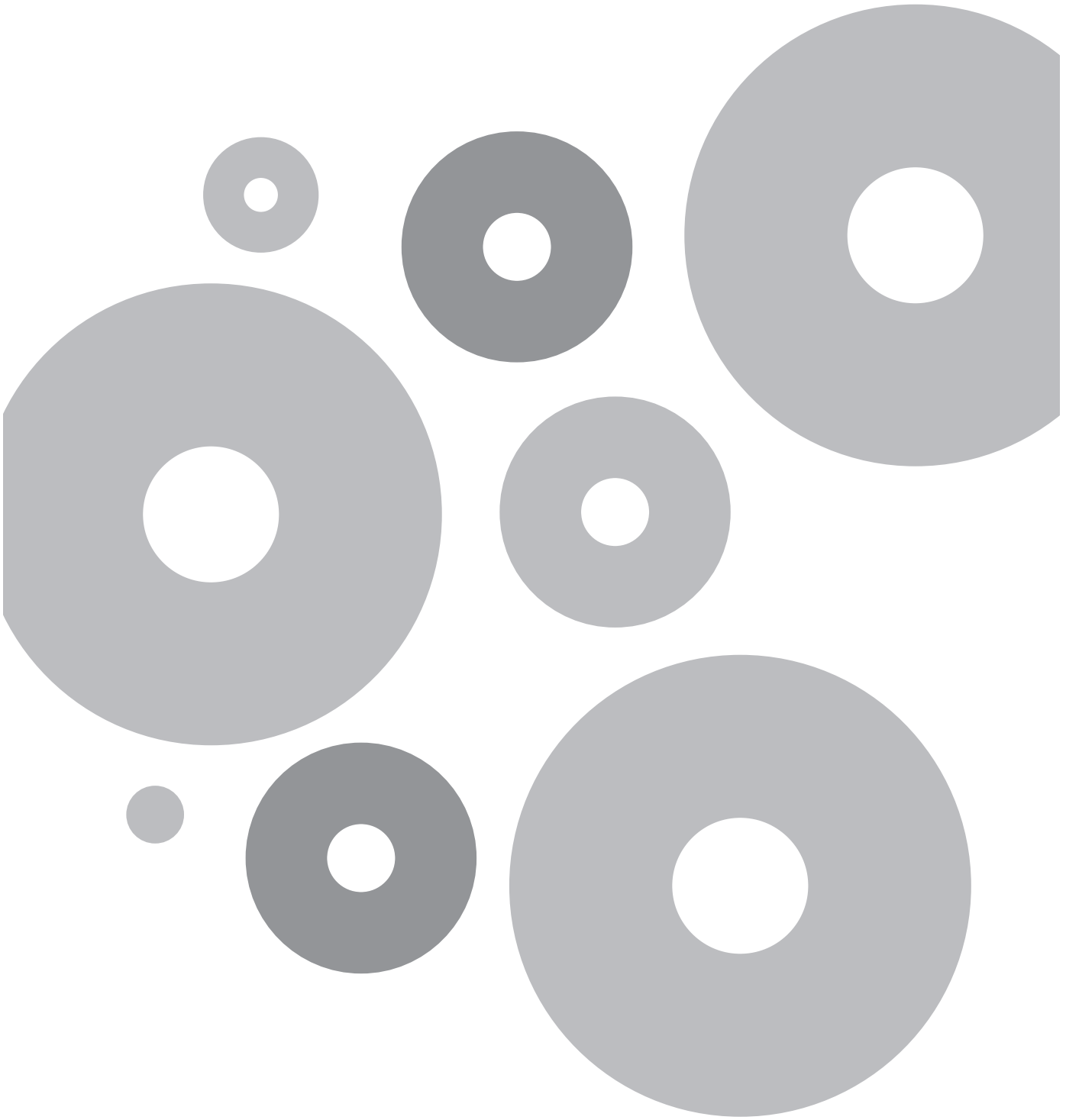
In 2010 we had to say goodbye to some of our senior colleagues, most notably our long-time Professor and Program Group Director Klaus Schönbach. After a long career at the University of Amsterdam, he took up a position at the University of Vienna, Austria, to direct the Department of Communication Science. We are very honoured to welcome him back as ASCoR Honorary Fellow. Jan de Ridder – associate professor and Department chair – was hired as the new director of the Audit Office of the Amsterdam city council. Postdoctoral researcher Laura Owen moved back to her native England to become a research assistant at the University of Reading. Linda Duits set up her own communication research company, Diep Onderzoek.

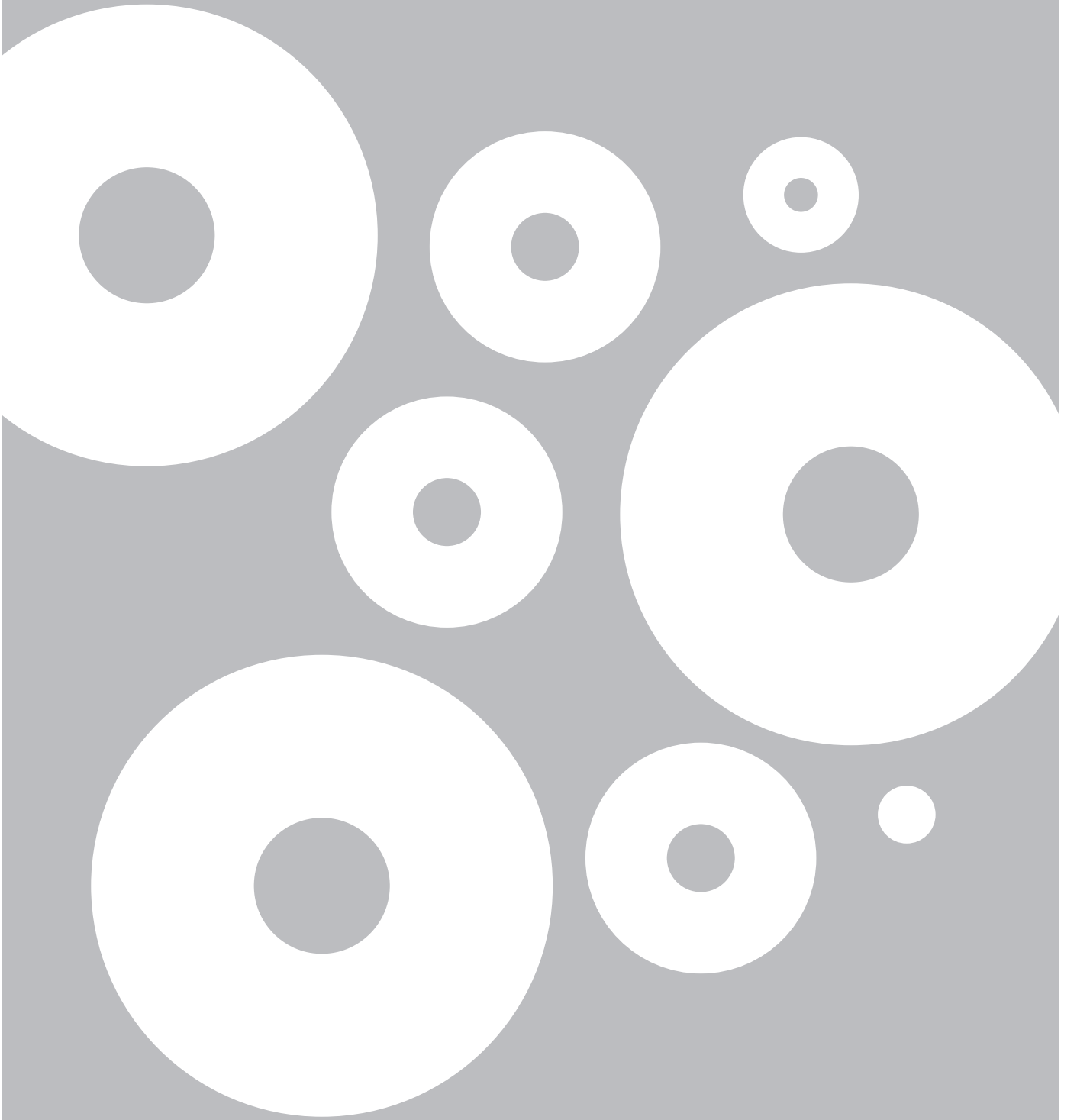
International activities

ASCoR also welcomed a substantial number of researchers for short visits. We enjoyed lectures and seminars from many international guests, including Joe Cappella, Paul D'Ángelo, William "Chip" Eveland, and Joseph Turow. We had one long-term guest: Ana Costa Martins from Coimbra University, Portugal, spent 6 months working with Claes de Vreese and Sophie Lecheler on her PhD project. The cooperation resulted in two research papers, and Ana expects to return for a shorter research visit in 2011.

Several ASCoR members went abroad on research visits. Mario Keer spent several months at University of New South Wales, Sydney, to collect data for the final study of his PhD project. Moniza Waheed was accepted for a three-month internship at the United Nations headquarters in New York. This allowed her to collect data for her PhD project on political speeches. Both research visits were supported by the ASCoR PhD Research Visit Fund. Judith Möller started her 1-year appointment at Zurich University, Switzerland. Her international PhD project is a joint venture

by Professor Frank Esser and Professor Claes de Vreese and is largely funded by the Swiss Science Foundation. Judith will return to ASCoR in September 2011 for her final year. PhD candidate Pieterjan Desmet spent three months at Sabanci University, Turkey, which is one of the partners in the pan-European Marie Curie Initial Training Network. In January, Linda Duits was a visiting researcher at the Center for Media, Religion, and Culture at the University of Colorado.





Review of the Research Priority Area: The entertainization of society

The Research Priority Area (RPA) “The Entertainization of Society” funded by an excellence grant by the University of Amsterdam brings together excellent scholars from well-established research groups in a multidisciplinary program. The PI is Prof. dr. Patti Valkenburg – ERC and Vici laureate, Fellow of the International Communication Association, member of the NWO MaGW Board, and the most prolific, and one of the most-cited, communication scholars in Europe.

The RPA focuses on the effects of “entertainization”: The embellishment of information, education and advertising with entertainment-related elements (emotions, dramatic conflicts, sensational content). Entertainization is generally assumed to have a significant impact on the general public: many believe it can be used to raise interest in current affairs programs and political information, weaken resistance to advertising and improve learning capacity. The researchers aim to determine whether these assumptions are correct. They will also be studying the potential unintended effects of entertainization. For example, some scientists are worried that this form of embellishment is resulting in cynicism, mental laziness and passivity.

The RPA is intended to help fill in these knowledge lacunas, while positioning the University of Amsterdam and Faculty of Social and Behavioural Sciences as a centre of excellence. The RPA – based on close collaboration between the Faculty of Social and Behavioural Sciences, FNWI Faculty of Science, Radboud Universiteit Nijmegen, Netherlands, and Tilburg University – involves co-operation between communication scientists, psychologists, economists, and information experts. The RPA has close ties to the ERC Advanced Investigator project ‘The Entertainization of Childhood’ led by Professor Patti Valkenburg.

In September 2010, Doeschka Anschütz started working on the RPA. In addition, Professor Rutger Engels was hired as a long-stay guest professor to contribute to the

development of the RPA. He is an eminent scholar in the field of developmental psychopathology and has an outstanding track record. His expertise has already proven extremely useful in the initial stages of Professor Valkenburg's ERC project. Professor Engels is expected to remain connected to the RPA and ASCoR as a guest professor throughout the RPA and the ERC project.

ASCoR has earmarked budget from the first flow of funds for new PhD projects linked to the RPA theme. The ASCoR Board has recently decided to link at least three PhD projects to the RPA, where each Program Group initiates one project related to the RPA theme. Candidates will start in 2011.

Guests, lectures and symposia

The Distinguished Lecture Series was developed, which is intended to encourage cross-fertilization between ASCoR and other renowned institutes around the world within the themes of entertainization and implicit measurement. Several lectures have already been scheduled in the Distinguished Lecture Series for Spring 2011, including Dr. Kathleen Vohs from the University of Minnesota and Professor Daniel Nagin from Carnegie Mellon University.

Many of the monthly ASCoR Lunch Lectures were also linked to the theme of entertainization and/or the problems and opportunities of implicit measurement. The ASCoR Lunch Lectures are given by senior ASCoR members to showcase and share their recent research and their ideas on future research.

As a result of the RPA and the focus on the RPA theme in the new ASCoR Research Program, new inter-group collaborations have sprouted, including several new PhD projects. In addition, numerous smaller projects have sprouted that connect the three ASCoR program groups and several grant applications have been submitted that fit within the RPA theme, most notably NWO Veni applications prepared in 2010 and submitted early 2011.

Review per program group

Persuasive Communication

Program group director: Prof. dr. E.G. Smit

RESEARCH CAPACITY IN 2010

Faculty: n = 17 (4.85 Fte)

Phd candidates: n = 7 (4.60 Fte)

Mission

The program group *Persuasive Communication* (PC) 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.

Review of 2010

Four major themes stood out in 2010. The variety of findings teach us more about processes and effects of embedded persuasion, the role of digital media in persuasion, effective message factors, and several aspects of the empowerment of individuals in society when it comes to persuasion.

Embedded persuasion

Embedded persuasion deals with messages in which persuasion is mixed in with other media content, as in brand placement, entertainment education, sport sponsorship, and customer media. Research into these kinds of messages not only captures divergent persuasion processes and explicit effects, but also implicit effects. The in-game advertising study by Eva van Reijmersdal and Guda van Noort showed that youngsters are persuaded more by brand messages integrated in an online game if they were not using the brand beforehand. Also, studies into customer media by

Peter Neijens, Edith Smit, and Eva van Reijmersdal showed that readers' responses differ according to the degree of commerciality in the medium and as a result of the digitalization of the medium.

The theme embedded persuasion clearly contributes to the Research Priority Area *The Entertainization of Society*. In addition to the studies mentioned above, this includes the entertainment education research by Barbara Schouten and Julia van Weert, which deals with persuasion that is embedded into entertainment messages to facilitate learning. Their research showed that the *Dance4life* program provides a robust HIV and AIDS prevention program by raising the involvement of participants to establish a social youth movement around HIV and AIDS worldwide.

The role of digital media

Internet and user generated web content were again prominent in persuasion research in 2010. Several aspects of the internet were studied in different projects as part of the interest group iCom. Most projects dealt with the use and effect of internet applications, such as eWOM, social media, brand websites, and Social Network Site marketing. Lotte Willemsen, Fred Bronner and Peter Neijens studied aspects of electronic Worth of Mouth (eWOM) on the perceived usefulness of the review. Aspects included the content of online reviews, and the impact of particular characteristics of online reviews, such as source expertise and the valence and balance of argumentation. Daan Muntinga, Marjolein Moorman and Edith Smit studied the motivations of consumers to engage actively in brand profiles on social media like *Hyves* and *Facebook*. Hilde Voorveld finished her PhD project on brand websites and showed differences between websites in terms of perceived and objective interactivity.

An important aspect of digital media is that personal data are increasingly used for personalised newsletters, campaign materials and health messages. Although current technology makes consumer and patient information easier to obtain, we lack a true understanding of the effect of such targeted or tailored communication. Several studies were conducted within Persuasive Communication, showing that personalized advertising only resulted in persuasion when users were less concerned about their privacy or when they had a higher need for uniqueness (Ewa Maslowska, Edith Smit and Bas van den Putte), or when a campaign was perceived as more relevant (Guda van Noort). It was also found that tailored health messages should not only be adapted to the informational needs of the users but also to their reading level. The use of visual cues appears to enhance satisfaction with the information presented on the website, and the use of non-complex language improves recall (Julia van Weert and Guda van Noort).

The persuasiveness of online product reviews, for instance, depends to a large extent on the credibility of the source. Interestingly, and contrary to more traditional source effects, experts are considered to be less trustworthy than laypersons in the online environment, unless their expert status has been established through peer ratings.

Message factors

Faculty in the *Persuasive Communication* group has become specialised in combining academic and applied research, in particular in research into which message factors elicit persuasion. Two projects stand out in 2010: a message strategy study and a visual attention study. The first study by Bas van den Putte with the Ministry of Safety and Justice, compared social normative messages with deterrence messages (i.e., messages pointing out negative consequences), and was presented at an academic conference as well as a practitioners' meeting. In a study by Edith Smit, Sophie Boerman and Lex van Meurs with Intomart GfK and Sanoma Media, eye tracking data of 185 advertisements and their direct magazine context were combined and related to the scores of a content analysis. Results were presented at several outlets, for instance at the Intomart Innovation Day and at the annual conference of the European Advertising Academy.

The empowerment of individuals

As consumers are almost continuously exposed to persuasion, both implicitly and explicitly, they have become more experienced in armouring themselves, through strategies such as attitude bolstering or avoidance. At the same time, communicators use strategies to make people more aware of persuasion tactics, such as forewarning and disclosure. Several studies within the *Persuasive Communication group* dealt with these kinds of resistance strategies. Marieke Fransen and Edith Smit, for instance, published an overview of the resistance strategies consumers use to avoid advertising. Eva van Reijmersdal studied resistance of viewers in response to disclosures for brand placement, showing that disclosures can make people more resistant to persuasion. Zwier showed that drug advertising raises cynicism.

Interpersonal communication has become more apparent in persuasive communication research. Bas van den Putte showed, in research supported by Stivoro, Trimbos Institute, and ZonMw, that talking to others mediates the effect of health campaign exposure, and that both frequency and valence of this interpersonal communication should be taken into account. The eWOM studies by Lotte Willemsen, Fred Bronner, and Peter Neijens described above also underline these interpersonal effects in a computer-mediated environment. Julia van Weert and Barbara Schouten showed the importance of taking into account information needs of patients as well as their cultural background and age.

Assessment

The group showed a strong output in 2010 in terms of both quantity and quality by publishing in top peer reviewed journals. Journals varied from general communication journals, such as *Communication Research* and *Communication Theory*, to journals in specific subfields, such as health communication (e.g., *Psychology & Health*; *Patient Education and Counseling*), advertising (e.g., *International Journal of Advertising*; *International Journal of Market Research*), and related disciplines (e.g., *British Journal of Social Psychology*; *Journal of International Business and Economics*).

In addition to academic journal articles, several book chapters and books were published aiming at academic as well as practitioner audiences. Faculty also

made much-appreciated contributions to non-profit health organizations, and continued to build strong strong relationships with industry, particularly through SWOCC (the neighbouring foundation for scientific research in commercial communication).

Academic success was also abundant in 2010. Best paper awards were won by Lotte Willemsen, Eva van Reijmersdal, and Julia van Weert. *Internet Research* awarded its best article of the year award to Hilde Voorveld, Peter Neijens, and Edith Smit. Hilde Voorveld successfully defended her dissertation and received a Cum Laude PhD degree. She also received a prestigious MSI grant for developing new research into multi-tasking. Several other grants were received. Julia van Weert was granted the prestigious Personal Research Award by the Dutch Cancer Society, and several smaller grants together with Annemiek Linn and Edith Smit for research into electronically tailored health communication. In addition, Julia was awarded, together with colleagues from NIVEL, the Medial Contact Communication Prize.

Research in 2011

Research within this domain comprises a variety of aspects that shape the effects of persuasive communication: Personality aspects, situational factors, medium-related factors, content of the message, and the process of persuasion itself. Most research of 2010 will be continued in 2011.

PhD candidate Mario Keer will finish his project on the effectiveness of (mis) matching persuasive strategies in health related messages, such as campaigns to discourage binge drinking. New PhD projects will start, one on the role of disclosing the source within embedded persuasion (Sophie Boerman), one on Internet and interpersonal tailoring strategies to increase adherence to medicine intake (Annemiek Linn), and projects within the new research line of Julia van Weert into improved health communication to cancer patients for which she received an impressive grant from the Dutch Cancer Society.

2011 will also mark the start of several new research topics. Hilde Voorveld will broaden her dissertation research into multichannel consumer behaviour, together with Peter Neijens, Fred Bronner, and Edith Smit. They aim to give insight into the media consumers use in various stages of the decision making process. A pilot study financed by MSI will be fielded in May 2011. Marieke Fransen will conduct experimental studies into implicit resistance strategies to find out whether these kinds of effortless strategies are useful in inhibiting heuristic cues often used in persuasive messages. Finally, the effectiveness of campaigning in social network sites, such as Hyves and Facebook, will be studied by Guda van Noort, Hilde Voorveld, Lotte Willemsen, Peter Kerkhof, and others with the aim to unravel the persuasion process when friends are actively involved in spreading brand communication ('viral marketing') or when social information is being used to adapt advertising within social network sites.

Political Communication and Journalism

Program group director: Prof. dr. Claes de Vreese

RESEARCH CAPACITY 2010

Faculty: n = 14 (4.81 fte)

PhD candidates: n = 19 (13.61 fte)

Mission

The research in Political Communication & Journalism (PCJ) addresses the information function of communication. The program group studies how, and under which conditions, news and other communication with informational purposes is produced. The group investigates the contents of this information, how audiences use and process it, and what effects it has. A central question is how citizens, organizations, and institutions use media and communication to stay informed about public affairs and to participate in them. The starting point is that citizens have become 'critical consumers' in the realm of politics as well, and the assumption is that this affects their information seeking behaviour, their use of the new information, and the effects of new information on ensuing behaviour. Research in this group often has an internationally comparative orientation. Our theories address the core of democracy, so a major task of the program is to develop and test theories that help improve democratic processes. The group highlights its research in the Center for Politics and Communication (www.polcomm.org).

Review 2010

The role of the media in democracy takes center stage in both theoretical and societal discussions. There are two research lines that deal with this issue within this program group: Political communication and political journalism.

Political communication

This research line focuses on the contributions of media and communication to citizens' perception, knowledge, and understanding of political issues and political and social groups, as well as citizens' participation in the political arena and their electoral behavior. An integral part of understanding the consequences of communication is to systematically assess how the media cover political issues – often in large scale content analyses. This research line has three foci: (1) media, the EU, public opinion and electoral behavior, (2) media and national politics, and (3) media effects.

Much of the research on (1) media, the EU, public opinion and electoral behavior is organized around the NWO Vici project *Communication and the Future of Europe*. The Vici team consists of Claes de Vreese (PI), Andreas Schuck, Joost van Spanje, Hajo Boomgaarden, Rens Vliegenthart, Rachid Azrout and Matthijs Elenbaas. Early findings of the large scale content analysis of the media coverage of the 2009 European Parliament elections showed that, compared to previous elections, the 2009 election coverage was more visible, more polarized and evaluative, more European in focus than previously, and overall more positive in tone towards

Europe. Higher levels of political contestation regarding the issue of EU integration resulted in higher visibility of the elections in the media.

Another study (Boomgaarden et al.) published in the *Journal of European Public Policy* focused on explaining developments in media content about the EU over time. This showed that the variation visibility of EU news from 1990 to 2006 was driven by exogenous factors that relate to the EU polity, its policies and national politics. In 2010, several other papers were completed within the Vici project on the relationship between news about the EU and the effects on voting behavior. In addition, a more conceptual paper was accepted for publication which addresses the dimensionality and antecedents of EU attitudes. Marijn van Klingeren, Pieterjan Desmet and Malte Hinrichsen investigated the change in EU attitudes over time and the relevance of religious attitudes for EU attitudes.

The research on (2) media and national politics focused on the Dutch general elections in 2010. The ASCoR election study was conducted in collaboration between Philip van Praag, Claes de Vreese, TNS NIPO and the research department of the Dutch public broadcasting company (NPS). An article was accepted stemming from Linda Bos' PhD project, looking at how the media shape perceptions of right-wing populist leaders. Wouter de Nooy worked with colleagues at the Vrije Universiteit Amsterdam on election news and showed that statements in the media respond to previous statements in the media, so both support/attacks in the news and statements on issues evolve as a group process. Rosa van Santen focused on the personal in television biographies. Rens Vliegthart published on Belgian politics, Hajo Boomgaarden on German politics, and Claes de Vreese on Danish politics, while all three wrote on the 2008 US elections and Joost van Spanje looked at the role of anti-immigration parties and the impact of the media of the trial against the Dutch MP Geert Wilders.

The research on (3) media effects included a range of studies centered around the concept of framing. Sophie Lecheler defended her PhD thesis *Framing Politics*, which focuses on the duration and nature of framing effects. One article from that project is forthcoming in the *Journal of Communication* and another was given a top paper award at the ICA. Christian Christian Baden also won a top paper award at ICA and completed his PhD on *Communication, contextualization, & cognition* which proposed a coherent 'schematic network theory of framing'. Findings highlight both consistencies in the media's coverage of an issue, as well as the consistent contextualization of novel events across various mass media outlets. Anouk van Drunen completed work on audience frames and Maud Adriaansen finished work on strategic news, political cynicism and electoral behavior, some of which is forthcoming in the *International Journal of Public Opinion Research*. Rune Slothuus, former visitor at ASCoR, and Claes de Vreese published an article in the *Journal of Politics* showing how citizens respond to frames sponsored by different political parties.

Looking at audiences, Damian Trilling and Klaus Schönbach demonstrated that contrary to pessimistic expectations that see the Internet as a medium that encourages avoidance of general interest news, online news is used by a wide

variety of people. Anke Wonneberger and Klaus Schönbach finished a study on determinants of news exposure showing that news exposure is strongly influenced by situational factors, such as viewer availability or co-viewers, and less by viewing motivations, such as a viewer's interest in news and politics.

Political journalism

The second research line in this program group focuses on (changes in) political journalism. It looks at changes in the legal and financial context of journalism, at new forms of interactive and participatory journalism, and at online modes of political communication providing alternatives to institutionalized journalism such as citizen journalism, blogs, and the use of social network media by political actors. Piet Bakker and Jo Bardoel both contributed to Kees Brants and Peter Vasterman's special journal issue devoted to journalism studies in the Netherlands. The special issue maps and synthesizes journalism research in the Netherlands and proposes future avenues for research. The issue was launched during a successful seminar at ASCoR.

Yael de Haan completed the empirical research for her PhD dissertation, including an analysis of the media performance debate over 20 years and case study research of three media organizations (De Volkskrant, NOS Nieuws, RTL Nieuws). Tom Bakker finalized a content analysis of weblogs and a large scale survey, replicated in Austria, on the use of political citizen journalism. First results were presented at international conferences. Piet Bakker published several articles and book chapters on innovation in news, journalism and newspapers in particular. He was also a well cited international expert in the news on this topic. Richard van der Wurff and Klaus Schönbach published a piece in *Journalism* on codes of conduct and transparency as quality instruments in off- and online journalism and Kees Brants, Claes de Vreese, Judith Möller and Philip van Praag published in the *International Journal of Press/Politics* on the 'real' spiral of cynicism, looking at the relationship and perceptions of journalists and politicians.

Together with colleagues at the University of Southern Denmark, Claes de Vreese published the book *The Art of Keeping the Balance* on political balance in news. The book was well-received and generated significant media attention and public debate. De Vreese also finished co-supervising three PhD dissertations with Professor Erik Albaek in their project on Political Journalism in Comparative Perspective, funded by the Danish national science foundation.

Assessment

2010 was a vibrant year for the *Political Communication & Journalism group*. The research that was published in 2010 appeared in a number of high impact journals in both communication science (e.g., *Political Communication*; *International Journal of Press/Politics*) and political science (e.g., *Electoral Studies*; *Journal of Politics*). Multiple members of the group received awards for their articles and conference papers and several researchers were appointed to the Editorial Boards of leading international journals such as the *International Journal of Press/Politics*, *Communication Research*, and the *International Journal of Public Opinion Research*. In 2010, Christian Baden and Sophie Lecheler defended their PhD dissertations,

whilst Maud Adriaansen's dissertation was approved and will be defended in early 2011. Andreas Schuck received the NeSCoR dissertation award for the best PhD dissertation defended in 2009. Rens Vliegthart's NWO Veni project started, and Hajo Boomgaarden was awarded an NWO Veni grant for his projected on *Media(ted) Populism*. Faculty and PhD members were present in several national and international media, in particular in relation to the Dutch general elections held in June 2010.

Research in 2011

Several publications will appear in international journals from the NWO Vici project. More analyses and papers looking at media coverage and the impact on public opinion and voting behavior are underway drawing on the 21 country two-wave panel survey data, the rolling cross-sectional data and the 27 country news media content analysis and PhD candidates Matthijs Elenbaas and Rachid Azrout will continue working on their dissertations.

The NWO Veni projects of Hajo Boomgaarden and Rens Vliegthart will focus on data collection and the creation and preparation of content data sets, some in collaboration with colleagues in the NWO-funded Conflict program. In 2011, the Norface-funded project on religion, Euroskepticism, and the media will be completed.

The research on political journalism will result in a number of articles by Claes de Vreese and colleagues at the University of Southern Denmark. On the journalism industry, Piet Bakker will publish on news innovations.

A number of research projects will start and develop further in 2011. One focuses on online campaigning using both survey and experimental data (new PhD candidate Sanne Kruikemeier with Rens Vliegthart, Guda van Noort, and Claes de Vreese), one on the effects of (news about) political prosecutions using survey data and media content analysis (Joost van Spanje and Claes de Vreese), one on media and political socialization of young people (Judith Möller, together with NCCR colleagues from Zürich), and two – linked to the theme of the ASCoR Entertainment Research Priority Area – on news framing and emotions (Sophie Lecheler, Andreas Schuck and Claes de Vreese) and on new 'entertainized' forms of news (Hajo Boomgaarden, Marjolein Moorman and Claes de Vreese).

Youth & Media Entertainment

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

RESEARCH CAPACITY 2010

Faculty: n = 14 (5.32 fte)

PhD candidates: n = 14 (7.81 fte)

Mission

The program group *Youth & Media Entertainment* (YME) addresses the entertaining role of communication and information. The program has a strong thematic focus on issues surrounding media entertainment. The program's orientation is interdisciplinary: Researchers in this domain draw on, and contribute to, communication theory as well as psychological and sociological theories. The approach is multi-methodological: Researchers use different research designs, such as experimental, (causal) correlational, and inductive designs. In addition, they rely on content analyses, surveys, and laboratory experiments to gather data. The key questions of the group are:

- 1 Which individual or collective factors explain people's use, attention, and attraction to entertainment media?
- 2 What are the patterns of use and the consequences of media entertainment?
- 3 Which processes can explain the influence of media entertainment on young people?

Review of 2010

In 2010, the three research questions were addressed with three foci in mind: Children, adolescents and the media, media entertainment, and popular culture.

Children, adolescents, and the media

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).

Four new projects started in 2010. Patti Valkenburg started with her project on the entertainization of childhood. The project is funded through an Advanced Investigator Grant from the European Research Council and deals with the question whether children's ever more entertained media environment is linked to increases in attention deficit/hyperactivity disorder, aggression, and/or cognitive functioning. The project also investigates whether children's genetic dispositions and family factors boost or reduce media influences. The project includes one post-

doctoral researcher (Helen Vossen) and two PhD candidates (Sanne Nikkelen, Karin Fikkers). Valkenburg also started work on the Research Priority Area on the entertainization of society, funded by the Faculty of Social and Behavioural Sciences. Together with postdoctoral researcher Sindy Sumter, Valkenburg also started work on an NWO-funded collaborative project with Tilburg University on the antecedents and consequences of cyberbullying.

In June 2010, Jochen Peter began work his NWO-funded Vidi project in which he tries to develop and test an experiential framework for how sexual media content affects adolescents. Both theoretically and methodologically, this new project extends his earlier Veni project on the effects of sexually explicit material on adolescents' sexual socialization. The project includes postdoctoral researcher Inge Boot and PhD candidate Annemarie van Oosten.

The research line on the consequences of adolescents' online communication has been extended by a focus on adolescents' online risk taking. Two publications by Susanne Baumgartner, Patti Valkenburg, and Jochen Peter have shown that adolescents' online sexual risk-taking occurs mainly among boys. However, in contrast to earlier theories, adolescents did not perceive more benefits, and less risks, of sexual online risk-taking than did adults. An earlier version of one of the papers received a top-paper award of ICA's Children, Adolescents and the Media section as well as of the German Communication Association (DGPUK). Together with Marjolijn Antheunis, Valkenburg and Peter also published about online communication on social network sites. The study showed that the interaction on social network sites reduces uncertainty, which in turn increases social attraction between the members of such sites.

In the research line on children's commercialized media environment, Moniek Buijzen, Eva van Reijmersdal, and Laura Owen published a theoretical framework for children's processing of persuasive messages. This framework integrates theories of adult persuasion processing, children's advertising processing, and limited capacity information processing and serves as the theoretical basis for several studies currently underway. One of these studies received the Top-Paper award of the Mass Communication Division of the US-based National Communication Association. Research on children's commercialized media environment has also been extended into the direction of advertising literacy and children's cognitive defenses to advertising as Esther Rozendaal joined Buijzen's Vidi project in 2010. Both Buijzen and Rozendaal contributed chapters to books that deal with the question how parents can strengthen their children's resistance to advertising.

With the start of Jochen Peter's Vidi project, the research line on the impact of sexual media content on adolescents' sexual socialization now includes a broader focus both on non-explicit and explicit sexual content in both audio-visual and print media. Moreover, the project deals with the processes that underlie the effects of sexual media content on adolescents. In that context, Peter and Valkenburg published two preparatory studies in which they showed that a greater perceived realism of sexually explicit content and a stronger involvement in such content can explain why adolescents are willing to accept messages from sexually explicit

material. Moreover, Peter and Valkenburg extended their focus on behavioral outcomes of watching sexually explicit material, both among adolescents and adults. A paper that showed that adults, rather than adolescents, tend to engage in risky sexual behavior after watching sexually explicit internet material received the top-paper award of ICA's Health Communication division.

Media entertainment

The research in this subgroup 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 2010, Ed Tan published an article on the effect of immersion on emotion and cognition in film viewing. Moreover, he received an NWO Open Competition grant to study varieties of absorption in narrative and aesthetic experiences, together with new PhD candidate Miruna Doicaru. In a project that focuses on entertainment competence Tan demonstrated that regular film viewers have abilities that go beyond mere genre recognition, representing more profound implicit knowledge and skills relevant for enjoying entertainment. An article on the production competence of regular film viewers has been submitted. Finally, in the framework of the CONTACT project, Tan completed a lab set-up and collected important data on facial expressions of film viewers and their emotional appraisal of film scenes. Given the promising findings, this line of research is intended to inform the project on entertainment competence.

In January 2010, Reza Kartosen started his PhD project on (pan)Asian identities in the Netherlands, funded through NWO Mozaiek and supervised by Ed Tan. The project investigates how Dutch youth use popular culture to create pan-Asiatic identities, and what this means for their cultural citizenship.

Popular culture

The research group on popular culture ceased to exist in 2010. After the departure of several senior researchers of the group in the past years, Linda Duits left the University of Amsterdam in 2010. Fadi Hirzalla successfully defended his dissertation, which dealt with the internet in young people's lives, in September 2010. Based on this dissertation, he published an article in the *International Journal of Learning and Media*. Together with Linda Duits and others, he also published a book chapter on internet and youth journalism. Yiu Fai Chow published a case study on Miss China Europe and an article on academic corporatism.

Assessment

Although 2010 was a year of transition for YME, it was a productive year. Articles of YME researchers appeared in prestigious communication journals, such as *Communication Research, Communication Theory, and Communication Monographs*. In addition, YME researchers published in highly respected journals of related disciplines, including *Cognition and Emotion, Journal of Youth and Adolescence, and Journal of Applied Developmental Psychology*. YME researchers also contributed entries to encyclopedias and several chapters to edited books that not only target academic audiences, but also strive to inform the general public.

In terms of funding and awards, YME researchers were again successful in 2010. Ed Tan received an NWO Open Competition grant. Susanne Baumgartner, Moniek Buijzen, Jochen Peter, Ester Rozendaal, and Patti Valkenburg received awards for their conference papers. These awards come from different divisions of prominent international (ICA) and national communication associations (NCA, DGPK) and demonstrate the competitive edge of the research done in the group.

Patti Valkenburg and Jochen Peter became members of the editorial board of *Journal of Communication*. Jochen Peter also joined the editorial board of *Communication Methods and Measures* and became a member of the board of overseers of the NWO-funded “advanced multi-disciplinary facility for measurement and experimentation in the social sciences” (MESS), an online survey tool managed by the University of Tilburg. Three dissertations were successfully defended.

Research in 2011

Children, adolescents, and the media

Patti Valkenburg will work on four projects. The first project is the ERC-funded project on the interplay between genetic make up, media use, and family/peer influences on the development of cognitive ability, anti-social behavior and ADHD. As of late 2010, the team is complete. The project will be advised by Mariette Huizinga and Rutger Engels. In her second project, Valkenburg and Sindy Sumter will deal with cyber-bullying and field a longitudinal study among 2000 adolescents. The main goal of the project is to identify which negative consequences adolescents experience as an outcome of cyber-bullying. Valkenburg’s third project, in which she collaborates with Doeschka Anschutz, will include (experimental) studies on the processes that explain the effects of media entertainment. Finally, Valkenburg will continue publishing from the longitudinal data on the opportunities and risks of the internet for children and adolescents together with Jochen Peter, Susanne Baumgartner, and Sindy Sumter, as well as on the data on adolescents’ online communication.

Moniek Buijzen will continue her Vidi project, together with Eva van Reijmersdal, Esther Rozendaal, Simone de Droog, and Sanne Oprea. Through a series of experiments, she will test the theoretical framework of children’s advertising processing. The focus will lie on the ways in which individuals process integrated marketing techniques. In addition, she will collaborate with Esther Rozendaal on research on advertising literacy. Finally, Buijzen will continue her work on the relation between advertising and children’s health and happiness.

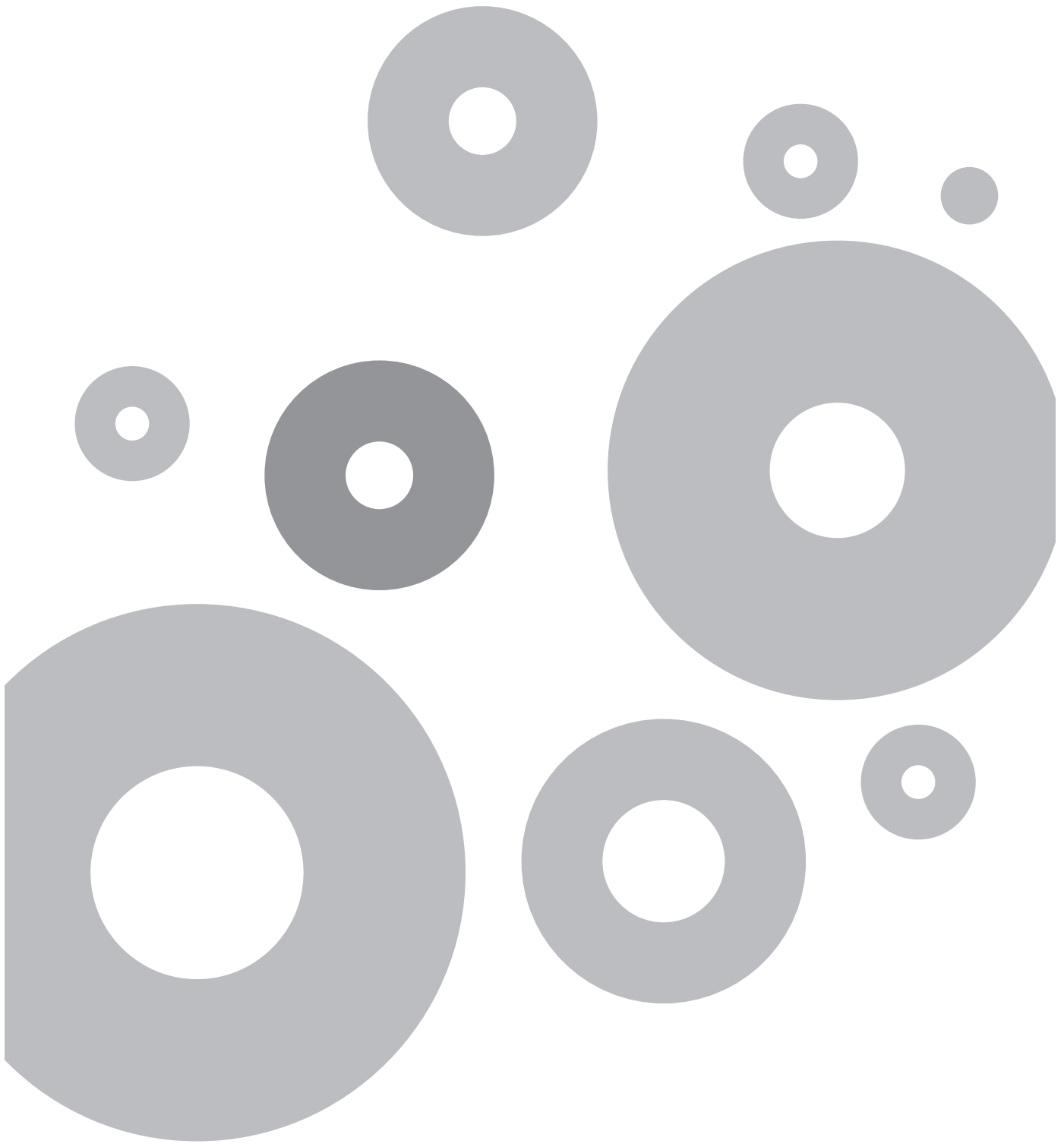
Within the context of his Vidi project and in collaboration with Inge Boot and Annemarie van Oosten, Jochen Peter will primarily deal with the question of whether and to what extent experiential states can explain the effects of sexual media content on adolescents. In contrast to his earlier research, this will be investigated through a series of experiments. His other research lines will deal with the dynamics of adolescents’ sexual (risk) behavior on the internet, which will be analyzed with latent growth models. Finally, he plans to study fundamental

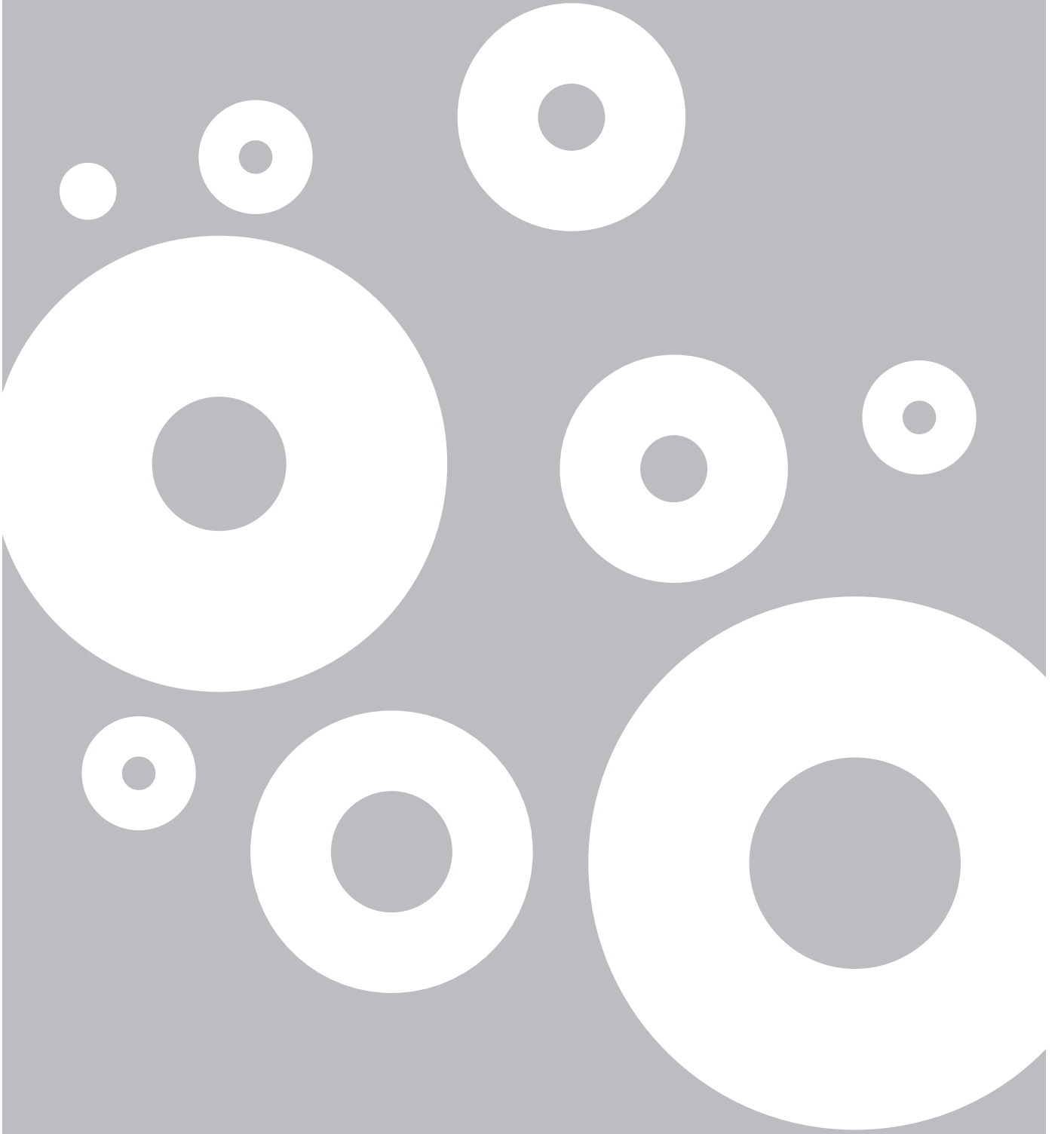
questions in survey research on adolescents. Specifically, the wording of sensitive questions and question-behavior effects will receive attention.

Media entertainment

Within his 4-year NWO Open Competition project, Ed Tan will compare intense experiential responses to literature and film. He is joined by PhD candidate Miruna Doicaru. Moreover, he will continue his theoretical work on communicative frameworks for entertainment competence and will collect data on participatory reactions in film viewing. Finally, he will field a survey study on moral disengagement as a strategy in entertainment drama viewing.

A new member of YME, Anneke de Graaf will focus on reader-character correspondence and identification as important mechanisms in persuasion. Moreover, de Graaf intends to investigate the influence of story structure on transportation into narratives. The main question she hopes to answer is whether structural features of story can increase the transportation into the story and, ultimately, the enjoyment of it.





Appendix A

Research staff

Research staff developments

Due to changes in the Standard Evaluation Protocol, the figures for the previous reporting period (2001-2007) are not fully comparable to the figures reported for the current reporting period (2008-2013).

	2001 - 2007		2008		2009		2010	
	Mean N	Mean fte	N	fte	N	fte	N	fte
Professor	11.86	3.64	11	3.62	10	3.13	8	2.61
Adjunct professor		.47	3	.28	4	.47	4	.27
Associate professor	11.00	3.76	12	5.03	13	4.45	15	4.54
Assistant professor	19.14	5.94	16	6.59	17	6.49	21	7.69
Postdoctoral fellow		5.15	4	1.62	4	2.28	6	2.70
PhD candidate (employed)	27.86	21.94	29	18.51	37	24.19	37	24.06
PhD candidate (self-supported)			5	4.55	5	4.08	3	1.96
Total research staff	69.86	40.93	80	40.20	90	45.09	94	43.82

Research staff in 2010: FTE by funding source

In fte by academic position and funding source:

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

	1st	2nd	3rd	S	Total
Professor	2.13	.48	*	*	2.61
Adjunct professor	*	*	.27	*	.27
Associate professor	3.89	.65	*	*	4.54
Assistant professor	6.01	1.68	*	*	7.69
Postdoctoral fellow	*	2.70	*	*	2.70
PhD candidate	14.16	9.04	.85	1.96	26.01
Total research staff	26.19	14.55	1.12	1.96	43.82

Research staff profiles

Reference date 31 December 2010

Faculty

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

Adjunct professor of Strategic Communication (bijzonder hoogleraar)

- Adjunct professor of Strategic Communication (Logeion chair)
- Associate professor of Communication Strategies, Wageningen University
- Scientific committee member for the research project *Societal aspects of biodiversity policies in Belgium*, University of Brussels
- Editorial Board member *Journal of Conflict & Negotiation Research*
- Member of the International Association of Conflict Management (IACM)
- Advisory committee member *Academie voor Overheidscommunicatie*

Doeschka Anschütz, MSc

Postdoctoral research fellow

dr. Piet Bakker

Associate professor (UHD)

- Professor (Lector) of Cross Media Content at the Research Centre for Communication and Journalism, Hogeschool Utrecht
- Member of Me-paper Research Group (Journalistic formats on e-readers)
- Associate reviewer *Journal of Media Management; Electronic Markets Associated*
- Editorial Board member *Observatorio*
- Editor *Free Daily Newspapers Newsletter*

prof. dr. Jo L.H. Bardoel

Associate professor (UHD)

- Professor of Journalism and Media, Radboud Universiteit Nijmegen
- Endowed 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
- Member of the Steering Group for the Valuation of Commercial Radio Frequencies, Dutch Ministry of Economic Affairs
- Member of the Advisory Group for the RIPE Conference on Public Service Broadcasting

dr. Hajo G. Boomgaarden

Assistant professor (UD)

- NWO Veni grant holder
- Editorial Board member *International Journal of Public Opinion Research*
- Board member of the Center for Politics and Communication

dr. Inge Boot

Postdoctoral research fellow

prof. dr. Kees L.K. Brants

Associate professor (UHD)

- Adjunct professor of Political Communication, Leiden University
- Editorial board member of *Acta Politica*, *Javnost - The Public*; *Interactions*, *Studies in Communication & Culture*; *Javnost/The Public*
- Board member of NWO programme *Contested Democracy*
- Member Scientific Board of the Center for Deliberation, University of Warsaw

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

Professor of Commercial Communication

- Research advisor at TNS NIPO and Veldkamp Research
- Board of SWOCC, foundation of scientific research of commercial communication
- Advisor concerning advertising research for Ministry of Economic Affairs and Ministry of Education, Culture and Science
- Board of Governors for the Adjunct Chair of Customer Media, University of Amsterdam
- Board of Governors for the Giep Franzen Fellowship
- Main editor of the annual *Jaarboek van de MarktOnderzoekAssociatie*

dr. Moniek A. Buijzen

Associate professor (UHD)

- Project leader of NWO Vidi grant *The commercialized media environment: Content, processes, and consequences for children and adolescents*
- Editorial board member *Journal of Children and the Media*
- Member of the advisory and assessment committee of NWO Mozaïek
- Board member of Stichting Cursussen Wetenschapscommunicatie, the Dutch foundation for science correspondence
- Advisory board member of Mediawijzer.net, the Dutch center for expertise on media literacy

dr. Gert-Jan de Bruijn

Assistant professor (UD)

dr. Anneke M. de Graaf

Assistant professor (UD)

dr. Wouter de Nooy

Associate professor (UHD)

- Advisory board member for *Poetics: Journal of Empirical Research on Culture, the Media and the Arts*

prof. dr. Claes H. de Vreese

Professor of Political Communication

- Scientific Director of the Amsterdam School of Communication Research ASCoR
- Scientific Director of the Netherlands School of Communication Research NeSCoR
- Director of the Center for Politics and Communication
- Adjunct professor of Political Science and Journalism, University of Southern Denmark
- Board Member Graduate School of Communication (GSC) and College of Communication
- Editor of *International Journal of Public Opinion Research* (IJPOR)
- Editorial board member for *European Union Politics*, *Political Communication*, *Public Opinion Quarterly*, *Journalism & Mass Communication Quarterly*, *International Journal of Press/Politics*, *Social Influence*, and *Scandinavian Political Studies*
- Project leader NWO Vici grant
- Principal Investigator NORFACE project *Religion, Euroscepticism and the Media* (REM)
- Co-investigator NWO project *Political Conflict in 5 European systems*
- Steering group member and Workpackage Leader in EU FP7 project *Providing an Infrastructure for Research on Electoral Democracy in the European Union* (PIREDEU)
- Member Young Royal Dutch Academy of Sciences (De Jonge Akademie)
- Chair Platform Media and Communication Studies, Royal Dutch Academy of Arts and Sciences (KNAW)
- Vice Chair Political Communication Division, International Communication Association

dr. Wim J.L. Elving

Assistant professor (UD)

- Editor of *Corporate Communications: An International Journal*
- Member of doctorate Board Corporate and Marketing Communication, University of Salerno, Italy
- Member of the Editorial Advisory Board of the *International Journal of Interactive Communication Systems and Technologies* (IJICST)

prof. dr. Rutger C.M.E. Engels

Visiting full professor

dr. Marieke L. Fransen

Assistant professor (UD)

prof. dr. Peter Kerkhof

Adjunct professor of Customer Media (bijzonder hoogleraar)

dr. Sophie K. Lecheler

Assistant professor (UD)

prof. dr. Loet Leydesdorff

Professor of Communication and Innovation in the Dynamics of Science and Technology

- 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
- Member of the Programme Committee of the International Conference on Science and Technology Indicators
- Editorial Board of *Cybermetrics*; *COLLNET Journal of Scientometrics and Information Management*; *Industry and Higher Education*; *Journal of Technology Transfer*; *Science & Public Policy*; *Information*; *International Journal of Applied Systemic Studies*; *Intern. J. of Information Technologies and the Systems Approach (IJITSA)*; *Journal of Infometrics*; *Knowledge-based Innovation in China*; *Open Communication Journal*; *RECIIS - Electronic Journal in Communication, Information, and Innovation in Health*; *Social Science Information*; *Scientometrics*; *tripleC: e-journal for cognition, communication and co-operation*; *Science Forum*.

prof. dr. Eugène F. Loos

Adjunct professor of Old and new media in an ageing society (bijzonder hoogleraar)

- Associate professor of Communication, Policy and Management, Utrecht University
- Member of COST Action 298
- Member of Alliantie Vitaal Bestuur (network participants: Ministry of the Interior and Kingdom relations, Ministry of Economic Affairs, Dutch Tax Administration, TNO and several Universities)

dr. Marjolein Moorman

Associate professor (UHD)

- Editorial review board member for *International Journal of Advertising*
- Member of the Amsterdam City Council

prof. dr. Peter C. Neijens

Professor of Persuasive Communication

- Dean of the Graduate School of Communication
- Past president European Advertising Academy
- Review committee Mozaiek Program, Dutch National Science Foundation NWO
- Program committee, Department of Communication and Cultural Management, Zeppelin University, Germany
- Editorial review board *Journal of Advertising*
- Editorial advisory board *International Journal of Advertising*
- Editorial board *Journal of Current Issues and Research in Advertising*
- Associate editor for *Journal of Marketing Communications*, responsibility for the European Community
- Editor-in-Chief of the *International Journal of Public Opinion Research*
- Member of the UCO, University of Amsterdam
- Chair of the Board of HOI Instituut voor Media Auditing
- Chair of the Technical Commission Decision Makers Research
- Member of the Advisory Board of SIRE

dr. Jochen Peter

Associate professor (UHD)

- NWO Vidi grant holder
- Editorial board member for *Communication Research*, *Journal of Communication*, *Communication Methods and Measures*, *Cyberpsychology: Journal of Psychosocial Research on Cyberspace* and *International Journal of Cyber Behavior, Psychology and Learning*

Esther Rozendaal, MSc

Postdoctoral research fellow

dr. Otto Scholten

Associate professor (UHD)

- Director of the Press Institute

dr. Barbara C. Schouten

Assistant professor (UD)

dr. Andreas R.T. Schuck

Assistant professor (UD)

prof. dr. Dirk Sikkel

Adjunct professor of Aging, Communication and Consumer Behaviour

- Director of Sixtat
- Advisor for TNS NIPO
- Advisor for Booming Experience
- Member of the Expert Committee Studiekeuze123

prof. dr. Edith G. Smit

Professor of Media and Advertising

Program Group Director of Persuasive Communication

- Chair of SWOCC Board, foundation for fundamental research on brands and brand communication
- Board member of the European Advertising Academy (EAA)
- Board member of the DDMA Privacy Authority
- Associate Editor of the *International Journal of Advertising*

dr. Sindy R. Sumter

Postdoctoral research fellow

dr. Claartje L. ter Hoeven

Assistant professor (UD)

prof. dr. Ed S.H. Tan

Professor of Media Entertainment

- Scientific committee member for Netherlands institute for Animation Film (NIAF)
- Board member of the Society for the Cognitive Study of the Moving Image (SCSMI)
- Board member of the Master's Programme in Cognition and Communication of the University of Copenhagen
- Member advisory board NICAM Kijkwijzer

prof. dr. Patti M. Valkenburg

Professor of Child and Media Research

Program Group Director of Youth & Media Entertainment

- 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 benoemingscommissie 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. Bas (S.J.H.M.) van den Putte

Associate professor (UHD)

dr. Richard J.W. van der Wurff

Lecturer and assistant professor (UD)

- Editorial board member of *New Media & Society*
- Member of the Board of Governors of the Media Ombudsman Foundation Netherlands

dr. Marcel van Egmond

Lecturer

dr. Lex (A.) van Meurs

Assistant professor (UD)

- Research director at Intomart GfK
- Member of NRT Programmaraad, Kamer Educatie
- Member editorial advisory board *Journal of Advertising Research*

dr. Guda van Noort

Assistant professor (UD)

dr. Philip van Praag
Associate professor (UHD)

- 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. Eva A. van Reijmersdal
Assistant professor (UD)

- Postdoctoral research fellow in Buijzen's Vidi project *The commercialized media environment*
- Editorial review board member *International Journal of Advertising*
- Editorial review board member *Journal of Marketing Communications*

prof. dr. Betteke (A.A.) van Ruler
Professor of External Communication

- 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"

dr. Martine van Selm
Associate professor (UHD)

dr. Joost H.P. van Spanje
Postdoctoral research fellow

dr. Julia C.M. van Weert
Assistant Professor (UD)

- Personal Cancer Research Award by the Dutch Cancer Society KWF
- Member European Association for Communication in Health Care (EACH)
- Member Interuniversity network Patient Provider Interaction (PPI)
- Member Advisory Board Geriatric Oncology in the Netherlands (GeriOnNe)
- Member Dutch Association for Psycho-social Oncology (NVPO)
- Member Dutch Association for Gerontology (NvG)
- Member Dutch Association for eHealth (NVEH)
- Member Study Group Psycho-Oncology of the Dutch Cancer Society

dr. Piet Verhoeven
Assistant professor (UD)

- Managing director of SWOCC, foundation for fundamental research on brands and brand communication
- Editorial board member of the *Journal of Communication Management*

dr. Rens Vliegenthart
Assistant professor (UD)

- NWO Veni grant holder

dr. Hilde A.M. Voorveld
Assistant Professor (UD)

dr. Helen G.M. Vossen
Postdoctoral research fellow

dr. Juliette H. Walma van der Molen
Assistant professor (UD)

- 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

dr. Sandra M. Zwier
Assistant Professor (UD)

- Program manager Graduate School of Communication

Associate Members

dr. Julia Hoffmann
Lecturer

- Reviewer for the International Communication Gazette, Global Responsibility to Protect
- Academic Advisor 'Internationalization' College of Communication
- Member Academic Committee Undergraduate Certificate Programme in Humanities and Social Sciences
- Member Advisory Committee research programme 'Transitional Justice and Genocide in Historical Perspective' at NIOD Institute for War, Holocaust and Genocide Studies, Amsterdam
- Member Advisory Committee ICL-IHL Inter-faculty research platform, Asser Institute, The Hague
- Founding Member ECREA Political Communication Section
- Member Examination Committee Communication Science
- Member Programme Committee Communication Science

dr. Margot van der Goot
Lecturer

- Postdoctoral researcher in the NWO program Begrijpelijke Taal

dr. Pytrik H.J. Schafraad
Lecturer

PhD candidates

Maud L. Adriaansen, MSc
Elsbeth D. Asbeek Brusse, MSc
Rachid Azrout, MSc
Tom P. Bakker, MSc
Susanne E. Baumgartner, MSc
Linda Bos, MSc
Yiu Fai Chow, MA
Simone M. de Droog, MSc
Yael M. de Haan, MSc
Pieterjan B. L. Desmet, MSc
Miruna Doicaru, MSc
Matthijs Elenbaas, MSc
Hanneke Hendriks, MSc
Malte-Carlos Hinrichsen, MSc
Suchi P. Joshi, MSc
Reza. A. Kartosen, MSc
Mario Keer, MSc
Ewa H. Maslowska, MA
Judith Möller, MSc
Daan G. Muntinga, MSc
Sanne Nikkelen, MSc
Suzanna J. Oprea, MA MSc
Damian Trilling, MA
Anouk S. van Drunen, MSc
Marijn van Klingereren, MSc
Annemarie J.M.F. van Oosten, MSc
Rosa A. van Santen, MSc
Moniza Waheed, MA
Lotte M. Willemsen, MSc
Anke Wonneberger, MA

Honorary Fellows

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.

prof. dr. Wouter van der Brug
prof. dr. Cees van der Eijk
prof. dr. Mark Franklin
prof. dr. Cees J. Hamelink
prof. dr. Joan M.H.J. Hemels
prof. dr. Denis McQuail
prof. dr. Willem E. Saris
prof. dr. Klaus Schönbach
prof. dr. Holli A. Semetko
prof. dr. Jan J. van Cuilenburg

McQuail Honorary Fellows

The ASCoR Denis McQuail Award is offered for the best article advancing communication theory published in a peer-reviewed journal in the previous year. An international Award committee, chaired by Denis McQuail, makes the selection, and the award goes to all listed authors of the article chosen. The first author is McQuail Honorary Fellow for one year, and is invited to give the McQuail Lecture.

2010-2011	dr. Kelly M. Garrett
2009-2010	dr. Cristina Archetti
2008-2009	prof. dr. Michael D. Slater
2007-2008	dr. Matthew A. Baum

Appendix B

Honorary Events

Awards

C. Baden	Top Student Paper Award Political Communication Section, International Communication Association, Singapore, June 2010
S.E. Baumgartner, P.M. Valkenburg, & J. Peter	Top Paper Award Media Effects Division, German Communication Association (DGPuk), Berlin, January 2010
S.E. Baumgartner, P.M. Valkenburg, & J. Peter	Top 3 Paper Award Children, Adolescents & Media Division, International Communication Association, Singapore, June 2010
M.A. Buijzen, & E.A. van Reijmersdal	Top Interactive Poster Session Award International Communication Association, Singapore, June 2010
M.A. Buijzen	Top Paper Award Mass Communication Division, National Communication Association, San Francisco, November 2010
S.P. Joshi	Young Scholar Award Etnaal van de Communicatiewetenschap. Ghent, Belgium, February 2010
M. Lapierre, E. Rozendaal, M.A. Buijzen, & E.A. van Reijmersdal	Top Paper Award National Communication Association, San Francisco, November 2010
S.K. Lecheler	Baschwitz Young Scholar Article of the Year Award Amsterdam School of Communication Research, June 2010

S.K. Lecheler & C.H. de Vreese	Top Faculty Paper Award Mass Communication Division, International Communication Association, Singapore, June 2010
S.K. Lecheler & C.H. de Vreese	Top Paper Award German Communication Association (DGPUK), Berlin, January 2010
A.J. Linn, J.C.M. van Weert, A.A. van Bodegraven, & D. Kanis	Best Abstract Award European Crohn's and Colitis Organisation (ECCO), Prague, Czech Republic, February 2010
J. Peter & P.M. Valkenburg	Top 3 Paper Award Health Communication Division, International Communication Association, Singapore, June 2010
A.R.T. Schuck	Baschwitz Faculty Article of the Year Award Amsterdam School of Communication Research, June 2010
L.L. ten Brummelhuis, C.L. ter Hoeven, A.B. Bakker, & B. Peper	Best Paper Award Southern Management Association, Florida, October 2010
E.A. van Reijmersdal	Top Paper Award Information Systems Division, International Communication Association, Singapore, June 2010
J.H.P. van Spanje	NKWP (Dutch Political Science Association) Dissertation Award 2009 NKWP, Louvain, Belgium, May 2010
J.C.M. van Weert	Medisch Contact Communicatieprijs Medical Contact Communication Award, Stichting Voorlichting Patiënten, Utrecht, The Netherlands, January 2010
H.A.M. Voorveld, P.C. Neijens, & E.G. Smit	Outstanding Paper Award 2010 Best article of the year published in Internet Research
M. Waheed, A.R.T. Schuck, P.C. Neijens, & C.H. de Vreese	Top Paper Award Intercultural Communication Division, International Communication Association, Singapore, June 2010
L.M. Willemsen, A.E. Bronner, P.C. Neijens, & J.A. de Ridder	Best Student Paper Award International Conference on Research in Advertising, European Advertising Academy, Madrid, June 2010
A. Wonneberger, K. Schönbach, & A. van Meurs	Top Paper Award Fachgruppe Rezeptions- und Wirkungsforschung, German Communication Association (DGPUK), Berlin, January 2010

Job promotions

prof. dr. L. Leydesdorf

Appointed Full Professor at the Dpt. Of Communication Science,
University of Amsterdam

Conference organization

K. Brants

Organizer and chair of the conference *Journalistiek onderzoek onderzocht: Perspectieven op wetenschap en praktijk*, Amsterdam, November 12.

M. Buijzen

Organiser and chair of the discussion panel *The obesity crisis: Tipping the balance in children's energy intake and expenditure through media* at the meeting of the International Communication Association, Singapore, June 2010.

W. Elving

Co-chair of the conference of Corporate Communication International, Wroxton, UK, June.

PhD dissertation committee memberships

Reading committee memberships, unless stated otherwise.

Name of defendant	Defense date	Dissertation title	Committee members	University
C. Baden	5 October	<i>Communication, contextualization & cognition</i>	C. de Vreese (promoter) W. de Nooy K. Schönbach R. Vliegenthart	ASCoR
R. Beunen	10 January	<i>The governance of nature: How nature conservation ambitions have been dashed in planning practices</i>	N. Aarts	Wageningen University
L. Bohman	26 March	<i>Director interlocking and firm ownership</i>	W. de Nooy	Stockholm University
A. de Graaf	1 September	<i>Narrative persuasion: The role of attention and emotion</i>	P. Valkenburg	Radboud Universiteit Nijmegen
E. Demir	22 December	<i>Understanding and designing for emotions</i>	E. Tan	TU Delft
R. Glas	15 October	<i>Games at stake</i>	E. Tan	University of Amsterdam
C. Handke	23 June	<i>The creative descrution of copyright: Innovation in the record industry and digital copying</i>	P. Bakker	Erasmus University Rotterdam
M. Hansen	3 December	<i>The Danish journalist</i>	C. de Vreese (co-promoter)	University of Southern Denmark
S. Hawl	8 April	<i>Changing channels: Flexibility in empathic emotion processes</i>	E. Tan	University of Amsterdam
L. Hessels	19 November	<i>Science and the struggle for relevance</i>	L. Leydesdorff	Utrecht University
F. Hirzalla	21 September	<i>The internet in young people's civic life: Web production, contents, use, and attitudes</i>	K. Brants K. Schönbach	ASCoR
W. Jurg	1 November	<i>The perceived usefulness of branding constellations</i>	F. Bronner	Radboud Universiteit Nijmegen
R. Kamran	29 January	<i>English in a global context and its importance in university programmes in Pakistan</i>	E. Loos	Utrecht University

Name of defendant	Defense date	Dissertation title	Committee members	University
S. Lecheler	17 June	<i>Framing politics</i>	C. de Vreese (promoter) P. Neijens K. Schönbach P. Valkenburg	ASCoR
J. Lemmens	9 November	<i>Causes and consequences of pathological gaming</i>	P. Valkenburg (promoter) J. Peter (co-promoter) M. Buijzen E. Smit E. Tan	ASCoR
D. Lucio Arias	25 June	<i>Modelling and measuring the dynamics of scientific communication</i>	L. Leydesdorff (co-promoter) W. de Nooy K. Schönbach	ASCoR
M. Mahrt	19 March	<i>Values of German media users: 1986-2007</i>	P. Neijens E. Tan	ASCoR
M. Matthys	16 April	<i>Doorzettters: Een onderzoek naar de betekenis van de arbeidersafkomst voor de levensloop en loopbaan van universitair afgestudeerden</i>	E. Loos	Utrecht University
E. Meijer	14 January	<i>What's in a face? The use and effects of types of endorser with types of product</i>	E. Smit	Twente University
N. Mena Montes	1 November	<i>Immigration in Spain 2000-2008: Agenda and frame building relations between parliamentary debates, media coverage and public opinion.</i>	K. Brants	Universidad Rey Juan Carlos, Spain
R. Ong	22 April	<i>Mobile communication and the protection of children</i>	P. Valkenburg	Leiden University

Name of defendant	Defense date	Dissertation title	Committee members	University
N. Sonck	29 April	<i>Opinion formation: The measurement of opinions and the impact of the media</i>	C. de Vreese	Leuven University
S. Sumter	2 March	<i>Growing up to be fearful? Social evaluative fears during adolescence</i>	P. Valkenburg	Leiden University
A. van Dalen	30 November	<i>Political journalism in comparative perspective</i>	C. de Vreese (co-promoter) K. Schönbach	University of Southern Denmark
J. van der Schalk	2 July	<i>Echoing emotions</i>	E. Tan	University of Amsterdam
A. van Deursen	17 December	<i>Internet skills: Vital assets in an information society</i>	E. Loos	Twente University
N. van Doorn	19 February	<i>Digital spaces, material traces: Investigating the performance of gender, sexuality, and embodiment on Internet platforms that feature user-generated content</i>	J. Peter E. Tan	ASCoR
M. Vosmeer	22 January	<i>Videogames en gender: Over spelende meiden, sexy avatars en huiselijkheid op het scherm</i>	E. Tan	ASCoR
H. Voorveld	10 June	<i>Websites in brand communication: Interactivity and cross-media effects</i>	P. Neijens (promoter) E. Smit (co-promoter) F. Bronner K. Schönbach	ASCoR

Appendix C

ASCoR

PhD program

PhD projects completed in 2010

Funding sources:

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

Starting year	Name	Project title	Supervisor(s)	Program Group	Funding source
2007	N. van Doorn	<i>The performance of gender in user generated content on the Internet</i>	prof. dr. E.A. van Zoonen	YME	1st
2007	J. Lemmens	<i>Online game addiction</i>	prof. dr. P.M. Valkenburg dr. J. Peter	YME	2nd
2007	M. Mahrt	<i>Values and media use in Germany, 1991-2005</i>	prof. dr. K. Schönbach	PCJ	S
2007	drs. H. Voorveld	<i>Uses and effects of brand websites</i>	prof. dr. P.C. Neijens prof. dr. E.G. Smit	PC	1st
2006	C. Baden	<i>Communication, contextualization and cognition in the European public sphere</i>	prof. dr. C.H. de Vreese	PCJ	S
2006	F. Hirzalla	<i>Young people, the internet and civic participation</i>	prof. dr. E.A. van Zoonen	YME	2nd
2006	S.K. Lecheler	<i>Framing politics</i>	prof. dr. C.H. de Vreese	PCJ	1st

Starting year	Name	Project title	Supervisor(s)	Program Group	Funding source
2006	D. Lucio Arias	<i>Knowledge-based innovations and scientific communication: communication at the interfaces between science and technology</i>	prof. dr. L. Leydesdorff prof. dr. S. Blume	PCJ	1st
2003	M. Vosmeer	<i>Unlikely gamers</i>	prof. dr. E.A. van Zoonen dr. J. Jansz	YME	2nd

PhD candidates & projects per December 2010

Funding sources:

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

Starting year	Name	Project title	Supervisor(s)	Program Group	Funding source
2010	M. Doicaru	<i>Varieties of absorption in narrative and aesthetic experiences: A comparative study of responses to literature and film'</i>	prof. dr. E.S.H. Tan	YME	2nd
2010	H. Hendriks	<i>Health campaign effects: The role of interpersonal communication and exposure to news media messages as competing sources of information</i>	prof. dr. C.H. de Vreese dr. S.J.H.M. van den Putte dr. G.J. de Bruijn	PC	1st
2010	R. Kartosen	<i>Pain and/or pleasure? Asian Dutch adolescents and Asian Dutch popular cultural practices: The formation of pan-Asian identities and Asian Dutch cultural citizenship</i>	prof. dr. E.S.H. Tan	YME	2nd
2010	S. Nikkelen	<i>The entertainization of childhood</i>	prof. dr. P.M. Valkenburg prof. dr. R. Engels dr. M. Huizinga	YME	2nd
2010	A. van Oosten	<i>The experiential processes underlying the impact of sexual media content on adolescent's sexual attitudes</i>	prof. dr. P.M. Valkenburg dr. J. Peter	YME	2nd
2009	P. Desmet	<i>Electoral democracy</i>	prof. dr. C.H. de Vreese dr. J. van Spanje	PCJ	2nd
2009	M. van Klingeren	<i>Conflict and safety: Regarding issue evolution in five political systems</i>	prof. dr. C.H. de Vreese dr. H.G. Boomgaarden dr. R. Vliegenthart	PCJ	2nd
2009	E. Maslowska	<i>Person-related and situation-related consequences of customized communication</i>	prof. dr. E.G. Smit dr. S.J.H.M. van den Putte	PC	1st
2009	J. Möller	<i>Mediatization of political attitudes: Becoming a democratic citizen in a multi-media environment</i>	prof. dr. C.H. de Vreese prof. dr. F. Esser	PCJ	1st/3rd

Starting year	Name	Project title	Supervisor(s)	Program Group	Funding source
2009	S. Opree	<i>The commercialized media environment: Content, processes, and consequences for children and adolescents</i>	prof. dr. P.M. Valkenburg dr. M.A. Buijzen	YME	2nd
2009	D. Trilling	<i>Changing media use and its impact on democracy</i>	prof. dr. K. Schönbach dr. E. Lauf	PCJ	1st
2008	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	PC	1st
2008	R. Azrout	<i>Framing Turkey</i>	prof. dr. C.H. de Vreese dr. R. Vliegenthart dr. J. van Spanje	PCJ	2nd
2008	T.P. Bakker	<i>Citizen journalism, media and politics</i>	prof. dr. K. Schönbach prof. dr. C.H. de Vreese	PCJ	1st
2008	S. Baumgartner	<i>Adolescents' risk perception and risk taking on the internet</i>	prof. dr. P.M. Valkenburg dr. J. Peter	YME	1st
2008	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	YME	1st
2008	A. van Drunen	<i>Framing integration and islam: News and public opinion</i>	prof. dr. C.H. de Vreese prof. dr. K. Schönbach dr. H.G. Boomgaarden dr. R. Vliegenthart	PCJ	1st
2008	M. Elenbaas	<i>Media, knowledge and Euroscepticism</i>	prof. dr. C.H. de Vreese dr. H.G. Boomgaarden dr. A.R.T. Schuck	PCJ	2nd
2008	S. Joshi	<i>Adolescents in a sexualized media environment</i>	prof. dr. P.M. Valkenburg dr. J. Peter	YME	1st
2008	D. Muntinga	<i>Antecedents and consequences of consumers' online brand activities</i>	prof. dr. E.G. Smit dr. M. Moorman	PC	3rd
2008	R. van Santen	<i>History of Dutch politics in the media</i>	prof. dr. E.A. van Zoonen dr. R. Vliegenthart	PCJ	2nd
2008	M. Waheed	<i>Heuristic and systematic information processing: The effect of political statements on citizens' decisions</i>	prof. dr. C.H. de Vreese prof. dr. P.C. Neijens dr. A.R.T. Schuck	PCJ/PC	S

Starting year	Name	Project title	Supervisor(s)	Program Group	Funding source
2008	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	PC	2nd
2007	Y. de Haan	<i>New arrangements in media governance</i>	prof. dr. J.L.H. Bardoel prof. dr. K.L.K. Brants	PCJ	1st
2007	M.C. Hinrichsen	<i>Religion, Euroskepticism and the media</i>	prof. dr. C.H. de Vreese prof. dr. W. van der Brug dr. H.G. Boomgaarden	PCJ	2nd
2007	M. Keer	<i>Effectiveness of match and mismatch communication strategies</i>	prof. dr. P.C. Neijens dr. S.J.H.M. van den Putte	PC	1st
2007	A. Wonneberger	<i>Sequential patterns of television viewing</i>	prof. dr. K. Schönbach dr. A. van Meurs	PCJ	2nd
2006	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	PCJ	3rd
2006	L. Bos	<i>Public images of leaders of anti-immigration parties</i>	prof. dr. C.H. de Vreese prof. dr. W. van der Brug	PCJ	1st
2006	E. Rozendaal	<i>The nature and development of children's advertising literacy</i>	prof. dr. P.M. Valkenburg dr. M.A. Buijzen	YME	1st
2005	Y. Chow	<i>A study of trans/national popular culture consumption among young Chinese diaspora in the Netherlands</i>	prof. dr. E.A. van Zoonen	YME	1st

Appendix D

Funding

NWO sponsored projects

Projects active during 2010. For multi-institute collaborative projects, only ASCoR researchers involved are listed.

Starting date	Project title	Project leader(s)	Project fellow(s)
December 2010	<i>Varieties and determinants of absorption in narrative film</i> Open Competition Humanities	prof. dr. E.S.H. Tan	M. Doicaru MA
October 2010	<i>Korte toekomstverkenning in het kader van het onderzoeksprogramma Begrijpelijke Taal</i>	prof. dr. C.H. de Vreese	dr. M. van der Goot S. Kruikemeier MSc
June 2010	<i>The contingency of media's impact on national parliaments: A comparative study</i> Veni	dr. R. Vliegenthart	
June 2010	<i>The impact of sexual media content on adolescent sexuality: An experiential perspective</i> Vidi	dr. J. Peter	dr. I. Boot A. van Oosten MSc
January 2010	<i>Empowering and protecting children and adolescents against cyberbullying</i> Responsible Innovation: Ethical and societal exploration of science and technology	prof. dr P.M. Valkenburg	dr. S. Sumter
Oct. 2009	<i>Political conflict in five European systems: the role of citizens, the media, and parties in the politicisation of immigration and European integration</i> Conflict & Safety	prof. dr. C.H. de Vreese	dr. H. Boomgaarden dr. R. Vliegenthart M. van Klingeren MSc
Jan. 2009	<i>Aspasia</i>	dr. M.A. Buijzen	

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. E. Rozendaal S. Opreë MSc
Oct. 2008	<i>Understanding the role of electronic word-of-mouth (eWOM) in consumer decision-making</i> TopTalent	drs. L.M. Willemsen	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. Vliegenthart R. Azrout MSc M. Elenbaas MSc N. Bol
Dec. 2007	<i>Popularization and personalization in the Dutch democracy</i> Contested Democracy	dr. R. Vliegenthart	R. van Santen MSc
Sept. 2007	<i>Sequential patterns of television viewing</i> Open Competition	prof. dr. K. Schönbach dr. A. van Meurs	A. Wonneberger MSc

EU sponsored projects

Projects active during 2010. For multi-institute collaborative projects, only ASCoR researchers involved are listed.

Start date	Project title	Project leader(s)	Project fellow(s)
Dec. 2010	<i>The entertainization of childhood</i> European Research Council	prof. dr P.M. Valkenburg	dr. H. Vossen dr. M. Huizinga S. Nikkelen MSc K. Fikkers MSc
Oct. 2009	<i>Electoral democracy (ELECDEM)</i> Marie Curie Initial Training Network	prof. dr. C.H. de Vreese	P. Desmet MSc
Sept. 2008	<i>Providing an infrastructure for research on electoral democracy in the European Union (PIREDEU)</i> Collaborative design study	prof. dr. C.H. de Vreese	dr. A. Schuck dr. J. van Spanje
Sept. 2007	<i>Religion, Euroskepticism and the media</i> Norface	prof. dr. C.H. de Vreese	dr. H.G. Boomgaarden M.C. Hinrichsen MSc
March 2007	<i>Consciousness in interaction: The role of the natural and social environment in shaping consciousness (CONTACT)</i> ESF Programme Consciousness in a Natural and Cultural Context	prof. dr. E.S.H. Tan	n/a

Other sponsored projects

Projects active during 2010. For multi-institute collaborative projects, only ASCoR researchers involved are listed.

Start date	Project title	Sponsor	Project leader(s)	Project fellow(s)
Sept. 2010	<i>Customer media</i>	Stichting Customer Media	prof. dr. P. Kerkhof	n/a
July 2010	<i>A 360° view of multimedia and multichannel consumer behavior</i>	Marketing Science Institute	dr. H. Voorveld	prof. dr. P.C. Neijens prof. dr. A.E. Bronner prof. dr. E.G. Smit
Jan. 2010	<i>The entertainization of society</i>	Research Priority Area – Faculty of Social and Behavioural Sciences, University of Amsterdam	prof. dr. P.M. Valkenburg	prof. dr. R. Engels dr. D. Anschutz dr. M.E. Prangma
Dec. 2009	<i>Becoming a democratic citizen</i>	NCCR/Swiss Science Foundation	prof. dr. C.H. de Vreese	J. Möller MSc
Nov. 2009	<i>Exploring the elements underlying involvement with Dance4life among young people</i>	UNFPA/Dance4life	dr. B. Schouten dr. J. van Weert	n/a
Oct. 2009	<i>Is the Internet dangerous for democracy?</i>	Stimuleringsfonds voor de Pers	prof. dr. K. Schönbach	dr. E. Lauf D. Trilling MA
Sept. 2009	<i>Akademie Assistent</i>	KNAW	dr. E.A. van Reijmersdal	K. Tutaj
April 2009	<i>Lokale & regionale informatievoorziening</i>	Stimuleringsfonds voor de Pers	dr. P. Bakker	prof. dr. K. Schönbach dr. J. de Ridder
Feb. 2009	<i>Process evaluation of Dance4life</i>	Oxfam Novib	dr. B. Schouten dr. J. van Weert	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	D.G. Muntinga MSc
Sept. 2008	<i>Populaire cultuur als interventie in de beeldvorming over gehandicapten</i>	Revalidatiefonds	prof. dr. E.A. van Zoonen	dr. M. Klijn dr. F. Müller
Dec. 2007	<i>New arrangements in media governance</i>	Hollander van der Mey/MS&L	Y. de Haan MSc	n/a
Nov. 2007	<i>MediaOmbudsman</i>	Stichting Media Ombudsman	prof. dr. K. Schönbach dr. R.J.W. van der Wurff	n/a

Flow of funds per research staff member

Staff member	Position	Program Group	Total fte	Fte 1st	Fte 2nd	Fte 3rd	Fte S
Aarts	Adjunct professor	GEN	.08			.08	
Adriaansen	PhD candidate	PCJ	.27	.27			
Anschutz	Postdoctoral fellow	YME	.33		.33		
Asbeek Brusse	PhD candidate	PC	.85	.85			
Awad Cherit	Assistant professor	PCJ	.02	.02			
Azrout	PhD candidate	PCJ	.85		.85		
Baden	PhD candidate	PCJ	.75				.75
Bakker	Associate professor	PCJ	.16	.16			
Bakker	PhD candidate	PCJ	.85	.85			
Bardoel	Associate professor	PCJ	.20	.20			
Baumgartner	PhD candidate	YME	.85	.85			
Boomgaarden	Assistant professor	PCJ	.63	.10	.53		
Boot	Postdoctoral fellow	YME	.33		.33		
Bos	PhD candidate	PCJ	.67	.67			
Brants	Associate professor	PCJ	.20	.20			
Bronner	Full professor	PC	.16	.16			
Bruijn	Assistant professor	PC	.40	.40			
Buijzen	Associate professor	YME	.80	.40	.40		
Chow	PhD candidate	YME	.72	.72			
Desmet	PhD candidate	PCJ	.95		.95		
Doicaru	PhD candidate	YME	.07		.07		
Doorn	PhD candidate	YME	.09	.09			
Droog	PhD candidate	YME	.85	.85			
Drunen	PhD candidate	PCJ	.85	.85			
Duits	Assistant professor	YME	.27	.27			
Egmond	Lecturer	GEN	.17	.17			
Elenbaas	PhD candidate	PCJ	.85		.85		
Elving	Assistant professor	GEN	.40	.40			
Engels	Full professor	YME	.07		.07		
Fransen	Assistant professor	PC	.40	.40			
Graaf	Assistant professor	YME	.37	.37			
Haan	PhD candidate	GEN	.57	.57			
Hendriks	PhD candidate	PC	.28	.28			

Staff member	Position	Program Group	Total fte	Fte 1st	Fte 2nd	Fte 3rd	Fte 5
Hinrichsen	PhD candidate	PCJ	.85		.85		
Hirzalla	PhD candidate	YME	.64	.64			
Hoeven	Assistant professor	GEN	.40	.40			
Huizinga	Associate professor	YME	.07	.05	.02		
Joshi	PhD candidate	YME	.85	.85			
Kartosen	PhD candidate	YME	.80		.80		
Keer	PhD candidate	PC	.85	.85			
Kerkhof	Adjunct professor	PC	.03			.03	
Klingeren	PhD candidate	PCJ	.85		.85		
Lecheler	Assistant professor	PCJ	.37	.37			
Lecheler	PhD candidate	PCJ	.07	.07			
Lemmens	PhD candidate	YME	.83	.83			
Leydesdorff	Full professor	GEN	.40	.40			
Loos	Adjunct professor	PC	.08			.08	
Lucio Arias	PhD candidate	GEN	.43	.43			
Mahrt	PhD candidate	GEN	.21				.21
Maslowska	PhD candidate	PC	.85	.85			
Meurs	Assistant professor	PC	.08	.08			
Möller	PhD candidate	PCJ	.95	.95			
Moorman	Associate professor	PC	.22	.22			
Muntinga	PhD candidate	PC	.85			.85	
Neijens	Full professor	PC	.40	.40			
Nikkelen	PhD candidate	YME	.27	.20	.07		
Noort	Assistant professor	PC	.40	.40			
Nooy	Associate professor	GEN	.32	.32			
Oosten	PhD candidate	YME	.35		.35		
Opree	PhD candidate	YME	.85		.85		
Peter	Associate professor	YME	.63	.40	.23		
Praag	Associate professor	PCJ	.40	.40			
Putte	Associate professor	PC	.40	.40			
Reijmersdal	Assistant professor	PC	.39	.24	.15		
Ridder	Associate professor	PCJ	.03	.03			
Rozendaal	PhD candidate	YME	.60	.60			

Staff member	Position	Program Group	Total fte	Fte 1st	Fte 2nd	Fte 3rd	Fte S
Rozendaal	Postdoctoral fellow	YME	.23		.23		
Santen	PhD candidate	PCJ	.85		.85		
Scholten	Associate professor	PCJ	.04	.04			
Schönbach	Full professor	PCJ	.27	.27			
Schouten	Assistant professor	PC	.32	.32			
Schuck	Assistant professor	PCJ	.70	.40	.30		
Selm	Associate professor	GEN	.37	.37			
Sikkel	Adjunct professor	PC	.08			.08	
Smit	Full professor	PC	.40	.40			
Spanje	Postdoctoral fellow	PCJ	.70		.70		
Sumter	Postdoctoral fellow	YME	1.00		1.00		
Tan	Full professor	YME	.50	.50			
Trilling	PhD candidate	PCJ	.95	.95			
Valkenburg	Full professor	YME	.42	.40	.02		
Verhoeven	Assistant professor	GEN	.40	.40			
Vliegenthart	Assistant professor	PCJ	.70		.70		
Voorveld	Assistant professor	PC	.55	.55			
Voorveld	PhD candidate	PC	.07	.07			
Vosmeer	PhD candidate	YME	.03	.03			
Vossen	Postdoctoral fellow	YME	.10		.10		
Vreese	Full professor	PCJ	.40		.40		
Waheed	PhD candidate	PCJ	1.00				1.00
Walma van der Molen	Assistant professor	YME	.20	.20			
Weert	Assistant professor	PC	.34	.34			
Willemsen	PhD candidate	PC	.85		.85		
Wonneberger	PhD candidate	PCJ	.85		.85		
Wurff	Associate professor	GEN	.30	.30			
Zwier	Assistant professor	PC	.20	.20			

Appendix E

Research output

The Standard Evaluation Protocol 2009-2015

The representation of research output in this Appendix is based on the Standard Evaluation Protocol 2009-2015 (SEP). The aim of the SEP is to provide common guidelines for the evaluation and improvement of research and research policy, based on expert assessments. Specifically, the SEP recognises the following categories of research output:

- Refereed articles
- Non-refereed articles
- Books
- Book chapters
- PhD theses
- Conference papers
- Professional publications
- Publications aimed at the general public
- Other research output.

The following output was classified as 'Professional publications':

- (Chapters in) books aimed primarily at a professional audience.
- Articles in journals aimed primarily at a professional audience
- (Chapters in) textbooks, aimed primarily at students.
- Research reports written for non-academic clients.
- Presentations at conferences aimed primarily at a professional audience.

The following output was classified as 'Other research output':

- Keynotes lectures at conferences
- Inaugural lectures
- Other invited lectures

The full text of the SEP can be downloaded from www.knaw.nl ▶ Publications.

Development of research output

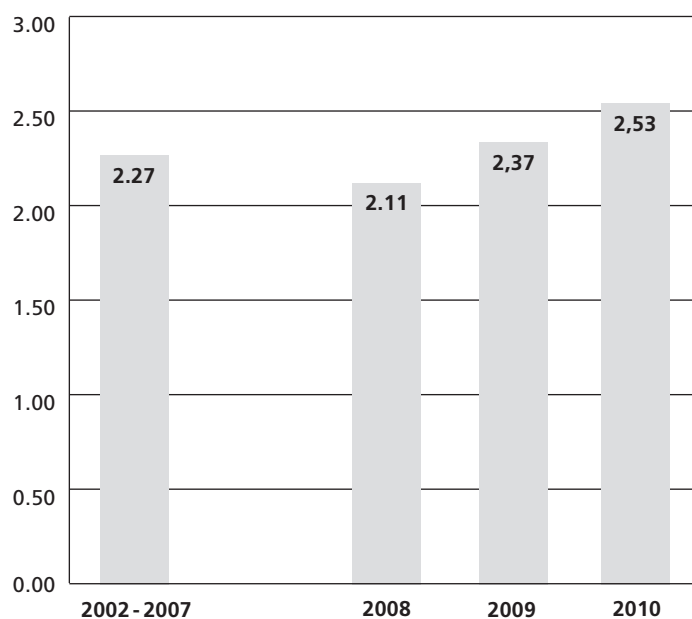
Due to changes in the Standard Evaluation Protocol, the figures for the previous reporting period (2002-2007) are not fully comparable to the figures reported for the current reporting period (2008-2013).

Development of research output for the entire institute

	2002-2007	2008	2009	2010
	n	n	n	n
Refereed articles (ISI-ranked)	52.50	44	77	82
Refereed articles (non-ISI-ranked)	45.67	41	23	30
Non-refereed articles		2	2	5
Edited journal volumes		2	2	2
Books (authored)	4.67	4	2	2
Books (edited)	10.80	6	4	1
Book chapters	66.67	40	51	14
PhD theses	7.83	5	9	12
Conference papers		197	192	237
Professional publications		47	54	65
Publications aimed at the general public		9	9	19
Other research output		22	51	66
Total publications		419	476	535

Mean number of academic publications per fte

Refereed articles per fte



Refereed articles (ISI)

- Adriaansen, M, van Praag, P., & de Vreese, C. H. (2010).** Substance matters: How news content can reduce political cynicism. *International Journal of Public Opinion Research*, 22, 433-457
- ▶ SSCI IMPACT FACTOR 0.846
- Anschutz, D. J., Engels, R. C. M. E., & van Strien, T. (2010).** Maternal encouragement to be thin moderates effect of commercials on children's snack food intake. *Appetite*, 55, 117-123.
- ▶ SCI IMPACT FACTOR 2.582
- Anschutz, D. J., & Engels, R. C. M. E. (2010).** The effects of playing with thin dolls on body image and food intake in young girls. *Sex Roles*, 63, 621-630.
- ▶ SSCI IMPACT FACTOR 0.928
- Antheunis, M. L., Valkenburg, P. M., & Peter, J. (2010).** Getting acquainted through social networking sites: Testing a model of online uncertainty reduction and social attraction. *Computers in Human Behavior*, 26, 100-109.
- ▶ SSCI IMPACT FACTOR 1.677
- Bakker, P. (2010).** Journalistiek zonder infrastructuur [Journalism without infrastructure]. *Tijdschrift voor Communicatiewetenschap*, 38, 250-258.
- ▶ SSCI IMPACT FACTOR 0.026
- Bardoel, J. L. H. (2010).** Journalistiek moet zich durven onderscheiden [Journalism should dare to be different]. *Tijdschrift voor Communicatiewetenschap*, 38, 232-242.
- ▶ SSCI IMPACT FACTOR 0.026
- Baumgartner, S. E., Valkenburg, P. M., & Peter, J. (2010).** Assessing causality in the relationship between adolescents' risky sexual online behavior and their perceptions of this behavior. *Journal of Youth and Adolescence*, 39, 1226-1239.
- ▶ SSCI IMPACT FACTOR 1.383
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- ▶ SSCI IMPACT FACTOR, 1.155
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- Boot, I., & Pecher, D. (2010).** Similarity is closeness: Metaphorical mapping in a conceptual task. *Quarterly Journal of Experimental Psychology*, 63, 942-954.
- ▶ SSCI IMPACT FACTOR 2.016
- Bornmann, L., Leydesdorff, L., & van den Besselaar, P. A. A. (2010).** A meta-evaluation of scientific research proposals: Different ways of comparing rejected to awarded applications. *Journal of Informetrics*, 4, 211-220.
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- ▶ SCI IMPACT FACTOR 4.351
- Bos, L., & van der Brug, W. (2010).** The public image of leaders of anti-immigration parties. *Party Politics*, 16, 777-799.
- ▶ SSCI IMPACT FACTOR 0.769
- Brants, K., & de Haan, Y. M. (2010).** Taking the public seriously: Three models of responsiveness in media and journalism. *Media, Culture & Society*, 32, 411-428.
- ▶ SSCI IMPACT FACTOR 0.920
- Brants, K., de Vreese, C., Möller, J., & van Praag, P. (2010).** The real spiral of cynicism? Symbiosis and mistrust between politicians and journalists. *International Journal of Press/Politics*, 15, 25-40.
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- ▶ SSCI IMPACT FACTOR 0.026
- Braun, R., & Vliegenthart, R. (2010).** Two cheers for Spaaij and Anderson: A rejoinder. *International Sociology*, 25, 581-588.
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- Bronner, A. E., & de Hoog, R. (2010).** Consumer-generated websites versus marketer-generated websites in vacation decision making. *International Journal of Market Research*, 52, 231-248.
- ▶ SSCI IMPACT FACTOR 0.986

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- de Bruijn, G. J.** (2010). Understanding college students' fruit consumption: Integrating habit strength in the Theory of Planned Behavior. *Appetite, 54*, 16-22.
- ▶ SCI IMPACT FACTOR 2.582
- Dekker, K., & van Reijmersdal, E. A.** (2010). Waarschuwingen, beroemheden en brand placement: De effecten van typen waarschuwing en geloofwaardigheid op kijkerreacties [Warnings, celebrities and brand placement: The effects of warning type and credibility on viewer responses]. *Tijdschrift voor Communicatiewetenschap, 38*, 320-337.
- ▶ SSCI IMPACT FACTOR 0.026
- Dolfsma, W., & Leydesdorff, L.** (2010). The citation field of evolutionary economics. *Journal of Evolutionary Economics, 20*, 645-664.
- ▶ SCI IMPACT FACTOR 0.947
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- Halfman, W., & Leydesdorff, L.** (2010). Is inequality among universities increasing? Gini Coefficients and the elusive rise of elite universities. *Minerva, 48*, 55-72.
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- Harakeh, Z., Engels, R. C. M. E., Vohs, K. D., van Baaren, R. B., & Sargent, J. D.** (2010). Exposure to movie smoking, antismoking ads and smoking intensity: An experimental study with a factorial design. *Tabacco Control, 19*, 185-190. doi:10.1136/tc.2009.030684
- ▶ SSCI IMPACT FACTOR 3.852
- Hellsten, I., Dawson, J., & Leydesdorff, L.** (2010). Implicit media frames: Automated analysis of public debate on artificial sweeteners. *Public Understanding of Science, 19*, 590-608.
- ▶ SSCI IMPACT FACTOR 1.981
- Hopmann, D. N., Vliegthart, R., de Vreese, C. H., & Albaek, E.** (2010). Effects of election news coverage: How visibility and tone influence party choice. *Political Communication, 27*, 389-405.
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- Keer, M., van den Putte, S. J. H. M., & Neijens, P. C.** (2010). The role of affect and cognition in health decision making. *British Journal of Social Psychology, 49*, 143-153.
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- ▶ SCI IMPACT FACTOR 2.110
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- Larsen, H., Engels, R. C. M. E., Souren, P. M., Granic, I., & Overbeek, G. J.** (2010). Peer influence in a micro-perspective: Imitation of alcoholic and non-alcoholic beverages. *Addictive Behaviors, 35*, 49-52.
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Boomgaarden, H., van Spanje, J., Vliegenthart, R., & de Vreese, C. H. (2010, February). *Covering the crisis: Media coverage of the economic crisis in The Netherlands*. Paper presented at the meeting of the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Boomgaarden, H., van Spanje, J., Vliegenthart, R., & de Vreese, C. H. (2010, June). *Covering the Crisis: Economic news and economic expectations*. Paper presented at the meeting of the International Communication Association, Singapore.

Boomgaarden, H., Schuck, A. R. T., Elenbaas, M., & Vreese, de C. H. (2010, May). *Mapping EU Attitudes: Conceptual considerations and empirical evidence*. Paper presented at the meeting of the World Association for Public Opinion Research, Chicago.

Boomgaarden, H., de Vreese, C. H., Schuck, A. R. T., Azrout, R., Elenbaas, M., van Spanje, J., & Vliegenthart, R. (2010, October). *Across time and space: Explaining over-time and cross-country variations in the coverage of European elections*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Bornmann, L., de Moya-Anegon, F., & Leydesdorff, L. (2010, September). *Does scientific advancement lean on the shoulders of mediocre research? An investigation of the Ortega Hypothesis*. Paper presented at the Conference on Science and Technology Indicators "Creating Value for Users", Leiden University, Leiden, The Netherlands.

Bos, L., van der Brug, W., & de Vreese, C. H. (2010, February). *How the media shape perceptions of right-wing populist leaders*. Paper presented at the Etnaal van de Communicatiewetenschap, Ghent, Belgium.

Bos, L., van der Brug, W., & de Vreese, C. H. (2010, May). *How the media shape perceptions of right-wing populist leaders*. Paper presented at the Politicologenetmaal, Leuven, Belgium.

Bos, L., van der Brug, W., & de Vreese, C. H. (2010, July). *How the media shape perceptions of right-wing populist leaders*. Paper presented at the meeting of the International Association for Media and Communication Research, Braga, Portugal.

Brants, C., & Brants, K. (2010, March). *YouTubeing criminal justice*. Paper presented at the Conference on Justice, Media and the Public, Keele, UK.

Brants, K. (2010, June). *Infotainment: Between discursive space and populist trap*. Paper presented at the meeting of the International Communication Association, Singapore.

Bronner, A. E. (2010, June 8). *Gezinspraak* [Family democracy]. Paper presented at the Round Table Session Family Knowledge, Huizen, The Netherlands.

Buijzen, M. A., van Reijmersdal, E. A., & Owen, L. H. (2010, June). *Introducing an investigative framework for young people's commercialized media environment*. Paper presented at the meeting of the International Communication Association, Singapore.

Buijzen, M. A. (2010, June). *Parent power: How parents and caretakers can reduce the effects of food advertising*. Paper presented at the meeting of the International Communication Association, Singapore.

Chow, Y. F. & Kloet, Y.F. (2010, March). *Academic corporatism and the politics of cultural studies*. Paper presented at the symposium Forward to the Past of Loughborough University, Loughborough, UK.

Chow, Y. F., & Chik, A. (2010, June). *From audience to researchers: A narrative study of research paths in Asian pop music research scene*. Paper presented at the Inter-Asia Popular Music Studies Conference of Inter-Asia Popular Music Studies Group, Hong Kong.

Chow, Y. F. (2010, June). *Hope against hopes: Diana Zhu and the transnational politics of chinese popular music*. Paper presented at the Association for Cultural Studies Crossroads Conference, Hong Kong.

Chow, Y. F. (2010, August). *Blowing in the China wind: Engagements with Chineseness in Hong Kong's zhongguonfeng music videos*. Paper presented at the conference Lock 'n 'Loll is Here to Stay: Stereotyping, Domesticating and Inventing Popular Musics in/of Asia, Heidelberg, Germany.

Chow, Y. F. (2010, September). *Music, desire and the transnational politics of Chineseness: A case study of Diana Zhu*. Paper presented at the symposium on Social Life of Methods, Centre for Research on Sociocultural Change, Oxford, UK.

Chung, S., & Waheed, M. (2010, June) *Processing political messages from favored candidates: Effect of candidate favorability on attitudes toward issues*. Paper presented at the meeting of the International Communication Association Conference, Singapore.

Daekin, M., & Leydesdorff, L. (2010, October). *The Triple Helix and the Evolution of Smart Cities under the Cultural Reconstruction and Governance of the Urban Renaissance*. Paper presented at the International Conference on University, Industry, and Government Linkages, Triple Helix VIII, Madrid, Spain.

de Bruijn, G. J. (2010, June). *Identifying specific action plans for young adults: A discriminative analysis approach regarding exercise behaviour and fruit consumption*. Paper presented at the meeting of the International Society of Behavioural Nutrition and Physical Activity, Minneapolis, MN.

de Bruijn, G. J. (2010, June). *Intention-behaviour profiles: Should they be extended with habit strength?* Paper presented at the meeting of the International Society of Behavioural Nutrition and Physical Activity, Minneapolis, MN.

de Bruijn, G. J. (2010, June). *Understanding habits: The practical and theoretical relevance for models of nutrition and physical activity*. Paper presented at the meeting of the International Society of Behavioural Nutrition and Physical Activity, Minneapolis, MN.

de Bruijn, G. J. (2010, September). *Who formulates strong fruit consumption self-regulatory plans? An application of the Big Five personality theory*. Paper presented at the meeting of the European Health Psychology Society, Cluj-Napoca, Romania.

de Bruijn, G. J., & Adriaanse, M. A. (2010, September). *Critical cues: Exploring the differential effect of habit strength on implementation intention effectiveness*. Paper presented at the meeting of the European Health Psychology Society, Cluj-Napoca, Romania.

de Bruijn, G. J., & Adriaanse M. A. (2010, June). *Implementation intentions and habit strength: Changing unhealthy snacking behaviour into healthy fruit consumption*. Paper presented at the meeting of the International Society of Behavioural Nutrition and Physical Activity, Minneapolis, MN.

de Bruijn, G. J., de Groot, R., van den Putte, B., & Rhodes, R. E. (2010, June). *Moderate and vigorous physical activity action control: Exploring the role of conscientiousness and extroversion*. Paper presented at the meeting of the International Society for Behavioral Nutrition and Physical Activity, Minneapolis, MN.

de Bruijn, G. J., & van den Putte, S. J. H. M. (2010, February). *The intention-health behaviour relationship: An action perspective on the predictive validity of habit strength and belief-based variables*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

de Bruijn, G. J., & van den Putte, S. J. H. M. (2010, September). *Identifying behavioural and control beliefs as predictors of exercise behaviour, motivation and self-identity*. Paper presented at the meeting of the European Health Psychology Society, Cluj-Napoca, Romania.

de Bruijn, G. J., & Rhodes, R. (2010, September). *Integrating self-regulatory planning and past exercise behaviour in exercise action control: A Theory of Planned Behaviour perspective*. Poster presented at the meeting of the European Health Psychology Society, Cluj-Napoca, Romania.

de Droog, S. M. (2010, June). *How to use brand characters to promote fruit and vegetables. The obesity crisis: Tipping the balance in children's energy intake and expenditure through media*. Paper presented at the meeting of the International Communication Association, Singapore.

de Droog, S. M., Valkenburg, P. M., Buijzen, M. A., & de Bruijn, G. J. (2010, June). *Use rabbit or rhino to sell a carrot? The importance of character-product congruence in making vegetables more appealing to children*. Paper presented at the meeting of the International Society of Behavioral Nutrition and Physical Activity, Minneapolis, MN.

de Graaf, A. M., & Hustinx, H. (2010, July). *Perceived similarity, identification, and persuasion*. Paper presented at the meeting of the Internationale Gesellschaft für Empirische Literaturwissenschaft, Utrecht, The Netherlands.

de Haan, Y. M. (2010, February). *Responsiviteit en verantwoording in reactie op afgenomen vertrouwen? Een case study bij De Volkskrant* [Responsiveness and responsibility in response to decreased trust? A case study at De Volkskrant]. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

de Haan, Y. M., & Bardoel, J. L. H. (2010, November). *Between government and governance: negotiating media performance in The Netherlands, 1987-2007*. Paper presented at the meeting of the European Communication Research and Education Association, Zurich, Switzerland.

de Haan, Y. M., & Bardoel, J. L. H. (2010, July). *Out of the ivory tower: a case study of the accountability policy of Dutch public broadcasting*. Paper presented at the meeting of the International Association for Media and Communication Research, Braga, Portugal.

de Haan, Y. M., & Bardoel, J. L. H. (2010, September). *Out of the ivory tower: a case study of the accountability policy of Dutch public broadcasting*. Paper presented at the Re-Visionary Interpretations of the Public Enterprise Conference, London.

de Haan, Y. M., & Bardoel, J. L. H. (2010, October). *The commercial media sector exempted? A case study of the accountability policy of Dutch commercial news organization*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

de Nooy, W. (2010, June/July). *Corporate interlock formation as network process: A multilevel analysis of directors' changeovers in industry, finance, and cultural institutions*. Paper presented at the meeting of the International Networks for Social Network Analysis, Sunbelt XXX, Riva di Garda, Italy.

de Nooy, W. (2010, July). *Network analysis of story structure*. Paper presented at the Digital Humanities 2010 Conference, London.

de Nooy, W. (2010, September). *Polarization in the media during an election campaign: A multilevel logistic model predicting support and attack among political actors*. Paper presented at the Applications of Social Network Analysis Conference, Zürich, Switzerland.

de Vreese, C. H., Banducci, S., Schuck, A. R. T., Xezonakis, G., & Elenbaas, M. (2010, June). *Party contestation and Europe on the news agenda: The 2009 European Parliamentary Elections*. Paper presented at the meeting of the International Communication Association, Singapore.

Dekker, K., & van Reijmersdal, E. A. (2010, February). *U bent gewaarschuwd, maar daardoor ook minder beïnvloedbaar? Het effect van waarschuwingen voor brand placement op merkreacties* [You have been warned, but does that make you less impressionable? The effect of warnings for brand placement on brand appreciation]. Paper presented at the Etmaal van de Communicatiewetenschap, Gent, Belgium

Elenbaas, M., Boomgaarden, H. G., Schuck, A. R. T., & de Vreese, C. H. (2010, June). *Pathways to political knowledge: News encounters with knowledge-inducing information*. Paper presented at the meeting of the International Communication Association, Singapore.

Elving, W. J. L. (2010). CSR and scepticism: The influence of fit and reputation on scepticism towards CSR communications. In T. Bech-Larsen & F. Frandsen (Eds.), *Corporate and marketing communications in times of growth and times of crisis* (pp. 132-145). Aarhus, Denmark: Aarhus University Business School.

Elving, W. J. L., Hurmelinna-Laukkanen, P., Saraniemi, S., & Juntunen, M. (2010, September). *Visual identity and Intellectual property rights in corporate brand management*. Paper presented at the International Corporate Identity Group Symposium, St. Gallen, Switzerland.

Elving, W. J. L., Vollero, A., Palazzo, M., & Siano, A. (2010, September). *Corporate community relations and CSR: Comparing Italian and Dutch energy companies*. Paper presented at the International Corporate Identity Group Symposium, St. Gallen, Switzerland.

Elving, W. J. L., & van Vuuren, M. (2010, September). Beyond identity washing: *Corporate social responsibility in an age of skepticism*. Paper presented at the meeting of the European Public Relations Research and Education Association, Jyväskylä, Finland.

Elving, W. J. L. & van Vuuren, M. (2010). Communicating corporate social responsibility to suspicious audiences: Beyond identity washing. In T. Bech-Larsen & F. Frandsen (Eds.), *Corporate and marketing communications in times of growth and times of crisis* (pp. 107-115). Aarhus, Denmark: Aarhus University Business School.

Franklin, M. N., & van Spanje, J. H. P. (2010, March). *How do established voters react to new parties? The case of Italy, 1968-2009*. Paper presented at the meeting of the European Consortium for Political Research, Muenster, Germany.

Fransen, M. L., & van Rompay, T. J. L. (2010, June). *Consumer reactions towards online-experienced-based marketing communication*. Paper presented at the International Conference on Research in Advertising, Madrid, Spain.

Fransen, M. L., & van Rompay, T. J. L. (2010, June). *The effects of online experience-based marketing communication on consumer responses*. Paper presented at the meeting of the European Marketing Academy, Copenhagen, Denmark.

Fransen, M. L., van Rompay, T. J. L., Lodder, P., Havers, M., & Steendam, N. (2010, February). *Experience-based marketing communication and consumer responses*. Paper presented at the Etmaal voor de Communicatiewetenschap, Ghent, Belgium.

Fransen, M. L., van Rompay, T. J. L., & van der Plas, N. (2010, June) *Event marketing from different perspectives*. Paper presented at the International Conference on Research in Advertising, Madrid, Spain.

Hinrichsen, M. C. (2010, May). *Media and religion*. Paper presented to the Norface final conference, Cambridge, UK.

Hoffmann, J., & Dakroury, A. (2010, July). *Questioning universality: Disability rights between legal discourses and policy narratives*. Paper presented at the meeting of the International Association for Media and Communication Research, Braga, Portugal.

Huiskes, R., Monteiro, S., van Weert, J. C. M., van Dijk, L., & de Gier, J. J. (2010, October). *Evaluating new ways to communicate risk: how patients perceive pictograms about medicines and driving ability*. Poster presented at the meeting of the European Society of Clinical Pharmacy, Lyon, France.

Jansz, J., van Reijmersdal, E. A., Peters, O., & van Noort, G. (2010, October). *The effect of brand placement in an online game for girls*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Joshi, S. P. (2010, February). *Sexual scripts in US and Dutch female teen magazines: A cross-cultural content-analytic comparison*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Joshi, S. P. (2010, June). *Scripts of sexual desire and danger in US and Dutch teen girl magazine: A cross-cultural content-analytic comparison*. Paper presented at the meeting of the International Communication Association, Singapore.

Kartosen, R. A. (2010, June). *Asian parties, music policy and pan-Asian identities*. Paper presented at the Association for Cultural Studies Crossroads Conference, Hong Kong.

Keer, M., van den Putte, S. J. H. M., & Neijens, P. C. (2010, February). *Affect as a mediator of social cognitive influences on health behaviour*. Paper presented at the meeting of the Etmaal van de Communicationwetenschap, Ghent, Belgium.

Keer, M., van den Putte, S. J. H. M., & Neijens, P. C. (2010, September). *Affect as a mediator of social cognitive influences on health behaviour*. Poster presented at the meeting of the European Health Psychology Society, Cluj-Napoca, Romania.

Klerkx, L. W. A., & Aarts, M. N. C. (2010, May). *The interaction of multiple champions in innovation networks: Conflicts and complementarities*. Paper presented at the International Conference on Chain and Network Management, Wageningen, The Netherlands.

Klerkx, L. W. A., Aarts, M. N. C., & Leeuwis, C. (2010, July). *Dealing with incumbent regimes: Deliberateness and serendipity of innovation agency*. Paper presented at the meeting of the International Farming System Association, Vienna, Austria.

Lapierre, M., Rozendaal, E., Buijzen, M. A., & van Reijmersdal, E. A. (2010, November). *Rethinking children's defenses to advertising: A new theoretical approach*. Paper presented at the meeting of National Communication Association, San Francisco, CA.

Lecheler, S., & de Vreese, C. H. (2010, October). *What a difference a day made? The effects of repetitive and competitive news framing over time*. Paper presented at the meeting of the European Communication Research Association, Hamburg, Germany.

Lecheler, S., & de Vreese, C. H. (2010, June). *What a difference a day made? The effects of repetitive and competitive news framing over time*. Paper presented at the meeting of the International Communications Association, Singapore.

Lecheler, S., & de Vreese, C. H. (2010, February). *What a difference a day made? The effects of repetitive and competitive news framing over time*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Lecheler, S., & de Vreese, C. H. (2010, January). *Die Wirkung kompetitiven und repetitiven Framings: Ein Langzeitexperiment [The effects of repetitive and competitive framing: A longitudinal experiment]*. Paper presented at the meeting of the Fachgruppe Rezeptions- und Wirkungsforschung in der DGpuK, Berlin.

Leeuwis, C., & Aarts, M. N. C. (2010, July). *Rethinking communication in innovation processes: Creating space for change in complex systems*. Paper presented at the meeting of the International Farming System Association, Vienna, Austria.

Lemmens, J. S., van Holst, R., Valkenburg, P. M., Peter, J., & Goudriaan, A. (2010, June). *The relation between pathological gaming, attentional bias, and response inhibition among male adolescents*. Paper presented at the meeting of the International Communication Association, Singapore.

Lemmens, J. S., Valkenburg, P. M., & Peter, J. (2010, June). *The psychosocial causes and consequences of pathological gaming: A longitudinal study*. Paper presented at the meeting of the International Communication Association, Singapore.

Leydesdorff, L. (2010, April 16). *Giddens' "structuration," Luhmann's "self-organization," and the operationalization of the dynamics of meaning*. Paper presented at the Seventh International Conference of the Council for European Studies, Montreal, Canada.

Leydesdorff, L. (2010, April). *Husserl's Cogitata and the simulation of double contingencies in interhuman interactions*. Paper presented at the Workshop Integrating Cultures: Models, Simulations and Applications, Leiden, The Netherlands.

Leydesdorff, L. (2010, July). *Semiosis and the communication of meaning in social networks*. Paper presented at the meeting of the International Networks for Social Network Analysis, Sunbelt XXX, Riva di Garda, Italy.

Leydesdorff, L., & Rafols, I. (2010, October). *How do emerging technologies conquer the world: Patterns of diffusion of research technologies*. Paper presented at the Workshop Modeling Knowledge Dynamics, Amsterdam.

Leydesdorff, L., & Rafols, I. (2010, October). *How emerging technologies conquer the world: diffusion, differentiation, and transformation into research technologies*. Paper presented at the International Conference on Tentative Governance in Emerging Science and Technology, Enschede, The Netherlands.

Leydesdorff, L., & Rafols, I. (2010, August). *How emerging technologies conquer the world: diffusion, differentiation, and transformation into research technologies*. Paper presented at the meeting of the Society for the Social Studies of Science, Tokyo.

Leydesdorff, L., & Rafols, I. (2010, September). *Indicators of the interdisciplinarity of journals: Diversity, centrality, and citations*. Paper presented at the Conference on Science and Technology Indicators Creating Value for Users, Leiden, The Netherlands.

Leydesdorff, L., & Salah, A. (2010, March). *Journal mapping in the Humanities on the basis of Arts & Humanities Citation Index*. Paper presented at the meeting of the European Network of Indicators Designers, Paris.

Linn, A. J., **van Weert, J. C. M.**, van Bodegraven, A. A., & Kanis, D. (2010, February). *Promoting recall of information and treatment adherence in IBD patients*. Paper presented at the meeting of the European Crohn's and Colitis Organisation, Prague, Czech Republic.

Linn, A. J., **Schouten, B. C.**, Hermanns, S., & **van Weert, J. C. M.** (2010, February). *Dance, dance, dance: A process evaluation of the global dance4life youth HIV prevention programme*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Loos, E. F. (2010, December). *Getting access to digital information: A question of age?* Paper presented at the Conference Internet skills: The State of the Art in research and Policy, Enschede, The Netherlands.

Mahrt, M., & Schönbach, K. (2010, October). *Values, TV genre preferences and channel choice*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Maslowska, E., Smit, E. G., & van den Putte, B. (2010, June). *"Dear John is not enough": Investigating the effects of personalized e-mail advertising*. Paper presented at the International Conference on Research in Advertising, Madrid, Spain.

Maslowska, E., Smit, E. G., & van den Putte, S. J. H. M. (2010, February). *The persuasiveness of personalized communication*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Maslowska, E. H., Smit, E. G., & van den Putte, S. J. H. M. (2010, June-July). *"Written just for me?!" The persuasiveness of personalized communication and the role of consumer-related factors*. Paper presented at the European meeting of the Association for Consumers Research, London, UK.

Meeuwesen, L., Twilt, S., Harmsen, J. A. M., & **Schouten, B. C.** (2010, July). *Knowledge, attitudes and experiences of health care providers with consultations mediated by an interpreter: What are the needs?* Poster presented at the meeting of the European Association for Communication in Health Care, Verona, Italy.

Meeuwesen, L., Twilt, S., Harmsen, J. A. M., & **Schouten, B. C.** (2010, March). *What does TRICC contribute to redefining cultural competence?* Paper presented at the COST Conference, Reggio Emilia, Italia.

Moriariu, M., & **Hinrichsen, M. C.** (June, 2010). *Online news and political distrust*. Paper presented at the meeting of the International Communication Association, Singapore.

Monteiro, S., Huiskes, R., **van Weert, J. C. M.**, van Dijk, L., & de Gier, J. J. (2010, August). *Evaluating new ways to communicate risk: how patients perceive pictograms about medicines and driving ability*. Poster presented at the FIB World Congress of Pharmacy and Pharmaceutical, Lisbon, Portugal.

Monteiro, S., Huiskes, R., **van Weert, J. C. M.**, van Dijk, L., & de Gier, J. J. (2010, August). *Evaluating new ways to communicate risk: How patients perceive pictograms about medicines and driving ability*. Poster presented at the meeting of the International Council on Alcohol, Drugs and Traffic Safety, Oslo, Norway.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2010, June). *Brand-related social media use: Validating COBRA motivations*. Paper presented at the International Conference on Research in Advertising, Madrid, Spain.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2010, February). *Introducing COBRAs: Exploring motivations for consumers' online brand-related activities*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Muusses, L., **van Weert, J. C. M.**, van Dulmen, S., & Jansen, J. (2010, September). *Predictors of cancer patients' use of information sources on chemotherapy treatment*. Poster presented at the International Conference on Communication in Healthcare, Verona, Italy.

Nelissen, P., & **van Selm, M.** (2010, February). *Making sense of Strategic Change: How academics perceive the renaming of their university*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Nelissen, P., Wenneker, F., Wester, F., & **van Selm, M.** (2010, February). *'Ze gebruiken meer de mensen om zich heen': Een onderzoek naar de rol van ICT-toepassingen bij kennisdelingsprocessen* ["They use the people around them more": A study into the role of IT applications in knowledge sharing processes]. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Opree, S. J., Buijzen, M., Valkenburg, P. M., & van Reijmersdal, E. A. (2010, June). *The effects of advertising on children's materialistic orientations: A longitudinal study*. Paper presented at the International Conference on Research in Advertising, Madrid, Spain.

Owen, L. H., Lewis, C., Auty, S., & **Buijzen, M. A.** (2010, June). *The role of personal salience in children's implicit processing of brand placement in movies*. Paper presented at the meeting of the International Communication Association, Singapore.

Peper, B., **ter Hoeven, C. L.**, & Dijkers, J. (2010, June). *Work-life integration among consultants: Work-related and personal factors associated with sickness absence*. Paper presented at the Conference on the Future of Knowledge-Intensive Service Work, Oldenburg, Germany.

Peter, J., & Valkenburg, P. M. (2010, June). *The influence of sexually implicit internet material on sexual risk behavior: A comparison of adolescents and adults*. Paper presented at the meeting of the International Communication Association, Singapore.

Peter, J., & Valkenburg, P. M. (2010, June). *The use of sexually explicit internet material and its antecedents: A longitudinal comparison of adolescents and adults*. Paper presented at the meeting of the International Communication Association, Singapore.

Rafols, I., Porter, A., & **Leydesdorff, L.** (2010, March). *The use of global maps of science in management and policy contexts*. Paper presented at the meeting of the European Network of Indicators Designers, Paris.

Rafols, I., Porter, A., & **Leydesdorff, L.** (2010, September). *Visualisation of knowledge domains in interdisciplinary research organizations*. Paper presented at the meeting of the Udo Keller Stiftung Forum Humanum, Hamburg, Germany.

Rafols, I., & **Leydesdorff, L.** (2010, September). *Analyzing SPRU's research capabilities: A mixed survey-bibliometric method for mapping interdisciplinary organizations*. Paper presented at the Conference on Science and Technology Indicators "Creating Value for Users", Leiden, The Netherlands.

Rozendaal, E., Buijzen, M. A., & Valkenburg, P. M. (2010, June). *Comparing the think-aloud and thought-listing method to assess children's advertising processing*. Paper presented at the meeting of the International Communication Association, Singapore.

Schafraad, P. H. J., & Vergeer, M. (2010, October). *A network of friends? A hyperlink analysis of Dutch far-right websites*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Scherer, H., **Hinrichsen, M. C.**, & Schneider, B. (July, 2010). *Journalistic value horizons in international comparison*. Paper presented at the International Conference Comparing Journalism: Theory, Methodology, Findings, Eichstätt, Germany.

Schouten, B. C., Twilt, S., Harmsen, J. A. M., & Meeuwesen, L. (2010, July). *Training in intercultural and bilingual competencies: How does it affect physicians?* Poster presented at the International Conference on Communication in Healthcare, Verona, Italy.

Schuck, A. R. T., Vliegthart, R., Boomgaarden, H., Elenbaas, M., Azrout, R., van Spanje, J., & de Vreese, C. H. (November, 2010). *Explaining campaign news coverage: How medium, time and context explain variation in the media framing of the 2009 European Parliamentary elections.* Paper presented at the Final User Conference of the PIREDEU Design Study, Brussel, Belgium.

Schuck, A. R. T., Vliegthart, R., Elenbaas, M., Azrout, R., Boomgaarden, H., van Spanje, J., & de Vreese, C. H. (2010, October). *Media visibility and framing of the European Parliamentary elections 2009: A media content analysis in 27 countries.* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Schuck, A. R. T., Vliegthart, R., & de Vreese, C. H. (2010, October). *Turnout in the European Parliamentary elections 2009: The mobilizing effect of conflict framing in campaign news.* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Schuck, A. R. T., Vliegthart, R., & de Vreese, C. H. (2010, Oktober). *Who's afraid of conflict?* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Schuck, A. R. T., & de Vreese, C. H. (2010, February). *To know it is to hate it? News media effects of public cynicism towards the EU.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Schuck, A. R. T., & de Vreese, C. H. (2010, February): *Widening the gap – or closing it? News media effects of public cynicism towards the EU.* Paper presented at the meeting of the Joint conference Political Communication divisions of the German Association for Communication and the German Association for Political Science, Mannheim, Germany.

Schuck, A. R. T., & de Vreese, C. H. (2010, June): *Widening the gap – or closing it? News media effects of public cynicism towards the EU.* Paper presented at the meeting of the International Communication Association, Singapore.

Steyten, C., Jansen, J., Renes, R. J., Aarts, M. N. C., & Lam, T. J. G. M. (2010, March). *The myth of the unwilling farmer: Results of in-depth interviews on udder health communication.* Paper presented at the International IDF Mastitis Conference on Mastitis Research into Practice, Christchurch, New Zealand.

Tan, E. S. H. (2010, June). *The strange case of non-fiction animation.* Paper presented at the meeting of the International Communication Association, Singapore.

ten Brummelhuis, L. L., ter Hoeven, C. L., Bakker, A. B., & Peper, B. (2010, October). *Breaking through the loss cycle of burnout: The role of motivation.* Paper presented at the meeting of the Southern Management Association, St. Pete Beach, FL.

ten Brummelhuis, L. L., ter Hoeven, C. L., de Jong, M. D. T., & Peper, B. (2010, February). *More or less absence from work due to family matters?* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

ten Brummelhuis, L. L., ter Hoeven, C. L., de Jong, M. D. T., & Peper, B. (2010, June). *More or less absence from work due to family matters?* Paper presented at the meeting of the International Communication Association, Singapore.

ter Hoeven, C. L., Fransen, M. L., & Peper, B. (2010, August). *Depression and helping behavior at work: the mediating role of employees' perceptions of organizational communication.* Paper presented at the meeting of the Academy of Management, Montreal, Canada.

Trilling, D. C., & Schönbach, K. (2010, October). *Avoiding current-affairs information in a new media environment: Results of a large-scale representative survey.* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

Trilling, D. C., & Schönbach, K. (2010, August). *Keeping up with current affairs: New(s) sources and their users.* Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Denver, CO.

Trilling, D. C., Schönbach, K., & Lauf, E. (2010, February). *Is the Internet dangerous for democracy? The use of current-affairs information in a changing media environment.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Twilt, S., Harmsen, J. A. M., **Schouten, B. C.**, & Meeuwesen, L. (2010, July). *How to empower physicians in bridging the linguistic gap in communication with immigrant patients?* Paper presented at the International Conference on Communication in Healthcare, Verona, Italy.

van den Putte, B., Monshouwer, K., **de Bruijn, G. J.**, & Swart, B. (2010, June). *Effect of health communication and interpersonal communication on cannabis use: The role of evaluative tone.* Paper presented at the meeting of the International Communication Association, Singapore.

van den Putte, B., Yzer, M. C., **de Bruijn, G. J.**, & Willemsen, M. C. (2010, February). *The effect of campaign appreciation and exposure frequency on smoking cessation.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

van den Putte, B., Yzer, M. C., **Bruijn, G-J. de**, & Willemsen, M. C. (2010, June). *The effect of campaign appreciation and exposure frequency on smoking cessation.* Paper presented at the meeting of the International Communication Association, Singapore.

van der Goot, M. J., Beentjes, J. W. J., & **van Selm, M.** (2010, June). *A life-span perspective on media use: Television viewing in the lives of older adults.* Paper presented at the meeting of the International Communication Association, Singapore.

van der Goot, M. J., **van Selm, M.**, & Beentjes, J. W. J. (2010, February). *Contributions of television viewing to relatedness and autonomy in older adults' social relationships.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

van der Wurff, R., & **Schönbach, K.** (2010, August). *A separate code of ethics for online journalism? Results of a large-scale Delphi study.* Paper presented at the meeting of the Association for Education in Journalism & Mass Communication, Denver, CO.

van der Wurff, R., & **Schönbach, K.** (2010, October). *Desirability and feasibility of a separate code for online journalism: Results of a large-scale Delphi study.* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.

van Dijk, M. A., Droës, R. M., & **van Weert, J. C. M.** (2010, October). *The Imagination Method: A new approach for caregivers of people with dementia in nursing homes.* Paper presented at the Alzheimer Europe Conference, Luxembourg.

van Dijk, M. A., Droës, R. M., & **van Weert, J. C. M.** (2010, September). *The Imagination Method: A new approach for caregivers of people with dementia in nursing homes.* Paper presented at the meeting of the International Psychogeriatric Association, Santiago de Compostela, Spain.

van Drunen, A. S., **Boomgaarden, H.**, **Vliegenthart, R.**, & **de Vreese, C. H.** (2010, May). *Feeling Threatened by Muslims or Immigrants? How personal contacts moderate the effect of religiously associated media threat frames (RATF) on threat perceptions.* Paper presented at the meeting of the World Association of Public Opinion Research, Chicago.

van Egmond, M., **Boomgaarden, H.**, & van der Brug, W. (2010, June). *Channeling the economy: Mass media and economic perceptions.* Paper presented at the meeting of the International Communication Association, Singapore.

van Gorp, B., & **van der Goot, M. J.** (2010, June). *Talking about sustainability: Responses to frames in persuasive messages about sustainable agriculture and food.* Paper presented at the meeting of the International Communication Association, Singapore.

van Gorp, J., **van Selm, M.**, van Leeuwen, E., Vissers, K., & Hasselaar, J. (2010, November). *Optimization of complex palliative care at home by making use of expert consultation via telemedicine.* Poster presented at the Conference Medicine 2.0: Social Media and Web 2.0 in Health, Medicine and Biomedical Research, Maastricht, The Netherlands.

van Kerkhoven, M., & **Bakker, P.** (2010, February). *De convergentie-praktijk: Positie, strategie en digitale toekomst van regionale nieuwsmedia* [The practice of convergence: Position, strategy and the digital future of regional news media]. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

van Klingeren, M., & **Boomgaarden, H.** (2010, August). *Explaining German's EU attitudes: Macro and micro level perspectives and the role of information environments.* Paper presented at the Graduate Student Conference of the European Consortium for Political Research, Dublin, Ireland.

- van Klingeren, M., de Vreese, C. H., & Boomgaarden, H.** (2010, May). *Going soft or staying soft: Have identity factors become more important than economic rationale when explaining euroscepticism?* Paper presented at the meeting of the World Association for Public Opinion Research, Chicago.
- van Meurs, L.** (2010, November). *Controle op antwoordgedrag online panels* [Monitoring online panel response behavior]. Paper presented at the meeting Correctie van meetfouten of the Nederlandstalig Platform voor Survey Onderzoek, The Hague.
- van Noort, G., & Voorveld, H. A. M.** (2010, February). *An online flow perspective on consumer responses to website interactivity.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- van Noort, G. & Grass, G.** (2010, June). *Validating online risk-reducing strategies.* Paper presented at the meeting of the International Communication Association, Singapore.
- van Noort, G., Voorveld, H. A. M., & van Reijmersdal, E.A.** (2010, June). *Website interactivity effects explained by consumers' online flow experience.* Paper presented at the meeting of the International Communication Association, Singapore.
- van Noort, G., Voorveld, H. A. M., & van Reijmersdal, E. A.** (2010, June). *Understanding website interactivity effects.* Paper presented at the meeting of the European Marketing Academy, Copenhagen, Denmark.
- van Noort, G., & Vliegenthart, R.** (2010, October). *Online campaigning during local elections: Everybody's doing it?* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.
- van Reijmersdal, E. A., Jansz, J., Peters, O., & van Noort, G.** (2010, February). *Girls just wanna have fun: Effects of interactive in-game advertisement targeted towards girls.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- van Reijmersdal, E. A.** (2010, June). *Mixing advertising and editorial content in radio programs: Appreciation and memory of brand placements versus commercials.* Paper presented at the meeting of the International Communication Association, Singapore.
- van Reijmersdal, E. A., Jansz, J., Peters, O., & van Noort, G.** (2010, June). *Interactive brand placement in online games: Effects on girls.* Paper presented at the meeting of the International Communication Association, Singapore.
- van Reijmersdal, E. A., & Tutaj, K.** (2010, June). *Effects of brand placement disclosures on audience reactions and persuasion knowledge.* Paper presented at the International Conference on Research in Advertising, Madrid, Spain.
- van Santen, R. A., & van Zoonen, L.** (2010, February). *The personal in political television biographies.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- van Santen, R. A., & van Zoonen, L.** (2010, July). *The personal in political television biographies.* Paper presented at the meeting of the International Association for Media and Communication Research, Braga, Portugal.
- van Santen, R. A., & Vliegenthart, R.** (2010, May). *From political information to political entertainment? Political TV-program genres in Dutch election periods, 1956-2006.* Paper presented at the Politicologenetmaal, Leuven, Belgium.
- van Santen, R. A., & Vliegenthart, R.** (2010, October). *Political information in changing media systems: A historical analysis of television programming.* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.
- van Spanje, J. H. P., Azrout, R., & de Vreese, C. H.** (2010, February). *The Members and the Muslims: The role of religion in opinion formation on entrance to the EU: An experiment in four EU member states.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- van Spanje, J. H. P., Boomgaarden, H., Vliegenthart, R., & de Vreese, C. H.** (2010, May). *Covering the crisis: Media coverage of the economic crisis and citizens' economic expectations.* Paper presented at the Politicologenetmaal, Berg en Dal, The Netherlands.
- van Spanje, J. H. P., Boomgaarden, H., Vliegenthart, R., & de Vreese, C. H.** (2010, April). *Covering the crisis: Media coverage of the economic crisis in The Netherlands and its impact on citizens' economic expectations.* Paper presented at the meeting of the Midwest Political Science Association, Chicago.

- van Spanje, J. H. P., & de Vreese, C. H.** (2010, May). *What's wrong with the EU? Motivations underlying the Eurosceptic vote in the 2009 European elections*. Paper presented at the Politicologenetmaal, Louvain, Belgium.
- van Spanje, J. H. P., & de Vreese, C. H.** (2010, September). *So what's wrong with the EU? Motivations underlying the Eurosceptic vote in the 2009 European elections*. Paper presented at the meeting of the American Political Science Association, Washington, DC.
- van Spanje, J. H. P., & Weber, T.** (2010, September). *Political trials and their effects on public opinion: A survey experiment*. Paper presented at the meeting of the American Political Science Association, Washington, DC.
- van Weert, J. C. M.** (2010, January). *Highlights patiëntcommunicatie en eHealth*. [Highlights patient communication and eHealth]. Paper presented at the meeting of 2Comply, Houten, The Netherlands.
- van Weert, J. C. M.** (2010, August). *Voorlichting-op-Maat* [Made to measure patient information]. Paper presented at the meeting of the Nederlands Kanker Centrum - Antoni van Leeuwenhoek Hospital, Amsterdam.
- van Weert, J. C. M.** (2010, October). *Inzicht in de cijfers*. [Understanding the figures]. Paper presented at the conference IKA-streefnormen oncologische zorg of the Integraal Kankercentrum, Amsterdam.
- van Weert, J. C. M.** (2010, December). *Communication with older cancer patients*. Paper presented at the meeting of the Department of Medical Psychology of the Academic Medical Center, Amsterdam.
- van Weert, J. C. M., Ait Ali, F., & Schouten, B. C.** (2010, October). *Ouderen consultatie bureau: Effectief communiceren met Marokkaanse ouderen*. Poster presented at the Nationaal Gerontologie Congres, Ede, The Netherlands.
- van Weert, J. C. M., Hermanns, S. S. T., Linn, A. J., & Schouten, B. C.** (2010, February). *A process evaluation of dance4life's youth HIV and AIDS prevention programme*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- van Weert, J. C. M., Koopman, C., Bol, N., Jansen, J., Tates, K., & van Dijk, L.** (2010, September). *Tailored information for cancer patients on the Internet: Effects of visual cues and language complexity on recall of information and satisfaction*. Paper presented at the International Conference on Communication in Healthcare, Verona, Italy.
- van Woerkum, C. & Aarts, M. N. C.** (2010, October). *Accountability: new challenges, new forms*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.
- Vasileiadou, E., & Vliegenthart, R.** (2010, October). *Communicating dynamics: studying different types of dynamic processes with ARIMA-modelling*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.
- Verhoeven, P., Zeffass, A., & Tench, R.** (2010, October). *Structures of public relations: A first explorative longitudinal analysis based on the European Communication Monitor 2010*. Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.
- Vilimacuite, I., & Hinrichsen, M. C.** (2010 July). *Lithuania, the brand An examination of nation branding efforts in emerging nations: An examination of nation branding efforts in emerging nations*. Paper presented at the meeting of the International Association for Media and Communication Research, Braga, Portugal.
- Vitiello, T., & Hinrichsen, M. C.** (2010, June). *Looking for narrative transportation: An analysis of candidates campaign McCain and Obama's rhetoric during the 2008 presidential elections*. Paper presented at the meeting of the International Communication Association, Singapore.
- Vliegenthart, R., & van Aelst, P.** (2010, February). *Dutch and Flemish parties in the media and in the polls: Assessing a mutual causal relationship*. Paper presented at the Etmaal voor de Communicatiewetenschap, Ghent, Belgium.
- Vliegenthart, R., & van Noort, G.** (2010, May). *Is it worth the effort? The characteristics and effectiveness of websites during the 2010 Dutch local elections*. Paper presented at the Politicologenetmaal, Leuven, Belgium.

- Vliegenthart, R., Schuck, A. R. T., & de Vreese, C. H.** (2010, October). *Attribution of responsibility of problems: Do the media matter?* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany
- Vliegenthart, R., Schuck, A. R. T., & de Vreese, C. H.** (2010, October). *Who is responsible? News media coverage and its effect on the attribution of responsibility by citizens towards political authorities.* Paper presented at the meeting of the European Communication Research and Education Association, Hamburg, Germany.
- Vliegenthart, R., & de Vries, C.** (2010, June). *Portraits of Europe: Analyzing media and party agenda's.* Paper presented at the meeting of the European Consortium for Political Research, Porto, Portugal.
- Vliegenthart, R., & Walgrave, S.** (2010, September). *Going the slow or the fast agenda-setting track: Inter-agenda dynamics in Belgium.* Paper presented at the meeting of the American Political Science Association, Washington, DC.
- Vliegenthart, R., & Walgrave, S.** (2010, October). *The complex agenda-setting power of protest: Demonstrations, media, parliament, government, and legislation in Belgium (1993-2000).* Paper presented at the meeting of the American Sociological Association, Atlanta, GA.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2010, February). *Measuring interactivity of global brand websites.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2010, March). *Exploring the link between objectively assessed interactivity and interactivity perceptions.* Paper presented at the doctoral symposium New Media Studies, Ghent, Belgium.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2010, June). *The role of media sequence and involvement in cross-media campaigns.* Paper presented at the meeting of the International Communication Association, Singapore.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.** (2010, June). *Exploring the link between objectively and subjectively assessed interactivity on global brand websites.* Paper presented at the meeting of International Communication Association. Singapore.
- Waheed, M., Schuck, A. R. T., Neijens, P. C., & de Vreese, C. H.** (2010, February). *More different than similar: Values in political speeches of leaders from developed and developing countries.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- Waheed, M., Schuck, A. R. T., Neijens, P. C., & de Vreese, C. H.** (June, 2010). *More different than similar: Values in political speeches of leaders from developed and developing countries.* Paper presented at the meeting of the International Communication Association, Singapore.
- Walter, A. S., & **Vliegenthart, R.** (2010, May). *Is it worth the effort? The characteristics and effectiveness of websites during the 2010 Dutch local elections.* Paper presented at the Politicologenetmaal, Leuven, Belgium.
- Willemsen, L. M., Bronner, A. E., & Neijens, P. C.** (2010, June). *The usefulness of online consumer reviews.* Paper presented at the International Conference on Research in Advertising, Madrid, Spain.
- Willemsen, L. M., Neijens, P. C., Bronner, A. E., & de Ridder, J. A.** (2010, February). *Reviewing consumer reviews: Content and usefulness of online product evaluations.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- Willemsen, L. M., Neijens, P. C., & Bronner, A. E.** (2010, June). *The suppression effect of trustworthiness on the relation between source expertise and online review attitude.* Paper presented at the International Conference on Research in Advertising, Madrid, Spain.
- Wonneberger, A., Schönbach, K., & van Meurs, L.** (2010, January). *Der Mehrwert von Sequenzanalysen für die Mediennutzungsforschung: Eine Beispielanalyse zur Nutzung politischer Fernsehhalte* [The surplus of sequential analyses for media-use research: An exemplary analysis on the use of political television content]. Paper presented at the meeting of the Fachgruppe Rezeptions- und Wirkungsforschung, Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft, Berlin.
- Wonneberger, A., Schönbach, K., & van Meurs, L.** (2010, February). *Do you really intend to watch the news? A study on news viewing and selectivity.* Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

Keynotes at academic conferences and symposia

Bakker, P. (2010, May 20). *Print & Online: Business models & audience participation*. Keynote presented at the Community-Oriented Media Conference at The School of Journalism, Mechelen, The Netherlands.

Bakker, P. (2010, November 19). *Worldwide relevance of newspapers*. Keynote presented at the conference On Solidarity VI: Social Solidarity, Democracy and the Media, Vienna, Austria.

Bardoel, J. L. H. (2010, November 17). *Publieke omroep: nationale traditie, Europese toekomst*. [Public Broadcasting: National Tradition, European Future]. Keynote presented at the Free University Brussels, Brussels, Belgium.

Baumgartner, S. E. (2010, October). *The internet: Opportunities and risks*. Keynote presented at the Forum for a multicultural Europe: Private Life, public life, Luxembourg,

de Graaf, D., & **van den Putte, S. J. H. M.** (2010, November 11). *Normen en waarschuwingen: Effect van normatieve en afschrikwekkende boodschappen*. Keynote presented at the symposium Mythes in Beleid en Toezicht, organized by Centrum Criminaliteitspreventie en Veiligheid, Rotterdam, The Netherlands.

de Vreese, C. H. (2010, November). *The changing composition of European public spheres*. Paper presented at the 3rd International Conference on Globalization, University of Bucharest. Bucharest, Romania.

Elving, W. J. L. (2010, June 6). *Corporate branding and corporate social responsibility*. Keynote presented at the Corporate Branding and Corporate Social Responsibility, Utrecht, The Netherlands.

Elving, W. J. L. (2010, December 10). *Identity washing strategies and risks*. Keynote presented at the The Centre for Research in Marketing, Brunel Business University, London.

Leydesdorff, L. (2010, June 3). *Knowledge-based systems, networks of texts and authors, and codification*. Keynote presented at the EHESS - Laboratoire de démographie et d'histoire sociale (LaDéHis) and INED - Service Méthodes Statistiques (SMS) "Networks of scientific collaborations, Paris.

Leydesdorff, L. (2010, October 20). *Regional retention versus global competition in a Triple Helix Model: Can evolutionary theorizing inform the institutional arrangements*. Keynote presented at the International Conference on University, Industry, and Government Linkages, Triple Helix VIII, La Salle University, Madrid.

Leydesdorff, L. (2010, October 26). *Scientometric indicators and the operationalization of variables in science and technology studies*. Keynote presented at the Colloquium Academic Practice in the 21st Century, Centre For R&D Monitoring, Ghent, Belgium.

Neijens, P.C. (2010, December 1). *Content and source effects on attitudes towards online consumer reviews*. Keynote presented at the School for Mass Communication Research, University of Leuven, Leuven, Belgium.

van den Putte, S. J. H. M. (2010, April 19). *Jongeren, middelengebruik, en sociale beïnvloeding*. Keynote presented at the Studiemiddag voor Professionals, Trimbos-Instituut en Stivoro, Amersfoort, The Netherlands.

Rafols, I, Porter, A., & **Leydesdorff, L.** (2010, October 22). *Indicateurs pour "ouvrir" le débat. Le cas de l'interdisciplinarité, Ministère de l'Enseignement supérieur et de la Recherche. Observatoire des Sciences et des Techniques*, Keynote presented at the Colloquium for the occasion of 'Les 20 ans de l'OST, Paris.

Schonbach, K. (2010, October). *The quality of public discourse in times of Web 2.0: What evidence do we have?* Keynote presented at the, meeting of the European Communication Research and Education Association, Hamburg, Germany.

Inaugural lectures

Bardoel, J. L. H. (2010, September 17). *Toekomst voor de journalistiek [A future for journalism]*. Inaugural lecture, Radboud University Nijmegen, Nijmegen, The Netherlands.

Loos, E. F. (2010). *De oudere: Een digitale immigrant in eigen land? Een terreinverkenning naar toegankelijke informatievoorziening [Senior citizens: Digital immigrants in their own country? An exploration of information accessibility]*. The Hague: Boom/Lemma.

Sikkel, D. (2010). *De grijze aap: Ouderen, communicatie en consumentengedrag vanuit het perspectief van de evolutie* [The grey ape: The elderly, communication and consumer behaviour from an evolutionary perspective]. Amsterdam: Vossiuspers.

Other invited lectures

Aarts, M. N. C. (2010, May). *Sociale media in de praktijk: Een reflectie vanuit communicatie wetenschappelijk perspectief* [Social media in practice: Reflections from a communication science perspective]. Lecture given at the CommOnLine Conference, Zeist, The Netherlands.

Aarts, M. N. C. (2010, June 10). *De beroepspraktijk van communicatieprofessionals: Nieuwe trends en oude principes* [The professional practice of communication professionals: New trends and old principles]. Keynote presented at the meeting of Logeion, Let's connect! Logeion Communicatie Congres, Utrecht, The Netherlands.

Bakker, P. (2010). *Lokale media & diversiteit*. Presentation at the conference Regionale Mediacentra, organized by 3D – designing the Digital Daily, Maastricht, The Netherlands.

Bakker, P. (2010, March 11). *Gratiszeitungen in Europa: Consolidierung, Monopole, Zukunft* [Free newspapers in Europe: Consolidation, monopoly, future]. Presentation at the meeting of the Verband der Regionalmedien Österreichs, Linz, Austria.

Bakker, P. (2010). *De Digitale Transitie; Ambities en strategieën van uitgevers*. Presentation at the conference De heilige mediagraal: Bedrijfsmodellen voor digitaal uitgeven organized by 3D – designing the Digital Daily, Utrecht, The Netherlands.

Brants, K. (2010, December 2). *De macht van de Media*. Presentation for the Stichting Free Media, Studio K, Amsterdam.

Brants, K. (2010, November 26). *Political Communication in the Age of Big Brother*. Keynote for the Honours programme of the International Bachelor in Communication and Media. Erasmus University Rotterdam: Rotterdam.

Brants, K. (2010, February 5). *Politieke communicatie in het tijdperk van Big Brother en GeenStijl*. Presentation at Docentendag Maatschappijleer, Zwolle, The Netherlands.

Brants, K. (2010, March 8). *Politiek en media: stekker en stopcontact?* Presentation for the Academie voor Wetgeving, The Hague.

Brants, K. (2010, August 16 - 2010, August 20). *Potential and Pitfalls of Comparative Research*. ECREA Summerschool, Ljubljana, Latvia.

Brants, K. (2010, November 17). *Veranderend Medialandschap*. Presentation for the Masterclass Veranderend Medialandschap voor directeuren Communicatie van de departementen, Academie voor Overheidscommunicatie, The Hague.

Brants, K. (2010, March 19). *Verkiezingscampagnes in Nederland*. Presentation for the Haagse redactie NRC Handelsblad, The Hague.

Bronner, A. E. (2010, March 30). *Tien Stellingen over Klantgerichtheid*. Presentation at the meeting Onder professoren of the Customer Media Council, Heemstede, The Netherlands.

Lecheler, S. (2010). *Framing politics*. Presentation at the Promovendimarathon of the Universiteitsdag, University of Amsterdam.

Lecheler, S. (2010). *It's not what you say, it's how you say it! The Power of the Media in 'framing' Politics*. Presentation at the "Broodje Kennis" lecture series of SPU125 academisch-cultureel Centrum, Amsterdam.

Leydesdorff, L. (2010, December 17). *Michel CALLON's research under the prism of scientometric analysis*. Presentation at the Conference in Honour of Michel Callon's 65th Birthday, École Nationale Supérieure des Mines, Paris.

Leydesdorff, L. (2010, November 2). *How emerging technologies conquer the world: Diffusion, differentiation, and transformation into research technologies*. Colloquium of the Department of Innovation Studies, Utrecht University, Utrecht, The Netherlands.

Leydesdorff, L. (2010, June 21). *The Structuration of Expectations: Constructing a Knowledge-based Order*. Colloquium of the research groups Governance of Complex Systems and DRIFT, Bestuurskunde, Erasmus Universiteit Rotterdam.

Leydesdorff, L. (2010, December 2). *The Triple Helix of University-Industry-Government Relations*. Invited Lecture, University of Chieti-Pescara, Italy.

Muntinga, D. G. (2010, April). *Wat drijft merkgerelateerd social media gebruik?* Presentation for the International Advertising Association, Amsterdam.

Muntinga, D. G. (2010, October). *Mensen, merken en social media*. Presentation for Lansu + Paulis, Leiden, The Netherlands.

Muntinga, D. G. (2010, November). *Skating on thin ice: How negative incidents in sports affect their sponsor's image*. Presentation for a master seminar on media strategies, University of Amsterdam.

Neijens, P. C. (2010, May 1). *Non-traditional forms of advertising*. Presentation at the Birmingham Business School, UK.

Schönbach, K. (2010, June). *Leserblick: Anforderungen an die Tageszeitung* [The view of the readers: Demands for the newspaper]. Presentation for the Kongress Deutscher Lokalzeitungen, Berlin.

Schuck, A. R. T. (2010, February). *Europe and the media: How news coverage matters for citizens' attitudes towards the EU*. Presentation for the Erasmushogeschool Brussels and Fontys Hogeschool Journalistiek Tilburg, Brussels, Belgium.

Schuck, A. R. T. (2010, May). *Mass media and electoral mobilization: Evidence from recent EU referenda and elections*. Presentation for the University of Bern, Bern, Switzerland.

Smit, E. G. (2010, March 30). *Klantrelatie en personalisatie*. Lecture for the founders meeting of the Customer Media Council, Heemstede, The Netherlands.

Smit, E. G., & van Meurs, L. (2010, April 28). *Eye catching: Wat trekt de aandacht en wat leidt af?* Presentation at the Intomart GfK Innovation Day, Utrecht, The Netherlands.

van der Goot, M. (2010, June). *Televisiekijken in het leven van ouderen* [Television viewing in the lives of older adults]. Lecture given at the InCompanyMedia-seminar, Maastricht, The Netherlands.

van der Wurff, R., & Schönbach, K. (2010, April). *Wenselijkheid en haalbaarheid van een aparte gedragscode voor online journalistiek: Resultaten van een Delphi-studie* [Desirability and feasibility of a separate behavioural code for online journalism: Results of a Delphi study]. Press conference, Amsterdam.

van Meurs, L. (2010). *Onderzoeksmogelijkheden voor kabelraden*. Presentation for Kabelraden.nl, Utrecht, The Netherlands.

van Meurs, L. (2010, May 30). *Eye tracking results magazine advertising*. Presentation at the GfK Media Summit 2010, Prague.

van Meurs, L. (2010, June 17). *Engagement and campaign effectiveness*. Presentation at the GfK APS User Group Meeting, Oxford, UK.

van Meurs, L. (2010, June 18). *The profile and motivation of straight liners*. Presentation at the GfK APS User Group Meeting, Oxford, UK.

van Meurs, L. (2010, May 31). *Adverteren in tijdschriften: Wat trekt de aandacht en wat leidt af?* Presentation for the Nederlands Uitgeversverbond NUV, Amsterdam.

van Praag, P. (2010, May 28). *Journalisten stellen nooit kritische vragen bij peilingen*. Presentation for the Jaarvergadering Nederlands Genootschap van Hoofdredacteuren, Maastricht, The Netherlands.

van Weert, J. C. M. (2010, December). *Patiënt voorlichten: Hoe doe je dat?* Presentation at the Refereeravond voor oncologieverpleegkundigen, Nieuwegein, The Netherlands.

Voorveld, H. A. M. (2010, February). *Websites in brand communication: Interactivity and cross-media effects*. Presentation at UX University, a group of practitioners working in the field of internet and marketing, Amsterdam.

Professional publications

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