

Sanne Kruikemeier

Curriculum Vitae



Wageningen University & Research, Strategic Communication Group
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Academic Positions

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| 2022–now | Professor Digital Media and Society
<i>Strategic Communication Group, Wageningen University & Research, The Netherlands</i> |
| 2022–2022 | Visiting Research fellow
<i>Department of Communication, University of Vienna, Austria</i> |
| 2020–2022 | Associate Professor Political Communication and Journalism (<i>with ius promovendi</i>)
<i>ASCoR (Amsterdam School of Communication Research), University of Amsterdam, The Netherlands</i> |

2014–2020	Assistant Professor Political Communication and Journalism <i>ASCoR (Amsterdam School of Communication Research), University of Amsterdam, The Netherlands</i>
2015–2015	Visiting Scholar Erasmus Mundus <i>Faculty of Communications, Pontifical Catholic University, Santiago, Chile</i>
2013–2013	Visiting Scholar <i>The Ohio State School of Communication, Ohio State University, Columbus, United States</i>
2011–2014	PhD Candidate <i>Amsterdam School of Communication Research (ASCoR), Amsterdam, The Netherlands</i>
2008–2010	Junior researcher <i>NIVEL (Netherlands Institute for Health Services Research), Utrecht, The Netherlands</i>

Education

2024	Leading others program <i>Orbit/Wageningen University & Research, The Netherlands</i>
2021–2022	Personal Leadership course <i>University of Amsterdam, Amsterdam, The Netherlands</i>
2021	Individual Leadership coaching <i>Nonons, Bussum, The Netherlands</i>
2011–2013	PhD Training <i>Amsterdam School of Communication Research (ASCoR), Amsterdam, The Netherlands</i>
2007–2008	MSc, Policy Analyses and Organizations <i>Utrecht University, Utrecht, The Netherlands</i>
2004–2007	BSc, Sociology <i>Utrecht University, Utrecht, The Netherlands</i>
1998–2004	Atheneum <i>Scholengemeenschap Twickel, Hengelo, The Netherlands</i>

Career breaks

2020	One daughter
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Academic output

Dissertation

1. **Kruikemeier, S.** (2014). *Getting connected: The effects of online political communication on citizens' political involvement*. Amsterdam: University of Amsterdam.

Refereed articles

69. Vliegenthart, R., Van Ham, C.T., **Kruikemeier, S.**, & Jacobs, K.T.E. (in press). A Matter of Misunderstanding? Explaining (Mis)Perceptions of Electoral Integrity Across 25 Different Nations. *Public Opinion Quarterly*.
68. Minihold, S., Lecheler, S., de Vreese, C.H. & **Kruikemeier, S.** (accepted). Game Over? Using (Not So) Innovative Interventions to Increase Digital Campaign Competence. *Social Media & Society*.
67. Vliegenthart, R., Vrielink, J., Dommett, K., Gibson, R., Bon, E., Chu, X., de Vreese, C., Lecheler, S., Matthes, J., Minihold, S., Otto, L., Stubenvoll, M., & **Kruikemeier, S.** (accepted). Citizens' acceptance of data-driven political campaigning: a 25-country cross-national vignette study. *Social Science Computer Review*.
66. Minihold, S., Lecheler, S., Gibson, R., de Vreese, C.H. & **Kruikemeier, S.** (accepted). Understanding digital campaign competence: Conceptualizing data-driven political advertising literacy. *Mass Communication and Society*.
65. de Bruin, K., Vliegenthart, R., **Kruikemeier, S.**, & de Haan, Y. (accepted). Who Are They? Different Types of News Avoiders Based on Motives, Values and Personality Traits. *Journalism Studies*. Advance online publication.
64. de Haan, Y., **Kruikemeier, S.**, & Lecheler, S. (2024). Searching, Selecting, and Verifying: Online Journalistic Sourcing Strategies. *Tijdschrift Voor Communicatiewetenschap*. Advance online publication.
63. van der Goot, E., **Kruikemeier, S.**, de Ridder, J., & Vliegenthart, R. (2024). Online and offline battles: Usage of different political conflict frames. *The International Journal of Press/Politics*, 29(1), 26–46.

62. Chu, X., Vliegenthart, R., Otto, L., Lecheler, S., de Vreese, C., & **Kruikemeier, S.** (2024). Do Online Ads Sway Voters? Understanding the Persuasiveness of Online Political Ads. *Political Communication*, 41(2), 290–314.
61. Chu, X., Otto, L., Vliegenthart, R., Lecheler, S., de Vreese, C., & **Kruikemeier, S.** (2023). On or off topic? Understanding the effects of issue-related political targeted ads. *Information, Communication & Society*, 1-27. Advance online publication.
60. Dobber, T., **Kruikemeier, S.**, Votta, F., Helberger, N., & Goodman, E. P. (2023). The effect of traffic light veracity labels on perceptions of political advertising source and message credibility on social media. *Journal of Information Technology & Politics*. Advance online publication.
59. Van der Goot, E., **Kruikemeier, S.**, Vliegenthart, R., & de Ridder, J. (2023). The Online Battlefield: How Conflict Frames in Political Advertisements Affect Political Participation in a Multiparty Context. *Political Studies*. Advance online publication.
58. Errenst, E., Van Remoortere, A., Vermeer, S., & **Kruikemeier, S.** (2023). Instaworthy? Examining the Effects of (Targeted) Civic Education Ads on Instagram. *Media and Communication*, 11(3).
57. Dobber, T., **Kruikemeier, S.**, Helberger, N. & Goodman, E. (2023). Shielding citizens? Understanding the impact of political advertisement transparency information. *New Media & Society*. Advanced online publication
56. Otto, L. P., & **Kruikemeier, S.** (2023). The smartphone as a tool for mobile communication research: Assessing mobile campaign perceptions and effects with experience sampling. *New Media & Society*, 25(4), 795-815.
55. Kohout, S., **Kruikemeier, S.**, & Bakker, B. N. (2023). May I have your Attention, please? An eye tracking study on emotional social media comments. *Computers in Human Behavior*. Advance online publication.
54. Ohme, J., Bruin, K. D., Haan, Y. D., **Kruikemeier, S.**, Meer, T. G. V. D., & Vliegenthart, R. (2023). Avoiding the news to participate in society? The longitudinal relationship between news avoidance and civic engagement. *Communications*, 48(4), 551-562.
53. Kefford, G., Dommett, K., Kruschinski, S., Baldwin-Philippi, J., Bannerman, S., Dobber, T., **Kruikemeier, S.**, & Rzepecki, E. (2023). Data-Driven Campaigning and Democratic Disruption: Evidence from Six Advanced Democracies. *Party Politics* 29(3), 448-462.

52. Glogger, I., Shehata, A., Hopmann, D. N., & **Kruikemeier, S.** (2023). The world around us and the picture (s) in our heads: The effects of news media use on belief organization. *Communication Monographs* 90(2), 159-180.
51. **Kruikemeier, S.**, Lecheler, S., & Vliegenthart, R. (2023). What is holding us back? We should be looking ahead! Considerations about open science practices in Journalism Studies. *Digital Journalism*, 11(2), 384-389.
50. Greber, H., Lecheler, S., Aaldering, L., De Haan, Y., **Kruikemeier, S.**, Goutier, N., & De Bruin, K. (2023). Feeling the News? The Differential Effects of Immersive Journalism on Emotional Response. *Digital Journalism*, 11(1), 39-60.
49. De Keyzer, F., van Noort, G., & **Kruikemeier, S.** (2022). Going too far? How consumers respond to personalized advertising from different sources. *Journal of Electronic Commerce Research*, 23(3), 138-159.
48. **Kruikemeier, S.***, Vermeer, S.A.M.*, Metoui, N., Dobber, T., & Zarouali, B. (2022). (Tar)getting you: The use of online political targeted messages on Facebook. *Big Data & Society*, 9(2).
47. de Haan, Y., Goutier, N., van den Berg, E., **Kruikemeier, S.**, & Lecheler, S. (2022). Invisible Friend or Foe? How Journalists Use and Perceive Algorithmic-driven Tools in Their Research Process. Invisible friend or foe? How journalists use and perceive AI in their research process. *Digital Journalism*, 10(10), 1775-1793.
46. Matthes, J., Hirsch, M., Stubenvoll, M., Binder, A., **Kruikemeier, S.**, Lecheler, S., & Otto, L. (2022). Understanding the democratic role of perceived online political micro-targeting: Longitudinal effects on trust in democracy and political interest. *Journal of Information Technology & Politics*, 19(4), 435-448
45. Vermeer, S.A.M., **Kruikemeier, S.**, Trilling, D., & de Vreese, C.H. (2022). Using panel data to study reciprocal effects between political interest, news media trust, and news media use in the early stages of the COVID-19 pandemic. *Journalism Studies*, 23(5-6), 740-760.
44. de Bruin, K., de Haan, Y., **Kruikemeier, S.**, Lecheler, S., & Goutier, N. (2022). A first-person promise? A content-analysis of immersive journalistic productions. *Journalism*, 23(2), 479-498.
43. **Kruikemeier, S.**, Boerman, S. C., & Bol, N. (2021). How Algorithmic Systems Changed Communication in a Digital Society. *Media and Communication*, 9(4), 116-119.

42. Boerman, S. C., **Kruikemeier, S.**, & Bol, N. (2021). When is personalized advertising crossing personal boundaries? How type of information, data sharing, and personalized pricing influence consumer perceptions of personalized advertising. *Computers in Human Behavior Reports*, 4, 100144.
41. Brands, C., **Kruikemeier, S.**, & Trilling, D. (2021). Insta (nt) famous? Visual self-presentation and the use of masculine and feminine issues by female politicians on Instagram. *Information, Communication Society*, 24(14), 2016-2036.
40. Goutier, N., de Haan, Y., de Bruin, K., Lecheler, S., & **Kruikemeier, S.** (2021). From “Cool Observer” to “Emotional Participant”: The Practice of Immersive Journalism. *Journalism Studies*, 22(12), 1648-1664.
39. de Bruin, K., de Haan, Y., Vliegenthart, R., **Kruikemeier, S.**, & Boukes, M. (2021). News avoidance during the COVID-19 crisis: Understanding information overload. *Digital Journalism*, 9(9), 1286-1302.
38. Shehata, A., Andersson, D., Glogger, I., Hopmann, D. N., Andersen, K., **Kruikemeier, S.**, & Johansson, J. (2021). Conceptualizing long-term media effects on societal beliefs. *Annals of the International Communication Association*, 1-19.
37. Beraldo, D., Milan, S., Agosti, C., Sotic, B. N., Vliegenthart, R., **Kruikemeier, S.**, ... & Votta, F. (2021). Political advertising exposed: tracking Facebook ads in the 2021 Dutch elections. *Policy Review*
36. Vermeer, S. A., **Kruikemeier, S.**, Trilling, D., & de Vreese, C. H. (2021). WhatsApp with Politics?! Examining the Effects of Interpersonal Political Discussion in Instant Messaging Apps. *The International Journal of Press/Politics*, 26(2), pp. 410-437.
35. Vermeer, S.A.M., Trilling, D., **Kruikemeier, S.**, & de Vreese, C.H. (2020). Online news user journeys: The role of social media, news websites, and topics. *Digital Journalism*, 8(9), pp. 1114-1141.
34. Lecheler, S., de Haan, Y., & **Kruikemeier, S.** (2020). Introduction to the Special Issue: Meeting the Digital Demand through a Multi-Perspective Methodological Approach. *Journalism Studies*, 21(7), pp. 857-862.
33. Araujo, T., Helberger, N., **Kruikemeier, S.**, & De Vreese, C. H. (2020). In AI we trust? Perceptions about automated decision-making by artificial intelligence. *AI & Society*, 35(3), pp. 611-623.
32. **Kruikemeier, S.**, Boerman, S. C., & Bol, N. (2020). Breaching the contract? Using social contract theory to explain individuals’ online behavior to safeguard privacy. *Media Psychology*, 23(2), pp. 269-292.

31. Metz, M., **Kruikemeier, S.**, & Lecheler, S. (2020). Personalization of politics on Facebook: examining the content and effects of professional, emotional and private self-personalization. *Information, Communication & Society*, 23(10), pp. 1481-1498.
30. Zuiderveen Borgesius, F. J., Möller, J., Dobber, T., **Kruikemeier, S.**, Irion, K., Stapel, S., Fathaigh, R. O., Bodo, B., & Vreese, de, C. H. (2019). Online politieke microtargeting. Een zegen of een vloek voor de democratie? *Nederlands Juristenblad*, 10, pp. 662-669.
29. Moeller, J., Shehata, A., & **Kruikemeier, S.** (2018). Internet Use and Political Interest: Growth Curves, Reinforcing Spirals, and Causal Effects During Adolescence. *Journal of Communication*, 68(6), pp. 1052-1078.
28. Van Leuven, S., **Kruikemeier, S.**, Lecheler, S., & Hermans, L. (2018). Online and Newsworthy: Have Online Sources Changed Journalism? *Digital Journalism*, 6(7), pp. 798-806.
27. Bol, N., Dienlin, T., **Kruikemeier, S.**, Sax, M., Boerman, S. C., Strycharz, J., ... De Vreese, C. H. (2018). Understanding the effects of personalization as a privacy calculus: Analyzing self-disclosure across health, news, and commerce contexts. *Journal of Computer-Mediated Communication*, 23(6), pp. 370-388.
26. **Kruikemeier, S.**, Gattermann, K., & Vliegthart, R. (2018). Understanding the dynamics of politicians' visibility in traditional and social media. *The Information Society*, 34(4), pp. 215-228.
25. Zuiderveen Borgesius, F. J., Möller, J., **Kruikemeier, S.**, Fathaigh, R. O., Irion, K., Dobber, T., Bodo, B., & Vreese, de, C. H. (2018). Online Political Microtargeting: Promises and Threats to Democracy. *Utrecht Law Review*, 14(1), pp. 82-96.
24. **Kruikemeier, S.**, Boyer, M., & Lecheler, S. (2018). Learning from news on different media platforms: An eye-tracking experiment. *Political Communication*, 35(1), pp. 75-96.
23. Strömbäck, J., Falasca, K., & **Kruikemeier, S.** (2018). The Mix of Media Use Matters: Investigating the Effects of Individual News Repertoires on Offline and Online Political Participation. *Political Communication*, 35(3), pp. 413-432.
22. De Haan, Y., **Kruikemeier, S.**, Lecheler, S., Smit, G., & van der Nat, R. (2018). When Does an Infographic Say More Than a Thousand Words? Audience evaluations of news visualizations. *Journalism Studies*, 19(9), pp. 1293-1312.

21. Alencar, A., & **Kruikemeier, S.** (2018). Audiovisual infotainment in European news: A comparative content analysis of Dutch, Spanish, and Irish television news programs. *Journalism*, 19(11), pp. 1534-1551.
20. **Kruikemeier, S.**, & Lecheler, S. (2018). News consumer perceptions of new journalistic sourcing techniques. *Journalism Studies*, 19(5), pp. 632-649.
19. Zuiderveen Borgesius, F.J., **Kruikemeier, S.**, Boerman, S.C., & Helberger, N. (2017). Tracking Walls, Take-It-Or-Leave-It Choices, the GDPR, and the ePrivacy Regulation. *European Data Protection Law Review*, 3(3), pp. 353-368.
18. Boerman, S.C., **Kruikemeier, S.**, & Zuiderveen Borgesius F.J., (2017). Online behavioral advertising: A conceptual framework and research agenda. *Journal of Advertising*, 46(3), pp. 363-376.
17. **Kruikemeier, S.** & Shehata, A. (2017). News Media Use and Political Engagement Among Adolescents: An Analysis of Virtuous Circles Using Panel Data. *Political Communication*, 34(2), pp. 221-242.
16. Van Noort, G., Vliegenthart, R., & **Kruikemeier, S.** (2016). Return on Interactivity? The Characteristics and Effectiveness of Websites during the 2010 Dutch Local Elections. *Journal of Information Technology & Politics*, 13(4), pp. 352-364.
15. **Kruikemeier, S.**, Van Noort, G., & Vliegenthart, R. (2016). The effect of website interactivity on political involvement: the moderating role of political cynicism. *Journal of Media Psychology*, 28(3), pp. 136-147.
14. Boerman, S. C., & **Kruikemeier, S.** (2016). Consumer responses to promoted tweets sent by brands and political parties. *Computers in Human Behavior*, 65, pp. 285-294.
13. **Kruikemeier, S.**, Van Noort, G., Vliegenthart, R., & De Vreese, C. (2016). The relationship between online campaigning and political involvement. *Online Information Review*, 40(5), pp. 673-694.
12. **Kruikemeier, S.**, Sezgin, M., & Boerman S. C. (2016). Political Microtargeting: Relationship Between Personalized Advertising on Facebook and Voters' Responses. *Cyberpsychology, Behavior, and Social Networking*, 19(6): 367-372.
11. Bos, L., **Kruikemeier, S.**, & De Vreese, C.H. (2016). Nation binding: How public service broadcasting mitigates political selective exposure. *PLoS ONE*, 11(5).

10. Lecheler, S., & **Kruikemeier, S.** (2016). Re-evaluating journalistic routines in a digital age: A review of research on the use of online sources. *New Media & Society*, 18(1), pp. 156-171.
9. Strauß, N., **Kruikemeier, S.**, van der Meulen, H., & van Noort, G. (2015). Digital diplomacy in GCC countries: Strategic communication of Western embassies on Twitter. *Government Information Quarterly*, 32(4), pp. 369-379.
8. **Kruikemeier, S.**, Aparaschivei, A. P., Boomgaarden, H. G., Van Noort, G., & Vliegenthart, R. (2015). Party and Candidate Websites: A Comparative Explanatory Analysis. *Mass Communication and Society*, 18(6), pp. 821-850.
7. **Kruikemeier, S.**, Van Noort, G., Vliegenthart, R., & De Vreese, C.H. (2015). Nederlandse politici op Twitter: wie, waarover, wanneer en met welk effect? *Tijdschrift voor Communicatiewetenschap*, 1, pp. 4-22.
6. **Kruikemeier, S.**, Van Noort, G., Vliegenthart, R., & De Vreese, C.H. (2014). Unraveling the effects of active and passive forms of political Internet use: Does it affect citizens' political involvement? *New Media & Society*, 16(6), pp. 903-920.
5. **Kruikemeier, S.**, Van Noort, G., Vliegenthart, R., & De Vreese, C.H. (2014). Onderzoek uitgelicht: Dichtbij de politiek. *Res Publica*, 56(1), pp. 133-135.
4. **Kruikemeier, S.** (2014). How political candidates use Twitter and the impact on votes. *Computers in Human Behavior*, 34, pp. 131-139.
3. **Kruikemeier, S.**, Van Noort, G., Vliegenthart, R., & De Vreese, C.H. (2013). Getting closer: The effects of personalized and interactive online political communication. *European Journal of Communication*, 28(1), pp. 53-66.
2. Friele, R.D., **Kruikemeier, S.**, Rademakers, J.J.D.J.M., & Coppen, R. (2013). Comparing the outcome of two different procedures to handle complaints from a patient's perspective. *Journal of Forensic and Legal Medicine*, 20(4), pp. 290-295.
1. Hoeken, H., Van der Geest, T., Hornikx, J., Van der Goot, M., Jongenelen, M., & **Kruikemeier, 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, pp. 266-286.

Book chapters

10. **Kruikemeier, S.** (2020). Nieuwsconsumptie en politieke betrokkenheid in een digitaal medialandschap. In J., de Ridder, Vliegthart, R., & Zuure, J. (Eds.), *Doen, durven of de waarheid?: Democratie in digitale tijden* (pp. 123-135). Amsterdam: Amsterdam University Press.
9. Lecheler, S., **Kruikemeier, S.**, de Haan, Y. (2019). The Use and Verification of Online Sources in the News Production Process. In Katz, J. E., & Mays, K. K. (Eds.), *Journalism and Truth in an Age of Social Media*, (pp. 167-181). New York: Oxford University Press.
8. **Kruikemeier, S.**, Lecheler, S., Boyer, M. M. (2019). Learning from news on different media platforms: An eye-tracking experiment. In Bode, L., Vraga, E. K. (Eds.), *Studying politics across media*. Routledge.
7. De Haan, Y., **Kruikemeier, S.**, Lecheler, S., Smit, G., Van der Nat, R. (2017). Audience uses and evaluations of news visualizations: when does an infographic say more than a thousand words. In A. Nguyen (Ed.), *News, Numbers and Public Opinion in a Data-Driven World* (pp. 191-208). New York: Bloomsbury Publishing.
6. Vliegthart, R., **Kruikemeier, S.** (2017). Political advertising in the Netherlands: (still) little ado about (almost) nothing. In C. Holtz-Bacha Just, M.R. (Eds.), *Routledge Handbook of Political Advertising*. New York London: Routledge.
5. Bol, N., Boerman, S. C., Romano Bergstrom, J. C., **Kruikemeier, S.** (2016). An overview of how eye tracking is used in communication research. In M. Antona Stephanidis, C. (Eds.), *Universal Access in Human-Computer Interaction. Methods, Techniques, and Best Practices. Proceedings HCII 2016, Part I, LNCS 9737* (pp. 421-429). Switzerland: Springer International Publishing
4. **Kruikemeier, S.** Van de Pol, J. (2015). Online Campagnevoeren. In D. Kok (Ed.), *Open Gemeenten – de sociale media-almanak voor gemeenten 2015* (pp. 91-95).
3. **Kruikemeier, S.** (2014). Interactief communiceren voor politici werkt. In D. Kok (Ed.), *Digitale Dialoog* (pp. 129-132).
2. Bos, L., **Kruikemeier, S.**, De Vreese, C.H. (2014). Gescheiden media? Sociaal-culturele verschillen in mediaconsumptie. In M. Bovens, P. Dekker, W. Tiemeijer (Eds.), *Gescheiden werelden? Een verkenning van sociaal-culturele tegenstellingen in Nederland* (pp. 235-254).

1. **Kruikemeier, S.**, Van Noort, G., Vliegthart, R., De Vreese, C.H. (2014). Nieuwe media, een politieke belofte? Politiek internetgebruik tijdens de verkiezingscampagne. In P. Van Praag K.L.K. Brants (Eds.), *Media, macht en politiek. De verkiezingscampagne van 2012*.

Professional publications and reports

5. **Kruikemeier, S.** (2017). De journalist aan de zijlijn? *Villamedia*, 9(2), pp. 24-26.
4. **Kruikemeier, S.** (2012). The news and public opinion: Media effects on civic life [Review of the book The news and public opinion: Media effects on civic life]. *Tijdschrift voor Communicatiewetenschap*, 40, pp. 204-205.
3. **Kruikemeier, S.**, Schäfer, W.L.A., Coppen, R., & Friele, R.D. (2010). *Evaluatie Gefaseerd Toezicht*. Utrecht: NIVEL.
2. **Kruikemeier, S.**, Coppen, R., Rademakers, J. & Friele, R.D. (2009). *Ervaringen van mensen met klachten over de gezondheidszorg*. Utrecht: NIVEL.
1. **Kruikemeier, S.**, Coppen, R., & Friele, R.D. (2009). Patients' experience on complaint handling; a comparison between Complaint Committees and Disciplinary Boards (Abstract). *European Journal of Public Health*, 19(1), 128-129.

Grants as Principal Investigator

2023–2024	NWO Open Competition Domain Social Sciences and Humanities – XS "Journalists, politicians, and scientists in the (on)line of fire: Understanding variations of hateful communication" <i>Principal Investigator</i> 50,000 EUR
2022–2022	Transformative Bioeconomies: Towards a materials transition that phases out fossil feedstock "Engaging in sustainable bioeconomies: The role of data-driven communication" <i>Principal Investigator</i> 50,000 EUR
2022–2024	SIDN fonds "Hoe ziet nepnieuws eruit? Met algoritmes bewust misleidende informatie detecteren"

	<i>Principal Investigator</i> 70,000 EUR
2021–2026	ERC Starting grant “Hunting for Voters: The Impact of Data-Driven Campaigning on Democracy” <i>Principal Investigator</i> 1,500,000 EUR
2020–2023	NORFACE Grant “Data-driven campaigns: intended and unintended consequences for democracy” <i>Principal Investigator and Project Leader</i> 1.060.000 EUR
2020–2024	NWO Open Competition for Digitalisation “Use and implications of political conflict frames in a digital media environment” <i>Principal Investigator</i> 276,102 EUR

Grants as Co-applicant or Member

2023–2023	Data Driven Discoveries for Climate Change (D3-C2) "Taking climate action in the hustle of policy, politics and (social) media" <i>Co-applicant</i> 50,000 EUR
2022–2032	NWO Gravitation “Public Values in the Algorithmic Society” <i>Member</i> 34,261,000 EUR
2020–2022	NWO Sia-Raak “Verborgen sturingsmechanismen in de geautomatiseerde journalistiek” <i>Co-Applicant</i> 300,000 EUR
2019–2022	NWO Flagships Creative Industry Grant “Towards data driven creativity” <i>Co-applicant</i> 630,000 EUR
2017–2020	NWO RAAK-publiek Grant

“Immersive Journalism and Audience Engagement”

Co-applicant

300,000 EUR

Awards and Honors

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| 2023 | KNAW Early Career Award
<i>de Koninklijke Nederlandse Akademie van Wetenschappen</i>
The Award is for researchers in the Netherlands who are at the beginning of their careers and who have innovative, original ideas. |
| 2022 | NeFCA Young scholar award
<i>Netherlands Flanders Communication Association</i>
The young scholar award is meant to honor the accomplishments of young doctors who succeed in combining their individual academic career with contributions to the discipline of communication and media research. |
| 2021 | Short list nomination <i>Digital Journalism Outstanding Article of the Year (top 5)</i> |
| 2018 | Amsterdam Young Academy Initiative of the University of Amsterdam and the Vrije Universiteit |
| 2016 | Jonge Haan <i>Genootschap Voor Reclame</i>
This award is granted to a young professional (not over 30) who excels and is committed to the field of communication. |
| 2015 | Herbert S. Dordick Dissertation Award <i>Communication and Technology Division, Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico</i> |
| 2015 | Best Paper Award <i>Information Systems Division, Annual Conference of the International Communication Association (ICA), San Juan, Puerto Rico</i> |
| 2014 | Baschwitz Article of the Year Award for Young Researchers <i>Amsterdam School of Communication Research (ASCoR), Amsterdam</i> |
| 2014 | Faces of Science [selected] <i>Royal Netherlands Academy of Arts and Sciences (KNAW), Amsterdam</i> |
| 2013 | Top Student Paper Award <i>Political Communication Division, Annual Conference of the International</i> |

PhD Supervision

2018–2021	Susan Vermeer <i>PhD awarded, University of Amsterdam</i>
2020–now	Kiki de Bruin <i>Wageningen University & Research/Hogeschool Utrecht</i>
2020–now	Emma van der Goot <i>University of Amsterdam/Wageningen University & Research</i>
2020–now	Xiaotong Chu <i>University of Amsterdam/Wageningen University & Research</i>
2020–now	Sophie Minihold <i>University of Vienna/University of Amsterdam (joint degree)</i>
2022–now	Jade Vrielink <i>Wageningen University & Research</i>
2022–now	Puck Guldemon <i>Wageningen University & Research</i>
2023–now	Edwin Jans <i>Wageningen University & Research</i>
2023–now	Denise Roth <i>Wageningen University & Research</i>
2023–now	Wies Ruyters <i>Wageningen University & Research</i>
2023–now	Carmen Dymanus <i>Wageningen University & Research</i>
2024–now	Camila Valgas <i>Wageningen University & Research/Hogeschool Utrecht</i>
2024–now	Enno Wigger <i>Wageningen University & Research/Hogeschool Windesheim</i>

PhD courses

2016–2019	PhD club convener
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Committee Member Dissertation

2024	Aiden Hoyle , University of Amsterdam, Amsterdam, The Netherlands
2024	Jasper Zuure , VU Amsterdam, Amsterdam, The Netherlands
2024	Fabio Votta , University of Amsterdam, Amsterdam, The Netherlands

2023	Daphne van der Bend , Wageningen University & Research, Wageningen, Netherlands
2022	Andreas Nanz , University of Vienna, Vienna, Austria
2022	Jeroen Peeters , University of Antwerp, Antwerp, Belgium
2022	Cato Waeterloos , Ghent University, Ghent, Belgium
2021	Annelien van Remoortere , University of Antwerp, Antwerp, Belgium
2020	Anna Brosius , University of Amsterdam, Netherlands
2020	Tom Dobber , University of Amsterdam, Netherlands
2020	Qiong Gong , Erasmus University, Rotterdam, Netherlands
2019	Michiel Johnson , University of Antwerp, Antwerp, Belgium
2019	Mats Joe Bordaconni , University of Southern Denmark, Odense, Denmark
2017	Guus Bartholomé , University of Amsterdam, Netherlands
2017	Jakob Ohme , University of Southern Denmark, Odense, Denmark

Teaching, coursework and additional activities

Master courses	• Advanced Communication Science • Communication Strategies in Everyday Life • The Misinformation crisis? • The Misinformation crisis? • Journalism and the Media • Social Media and Politics / New Media, New Politics • Thesis supervision persuasive communication, corporate communication, political communication and journalism (faculty of humanities) • Research Master student supervision
Bachelor courses	• Introduction in Strategic Communication • Introduction in Communication Science • Bachelor thesis project • Research Practicum Experiment

Other	• Production, Content, and Effects of News
	• Internship supervision
	• Member Opleidingscommissie EMMA (2015–2017)
	• PR committee (Commissie Voorlichting) (2014–now) <i>Chair September 2016</i>
	• Member of TQM (Thesis Quality Master committee) (2014–2016)

Leadership

Management	ASCoR Management (2020–2022)
	Coordination ASCoR Research assessment (Organization of and writing of self-evaluation report (2020 – 2021)
	Support Director Research Institute (2020–2022)
	Chair Budget ASCoR (2020–2022)
Committees	De Sociaal-Wetenschappelijke Raad (SWR) (2023–now) Koninklijke Nederlandse Akademie van Wetenschappen (KNAW)
	Co-Chair Political Communication Division (2016–2023) The Netherlands-Flanders Communication Association (NeFCA)
	Communication Steering Group (2019–2022) Amsterdam Young Academy)
	Society for Advertising (board member) (2017–2023)
	PR committee University of Amsterdam (2016–2022)

Professional service (selection)

Editorial member	International Journal of Press/Politics (2022–now)
	Digital Journalism (2022–now)
	Human Communication Research (2020–now)
	Journal of Communication (2019–2022)
Special Issues	Media and Communication (2019–now)
	Media and Communication (2024)
	Media and Communication (2021)
	Journalism Studies (2018)
	Digital Journalism (2017)

Events	Preconference ICA: Comparative perspectives on negativity, incivility, and toxic talk in political discussions (2021) Van Publicatiemachines tot overwerkte alleskunnens? Erkennen en waarderen. Spui25 (2020) Preconference ICA: Online and Newsworthy: Have Digital Sources Changed Journalism? (2017) CPC University “the 2017 elections and the media” (2017) Event to engage pupils to become more engaged in political life NefCA “Wanted. Dead or Alive. Journalists, journalism and their audiences in a changing media landscape” (2016) Erasmus University Rotterdam, The Netherlands CPC event “Jong in Europa” (2014) University of Amsterdam, the Netherlands
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Media appearances (selection since 2016)

2024	Nieuwsuur (2024). Facebook bestaat 20 jaar.
2023	Telegraaf/WNL (2023). Politici proberen online stemmen te winnen, maar hoe moet dat? ‘Laat zien dat je ook een mens bent Radio 1 (2023). Spraakmakers (over online verkiezingsprogramma’s). WNL op Zondag (2023). AI en verkiezingen Parool (2023). Wat willen haatzaaiers bereiken? Digitaal inhakken op politici kan averechts uitpakken Binnenlands Bestuur (2023). Invloed sociale media op polarisatie overschat. Volkskrant (2023). Politieke online advertenties in campagne tijd: wie houdt van André Hazes, is interessant voor BBB NRC (2023). Ook op de socials kiezen politieke partijen voor een opvallend milde toon. FD (2023). Enthousiasme online campagne voeren brokkelt af, maar nog niet bij iedereen. FD (2023). Inperking Facebook en Instagram donkere wolk boven verkiezingscampagnes. VPRO (2023). Iemand een broodje gekkekoeienziekte of radioactieve sushi? Het Parool (2023). Een welwillende politicus kan reclame

- kopen op sociale media, maar Rusland net zo goed. Wie houdt dat in de gaten?
- Kennislink (2023). Van datahonger naar digitariër.
- NRC (2023). Techbedrijven en reclamemakers zorgen ervoor dat je bijna niet aan nieuws kunt ontsnappen.
- Volkskrant (2023). Neemt polarisatie in Nederland toe door de komst van sociale media? 'Misschien is de echte filterbubbel wel in real life'
- Rijnmond (2023). Dit is waarom een Rotterdamse stichting X van Elon Musk aanklaagt
- PsyPost (2023). Eye-tracking study suggests that negative comments on social media are more attention-grabbing than positive comments.
- 2022
- Parool (2022). Hoelang houdt Femke Halsema het vol op Instagram?
- NRC (2022). Opinie: Wees toch niet zo naïef, Elon Musk
- RTL Nieuws (2022). Een week na BOOS: hoe nu verder? 'Mag niet wegebben'
- RTL Nieuws (2022). Zelenski vs. Poetin: online wint Zelenski, maar of dat Poetin iets uitmaakt...
- Tubantia (2022). Bestelde peiling als campagnewapen: 'Zo wordt de horserace benadrukt'
- NOS (2022). Krijgt Trump met Twitter-alternatief 'Truth Social' zijn megafoon terug?
- De Telegraaf (2022). Meet Twitter met twee maten in zaak-Wilders? 'Grens van wat wel en niet mag is vaag'
- NOS journaal (2022). Over de aankoop van Twitter door Elon Musk
- 2021
- FD (2021). Op Twitter moet de gebruiker desinformatie melden, maar wie factcheckt er?
- NOS journaal (2021). Online verkiezingen NOS (2021). Volgers, likes en shares: welke partij is online de grootste en wat maakt dat uit?
- NH nieuws (2021). Online campagnevoeren in de coronacrisis: "Ik denk dat het voordelen heeft"
- NOS (2021). Sociale media waren onmisbaar in campagne, maar lijken niet doorslaggevend
- Trouw (2021). De online verkiezingscampagne wordt platter én dieper (en professioneler).
- NOS (2021). Grappen op TikTok en praten op Clubhouse: ook zij hebben een rol deze campagne
- RTL Nieuws (2021). Alles voor de aandacht: politici smijten

met geld om online gezien te worden

Radar (2021). Sombor door al het coronanieuws, heeft vermijden zin?

OP1 (2021). Hoe komen we tot onze beslissing in het stembokje?

Nieuwsuur/LinkedIn (2021). Bellen met Bouman afl. 4

Algemeen Dagblad (2021). Twitter block Trump

Volkskrant (2021). Politieke Partijen willen liever niet dat u dit weet.

Parool (2021) Opinie: 'Benut de kansen van deze online verkiezingen'

NPO Radio 1 (2021) Bevinden we ons in een online beïnvloedingsoorlog?.

RTL Nieuws (2021). Dit is waarom Twitter en Facebook nu pas ingrijpen tegen Trump.

2020 NOS (2020). UvA-onderzoekers: online beïnvloeding is effectief voor stemkeuze

Parool (2020). Waarom steeds meer politieke partijen memes gebruiken.

2019 TV West (2019). Hagenaars kritisch over aftredende Krikke: 'Dit is het beste voor de stad'.

RTL nieuws (2019). Moddergooien in aanloop naar de verkiezingen: werkt het?.

Volkskrant (2019). Die filterbubbel waar u in zou zitten, bevat nog volop gaten.

NOS (2019). Invloed sociale media in campagne nog beperkt, tv heeft meer impact.

Reformatorisch Dagblad (2019). Deze kiezers stemden op Baudet.

Volkskrant (2019). Hoe de zegetocht van Thierry Baudet tot stand kwam.

PowNed (2019). TMI Aandacht: Aandacht is macht.

NOS 8-uur journal (2019). De Provinciale Statencampagne.

EenVandaag (2019). De Provinciale Statencampagne door andere ogen.

NPO Radio 1 (2019). Op campagne met Peter Kee en Sanne Kruikemeier.

NOS (2019). Invloed sociale media in campagne nog beperkt, tv heeft meer impact.

NOS (2019). PS19: Ruttes 'stare down' en het wonder van de ChristenUnie.

2018 Emerce (2018). De ongemakkelijke strijd tegen nepnieuws.

- Trouw (2018). Privégegevens zijn vogelvrij bij Facebook.
- NOS (2018). VVD in je tijdlijn, omdat je tennist? Partijen storten zich op slimme targeting.
- RTL Z (2018). Ook in Nederland word je met microtargetting politiek bestookt.
- NOS (2018). Facebook opnieuw in crisis, ditmaal over gebruikersdata.
- Psychology Today (2018). Don't I Know You? How Twitter Makes People Familiar.
- 2017
- NOS 8-uur journal (2017). Facebook weet heel veel van je en dat is handig in de campagne.
- VPRO (2017). What The Hague.
- NOS (2017). Nepnieuws groot gevaar voor Nederland? Dat lijkt dus wel mee te vallen.
- EditieNL (2017). ikhebgestemd: Laat zien dat jij hebt gestemd.
- EditieNL (2017). Campagne voeren met GIFjes: 'Het spreekt jongeren aan die niet op inhoud letten'.
- RTL Nieuws (2017). 'Nepfoto die Wilders tweette, heeft weinig impact'.
- Wakker Nederland (2017). Goedemorgen Nederland.
- Reformatorisch Dagblad (2017). Facebook weet wel wie de kiezer is.
- RTL Nieuws (2017). Hé, daar is Jesse weer: hoe politici je filterbubbel inkruipen.
- Trouw (2017). Wie wint de Facebookzetels?
- BNR (2017). Vlogtips voor politici.
- NRC (2017). Zo proberen politieke partijen in jouw tijdlijn te komen.
- 2016
- Eén vandaag (2016). Facebook tegen 'fake news'.
- NOS (2016). 'Nep-nieuws op internet ook in Nederland potentieel gevaarlijk'.
- BN De stem (2016). Verrijking of juist bedreiging?
- BN De Stem (2016). Debat over social media dinsdag in Roosendaal: Is er nog een wereld denkbaar zonder social media?
- Vocative (2016). News Consumers Still Don't Trust "Social Journalism".
- Tangerin (2016). Personalised political ads most effective on Facebook.
- American Press institute (2016). When journalists get their info from social media, audiences find the reports less credible.
- Economic & Political Weekly (2016). Twitter and the

Rebranding of Narendra Modi.
 NOS (2016). Kunnen sociale media doorslag geven bij brexit-referendum?
 Nederlands Dagblad (2016). Twitter is niet meer weg te denken in Den Haag.
 Trouw (2016). Googelende stemmer krijgt onbewust stemadvies.

Invited lectures (selection)

2024	Centre for Democracy Research Launch - Keynote lecture <i>University College Dublin</i>
2023	Seminar IPSA - digital research methods <i>Antalya Summer School on methods.</i>
2023	Social media and polarization <i>Dutch Majors</i>
2022	Hunting for voters <i>University of Vienna</i>
2021	Disinformation and fair elections - Digital Future Summit <i>European Union Brussels</i>
2021	Keynote Virtual Workshop – Towards a Dynamic Perspective On Algorithmic Targeted Communication <i>University of Vienna, Austria</i>
2021	Corona-Pandemic and a (Non-Campaign) - Approaches in the Netherlands and Germany <i>Hanns Seidel Foundation Brussels</i>
2021	Democratie in digitale tijden: Reality Check <i>De Balie in Amsterdam, Netherlands</i>
2020	Public Lecture digital news consumption and fake news <i>ProDemos in Den Haag, Netherlands</i>
2019	Keynote Privacy and Behavioral Advertising <i>IFIP Summer School in Brugg, Switzerland.</i>
2018	Meet Up ‘Verslaafd Aan Het Algoritme’ <i>Tegenlicht VPRO, Pakhuis De Zwijger.</i>
2017	Jong Nieuwspoort: Nepnieuws <i>Nieuwspoort, Den Haag, The Netherlands.</i>

2017	ZIN op zondag, De Grote Februarishow <i>The Stadsschouwburg, Utrecht, The Netherlands.</i>
2017	Podcast: Bestaan filterbubbels echt? <i>Onder Mediadoctoren, Amsterdam, The Netherlands..</i>
2016	Panel "Digital Citizens" <i>European Youth Event (EYE), European Parliament, Strasbourg, France.</i>
2016	Faces of Science <i>Openbare Bibliotheek Amsterdam OBA, Amsterdam, The Netherlands.</i>
2016	Presentation Trouw: Online news consumption and visualizations in the news <i>Newspaper Trouw, Amsterdam, The Netherlands.</i>
2016	Presentation NRC: Visualizations in the news <i>Newspaper NRC, Amsterdam, The Netherlands.</i>
2015	Journalistic sourcing <i>Faculty of Communications, Pontifical Catholic University, Santiago, Chile.</i>
2015	Broodje Kennis: Politiek Online <i>With KNAW, Spui25, Amsterdam, The Netherlands.</i>
2014	Twitter en de Tweede Kamer <i>With Weber Shandwick, Nieuwspoort, Den Haag, The Netherlands.</i>

Modified: March 30, 2024