

CURRICULUM VITAE PETER NEIJENS

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Education

M.A. Political Science, University of Amsterdam, 1978. Major Research Methods. *Graduated cum laude*. Thesis supervisor: prof. dr. Robert Mokken.

Ph.D. Social Sciences, Free University of Amsterdam, 1987. Promoters: prof. dr. Willem Saris and prof. dr. Hans van der Zouwen.

Academic Career

1999-present Professor of Persuasive Communication (Full)
2014 Interim Chair Department of Communication Science
2009-2013 Director Graduate School of Communication.
2011-2012 Acting Director the Amsterdam School of Communication Research ASCoR
2010-2011 Acting Chair of Program Group Corporate Communication, Department of
Communication Science, University of Amsterdam.
2005-2010 Chair of Program Group Persuasive Communication, Department of Communication
Science, University of Amsterdam.
1998-2005 Scientific Director Amsterdam School of Communication Research ASCoR
1992-1998 Chair of Program Group Audience Studies, Department of Communication Science,
University of Amsterdam.
1988-1999 Associate Professor, Department of Communication, University of
Amsterdam.
1978-1988 Assistant Professor, Department of Research Methods for Social Cultural Sciences,
Free University of Amsterdam.
1973-1978 Student Assistant, Department of Research Methods for Political Sciences,
University of Amsterdam.

Services

2014- Member of the Senate (University of Amsterdam).
2015-2016 Chair International Committee of Experts Teaching Evaluation Communication
Science Lithuania.
2014-2015 Chair Evaluation Committee Communication Sciences in Flanders (VLIR, Belgium).
2016- Editorial Board Annals of the International Communication Association.
2008-present Editorial Review Board Member, Journal of Advertising.
2010-present Editorial Board Member, Journal of Advertising Research.
2006-present Editorial Advisory Board International Journal of Advertising
2008-present Associate Editor, Journal of Marketing Communications.
2010-present Associate Editor Oxford Bibliographies in Communication
2008-2016 Program Committee Department of Communication and Cultural Management,
Zeppelin University (Germany).
2012-2014 Advisory Board Communication and Information Sciences Radboud University
Nijmegen.
2005-2014 Chair of the Board of HOI, Institute for Media Auditing (Joint Industry Committee).

2012-present Jury SWOCC Thesis Award (Chair) (except 2013)

2008-2016 Advisory Board SIRE.

2013-2014 Member International Committee of Experts Evaluation of the Faculty of Computer Science, University of Vienna

2012-2013 Chair International Committee of Experts Teaching Evaluation Communication Science Lithuania

2009-2013 Management Team Communication Science

2010-2013 Board member College of Communication

2015 Jury NeFCA Senior Career Award (Chair)

2012 Jury Student Summer Course European Association of Communications Agencies (EACA)

2011 Jury Best Student Paper Award ICORIA

2011-present Jury SWOCC Thesis Award (Chair)

2011 Jury Young Researcher of the Year Award ESOMAR

2010-2011 Member International Committee of Experts Teaching Evaluation Communication Science Lithuania, 2010-2011

2009-2010 Member International Committee of Experts Research Evaluation Communication Science, Political Science and Sociology, Antwerp University

2010-2013 Member Education Committee, University of Amsterdam.

2008-2011 Editor in Chief International Journal of Public Opinion Research.

2010-2012 Past-president European Advertising Academy (EAA).

2008-2010 President European Advertising Academy (EAA).

2005-2008 Vice President European Advertising Academy (EAA).

1992-2008 Redactieraad Tijdschrift voor Communicatiewetenschap.

2008-2010 Review Committee Mozaiek Program of the Dutch National Science Foundation N W O.

2008 Review Committee Top Talent Grant Proposals N W O.

2004-2010 Member of Supervisory Board Institute for Behavioral Research (University of Twente).

2003-2010 Member of the Advisory Board of the Academie voor Overheidscommunicatie, Directie Publiek en Communicatie, Rijksvoorlichtingsdienst, Ministerie van Algemene Zaken.

2007-2013 Chair of the Technical Commission Decision Makers Research (Joint Industry Committee).

2008-2009 Visiting professor / guest lectures Klagenfurt University, Austria.

2007 Guest lectures Zeppelin University, Friedrichshafen, Germany.

2008 Member Jury Mercurs (The Netherlands Publishers Association).

2008-2010 Member Jury Science Award MOA (Market Research Agencies).

2006-2007 Member Evaluation Committee Communication Sciences in Flanders (VLIR, Belgium).

2006 Christian-Schubart-Professor, Zeppelin University, Friedrichshafen, Germany.

2006 Chair Committee of Experts Evaluation Political Opinion Poll Practices (MOA).

2005 Evaluation of the Corporate Communication Research program at the Copenhagen Business School, Denmark (together with Linda Putnam, USA).

2004-2005 KNAW Committee Preparatory Study Communication Studies.

2004-2006 Member Project Group "Wij Amsterdammers", Municipality of Amsterdam.

2004-2006 Jury Annual Award for Effective Advertising, commissioned by BVA (advertisers) and VEA (advertising agencies).

2002-2005 Member of the Board of Governors Adjunct Professorship Commercial Communication.

2000-2006 Member of the Advisory Council for Media and Opinion Research,

2000-present	Rijksvoorlichtingsdienst, Ministerie van Algemene Zaken, 2000-2006. Various search committees at Universities (Nijmegen, Twente, Leuven, Friedrichshafen).
1999-2005	Scientific Director, The Netherlands School of Communications Research NESCoR (accredited by the Royal Netherlands Academy of Sciences).
1998-2005	Management Team Communication Science
1998-2005	Scientific Director, The Amsterdam School of Communication Research ASCoR.
1998-2006	Chair of the Board of SWOCC, Foundation for Fundamental Research on Commercial Communication.
1997-2002	Jury Hans du Chatinier Award, Annual Award for the Best Media Research in The Netherlands.
1997-2002	Member of the Council of the SRSC, Foundation for Research on Strategic Communication.
1995-1998	Director of SWOCC, Foundation for Fundamental Research on Commercial Communication.
1993	Visiting professor, Institute for Social Research, University of Michigan.
1992-1997	Coordinator International Ph.D. curriculum, Department of Communication/ASCoR.
1992-1996	Coordinator Program Group 'Public Opinion and Audience Research', Department of Communication.
1992-2001	Deputy director The Netherlands Press Foundation (Stichting Het Persinstituut).
1990-1992	Faculty Board Political and Social Cultural Sciences, University of Amsterdam.

Honors and Awards

- 2016 Baschwitz award for the best article published by an ASCoR staff member in a peer-reviewed journal in the preceding year.
- 2013 First Netherlands Flanders Communication Association (NeFCA) Career Award for a lifetime of scholarly achievement in Communication Science.
- 2012 Top Paper Award Annual Conference International Communication Association.
- 2010 Best Paper Award International Conference on Research in Advertising of the European Advertising Academy
- 2010 Top Paper Award Annual Conference International Communication Association.
- 2009 Outstanding Paper Award Winner at the Literati Network Awards for Excellence 2010.
- 2009 Best Reviewer Award International Journal of Advertising.
- 2009 Top Paper nomination, International Conference on Research in Advertising of the European Advertising Academy
- 2006 Top Paper Award of the Mass Communication Division of the International Communication Association for the paper Attention to newspaper ads: the concerted action of medium, ad and reader.
- 2004 Certificate of Excellence in a Scientific Paper, Third International Conference on Research in Advertising, Oslo for the paper Brand Placement in Television Shows: Effects on Brand Memory and Brand Image.
- 2000 Top Three Paper Award of the Mass Communication Division of the International Communication Association for the paper 'Advertising as Part of Our Daily Media Use: A Comparison of Four Media'.
- 1999 Hans du Chatinier Award for the most outstanding media research in the Netherlands (1998-1999) commissioned by the Media Werkgroep.
- 1997 Worcester Prize for the best article in the International Journal of Public Opinion Research (1997).
- 1996 Hans du Chatinier Award for the most outstanding media research in the Netherlands (1995-1996) commissioned by the Media Werkgroep.
- 1994 Teaching Award (1994), commissioned by the Student Union in Communication Science

(University of Amsterdam).

Awards PhD Candidates whom I supervised

Lotte Willemsen (2016), Lector Hogeschool Utrecht
Sophie Boerman (2016), ASCoR Baschwitz award.
Eva van Reijmersdal (2014), NeFCA's Young Scholar Award
Lotte Willemsen (2013), Graduated Cum Laude
Sophie Boerman (2013), Top Student Paper ICORIA
Lotte Willemsen (2012), ASCoR Baschwitz PhD candidate article of the year award.
Lotte Willemsen (2012), MOA best paper.
Hilde Voorveld (2010), Graduated Cum laude.
Lotte Willemsen (2010), Top Student Paper ICORIA.
Roderick Swaab (2007), NESCoR dissertation award.
Eva van Reijmersdal (2006), ASCoR Baschwitz PhD candidate article of the year award.
Dale Russell (2005), Sheth Foundation Dissertation Award, Association for Consumer Research.
Eva van Reijmersdal (2004), Top student paper ICA.
Edith Smit (1999), NVMI Top Research Award.

Research Areas

Media Uses and Effects; Media and Advertising; Public Opinion.

Publications

My publication list consists of numerous peer-reviewed publications in national and international journals and books (see List of Publications).

Teaching

I have taught a great number of courses at the undergraduate and graduate level; in Amsterdam as well as abroad; lectures for up to 350 students as well as smaller working groups consisting of 25 people. I also supervise Master and PhD theses. Topics include eWOM, health communication, media effects, media and advertising, persuasive communication, corporate communication, public opinion, political communication, research methods, statistical analyses, and data gathering methods.

Grants

EU Grant (2012-2017) for the Erasmus Mundus Programme Journalism, Media and Globalisation.
Graduate Programme NWO (2011).
COST Europe (2011). WEBDATANET: web-based data-collection - methodological challenges, solutions and implementations.
A 360° View of Multimedia and Multichannel Consumer Behavior (2010). Co-applicant, PI.
Application Marketing Science Institute.
Graduate Programme NWO (2010).
EU grant for the Erasmus Mundus Programme Journalism, Media and Globalisation (2010).
Spearhead Grant FMG (2009). Co-applicant; member of the Interdisciplinary Research Group.
National Science Foundation (N W O): Top Talent Grant for research proposal on eWOM (PhD candidate: Lotte Willemsen; supervisor: Peter Neijens) (2008).
National Science Foundation (N W O): PhD grant for the project Dynamics of Referendum Campaigns (2005).
EU: grant for evaluation of the Dutch referendum on the EU Constitution (2005).
National Science Foundation (N W O): PhD grant for the project Social Identity in Group Negotiations (2001).
National Science Foundation (N W O): PhD grant for the project Informed Opinions (1983).

Contract research

Many projects; a selection is included in the list below.

Editorial Board

Journalism & Mass Communication Quarterly (2017-)
Associate Editor Oxford Bibliographies in Communication (2010-2017)
The Annals of the International Communication Association (2016-present).
International Journal of Public Opinion Research, Editor in Chief (2008-2011).
Journal of Marketing Communications, Associate Editor (2008-present).
Journal of Advertising, Editorial Advisory Board (2008-present).
International Journal of Advertising, Editorial Advisory Board (2006-present).
Journal of Advertising Research, Editorial Board (2010-present)
Journal of Current Issues and Research in Advertising (2008-2012)
Tijdschrift voor Communicatiewetenschap, Editorial Board (1992-2008).

Education and Research Assessment Committees

Chair International Committee of Experts Teaching Evaluation Communication Science Lithuania, 2015-2016.
Chair Evaluation Committee Communication Sciences in Flanders, 2014-2015 (VLIR, Belgium).
Member International Committee of Experts Evaluation of the Faculty of Computer Science, University of Vienna, 2013-2014.
Chair International Committee of Experts Teaching Evaluation Communication Science Lithuania, 2012-2013.
Member International Committee of Experts Teaching Evaluation Communication Science Lithuania, 2010-2011.
Member International Committee of Experts Research Evaluation Communication Science, Political Science and Sociology, Antwerp University, 2009-2010.
Member International Evaluation Committee Communication Sciences in Flanders, 2006-2007 (VLIR, Belgium).
Member International Evaluation Committee, Evaluation of the Corporate Communication Research program at the Copenhagen Business School, 2005.

Successful Accreditation Procedures (responsible for)

Master Communication Science, 2012.
NeSCoR/Graduate School PhD Training Program. KNAW recognition renewal, 2012.
Erasmus Mundus Master Journalism, Media and Globalisation, European Joint Degree Accreditation, 2011.
NeSCoR/Graduate School PhD Training Program. International SEP evaluation, 2011.
International Thesis Assessment Study Communication Science (Master and Research Master). NVAO, 2011.
Research master Communication Science, KNAW/NVAO accreditation, 2009.
NESCoR, KNAW recognition renewal, 2005.
NESCoR, KNAW recognition, 2000.

Reviewer

For amongst others: Journal of Communication, Communication Theory, Journal of Computer-Mediated Communication, Journal of Marketing, European Journal of Marketing, Journal of Advertising, International Journal of Advertising, International Marketing Review, Journal of Economic Psychology, Public Opinion Quarterly, International Journal of Public Opinion Research, Government Information Quarterly, Journal of Communication Management, Communications (the European Journal), Document Design, NWO (National Science Foundation, The Netherlands), Swiss National Science Foundation, Royal Netherlands Academy of Arts and Sciences (KNAW), Koninklijke Fonds Wetenschappelijk Onderzoek (Vlaanderen), Vlaamse Interuniversitaire Raad (VLIR), John Wiley Publishers, Prentice Hall Publishers, Thomson Learning, University of California Santa Barbara (USA), Northwestern University (USA), University of Georgia, The Hebrew University, Jerusalem, South Africa's National Research Foundation, Fulbright, Behavioral Science Institute (Radboud University Nijmegen), Institute for Behavioral Research (University of Twente), Hasselt University, International Communication Association ICA, International Conferences on Research in Advertising ICORIA, World Association for Public Opinion Research, European Communication Conference, European Conference on Information Systems.

Supervision of Doctoral (PhD) theses

Anne Roos Smink (end date 2020). How Augmented Reality Transfers the Persuasion Process: Antecedents and Consequences of Consumer's Use of Augmented Reality Branded Apps.

Pitiporn (Gauze) Kitirattarkarn (end date 2019). UGC on Facebook in High- and Low-context cultures. How Culture Affects the Antecedents and Consequences of Brand-related UGC.

Fabienne Rauwers (end date 2017). Understanding Selective and Interactive Use and Effects of Digital Newspapers and Magazines.

Simon Zebregs (2016). Is it how we tell them about alcohol? The role of presentation formats in health education materials for lower educated students.

Theo Araujo (2015). Brand content diffusion on Social Network Sites. Exploring the triadic relationship between the brand, the individual, and the community.

Sophie Boerman (2014). "This program contains product placement." Effects of sponsorship disclosure on television viewers' responses.

Lotte Willemsen (2013). Understanding the role of eWOM in consumer decision-making. Cum Laude.

Moniza Waheed (2013). Values in Political Communication.

Mario Keer (2012). Persuasion Through Facts and Feelings. Integrating affect and cognition into behavioral decision models and health messages.

Hilde Voorveld (2010). Websites in Brand Communication: Interactivity and Cross-media Effects. Cum laude

Suzanne Brunsting (2007). Healthy Stimulants: Motivating online health information seeking through traditional mass media. UvA, June.

Eva van Reijmersdal (2007). Audience reactions toward the intertwining of advertising and editorial content. UvA, June 21.

Dale Russell (2006). A multifaceted and multi-methodological examination of the global movie industry. UvA, July 4.

Kim Cramer (2005). Onder moeders paraplu. UvA, 5 July.

Roderick Swaab (2005). Communication and negotiation in groups and teams. Causes and consequences of shared cognition and group solidarity. UvA, 4 March.

Marjolein Moorman (2003), Context Considered. The relationship between media environments and advertising effects. UvA, 3 October.

Martin Tanis (2003). Cues to identity in CMC. UvA, 2 July.

Lex van Meurs (1999).

Edith Smit (1999). Mass Media Advertising. Information or Wallpaper. UvA.

Aart Velthuisen (1996).
Jan A. de Ridder (1994).

Dissertation committees

I have served on about 75 PhD committees (see appendix for an overview).

Organization of conferences

Media Exposure, can it be measured? Amsterdam, October 2nd, 2014.
Ethical, normative, social and cultural implications of profiling & targeting in an era of big data – towards a research agenda, Amsterdam, July 2nd, 2014.
International Conference on Research in Advertising, ICORIA, Amsterdam, 2014.
Big data: opportunities and pitfalls for the social sciences, Amsterdam, June 17, 2014.
WAPOR Annual Conference ‘The New World of Public Opinion Research. Hong Kong, June 14-16, 2012. Member Scientific Committee.
WAPOR Annual Conference ‘Public Opinion and the Internet’. Amsterdam, September 21-23, 2011. Conference chair.
Chair of the Paper Review Committee for the seventh International Conference on Research in Advertising (Klagenfurt, 2009).
Chair of the Paper Review Committee for the seventh International Conference on Research in Advertising (Antwerp, 2008).
Six International Conference on Research in Advertising, ICORIA (Lisbon, 2007).
Fifth International Conference on Research in Advertising, ICORIA (Bath, 2006).
Symposium In Honor of Farewell Willem Saris (Amsterdam, 2006).
First European Survey Research Conference; Organization of Session “Non Attitudes, and Informed Opinions” (Barcelona, July 18th - 22nd, 2005).
Second International Conference on Research in Advertising, ICORIA (Amsterdam, 2003).
Etnaal van de Communicatiewetenschap (2002). Conference organized by *NESCoR* and *VSOM*. Utrecht.
Etnaal van de Communicatiewetenschap (2001). Conference organized by *NESCoR* and *VSOM*. Amsterdam
Don’t know, instability and change in public opinion research. Expert meeting. Amsterdam (1997).
Opening conference *ASCoR* (1997).

Contract Research

Clients include municipalities of Amsterdam and Utrecht, Ministry of Finances, Ministry of the Interior, the European Community, industry committees, and (media and advertising) companies such as Sanoma, RTL, NOM, Decision Makers Survey, to give a few examples.

APPENDIX

Membership of Doctoral (PhD) committees

Claire Segijn

Jasper van der Pol, *Voting wiser. The effect of voting advice applications on political understanding*. University of Amsterdam. 21 December 2016.

Alina Feinholdt. *Fight or flight: Emotions in news framing effects*. University of Amsterdam. 7 October, 2016.

Bjorn Burscher. *Machine learned-based content analysis. Automating the frames and agendas in political communication research*. University of Amsterdam. 5 October 2016.

Karen-Zwijze-Koning. *Auditing Organizational Communication: Evaluating the Methodological Strengths and Weaknesses of the Critical Incident Technique, Network Analysis, and the Communication Satisfaction Questionnaire*. Universiteit Twente, 2 June 2016.

Toni van der Meer. *Communication in Times of Crisis. The interplay between the organization, news media, and the public*. 20 May 2016

Stefan Bernritter. *Examining Consumers' Brand Endorsements on Social Media*. University of Amsterdam. 18 February 2016.

Carina Jacobi. *Evaluation political news quality in a changing media environment*. University of Amsterdam. 22 January 2016.

Frans Folkvord. *Children's reactivity to embedded food cues in advergames*. Radboud University Nijmegen. 13 January, 2016.

Anna van Cauwenberge. *The quest for young eyes. Aandacht voor nieuws bij jonge mensen in de lage landen*. Radboud Universiteit Nijmegen. 18 mei 2015.

Mark Boukes, Spicing up politics: how soft news and infotainment form political attitudes. University of Amsterdam. 22 January 2015.

Kees Buijs, *Regiojournalistiek in spagaat. De kwaliteit van het redactieproces in de regionale journalistiek; een case-studie*. Radboud Universiteit, 30 October, 2014.

Ivana Bušljeta Banks,. *A cross-cultural investigation of probability markers in advertising claims*. Antwerp University. 28 October 2014

Anouk van Drunen, "They are not like us": How Media and Audiences Frame Muslims. University of Amsterdam. 5 October 2014.

Sanne Kruikemeier, *Getting connected. The effects of online political communication on citizens' political involvement*. University of Amsterdam. 11 June, 2014.

Katarina Panic, *New, digital media and the effectiveness of persuasive communication strategies in a social marketing context*. Universiteit Gent, 2 April, 2014.

Marijn van Klingereren. "Welcome" to Europe: How Media and Immigration Affect Increasing Euroscepticism", *Universiteit van Amsterdam*. 1 April 2014.

Cees J.M. Breunese, *Losgemaakt uit de verdrukking*. Universiteit van Amsterdam, 4 February 2014.

Judith Moeller. *Growing into citizenship: the differential role of the media in the political socialization of adolescents*. University of Amsterdam. December 6, 2013.

Tina Tessitore. *The role of skeptical processing in product placement effectiveness*. 18 October, 2013. Universiteit Gent.

Kirsten Lochbuehler. *Reactivity to environmental smoking. Effects of exposure to parental and movie smoking*. Radboud University Nijmegen. June, 25, 2013.

Daan Muntinga. *Catching COBRAs*. April, 19, 2013. University of Amsterdam

Matthijs Elenbaas. *Dynamics of Political Information Transmission: How Media Coverage Informs Public Judgments about Politics*. April, 16, 2013. University of Amsterdam

Tom Bakker, *Citizens as political participants. The myth of the active online audience?* February, 26, 2013. University of Amsterdam

Rachid Azrout. *Framing Turkey: Identities, Public Opinion and Turkey's Potential Accession into the EU*. January, 10, 2013. University of Amsterdam

Anke Wonneberger. *Coping with Diversity. Exposure to Public-Affairs TV in a Changing Viewing Environment*. December 1, 2011. University of Amsterdam.

Kim Janssens. *The effect of advertising on materialism*. University of Leuven. June 20, 2011.

Joyce Koeman. *Een 'merkwaardig' doelgroep tussen commercie en cultuur? Merkreclame als onderdeel van identiteitsconstructie onder allochtone jongeren?* University of Leuven, May 2011.

Esther Rozendaal. *Advertising Literacy and Children's Susceptibility to Advertising*. University of Amsterdam.

Maud Adriaansen. *Versatile citizens: Media Reporting, Political Cynicism and Voter behavior*. University of Amsterdam. March 2011.

Pascale Emons. *Social-cultural changes in Dutch society and their representations in television fiction, 1980-2005*. February 2011.

Christian Baden, Communication, contextualization, & cognition: patterns & processes of frames' influence on people's interpretations of the EU constitution. October 2010.

Sophie Lecheler, *Framing Politics*. University of Amsterdam. June 2010.

Merja Mahrt, *Values of German Media Users*. University of Amsterdam. March, 2010.

Floris Müller, *Communicating anti-racism*. University of Amsterdam. September 24, 2009.

Marjolijn Antheunis, *Online Communication, Interpersonal Attraction, and Friendship Formation*. University of Amsterdam, April 2, 2009.

Andreas Schuck, *Referendum Campaign Dynamics. News media, campaign effects and direct democracy*. University of Amsterdam, February 27, 2009.

Marieke L. Fransen, *Marketing Communication and Automatic Consumer responses: A Context Dependency Perspective*. University of Twente, December 19, 2008.

Guda van Noort, *Bricks versus Clicks. A self-regulation perspective on consumer responses in online and conventional shopping environments*. Free University of Amsterdam, May 15, 2008.

Veroline Cauberghe, *Determinants of the Impact of New Advertising Formats on Interactive Digital Television*, Universiteit van Antwerpen, April 7, 2008.

Waal, E. de, UvA, *Online news, Uses and effects of news websites*. UvA, 2007.

Schouten, A.P., Adolescents' online self-disclosure and self-presentation. UvA, 2007.

Boomgaarden, H.G., *Framing the Others: News and Ethnic Prejudice*. UvA, 2007.

Pernill G.A. van der Rijt, *Precious knowledge. Virtualness and the willingness to share knowledge in organizational teams*. UvA, February 16th, 2007.

Marnix van Gisbergen, *Openness in Advertising. Occurrence and effects of open advertisements in magazines*. Radboud University Nijmegen, December 19th, 2006

Paul Ketelaar, *Openness in Advertising. Occurrence and effects of open advertisements in magazines*. Radboud University Nijmegen, December 19th, 2006

Jos Bartels, *Organizational Identification and Communication*. University of Twente, October 4th, 2006.

Robert Heath, *The influence of emotional content on levels of attention*. University of Bath (UK), September 20th, 2006.

Wim Janssens, *Medium Context Effects of Advertising*. Antwerp University, May 12, 2006.

Chris Aalbers, University of Amsterdam, *Aantrekkelijke politiek? Een onderzoek naar jongeren en popularisering van politiek*. University of Amsterdam, May 19, 2006.

William van der Veld, University of Amsterdam. *The survey response dissected. A new theory about the survey response process*. University of Amsterdam, April 6, 2006.

Annette van den Bosch, *Corporate visual identity management: current practices, impact, and assessment*. University Twente, October 28, 2005.

Lilian Woudstra, *Dangerous liaisons? Source characteristics that influence the use of weak ties in information seeking*. UvA, 2005.

Renske Spijkerman, *An image to die for: prototypes of smoking and drinking peers and adolescence substance use*. Radboud University Nijmegen, 11 Oktober 2005.

John Nouwens, UvA.

Robert Voogt, UvA, 4-3-2004.

Marianne Simons, *Wired Attraction. Effects of ICT use on social cohesion in organizational groups*. UvA, 28-1-2004.

Moniek Buijzen, *Television advertising aimed at children*. UvA, 31 januari 2003.

Jochen Peter, *Why European TV news matters. A cross-nationally comparative analysis of TV news about the European Union and its effects*. UvA, 7 april 2003.

Claes de Vreese, *Framing Europe: Television News and European Integration*. UvA, 31 januari 2003.

Joost Loef, *Incongruity between ads and consumer expectations of advertising*. Erasmus Universiteit Rotterdam, 26-9-2002.

Tijs Timmerman. *Researching brand images: the nature and activation of brand representations in memory*. UvA, 18-1-2002.

Judith Richter, *International regulation of transnational corporations: the infant food debate*. UvA, 4-9-2001.

Ulrike Handel, *Die Fragmentierung des Medienpublikums*. UvA, 6-2-2001.

Frank Huysmans. *Mediagebruik en de temporele organisatie van het dagelijks leven in huishoudens*. KUN, 25-1-2001.

Henk Westerik. *De verklaring voor het gebruik van lokale media*. KUN (16-1-2001).

Maurice Vergeer (KUN, 2000).

Joke Oppenhuisen (UvA, 2000).

Lilian van der Bolt (UvA, 1999).

Lidwien van de Wijngaert (Utrecht, 1999)

Paul Hendriks Vettehen (KUN, 1998).

Kevin Barnhurst (UvA, 1997).

Joris van der Leur (KUB, 1996).

Connie de Boer (UvA, 1995), Peilingen in de Pers.

Joke Hermes (UvA, 1993).