

CURRICULUM VITAE
Margot J. van der Goot

PERSONAL INFORMATION

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Date and place of birth	September 24, 1978; Amsterdam, the Netherlands	

MISSION STATEMENT

My passion in **research** lies in conceptualizing individuals' responses to different forms of persuasive communication. My current research focuses on communication with *conversational agents*, in which I incorporate my expertise on *older adults and age differences*. In addition, my methodological expertise on *qualitative research* allows me to contribute to a variety of inspiring collaborative research projects. My **teaching** vision is built on two pillars: *research-based teaching* and *establishing connections with students*, aiming to relate to students' talents and motivations. This last pillar is also recognizable in my vision on **management**: I see myself as a *connector* with a keen eye for colleagues' unique characteristics and well-being, as well as for the dynamics in teams and larger groups.

EMPLOYMENT

Sep 2015 - present ¹	Assistant Professor in Persuasive Communication University of Amsterdam, Amsterdam School of Communication Research ASCoR (0.7 fte: 0.28 fte research; 0.42 fte teaching)
Aug 2010 - Aug 2015	(Senior) Lecturer in Persuasive Communication University of Amsterdam, Department of Communication Science
Oct 2010 - Mar 2011	Postdoctoral researcher NWO program <i>Begrijpelijke Taal</i> (0.3 fte)
2008 - 2010	Lecturer Radboud University Nijmegen, Department of Communication Science
2003 - 2007	PhD candidate Radboud University Nijmegen, Department of Communication Science
2002 - 2006	Junior lecturer Radboud University Nijmegen, Department of Communication Science
2000 - 2001	Editorial assistant for ISI-ranked journal <i>New Media and Society</i> Radboud University Nijmegen, Department of Communication Science

¹ Incl. pregnancy and maternity leaves for two children: Celia (2016) and Maja (2018)

EDUCATION

- 2009 PhD
Radboud University Nijmegen, Faculty of Social Sciences
Dissertation: *Television viewing in the lives of older adults*
Promotor: Hans Beentjes. Co-promotor: Martine van Selm
- 2009 Teaching Qualification (BKO), Radboud University Nijmegen
- 1996 - 2001 Bachelor and Master of Science: cum laude
Communication Science, Radboud University Nijmegen

INTERNATIONAL RESEARCH VISITS

- Feb - May 2007 Visiting scholar, University of Wisconsin-Madison, Department of Communication Arts, USA
Host: Louise Mares, expert on media and aging
- Jan - July 2000 Exchange student, Media and Cultural Studies, University of Sunderland, UK

GRANTS, HONORS & AWARDS

- 2020 Top Paper Nomination (top 3), CONVERSATIONS 2020, for qualitative interview study on chatbot communication
With Laura Hafkamp and Zoë Dankfort (researchers Ruigrok Netpanel)
[Published in proceedings of CONVERSATIONS 2020]
- 2020 Research Priority Area *Human(e) AI* [seed funding grant](#) (€ 50.000 euro) for project entitled "Exploring adaptation of conversational systems to different age groups"
Role: main applicant
Co-applicants: Raquel Fernández and Sandro Pezzelle (experts on natural language processing, Faculty of Science)
- 2019 *Logeion's* [Strategic Communication Challenge](#) (€ 25.000 euro) for a qualitative interview study on chatbot communication
Personal grant
[Published in proceedings of CONVERSATIONS 2020; infographic on www.logeion.nl; several presentations for *Logeion*]
- 2018 - 2019 Van Reijmersdal Aspasia Fund, research time (0.1fte; 6 months)
- 2018 Funding by Commissariaat voor de Media (€ 25.000 euro) for interview study on youngsters' experiences of sponsored YouTube videos
With Eva van Reijmersdal and Esther Rozendaal
[Research report + published in *ICORIA book 2021*]
- 2015 COST ACTION proposal entitled "Effective communication with an ageing population" [submitted, not funded]
Role: initiator and main proposer. Built a network of 70 secondary proposers.

2015	Top Paper Award, International Communication Association, ICA, conference theme Lifespan communication With Esther Rozendaal, Sanne Oprea, Paul Ketelaar, and Edith Smit [Published in <i>International Journal of Advertising</i>]
2015	Top Paper Award, International Communication Association, ICA, conference theme Lifespan communication With Eva van Reijmersdal and Mariska Kleemans [Published in <i>Communications: The European Journal of Communication Research</i>]
2014	Teaching Award, College of Communication, for Bachelor course Qualitative Research
Sep 2013 - Aug 2015	Research time (0.2 fte) competitively awarded by the College of Communication and the Graduate School of Communication
Feb 2012 - Jan 2013	Research time (0.2 fte) competitively awarded by the College of Communication and Graduate School of Communication
2012	SPOT (the Dutch knowledge centre on TV advertising) granted access to data collected in their time use survey With Hilde Voorveld [Published in <i>Journal of Broadcasting & Electronic Media</i>]
2010	Dissertation Award nomination, Netherlands School of Communications Research (NESCoR)
2009	Funding by King Baudoin Foundation for qualitative study on sustainability With Baldwin van Gorp [Research reports; book chapter; publications in <i>Communication, Culture & Critique</i> and <i>Tijdschrift voor Communicatiewetenschap</i>]
Apr - Sep 2009	Research time (0.2 fte) awarded to talented young scholars by the Faculty of Social Sciences, Radboud University Nijmegen
2006	Dr. I.B.M. Frye Stipend, annually awarded to ten promising female PhD candidates (€ 3500), Radboud University Nijmegen

SUPERVISION OF PHD CANDIDATES

- Noon Abdelquadir (ASCoR, Corporate Communication, started 2020). *Automating equity? Investigating the role of algorithm bias in online employer communication.*
Role: co-promotor
- Daisy Zhang (ASCoR, Persuasive Communication, started 2020). *Surveillance in emergent media technologies: The dynamic relation between perceptions, use, and responses towards the medium and message.*
Role: co-supervisor of first year paper that entails a qualitative interview study
- Robert Heckert (externally funded; affiliated with ASCoR, Corporate Communication, started 2017). *Organizations with multiple identities.*
Role: co-supervisor of subproject that entails a qualitative interview study

- Kim Brandes (ASCoR, Persuasive Communication, graduated January 2017). *Communicating about concerns in oncology*.
Role: co-supervisor of subproject that entails a focus group study
[Publications in *European Journal of Cancer Care* and *Patient Education and Counselling*]

Membership of doctoral committees

- Anne Kroon (ASCoR, September 2017). *Images of older workers: Content, causes, and consequences*.

TEACHING

Communication Science, University of Amsterdam, 2010 - present

PhD Convener of PhD Club Persuasive Communication - Entertainment Communication

MA Master thesis supervision

Supervision of Research Master students' research participation and internship

Project 2019: anthropomorphism and social presence in chatbot communication

[Published in proceedings of CONVERSATIONS 2019]

Intensive Interviewing and Focus Groups [Research Master, January 2021]

Research Methods Tailored to the Thesis: Qualitative Research

Theme 2019-2020: perceptions of chatbot communication in a customer service context

Marketing Communication

Media Strategies

Message Strategies

Tutor for Research Master students

BA Qualitative research/Kwalitatief Onderzoek

Theme 2019 onwards: perceptions of chatbot communication in a customer service context

Communication Science, Radboud University Nijmegen, 2002 - 2010

MA Master thesis supervision

BA Research seminar- content analysis and qualitative research

Theme: Portrayal of older adults on television

Theme: Political communication

Bachelor thesis supervision

Skills in Communication Science

Organizational communication: research project

Supervision of students selected for the Radboud Honours Academy

MEMBERSHIP TEACHING-RELATED COMMITTEES

Communication Science, University of Amsterdam

- Thesis Quality Master (TQM) committee (2012 - present; member): committee responsible for issuing the definite mark for all Master's theses
- Methods-group (2012 - present; member representing qualitative research): committee consisting of lecturers of methods courses that advises the College of Communication and the Graduate School of Communication
- Program committee ("Opleidingscommissie", 2012 - 2015; member and vice-chair): committee that is required by law, in which lecturers and students discuss the study program and its assessment

- Invited participation in meeting regarding self-scan research-based teaching (2018)

Communication Science, Radboud University Nijmegen

Program committee ("Opleidingscommissie", 1999 - 2000): student member

SERVICES IN ACADEMIA

Board member of [NeFCA](#) (The Netherlands-Flanders Communication Association):

Secretary (Jan 2017 - Jan 2020)

Vice-president (current)

Elected as secretary for the International Communication Association (ICA) interest group [Human-Machine Communication](#) (2021-2024)

Qualitative research consultant for ASCoR researchers. Providing feedback on for instance: open-ended questions in experiment on chatbots; qualitative project in VIDi proposal on robotics and employees' well-being; qualitative project in VENI proposal on political fiction; focus groups in VENI project on alcohol-related posts on social media; focus groups on interactions with sexual content on social media

Member of the Conversational Agents Group (2019, initiated by Theo Araujo), in which we present and discuss ongoing research.

Reviewer for journals:

Human Communication Research; New Media and Society; Journal of Advertising; International Journal of Advertising; Communications: The European Journal of Communication Research; Journal of Marketing Communications; Journal of Children and Media; Tijdschrift voor Communicatiewetenschap; Psychological Reports; The Gerontologist

Reviewer for conferences:

Annual conference of the International Communication Association (ICA); International Conference on Research in Advertising (ICORIA); Etmaal van de Communicatiewetenschap; CONVERSATIONS 2019; CONVERSATIONS 2020

Reviewer for grants and awards:

Swiss National Science Foundation; International Communication Association (ICA), Division Journalism Studies, Dissertation Award

Coaching of new colleagues in Persuasive Communication group (Ewa Maslowska; Stephan Winter)

Moderating focus group on virtual buddies and cyberbullying, TU Delft, Oct 2012

Expert in the European Dementia workshop, invited by King Baudouin Foundation, Stirling, Scotland, May 2011

Representing the PhD candidates of the Department of Communication Science, Radboud University Nijmegen during the evaluation of *The Netherlands School of Communications Research* (NESCoR), Amsterdam, October 2004

Editor and editor-in-chief, *Freem*, student journal for Communication Science, Radboud University Nijmegen, 1997 - 2000

SERVICES OUTSIDE OF ACADEMIA

Jury member for Logeion's Strategic Communication Challenge 2021, February 2021

Expert in round table discussion in meeting for marketers interested in the 50+market, Route 50plus, Amsterdam, May 2010

Expert advisor for *BureauVijftig*, marketing company directed at the 50+ audience, 2009 - 2010

Volunteer for *Stichting Welzijnswerk Ouderen Nijmegen* [local organization providing social services to older adults], 2003 - 2010

Volunteer for *de Zonnebloem* [national charity devoted to (mostly older) people with physical impairments], Nijmegen, 2006

Teacher of internet course for older people, *Oud Burgeren Gasthuis* [old people's home], Nijmegen, 2002

INVITED LECTURES

Van der Goot, M. J. (2021, January). Presentation at Logeion's event "Onder Professoren".

Van der Goot, M. J. (2019, November). Hoe ervaren mensen chatbots als communicatiepartners? [How do people experience chatbots as communication partners?] Presentation at the symposium "Conversational agents in gezondheidscommunicatie", organized by the Amsterdam Center for Health Communication (ACHC), Amsterdam, The Netherlands.

Van der Goot, M. J. (2019, September). Klantenservice via chatbots: Hoe ervaren mensen chatbots als communicatiepartner? Projectupdate [Customer service through chatbots: How do people experience chatbots as communication partners? Project update]. Presentation at Logeion's partner meeting, Amsterdam, The Netherlands.

Van der Goot, M. J. (2019, September). Presentation at Logeion's event "Onder Professoren", Amsterdam The Netherlands.

Van Reijmersdal, E. A., Rozendaal, E., Van der Goot, M. J., & Metske, E. (2018). Hoe ervaren minderjarigen gesponsorde YouTube video's met een sponsorvermelding? [How do youngsters experience sponsored YouTube videos?] Presentation at event organized by Commissariaat voor de Media about Social Code: YouTube, Amsterdam, The Netherlands.

Van der Goot, M. J. (2012, September). Drukke reclames: wel voor jong, maar niet voor oud? [Arousing commercials: Good for young, but not for old?]. Presentation at the SWOCC Symposium 2012, Amsterdam, The Netherlands.

Van der Goot, M. J. (2010, June). Televisiekijken in het leven van ouderen [Television viewing in the lives of older adults], InCompanyMedia-Seminar, Maastricht, The Netherlands.

Van der Goot, M. J. (2009, September). Televisiekijken in het leven van ouderen [Television viewing in the lives of older adults], Probus-club (Club of retired academics), Berg en Dal, The Netherlands.

Van der Goot, M. J. (2008, November). Interviewen in onderzoek [Interviewing in research], Fontys Hogeschool Journalistiek, Tilburg, The Netherlands.

Van der Goot, M. J. (2008, April). Ouderen en media [Older adults and media], Postgraduaatopleiding diversiteitsmanagement, Katholieke Universiteit Leuven, Belgium.

MEDIA APPEARANCES

My research on conversational agents has been funded partially by Logeion (Dutch association of communication professionals) when they assigned me as winner of their Strategic Communication Challenge 2019. This has been communicated on Logeion's [website](#) (which has been referred to elsewhere online), and has led to an interview with me in Logeion's magazine C. The findings of the project are displayed in an infographic which is published on Logeion's [website](#) (November 2020) and distributed among Logeion's members. UvA's RPA Human(e) AI also provided funding for my research on adapting conversational agents to various age groups, and actively works on disseminating information about this [project](#). I was also interviewed about this line of research on [radio](#) station SALTO Amsterdam (February, 2021).

The interview study on youngsters' experiences of sponsored YouTube videos (with Eva van Reijmersdal and Esther Rozendaal, funded by Commissariaat voor de Media) has appeared in among others television programs (EenVandaag, Kassa) and print outlets (Financieel Dagblad, Kidsweek, Parool). The interview study has also been used in the development of the [Social Code: YouTube](#).

Articles and interviews about my PhD research on older adults and media have appeared in several Dutch newspapers (Spits, Nederlands Dagblad), magazines (NCRV gids, Plus), on the radio (Radio 1, Radio 5, Radio 538, Omroep Friesland, Radio Gelderland), and on websites (e.g., 50plusexpertisecentrum, Kennislink, In Media Res).

PUBLICATIONS^{2 3}

Journal articles

^c**Van der Goot, M. J.**, Bol, N., & Van Weert, J. C. M. (2020). Age differences in preferences for emotionally-meaningful versus knowledge-related appeals. *Communications: The European Journal of Communication Research*. Advance online publication. doi:10.1515/commun-2019-0108

^c**Van der Goot, M. J.**, Bol, N., & Van Weert, J. C. M. (2019). Translating socioemotional selectivity theory into persuasive communication: Conceptualizing and operationalizing emotionally-meaningful versus knowledge-related appeals. *International Journal of Communication*, *13*, 1416-1437.

^bLinn, A. J., **Van der Goot, M. J.**, Brandes, K., Van Weert, J. C. M., & Smit, E. G. (2019). Cancer patients' needs for support in expressing instrumental concerns and emotions. *European Journal of Cancer Care*, *28*. doi:10.1111/ecc.13138

^c**Van der Goot, M. J.**, Rozendaal, E., Oprea, S. J., Ketelaar, P., & Smit, E. G. (2018). Media generations and their advertising attitudes and avoidance: A six country comparison. *International Journal of Advertising*, *37*, 289-308. doi:10.1080/02650487.2016.1240469

^bBrandes, K., **Van der Goot, M. J.**, Smit, E. G., Van Weert, J. C. M., & Linn, A. J. (2017). Understanding the interplay of cancer patients' instrumental concerns and emotions. *Patient Education and Counseling*, *100*, 839-845. doi:10.1016/j.pec.2017.02.002

²

Total research time since PhD (2009): 25 months

As researcher for NWO-program *Begrijpelijke Taal* (2010): 1.8 months

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Academic publications on *conversational agents* are shown with an ^a

Academic publications involving *qualitative research* are shown with a ^b

Academic publications on *older adults* or *age differences* are shown with a ^c

- ^c**Van der Goot, M. J.**, Van Reijmersdal, E. A., & Kleemans, M. (2015). Age differences in recall and liking of arousing television commercials. *Communications: The European Journal of Communication Research*, 40, 295-317. doi:10.1515/commun-2015-0013
- ^{b,c}**Van der Goot, M. J.**, Beentjes, J. W. J. , & Van Selm, M. (2015). Older adults' television viewing as part of selection and compensation strategies. *Communications: The European Journal of Communication Research*, 40, 93-111. doi:10.1515/commun-2014-0025
- ^cVoorveld, H. A. M., & **Van der Goot, M. J.** (2013). Age differences in media multitasking: A diary study. *Journal of Broadcasting & Electronic Media*, 57, 392-408. doi:10.1080/08838151.2013.816709
- ^{b,c}**Van der Goot, M. J.**, Beentjes, J. W. J., & Van Selm, M. (2012). Meanings of television in older adults' lives: An analysis of change and continuity in television viewing. *Ageing & Society*, 32, 147-168. doi:10.1017/S0144686X1100016X
- ^bVan Gorp, B., & **Van der Goot, M. J.** (2012). Sustainable food and agriculture: Stakeholders' frames. *Communication, Culture and Critique*, 5, 127-148. doi:10.1111/j.1753-9137.2012.01135.x
- ^bHoeken, H., Van der Geest, T., **Van der Goot, M. J.**, Hornikx, J., Jongenelen, M., & Kruijkemeier, S. (2011). De rol van begrijpelijke taal in een digitale context: Ontwikkelingen op de domeinen Leven Lang Leren, complexe financiële producten, bestuur en politiek, en gezondheid. *Tijdschrift voor Taalbeheersing*, 33, 266-286.
- ^c**Van der Goot, M. J.** (2009). Televisiekijken in het leven van ouderen: een literatuuroverzicht. *Tijdschrift voor Communicatiewetenschap*, 37, 162-175.
- ^bVan Gorp, B., & **Van der Goot, M. J.** (2009). Van Frankenstein tot de Goede Moeder: De inzet van frames in de strategische communicatie over duurzaamheid. *Tijdschrift voor Communicatiewetenschap*, 37, 303-316.
- Peer-reviewed chapters in books and proceedings
- ^{a,b}**Van der Goot, M. J.**, Hafkamp, L., Dankfort, Z. (2021). Customer service chatbots: A qualitative interview study into the communication journey of customers. In A. Følstad et al. (Eds.), *Chatbot Research and Design: Fourth International Workshop, CONVERSATIONS 2020* (Lecture Notes in Computer Science; Vol. 12604, pp. 190-204). Cham: Springer. doi:10.1007/978-3-030-68288-0_13
- ^bVan Reijmersdal, E. A., Rozendaal, E., & **Van der Goot, M. J.** (2021). Children's perceptions of sponsorship disclosures in online influencer videos. In M. Waiguny & S. Rosengren (Eds.), *Advances in Advertising Research Series (Vol. XI)*.
- ^{a,b,c} **Van der Goot, M. J.**, & Pilgrim, T. (2020). Exploring age differences in motivations for and acceptance of chatbot communication in a customer service context. In A. Følstad et al. (Eds.), *Chatbot Research and Design: Third International Workshop, CONVERSATIONS 2019* (Lecture Notes in Computer Science; Vol. 11970, pp. 173-186). Cham: Springer. doi:10.1007/978-3-030-39540-7_12
- ^c**Van der Goot, M. J.** (2016). Older adults' mediated communication: Current perspectives among communication scholars. In J. F. Nussbaum (Ed.), *Communication across the life span* (pp.79-89). New York, NY: Peter Lang.

- ^c**Van der Goot, M. J.**, Van Reijmersdal, E. A., & Kleemans, M. (2016). The effects of emotional television advertising on older and younger adults. In P. W. J. Verlegh, H. A. M. Voorveld, & M. Eisend (Eds.), *Advances in advertising research (Vol. VI)* (pp.115-124). Wiesbaden: Springer Gabler.
- ^bVan Gorp, B., & **Van der Goot, M. J.** (2011). Talking about sustainability: Responses to frames in persuasive messages about sustainable agriculture and food. In T. van Haaften, H. Jansen, J. de Jong, & W. Koetsenruijter (Eds.), *Bending opinion: Essays on persuasion in the public domain* (pp. 373-393). Leiden, The Netherlands: Leiden University Press.
- ^{b,c}**Van der Goot, M. J.** (2009). Older widows' television viewing: An interview study. In R. P. Konig, P. W. M. Nelissen, & F. J. M. Huysmans (Eds.), *Meaningful media: Communication research on the social construction of reality* (pp. 106-118). Nijmegen, The Netherlands: Tandem Felix.
- ^c**Van der Goot, M. J.**, Beentjes, J. W. J., & Van Selm, M. (2006). Older adults' television viewing from a lifespan perspective: Past research and future challenges. In C. S. Beck (Ed.), *Communication yearbook 30* (pp.431-469). Mahwah, New Jersey: Lawrence Erlbaum Associates.
- ^c**Van der Goot, M. J.**, Beentjes, J. W. J., & Van Selm, M. (2004). Elderly people's media use in the context of personal meaning. In K. Renckstorf, D. McQuail, J.E. Rosenbaum & G. Schaap (Eds.), *Action theory and communication research: Recent developments in Europe* (pp. 163-176). Berlin: Mouton de Gruyter.

Encyclopedia entries

- ^c**Van der Goot, M. J.**, & Beentjes, J. W. J. (2015). Media use across the life-span. In W. Donsbach (Ed.), *The international encyclopedia of communication (update)*. Oxford/ Washington: Blackwell/ICA.
- ^c**Van der Goot, M. J.**, & Beentjes, J. W. J. (2015). Media use across the life-span. In W. Donsbach (Ed.), *The concise encyclopedia of communication*. Oxford/ Washington: Blackwell/ICA.
- ^c**Van der Goot, M. J.**, & Beentjes, J. W. J. (2008). Media use across the life-span. In W. Donsbach (Ed.), *The international encyclopedia of communication*. Oxford/ Washington: Blackwell/ICA.

Dissertation

- ^{b,c}**Van der Goot, M. J.** (2009). *Television viewing in the lives of older adults*. Dissertation, Nijmegen.

A review of this dissertation, including my response, has appeared in *Tijdschrift voor Gerontologie en Geriatrie* (2010), p. 104-106.

Editorials

- Van Selm, M., Klinkenberg, I., **Van der Goot, M. J.**, & Peters, O. (2009). Het Etmaal van de Communicatiewetenschap 2009: Een gelegenheid tot ontmoeting. *Tijdschrift voor Communicatiewetenschap*, 37, 271-273.

Research reports & professional publications

- Van der Goot, M. J.**, Dankfort, Z., & Hafkamp, L. (2020). Customer service chatbots: A qualitative interview study into customers' communication journey [Infographic]. Logeion. <https://Logeion.nl/>
- Van Reijmersdal, E. A., Rozendaal, E., **Van der Goot, M. J.**, & Metske, E. (2018). *Hoe ervaren minderjarigen gesponsorde YouTube video's? Een kwalitatieve studie onder 10-16 jarige kinderen* [How do youngsters experience sponsored YouTube videos? A qualitative study among 10-16 year old children]. Report for the Commissariaat voor de Media.

Van der Goot, M. J. & Van Reijmersdal, E. A. (2012, September). *Arousal en product placement* [Arousal and product placement]. *Clou*, 59, p. 34.

Van der Goot, M. J. & Van Reijmersdal, E. A. (2012, April). *Geen kouwe drukte graag* [Not too wild please]. *MarketingRendement*, 13, p. 23.

Hoeken, H., Van der Geest, T., **Van der Goot, M. J.**, Hornikx, J., Jongenelen, M., & Kruikemeier, S. (2011). *Digitalisering en begrijpelijke taal: Ontwikkelingen op de domeinen Leven Lang Leren, complexe financiële producten, bestuur en politiek, en gezondheid*. Available at nwo.nl.

Sikkel, D. & **Van der Goot, M. J.** (2010). *Internet* (Serie Route 50plus Consumer Studies). Amsterdam: Route 50plus.

Sikkel, D. & **Van der Goot, M. J.** (2010). *Televisie* (Serie Route 50plus Consumer Studies). Amsterdam: Route 50plus.

Van Gorp, B. & **Van der Goot, M. J.** (2009). *Framing duurzame landbouw in België: Strategieën om de boodschap van duurzaamheid effectief naar alle belanghebbenden te communiceren*. Brussels: King Baudoin Foundation.

Van Gorp, B., & **Van der Goot, M. J.** (2009). *Framing en matière d'agriculture durable en Belgique. Stratégies en vue de communiquer efficacement à tous sur la notion de durabilité*. Brussels: King Baudoin Foundation.

Manuscripts in progress

Van der Goot, M. J., Zandbergen, S., & Van Reijmersdal, E. A. (revised and resubmitted). Sponsorship disclosures in online sponsored content: Practitioners' considerations. *Journal of Media Ethics*.

Van der Goot, M. J. (accepted for the ICA conference 2021; journal article in preparation). Source orientation, anthropomorphism, and social presence in human-chatbot communication.

Conference papers

Zhang, D., **Van der Goot, M. J.**, Hendriks, H., Boerman, S., Araujo, T., Voorveld, H. A. M. (February, 2021). *Mapping users' perceptions of surveillance in media technologies*. Paper presented at the Etmaal van de Communicatiewetenschap, online.

Heckert, R. & **Van der Goot, M. J.** (February, 2021). *How do journalists reflect on the media portrayal of multiple identity organizations*. Paper presented at the Etmaal van de Communicatiewetenschap, online.

Van der Goot, M. J., Hafkamp, L., Dankfort, Z. (November, 2020). *Customer service chatbots: A qualitative interview study into customers' communication journey*. Paper presented at CONVERSATIONS 2020, 4th international workshop on chatbot research, online conference. [TOP PAPER NOMINATION]

Van der Goot, M. J. & Pilgrim, T. (2019, November). *Exploring age differences in motivations for and acceptance of chatbot communication in a customer service context*. Paper presented at CONVERSATIONS 2019, 3rd international workshop on chatbot research, Amsterdam, The Netherlands.

- Van Reijmersdal, E. A., Rozendaal, E., **Van der Goot, M. J.** (2019, June). *Children's perceptions of sponsorship disclosures in online influencer videos*. Paper presented at the International Conference of Research in Advertising (ICORIA), Krems, Austria.
- Van der Goot, M. J.**, Rodriguez Hidalgo, C., & Pilgrim, T. (2019, May). *Conceptualizing anthropomorphism and social presence in human-chatbot communication in a customer service context*. Paper presented at the Preconference "Communicating with Machines: Boundless Imagination" of the Annual Conference of the International Communication Association (ICA), Washington, United States.
- Van der Goot, M. J.** & Van Weert, J. C. M. (2019, May). Age differences in preferences for emotionally-meaningful versus knowledge-related appeals. Paper presented at the International Communication Association Conference (ICA), Washington, United States.
- Van der Goot, M. J.**, Zandbergen, S., & Van Reijmersdal, E. A. (2019, May). Sponsorship disclosures in online sponsored content: Practitioners' considerations. Paper presented at the International Communication Association Conference (ICA), Washington, United States.
- Van der Goot, M. J.**, Bol, N., & Van Weert, J. C. M. (2019, February). Differences between older and younger adults in preferences for emotionally-meaningful versus knowledge-related appeals. Paper presented at the Etmaal van de Communicatiewetenschap, Nijmegen, The Netherlands.
- Brandes, K., **Van der Goot, M. J.**, Smit, E. G., van Weert, J. C. M., & Linn, A. J. (2018, September). *A framework for developing interventions to support cancer patients in expressing concerns*. Paper presented at the EACH International Conference on Communication in Health Care, Porto, Portugal.
- Van der Goot, M. J.**, Zandbergen, S., & Van Reijmersdal, E. A. (2018, February). *What's in it for me? Practitioners' (un)willingness to use sponsorship disclosures in online sponsored content*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- Van der Goot, M. J.**, Bol, N., & Van Weert, J. C. M. (2017, June). *Translating Socioemotional Selectivity Theory into persuasive communication: Conceptualizing and operationalizing emotionally-meaningful versus knowledge-related appeals*. Paper presented at the International Conference on Research in Advertising (ICORIA), Ghent, Belgium.
- Van der Goot, M. J.**, Bol, N., & Van Weert, J. C. M. (2017, January). *Translating Socioemotional Selectivity Theory into persuasive communication: Conceptualizing and operationalizing emotionally-meaningful versus knowledge-related appeals*. Paper presented at the Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands.
- Kniep, A., **Van der Goot, M. J.**, & Fransen, M. L. (2017, January). *Experts' views on resistance towards persuasion*. Paper presented at the Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands.
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