

Curriculum Vitae
DR. ANNE MARTHE MÖLLER
April 2025

PERSONAL INFORMATION

Visitor Address: Nieuwe Achtergracht 166
1001 NG Amsterdam
The Netherlands

E-mail: a.m.moller@uva.nl

ACADEMIC POSITIONS

- Oct. 2021 – present Assistant Professor | University of Amsterdam
- Amsterdam School of Communication Research (ASCoR)
 - Department of Communication Science, Faculty of Social and Behavioral Sciences
- Nov. 2020 – Sept. 2021 Postdoctoral lecturer and researcher | University of Amsterdam
- Amsterdam School of Communication Research (ASCoR)
 - Department of Communication Science, Faculty of Social and Behavioral Sciences
- Oct. 2016 – Oct. 2020 PhD Candidate | University of Amsterdam
- Amsterdam School of Communication Research (ASCoR)
 - Department of Communication Science, Faculty of Social and Behavioral Sciences
- Oct. 2014 – Aug. 2016 Student Assistant | University of Amsterdam
- Amsterdam School of Communication Research (ASCoR)
 - Assistant at several research projects and conferences
- July 2015 – Sept. 2015 Research Assistant | Lund University
- Department of Communication and Media Studies, Faculty of Social Sciences

EDUCATION

- Oct. 2016 – Oct. 2020 PhD Communication Science | University of Amsterdam
- Sept. 2014 – June 2016 Research MSc Communication Science (cum laude) | University of Amsterdam
- Sept. 2013 – May 2014 Svenska som främmande språk (Swedish as a Foreign Language) | Lund University
- Sept. 2010 – June 2013 BSc Communication Science | University of Amsterdam

JOURNAL PUBLICATIONS

Please see an overview of my publications [here](#).

PEER REVIEWED CONFERENCE PRESENTATIONS

Please see an overview of my conference presentations [here](#).

INVITED PRESENTATIONS & TALKS

- 7) [Möller, A. M.](#), (2025, January). What Does it Take to be an Influencer? *Dutch United Nations Student Association Pub Lecture, Groningen, The Netherlands*
- 6) [Möller, A. M.](#), (2024, November). Is Fun Contagious? (And Can You Be 'Infected' by it Through Social Media?). *Mercurius Study Association Pub Lecture, Amsterdam, The Netherlands*
- 5) [Möller, A. M.](#), Kühne, R., Baumgartner, S. E., & Peter, J. (2019, November). A Social Identity Perspective on the Effects of Social Information. *Cyberspace Conference, Brno, Czech Republic*
- 4) [Möller, A. M.](#) (2019, November). Timesaver Tips for Teachers ([video available online](#)). *Ultimate Teacher Timesavers Event, Teaching & Learning Centre, University of Amsterdam, The Netherlands*
- 3) [Möller, A. M.](#) (2019, October). Media Effects Research. *Master program data-driven design, University of Applied Sciences Utrecht, The Netherlands*
- 2) [Möller, A. M.](#) (2018, December). Liking Matters: Effects of Social Information on Video Viewer Experiences. Invited speaker. *Amsterdam Research Initiative, University of Amsterdam, The Netherlands*
- 1) [Möller, A. M.](#) (2018, October). PhD Panel with Q&A session. Invited panel member. *Amsterdam Research Initiative, University of Amsterdam, The Netherlands*

AWARDS & GRANTS

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| 2023 | Grant received: ASCoR Digicomlab Seed-Funding for the Moved to Comment Project (collaboration with dr. Joanna Strycharz) |
| 2022 | Award received: ASCoR Baschwitz Young Scholar Award 2021 for the article Möller, A. M., Baumgartner, S. E., Kühne, R., & Peter, J. (2021). Sharing the fun? How social information affects viewers' video enjoyment and video evaluations. <i>Human Communication Research</i> , 47, 25-48. https://doi.org/10.1093/hcr/hqaa013 |
| 2021 | Grant received: ASCoR Digicomlab Seed-Funding for the Comment Relevance Detector Project (collaboration with dr. Susanne Baumgartner and dr. Susan Vermeer) |
| 2021 | Grant received: Van Reijmersdal Aspasia Fund Research Grant |

REVIEWER ACTIVITIES

Ad hoc journal reviewer:

- Behaviour and Information Technology
- Communication Research
- Cyberpsychology: Journal of Psychological Research on Cyberspace
- Environmental Communication
- Internet Research
- Journal of Business Research
- Journal of Interactive Advertising
- Mass Communication and Society

 REVIEWER ACTIVITIES (CONTINUED)

Ad hoc journal reviewer:

- Media Psychology
- Psychology of Popular Media
- Tijdschrift voor Communicatiewetenschap [Journal for Communication Science]
- Transactions on Computer-Human Interaction

Conference reviewer:

- Etmaal van de Communicatiewetenschap [*24 hours of Communication Science*]
- International Communication Association
- Annual Conference of the International Society for Computational Social Science (IC2S2)

 PHD SUPERVISION & DOCTORAL COMMITTEE MEMBERSHIP

- 2) Zhiying (Diana) Liu, April 2024 – present, co-promotor, *Extended entertainment experiences* [Amsterdam School of Communication Research, University of Amsterdam]
- 1) Marieke van Hoof, March 2025, doctoral committee member, *Politics at your fingertips: The interplay between users and algorithms in online political information search* [Amsterdam School of Communication Research, University of Amsterdam]

 MASTER'S THESIS SUPERVISION

- 10) Xinfeng Gu, spring semester 2024, *Are online amateur music reviews reshaping cultural hierarchy? Measuring media discourse of legitimacy and gender in music reviews*. [Research Master's degree, Graduate School of Communication, University of Amsterdam]
- 9) Maxime Kaak, fall semester 2023, *Een kijkje achter de schermen van binge-watchers: Een onderzoek naar het verband tussen motivaties voor binge-watching en stress met de modererende rol van co-viewing. [A look behind the scenes of binge-watchers: An investigation into the relationship between motivations for binge-watching and stress with the moderating role of co-viewing]*. [Master's degree, Graduate School of Communication, University of Amsterdam]
- 8) Ziye Tang, fall semester 2023, *Fashion influencers promoting sustainability: How eudaimonic narratives impact viewers' sustainable fashion consumption intention*. [Master's degree, Graduate School of Communication, University of Amsterdam]
- 7) Thi Ha Thi Pham, spring semester 2023, *One day in the life of a studying abroad student: How do YouTube vlogs created by students studying abroad, wishful identification, and parasocial relationships relate to your intention to study abroad?* [Master's degree, Graduate School of Communication, University of Amsterdam]
- 6) Yennah Abels, spring semester 2023, *Small brands, big stories: The effects of the presence of hardship in small-brand storytelling on consumers' brand attitude and perceived product value, and the mediating influence of perceived brand authenticity* [Master's degree, Graduate School of Communication, University of Amsterdam]
- 5) Shilan Huang, fall semester 2022, *Gender stereotypes in AI-related media content: The effect of cues on individuals' sensitivity to gender bias and content selection* [Research Master's degree, Graduate School of Communication, University of Amsterdam]
- 4) Laura Kiraly, spring semester 2022, *The power of comments: The effect of YouTube comments' valence on hedonic entertainment experiences and the moderating role of identification* [Master's degree, Graduate School of Communication, University of Amsterdam]

 MASTER'S THESIS SUPERVISION (CONTINUED)

- 3) Wei-Ting (Winnie) Chang, spring semester 2022, *What fosters the number of likes and comments to online satire shows? A study on the relationship between video content and use content interactivities* [Master's degree, Graduate School of Communication, University of Amsterdam]
- 2) Jiaqi Li, fall semester 2021, *SNS Use: Self-presentation, perceived social support, and subjective well-being among college students* [Master's degree, Graduate School of Communication, University of Amsterdam]
- 1) Grant Cochran, fall semester 2021, *Shifting masculinities: A content analysis of hypermasculinity and vulnerability in hip hop lyrics* [Master's degree, Graduate School of Communication, University of Amsterdam]

 TEACHING & COURSE DEVELOPMENT

Research Methods Tailored to the Thesis (6 ECTS) <i>Graduate School of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Lecturer • Taught 5 times (2023 – 2025)
Minor: Communication in the Digital Society (30 ECTS) <i>College of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Program coordinator • Taught twice (2023, 2024)
Computational Communication Science 2 (6 ECTS) <i>College of Communication, University of Amsterdam</i> <i>Minor: Communication in the Digital Society</i>	<ul style="list-style-type: none"> • Role: Course developer, Lecturer • Taught 3 times (2022 – 2024)
Graduation Project: Bachelor's Thesis (18 ECTS) <i>College of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Instructor • Taught 5 times (2020 – 2023)
The Blind Spot: Tracking Young Media Users (6 ECTS) <i>Graduate School of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Teaching Assistant • Taught 7 times (2017 – 2022)
Emerging Technologies in Communication Science (6 ECTS) <i>Graduate School of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Instructor • Taught in 2021
Research Workshop: Experiment (6 ECTS) <i>College of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Instructor • Taught 4 times (2018 – 2021)
Digital Media Lifestyles (6 ECTS) <i>Graduate School of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Teaching Assistant/Instructor • Taught 4 times (2017 – 2020)
Entertainment Communication (6 ECTS) <i>College of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Instructor • Taught twice (2018, 2019)
Developing Media Entertainment (12 ECTS) <i>Graduate School of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Teaching Assistant • Taught in 2018
Clashing Views on Media Effects (12 ECTS) <i>Graduate School of Communication, University of Amsterdam</i>	<ul style="list-style-type: none"> • Role: Teaching Assistant • Taught in 2018

 RESEARCH VALORIZATION

- Oct. 2017 – Oct. 2020 Blogger | Communicating Communication Blog
- [Communicating Communication](#) is an initiative by UvA PhD candidates that aims to present the work of communication scholars to a broad audience in an approachable way

RESEARCH VALORIZATION (CONTINUED)

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| Nov. 2017 – Apr. 2019 | Lecturer Stichting Oud Geleerd Jong Gedaan (OGJG) <ul style="list-style-type: none"> • OGJG is a foundation that organizes lectures at elderly homes • Developing and teaching two lecture series which discuss media and their role in society |
| Ad hoc | Popular Press <ul style="list-style-type: none"> • The Inquisitive Mind Magazine (article available online), 11 February 2025 • University of Amsterdam website (article available online), 8 March 2021 • Reformatorisch Dagblad (article available online), 5 August 2019 • University of Amsterdam website (article available online), 4 July 2019 |

ADDITIONAL ACADEMIC ACTIVITIES & SERVICES

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| Jan. 2024 – present | Chair of the Thesis Quality Bachelor (TQB) Committee College of Communication |
| Nov. 2022 – present | Co-director ASCoR Digital Communication Methods Lab |
| Nov. 2021 – Oct. 2022 | Advisory Board member Digital Communication Methods Lab |
| Oct. 2021 – Dec. 2023 | Member of the Thesis Quality Bachelor (TQB) Committee College of Communication |
| Nov. 2020 – Jan. 2023 | Organizing Committee CeCoR (Cutting-edge Communication Research) @ ASCoR |
| May 2019 – Feb. 2020 | Conference Organizing Committee Etmaal van de Communicatiewetenschap 2020 |
| July 2017 – Dec. 2018 | PhD representative Amsterdam School of Communication Research (ASCoR) |
| Aug. 2017 – May 2018 | ASCoR PhD Mentor to Linda van den Heijkant |

ATTENDED COURSES AND WORKSHOPS

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| August 2023 | Course: Deep Learning with Python Netherlands eScience centre |
| June 2023 | Course: Image Processing with Python Netherlands eScience centre |
| Sept. 2022 – Aug. 2023 | BKO (Basic Teaching Qualification) Course UvA Teaching & Learning Centre |
| Apr. 2020 – May 2020 | BKO Advanced Course: Activating Students UvA-FMG Teaching & Learning Centre |
| May 2018 | 9 th ICA CAT MCIG Doctoral Consortium International Communication Association |
| Sept. 2017 – Dec. 2017 | Course: Junior Teacher Training University of Amsterdam |
| Oct. 2017 | Summer school: Eye Tracking Research Toolbox Utrecht University |
| June 2017 | Workshop: Introduction to LaTeX University of Amsterdam |
| Feb. 2017 – Apr. 2017 | Course: English Academic Writing University of Amsterdam |
| Jan. 2017 | Course: R Tutorial for Staff and PhD Students University of Amsterdam |

LANGUAGES

Dutch	Native
English	Full professional
Swedish	Working professional