

LIST OF PUBLICATIONS PETER NEIJENS

Peer-reviewed publications

- Van den Putte, B., Zebregs, S., de Graaf, A., Lammers, J., & Neijens, P. (accepted). Gezondheidsvoorlichting over alcohol en tabak aan laaggeletterde adolescenten, in het bijzonder de rol van connectieven. *Tijdschrift voor Taalbeheersing*.
- Araujo, T., Wonneberger, A., Neijens, P., & Vreese, C. de (accepted). How much time do you spend online? Understanding and improving the accuracy of self-reported measures of internet use. *Communication Methods and Measures*.
- De Graaf, A., Van den Putte, B., Nguyen, M. -H., Zebregs, S., Lammers, J., & Neijens, P. (2017). The effectiveness of narrative versus informational smoking education on smoking beliefs, attitudes, and intentions of low-educated adolescents. *Psychology and Health*, 32, 810-825.
- Neijens, P. C. (2017). Working on the fundamentals of journalism and mass communication research: advancing methods in *Journalism & Mass Communication Quarterly*, 2007-2016. *Journalism & Mass Communication Quarterly*, 94(1), 12-16. DOI: 10.1177/1077699016689681.
- Neijens, P. C., ed. (2017). Editor Theme Collection Methodological Issues. *Journalism & Mass Communication Quarterly*, 94(1).
- Araujo, T., Neijens, P. C. & Vliegenthart, R. (2017). Getting the Word Out on Twitter: The Role of Influentials, Information Brokers and Strong Ties in Building Word-of-Mouth for Brands. *International Journal of Advertising*, 36(3), 496-513.
- Neijens, P. C., & Voorveld, H. A. M. (2016). Digital replica editions versus printed newspapers: Different reading styles? Different recall? *New Media & Society*. Online first. DOI: 10.1177/1461444816670326
- Voorveld, H. A. M., Smit, E. G., Neijens, P. C., & Bronner, F. E. (2016). Consumers' cross-channel use in online and offline purchases. An analysis of cross-media and cross-channel behaviors between products. *Journal of Advertising Research*, 56(4), 385-900.
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- De Vreese, C.H., & Neijens, P. C. (2016). Measuring Media Exposure in a Changing Communications Environment. *Communication Methods and Measures*, 10(2/3), 69-80, DOI: 10.1080/19312458.2016.1150441.
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- Zebregs, S., Van den Putte, B, De Graaf, A., & Neijens, P. C. (2015). The Effects of Narrative versus Non-Narrative Information in School Health Education about Alcohol Drinking for Low Educated Adolescents. *BMC Public Health*, 1085.
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- Boerman, S. C., van Reijmersdal, E. A., & Neijens, P. C. (2015). How audience and

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Keynotes (selection since 2008)

- Neijens, P.C. (2012, September). *Persuasive Communication in the Lowlands*. Invited talk, Doctoral Colloquium on Persuasive Communication, NeFCA, University of Antwerp.
- Neijens, P.C. (2011, June). *Persuasion in Non-traditional Forms of Advertising*. Invited talk, University of Vienna (Austria).
- Neijens, P. C. (2010, December). *Content and Source Effects on Attitudes towards Online Consumer Reviews*. Invited talk School for Mass Communication Research, University of Leuven (Belgium).
- Neijens, P.C. (2010, May). *Non-traditional forms of advertising*. Keynote Birmingham Business School (UK).
- Neijens, P.C. (2008). *Cross Media Strategies*. Keynote at Alpen-Adria Universität Klagenfurt, Austria, January 13, 2009.
- Neijens, P.C. (2008). *Groote Opruiming! Alles moet weg! Over nut en noodzaak van sommige reclamevoorschriften vanuit communicatiewetenschappelijk perspectief*. Rede bij het afscheid van prof. dr. mr. J. Kabel.

Conference Papers (selection)

- Neijens, P. C., Slot, J., & Van Kempen, H. (2013). *Matching or Mismatching Opponents' Most Important Argument for a Policy Proposal: What Works Best in Persuasive Campaigns?* Paper presented at WAPOR's Annual Conference, May 2013, Boston.
- Keer, M., Van den Putte, S. J. H. M., & Neijens, P. C. (2011, July). Do actual and subjective attitude bases moderate the efficacy of affective and cognitive arguments? Paper presented at the meeting of the European Association of Social Psychology, Stockholm, Sweden.
- Moorman, M., & Neijens, P. C. (2011, September). Determinants of candidates' media strategies during European elections. Paper presented at the meeting of the World Association of Public Opinion Research, Amsterdam.
- Waheed, M., Schuck, A. R. T., Neijens, P. C., & De Vreese, C. H. (2011, August). Embracing similarities and bridging gaps: Interviews with UN speechwriters. Paper presented at the meeting of the World Communication Association, Lima, Peru.
- Willemsen, L. M., Neijens, P. C., Bronner, A. E., & Koning, A. (2011, January). Credibility assessments of online product reviewers: The effects of perceived expertise and perceived trustworthiness. Paper presented at the Etmaal van de Communicatiewetenschap, Enschede, The Netherlands.
- Willemsen, L. M., Neijens, P. C., & Bronner, A. E. (2011, May). The effect of online source type on review attitude through perceived expertise and perceived trustworthiness: A

- suppression situation. Paper presented at the meeting of the International Communication Association, Boston, MA.
- Willemsen, L. M., Neijens, P. C., & Bronner, A. E. (2011,). The effects of expertise claims and expertise warrants on attitude towards online product reviews. Paper presented at the meeting of the Association for Consumer Research, Beijing, China.
- Asbeek Brusse, E.D., Neijens, P.C., & Smit, E.G. (2010, February). *Make them listen: The process of narrative persuasion in entertainment education*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- Asbeek Brusse, E.D., Neijens, P.C., & Smit, E.G. (2010, December). *Talking to deaf ears? Two routes to narrative persuasion in entertainment-education*. Paper presented at the International Conference Future Imperatives of Communication and Information for Development and Social Change. Bangkok, Thailand.
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- Keer, M., van den Putte, S. J. H. M., & Neijens, P. C. (2010, February). *Affect as mediator of social cognitive influences on health behaviour*. Paper presented at the meeting of the Etmaal van de Communicatiewetenschap, Ghent, Belgium.
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- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2009, June). *Exploring the relationship between actual and perceived interactivity*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Klagenfurt. Top paper award.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2009, February). *How consumers respond to brand websites. An overview of ten years of research*. Paper presented at the annual convention of the Netherlands School of Communication Research, Nijmegen.
- Moorman, M., L. Willemsen, Neijens, P. C., & Smit, E. G. (2009). *Causes and Effects of Program-Involvement on Commercial Recall and In-program Brand Recall*. Annual Conference American Advertising Association. Cincinnati, March 2009.
- Neijens, P.C. (2009). *Neuroconnections Debate*. Invited Talk at the Neuroconnections Conference, Cracow, Poland. February 7, 2009.
- Neijens, P.C., & Smit, E. G., M. Moorman (2008). *Taking up an event: branding during the World Championship soccer 2006*. Paper submitted to the 13th International Conference on Corporate and Marketing Communications, Faculty of Social Sciences, University of Ljubljana, Slovenia, April 24-26 2008.
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- Voorveld, H. A. M., Neijens, P. C. & Smit, E.G. (2008, June). *Modelling Effects of Brand Websites*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy , Antwerp.
- Voorveld, H. A. M., Neijens, P. C. & Smit, E. G. (2008, May). *The Interaction of Websites and TV Commercials in Advertising Campaigns*. Paper presented at the 58th Annual Conference of the International Communication Association, Montreal.
- Voorveld, H.A.M., Neijens, P.C. & Smit, E.G. (2008, februari). *De interactie tussen websites en TV commercials*. Paper gepresenteerd op het Etmaal van de Communicatiewetenschap, Amsterdam.
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- Moorman, M., Neijens, P. C., & Smit, E. G. (2008). *Match-involvement during the 2006 FIFA world cup: its determinants and its effects on advertising processing*. Paper submitted to the 13th International Conference on Corporate and Marketing Communications, Faculty of Social Sciences, University of Ljubljana, Slovenia, April 24-26 2008.
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- Placement and the industry behind it.* American Advertising Academy, San Francisco (USA), March 2008.
- Neijens, P.C., Smit, E. G., & M. Moorman (2007). *Advertising and sponsoring effects in de context of the World Championship Soccer 2006.* International Conference in Research on Advertising, Lisbon, June 2007.
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- Voorveld, H., P. Neijens, & E. Smit (2007). *The Interaction of Websites and TV Commercials in Campaigns.* International Conference in Research on Advertising, Lisbon, June 2007.
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- Reijmersdal, E. van, Neijens, P. C., & Smit, E. G. (2006). Brand Integration in Magazines. Effects of Commerciality on Format Perception and Evaluation. ICORIA Conference in Bath (UK).
- Smit, E.G., Neijens, P. C., & M. Stuurman (2006). Attention to newspaper ads: the concerted interaction of medium, ad and reader. ICA Dresden. Top Paper Award Mass Com Division.
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- De Vreese, Neijens, & Schuck (2005), The Dutch referendum on the European Constitution: Nonattitudes, information, and choice. EASR, Barcelona, July, 2005.
- Smit, E.G., & Neijens, P. C. (2005), Readership of newspaper ads: interaction between medium, as and reader. ICORIA, 2-4 June, 2005. Saarbrücken.
- Smit, E.G., & Neijens, P.C. (2005). Success Factors in Newspaper Advertising; It's all about catching readers' attention. Etmaal van de Communicatiewetenschap. 24 November. Amsterdam.
- Van Reijmersdal, E.A., Neijens, P.C., & Smit, E.G. (2005). The role of exposure frequency and prominence in effects of brand placements on brand image. Paper presented at the 55th annual conference of the International Communication Association, New York, USA, 26-30 May 2005
- Reijmersdal, E. van, Neijens, P. C. & Smit, E. G. (2005), The role of exposure frequency, prominence, and memory of brand placements in effects on brand image. EACR, Gothenburg.
- Neijens, P.C. (2004). Emotions induced by the Media Context and their Impact upon Advertising *Effects*. Third International Conference on Research in Advertising. June 6-8, Oslo.
- Bronner, F. & Neijens, P. C. (2004). *Media and advertising in the age of abundance: a comparison of media consumer experiences across time.* Third International Conference on Research in Advertising. June 6-8, Oslo.
- Reijmersdal, E. van, Neijens, P. C. & Smit, E. G. (2003), *Effectiveness of Mixed Media Formats.* ESOMAR Week of Audience Measurement, Los Angeles.

- Neijens, P.C. & Smit, E. G. (2003), *Government communication, business communication and journalism: differences of opinions on roles, methods and relationship*. ICA, San Diego.
- Reijmersdal, E. van, Neijens, P. C. & Smit, E. G. (2003), *The intertwining of advertising and editorial content in magazines: attention, appreciation and acceptance*. EACR, Dublin
- Moorman, M., Neijens, P. C. & Smit, E. G. (2003). *The Effects of Program-Involvement on Commercial Exposure and Recall in a Real-Life Setting*. ICA, San Diego.
- Neijens, P.C. (2002). *Audience reactions towards product placement: effects of viewer and program characteristics*. Paper presented at the First International Conference on Research in Advertising, to be held in Copenhagen, Denmark, May 2-3, 2002.
- Cramer, K., Neijens, P. C. & Smit, E. G. (2002). *Corporate Brand Prominence in Advertising: Identifying Brand Architecture Use through Content Analysis*. Paper presented at the First International Conference on Research in Advertising, to be held in Copenhagen, Denmark, May 2-3, 2002.
- Cramer, K., Neijens, P. C. & Smit, E.G. (2002). *Managing Brand Portfolios in the Dutch Temping Market: Strategies and Determinants*. Paper presented at the Mass Communication Division of the 52nd Annual Conference of the International Communication Association, to be held in Seoul, Korea, July 15-19, 2002.
- Cramer, K., Neijens, P. C. & Smit, E. G. (2002). *Advertising and the Prominence of the Corporate Brand: Identifying Brand Architecture Use through Content Analysis*. Paper presented at the Visual Communication Interest Group of the 52nd Annual Conference of the International Communication Association, to be held in Seoul, Korea, July 15-19, 2002.
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- Moorman, M., Neijens, P. C. & Smit, E. G. (June, 2001). *EURO2000: A study on the influence of program-involvement on commercial selection and processing in a real life setting*. Competitive paper presentation at the European ACR Conference 2001, Berlin, Germany.
- Moorman, M., Neijens, P. C. & Smit, E. G. (May, 2001). *EURO2000: A study on the influence of program-involvement on commercial selection and processing in a real life setting*. Competitive paper presentation at the 51st Annual Conference of the International Communication Association (ICA), Washington D.C., USA.
- Neijens, P.C. & Ph. van Praag (2001). *Why do the Dutch always say 'no' in referendum campaigns? Campaigns and the dynamics of opinion formation in popular referendums*. Paper presented at WAPOR's Annual Conference, Rome.
- Moorman, M., Neijens, P. C. & Smit, E. G. (March, 2000). *Effecten van Umfeld op de verwerking van advertenties in vrouwenbladen*. Competitive paper presentation at the Communication Science Conference; University of Twente, Enschede
- Neijens, P. C. (2000). Review of M. McCombs & A. Reynolds (eds.), *The poll with a human face: The national issues convention experiment in political communication*.

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- Moorman, M., Neijens, P. C. & Smit, E. G. (August, 2000). *Planning the impact. The effects of editorial context on processing women's magazine ads*. Competitive paper presentation at the APA 2000 conference, Washington D.C., USA.
- Smit, E.G. & Neijens, P. C. (2000). *Advertising as part of our daily media use: A comparison of four media*. Paper presented at the ICA conference, Mass Communication Division, June 2000, Acapulco, Mexico (awarded as Top Three Paper)
- Smit, E.G. & Neijens, P. C. (2000). *New ways to measure media use amidst media abundance*. Paper presented at the ARF/ESOMAR Worldwide Electronic and Broadcast Audience Research conference, May 2000, Florida, United States.
- Neijens, P.C. & B. van den Putte (1999). *Successful advertising and media strategies: lessons from Dutch Effie Award Winners*. Seminar on Media Planning, Portoroz, Slovenia.
- Putte, B. van den & Neijens, P. C. (1999). *Making effective campaigns: brains or muscles?* Seminar on Media Planning, Portoroz, Slovenia.
- Neijens, P.C. (1997). *The effects of the Choice Questionnaire*. Paper presented at the Conference Don't know, instability and change in public opinion research, Amsterdam.
- Neijens, P.C., F. Molenaar, W.E. Saris & J. Slot (1997). *Information, media and public opinion: a referendum case*. Paper presented at WAPOR's Annual Conference Edinburgh.
- Brants, K. & Neijens, P. C.. *The infotainment of politics* (1997). Paper presented at APSA, Washington.
- Neijens, P.C. (1997). *The effects of information on public opinion*. Paper presented at the IPSA conference in Seoul, Korea.
- Smit, E.G. & Neijens, P. C. (1996). *Affinity for advertising. A new tool for media planning?* Paper presented at the ARF Conference Using research for effective media planning. New York.
- Price, V. & Neijens, P. C. (1996). *Some deliberations over deliberative polls: quality criteria for surveys of 'informed' public opinion*. Paper presented at WAPOR Seminar 'Quality criteria in survey research', Italy.
- Minkman, M., Neijens, P. C., J. Slot (1996). *Opinion formation and participation in Dutch referenda*. Paper presented at the ICA Conference in Chicago.
- Alcser, K.H. & Neijens, P. C. & J.G. Bachman (1996). *Using an informed survey approach to assess public opinion on euthanasia and physician-assisted suicide: a cross-national comparison between Michigan (USA) and the Netherlands*. Paper presented at the WAPOR Conference in The Hague.
- Neijens, P.C., M. Minkman & J. Slot (1996). *Opinion formation and voting behavior in referenda*. Paper presented at the WAPOR Conference in The Hague.
- Neijens, P.C. (1993). *An instrument for the collection of informed opinions*. Paper presented at the WAPOR Conference in Boston (USA).
- Bouwman, H., F. Hartkamp, Neijens, P. C. & B. de Wit (1992). *The many faces of Dutch Videotex: the quality of interfaces*. Paper presented at the IAMCR-conference Communication for a new world.
- Neijens, P. & J.A. de Ridder (1989). *Decision support in policy development*. Paper presented at the SPUDM conference in Moscow.
- Neijens, P. & W.E. Saris (1985). *Evaluation of a decision aid in a nationwide discussion*. Paper presented at the SPUDM conference in Helsinki.
- Neijens, P., W.E. Saris & J.A. de Ridder (1984). *The development of a decision aid*. Paper

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