

LIST OF PUBLICATIONS PETER NEIJENS

Peer-reviewed publications

- Rauwers, F., Voorveld, H., & Neijens, P. C. (online first). Investigating the persuasive impact and underlying processes of interactive magazine ads in a real-life setting. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2018.1470918>
- Araujo, T., Neijens, P., & Vliegenthart, R. (online first). The impact of sharing brand messages: how message, sender, and receiver characteristics influence brand attitudes and information diffusion on Social Networking Sites. *Communications, the European Journal*.
- Moorman, M, Neijens, P, Moorman, M., & Haar, D. (2018). Political advertising. In: S. Rodgers & E. Thorson, eds. *Advertising Theory!* 2nd edition. New York: Routledge.
- Neijens, P. C., & Voorveld, H. A. M. (2018). Digital replica editions versus printed newspapers: Different reading styles? Different recall? *New Media & Society*, 20(2), 760-776. DOI: 10.1177/1461444816670326
- Araujo, T., Wonneberger, A., Neijens, P., & de Vreese, C. (2017). How much time do you spend online? Understanding and improving the accuracy of self-reported measures of internet use. *Communication Methods and Measures*, 11(3), 173-190.
- 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.
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- 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.
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- Zebregs, S., van den Putte, B., de Graaf, A., Lammers, J. & Neijens, P. (2017). Voorlichtingsmaterialen over alcohol voor VMBO- en Praktijkscholieren: Verbeteren narratieven de effecten? *Tijdschrift voor Gezondheidswetenschappen*, 95, 200-203.
- 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.
- De Graaf, A., van den Putte, B., Zebregs, S., Lammers., J. & Neijens, P. (2016). Smoking education for low-educated adolescents: Comparing print and audiovisual messages. *Health Promotion Practice*, 17, 853-861.
- Rauwers, F., Voorveld, H., & Neijens, P. C. (2016). The Effects of the Integration of External and Internal Communication Features in Digital Magazines on Consumers' Magazine Attitude. *Computers in Human Behavior*, 61, 454-462. doi: 10.1016/j.chb.2016.03.042

- 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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- Boerman, S. C., van Reijmersdal, E. A., & Neijens, P. C. (2015). Brand placement in TV-programma's. In: A. E. Bronner (eds). *Insights in marketing intelligence*, pp. 34-39. Amsterdam: MOA.
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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, until 2013)

- 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.
- Willemsen, L. M., Neijens, P. C. & Hengelveld, S. (2010, June). *The suppression effect of trustworthiness on the relation between source expertise and online review attitude*. Paper Presented at the 9th annual conference of the European Advertising Association, Madrid.
- Willemsen, L. M., Bronner, F. E., & Neijens, P. C. (2010, June). *The usefulness of online consumer reviews*. Paper Presented at the 9th annual conference of the European Advertising Association, Madrid.
- Willemsen, L. M., Neijens, P. C., Bronner, F. E., & De Ridder, J. A. (2010, June). Not all created equal? The content characteristics and usefulness of online consumer reviews. Paper Presented at the 60th annual conference of the International Communication Association, Singapore.
- Willemsen, L. M., Neijens, P. C., Bronner, F. E. & De Ridder, J. A. (2010, February). *Reviewing Consumer Reviews. Content and usefulness of online product evaluations*. Paper presented at the 60th annual conference of the Netherlands School of Communication Research, Gent.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, June). *The role of media sequence and involvement in cross-media campaigns*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, June). *Exploring the link between objectively and subjectively assessed interactivity on global brand websites*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.
- 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.
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, February). *Measuring interactivity of global brand websites*. Paper presented at the annual convention of the Netherlands School of Communication Research, Gent (Belgium).
- Voorveld, H. A. M., Neijens, P. C., & Smit, E.(2010, February). *Exploring the link between objectively assessed interactivity and interactivity perceptions*. Paper presented at the doctoral symposium New Media Studies. Organised by Research Group for Media & ICT, University of Gent & Interdisciplinary Institute for Broadband Technology
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2010, February). *Measuring interactivity of global brand websites*. Paper presented at the annual convention of the Netherlands School of Communication Research, Gent (Belgium).
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G (2009, October). *Development of a coding instrument to measure interactivity of websites*. Paper presented at the North American Conference of the Association for Consumer Research, Pittsburgh, PA.
- 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.
- Voorveld, H. A. M., Neijens, P. C. & Smit, E. G. (2008, November). *Consumers' responses to brand websites: An interdisciplinary review of ten years of research*. Paper presented at the Winter School of Media and Behavior, Behavioural Science Institute, Radboud University Nijmegen, Bergen.
- 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.
- Moorman, M., Neijens, P. C., & Smit, E. G. (April, 2008). *Match-involvement during the 2006 FIFA world cup: its determinants and its effects on advertising processing*. Paper presented at the 6th ICORIA conference, Antwerp, Belgium.

- 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.
- Reijmersdal, E. van, Neijens, P.C. & Smit, E.G. (2008). *Effecten van Brand Placement op het Publiek: Een vote count analyse van 25 jaar wetenschappelijk onderzoek*. Paper presented at Etmaal van de Communicatiewetenschap. Amsterdam, February 2008.
- Neijens, P.C., & C. de Vreese (2007). *Helping citizens decide in referendums: The moderating effect of political sophistication on the use of the Information and Choice Questionnaire as a decision aid*. WAPOR Berlin, September 2007.
- Neijens, P.C., Smit, E. G., & E. van Reijmersdal (2008). *Today's Practice of Brand 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.
- Reijmersdal, E. van, P. Neijens, & E. Smit (2007). *Modeling a New Branch of Advertising Research: A Systematic Literature Review of Factors Influencing Audience Reactions to Brand Placement*. International Conference in Research on Advertising, Lisbon, June 2007.
- 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.
- Smit, E.G., Neijens, P. C., & E. van Reijmersdal (2006). *Today's practice of integrating brands in TV programs*. ICORIA Conference in Bath (UK).
- 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.
- Reijmersdal, E. van, Neijens, P. C. & Smit, E. G. (2006). *Brand Integrations in Magazines: Effects of Commercialism on Credibility and Purchase Intention*. ICA Dresden.
- Cock, R. de, D. Gelders, Neijens, P. C., & K. Roe, *Communication about policy intentions of the government. Unwanted propaganda or democratic inevitability? Opinions of government communication professionals and journalists*. ICA Dresden.
- 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.
- Moorman, M., Neijens, P. C. & Smit, E. G. (2002). *Context Considered: Program Context Effects on Recall and Attention towards Television*. Paper presented at the First International Conference on Research in Advertising, to be held in Copenhagen, Denmark, May 2-3, 2002.
- Moorman, M., Neijens, P. C. & Smit, E. G. (2002). *Context Considered: Program Context Effects on Recall and Attention towards Television*. 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.
- 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*. *International Journal of Public Opinion Research*, 12 (4), 441-444.
- 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 presented at the ECPR-Joint Sessions of Workshops, Salzburg.
- Eggen, A.Th.J. & P. Neijens (1981). *Belief in the legitimacy of regime norms. Research into the (in)stability of this attitude among the Dutch electorate (1971-1977)*. Paper presented at the ECPR-Joint Sessions of Workshops, Lancaster.
- Eggen, A.Th.J. & P. Neijens (1979). *Intercorporate networks in the Dutch oil industry: interlocking directorates at different levels*. Paper presented at the ECPR-Joint Sessions of Workshops, Brussels.

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