## Programme

### Monday February 3

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<tr>
<th>Time</th>
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<tr>
<td>10.00-12.00</td>
<td>Registration open &amp; lunch</td>
<td>Orion</td>
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<tr>
<td>12.00-13.40</td>
<td>Plenary session: opening; keynotes Marcel Dicke &amp; Valerie Frissen</td>
<td>Orion</td>
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<tr>
<td>13.50-14.50</td>
<td>Parallel session 1</td>
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<td>14.50-15.15</td>
<td>Break</td>
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<td>15.25-16.25</td>
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<td>18.15-18.45</td>
<td>Drinks</td>
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<td>18.45-19.30</td>
<td>Postersessions</td>
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<td>19.30-22.00</td>
<td>Dinner &amp; awards ceremony</td>
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<td>22.00-00.00</td>
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<td>09.00-10.00</td>
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<td>11.05-11.35</td>
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<td>11.40-12.40</td>
<td>Plenary session: debate</td>
<td>Orion</td>
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<tr>
<td>12.45-14.00</td>
<td>Lunch, followed by NefCa members meeting</td>
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## Location

*click on the location for more information*

**Orion**
(building 103)
Bronland 1
6708 WH Wageningen

**PAXX**
Nieuwe Kazernalaan 10
Eliaz Beekmankazerne, gebouw 2
6711 JC Ede

If desired, shuttle busses can bring you from the Orion to PAXX and from PAXX to your hotel.
### Detailed Programme – Monday February 3

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<td>12:00-13:40</td>
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<td>18:45–19:30</td>
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<td>Dinner + Party</td>
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#### Plenary Session 12:00-13:40
- Keynotes

#### Parallel Session 13:50-14:50
- Panel 1
- Panel 6
- Persuasive Com 1
- Persuasive Com 6
- Com & Innovation 1
- Organizational Com 1
- Journalism 2
- Discourse & Society 1
- Political Com 2
- Culture & Entertainment 1
- Culture & Entertainment 6
- Culture & Entertainment 11
- Health Com 4

#### Break

#### Parallel Session 15:25-16:25
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- Panel 7
- Persuasive Com 2
- Persuasive Com 7
- Com & Innovation 2
- Organizational Com 2
- Journalism 3
- Discourse & Society 2
- Political Com 3
- Culture & Entertainment 2
- Culture & Entertainment 7
- Media Systems and Policy 1
- Health Com 5

#### Parallel Session 16:30-17:30
- Panel 3
- Panel 8
- Persuasive Com 3
- Persuasive Com 8
- Com & Innovation 3
- Organizational Com 3
- Journalism 4
- Discourse & Society 3
- Political Com 4
- Culture & Entertainment 3
- Culture & Entertainment 8
- Health Com 1
- Health Com 6

#### Poster Presentations
- 18:45–19:30

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### Detailed Programme – Tuesday February 4

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<td>Panel 5</td>
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<td>Culture &amp; Entertainment 10</td>
<td>Health Com 3</td>
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#### Parallel session 4
09:00-10:00

#### Parallel session 5
10:10-11:10

- **Break**
11:40-12:40

- **Final Session**

- **Lunch**
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Keynotes

Parallel Sessions:

- Panel Sessions
- Persuasive Communication
- Communication, Innovation and Change
- Organizational Communication
- Journalism
- Discourse & Society
- Political Communication
- Culture & Entertainment
- Media Systems & Policy
- Health Communication

Poster Presentations

Abstracts
Keynotes:

We are delighted to announce our two keynote speakers:

Prof. dr. Marcel Dicke

Prof. dr. Marcel Dicke is professor of Entomology at Wageningen University. His research focuses on communication among plants and insects. He was the first to discover that plants respond to insect feeding with enlisting carnivorous insects as bodyguards and termed the phenomenon “plants crying for help”. Using plant-insect communication as a metaphor he actively and effectively communicates about science with the general public. He received the NWO Spinoza Award (2007) for his scientific research and the NWO-KNAW Eureka Prize (2013) for science communication. In addition to his scientific work prof. Dicke organized the science festival “Wageningen – City of Insects’ and he actively promotes insects as the meat of the future (see his TED lecture at www.ted.com/talks/marceldicke).

Prof. dr. Valerie Frissen

Prof. dr. Valerie Frissen is principal scientist and strategist at TNO and professor ICT & Social Change at Erasmus University Rotterdam (Faculty of Philosophy). She holds a PhD in Social Sciences at Radboud University Nijmegen. Before she came to TNO, she worked as assistant professor Mediestudies at the University of Amsterdam. Her research and publications focus on the social impact of media and ICT and on ICT-related innovations. She is frequently invited as expert and speaker in national and international fora and regularly acts as external expert and advisor for decision makers. Since 2012 she is also managing director of CLICKNL (www.clicknl.nl), the Dutch Creative Industries Knowledge & Innovation Network.
Parallel Sessions

Panels:

Panel #1
Monday 13.50-14.50, Plenary room

Science on trial? How to create strong science journalism and a robust societal dialogue.

Moderators: Hedwig te Molder (professor Wageningen University/University of Twente) - Joost van Kasteren (freelance science journalist)

Panel #6
Monday 13.50-14.50, Room C 4014

Media, democracy and identity (session in Dutch)
Sander De Ridder, Sofie Van Bauwel, Frederik Dhaenens, Elke Van Damme, Pieter Maeseele, Daniëlle Raeijmaekers and Stijn Joye. Chair: Stijn Joye

Panel #2
Monday 15.25-16.25, Plenary room

"We need to talk." A discussion for the new generation of communication scholars about current issues and future prospects in academia.
Anika Batenburg, Annemarie van Oosten, Frank Kupper. Chair: Anika Batenburg

Panel #7
Monday 15.25-16.25, Room C 4014

Persuasion Communication: Storytelling for Social Change
Martine Bouman, Hester Hollemans and Sarah Lubjuhn

Panel #3
Monday 16.30-17.30, Plenary room

Video Games as Persuasive Communication: Design, Effects and Processes
Jorinde Eline Spook, Emely de Vet, Jonathan van 't Riet, Joyce Neys. Chair: Moniek Buijzen

Panel #8
Monday 16.30-17.30, Room C 4014

"Experts" and "Laymen" in (Inter)action
Hedwig Te Molder, Petra Sneijder, Wyke Stommel, Wytske Versteeg and Karen Mogendorff

Panel #4
Tuesday 09.00-10.00, Plenary room
Design of speeches and audience impact (session in Dutch)
Luuk Lagerwerf, Marieke Ploegmakers

Panel #5
Tuesday 10.10-11.10, Plenary room

What after the doctorate? (NeFCA Young Scholars Network - session in Dutch).
Piet Bakker, Moniek Buijzen, Elie Ratinckx, Baldwin Van Gorp. Chair: Jeroen De Keyser.
Persuasive Communication

Parallel session 1, Monday February 3, 13.50-14.50

Persuasive Communication #1 – Chair: Bas van den Putte. Room C 3015

- Hanneke Hendriks, Bas van den Putte and Gert-Jan De Bruijn. Subjective Reality: The Influence of Perceived and Objective Conversational Valence on Binge Drinking Determinants.
- Jolanda Veldhuis and Elly Konijn. Get Inspired for Action: Self-Improvement Magazine Headlines Increase Body Satisfaction in Young Adults.

Persuasive Communication #6 – Chair: Guda van Noort. Room C 3016

- Guda van Noort, Eva van Reijmersdal and Fabienne Rauwers. ‘This ad was digitally manipulated’: Effectiveness of disclosing photo retouching in advertising.
- Eva Van Reijmersdal, Nienke Lammers, Esther Rozendaal and Moniek Buijzen. This Game Contains Advertising! Effects of Sponsorship Disclosures for Advergames.
- Marieke Fransen, Peeter Verlegh and Manon Fennis. Warning before or after the message? The role of argument quality in advertising warning effects.
- Ivar Vermeulen, Christian Burgers and Bo Van Grinsven. Timing of brand placements relative to humorous and musical cues.

Parallel session 2, Monday February 3, 15.25-16.25

Persuasive Communication #2 - Chair: Eva van Reijmersdal. Room C 3015

- Susan Hoogendoorn, Guda van Noort and Eva van Reijmersdal. Branded apps: The effect of entertaining and informational branded smartphone apps on consumer’ brand equity.
- Camiel Beukeboom, Metten de Vries and Peter Kerkhof. Does following a brand’s Facebook updates cause enhanced brand evaluations and purchase intentions?

Persuasive Communication #7 - Chair: Enny Das. Room C 3016

- Sophie Boerman, Eva Van Reijmersdal and Peter Neijens. “This program contains product placement” vs. “PP”: An eye tracking study on the effects of different types of sponsorship disclosures.
- Joël Bosch and Paul Hendriks Vettehen. The effects of in-game advertising on brand attitude.
Parallel session 3, Monday February 3, 16.30-17.30

**Persuasive Communication #3 - Chair: Esther Rozendaal. Room C 3015**

- Jeroen Loman, Esther Rozendaal, Rick van Baaren and Moniek Buijzen. "Temporal focus-based communication": Increasing water conservation behavior through construal-level framing of advertisements.
- Frans Folkvord, Doeschka Anschutz, Chantal Nederkoorn, Henk Westerik and Moniek Buijzen. The role of impulsivity in the effect of food advergames on actual food intake in children.

**Persuasive Communication #8 - Chair: Daan Muntinga. Room C 3016**

- Daan G. Muntinga. The “double source effect”: How sharer and source combine to increase online advertising effectiveness.
- Moniek Buijzen, Esther Rozendaal, Martin Tanis, Ivar Vermeulen and Eva Van Reijmersdal. Do Secondary Task Reaction Times Indicate Processing of Brand Placements?

Parallel session 4, Tuesday February 4, 09.00-10.00

**Persuasive Communication #4 - Chair: Hans Hoeken. Room C 3015**

- Hans Hoeken. Zit argumentkwaliteit in het standpunt van de beoordelaar?
- Annemarie Wennekers. How to make 'doing good' look good: De invloed van advertentie cues in CRM-campagnes op consumentenreacties.
- Paul Ketelaar, Ruben Konig, Edith Smit and Helge Thorbjørnsen. Religiositeit, subjectief ervaren geloofwaardigheid van reclame en reclamevermijding in traditionele en digitale media.
- Jiska Eelen and Peeter Verlegh. Offline en online merkambassadeurs: De invloed van mediagebruik op merkloyaliteit en merkengagement.

**Persuasive Communication #9 - Chair: Esther Rozendaal. Room C 3016**

- Peeter Verlegh and Arne ten Ham. How disclosures impact reader responses to sponsored content on blogs.
- Suzanna J. Opree, Moniek Buijzen and Eva Van Reijmersdal. Advertising’s Effect on Children’s Psychological Well-Being and Life Satisfaction.
- Fabiënne Rauwers and Guda van Noort. Creative media: an evolutionary step in advertising?
Parallel session 5, Tuesday February 4, 10.10-11.10

**Persuasive Communication #5 - Chair: Edith Smit. Room C 3015**

- Annemarie Weerman, Hans Hoeken and Jos Hornikx. Explicit and Intuitive Methods for Identifying Convincing Arguments.
- Hande Sungur, Tilo Hartmann and Guido M. Van Koningsbruggen. When do online users believe in other people’s messages? A construal-level perspective.
- Nadine Strauß and Peeter Verlegh. Political Websites & the Effects of Negative and Positive eWOM

**Persuasive Communication #10 - Chair: Peeter Verlegh. Room C 3016**

- Corné Dijkmans, Peter Kerkhof and Camiel Beukeboom. A stage to engage: social media use, social media engagement and corporate reputation.
- Joyce Koeman, Paul Ketelaar and Leen D’Haenens. Tuning into bicultural minorities in Europe: Acculturation and advertising avoidance.

Communication, Innovation and Change

Parallel session 1, Monday February 3, 13.50-14.50

**Communication, Innovation and Change #1 - Chair: Elly Konijn. Room C 3020**

- Maartje de Graaf, Somaya Ben Allouch and Shariff Lutfi. People’s Implicit and Explicit Associations with and Attitudes towards Robots.
- Marloes Spekman, Elly A. Konijn and Johan F. Hoorn. Easy-to-cope-with emotions make people more optimistic about healthcare robots than emotions that are less easy to cope with.

Parallel session 2, Monday February 3, 15.25-16.25

**Communication, Innovation and Change #2 - Chair: Barbara van Mierlo. Room C 3020**

- Barbara van Mierlo, Anne-Charlotte Hoes and PJ Beers. A discursive perspective on social learning for transformative change.
- Annabel Georges, Bastiaan Baccarne, Dimitri Schuurman and Sara Logghe. Field observation in a living lab context: constructing a framework for the observers’ role based on a comparative case study analysis.
- Karel Vandenbroucke, Bastiaan Baccarne and Dimitri Schuurman. Connecting with citizen journalists. an exploratory living lab study on motivations for using citizen journalism applications.
- Marian Ter Haar, Noelle Aarts and Piet Verhoeven. Sharing Ground in Implementation, towards a Theory of Gradual Commonality.

Parallel session 3, Monday February 3, 16.30-17.30
Communication, Innovation and Change #3 - Chair: Ivar Vermeulen. Room C 3020

- Dimitri Schuurman. Knowledge exchange for innovation development in open innovation systems: Living Labs as innovation intermediaries & knowledge brokers aligning user & stakeholder input.
- Cees Leeuwis and Noelle Aarts. Re-configuring the bio-material, the social and the symbolic: Towards the communicative embedding of research in societal change.

Parallel session 4, Tuesday February 4, 09.00-10.00

Communication, Innovation and Change #4 - Chair: Josette Jacobs. Room C 3020

- Bastiaan Baccarne and Dimitri Schuurman. Living Labs as a driver for change in regional television.
- Sara Logghé, Dimitri Schuurman and Bastiaan Baccarne. Uit passie of voor de poen? Een exploratie van gebruikermotivaties voor deelname aan innovatie onderzoek in Living Labs.
- Aleksander Driesen, Joris Van Ouytsel, Jan T’Sas and Wil Meeus. Media Didactica: een referentiekader voor mediawijsheid voor de lerarenopleiding.

Parallel session 5, Tuesday February 4, 10.10-11.10

Communication, Innovation and Change #5 - Chair: Jeana Frost. Room C 3020

- Jeana Frost and Tilo Hartmann. Performing for our Online Network: The Effect of a Facebook Prime on Situational Self-Awareness.
- Renee van Os, Daphne Hachmang and Els van der Pool. Webcare ten behoeve van reputatiemanagement: een casus van conversaties op Twitter door een OV-aanbieder.
- Dana Schurmans, Ilse Mariën and Leo Van Audenhove. Digitale mediaprofielen van jongeren in maatschappelijk kwetsbare situaties.
- Christine Liebrecht, Florian Kunneman and Antal van den Bosch. Deze tweet is sarcastisch, zegt de computer.

Organizational Communication

Parallel session 1, Monday February 3, 13.50-14.50

Organizational Communication #1 - Chair: Piet Verhoeven. Room C 3030

- Toni van der Meer, Piet Verhoeven, Hans Beentjes and Rens Vliegenthart. Framing the crisis: A semantic-network approach to inquire frame alignment among PR, news media, and the public.
- Sandra Jacobs and Rens Vliegenthart. Who sets the frame? Organizations and the news in the Dutch banking crisis.
- Emilie Holtbach, Joost Verhoeven and Peeter Verlegh. This Is Not Funny: the Use of Self-deprecating Humor in Crisis Communication.
- Lotte Willemsen, Guda van Noort, Marjolijn Antheunis and Lehr Susanne. Interactivity vs. human voice? The value of webcare as a relationship building strategy.
Parallel session 2, Monday February 3, 15.25-16.25

Organizational Communication #2 - Chair: Rens Vliegenthart. Room C 3030

- David Hollanders and Rens Vliegenthart. The Effect of media-coverage on performance in the financial sector.
- Claartje Ter Hoeven. Workloads resulting from a coworker’s leave: Best organizational and communication practices.
- Jos Hornikx and Berna Hendriks. Brand-related tweets about goods and services: An analysis of sentiment and valence in word of mouth.

Parallel session 3, Monday February 3, 16.30-17.30

Organizational Communication #3 - Chair: An-Sofie Claeys. Room C 3030

- An-Sofie Claeys and Verolien Cauberghe. De impact van emotionele communicatie op de gepercipieerde oprechtheid en de reputatie van organisaties in crisis.
- Pytrik Schaafraad and Roos Spitteler. Het Nederlands bedrijfsleven in het nieuws.
- Joost Verhoeven and Claartje Ter Hoeven. Waarden@Work.
- Pytrik Schaafraad and Joost Verhoeven. Sportsponsoring met wind tegen. Het effect van crisisresponsstrategieën op de bedrijfsreputatie van sportploeg en sponsor.

Parallel session 4, Tuesday February 4, 09.00-10.00

Organizational Communication #4 - Chair: Mark Van Vuuren. Room C 3030

- Jos Bartels, Mark Van Vuuren and Jaap Ouwerkerk. My colleagues are my friends. The role of Facebook contacts in employee identification.
- Ward van Zoonen, Joost W. M. Verhoeven and Wim J. L. Elving. Explaining employees’ work-related social media use.

Journalism

Parallel session 1, Monday February 3, 13.50-14.50

Journalism #2 - Chair: Celine Klemm. Room C 3033

- Celine Klemm, Enny Das and Tilo Hartmann. Well-informed or ill-informed: Is news reporting on epidemic outbreaks informative or scaremongering?
- Anna Berbers, Jan Boesman and Leen D’Haenens. The News Framing of ‘Syria-warriors’ in the Low Countries.
- Jan Boesman, Anna Berbers, Leen D’Haenens and Baldwin Van Gorp. In search of the creation of news frames in Flemish newspapers: The case of the Belgian ‘Syria warriors’
- Karmen Resman and Penelope Sheets. To be biased or not to be biased? A comparative study of the reporting about the acquittal of war generals Gotovina and Markač in Balkan broadcasters.
Parallel session 2, Monday February 3, 15.25-16.25

Journalism #3 - Chair: Liesbeth Hermans. Room C 3033

- Liesbeth Hermans, G. Schaap and Jo Bardoel. Bringing citizens’ perspective in regional news.
- G. Schaap, Liesbeth Hermans and Jo Bardoel. The impact of participatory journalism on audience involvement and evaluations.
- Roos Spitteler and Pytrik Schafraad. De invloed van nieuwsfactoren in persberichten van Nederlandse bedrijven op nieuwsselectie bij Nederlandse kranten en onlinenieuwsmedia.

Parallel session 3, Monday February 3, 16.30-17.30

Journalism #4 - Chair: Rens Vliegenthart. Room C 3033

- Jelle Boumans, Rens Vliegenthart and Hajo G. Boomgaard. Outsourcing the News.
- Baldwin Van Gorp. De strategische inzet van frames en counterframes om betekenis aan het ouder worden te verlenen.

Parallel session 4, Tuesday February 4, 09.00-10.00

Journalism #5 - Chair: Piet Bakker. Room C 3033

- Kasper Welbers, Wouter van Atteveldt, Jan Kleinnijenhuis and Nel Ruigrok. Media logic in the new media landscape: Do new media share the logic of traditional media?
- Hille van der Kaa. The validation of external data sets - What social scholars and data journalists can learn from one another.

Parallel session 5, Tuesday February 4, 10.10-11.10

Journalism #1 - Chair: Johannes von Engelhardt. Room C 3030

- Eline Huiberts and Johannes von Engelhardt. “They don’t deserve that” - Moral responsibility in the face of mediated distant suffering.
- Kobie van Krieken, Hans Hoeken and José Sanders. From reader to mediated witness: The effects of journalistic narratives about shocking news events.
- Kristin Van Damme and Cédric Courtos. At your (public) service. A radical audience perspective on seniors’ news repertoires.

Journalism #6 - Chair: Claes H. De Vreese. Room C 3033

- Arjen Van Dalen, Claes H. De Vreese and Erik Albæk. Did they miss it or were we not paying attention? How the economic press covered the start of the Long Economic Recession.
• Anita Van Hoof, Carina Jacobi and Nel Ruigrok. Diverse politics, diverse news coverage? A longitudinal study of diversity of Dutch political news during two decades of election campaigns.
• Stefan Mertens and Leen D’Haenens. Cultural Values in Press Reporting on Islam: The UK and Flanders Compared.

**Discourse & Society**

**Parallel session 1, Monday February 3, 13.50-14.50**

*Discourse & Society #1 - Chair: Severine van Bommel. Room C 3034*

• Edson Gandiwa, Sylvie Sprangers, Severine van Bommel, Ignas Heitkoning, Cees Leeuwis and Herbert Prins. Spill-over effect in media framing: Representations of wildlife conservation in Zimbabwean and international media.
• Mark van Vuuren, Noelle Aarts and Tim Stevens. Communicatiewetenschap als schei-kunde of chemie: naar een integrale benadering van de wetenschapsdiscipline.
• Michael Hameleers and Margot Van Der Goot. Transparency in qualitative research: Lessons from studies recently published in communication journals.
• Annette Klarenbeek. De zaak Vaatstra Een discoursanalyse van burgerfora over de zaak Vaatstra en grootschalig DNA-verwantschapsonderzoek.

**Parallel session 2, Monday February 3, 15.25-16.25**

*Discourse & Society #2 - Chair: Peter Feindt. Room C 3034*

• Peter H. Feindt. Contested policy narratives and wicked problems: The narrative constitution of the global controversy over biopatents in agriculture.
• Maartje van Lieshout. The implications of scale framing for the governance of complex problems: towards scale frame sensitive governance.
• Rhythma Kapoor. Reimagining the metropolis: Conceptualizing sense of place in the weblog narratives of expatriates in Europe.
• Dafni Mangalousi and Lela Moseghvdlishvili. Arguing for and against the Unitary Patent: a discourse analysis on patent reform in EU.

**Parallel session 3, Monday February 3, 16.30-17.30**

*Discourse & Society #3 - Chair: Yves Pepermans. Room C 3034*

• Yves Pepermans and Pieter Maaseele. Media, klimaat en democratie: Van consensus tot de/politisering.
• Albert Aalvanger. The construction of collective identities in local governance: creating rigidity and space for change.
• Harrie Van Rooij and Noelle Aarts. In dienst van beleid of in dienst van de democratie?

**Parallel session 4, Tuesday February 4, 09.00-10.00**

*Discourse & Society #4 - Chair: Camiel Beukeboom. Room C 3034*

• Jasper de Vries. When old arguments gain weight. How trust emerges and develops in intergroup contexts in the Baviaanskloof, South Africa.
• Tonny Krijnen. Professioneel handwerken? Gender discoursen en fan art.
• Monique Pollmann and Emiel Krahmer. Do friends communicate better than strangers? Effectiveness and efficiency investigated.

Political Communication

Parallel session 1, Monday February 3, 13.50-14.50

Political Communication #2 – Chair: Andreas Schuck. Room C 3040

• Sophie Lecheler, Linda Bos and Rens Vliegenthart. News Framing Effects on Opinions about Immigration: The Mediating Role of Emotions.
• Andreas Schuck and Lukas Otto. Afraid of climate change but don't know why? How implicit negative affect mediates the effect of threat framing on individual risk perceptions and behavioral intentions.
• Debby Vos and Julie Sevenans. Which MPs are reactive to the media? How features of individual MPs moderate the political agenda-setting effect.

Parallel session 2, Monday February 3, 15.25-16.25

Political Communication #3 – Chair: Sanne Kruikemeijer. Room C 3040

• Sanne Kruikemeier, Guda Van Noort, Rens Vliegenthart and Claes De Vreese. Explaining the relationship between social media use and political involvement.
• Tilo Hartmann and Martin Tanis. Hostile media perception, hostile outgroup perception? Examining the influence of the hostile media effect on polarization.
• Judith Moeller. Political mobilization through social media – Evidence from a panel study among Dutch adolescents.
• Magdalena Wojcieszak. Preceived versus Factual Minority Status and Political Participation.

Parallel session 3, Monday February 3, 16.30-17.30

Political Communication #4 - Chair: Andreas Schuck. Room C 3040

• Sjoerd Stolwijk, Andreas Schuck and Claes de Vreese. The impact of affective poll reporting on vote intention in the 2013 German elections.
• Jasper van de Pol, Bregje Holleman, Naomi Kamoen, André Krouwel and Claes de Vreese. Beyond young, higher educated males: A typology of VAA users.
• Andre Krouwel, Jan Kleinnijenhuis, Jasper van de Pol and Anita Van Hoof. Advice of Vote Advice Applications (VAAs): mediator and/or moderator of the relationship between prior vote intentions and the vote?
• Amanda Alencar and Hajo Boomgaarden. "Actors and their Actions in Political Dramas": Exploiting the Properties of Narrative in News Coverage of Election Campaigns.

Parallel session 4, Tuesday February 4, 09.00-10.00
Political Communication #5 – Chair: Mark Boukes. Room C 3040

- Sophie Lecheler, Regula Hänggli, Mario Keer and Andreas Schuck. The Effects of Repetitive Political News Framing on Effect Strength and Persistence.

Parallel session 5, Tuesday February 4, 10.10-11.10

Political Communication #1 - Chair: Margit van Wessel. Room C 3034

- Rosa Van Santen. Who sets the frame: journalists or politicians? A mediation analysis of news coverage and parliamentary questions.
- Remko van Broekhoven. Waar is de waakhond in het debat?
- Chris Aalberts and Roos Poelman. Daadkrachtig, integer, authentiek en betrouwbaar: Nederlandse politici over personalisering van politiek.

Political Communication #6 - Chair: Wouter van Atteveldt. Room C 3040

- Annemarie Walter and Jan Kleinnijenhuis. Media, issue ownership, issue approval and the vote: fifteen years of stability and change.

Culture & Entertainment

Parallel session 1, Monday February 3, 13.50-14.50

Culture & Entertainment #1 - Chair: Aleit Veenstra. Room C 3042

- Aleit Veenstra, Philippe Meers and Daniël Biltereyst. Screen(ing) Audiences, Questioning Convergence Culture.
- Ruud Jacobs, Ard Heuvelman, Somaya Ben Allouch and Oscar Peters. Everybody’s a Critic; Influencability of Motion picture Evaluations from Expert and Consumer Reviews.
- Jono Van Belle. Circling the Mountain: Towards an Integrated Cultural Analysis of Film.

Culture & Entertainment #6 - Chair: Jolien Arendsen. Room C 3043

- Jolien Arendsen and Allison Eden. Group Affiliation and Narrative Involvement.
- Sanne Nikkelen, Helen Vossen and Patti M. Valkenburg. ADHD-related Behaviors and Audiovisual Entertainment Use and Responses: A Media Diary Study.
Addy Weijers, Serena Daalmans, Merel van Ommen, Michelle van Pinxteren and Rebecca de Leeuw. He’s a bad, bad man: Exploring the power of the story on the moral evaluation of immoral characters.

Nicky van Es. ‘Literary Capital Crime Cities’. A study towards contemporary literary tourism in the dark & mysterious metropolis.

Culture & Entertainment #11 - Chair: Elly Konijn. Room C 4030

Anouk Den Hamer, Elly Konijn, Xanthe Plaisier, Micha Keijer, Lydia Krabbendam and Brad Bushman. The Need for a Content-based Media Exposure Scale (C-ME): Four Development and Validation Studies.

Laura Vandenbosch and Steven Eggermont. A Prospective Cohort Study on the Role of Appearance Ideals in Adolescents’ Use of Social Networking Sites.


Peter Nikken and Marjon Schols. How and why parents guide the media use of infants, toddlers, kindergartners and early childhood children; an exploratory study.

Parallel session 2, Monday February 3, 15.25-16.25

Culture & Entertainment #2 – Chair: Stijn Reijnders. Room C 3042

Marleen J.E. Klaassen and Jochen Peter. Gender (In)equality in Internet Pornography: A Content Analysis of Popular Pornographic Internet Videos.

Balazs Boross and Stijn Reijnders. Coming out with the media: the ritualization of self-disclosure in the Dutch television program Uit de Kast.


Culture & Entertainment #7 - Chair: Guido van Koningsbruggen. Room C 3043

Guido M. van Koningsbruggen, Tilo Hartmann, Allison Eden and Harm Veling. The impulsive appeal of social network sites (SNS): Automatic affective reactions to SNS-cues.

Crystal R. Smit, Rebecca N.H. de Leeuw and Moniek Buijzen. Protecting Adolescents’ Online Status: The Association Between Media-Specific Parenting and Adolescents’ Privacy Disclosure and Negative Experiences on Social Network Sites.

Maria Koutamanis, Helen Vossen and Patti M. Valkenburg. Adolescents’ comments on social network sites: Who receives negative feedback and why?

Kathleen Van Royen, Karolien Poels and Heidi Vandebosch. Automatic monitoring of cyberbullying on social network sites: from feasibility to desirability.

Parallel session 3, Monday February 3, 16.30-17.30

Culture & Entertainment #3 - Chair: Liese Exelmans. Room C 3042


Jeroen Lemmens and Patti Valkenburg. Development and Validation of an Internet Gaming Disorder Scale.

Culture & Entertainment #8 - Chair: Marjolijn Antheunis. Room C 3043

- Marjolijn Antheunis and Alexander Schouten. ‘Meeting online’: Do we disclose more personal information towards same-sex or cross-sex partners in online communication?
- Rena Zendedel, Barbara Schouten and Ludwien Meeuwesen. “You don't want to know this about your mother!” Perspectives and experiences of informal interpreters.

Parallel session 4, Tuesday February 4, 09.00-10.00

Culture & Entertainment #4 - Chair: Eline Frison. Room C 3042

- Eline Frison and Steven Eggermont. Exploring the relationships between Facebook use, perceived online support, peer-related stress and adolescents’ depressed mood.
- Dian A. de Vries, Joseph B. Walther, Jochen Peter and Patti M. Valkenburg. The relationships between anticipated interaction vs. offline interaction, self-presentational efficacy, idealized self-presentation and self-esteem.
- Annelore Deprez. Twitter als journalistieke tool voor sportverslaggeving.

Culture & Entertainment #9 - Chair: Wesley Van Haaster. Room C 3043

- Wesley Van Haaster, Saskia Kanters and Mariek Vanden Abeele. Voorspellers en gevolgen van het checken van werk-email via smartphones, laptops en mobiele tablets buiten werktijd.
- Sindy Sumter, Susanne E. Baumgartner, Patti M. Valkenburg and Jochen Peter. Do thoughts make a difference? The relationship between online and offline peer victimization and social anxiety.
- Xanthe Plaisier and Elly Konijn. Gender Differences in Media Use Following Social Exclusion.
- Susanne Baumgartner, Wouter Weeda and Mariette Huizinga. The relationship between media multitasking and executive function in early adolescents.

Parallel session 5, Tuesday February 4, 10.10-11.10

Culture & Entertainment #5 - Chair: Hilde Van Den Bulck. Room C 3042

- Rian Koreman. Legitimating local music. Volksmuziek, hip-hop/rap and dance music in Dutch elite newspapers.

Culture & Entertainment #10 - Chair: Emy Koopman. Room C 3043

- Emy Koopman. Predictors of empathy when reading suffering: genre and reader variables.
- Abby Waysdorf. My Trip to King’s Landing: Fantasy, Fandom, and Contemporary Television Tourism.
- Mijke Slot. The extended media consumer: a third articulation of media.
**Media Systems & Policy**

**Parallel session 2, Monday February 3, 15.25-16.25**

*Media Systems & Policy #1 - Chair: Paul Ketelaar. Room C 4030*

- Hilde Voorveld, Claire Segijn, Paul Ketelaar and Edith G. Smit. Investigating the prevalence and predictors of media multitasking across countries.
- Niels Blom, Renée van der Zanden, Moniek Buijzen and Peer Scheepers. Relating traditional and contemporary media exposure to self-assessed health in a cross-national perspective: Mediators and moderating media systems.
- Daniëlle Raejmaekers, Hilde Van Den Bulck, Koen Panis and Pieter Maeseele. The Forgotten Actor in Media Ownership Debates: Audiences and Their Knowledge of Media Ownership In Flanders.

**Health Communication**

**Parallel session 1, Monday February 3, 13.50-14.50**

*Health Communication #4 - Chair: Moniek Buijzen. Room C 4042*

- Simone De Droog and Moniek Buijzen. "Rabbit Feels Like a Friend"; Presenting Validated Self-Report Character Involvement Scales for 4-to-6-Year-Olds.
- Van Cleemput Katrien, Vandebosch Heidi, Karolien Poels, Sara Bastiaensens, Ann Desmet and Ilse Debourdeaudhuij. A systematic review of studies in which anti-cyberbullying programs are evaluated.
- Sara Pabian and Heidi Vandebosch. Developments in (cyber)bullying perpetration and social intelligence: Results from a 2-year longitudinal study.
- Ine Beyens and Steven Eggermont. Understanding parental predictors of children’s television viewing.

**Parallel session 2, Monday February 3, 15.25-16.25**

*Health Communication #5 - Chair: Gert Jan Hiddink. Room C 4042*

- Sonja van Dillen, Janneke Noordman, Sandra van Dulmen and Gert Jan Hiddink. Kwaliteit van adviezen over gezond afvallen: observatie van alledaagse consulten tussen praktijkondersteuners en patiënten.
- Anneke de Graaf, Bas van den Putte, Peter Neijens and Simon Zebregs. Begrijpelijke en overtuigende gezondheidsvoorlichting voor laagopgeleide adolescenten: De rol van modaliteit.
- Anniek Boeijinga, Hans Hoeken and José Sanders. Communicatieve gezondheidsinterventies voor doelgroepen met een lage(re) SES.
- Sanne Schinkel, Julia Van Weert, Edith Smit and Barbara Schouten. Are active patients fulfilling their information needs better? Differences between native-Dutch and Turkish-Dutch patients in the relation between patient participation during GP consultations and unfulfilled information needs.

**Parallel session 3, Monday February 3, 16.30-17.30**
Health Communication #1 - Chair: Enny Das. Room C 4030

- Annemiek Linn and Nadine Bol. How to communicate breast self-examination instructions to improve recall of information in women: multimedia versus modality effect.

Health Communication #6 - Chair: Tim Smits. Room C 4042

- Nadine Bol, Ellen M.A. Smets, Eugene Loos, Jennifer C. Romano Bergstrom, Sifra Bolle and Julia Van Weert. Eyes don't lie: Using eye tracking data to examine the effect of cognitive and affective illustrations on older adults’ recall of online cancer-related information.
- Emily Swan, Laura Bouwman, Maria Koelen, Noelle Aarts and Gert Jan Hiddink. What predicts healthy eating? Resources that predict healthy eating in Dutch adults.

Parallel session 4, Tuesday February 4, 09.00-10.00

Health Communication #2 - Chair: Moniek Buijzen. Room C 4030

- Frans Folkvord, Doeschka Anschutz and Moniek Buijzen. The role of attentional bias in the effect of food advergames on actual food intake in children.
- Saar Mollen, Susanne Engelen, Loes Kessels and Bas van den Putte. The role of valence and time-frame of health outcomes related to smoking in the effectiveness of health warning labels on cigarette packages.
- Nina van der Mol. Loes Janssen and Enny Das. Het Effect van Humor op de Acceptatie en Verwerking van Bedreigende Gezondheidsinformatie.
- Simon Zebregs, Bas van den Putte, Peter Neijens and Anneke de Graaf. Alcoholvoorlichting voor laagopgeleide adolescenten: De invloed van verbindingsoorden in voorlichtingsteksten op het effect op attitude en intentie.

Health Communication #7 - Chair: Alexandra Dima. Room C 4042

- Alexandra Dima, Sarah Stutterheim, Ramsey Lyimo and Marijn de Bruin. Investigating the process of disclosing sensitive health information: the case of HIV-status disclosure.
- Kim Brandes, Annemiek Linn, Julia van Weert and Phyllis Butow. The format and effectiveness of Question Prompt Lists in oncology.
- Douwe de Witte and Enny Das. Mad Cows and Melamine Milk.

Parallel session 5, Tuesday February 4, 10.10-11.10

Health Communication #3 - Chair: Matthijs Pontier. Room C 4030

• Fam Te Poel and Peter Kerkhof. To tweet or not to tweet: the effect of general nutrition tweets on attitude and intention towards a healthy diet.
• Emma Broekhuizen, Enny Das and Florian Kunneman. Zieke Tweets! Online Berichten over Epidemieën als Proxy voor Publieke Opinie.
• Jelle Van Gurp, Jeroen Hasselaar, Kris Vissers, Evert Van Leeuwen and Martine Van Selm. How technologized care can lead to compassionate professional involvement: a longitudinal, qualitative multiple case study about teleconsultation in palliative home care.
Poster Presentations

Stilte in de Storm: Strategisch Zwijgen binnen Complexe Positioneringsvraagstukken  
N.W. Verouden, Dr. M.C.A. van der Sanden and Prof. Dr. N. Aarts.

Een persbericht in 140 tekens? Het gebruik van tweets van Tweede Kamerleden in Nederlandse kranten  
Chris Aalberts and Janinka Zilverschoon.

Het effect van het gebruik van corporate stories en metaforen op herkenning en attitude ten aanzien van de boodschap en organisatie  
Simone Einhoff, Suzanne Janssen and Joris Van Hoof.

"It Reall Is a Craft": Repertoires in Journalistic Frontrunners’ Talk on Audience Participation.  
Merel Borger, Irene Costera Meijer, Anita Van Hoof and José Sanders.

What’s up doc? Analyse van de berichtgeving omtrent gezondheidsnieuws in Vlaamse populaire weekbladen en vrouwenmagazines  
Rebeca De Dobbelaer and Karin Raeymaeckers.

Communication climate and knowledge sharing in an online community: The mediating roles of employee identification and social media usage  
Jos Bartels, Mark Van Vuuren, Jolien Arendsen and Jessica Schutten.

To shave or not to shave? How beardedness in a LinkedIn profile picture influences perceived expertise and job interview prospects  
Sarah van der Land and Daan G. Muntinga.

Merger Control of Media Companies: An Analysis Of the Approval Of the Flemish and Dutch Take-Over Of SBS Broadcasting By the National Competition Authorities  
Hilde Van den Bulck and Miriam van der Burg.

What’s a good time to call? Poor alignment in media use by grantors and grantees throughout the application process  
Bob van de Velde and Ivar Vermeulen.

Visual interventions with youth in the Netherlands  
Ellen Hommel, Rico Lie and A. Smelik.

Development of a Questionnaire to Determine the Content of Care Delivered to Control Groups  
Edwin Oberjé, Alex Dima and Marijn de Bruin.

Determining attraction of online dating site profiles  
Alexander Schouten, Saskia Kanters and Marjolijn Antheunis.

The effect of online profile pictures on impressions of interpersonal attraction and intelligence: The role of camera distance, camera angle, and facial expression  
Margot Heerkens, Alexander Schouten, Inez Veringa and Marjolijn Antheunis.

Better off online? An exploration of online and offline psychosocial well-being among problematic MMORPG players  
Maria Haagsma and Bas Dijt. Maria Haagsma and Bas Dijt.

De overheid, communicatie en gedragsverandering: een analyse van overheidsbeleid in de domeinen gezondheid, mobiliteit en financiën  
Baukje Stinesen and Reint Jan Renes.

Automatic Facial Coding: Validation of Basic Emotions and FACS AUs recognition in Noldus FaceReader
Peter Lewinski, Tim M. Den Uyl and Crystal Butler.

*Reality televisie over gewicht: De rol van positieve representaties van overgewicht bij het veranderen van attitudes en gedragsintenties*
Denise van Gerven and Marlies Klijn.

*Tabloid-kenmerken in de politieke berichtgeving van Oostenrijkse kranten tijdens de verkiezingscampagne van 2013*
Carina Jacobi

*The (un)Importance of social in social media*
Jeanine Van Kaam, Marjolijn Antheunis and Guda van Noort.

*"To share or not to share?": overwegingen van adolescenten bij het al dan niet uiten van emoties via Facebook*
Anne Vermeulen, Heidi Vandebosch and Wannes Heirman.

*De zoektocht naar een gemeenschappelijke taal: Interdisciplinaire samenwerking bij de productie van informatievisualisaties*
Gerard Smit, Yael Woortman-De Haan and Laura Buijs.

*Neighborhood Social Environment and Health Communication at Pre-pregnancy and Maternal Stages Between Caucasian and Asian women in the U.S.: Findings From the Los Angeles Mommy and Baby (LAMB) Survey*
Yuping Mao and Lu Shi.

*Negative behavior in Facebook networks: a social network analysis of bullying and harassment in adolescents’ online social tie structure.*
Denis Wegge, Heidi Vandebosch, Steven Eggermont and Michel Walrave.

*Vruchten uit de menigte: de oogst van crowscourcing in de Nederlandse journalistiek*
Sanne Hille.

*Een groene reputatie of marktleiderschap? De rol van Corporate Ability en Corporate Social Responsibility in duurzame marketingcommunicatie.*
Jos Bartles and Maren Vos.

*Emancipatie of overbescherming? Een exploratief onderzoek naar de relatie tussen mobiele telefoon-bezit en de verplaatsingsautonomie van jonge tieners.*
Mariek Vanden Abeele.

*Online information sharing: the influence of construing social power as opportunity versus responsibility and the presence of ‘like’ and ‘trust’ buttons.*
Nicoleta Balau and Sonja Utz.

*Dilemmas of Participatory and Artistic Qualities of Film making in Community Art Filming for Social Change.*
Margriet Goris and Loes Witteveen.
Abstracts

- Panel Sessions
- Persuasive Communication
- Communication, Innovation and Change
- Organizational Communication
- Journalism
- Discourse & Society
- Political Communication
- Culture & Entertainment
- Media Systems & Policy
- Health Communication

- Poster Presentations
Panel Sessions

Panel #1
Monday 13.50-14.50
Plenary room

Science on trial? How to create strong science journalism and a robust societal dialogue.

Moderators: Hedwig te Molder (professor Wageningen University/University of Twente) - Joost van Kasteren (freelance science journalist)

With contributions from: Hans Peter Peters (professor Research Center Jülich/Free University of Berlin) - Marcel aan de Brugh (science editor NRC) – Geert Munnichs (Rathenau Institute) – Tinka Murk (professor Wageningen University) – Rob Ramaker (science editor Resource)

If we go by the number of times that people cite scientific research in their daily lives, we should conclude that science has never been so authoritative before. But scientific expertise is also increasingly contested: in the courtroom, in ‘climate gate’, with each new case of science fraud and in the slipstream of discussions on dietary advice and scientists’ close ties with the food industry.

While being very diverse, these examples show that something like the natural, self-evident authority of science is hard to find these days. What does this ostensibly contested position mean for science journalists, science communicators (both in terms of popularizing science and facilitating dialogue), and more broadly, scientific experts themselves?

Is it our polarized and commercialized society that pushes journalists to be cheerleaders rather than strong headed reporters? Should these developments be counterbalanced, and by whom? How should science be communicated and dialogued about, now that it is no longer treated as the only, let alone automatically superior, source for decision making?

In this round table discussion, practitioners as well as communication researchers will reflect on these matters and share with us their hopes, fears and visions for the future.

Panel #2
Monday 15.25-16.25
Plenary room

“We need to talk.” A discussion for the new generation of communication scholars about current issues and future prospects in academia.

Anika Batenburg, Annemarie van Oosten, Frank Kupper. Chair: Anika Batenburg

In the present panel, we arrange a follow-up session to the Etmaal 2013 ‘sloppy science’ panel discussion (Batenburg, Vermeulen & Beukeboom, 2013). In the past years, scientific research has been increasingly criticized on having certain ‘flaws’, such as a lack of knowledge valorization, open science and replication studies, and being subject to verification bias. As a result, new initiatives to change the current academic climate have been put forward. The main aim of this session is to exchange thoughts about the current issues and opportunities in academia. This discussion session is especially relevant for young communication scientists (e.g., PhD students, postdoctoral researchers, assistant professors) who are at the start of their careers and find themselves at a crossroads of changes in the academic climate that may determine their futures in academia. One of the questions we’ll be asking is: How can we as scientists continue to keep our credibility and integrity in the next decades?

Anika Batenburg and Annemarie van Oosten will briefly touch upon current issues and concerns about the current academic climate. Frank Kupper, given his experience in research on innovation and communication in health and life sciences, will present several new initiatives in academia. Together with the audience, the presenters aim to create a prospect of ‘scientist 3.0’, i.e., how we think future (communication) scholars should think and act. In doing so, we focus on his/her role in academia as well as society at large.
Video Games as Persuasive Communication: Design, Effects and Processes

Jorinde Eline Spook, Emely de Vet, Jonathan van 't Riet, Joyce Neys
Chair: Moniek Buijzen

Video games are increasingly used to educate people and stimulate healthy or prosocial behaviour. When this is the case, they are sometimes referred to as serious games. Although the technical opportunities for the development of serious games seem limitless, there is a dearth of systematic research on their development and effects. In fact, it has been argued that many serious games 'are not designed on the basis of well-established theory or research.'[1]. In the present panel, recent research on serious games is presented and discussed in an attempt to provide a more solid scientific foundation for this exciting field.

Abstracts:

1. The design rationale of a serious smartphone-game ('Balance it') targeting overweight related behaviours among vocational education students in the Netherlands

Background: The present paper describes the design rationale of a serious smartphone-game intervention targeting overweight related behaviours (snack consumption [SC] and physical activity [PA]) among vocational educational students in the Netherlands.

Method: Following the Intervention Mapping approach for intervention development, the development of the serious smartphone-game took place in six steps. In Step 1, a mobile based Ecological Momentary Assessment (mEMA) tool was developed and used to indicate personal and contextual determinants of SC and PA (Needs Assessment). In step 2, performance objectives and change objectives were defined, derived from self-regulation theory and empirical evidence. Targeted determinants were: knowledge, risk perception, awareness, attitude, selfefficacy, skills, and environmental influences. Performance objectives related to goal setting, monitoring, and evaluation. Performance and change objectives were matched with behaviour change techniques (e.g. tailoring, transportation, goal setting, self-monitoring, commitment, guided practice, feedback & reinforcement) and combined according to Meta-CART analyses2. Accordingly, these combined behaviour change techniques were related to game theory and translated into game elements and mechanics in Step 3. The program (i.e. game 'Balance it') was developed in Step 4, based on three central concepts: gamification process (i.e. design of game elements applied on real-world attributes to create a user experienced game world), game attributes, and behaviour change. Step 5 covers the implementation of 'Balance it' in an existing vocational education student tracking system, followed by an evaluation in step 6. Results of a first study among the target group indicated that vocational education students perceive the game as a fun and usable tool to change their current lifestyle into a more healthy lifestyle. However, students also expressed that the game could be improved in terms of autonomy ("we want to be able to paint the tower pink") and gamification ("we want to do something challenging in between the building processes").

Discussion: This study is an attempt to gain further understanding of the possibilities and challenges related to the translation of behaviour change techniques into (smartphone) game elements and mechanics.

2. Are active video games useful in overweight prevention among adolescents: The My Game Project

Background: Reducing time spent in sedentary behaviour and increasing physical activity have been identified as important targets for the prevention of overweight and obesity. Active games, such as provided by and on Nintendo Wii, Microsoft Kinect, and Sony PlayStation Move, require whole-body movement to play the video game instead of the small movements of fingers and wrists used in non-active gaming. These novel games may provide a tool to substitute sedentary pastime with more active time. However, a number of issues remain unanswered. Do youngsters like to play active games or do they prefer traditional, non-active, games? How many
adolescents do have access to active video games? If adolescents play active video games, do they do this instead of regular games, or does active gaming occur at the expense of other ‘real’ physical activities such as playing outdoors or sports? And can playing active video games indeed affect body composition? The My Game project addresses these issues and aims to investigate how useful active video games are to prevent weight gain.

Methods: A total of four studies have been conducted. First, focus groups among children and adolescents and their parents explored opinions on playing and purchasing active and sedentary games. Second, a survey among 373 adolescents provided insight into gaming behaviour and demographic, social and cognitive correlates. Third, a diary study among 252 adolescents assessed interactions between playing active and sedentary video games and other (physical) activities and energy intake. Fourth, and finally, in a randomized controlled trial (RCT) the effects of providing families with an activity-promoting video game on sedentary time, physical activity, energy intake and weight-related measures was investigated.

(Preliminary) Results and Discussion: Youngsters do like to play active video games, especially children aged below 12. Adolescents do like active games, but also still value traditional games because of their more elaborate graphic design and greater variety. Overall, many adolescents have access to active games. Almost 43% of adolescents play active games at least once a week, though the total time spent playing these games is rather low (on average about 30 minutes per day), especially in comparison to traditional non-active games (on average more than one hour per day). Active games are particularly played by youngsters who attend a lower level of education, which reflects an important target group because they are more at risk for developing overweight. Preliminary analyses of the diary study suggest that active video game play substitutes other screen-based sedentary activities rather than exercise. Thus, so far, the results indicate that using active video game interventions are feasible, but also that the time spent in active games should be increased. The results of an active game intervention on physical activity, sedentary pastime, and body composition are currently being analyzed.

3. How effective are exergames? Adding meta-analytic procedures to two recent systematic reviews

Background: Recently, a new generation of digital gaming systems have become commercially available, in which physical exertion is required to play the game. Many authors have argued that such active video games have great potential for promoting physically activity. But how effective are they really? Two recent systematic reviews have surveyed the existing evidence for the effectiveness of active video games. One of these reviews focused on the effects of such games on physical activity and BMI in children and adolescents[4] and one focused on the effects on physical function in elderly people[5]. Both reviews conclude that active video games have great potential, but that there is a need for additional and better-designed studies. Both reviews, however, based their conclusions merely on p-values, whereas a focus on effect sizes would be more appropriate to derive conclusions as they are much more meaningful and substantive. Therefore, we added effect sizes and performed meta-analyses to provide more detailed insight into the effectiveness of exergames.

Method: All studies reviewed by Lu et al. and Larsen et al. were considered for inclusion in the meta-analyses. However, only studies were included which employed a randomized experimental design and assessed physical activity and/or BMI in the children/adolescents domain, or physical function in the elderly domain. This resulted in 7 studies that focused on physical activity and BMI in children/adolescents and 6 studies that focused on physical function in the elderly. A random-effects model was employed to estimate population effect sizes. Sample size, intervention duration, use of commercially available versus newly developed games, type of control group (no treatment versus alternative treatment), study quality and study dropout were investigated as potential moderators of the effect.

Results: Active video games did not have a significant effect on physical activity (r = .05; 95% CI: -.19 - 0.28) or on BMI (r = .03; 95% CI: -.25 - .30) in children and adolescents. Several moderators were investigated, but only weight status had a large influence on the intervention effect, such that active video games were more effective in studies that included only overweight and/or obese participants compared with studies that also included non-overweight participants. The effect of active video games on physical function in the elderly was highly significant and of medium to large size (r = .40; 95% CI: .12 - .68). Intervention duration, study quality and dropout moderated the intervention effect, such that longer interventions, better studies and studies with less dropout found larger effects.

Discussion: While two recent systematic reviews arrived at quite similar conclusions concerning
the effectiveness of active video games, the meta-analytic approach of the present study revealed vast differences between effect sizes in children and adolescents versus elderly people. This could be due to participants’ motivation to use the exergames to improve their health. It is suggested that the divergent effects may be understood in terms of uses and gratifications theory.

4. Facilitating (behavioural) change with serious games: A first attempt at theorizing the field

Can serious games facilitate engagement and behavioural change? Over the last decades serious games have increasingly become a focus of academic research. And while research on commercial digital games mostly tended to focus on studying negative effects of playing these games, studies relating to serious games often framed their research in terms of the positive effects playing these games might have on its potential players.[6]

Many different academic fields have tried to tackle how to best use games to their benefit. The US military, for example, developed a game to both train and recruit players. eHealth researchers have been investigating how the design of a game interacts with player experience and how persuasive elements are to be best translated to a game environment. Education professionals have been using games in class usually providing an extra dimension to interact with the material next to —rather than instead of— more traditional learning products. In the political sphere games have been investigated in relation to civic engagement and political participation. Here, games have been used to foster social facilitation, which refers to the development of informal civic networks and encourages people to participate and engage in civic society.

What conclusions can be drawn from these different research efforts? Is there an answer to be given to the overall question of how serious games can (and cannot) facilitate long term change among its players? The great variety in disciplines interested in the potential that serious games have to offer and how a game might best be used in which circumstances shows the appeal of the medium itself. However, this also means that there is a great diversity in theoretical frameworks used to try and explain the (often positive) results. For instance, self-determination theory and social cognitive theory from psychology and uses and gratifications theory from communication science are often invoked to explain the effects of games, to name but a few. A broader theoretical framework that explains and unifies all these findings is still missing, however. We argue that, in order to take the next step forward in the field, we need to start identifying and developing this framework. Based on several of our own empirical studies[6-8] we aim to sketch the first outlines of such an overarching framework where the main focus will be on trying to identify the different elements that contribute to the facilitation of behavioural change when playing serious games. Social facilitation, which connects the game world with the physical world through interaction with peers and family, takes a central position in our framework. This will allow us to start identifying and answering the next big questions relating to behavioural change and serious games where different academic fields build together on the framework, rather than fragmenting the field further.

Panel #4

Tuesday 09.00-10.00
Plenary room

Vormgeving van toespraken en publiekseffect

Luuk Lagerwerf, Marieke Ploegmakers

De Academie voor Overheidscommunicatie beoogt het niveau van communicatie van de overheid te verbeteren door kennis en ervaring uit te wisselen tussen de diverse overheidsorganen. Eén van de activiteiten die de laatste tijd tot ontwikkeling zijn gekomen is de kenniswisseling van speech writers, die door middel van uitwisseling en onderzoek de toespraken van bestuurders en politici willen verbeteren. De algemene vraag daarbij is welke concrete eigenschappen van toespraken tot positieve effecten bij een publiek leiden. De wetenschappelijke onderzoeken die in dit panel worden gepresenteerd komen voort uit deze vraag. De onderzoeken zijn uitgevoerd met hulp van de Dienst publiek en communicatie en medewerking van verschillende speech writers. Marieke Ploegmakers deed een documentanalyse van tweets, verzonden door toevoerders van toespraken. Deze tweets bevatten rechtstreekse citaten uit de toespraak, en kunnen beschouwd worden als soundbites. De selecteren van een soundbite is een belangrijk (journalistiek) effect van een toespraak. Welke eigenschappen hebben getwitterde soundbites? De Jong en Engele hielden diepe interviews met speech writers over de vormgeving en de beoogde effecten van muzikaliteit in speeches. Lagerwerf en Hanoman onderzochten in een experiment of speeches met anecdotische argumentatie beter overtuigen dan met feiten onderbouwde toespraken, in
Wisselwerking met het gebruik van retorische formuleringen. Lagerwerf en Brandt onderzochten experimenteel de directe aandacht voor speeches met of zonder retorische formuleringen, die met meer of minder emotie worden uitgesproken. Wij verwachten dat het panel, mede door de discussie rond de presentaties, zal leiden tot meer onderzoeksactiviteit op het terrein van de vormgeving en de effecten van de publieke toespraak. Wetenschappelijke inzichten in persuasieve communicatie, de journalistiekwetenschap en in de bestudering van discoursverschijnselen zullen daardoor toenemen. Bovendien kunnen de resultaten worden vertaald naar directe adviezen voor de beroepspraktijk van speech writing.

Panel #5

Tuesday 10.10-11.10
Plenary room

What after the doctorate? (NeFCA Young Scholars Network - session in Dutch).

Chair: Jeroen De Keyser (Universiteit Gent, voorzitter YSN)
Wat is een doctoraatsdiploma waard op de arbeidsmarkt? Welke stappen moet ik zeker nemen om een academische carrière uit te bouwen? Waar komen doctores uit de communicatiewetenschappen zoal terecht na de verdediging van hun proefschrift?

Vrijwel elke pas gedoctoreerde sociaalwetenschapper worstelt met die vragen, maar pasklare antwoorden zijn er meestal niet. In onze sessie willen we daarom enkele uiteenlopende mogelijkheden naar voren brengen, vanuit een divers panel. We zullen de vragen proberen te beantwoorden aan de hand van enkele kernthema’s, waaronder internationale mobiliteit, hogeschool versus universiteit, en academische wereld versus privésector.

De sessie is interactief, dus we verwelkomen vragen vanuit het publiek.

Het panel:
- Piet Bakker (Hogeschool Utrecht)
- Moniek Buijzen (Radboud Universiteit Nijmegen)
- Elie Ratinckx (Vlaamse Raad voor Innovatie en Wetenschap)
- Baldwin Van Gorp (Katholieke Universiteit Leuven)

Panel #6

Monday 13.50-14.50
Room C 4014

Media, democratie en identiteit

Sander De Ridder, Sofie Van Bauwel, Frederik Dhaenens, Elke Van Damme, Pieter Maeseele, Daniëlle Raeijmaekers and Stijn Joye. Chair: Stijn Joye

Abstracts:
1. Intimiteiten en inclusie in digitale en interactieve media: Uitdagingen voor een gemediatiseerde maatschappij.

Jongeren beleven gender, seksualiteit en intieme relaties steeds meer met digitale en interactieve media-applicaties. Deze paper schetst aan de hand van recent onderzoeksmateriaal een aantal democratische uitdagingen in relatie tot intimiteit en inclusie in digitale en interactieve media. Daarbij focust deze paper op transformaties in mediacultuur; zoals de rol van media en communicatietechnologieën, de rol van sociale media-instituten die deze websites opereren, alsook het collectieve publiek dat deze sociale media-applicaties gebruikt. Vertrekkend van wat jongeren doen met digitale en interactieve media in relatie tot intieme identiteiten, wordt aangetoond hoe niet alleen normen en waarden rond gender en seksualiteit online worden gereproduceerd, maar ook hoe een inclusief en emancipatorisch potentieel, dat vervat zit in online creatieve identiteitsexploraties, wordt gefnuikt door een sterke focus op online 'identiteitsmanagement' en 'authenticiteit'.
2. Schermen met seks(ualiteit): het emancipatorische belang van televisierepresentaties van seks en seksualiteit voor het jonge kijkpubliek.

Golven van morele paniek kenmerken de geschiedenis van televisie, vooral wanneer het om seksueel gerelateerde thema’s in populaire cultuur gaat. Op regelmatige tijdstippen ontstaan zowel op nationaal als internationaal niveau publieke debatten tussen voor- en tegenstanders van taboedoorbrekende programma’s, vooral wanneer ze betrekking hebben op de representatie van seks en seksualiteit in programma’s gericht op jongeren. Deze paper vertrekt van deze debatten en maakt drie argumenten. Ten eerste nuanceert dit hoofdstuk deze debatten. Televisie creëert ruimte voor het representeren van diversiteit binnen seksualiteit, zowel met betrekking tot seksuele praktijken als identiteiten. Ten tweede benadrukt dit essay dat jongeren als publiek kritisch en actief met televisiebeelden omgaan, en niet als volgzame sponzen alles voor waarheid aannemen. Ten derde toont de paper aan hoe televisie een emancipatorische hefboom kan betekenen voor jongeren met seksuele verlangens en/of identiteiten die zich buiten de heteronormatieve idealen bevinden.

3. Nieuwsmedia, democratisch debat en ideologische culturen

Enorme democratische uitdagingen en een hernieuwde belangstelling voor ideologie roepen klassieke vragen op in verband met de maatschappelijke rol van media in democratische samenlevingen en de relatie tussen media, macht en democratie. Met maatschappelijke ontwikkelingen als ontzuiling van het medialandschap en depolitisering van het politieke discours als achtergrond, levert deze paper hieraan een bijdrage. Hiertoe wordt een analytisch kader ontwikkeld om na te gaan hoe de beeldvorming door nieuwsmedia kan geëvalueerd worden op de mate waarin democratisch debat en burgerschap worden bevorderd of beperkt met betrekking tot diverse maatschappelijke vraagstukken. Dit wordt vervolgens geïllustreerd aan de hand van recent onderzoek naar de berichtgeving door Vlaamse nieuwsmedia over de federale regeringsonderhandelingen van 2010-2011. De paper besluit met enkele beschouwingen over (onderzoek naar) de relatie tussen Vlaamse nieuwsmedia en democratisch debat in de 21ste eeuw.

4. Leed in beeld: reflecties over de sociale rol van media na rampen. Een analyse van de krantenberichtgeving over het busongeluk in Sierre (2012)

Naast informatievoorziening nemen nieuwsmedia in rampsituaties een ruimere maar vaak onderbelichte maatschappelijke rol op. Aan de hand van een kritische discoursanalyse van de berichtgeving over het busongeluk in Sierre (2012) toont dit hoofdstuk aan dat de Vlaamse kranten deze sociale rol vervulden door enerzijds veel aandacht te besteden aan de emotionele dimensie van het ongeluk - wat potentieel aanleiding gaf tot medeleven en identificatie vanwege het publiek – en anderzijds door verschillende bijdragen die een discours van (nationale) eenheid en een gemeenschapsgevoel artikuleerden. Discursief kwamen beide aspecten tot uiting in onder meer een dominante aanwezigheid van persoonlijke ervaringsverhalen en getuigenissen met een hoge emotionele inhoud en een inclusief taalgebruik met veelvuldige referenties naar de natie of de gemeenschap. Met deze specifieke inhoud anticiperen nieuwsmedia op het verlangen van het grote publiek om steun te verkrijgen, begrip te vinden en mee te leven met de getroffen families aan de hand van hun consumptie van nieuwsmedia.

Panel #7

Persuasion Communication: Storytelling for Social Change
Martine Bouman, Hester Hollemans and Sarah Lubjuhn

Monday 15.25-16.25
Room C 4014

With current (internet) technology, opportunities have risen for new, interactive and non-linear digital storytelling formats that can be used to elicit attitude change. Entertainment formats reach large sections of the public and can be a powerful vehicle for the promotion of healthy and sustainable lifestyles. A number of organizations have sought ways to incorporate health and other prosocial issues into diverse entertainment formats (prime time television or web series). This concept is commonly referred to as ‘the entertainment-education (EE) strategy’.

This panel will discuss storytelling mechanisms of different innovative digital formats (SndBites and UP2U) and discuss the criteria and potential for success for persuasive communication. The following questions will be explored: How do prosocial change communication professionals and interactive media designers negotiate, brainstorm and create ideas? How are these ideas put into media practice? How is popular program content selected and created? How do prosocial change communicators, researchers
and media professionals collaborate? What challenges, struggles, and dilemmas emerge in the collaboration process? What are the factors that hinder or facilitate collaboration?

Brief description of the contributions of the presentations and panelists:

**Title: SndBites Experience, an interactive EE film**
Panelist: Martine Bouman, Ph.D.
SndBites Experience is a contemporary example of Entertainment-Education. This web based interactive film embeds health issues (hearing loss prevention, safe sex, and moderating alcohol use) in a compelling dramatic storyline. The design of the SndBites series is based on the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), Social Cognitive Theory (Bandura, 1994) and Agenda Setting Theory (McCombs & Shaw, 1972). SndBites’ purpose is to inspire youth aged 15-18 from middle and lower socio-economic groups to perform healthy lifestyles. In this presentation important design and implementation factors of SndBites and results are presented and discussed.

**Title: UP2U**
Panelist: Hester Hollemans, MsC.
UP2U supports young people to deal with sexual boundaries and uses an interactive Entertainment-Education approach. UP2U is a digital learning package for secondary schools that is specifically designed for youth aged 15-19 who have a lower socio-economic status and/or have a migration background. UP2U consists of three interactive drama lines in which the characters face various situations dealing with the topic of overstepping sexual boundaries. Young viewers are invited to make choices as they watch the drama lines and thus influence the story.

**Title: The Mark My Words methodology**
Presenter: Sarah Lubjuhn, Ph.D.
Internet technology in which social media play a central role, offers new opportunities for health communication. There is a urgent need for methodologies for measuring effects of health communication intervention applying social media. MMW aims to developed a methodology to detect and monitor interpersonal conversations on social media. The MMW methodology is based on the concept of “markers”. Markers are unique words or expressions to trace back the conversations via social media. MMW is applied in the Dutch TV soap series Good Times Bad Times (GTST). The presentation will present insight of this unique EE social media research project.

Panel #8
Monday 16.30-17.30
Room C 4014

“Experts” and “Laymen” in (Inter)action
Hedwig Te Molder, Petra Sneijder, Wyke Stommel, Wytske Versteeg and Karen Mogendorff

This panel consists of four papers that study different conversational settings in which “experts” and “laymen” construct each other, either by talking about absent ‘others’ or in real time interaction. The starting point of the panel is that our understanding of expert-lay communication can be improved by taking people's everyday interactional concerns seriously. This can be achieved by examining to what effect certain utterances are done at a specific moment in time ('Why that now?'), thus looking beyond the bare content of the arguments which are being exchanged.

PAPER 1
‘I don't believe in light mayonnaise’. An analysis of consumer talk about health claims.
Whereas scientific expertise is generally highly regarded, it is also increasingly challenged. Climate change sceptics raise their voice on the internet and nutritionists are accused of being the lackeys of industry. However, it is not always clear what is at stake in these encounters between science and society. This paper presents a discursive psychological study of talk on food innovation. It offers a qualitative analysis of how consumer-citizens deal with the health claims of future food products. It is argued that what is at stake here are not so much the scientific facts but rather the epistemic rights and responsibilities of the participants, and their corresponding ‘entitlements to speak’. We outline different ways in which consumer-citizens claim epistemic territory when responding to health claims, and what they achieve in doing so. The implications of our findings with regard to health communication practices are discussed.

Research method
A discursive psychological analysis explores both the sequential and rhetorical features of talk and text. Discursive psychology (DP) treats discourse as action-oriented, that is, participants in interaction are displayed to perform actions with their talk, such as managing responsibility. For instance, a factual description such as ‘it is cold in here’ functions as a request when the recipient subsequently closes the window.

DP approaches discourse as being both constructed and constructive. In relation to the sequential features of talk, analyses are made of how versions of reality are produced to counter rhetorical alternatives. Participants in interaction – consciously or not - select the description that is suitable for achieving certain social goals.

The data for this study consist of a series of six group interviews of two hours, each performed in a conversational manner and analysed as such. All interviews had six participants varying in age, education and gender. Participants were confronted with innovative food products, that were designed to reach health effects, and were asked to reflect on them.

**Results**

Three different discursive practices to deal with health claims were distinguished. First, participants made themselves ‘immune’ to health claims by designating the product’s taste rather than its health promotional quality, as the ground for choosing it. Secondly, participants casted doubt on the claim validity by constructing it as a matter of belief rather than fact, thereby resisting being a gullible consumer who takes a claim at face value. Finally, participants claimed access to the ‘real solutions’ of health problems in contrast to solutions that products with health claims would represent. As a whole the study shows that rather than resisting the claims themselves, participants resisted the requirement of blind faith that these claims evoked, thereby denying them the right to (also) decide on the matter. The results match with earlier findings that claims of scientific expertise often contain a built-in assumption that they will preclude the need for any further discussion.

It is precisely this expectation that seems to be challenged in public debates, which should be taken into account by health communication professionals.

**PAPER 2**

“Have I answered your question?” Problems in chat counseling session closings

In institutional settings, it is ever more common to use new media technologies for services, but the Dutch handbook for online counseling acknowledges that this requires an “extra effort” from professionals. In this research project we compare phone and chat sessions of the Dutch alcohol and drugs information line on the level of the interaction. The data consist of 40 chat sessions and 40 phone conversations.

In this presentation we analyze differences between the closings of chat sessions and calls, because this is a phase in which help seekers have the opportunity to communicate whether the conversation satisfied their needs. The question is who (the help seeker or the professional) initiates this phase and how the participants achieve agreement of whether the help question has been answered and thus close the conversation. We use conversation analysis (Heritage and Clayman, 2010), an approach that is increasingly used to analyze online interaction (Schönfeldt and Golato, 2003; Nilsen and Mäkitalo, 2010). It appears that on the phone help seekers initiate the closing of the call by articulating that they have been reassured. In contract, in chat sessions the professionals initiate this phase with a question like “Have I answered your questions this way?”. We will examine responses to this question and how it impacts the closing and, retrospectively, the interaction as a whole. This difference between call and chat closings could be related to the alleged extra effort that professionals have to make to end the conversation successfully. However, it arguably also points at an interactional advantage that renders chat an attractive medium for seeking help.

**PAPER 3**

Owning (to) knowledge about ADHD: communication and controversy on an online support forum

In this paper, we study the way in which participants of an American-based ADHD online support forum negotiate the right to possess knowledge or expertise, both about their children and the condition they suffer from. While the number of ADHD diagnoses and the use of medication are the subject of sometimes heated scientific and public debate, there is very little known about how parents themselves orient to the duties and obligations related to parenting a child with ADHD, especially with regard to what they can and cannot know about their child. In order to make sense of how parents negotiate these norms in practice, we use a discursive psychological perspective.

**Theoretical perspective**

Starting from naturalistic conversational materials, discursive psychologists analyse how direct and indirect appeals to mental states do things in the interaction, such as accusing, complaining, and complimenting. Rather than determining the truth value of what people report – by looking at what a person really knows, wants, thinks, or feels, or what the world really looks like – discursive psychology focuses on the interactional business performed with these descriptions.

**Data**
With consent, the data for this study have been collected on a website called ADD forums, a large, user-led forum which describes itself as an ‘ADHD support and information resources community’.

Results
We show how both experiential and scientific knowledge are employed in order to claim one’s own, or to contest the other’s entitlement to speak. What is more, speakers are actively questioned and reminded of their responsibility for the knowledge claims they utter on the forum.

It is argued that forums such as these should be seen as moral communities, in which knowledge is used to actively negotiate the meaning, legitimacy and ‘realness’ of a disease. Whereas some parents might argue for the neurostructural character of the disease, others will claim that their child has been cured of the disorder by diet or alternative treatment. In this way, knowledge claims become tightly interwoven with identity concerns, which makes every kind of communication potentially controversial.

By offering a way to make visible everyday concerns that would normally stay hidden, a discursive psychological analysis reveals new moral territories that help to tailor (health) communication to the interests of the target group.

PAPER 4
Turning experts in self-reflective communicators: The pro and cons of the Discursive Action Method

One way of improving communication is by making communicators more self-reflective about the consequences of their own talk in encounters with others. A new and promising method to do just that is the Discursive Action Method (DAM). This method differs from traditional methods such as role-play in that DAM lets participants reflect on their own talk. DAM is also different in that it focuses on the consequences of interaction: how speakers’ word their statements and arguments and how this is taken up by their interaction partners. A DAM analysis entails (1) determining how speakers in real-life, real-time situations use descriptions of events, people and things as to manage particular interactional problems, and (2) discussing whether these constructions have the desired consequences or should be adapted to better serve speakers’ purposes.

This paper explores the usefulness of DAM as a tool to make experts’ self-reflective communicators and it explores DAM as a member-checking or validation tool. Two DAM workshops with plant experts were conducted, recorded and analysed. The purpose was to let experts reflect on their own talk about plant technology research during public meetings, open interviews, and during expert board meetings connected to programmes in plant disease management. The author gave workshop participants fragments that are representative of dominant communicative patterns found in public meetings, interviews and expert board meetings about plant technology. Workshop participants discussed fragments in small groups applying DAM. Subsequently, implications of findings were discussed plenary.

Results
All participants were able to discern how different discursive devices, such as the systematic quoting of ‘laymen’ in a particular way, had different consequences for how user and public concerns relate to scientific concerns in real-life plant technology development meetings. For example, workshop participants recognized that experts’ claims of membership in the ‘lay’ category helped them to portray themselves as capable of judging ‘lay’ concerns vis-à-vis scientific concerns. Also, the latter enabled experts to control if and when ‘lay’ concerns get considered in technology development. Moreover, scientific experts tended to be critical of their own and scientists’ particular word-use vis-à-vis ‘lay’ audiences: use of diminutives they found particularly disrespectful or derogatory.

During plenary sessions experts did not voice concrete intentions to adapt their talk-in-interaction in the future. There was no consensus on how insights in one’s own talk could best be translated in future communicative activities. However, after the workshops particular discursive devices that had been discussed were notably absent during plant technology meetings organized by workshop participants.

Validation or member-checking. Experts recognized the communicative patterns exemplified in the fragments as occurring in their professional surroundings. Moreover, workshop participants identified the same constructions in the provided fragments as the author identified prior to the workshops and agreed upon the functions of these constructions.

Findings indicate that DAM holds promise as a member-checking device and appears to enable experts to critically reflect on their own and others’ discursive performance. How insights in consequences of one’s own talk can be applied to plan future communication activities needs to be explored further.
Persuasive Communication

Persuasive Communication #1

Monday 13.50-14.50
Room C 3015

Chair: Bas van den Putte

Hanneke Hendriks, Bas van den Putte and Gert-Jan De Bruijn. Subjective Reality: The Influence of Perceived and Objective Conversational Valence on Binge Drinking Determinants.

Abstract:
Previous studies have shown that interpersonal communication plays a vital role for the prediction of health behaviors and health campaign effects. In particular perceived conversational valence about health issues (i.e., how negative or positive people perceive their conversations to be about health-related behaviors) influences health determinants. Based on 43 dyads (N = 86) discussing the topic of alcohol consumption, the present study was the first to investigate the relationship between perceived (based on self-report) and objective conversational valence (based on content analyses), the changes in binge drinking attitudes and intentions as elicited by these two different ways of looking at conversational valence, and the influence of the distinction between the self versus the conversation partner. The results showed that, whereas perceived and objective conversational valence are positively related, only perceived conversational valence is a significant predictor of binge drinking attitudes and intentions. Thus, subjective reality matters more than objective reality. Furthermore, only the perceived valence of participants' own contributions - and not of their conversation partners - influences binge drinking intentions, indicating that self-persuasion is more influential than persuasion by others. Thus, to induce more healthy attitudes and intentions, health promotion attempts should focus on stimulating health-related conversations, in which discussants actively participate, that are perceived as negative about the unhealthy behavior.

Heidi Vandebosch, Tim Smits and Karolien Huybrechts. Win the kids, lose the parents? Endorsement marketing for healthy foods.

Abstract:
Earlier (mostly experimental) studies have shown that the use of spokes characters might help to promote healthy food amongst children (De Droog, Valkenburg, and Buijzen, 2011; Lapierre, Vaala, and Linebarger , 2011; Smits and Vandebosch, 2012). However, it might be too far fetched to conclude that in real-life situations, this marketing strategy will indeed be effective in making children eat fruits and vegetables, since parents could resist to buy commercially marketed healthy foods (Morley, Chapman, Mehta, King, Swinburn & Wakefield, 2008).

In this paper we investigate the attitude of parents towards the use of a celebrity spokes character for the promotion of a healthy product (i.e. a biscuit) versus a healthy product (i.e. a kiwi). We also explore how these attitudes towards endorsed foods are predicted by their general advertising attitude (Metha, 2000), their opinions regarding the negative effect of food advertising on children’s eating habits and nagging behaviour (Preston, 2005 ; Chan and McNeal, 2003; Yu, 2012; Marshall, O'Donohoe), as well as their opinions regarding the specific nagging effects induced by celebrity endorsers and the perceived liking of the (unhealthy or unhealthy) celebrity endorsed product by their child (compared to a similar unendorsed product). Control variables are: the sex, age and education level of the parents.

Data were gathered amongst a purposive sample of parents of (at least one) child between 2-6 years old, who were contacted via 4 pre-schools and 5 kindergarten in Belgium (as to reach a diverse population). A total of 616 printed versions of the standardised questionnaire were distributed via these institutions. 292 of them (response rate = 47,4%) were returned to the researcher. The standardized questionnaire was filled out by one of the parents (in 87 % of cases the mother).

The results show that parents often have a negative attitude towards advertising in general, think advertising promotes unhealthy food habits amongst children, and makes them request (endorsed) products from their parents. However, when confronted with concrete examples of endorsed foods, most parents do not consider the use of the celebrity gnome on the packaging as problematic, not for the kiwi, neither for the biscuit. Those who are most skeptical , hold more negative general conceptions about advertising. The perceived preference of the child for the endorsed product also plays a role : parents
who think their child would like the endorsed fruit more than a comparable (not endorsed) fruit, are less skeptical towards the use of an endorser, while for the biscuit the opposite is true.

The results show that most parents do not object the use of a (specific) celebrity spokes character, for the promotion of (specific) food products (despite their overall negative attitudes towards food marketing aimed at children). Future research might further investigate these seemingly contradictory results. Policy makers, health organizations and food companies that want to further stimulate the fruit (and vegetable) consumption amongst young children may thus be successful amongst kids and their parents. They could also try to convince the (reluctant) minority of parents, by surpassing their criticism against “commercialization” and demonstrating that this promotion technique might actually have a positive influence on their children’s eating habits.

Sifra Bolle, Julia Van Weert, Joost Daams, Eugene Loos, Hanneke de Haes and Ellen Smets. Effects of online health information applications for older patients: a systematic review of the literature

Abstract:
Online health information applications have been found to be effective in increasing several health outcomes. Older patients (≥ 65 years) in particular may benefit from the advantages of online communication. They frequently experience age related problems, such as co-morbidity, poly-pharmacy, emotional problems and functional limitations. Because of these problems, older patients are at risk of poor information provision. Therefore, it is important to investigate how to effectively provide them with health information. Older adults increasingly use the Internet to search for health related information. However, because they are less experienced using computer technologies than younger adults and because of the above-mentioned age related problems, it is important that websites for older patients are designed according to their needs and abilities. This study aims to present a systematic review of the literature to give an overview of the state of the art of the effects of online health information applications for older patients.

To structure the different effects of online health information applications for older patients, we developed a framework, consisting of two dimensions. First, effects can be structured by the goals or functions for which the application is developed. We distinguish between (1) providing information, (2) enhancing information exchange, and (3) promoting self-management. Second, outcomes of online health information applications can be structured according to their occurrence at different points in time. We differentiate between (1) immediate effects, i.e. occurring while using the online health information application (e.g. website usability and website satisfaction), (2) intermediate effects, i.e., occurring directly after the use of the online health information application (e.g. information recall, patient participation during consultations, self-management and adherence) and (3) long term effects, i.e., occurring on a longer term after the use of the online health information application (e.g. quality of life or behavior change).

Comprehensive searches of the Medline, Embase and Psychinfo databases were conducted to find eligible studies. The inclusion criteria are: (1) the study describes the effects of an online health information application, (2) the mean age of the sample is 65 years or older or a sub-group analysis with a mean age of 65 years or older is reported, (3) the study is quantitative, (4) the study is published in a peer-reviewed journal, and (5) the study is published in either the English or Dutch language. Application of the search strategy to the specified databases resulted in a total of 9830 hits. Two researchers are currently independently executing title and abstract screening, after which full texts will be screened. The methodological quality of eligible studies will be assessed using a list with eleven criteria measuring internal validity designed by the Cochrane Collaboration Back Review Group. In addition, the results will be systematically analyzed using the framework. The results of the review can be presented at the conference. In addition, we will identify research gaps on the basis of the results and we will discuss recommendations for the development of evidence based online information applications for older patients.

Jolanda Veldhuis and Elly Konijn. Get Inspired for Action: Self-Improvement Magazine Headlines Increase Body Satisfaction in Young Adults

Abstract:
Social comparison is a core theme in body image research. The impact of social comparison on the body perceptions of those viewing media models with ideal-body shapes seems two-fold. Previous research has repeatedly shown that comparing one's body with the ideal bodies of media models instigates body
dissatisfaction (e.g., Hargreaves & Tiggemann, 2009). Alternatively, social comparison with media models may sort positive effects on body satisfaction as well (e.g., Mills et al., 2002). Although many studies have included social comparison as a uniform concept (e.g., Tiggemann & McGill, 2004), some studies attribute the inconsistency in consequences of such body comparison by differentiating in the viewers’ motives for doing so (e.g., Knobloch-Westerwick & Romero, 2011). Self-evaluation motives guide comparison with media models’ bodies, consequently lowering body satisfaction, while self-improvement motives seem to increase body satisfaction because solutions to overcome self-ideal discrepancy are alleged. However, the few studies that used an experimental approach to test causal effects of social comparison motives on body perceptions mostly manipulated the motives by induction before ideal-body exposure. To create more naturally-occurring media exposure, we created materials in which motives and ideal body images were integrated. Furthermore, we aimed at a theoretically integrative approach by combining social comparison motives with a negotiated media effects framework. Also, we included both women and men, since most studies on social comparison motives have included women only (e.g., Halliwell & Dittmar, 2005), while similar mechanisms seem at work when men are exposed to ideal-body imagery (e.g., Barlett et al., 2008).

Thus, the present study tested the effects of self-evaluation and self-improvement motives as implicitly included in headlines on magazine covers depicting ideal-shaped models in an experimentally controlled design targeting young women and men. We hypothesized that exposure to self-improvement headlines increases body satisfaction, while self-evaluation headlines decrease body satisfaction.

Method. In an experimental design, participants (150 young adults; Mage=21.91, SDage=2.06) were randomly assigned to one of three social comparison motives conditions (self-improvement vs. self-evaluation vs. control) before completing a paper-and-pencil questionnaire. Magazine front pages were created to depict same-sex ideal-body models in combination with headline texts that varied across conditions to represent social comparison motives. Self-improvement headlines suggested that the magazine provides information on how to improve one’s body shape (e.g., “Get this sexy, slim & confident quickly! How to shape up for the beach body trend!”). Self-evaluation headlines directed comparing one’s own body shape to others’ body shapes (e.g., “Compare your body to the latest trend! Check if you can live up to the ideal!”). Lastly, a control condition was included with body-irrelevant headlines. Materials were extensively pre-tested. Responses were measured in terms of pre- and post-exposure body satisfaction.

Results and conclusions. As expected, repeated measures ANOVA and pairwise comparisons (Sidak) revealed that the self-improvement headlines induced significantly more body satisfaction as compared to baseline measures, while the self-evaluation and control headlines did not impact body satisfaction. Hence, motives to compare oneself with thin-ideal models may explain differences in findings from body image research; to be further discussed at Etmaal.
**Persuasive Communication #2**

**Monday 15.25-16.25**

**Room C 3015**

**Chair: Eva van Reijmersdal**

**Susan Hoogendoorn, Guda van Noort and Eva van Reijmersdal. Branded apps: The effect of entertaining and informational branded smartphone apps on consumer's brand equity**

**Abstract:**

Smartphone users rarely use 58% of the applications available in app stores (Stardust, 2013), while at the same time marketers are increasingly interested in creating branded apps, apps that display a brand identity (Bellman et al, 2011), as an advertising tool. However, only a few studies have focused on the effectiveness of branded apps, demonstrating positive effects on attitudes and intentions (e.g., Bellman et al, 2011). But, other consumer responses important in marketing communications are disregarded and it remains unclear how these effects can be explained.

The first aim of the current study is to provide new insights into the impact of interacting (vs not interacting) with branded apps on brand equity. Two types of brand equity are distinguished (Franzen, 2007; Yoo & Donthu, 2001): affective brand equity (i.e., consumers' brand attitudes and brand relationships) and cognitive brand equity (i.e., brand cognitions and brand evaluations).

The second aim of this study is to examine which mechanisms explain the impact of two types of apps (i.e., entertaining versus informational) on brand equity. Brands create different types of apps, some are entertaining and designed in a game format, other are more practical and provide information. Research suggests that this distinction in entertaining and informational content is important for persuasion outcomes, (Bellman et al., 2011; Novak, Hoffman & Duhachek, 2003; Sánchez-Franco & Roldán, 2005). We expect that the mechanisms that explain the persuasive impact of these two types of apps differ.

First, based on Transportation Theory (Green & Brock, 2000) we suggest that entertaining (vs informational) branded apps evoke a higher level of engagement, which in turn evokes a more positive affective brand equity. Second, based on information processing theory such as the ELM (Petty & Cacioppo, 1986), we suggest that informational (vs entertaining) apps evoke a higher level of elaboration, which in turn positively influences cognitive brand equity.

To test our hypotheses, an experiment was conducted among 122 smartphone owners, between the ages of 18 and 50. Participants were asked to interact with an entertaining or informational app (from the same car brand) for three minutes; a control group did not interact with an app. The entertaining app was a game, whereas the informational app consisted of brand-related information.

First, the results demonstrated that interacting (versus not interacting) with a branded app led to more positive affective brand equity (strengthened brand relationship), but did not affect cognitive brand equity. Second, the two processes, level of engagement and level of elaboration, explained the effects of entertaining and informational apps on consumer's brand equity: An entertaining app resulted in higher levels of engagement, which in turn resulted in more positive affective brand equity. Whereas, an informational app evoked more elaboration, which led to more positive cognitive brand equity.

These findings are important in guiding future research on branded apps. First, it is important to differentiate between various types of apps when examining the persuasive impact. Second, the results indicate that different app content evokes different processes and different brand responses.

Camiel Beukeboom, Metten de Vries and Peter Kerkhof. Does following a brand’s Facebook updates cause enhanced brand evaluations and purchase intentions?

**Abstract:**

The advent of social media has opened up new opportunities for brands to connect with consumers, and a majority of companies now include social media in their communication strategy. Yet, it remains uncertain whether these social media investments pay off by positively affecting consumer's brand evaluations and purchase intentions (Weinberg & Pehlivan, 2011). Research into the use of social media by brands does at least suggest a beneficial effect. Several studies reveal positive correlations between social media use and variables like brand loyalty, brand evaluations, purchase intention, and Net Promoter Score (e.g., Dholakia & Durham. 2010; Kim & Ko, 2012; Naylor et al., 2012). However, most findings are based on correlational data and/or rely on consumers who have chosen to follow the brand themselves. Consequently these studies do not allow for any causal conclusions since the positive brand evaluations reported by participants may very well be the cause rather than the effect of following the brand.

The present online study (N=197, 33% dropout between measures, Mage=34.1, SDage=13.6, 56.9% male) was designed to fill this gap by using both a pre- and post measure, and an experimental
Participants not familiar with the target brand’s Facebook page were assigned to either the Non-
follower (n=70), or New-follower (n=55) group. The New-followers were instructed to ‘like’ the brand’s
Facebook page and thus follow its posts. The post-measure was administered after a one month interval.
At both the pre- and post-measure all participants rated the brand on the dependent measures brand
type, brand equity, Net Promoter Score and purchase intention.

Results showed that, at the pre-measure, current followers were significantly more positive about the
brand than New- and Non-followers, on both brand attitude, brand equity, Net Promoter Score, and
purchase intention (t > 8.9, p<.01). Separate 3 (Brand follower betweenSs: Current follower, New
follower, Non follower) X 2 (Time, withinSs: pre-measure, post-measure) ANOVAs on the four dependent
measures revealed significant interactions for all dependent variables (Fs (2,194)> 3.2, ps<.05),
except brand equity (F(2,194)=1.77, p=.17. New-followers showed a significant positive increase
between pre- and postmeasure on all four measures (ps <.05). The Non-followers showed no significant
changes in brand evaluation between pre- and post-measure. The current followers only increased
significantly in ratings of brand equity, but not on the other three measures, likely because these ratings
were already very high at the pre-measure.

These findings provide first evidence that following a brand’s Facebook updates has the potential to
actually cause a positive change in important brand measures. Given that the New-followers were
randomly assigned to like the target brand’s Facebook page for a month, the effects cannot be attributed
to the idea that consumers following a brand already have a positive evaluation in the first place. Specific
evidence on mediating variables and theoretical and practical implications are discussed.

Verena Wottrich, Eva van Reijmersdal and Guda Van Noort. How engagement with branded
effects drives brand loyalty

Abstract:
During the past years, mobile phone applications, have generated substantial interest among marketers
(Bellman, Potter, Treleaven-Hassard, Robinson & Varan, 2011), who started to create so-called branded
effects: apps that ‘display a brand identity, often via the name of the app and the appearance of a brand
logo or icon, throughout the user experience’ (Bellman et al., 2011 p. 191). Marketers use these apps as
an advertising tool (e.g., Breij, 2011) and most global top brands have at least one app (Distimo, 2012).
This popularity of branded apps among marketers does not correspond with its popularity among
consumers: Recent statistics show that most mobile apps in global app stores are zombies, and hardly
used (Stardust, 2013).

However, scientific insights into the effects of branded apps are lacking, because the literature has not
kept pace with these developments in advertising. Only a handful of studies on branded apps have been
published. Thus, to gain a better understanding of branded app effectiveness, it is imperative to examine
which branded apps are successful and why. One of the few studies that shed some light on this question
is the one of Bellman et al. (2011), demonstrating that interacting with branded apps positively
influences attitudes and intentions toward the sponsoring brand. They suggest that the most likely
explanation for this effect is that apps offer a high level of user engagement. Indeed, engagement with
digital media has been found to influence persuasion outcomes (Calder, Malthouse, & Schaedel, 2009).
However, user engagement consists of multiple dimensions (Calder et al, 2009). Therefore it is unclear
which engagement dimensions explain branded app effectiveness. The aim of this study is to examine
which engagement dimensions predict persuasion outcomes of branded apps.

More specifically, we study the effects of eight engagement experiences (i.e., stimulation and inspiration,
social facilitation, temporal, self-esteem and civic mindedness, intrinsic enjoyment, utilitarian,
participation and socializing and community; Calder et al, 2009) on consumers’ brand loyalty.

Conducting an online survey among 82 respondents between 17 and 65 years of age revealed that
Calder et al.’s (2009) engagement experiences community and temporal, have significant positive effects
on customers’ brand loyalty, also when controlled for multiple relevant variables.

This study contributes to the literature by at least two important ways. First, as this study was the first
to examine the relation between app user engagement and brand loyalty, this study contributes to the
scarce literature on branded apps. We demonstrate that branded apps are an effective advertising tool.
Second, it contributes to the literature on engagement in particular with digital media by demonstrating
that it is sensible and useful to employ a multidimensional perspective on engagement, when examining
online media effects.

A practical implication is that, marketers should design branded mobile apps in a way that it becomes a
part of the customer’s daily routine (temporal experience) and that it communicates a community-sense
(community experience). Focusing on these specific engagement factors in branded app design may
bring the zombies in app stores to life.
Allison Eden, Christian Burgers, Melisande van Engelenburg and Sander Buningh. How Avatar Feedback Boosts Motivation and Play in Gamified Applications

Abstract:
Serious games are an increasingly important vehicle for persuasion, learning and behavior change due to their ability to engage and motivate players. Studies inspired by Cognitive Evaluation Theory (CET; Deci & Ryan, 2000) suggest that games can bolster players’ intrinsic motivation by satisfying basic psychological needs for competence, autonomy and relatedness (Przybylski et al., 2010). An important question in a CET context is which game elements are responsible for satisfying these needs and increasing motivation.

One game element that received scant empirical attention is verbal feedback delivered by avatars. Health communication research highlights the importance of verbal feedback in the context of online communication (Watts, 2007) and tailoring mechanisms (Lipkus & Klein, 2006). Can feedback serve similar goals in the context of serious games?

Previous literature identifies three feedback types: descriptive, (e.g., you have completed level 1), comparative (e.g., you have completed level 1 faster than anyone else) and evaluative (e.g., Great job in completing level 1”) feedback (Hawkins et al., 2008). In tailoring and online contexts, these three feedback types have distinct motivational effects (Kruger & DeNisi, 1996). The current study combines understandings of feedback with CET to understand the role of feedback in need satisfaction, increasing feelings of motivation, and the relation between feedback and actual game play.

Participants (N=157) played an online “brain training game” with randomly assigned to feedback in one of six experimental conditions that varied valence (negative, positive) and type of feedback (descriptive, comparative, evaluative) received after play. Participants rated how well the game had satisfied their needs, if they felt intrinsically or extrinsically motivated, their perceptions of the feedback and avatar and if they wanted to play the game again immediately (yes/no) and in future (yes/no).

For need satisfaction and intrinsic motivation, results show no main effect of feedback type and no interaction of feedback type*valence. We did, however, find that feedback valence affected perceived competence and autonomy, in that participants receiving positive feedback (vs. negative feedback) perceived themselves as more competent and autonomous. Mediation analysis using bootstrapping (Hayes, 2013) revealed positive indirect effects of feedback valence on intrinsic motivation through both perceived competence and autonomy.

For game play, results show that participants who receiving negative feedback were more likely to play the game immediately than participants receiving positive feedback. Regarding feedback type, receiving evaluative feedback increases the likelihood to play the game again both immediately and in future. Comparative feedback, however, decreases the likelihood to immediately play the game again. Participants who appreciated the feedback were likelier to play the game again immediately and in future.

With respect to need satisfaction and motivation, we find that people who perceive themselves as low in competence are likelier to play again immediately. A high perception of autonomy as well as high intrinsic motivation also increased the likelihood to play the game again immediately and in the future. Results suggest that feedback type and valence have strong and persistent effects on subsequent motivation for game play. Implications for effective design of serious games are discussed.
Persuasive Communication #3

Monday 16.30-17.30
Room C 3015

Chair: Esther Rozendaal

Rebecca N. H. de Leeuw, Esther Rozendaal, Doeschka J. Anschütz and Moniek Buijzen. The "NewzKids" study: An Experiment on Prosocial Television News and Children’s Prosocial Behavior

Abstract:
Importance: The present study adds to the small number of studies on the positive effects of television on children, which, in contrast to studies on the negative effects, appear to be scarce. As children watch television extensively, it is important to gain more insight into television content that is related to positive outcomes.

Objective: This study was the first to determine whether prosocial television news was related to children’s prosocial intentions and behaviors.

Design: The study had an experimental between-subjects design with a pre- and posttest and took place between December 2012 and February 2013.

Setting: Children were invited to participate via their primary schools. As a cover story, children were told that the study was about their opinions about a new news program. After filling out the first questionnaire individually, children watched the news program. In the experimental condition, children were exposed to a prosocial news item showing children organizing a fundraising action for UNICEF, while in the control condition children were exposed to an informative news item about UNICEF, without any prosocial behavior. After watching, children were given € 1,00 in coins of ten cents, as a reward for their participation. Upon providing them with the opportunity to donate for UNICEF, they filled out the final questionnaire.

Participants: The final sample consisted of 372 children. Children were between 9 and 13 years of age (M = 10.94; SD = .76) of whom 44.1% were boys. The majority of the children were born in the Netherlands (96%).

Main outcome measures: Children’s prosocial intentions were captured with a paper-and-pencil question assessing their willingness to help in starting up a project for UNICEF at their schools. The size of their donation for UNICEF served as an index of prosocial behavior.

Results: Findings demonstrated that, while controlling for important confounders, children in the experimental condition were significantly more willing to help in setting up a project for UNICEF, compared to children in the control condition (OR = 1.87, 95% CI = 1.00 – 3.49, p < .05). Additionally, a marginally significant association was found between condition and children’s size of their donation to UNICEF (b = .09, p < .10), indicating that children who were exposed to prosocial news tended to donate more money.

Conclusions and relevance: The current study highlights that children’s television programming can also have positive effects on children’s prosocial intentions and behaviors.

Jeroen Loman, Esther Rozendaal, Rick van Baaren and Moniek Buijzen. “Temporal focus-based communication”: Increasing water conservation behavior through construal-level framing of advertisements

Abstract:
Construal level theory states that temporal distance affects the way people mentally represent objects and events (Trope & Liberman, 2010). With large temporal distance mental representations are more abstract (high-level construals; HLC), whereas with short temporal distance representations are more concrete (low-level construals; LLC). Several studies on message framing have demonstrated that a fit between temporal and construal-level framing of a persuasive message (e.g., an advertisement with detailed information about a product available today) leads to more positive attitudes, and thus, greater persuasiveness of the message. However, as yet the effect of a fit between framing of the message and the existing frame of mind (i.e., temporal focus; TF) of the receiver has not been investigated. The present study aims to fill this gap.

The aim of the study was to test whether a fit between construal-level framing of an advertisement and the TF of the recipient can increase persuasiveness of the advertisement. We focused on energy conservation behavior, because this is typically associated with temporal conflict. Based on construal level theory it was hypothesized that a fit (i.e., combining a near-TF with LLC-framing or a distant-TF with HLC-framing) would result in more positive attitudes towards the advertisement and the act of conserving water as well as higher behavioral intentions to conserve water.
Method: Participants (N= 186) were randomly assigned to one of six conditions in a 2 (TF: near vs. distant) x 3 (message framing: LLC vs. HLC vs. control) between-subjects design. The TF of participants was manipulated in a (pretested, N= 43) writing task in which they wrote about their plans either for tomorrow (near-TF) or for 10 years from now (distant-TF). Then, to manipulate message framing, participants were exposed to one of three (pretested, N= 79) advertisements: a LLC-framed water conservation advertisement, a similar HLC-framed advertisement or a control advertisement (aiming to sell a shower). After viewing the advertisement, participant’s attitude towards the advertisement, attitude towards the act of conserving water and behavioral intentions to conserve water were measured.

Results: Preliminary analysis showed a significant difference between the experimental conditions and the control conditions on attitude towards the advertisement (F(5,180)= 10.42, p< .000, η²= .22), indicating participants had more positive attitudes about the water conservation advertisements than about the control advertisements. However, no differences were found between experimental conditions. Finally, despite manipulation checks indicating that the TF manipulation was successful (Pillai’s Trace= .74, F(3, 182)= 174.10, p<.000), no differences were found between conditions for attitude towards the act of conserving water and behavioral intentions to conserve water.

Conclusions: This study does not confirm the hypothesized fit-effect between the mindset elicited by TF and construal-level framing of advertisements on water conservation attitudes and behavioral intentions. TF does not seem to induce a resilient mindset that is more susceptible to (low/high) construal-level framing. The findings from this study add to the line of research concerning construal-level framing in persuasive communication, indicating that temporal focus-based communication does not have the same effect as temporal construal in persuasive messages.

Frans Folkvord, Doeschka Anschutz, Chantal Nederkoorn, Henk Westerik and Moniek Buijzen. The role of impulsivity in the effect of food advergames on actual food intake in children

Abstract:
Background: Previous studies have focused on the effect of food advertisements on the caloric intake of children. However, the role of impulsivity in this effect is unclear.
Objective: The aim of this study was to examine the role of impulsivity in the effect of advergames that promote energy-dense snacks on children’s snack intake.
Design: First, impulsivity scores were assessed with a computer task. Second, a randomized between-subject design was conducted with 261 children (age: 7–10 y) who played an advergame that promoted energy-dense snacks or nonfood products. As an extra manipulation, half of the children in each condition were rewarded for refraining from eating, the other half were not. Children could eat freely while playing the game. Food intake was measured. The children then completed questionnaire measures, and we weighed and measured them.

Results: Overall, playing an advergame containing food cues increased general caloric intake. Furthermore, we found that rewarding children to refrain from eating decreased their caloric intake. Finally, rewarding impulsive children to refrain from eating had no influence when they were playing an advergame promoting energy-dense snacks, while we observed a reduced effect among low impulsive children and when children played nonfood advergames.

Conclusions: Playing an advergame promoting energy-dense snacks contributes to increased caloric intake in children. The advergame promoting energy-dense snacks overruled the inhibition task to refrain from eating among impulsive children, making it more difficult for children to refrain from eating. The findings suggest that impulsivity plays an important role in susceptibility to food advertisements.

Marijn Meijers, Peeter Verlegh and Edith Smit. Groene advertenties en groene identiteit.

Abstract:
Steeds vaker worden er producten geadvertiseerd met een milieuvriendelijk imago (Banerjee, Gulas, & Iyer, 1995). Maar hoe doe je dat het beste? Je kunt het groene imago voorzichtig communiceren, met een subtiele vermelding, maar je kunt “groen” ook het centrale thema van de advertentie maken, of juist helemaal weglaten. Wat is de beste strategie: Hoe groener, hoe beter? Of hangt het af van de doelgroep? In deze studie hebben we onderzocht hoe de sterkte van milieuvriendelijhoodcues in advertenties (zeer, matig, niet) productattitudes beïnvloedt en hoe dit effect afhangt van de mate waarin milieuvriendelijkheid onderdeel is van iemands identiteit.

Identiteit heeft een aanzienlijke invloed op de waarneming van identiteit-gerelateerde cues en het belang dat mensen aan deze cues hechten (Reed, Forehand, Puntoni, & Warlop, 2012). We verwachten daarom dat mensen met een sterke milieuvriendelijke identiteit het zeer groen geadverteerde product zullen prefereren boven het niet groen geadverteerde product. Mensen met een zwakke
milieuvriendelijke identiteit zullen echter het niet groen geadverteerde product prefereren boven het zeer groen geadverteerde product. Tot slot verwachten we dat het matig groen geadverteerde product hier tussen in valt en zowel door mensen met een sterke als een zwakke groene identiteit positief beoordeeld wordt.

Om dit te testen vulden participanten (N = 86) eerst een milieuvriendelijkheids-identiteitsmaat in. Hierna kregen ze willekeurig een van de drie advertenties voor Nike sneakers te zien. We hadden drie advertenties ontworpen: De zeer groene advertentie bevatte veel milieuvriendelijkheidcues zoals een hoofdslogan, subslogan en een eco-label. De matig groene advertentie bevatte zowel cues over milieuvriendelijkheid (subheadline over biologisch katoen) als over andere productenattributen (hoofdslogan over comfort). De niet groene advertentie bevatte alleen cues over andere productenattributen, dus zonder verwijzing naar milieuvriendelijkheid. Tot slot vulden participanten vragen over productattitude in.

De regressieanalyse met sterkte van groene cues (zeer, matig, niet groen), milieuvriendelijke identiteit (gestandaardiseerd) en hun interactie als voorspellers en productattitude als afhankelijke variabele liet een interactie-effect zien, F(2, 85) =6.23, p =.003, $\eta^2_p =.135$ (alle andere effecten F < 1). Participanten met een sterke milieuvriendelijke identiteit prefereerden het zeer groen geadverteerde product boven het niet groen geadverteerde product, $p =.020$. Participanten met een zwakke milieuvriendelijke identiteit daarentegen prefereerden het niet groen geadverteerde product boven het zeer groen geadverteerde product, $p =.043$. Dit suggereert dat de optimale strategie afhankt van de doelgroep: voor sterk milieuvriendelijke consumenten lijkt een zeer groene advertentie het beste, maar voor zwak milieuvriendelijke consumenten lijkt een niet groene advertentie het beste.

De resultaten lieten echter ook zien dat de matig groene advertentie bij beide groepen even goed scoorde als de optimale strategie. Dus: participanten met een sterke milieuvriendelijke identiteit maakten geen onderscheid tussen zeer en matig groene geadverteerde producten ($p =.337$), en participanten met een zwakke milieuvriendelijke identiteit maakten geen onderscheid tussen matig en niet groene advertenties ($p =.662$). Het lijkt dus niet noodzakelijk om de advertentiestrategie voor milieuvriendelijke producten aan te passen aan de doelgroep: voor zowel mensen met een sterke als met een zwakke milieuvriendelijke identiteit geven matig groene advertenties een resultaat dat gelijk is aan de optimale strategie.
Persuasive Communication #4

Tuesday 09.00-10.00
Room C 3015

Chair: Hans Hoeken

Hans Hoeken. Zit argumentkwaliteit in het standpunt van de beoordelaar?

Abstract:
Verschillende meta-analyses laten zien dat argumentkwaliteit de uitkomst van het overtuigingsproces beïnvloedt: sterke argumenten leidden tot een positievere attitude dan zwakke argumenten (Johnson et al., 2004; Park et al., 2007). Deze resultaten suggereren dat mensen inderdaad in staat zijn om sterke van zwakke argumenten te onderscheiden. In een reeks onderzoeken is aangetoond dat leken op het gebied van argumentatieleer over verschillende criteria beschikken om sterke van zwakke argumenten te onderscheiden. Zo zijn ze bijvoorbeeld gevoelig voor het aantal gevallen waarmee een standpunt wordt ondersteund, de vergelijkbaarheid van de gevallen, de mate waarin een bron belang heeft bij acceptatie van een standpunt en de kracht van de causale relatie (Hoeken & Hustinx, 2009; Hoeken et al., 2013, in druk).

Het feit dat mensen beschikken over dergelijke criteria impliceert niet automatisch dat ze die criteria gebruiken om de kwaliteit van argumenten zorgvuldig af te wegen. Verschillende onderzoeken laten zien dat mensen onwelgevallige argumenten kritischer bejegenen dan argumenten die wel in hun kraam te pas komen (bv. Edwards & Smith, 1996; Lord et al., 1980). Zo bleken verklaarde voorstanders van de doodstraf kritischer te reageren op onderzoeken die het afschrikwekkend effect van de doodstraf onderuit haalden dan tegenstanders van de doodstraf. Het omgekeerde patroon werd gevonden voor studies die wel het afschrikwekkende effect leken aan te tonen.

In deze onderzoeken verschilden de voor- en tegenstanders voorafgaand aan het onderzoek van mening over het standpunt waardoor ze waarschijnlijk ook wat betreft hun kennis over het onderwerp en relevante waarden van elkaar verschilden. Deze factoren zouden ook verantwoordelijk kunnen zijn voor de scherpere reactie op onwelgevallige argumenten. Het is daarom noodzakelijk om het ingenomen standpunt te manipuleren in plaats van uit te gaan van bestaande standpunten om zo waarden en voorkeuren van de proefpersonen als verklarende factoren uit te sluiten. In het onderzoek werd duidelijk dat de onderzoekers probeerden om te vertellen hoe het debat eruit moest zien. Het onderzoek toonde aan dat mensen de argumenten op een objectievere wijze te verwerken.

Er werden acht argumenten ontwikkeld waarin werd betoogd dat de vorming van scholen waarin allochtone en autochtone kinderen samen naar school gaan nastrevenswaardig is; acht argumenten betoogden juist het tegendeel. Bij de acht voor- en de acht tegenargumenten zaten steeds vier argumenten die op basis van bepaalde criteria als zwak geclassificeerd en vier sterke argumenten. Deze argumenten werden aan veertig proefpersonen voorgelegd. De helft deelde de veronderstelling dat ze in de debat vertegenwoordigd waren en de andere helft deelde de veronderstelling dat ze geen voor- of tegenstander waren. De resultaten waren zeer eenduidig: argumenten die ingingen tegen het te verdedigen standpunt lokten vaker het toepassen van evaluatiecriteria uit dan argumenten die in overeenstemming waren met dat standpunt. Daarnaast gebruikten mensen deze criteria niet om op objectieve wijze de kwaliteit van argumenten vast te stellen maar vooral om hun onwelgevallige argumenten te diskwalificeren. De resultaten van deze studie vormen een belangrijke stap in het onderzoek naar motivated reasoning doordat het te verdedigen standpunt is gemanipuleerd, de kwaliteit van de argumenten op systematische wijze is gemanipuleerd en de daadwerkelijke toepassing van evaluatiecriteria is geobserveerd.

Annemarie Wennekers. How to make ‘doing good’ look good: De invloed van advertentie cues in CRM-campagnes op consumentenreacties

Abstract:
Cause-related marketing (CRM) is een marketingproces waarbij een bedrijf een donatie doet aan een goed doel wanneer consumenten hun producten of diensten kopen (Nan & Heo, 2007). De hoogte van de donatie is afhankelijk van het koopgedrag van de consument en er is dan ook veel onderzoek gedaan naar de factoren die conserveracties op CRM beïnvloeden. Wat zorgt ervoor dat consumenten het CRM product positiever evalueren en vaker aanschaffen? Aspecten van het bedrijf en doel zijn veelvuldig
onderzocht, zoals de fit tussen het bedrijf en het doel, geloofwaardigheid van het bedrijf en betrokkenheid van consumenten bij het bedrijf en het doel (van der Meer & Zwier, 2012).

Bij het ontwikkelen van een CRM campagne zijn er ook veel keuzes te maken die consumentenreacties kunnen beïnvloeden. Bijvoorbeeld, wie kan het beste centraal staan; bedrijf of doel? En moet de boodschap vooral feiten bevatten of moet het juist inspelen op emoties? Met het huidige onderzoek probeerden we antwoord te geven op deze vragen. De onderzoeksvraag luidde: “Hoe beïnvloeden verschillende kenmerken van een CRM advertentie (visuele focus en type boodschap) de merkattitude en koopintentie van consumenten?”

We manipuleerden twee kenmerken van een CRM advertentie: 1) visuele focus op het bedrijf of op het goede doel, en 2) informationele boodschap of emotionele boodschap. Het doel was om de effecten te onderzoeken van (de combinatie van) deze elementen. De CRM die we gebruikten was een fictieve samenwerking tussen Evian water en SOS Kinderdorpen. Bij de visuele focus op het bedrijf was de achtergrond van de advertentie een afbeelding van bergen met daarvoor drie flesjes Evian. Bij de focus op het goede doel was de achtergrond een afbeelding van een dorpje met een Afrikaans meisje. De advertentie bevatte ofwel een feitelijke boodschap over de donatie: “Koop nu Evian water want voor elke verkochte liter fles doneert Evian 10 cent aan SOS Kinderdorpen”, ofwel een emotionele boodschap: “Koop nu Evian water en help hiermee SOS Kinderdorpen om weeskinderen die er alleen voor staan een liefdevol thuis en een mooie toekomst te geven”.

We lieten 126 deelnemers in een online experiment een advertentie zien die één van de vier mogelijke combinaties van visuele focus en type boodschap bevatte. Na het zien van de advertentie maten we de attitude en koopintentie ten opzichte van Evian. Ook maten we scepticisme van consumenten over de CRM van Evian met SOS Kinderdorpen en over reclame en CRM in het algemeen.

De resultaten laten zien dat niet de losse advertentie elementen van invloed zijn op consumentenreacties, maar dat met name de combinatie van elementen belangrijk is. Over het algemeen leidden de congruente advertenties (focus op bedrijf + informationele boodschap en focus op doel + emotionele boodschap) tot positievere consumentenreacties dan incongruente advertenties (bedrijf + emotionele boodschap/doel + informationele boodschap). We vinden eerste aanwijzingen voor een mediërende rol van CRM scepticisme in deze effecten.

Paul Ketelaar, Ruben Konig, Edith Smit and Helge Thorbjørnsen. Religiositeit, subjectief ervaren geloofwaardigheid van reclame en reclamevermijding in traditionele en digitale media

Abstract:
In deze internationale studie ontrafelen we de relatie tussen religiositeit, subjectief ervaren geloofwaardigheid van reclame en reclamevermijding in traditionele en digitale media (traditioneel = krant, tijdschrift, radio, televisie; digitaal = websites, sociale media en e-mail). We zijn hierin geïnteresseerd omdat reclamevermijding vanuit het perspectief van adverteerders ongewenst is, maar wel erg veel voor komt. In het verleden is reclamevermijding in verband gebracht met demografische kenmerken zoals geslacht, inkomen en opleiding, maar nauwelijks met religie. Bovendien suggereert eerder onderzoek dat religiositeit samen zou kunnen hangen met reclamevermijding, omdat sterker religieuze mensen meer vertrouwen hebben in de media in het algemeen (Golan & Day, 2010), in autoriteiten (Wisneski, Lytle & Skitka, 2009) en in marketing (Evvard & Boff, 1998) in het bijzonder.

Theoretisch verwachten we dat naarmate mensen religieuzer zijn, ze meer behoeften hebben aan zekerheid en daarom eerder geneigd zijn om iets van autoriteiten aan te nemen, waaronder religieuze autoriteiten en marketing en reclame professionals. Ze zullen daarom ook de geloofwaardigheid van reclame, die van dergelijke autoriteiten stamt, hoger inschatten. Bovendien verwachten we dat mensen, naarmate ze religieuzer zijn, meer vertrouwen zullen hebben in hun medemensen en de boodschappen die die medemensen uitdragen, inclusief reclame. Alle grote religies propageren immers vertrouwen in het goede in de medemens (Dijck, 2008). Van meer subjectief ervaren geloofwaardigheid van reclame naar minder reclamevermijding is daarna de volgende stap. Mensen die de geloofwaardigheid van reclame lager inschatten, zullen reclame ook minder ervaren als een bron van informatie en daarmee makkelijker een negatieve态度 ten aanzien van reclame ontwikkelen; wat op zijn beurt weer kan leiden tot een sterkere nijging om reclame te vermijden (Baek & Morimoto, 2012; Eisend & Knoll, 2012; Smit & Neijens, 2000).

Op basis van vijf nationale surveys, uit Duitsland (n=996), Frankrijk (n=998), Spanje (n=991), het Verenigd Koninkrijk (n=1000) en de Verenigde Staten (n=999), komen we tot de conclusie dat er in deze landen anno 2012 een bescheiden relatie bestaat tussen religiositeit en reclamevermijding in traditionele en digitale media, die qua sterkte vergelijkbaar is met de relatie tussen opleiding en
reclamevermijding in deze media. Hoe religieuzer iemand is, des te minder is deze persoon geneigd om reclame in traditionele en digitale media te vermijden. In overeenstemming met onze hypothesen blijkt deze relatie voor de helft te worden gemedieerd door de subjectief ervaren geloofwaardigheid van reclame in traditionele en digitale media. Onder controle van religieuze denominatie, land, opleiding, inkomen, leeftijd en geslacht, verandert er niets wezenlijks aan deze bevindingen. Religieuze denominatie blijkt bovendien niet significant samen te hangen met reclamevermijding. De invloed van religie komt geheel op het conto van de sterke van de religiositeit van mensen. Daarmee zetten we religiositeit op de kaart als segmentatievariabele met betrekking tot reclamevermijding.

Jiska Eelen and Peeter Verlegh. Offline en online merkambassadeurs: De invloed van mediagebruik op merkloyaliteit en merkengagement

Abstract:
Er wordt vaak geroepen dat door de opkomst van web2.0, en vooral door die van sociale media, merkloyaliteit verdwijnt. Merken lijken de controle over hun merk meer en meer te moeten afstaan aan consumenten (Pires, Stanton, & Rita, 2006). Consumenten zouden dan sneller van het ene merk naar het andere kunnen gaan switchen. Anderzijds wordt de komst van sociale media ook juist gebruikt om het belang van een sterk merk en merkloyaliteit te benadrukken (de Bakker, 2013). In ons onderzoek staan we daarom stil bij de invloed van mediagebruik op merkloyaliteit en merkengagement. Er wordt vaak gezegd dat merkambassadeurs goud waard zijn (de Vos, 2013). Sommige consumenten zijn zo loyaal aan een merk dat ze dat merk niet alleen kopen, maar er ook spontaan reclame voor maken bij anderen (Batra, Ahuvia, & Bagozzi, 2012). Loyaliteit en merkengagement worden dus vaak in één adem vernoemd, maar zijn ze ook werkelijk dezelfde dingen? Omdat branding meer en meer plaatsvindt in een digitale omgeving, is het ook noodzakelijk te onderzoeken of merkengagement opsplits in offline en online gedragingen. Mond-aan-mond reclame gebeurt steeds vaker online (zie bv. Dellarocas, 2003). We gaan dan ook na of merkloyaliteit zowel offline als online tot fan- en deelgedrag leidt, en wat de rol van traditionele en nieuwe media daarbij is.

In een online survey over fast moving consumer merken in Nederland vroegen we aan 950 respondenten hoe loyaal ze een merk kopen en of ze offline en online merkgerelateerde activiteiten zouden willen uitvoeren voor dat merk. Daarnaast werden de respondenten ook gevraagd naar hun gebruik van traditionele media en nieuwe media. Het ging om kranten en tijdschriften lezen, radio luisteren, en TV kijken (traditionele media) en apps gebruiken, blogs bezoeken, online filmpjes bekijken via internet, chatten en sociale netwerksites gebruiken (nieuwe media). Data werden representatief gewogen op basis van leeftijd en geslacht.

Uit ons onderzoek bleek dat kooployaliteit van A-merken in supermarkten hoog was: bijna veertig procent van de respondenten was een herhalingskoper met bewuste merkvoorkeur. Met behulp van een structureel vergelijkingsmodel werden de verbanden tussen het gebruik van traditionele en nieuwe media, kooployaliteit en merkengagement (offline en online) verder blootgelegd. Loyale consumenten waren vooral geneigd om offline over het merk te gaan praten; het verband tussen loyaliteit en online engagement was minder groot. De resultaten suggereren verder dat een hogere frequentie van traditioneel mediagebruik samenhangt met een iets wat grotere kooployaliteit. Gebruik van nieuwe media hield dan weer geen verband met kooployaliteit. Het gebruik van nieuwe media hing echter wel samen met offline en, voornamelijk, online engagement. Frequentere gebruikers van nieuwe media praten ook vaker over merken, vooral online, maar ook offline. Ons onderzoek toont duidelijke dissociaties tussen kooployaliteit en merkengagement, maar ook tussen offline en online merkengagement. We bespreken de gevolgen van onze bevindingen voor de marketing- en communicatiepraktijk.
Persuasive Communication #5

Tuesday 10.10-11.10
Room C 3015

Chair: Edith Smit

Stefan F. Bernritter, Edith G. Smit and Peeter W.J. Verlegh. Consumers’ Brand Endorsements: A Study Into Intentions to Endorse Different Types of Brands

Abstract:
In the present paper we introduce the concept of consumer endorsement, which we define as consumers’ intentional public and positive affiliations with brands. People engage, for example, in word of mouth about their newest Converse shoes, they tweet a picture of themselves with their brand new Ray-Ban sunglasses, like Unicef on Facebook, or wear a T-shirt with the World Wildlife Fund logo. These endorsements can be stimulated by the endorsed brands (e.g., by raffling prices among people who like the brand’s page on Facebook), but may also occur spontaneously. Marketers increasingly motivate consumers to endorse them as a tactic to overcome consumers’ resistance against traditional persuasion attempts. Little is known yet about why consumers are willing to endorse brands. Therefore, we conducted an experiment to examine factors that might affect consumers’ decisions to endorse a brand. In line with the idea that endorsements are – at least in part – driven by the desire to signal one’s identity (Berger & Heath, 2007), and that this differs between for-profit and nonprofit brands (cf. Aaker, Vohs, & Mogilner, 2010), we conducted an experiment to explore consumer endorsements of both types of brands. We also investigated to what extent the decision to endorse a brand or not depends on brand symbolism (i.e., the extent to which a brand symbolizes the identity of a consumer who is consuming or using it; Escalas & Bettman, 2005). Finally, to establish whether our findings are unique with regard to public affiliations with brands, we compare between public (vs. private) affiliations with brands.

Student participants (N = 209; Mage = 20.9; 80.9% female) took part for course credits or financial compensation and were randomly assigned to one of the two conditions of the 2 (type of organization: for-profit brands vs. nonprofit brands; between subjects) x 2 (nature of the affiliation: public vs. private; within subjects) x 2 (symbolism: high vs. low; within subjects) mixed experimental design. The dependent variable was how likely participants were to affiliate themselves with a brand.

Results indicate that people prefer to endorse nonprofit brands, and publicly affiliate with them, whereas they favor to affiliate privately with for-profit brands. Moreover, high symbolic for-profit brands were more endorsed than low symbolic ones, however, this was not the case for nonprofit brands. The present findings underline the importance of self-identity and identity signaling as driving factors in consumer behavior (cf. Reed, Forehand, Puntoni, & Warlop, 2012) and demonstrate that consumers endorse brands in order to express their selves. The introduction of the concept of consumer endorsement allows us to bring together insights from thoroughly studied concepts such as word of mouth and customer engagement behavior, which have previously been studied in isolation. Contrary to consumer endorsement, these existing concepts, in their core definitions, do not draw a distinction between the valence of behavior (i.e., whether it is positive or negative) and whether behavior is public (vs. private), which we demonstrate to be crucial key components in the concept of consumer endorsement.

Annemarie Weerman, Hans Hoeken and Jos Hornikx. Explicit and Intuitive Methods for Identifying Convincing Arguments

Abstract:
A message containing strong arguments is more likely to contribute to persuasive success than a message containing weak arguments. Before starting communicative campaigns, it is important for persuaders to know to what extent the arguments they have selected are strong. There exists an explicit scale to measure argument strength. The aim of this study was to compare this scale to a more efficient, intuitive measure. This comparison makes it possible to determine which method best predicts whether an argument will lead to acceptance of a claim.

The perceived argument strength (PAS) scale, consisting of 9 items, proved predictive of the persuasiveness of arguments and can be considered a measurement of participants’ explicit attitude towards an argument (Zhao, Strasser, Cappella, Lerman, & Fishbein, 2011). Research on explicit and implicit attitudes has shown that intuitive measures of attitude can sometimes be more reliable (e.g., Dovidio & Gaertner, 2004). It has been proposed that similar intuitive attitudes towards arguments exist as well (Mercier & Sperber, 2011). Studies in the field of reasoning and argumentation have demonstrated a dissociation between intuitive and explicit processing (e.g., Thompson, Prowse Turner, &
Pennycook, 2011). The results indicate that intuitive processing is more likely to occur under time pressure.

Strong arguments are more likely to lead to claim acceptance than weak arguments. In arguments from consequences, argument characteristics that contribute to argument strength are desirability and probability (van Enschot-van Dijk, Hustinx, & Hoeken, 2003; Hustinx, van Enschot, & Hoeken, 2006; O’Keefe, 2013). The comparison between the explicit and intuitive methods for detecting strong arguments will be made for arguments that differ with respect to these components.

RQ1 Is an intuitive evaluation method of argument quality able to predict claim acceptance, and will this method predict different parts of the variance in claim acceptance than an explicit evaluation method?

Method

An intuitive measure was created that differs from the explicit measure (PAS scale) in two important aspects: It contains only two (PAS) items, and participants were asked for a speeded response. The 127 participants in this study indicated the extent to which they accepted 8 claims supported by arguments, provided intuitive evaluations for 8 other arguments and gave their explicit evaluations of the remaining 8 arguments. Several argument characteristics were manipulated.

Results

Results showed that explicit ($r = .68$) and intuitive ($r = .64$) evaluations of argument quality both were related to the acceptance of the claim supported by these arguments. This means that arguments that were rated as (more/less) convincing, were also (more/less) successful in creating acceptance for the claims they supported. Partial correlations indicate that explicit and intuitive evaluations predict unique parts of the variance ($r = .43$ and $r = .32$) and are differentially related to desirability and probability.

Conclusion and discussion

The results from this experiment demonstrate the added value of using intuitive measures for assessing argument quality, in a practical sense as evaluation instrument, and theoretically because these intuitive evaluations might reflect sensitivity to different characteristics of the argument than explicit evaluations.

Hande Sungur, Tilo Hartmann and Guido M. Van Koningsbruggen. When do online users believe in other people’s messages? A construal-level perspective

Abstract:

Understanding to what extent users believe in other people's messages about the world (“truth judgments”) is a classical research topic in Communication Science. Scholars examined truth judgments by studying the conditions under which users trust the coverage provided by professional mass-media journalists (“accuracy”, Matthes & Kohring, 2007). With the rise of the Internet, laypeople engaged in citizen journalism and established new journalistic formats (e.g., tweets, blogs, online-petitions) that likely changed the way how users derive truth judgments. For example, online users may need to derive truth judgments under greater uncertainty, if traditional cues (e.g., a well-known brand or source) are lacking. However, research investigating how online users derive truth judgments under uncertainty is rare. The present study addresses this research gap by examining online users' truth judgments from a construal level perspective.

According to construal level theory (Lieberman & Trope, 2007), truth judgments are jointly determined by people’s construal level and perceived psychological distance. Construal level refers to the level of abstraction at which people appraise information. At lower levels of construal people construe information in terms of its more concrete, local and subordinate features, at higher levels of construal they construe it in terms of its more abstract, global and superordinate features. Psychological distance refers to how close or far an item is represented from oneself. Online messages often describe events with cues that define psychological distance: temporal, spatial, social, and hypotheticality cues. Construal level theory proposes that truth judgments should be higher when construal level and psychological distance match (low construal level/close psychological distance or high construal level/far psychological distance). The reason is that congruence increases cognitive processing fluency, which can serve as an important heuristic in judgments under uncertainty (Kim, Rao & Lee, 2009). Preliminary evidence suggests that congruence indeed increases truth ratings (e.g., Hansen & Wanke, 2010). Our study extends this research by examining truth judgments about an online petition and investigating behavioral consequences following on truth judgments.

In a 2x2-between-subjects-experiment (N=96) we manipulated participants’ construal level (High vs. Low) and psychological distance (Far vs. Close) of an online petition and tested effects on participants’ truth-judgments and intentions. Construal level was manipulated by a validated mindset induction method. Psychological distance was manipulated by varying cues about place, time, social actors and hypotheticality embedded in the online petition. The event described in the close psychological distance petition was spatially and temporally closer to the participants, involved a socially closer community and
had higher probability to occur than the event described in the far psychological distance petition. To induce uncertainty, the petition was presented without an indication of source. As predicted, truth ratings were higher when construal level and perceived psychological distance of the online media content matched. Moreover, participants had an increased tendency to share the petition with others under congruent conditions. Our findings demonstrate the usefulness of construal level theory for understanding online truth judgments. Theoretical and practical implications for communication scholars will be discussed.

Nadine Strauß and Peeter Verlegh. Political Websites & the Effects of Negative and Positive eWOM

Abstract:
Politicians and parties are increasingly using online tools like blogs, websites, or social media profiles to get in contact with the electorate (e.g. Albrecht et al., 2007; Coleman, 2005; Trammell et al., 2006). Political websites have served as a primary channel for providing people with news, opinions and background information on parties and their politicians. Recently, politicians and parties try to be more interactive with their electorate on those websites. However, the risk of facing criticism has led most parties and politicians to be careful in providing interaction functions (cf. Stromer-Galley, 2000). The question is thus whether this is a legitimate concern: Should politicians be afraid of the detrimental impact of negative comments? Or are potential voters resistant to such negative eWOM?

Particularly, the effects of eWOM have been studied in economic, marketing and consumer literature (e.g. Allsop et al., 2007; Asur, & Huberman, 2010; or Gruhl et al. 2005). Several of these studies document the existence of a negativity bias (e.g. Lee et al., 2008, 2009; Sen & Lerman, 2007) such that the negative impact of negative WOM is much stronger than the positive impact of positive WOM. Other studies have, however, suggested that positive WOM is (as least) as strong as negative WOM (East et al., 2008).

No study has yet focused on how negative and positive eWOM on political websites might influence visitors of these platforms. The present research has filled this research gap. We conducted an experiment in which we manipulated the type of comments posted on a website for a EU politician, that was developed for this study. Participants (N=109) were randomly assigned to one of the five experimental conditions (positive, negative, positive mixed, negative mixed comments, control (no comments)). We measured three dependent variables (attitude toward the politician, voting intention, attitude toward the website) using scales taken from the literature. In addition, we measured four covariates based on literature on political communication (perceived political knowledge, attitude toward the EU, political participation online, and political self-efficacy). A pretest was conducted to identify negative and positive comments as stimuli for the experimental conditions. Findings confirm the impact of eWOM on political websites. Participants in the negative condition scored significantly lower on the dependent variables compared to all other conditions. Conversely, participants in the positive condition scored significantly higher than those in other conditions. When comparing the size of the effects of negative and positive comments, we found that positive WOM seemed to have slightly larger effects on attitudes toward the politician, but not consistently. In other words, our data do not support the notion of a negativity bias in eWOM on political websites, but rather suggest a positivity bias.

Our conclusion is therefore that politicians may be less cautious about the potential dangers of critical comments, and should have more appreciation of the advantages of opening up their websites for the voice of the electorate: giving voters the opportunity to display their support for candidates and opening up a democratic marketplace for ideas and debate.
Persuasive Communication #6

Monday 13.50-14.50
Room C 3016

Chair: Guda van Noort

Guda van Noort, Eva van Reijmersdal and Fabienne Rauwers. ‘This ad was digitally manipulated’: Effectiveness of disclosing photo retouching in advertising

Abstract:
Increasingly, advertisers and brands are criticized for their use of photo retouching by geometric manipulation (e.g., slimming model’s posture, enlarging eyes) and photometric manipulation (e.g., removing cellulite and wrinkles; Kee & Farid, 2011). Photo retouching is assumed to lead to unfair persuasion and harmful effects on psychological well-being. Several parties in society, including policy makers across Western countries, propose that digitally enhanced advertisements should carry a disclosure, informing consumers whether the image has been manipulated. Advertisers and publishers have resisted this legislation, as such disclosures are believed to hazard advertising effectiveness. However, there is no scientific research to substantiate these beliefs. Only a few studies have examined the effects of photo-retouching disclosures, but these only focused on the effects on psychological well-being (e.g., body dissatisfaction). The effects on advertising effectiveness (brand and ad responses) are totally disregarded, and when measured not analyzed (Ata, Thompson, & Small, 2013).

Theory on persuasion knowledge (Friestad & Wright, 1994) and empirical studies on disclosures of advertising techniques, other than photo retouching, suggest that retouching disclosures might negatively affect persuasion. However, this has not been empirically tested. Moreover, it is unknown whether people need to be literate about digital manipulation techniques for a photo-retouching disclosure to be understood and effective. This study fills this gap in the literature by examining the effects of a photo-retouching disclosure and literacy on processing variables and persuasion.

An experiment with a 2(Photo editing disclosure vs control) x 2(Photo editing literacy vs control) between-subjects design was conducted. Stimuli materials were advertisements for shampoo, featuring 1) the face of a female model of which the photo was significantly retouched (based on the photo-editing metric developed by Lee & Kahid, 2011), 2) an image of the product, 3) the brand name, and 4) three product claims. For the disclosure condition a disclosure was developed based on prior studies (Boerman et al, 2013 Ata, Thomson & Small, 2013) and placed in the upper right corner of the ad, which read ‘This photo is digitally manipulated’. In the literacy condition respondents were made literate about photo retouching with text and visual examples, whereas respondents in the control condition read a general text on photos and pictures.

The results show that photo-retouching literacy has no effects on persuasion. It does lead to less brand recall, which seems to indicate that people pay less attention to the brand. Surprisingly, literacy leads to more positive attitudes toward retouching in advertisements.

The photo-retouching disclosure leads to more skepticism and critical attitudes toward the ad, which in turn lead to less persuasion. However, there were significant moderated mediation effects, showing that this mediated effect of only held in the control condition. This implies that disclosures stimulate critical processing and decrease persuasion, but that this effect is ameliorated when people are literate about photo-editing techniques.

This study guides future research as it was the first to demonstrate the effects of photo-editing disclosures on persuasion and finding may guide advertisers and policy makers.

Eva Van Reijmersdal, Nienke Lammers, Esther Rozendaal and Moniek Buijzen. This Game Contains Advertising! Effects of Sponsorship Disclosures for Advergames

Abstract:
Advergames are becoming increasingly popular. These games embed persuasive messages into entertaining and oftentimes immersive content masking their persuasive nature. This is deemed deceptive and can cause surreptitious persuasion. To inform the audience about the persuasive nature of advergames and to mitigate persuasion effects, there is an increasing call for forewarnings and better disclosure of the persuasive intent of these games. Although the number of advergame disclosures is increasing, hardly any research exists on their effects. Therefore, this study focused on the effects of disclosing the persuasive nature of advergames on brand recall and brand attitudes. In addition, it was the first to examine the mediating role of ad-specific persuasion knowledge (i.e., awareness of the persuasive nature of the specific advergame) and the moderating role of mood.

The study employed a 2(disclosure) x 2(mood) between-subjects design (N = 127 , Mage = 29.80, SD = 10.28, 45% male, 65% higher educated). Participants played an advergame called Office Escape of the American brand Batchelors, Super Noodles, which is not on the market in the Netherlands. We used a
disclosure stating that 'This game contains advertising for Batchelor Noodles to influence you'. For the mood manipulation, we selected a happy and a sad movie fragment based on a pretest.

As expected based on persuasion knowledge theory, the results showed that advergame disclosures increase awareness of the persuasive nature of advergames: people showed more ad-specific persuasion knowledge when exposed to a disclosure than without a disclosure. Moreover, our results showed that this process mediates the effects of disclosures on brand recall and attitudes: due to higher awareness of the persuasive nature, people show more brand recall and more negative brand attitudes after exposure to an advergame with a disclosure than without a disclosure.

Importantly, our results showed a moderated mediation effect. Disclosures only affected people in a positive mood: The disclosure made them more aware of the persuasive nature of the advergame as indicated by higher ad-specific persuasion knowledge, which in turn led to more brand recall and more negative brand attitudes than without a disclosure.

In general, people in positive moods process information less elaborately than people in negative moods. However, disclosures stimulate systematic processing. Thus, with a disclosure, people in a positive mood appear to process the advergame on a more elaborate and critical level than without a disclosure. However, without a disclosure, people in a negative mood already process the advergame on a more elaborate and critical level. Therefore, these people do not need a disclosure to increase their ad-specific persuasion knowledge, brand recall, or critical brand attitudes.

Thus, our findings show that disclosures preceding advergames effectively inform audiences about the persuasive nature of these games. Moreover, disclosures can mitigate the persuasive effects of advergames among people in positive moods. These results are very promising for future policies on disclosing advergames and the self-regulatory practices that are increasingly initiated by advertisers should be encouraged.

Marieke Fransen, Peeter Verlegh and Manon Fennis. Warning before or after the message? The role of argument quality in advertising warning effects

Abstract:
We are persistently confronted with messages trying to influence our behavior. Often, these messages stimulate behaviors that are considered unwanted by policymakers and advocacy groups. Examples include ads for greasy foods, alcohol, tobacco, but also risky financial investments, or covert persuasion attempts. Concerns of policy makers become visible in new (European) regulations that state, for example, that messages promoting positive health lifestyle behaviors like eating fruits, vegetables, or consuming healthy financial products have to be accompanied by a warning that emphasizes the risks involve. Research on forewarning (for a review see Wood & Quinn, 2003) provides a solid basis for studying the effectiveness of such warnings, and the factors that determine their impact.

One of these moderators is the type of forewarning message that is used. According to Papageorgis (1986), there are two types of forewarning: (1) warnings that merely convey the persuasive intent of a message ("you are going to be influenced"), and (2) warnings that inform recipients about the topic and position taken in the persuasive message ("you are going to read a message advocating the use of condoms"). Both types of warnings appear to rely on different mechanisms. Warning people about the advocated topic and position enables them to arm themselves with counter arguments before message exposure, helping to resist the message (Freedman & Sears, 1965; Petty & Cacioppo, 1977). Fukada (1986) and Hass and Grady (1975) have argued that simply warning people that someone intends to influence them leads to feelings of psychological reactance (Brehm, 1966) because people feel restricted in their freedom.

Up to now, most research on warnings has regarded resistance towards the message as a positive outcome. However, not all persuasive messages try to engage people in harmful behavior. Ads often provide recipients with useful information for choosing products that best suit their needs, and sometimes even straightforwardly seek to promote healthy or prosocial behaviors. Hence, rather than merely increasing resistance, the goal of warnings should be to assist recipients in more deliberate and informed decision-making by, for example, stimulating recipients to more carefully process messages and improving their ability to distinguish between strong and weak messages. We, therefore, examine how warnings may assist recipients in more informed and unbiased decision-making.

We propose that one possible way of achieving this is to present a warning after the persuasive message has been shown to the recipient. In this case recipients are familiar with the topic and the position of the message when the warning is presented. This is different from the traditional forewarning setting (in which reactance or counter arguing is induced). As a result, warnings that are presented after the persuasive message may motivate recipients to re-evaluate the arguments presented in the message (cf., Tuk, Verlegh, Smidts & Wigboldus, 2009). Compared to the use of forewarnings, this will have a positive effect on messages that present strong arguments for buying a product or for performing a certain behavior. For messages with weak arguments, we expect no differences in the effects of warnings presented before or after the persuasive message: because reconsideration for weak arguments should not enhance the effectiveness of the message. In fact, for messages with weak arguments, warnings
after the message may even lead to more negative evaluation of the advertisement and the product, precisely because the arguments are weak.

To test this hypothesis, we adopted a 3 (warning: before vs. after vs. control) x 2 (argument quality: strong vs. weak) between-subjects design (N = 125). In the before-warning condition, participants were informed that they were about to be exposed to an advertisement intended to influence them. In the after-warning condition, participants were informed that the advertisement they had just been exposed to was intended to influence them. No warning was used in the control condition. The ad itself presented a razor from a fictitious brand (Edge). Our manipulation of argument quality was based on the classic study by Petty, Cacioppo, and Schuman (1983); the ad either presented 5 strong arguments or 5 weak arguments. As dependent variables we included, credibility of the ad, persuasiveness of the ad, attitude towards the ad, and product attitude.

The result demonstrated significant two-way interactions on all of our dependent variables, with similar patterns of results for all these variables. Follow-up tests revealed that recipients respond more favorably towards the advertisement when they received a warning after seeing the advertisement (as compared to the before and no-warning condition). However, this was only true for recipients who were exposed to the advertisement containing strong (vs. weak) arguments. This effect was not found in the before and no-warning conditions. This implies that only participants in the after warning condition make a distinction between argument quality.

These results suggest that warning recipients after a persuasive intent may benefit recipient decision-making by allowing recipients to more adequately distinguish between strong and weak arguments for buying a product.

Ivar Vermeulen, Christian Burgers and Bo Van Grinsven. Timing of brand placements relative to humorous and musical cues

Abstract:
Affective cues like humor, music, or sex can affect the impact of persuasive messages (e.g., Hollander, 2005; Van Reijmersdal et al., 2007). Such effects are usually explained by evaluative conditioning – a target stimulus is positively or negatively evaluated following pairing with an affective stimulus (De Houwer, et al., 2001) – e.g., pairing a neutral product with favorable or unfavorable music (Gorn, 1982).

Different types of affective stimuli like humor and music may vary in cognitive-processing difficulty and elicit differential affective responses. For instance, understanding jokes requires cognitive resources, especially at the time of the punch line (Attardo & Raskin, 1991; Ruch, et al., 1993). Processing a punch line may go at the expense of processing a paired stimulus (e.g., brand placement). In contrast, music may facilitate encoding of a paired stimulus (Wallace, 1994; Rubin, 1977). Affective stimuli may also vary in their capabilities of eliciting affective responses. A joke will elicit most affect around the punch line when recipients laugh, whereas music will elicit affect more gradually during the course of a song.

Such observations suggest the importance of timing of affective stimuli relative to brand placements in eliciting brand effects. Furthermore, different affective stimuli types (humor, music) may require different timing to obtain optimal memory and attitudinal effects. However, the aspect of timing of brand placements relative to affective cues has received limited empirical attention.

Therefore, we conducted two experiments to assess timing effects for humor (Experiment 1) and music (Experiment 2). Using humor as an affective cue, we expect negative effects on product awareness and positive effects on product affect for pairing around punch line. For music, we expect positive effects on product memory and conditioning effects (positive/negative when paired with positive/negative stimuli) on product affect.

EXPERIMENT 1: Humor as affective cue

109 participants (47.7% men, Mage=34.0 years) saw one of four humorous videos in which a product was placed at the start of the video, right before, simultaneous to, or right after the punch line. We measured product awareness (recall, recognition) and affect (product attitude, purchase intention).

Results showed that recall (F(3,105)=5.95, p<.005) and recognition (F(3,105)=4.28, p<.01) were lower for simultaneous placement than for other placements. Purchase intentions were highest for simultaneous placement and placement right after the punch line (F(3,105)=8.05, p<.001). No further effects were found.

EXPERIMENT 2: Music as affective cue
99 respondents (62.6% men, Mage=34.8 years) participated in a 2(audio logo: positive/ negative) x 2(brand logo: simultaneously vs. after audio logo) between-subjects experiment. A product was placed in a teaser video for "Planet Earth". We measured recognition, recall, and brand attitudes.

Results showed that simultaneous pairing of the audio and brand logo increased recognition (F(1,97)=3.86, p=.05; marginal effect). Furthermore, affect transfer from audio to brand logo was higher when the brand logo was shown right before the audio logo (F(1,97)=4.76, p<.05). No further effects were found.

CONCLUSIONS

Results show how "optimal” timing depends on the brand placements’ goal (e.g., improving product awareness or affect) and on the affective cues employed (e.g., humor vs. music).
Persuasive Communication #7

Monday 15.25-16.25
Room C 3016

Chair: Enny Das

Enny Das, Rolien Duiven, Jolien Arendsen and Ivar Vermeulen. Killer Ads: A Terror Management Account of Death in Advertising

Abstract:
Fear drives consumer behavior in different ways. On the most blatant level, commercials capitalize on fundamental consumer fears; for example by emphasizing the importance of product X to belong to certain social groups, or the need to buy product Y in order to stay safe. But what happens if advertisements employ the most basic human fear, i.e., fear of death, to sell completely unrelated products such as art, newspapers, or beverages? Building on terror management theory (Greenberg, Pyszczynski, & Solomon, 1986) three experiments tested whether including mortality reminders in advertisements helps sell products. It was hypothesized that advertisements with mortality salience cues would increase thoughts about death, which, in turn, would increase purchase intentions, in particular for products that functioned as a source of self-esteem.

Method
Study 1 tested the effects of mortality salience in advertisements (mortality reminder: yes vs. no) for art library and newspaper subscriptions. Study 2 used a 2 (mortality reminder: yes vs. no) x 2 (brand familiarity: low vs. high) between subjects design for newspaper subscriptions. Study 3 used a 2 (mortality reminder: yes vs. no) x 2 (product type: healthy vs. unhealthy) between subjects design for a beverage with importance of the product for consumers’ self-esteem as a continuous moderator.
Participants first filled out the PANAS (Watson et al., 1988; Cronbach α =.82 for negative mood; .87 for positive mood). Then a word completion task measured death thought accessibility. In this task, 10 words could be completed as a death-related word and 10 neutral words were used as filler. Next, attitudes towards the advertisements were measured with four items on a 7-point semantic differential, e.g., pleasant/unpleasant (Silvera & Austad, 2004; Cronbach α =.83). Purchase intentions were measured using the scale of Teng, Laroche and Zhu (2007) which exists of three questions on a 7-point scale, e.g., “I intend to buy X” (Cronbach α=.93).

Results
In Experiment 1, death reminders increased purchase intentions for newspaper subscriptions and art libraries, even though participants did not like the advertisement much. In Experiment 2, personalized death reminders increased death thought accessibility, which, in turn, increased intentions for familiar and unfamiliar newspapers alike. Again, attitudes toward the ad and mood did not play a role in the persuasion process. In Experiment 3, the mediating effect of death thought accessibility was replicated for both healthy and unhealthy products, again shortcutting conscious persuasion routes. In this study, attitudes and mood were unaffected by the mortality salience advertisement.

Conclusion
The aim of the present research was not to promote mortality salience as an advertising strategy; rather, it was meant to explore the role of unconscious consumer fears in an advertising setting, and to test if terror management assumptions could be extended to the advertising domain. The conclusion is that including mortality reminders in advertisements increase individuals’ unconscious thoughts about death, which, in turn, increase intentions to buy the advertised product, even if consumers do not like the advertisement and the product itself does not alleviate fear. Mortality reminders in advertising thus create killer ads.

Sophie Boerman, Eva Van Reijmersdal and Peter Neijens. ”This program contains product placement” vs. ”PP”: An eye tracking study on the effects of different types of sponsorship disclosures

Abstract:
The European Audiovisual Media Directive obliges broadcasters to disclose brand placements in TV programs. The goal of these sponsorship disclosures is to inform the audience to avoid any confusion about what is editorial or commercial program content. The way sponsorship disclosure is implemented in TV programs differs between countries. For instance, Belgium uses PP (product placement) logos, whereas the Netherlands uses various disclosures including texts (i.e., ”This program contains product placement”).
This study has three aims: 1) to test which type of disclosure currently used in the EU is most effective in enhancing the recognition of sponsored television content as advertising (i.e., persuasion knowledge); 2) to study the processes that precede the recognition of advertising; and 3) to investigate how disclosure types affect viewers’ brand and program responses. We propose a model that incorporates the effects of disclosure type on viewers’ visual attention to the disclosure and the brand placement, and subsequently on the recognizing of the advertising embedded in the program. Additionally, we explore the consequence of the recognition of the advertising embedded in the program on brand memory, brand attitude and program trustworthiness.

This test this model, we conducted an experiment (N = 180 students, Mage = 21.78; 73% female), in which an eye tracker measured participants’ visual attention while watching a TV program. The between subjects design included four conditions: the program without a sponsorship disclosure, and three disclosure conditions namely, a PP logo, a text “This program contains product placement” and a combination of the two. Participants were randomly assigned to one of the conditions. Because there were no data for attention to the disclosure for the no disclosure condition, this group was not taken into account (logo n = 50, text n = 50, text+logo n = 49).

The eye tracking was conducted using the SMI RED eye tracker (gaze sample rate of 120 Hz per second). Participants watched a shortened episode of a police series, including two brand placements. We created Areas of Interest (AOIs) for each disclosure and each brand placement. Visual attention was estimated by the fixation time (sum of all fixation durations) in seconds inside the AOIs. All other measures were registered through a questionnaire after the program.

The results showed that compared to the logo, both the text (Indirect effect = 0.26, boot SE = 0.14, 95% BCBCI [.04; .60]) and text+logo (Indirect effect = 0.35, boot SE = 0.16, 95% BCBCI [.06, .71]) increased the recognition of the sponsored content as advertising. Additionally, the text+logo resulted in higher recognition of advertising compared to the text (Indirect effect = 0.09, boot SE = 0.05, 95% BCBCI [.02, .26]). The effect of disclosures on the recognition of advertising is mediated by viewers’ visual attention to the disclosure and the brand placement. Furthermore, the recognition of advertising increases brand memory and leads to less favorable brand attitudes. The results provided no evidence for an effect on program trustworthiness. Based on these findings, it can be concluded that a disclosure containing a text and a logo is most effective. Theoretically, this study demonstrates the importance of attention to the disclosure and brand placement as underlying mechanism for the effectiveness of sponsorship disclosure. Moreover, it shows that a disclosure can influence the persuasive effect of brand placement.

Joël Bosch and Paul Hendriks Vettehen. The effects of in-game advertising on brand attitude

Abstract:
The results of in-game advertising research generally point at mediocre effects of in-game advertising on recognition and recall, (e.g. Nelson, 2002; Chaney, Lin & Chaney, 2004; Lee & Faber, 2007; Lewis & Porter, 2010) suggesting that in-game advertising is not very effective. Much less research has studied the effects of in-game advertising on brand attitude. This study aims to fill this gap. Psychological studies have discovered that people’s attitudes may be affected by information provided, even if they are not able to recall of recognize the information (Schacter, 1987; Graf & Schacter, 1985; Shapiro, MacInnis & Heckler, 1997; see also: Milner, Corkin & Teuber, 1968). In addition, psychological studies have discovered that people may have two different attitudes towards the same object at the same time: a conscious, explicit attitude and a subconscious, implicit attitude (Greenwald & Banaji, 1995; Wilson, Lindsey & Schooler, 2000). In this study, the effects of in-game advertising on both attitudes are investigated.

A between-subjects experiment was conducted with each of the 57 male students playing a racing game with either a low or high difficulty setting. Billboards in the game were manipulated to be one of two brands (Carlsberg or Budweiser). After the gaming session, participants were asked to fill in a paper questionnaire which featured the measure for the explicit attitude, along with several control measures. When the participants had finished the paper questionnaire they were asked to complete an Implicit Association Test (Greenwald, McGhee & Schwartz, 1998). The reaction times for associating the brands with evaluative terms were used to calculate the participants’ implicit preference.

Using an analysis of variance, no significant effect of the in-game billboards could be found on the explicit attitude. For the implicit attitude it was found that participants preferred the brand that had been advertised in their session (F(1,53) = 5.71, p = .02, n2 = .10). Participants who had seen Carlsberg in the game preferred Carlsberg (M = 0.14; positive value indicating a preference for Carlsberg; a negative value for Budweiser) and participants who had seen Budweiser in the game preferred Budweiser (M = -0.12 ).
Interestingly, this effect was moderated by the difficulty level ($F(1,53) = 4.79$, $p = .03$, $\eta^2 = .08$; see Figure 1). In the low difficulty condition the difference in preference between participants who had seen Carlsberg ($M = 0.24$, $SD = 0.11$) or Budweiser ($M = -0.26$, $SD = 0.11$) was significant; ($t = -3.25$, $p = .003$) in the high difficulty condition there was no significant difference. These results indicate that in-game advertising can influence the implicit attitude towards the brand, but only at a low difficulty.

Lisa Vandeberg, Jaap Murre, Hilde Voorveld and Edith Smit. Effects of cross-media advertising: Explicit versus implicit measures

Abstract:
Most advertisers use more than one medium type in their advertising campaigns. The rationale behind this is that such cross-media campaigns affect their audience more effectively than campaigns within a single medium. Theories about such cross-media advertising effects are mainly based on explicit psychological measures, such as self-reports. However, explicit measures may provide an incomplete view of the often implicit psychological processes that underlie consumer behavior. To gain a full understanding of the potential mechanisms responsible for the success of cross-media advertising, it is essential to also adopt implicit measures.

In the current experiment, we used both explicit and implicit measures to assess how exposure in different media combinations affects the cognitive and evaluative impact of advertising on consumers. The implicit measures (perceptual memory task, conceptual memory task, stimulus-based brand decision, memory-based brand decision) were selected to tap into different types of evaluative and memory processes. The explicit evaluative and memory measures were included to compare the current findings to those in the literature.

484 participants were recruited online through Amazon’s Mechanical Turk ($M_{age} = 32.82$, 48.14% female), so we could generalize our findings beyond student samples and simulate a naturalistic browsing setting. These participants were presented with advertisements for unfamiliar low involvement products. They were exposed to TV commercials and webpages for either target brands or filler brands (target-exposure versus filler-exposure, between subjects factor). The filler-exposure condition served as a control condition to validate whether the selected implicit measures were capable of measuring the effects of exposure to our target brand advertisements. The results showed that participants performed better on each of the implicit measures after being exposed to the target brands than after filler-exposure (all $p's < .001$, all $\eta^2's > .09$), which demonstrates the suitability of these measures for assessing the effectiveness of target brand exposure. This allowed for the assessment of implicit cross-media target exposure effects.

Importantly, participants in the target exposure condition saw 1 target brand in a single medium condition (either TV-TV or Web-Web) and 1 target brand in a cross-media condition (TV-Web or Web-TV). Next, they performed one of four implicit tasks, three explicit tasks, and filled out several control and demographic questions. The results showed explicit but not implicit cross-media effects. Thus, though participants performed better for cross-media brands than single medium brands on the explicit tasks of recall, recognition, and attitude (all $p's < .05$), the implicit measures of memory and preference showed no such cross-media advantages (all $p's > .23$). These results indicate that cross-media effects only occurred on the explicit tasks, in which participants were explicitly reminded of prior exposure. This suggests that, in order for explicit cross-media effects to translate to a natural purchase situation, consumers may have to explicitly recall exposure to ads in different media types. However, further research is needed. We will discuss several potential mechanisms that could be responsible for these findings.
Persuasive Communication #8

Monday 16.30-17.30
Room C 3016

Chair: Daan Muntinga

Daan G. Muntinga. The "double source effect": How sharer and source combine to increase online advertising effectiveness

Abstract:
Although social media offer many highly effective ways for companies to engage people with their brands (Manchanda, Packard, & Pattabhiramaiah, 2013), traditional advertising predominates their online branding efforts (Owyang, 2012). However, research suggests that on platforms such as Facebook, advertising is inappropriate and ineffective (Fournier & Avery, 2011; Sumner, 2012). Hence, it is often argued that "life on the screen" will eventually, inevitably lead to the demise of advertising as we know it (e.g., Parent, Plangger, & Bal, 2011; Rust & Oliver, 1994).

Meanwhile, a nontraditional, uncontrolled, online-only form of advertising is emerging that might constitute an alternative to traditional company-controlled advertising. Consumer-generated advertising, or CGA, arguably has the potential to circumvent many people's objections towards traditional advertising (Berthon, Pitt, & Campbell, 2008). When managed properly, it is now widely assumed, soliciting CGAs can prove an effective way for companies to reach and impact their target audiences (Ertimur & Gilly, 2012).

As more and more companies are soliciting CGAs, academic attention for this relatively novel theme in advertising research remains scarce (Okazaki & Taylor, 2013). Consequently, much of CGA's possible potential remains to be investigated. First, whereas some studies show that consumer-generated ads are more effective than company-generated ads (Lawrence, Fournier, & Brunel, in press; Thompson & Malaviya, 2013), others relativize these differences (Steyn et al., 2011; Hautz et al., in press). Second, research has so far only examined the impact of the creator of the ad (company versus consumer). The impact of the sharer of the ad (company versus friend), as is the case when an ad is shared on Facebook, has not been investigated. In addition, it is unclear how the sharer of the ad and the creator of the ad combine to affect the potential impact of CGA.

In this 2 (sharer: friend vs. company) x 2 (creator: consumer vs. company) experimental study, we therefore explore if there exists a “double source effect” in online advertising. To this end, a convenience sample of 108 respondents (61.9% female, Mage = 25.62, SD = 5) participated in an online experiment. We test whether the interplay of sharer and creator of consumer-generated advertisements impact consumers' cognitive, affective, and behavioral engagement (i.e., ad forwarding intentions) with that ad as well as their brand liking and buying intentions.

This study contributes to the existing literature in three ways. First, we relativize the impact of CGA by demonstrating that CGAs are not significantly more effective than ads created by companies: the creator of the ad does not significantly affect any of the dependent variables taken into account. Second, we show that in comparison with company-generated ads, CGAs significantly affect liking of the ad and the advertised brand when a friend (versus a company) shares them. Third, we show that while CGAs cause an ad and the advertised brand to be better liked, company-generated ads shared by a friend are trusted significantly more, and lead to significantly higher buying intentions than other types of ads.

This study thus demonstrates the existence of a “double source” effect in online advertising. Practically, this implies that by manipulating the sharer of the ad and varying the (perceived) source of the ad, companies may increase the effectiveness of their advertising strategy. Given the goals of the advertising campaign, company-controlled advertising may well be as effective as consumer-generated advertising. In 1994, Rust and Oliver stated that advertising would be dead by 2010, having “not survived a case of fatal technology” (p. 76). All in all, however, despite all digital developments, this study shows that the demise of advertising as we know it has yet to materialize.

Moniek Buijzen, Esther Rozendaal, Martin Tanis, Ivar Vermeulen and Eva Van Reijmersdal. Do Secondary Task Reaction Times Indicate Processing of Brand Placements?

Abstract:
With persuasive communication messages becoming more embedded in entertaining and informative media content, there is an increasing need for communication scholars to study people's processing of
such integrated messages. Addressing this need, Buijzen, van Reijmersdal, and Owen (2010) developed the model for Processing of Commercial Media Content (PCMC). The model links Lang’s Limited Capacity Model of Motivated Mediated Message Processing (LC4MP) to persuasion processing models. Specifically, it postulates that the level of elaboration of commercial media content is reflected in the ratio between the cognitive resources allocated to and resources required by the message, which is operationally defined as a measurable amount of available resources (cf. Lang et al. 2013). The prominence (i.e., inverse integration) of the persuasive message in the media context affects this ratio and, thus, available resources. According to the LC4MP paradigm, available resources can be measured with Secondary Task Reaction Times (STRT), including for example, responses to secondary auditory stimuli.

Research aims and hypotheses: The aims of this study were to investigate whether and how (1) a brand logo placement in a video clip affects processing resources, and (2) the measurement of available resources with STRT reflects message elaboration. Based on the PCMC framework, we hypothesized that prominence of the logo placement (i.e., centrality, size, and brightness) would increase resources allocated but not resources required. Thus, we expected a prominent brand placement to lead to higher available resources (i.e., faster STRTs) than a nonprominent placement; and a nonprominent placement to higher available resources (STRTs) than no placement.

Method: In a between-subjects experiment, based on the most recent insights and materials of the empirical LC4MP paradigm (Lang et al., 2013), we showed 213 undergraduate students a video clip including brand placements varying in prominence. STRTs were measured immediately after the placement, during the clip. Cognitive and affective measures were assessed after the clip.

Results: Analyses showed faster STRTs for prominent placements (559.41ms) compared to nonprominent placements (594.25ms), and faster STRTs for nonprominent compared to no placement (651.35ms), F(2,66) = 3.20, p < .05, η² = .09. This pattern indicated that with increasing logo prominence, message recipients had more resources available. The measured resources mirrored other measures of message elaboration (as assessed with cognitive and affective measures), indicating that brand logo prominence affects message elaboration, and that elaboration can be validly assessed through STRTs. However, scrutiny of the variations in logo prominence yielded less straightforward patterns, which were not linked to the cognitive and affective measures.

Conclusions and Implications: This study confirms that a brand placement affects processing resources as predicted. The high amount of resources available after a logo placement indicates that logo prominence increases the resources available, but not—or less—resources required, for processing. This particular pattern only emerged when comparing distinctly nonprominent versus prominent logos. The unclear STRT patterns in response to the subtler logo variations might be due to hard-to-discern variations in the resources allocated/required ratio. Therefore, the methodological usefulness of STRTs to reveal persuasive message processing is still up for debate.

Iris van Ooijen, Marieke L. Fransen, Peeter Verlegh and Edith G. Smit. Atypicality Affects Product Evaluation Through In-Depth Processing

Abstract:
Brands use product packaging to communicate with their consumers. Packaging provides facts and information about products, and serves to communicate brand image. Often, brands also use atypical packaging in an attempt to stand out in a cluttered retail environment. However, while atypical packaging is more salient and therefore draws more attention in the consumption environment (Loken & Ward, 1990), cognitive psychological studies show that typical objects are preferred above atypical objects (Halberstadt & Rhodes, 2003). This raises the question how atypical product design affects consumer behavior.

We hypothesize that atypical packaging primarily influences product evaluation in an indirect manner, by increasing the processing of other information that is available on the package, such as product claims. Specifically, we suggest that processing fluency may account for the effects of atypical packaging. Processing fluency (Schwarz, 2004) is the subjective, often unconscious ease with which people process information. Because fluent processing is associated with a positive and familiar feeling, it serves as a cue that the environment is safe, and therefore results in superficial, automatic information processing. On the contrary, when a stimulus is perceived with difficulty, which might be the case when perceiving an atypical product, this serves as a warning sign that something in the environment is unusual. As a result, in-depth processing is activated.

In the present study, we hypothesized that atypical packaging design activates in-depth processing, and therefore decreases the persuasiveness of weak product claims. That is, frequently used claims such as “best choice” and “new formula” appear to be valuable to the consumer at first sight, but are in fact weak arguments for a product’s quality (cf., Ford, Smith & Swasy, 1990). When individuals engage in superficial processing, the mere presence of any product claim that seems valuable at first sight can be a
heuristic cue that increases product evaluation, regardless of its actual strength. However, when an individual engages in deeper processing, information about the content of these claims (systematic cues) may override their effectiveness (Petty & Cacioppo, 1984). In this case, weak product claims will not be persuasive.

We investigated this notion in an experimental study (N = 102). We presented participants with a simulated online store environment, in which we presented either a typical or atypical shaped ketchup packaging. Furthermore, we manipulated the product claim strength as either weak or strong. We proposed that a product with weak claims would be evaluated less, and with strong claims would be evaluated more favorably, but only when they are processed more extensively as a result of atypical product design. Product evaluation was measured as willingness-to-pay, quality judgment, and purchase intention.

Results showed that atypical design increases in-depth processing. Furthermore, in line with our predictions, mediation analysis revealed that atypical product design indirectly affects product evaluation: Perceiving atypical product packaging activates more extensive information processing, which reduces the persuasiveness of weak claims, and enhances the impact of strong claims. We are currently planning further studies to more thoroughly examine the mechanism and boundary conditions of this effect.

Bo van Grinsven and Enny Das. Brand Logo Redesigns: When Higher Degrees of Brand Logo Change Negatively Affects Brand Recognition for High Brand Conscious Consumers

Abstract:
To keep up with rapidly changing market conditions, revitalizing a brand through a modification of brand propositions and aesthetics is a natural and necessary element of brand management (Muzellec and Lambkin, 2006; Aaker, 1991; Kapferer, 1998). Changing a brand logo may affect consumer judgment and decision making however, because changing visual elements affects familiarity and therefore brand recognition: a novel stimulus lacks the quality of previous occurrence (Berlyne, 1960; Silvia, 2006). These effects could differ for high and low brand conscious consumers, however; Nan and Heo (2007) revealed that ambiguity in brand-user image is more important for high brand conscious consumers, because they are more sensitive about ambiguous information regarding the brand. The brand is a reflection of themselves, and ambiguous information like a logo redesign, leads to uncertainty regarding how the outside world would perceive high brand conscious consumers (Jamal & Goode, 2001). Low brand conscious consumers lack these strong connections between themselves and the brand. These assumptions are tested in two experimental studies with degree of brand logo change, exposure and brand consciousness as predictors for brand recognition.

Experiment 1 (N = 120) tested the effects of degree of logo change and exposure in a 3 (degree of change: original, small, considerable) unifactorial between subjects design. A univariate ANOVA showed a main effect of degree of logo change on brand recognition: $F(2,116) = 4.57, p = .012$, and a Bonferroni post-hoc test revealed that the original brand logos were recognized faster (M = 710.55, SD = 162.54) than the considerably changed brand logos (M = 816.76, SD = 178.39, p = .013). No further effects were found.

Experiment 2 (N = 148) was tested in a General Linear Model with degree of change (original, small, considerable) and exposure (1 vs 3 times) as between subjects factor and brand consciousness as continuous factor. Main findings were a significant interaction effect between exposure and degree of change ($F(2,132) = 3.25, p = .042$, $\eta^2 = .047$, see Figure 1): the original brand logo (M = 514.67, SD = 184.38) was recognized marginally significantly faster than the considerably changed logo (M = 681.23, SD = 309.76, p = .061), but only in the 1-exposure condition.

In addition, we found a significant interaction effect between degree of change and brand consciousness, ($F(1,132) = 3.307, p = 0.04$, $\eta^2 = .048$, see Figure 2): brand recognition decreased with an increase of change, but only for high brand conscious consumers; they recognized the considerably changed logo slower (M = 652.66, Se = 52.38) than the original brand logo (M = 472.47, Se = 61.61, p = .082). No further effects were found.

These results imply that companies exposure neutralizes logo redesign effects, because after 3 exposures brand recognition is recuperated. High brand conscious consumers need extra attention, however, because their brand recognition has decreased.
**Persuasive Communication #9**

Tuesday 09.00-10.00  
Room C 3016  

**Chair: Esther Rozendaal**

Esther Rozendaal, Sanne Opree and Moniek Buijzen. Development and Validation of a Survey Instrument to Measure Children’s Advertising Literacy

Abstract:  
Children today are faced with a media environment that has become increasingly saturated by advertising. The commercial world offers them important opportunities in terms of entertainment, education, and cultural experience. However, there are also significant concerns that children, until they reach adolescence, are less able to view advertising in a critical light and, therefore, are more susceptible to its persuasive influence. The long-held reasoning behind this notion is that children’s advertising literacy (i.e., advertising-related skills, such as understanding advertising's commercial intent) has yet to fully mature.  
Although there is a growing body of research investigating the development of children's advertising literacy and its role in their susceptibility to advertising, the results are far from unequivocal. These inconsistencies might lie in the fact that these studies have used different conceptual and operational definitions of advertising literacy. In order to investigate these matters accurately, a uniform definition and good measurement instrument for children’s advertising literacy is crucial. Therefore, the aim of this study was to develop and validate a survey measurement instrument for children’s advertising literacy. Based on the multi-dimensional conceptualization of advertising literacy recently introduced by Rozendaal et al. (2011), 39 items were created to measure two dimensions of advertising literacy (i.e., conceptual and attitudinal advertising literacy) and their nine underlying components (i.e., recognition of advertising, understanding selling intent, recognition of advertising’s source, perception of intended audience, understanding persuasive intent, understanding persuasive tactics, understanding advertising’s bias, skepticism toward advertising, and disliking of advertising). The survey was administered to 1026 8- to 12-year-olds in the first wave, and 519 in the second wave. Structural equation modeling revealed that the Advertising Literacy Scale for children consists of two separate and unrelated subscales: the Conceptual Advertising Literacy Scale (CALS-c) and the Attitudinal Advertising Literacy Scale for children (AALS-c). Both scales performed well in terms of test–retest reliability and construct validity. In addition to the full-length scale, shortened versions were created. The scale has great theoretical importance as it provides researchers with a reliable and valid instrument to investigate children’s development of conceptual and attitudinal advertising literacy and the role of advertising literacy in their susceptibility to advertising. Such insights are needed to help policy makers and educators developing effective advertising-related policies and educational interventions.

Peeter Verlegh and Arne ten Ham. How disclosures impact reader responses to sponsored content on blogs

Abstract:  
It has been estimated that there are 175 million blogs worldwide (Nielsen, 2011). Increasingly, blogs are used as tools in marketing campaigns. In such campaigns, blog authors ("bloggers") are provided with (free) products, sometimes accompanied by incentives, and asked to write about them. Kozinets, de Valck, Wojnicki and Wilner (2010) investigated this practice in a qualitative study, and found that bloggers generally provide favorable reviews, although they are not required to do so. They also found that bloggers differed in their transparency about the fact that they received a free product and wrote a blogpost in return. Some were open about this, while others did not mention it.  
The current study examines how these differences impact blog readers, comparing readers’ responses to posts about products, in which the writer either does or does not disclose the commercial nature. Based on research on disclosures in product placements (Boerman, van Reijmersdal and Neijens, 2012; Campbell, Mohr, and Verlegh, 2013), and on the impact of incentives on the credibility of word of mouth (Verlegh, Ryu, Tuk and Felck, 2013), we propose that such disclosures decrease the credibility of the blog. This subsequently leads to a decrease in consumers’ attitudes toward the product. We further propose that these effects are moderated by the extent to which readers feel connected with the blogger (Russell, Norman and Heckler, 2004). We expect that readers who feel more connected with the blogger are more “forgiving” about these practices, reducing the negative impact.  
These hypotheses were tested in an experiment with two conditions (disclosure versus non-disclosure), in which 154 actual readers of an existing blog participated. Participating readers were randomly assigned to one of two experimental conditions, in which they were presented with an actual blog post (written together with the blogger) which either contained a disclosure or not. The blog post described a
fashionable jacket. In the disclosure condition a sentence was added at the end of the first paragraph: 'Nike asked us to tell something about this in return of a small compensation'. The control condition did not contain this sentence.

The results showed that readers who were informed about the commercial nature of the blogpost found it significantly less credible and evaluated the described jacket significantly less positive. Connectedness with the blogger, measured by a scale adapted from Russell and colleagues (2004), moderated this relationship, as confirmed in a mediated moderated model (Hayes, 2013). Our study thus confirms that consumers respond less favorably to blogposts when their commercial nature is disclosed. Interestingly, this effect is mitigated for readers who feel connected with the blogger. This is in line with qualitative findings by Kozinets and colleagues (2010), who suggested that consumers evaluate word-of-mouth marketing via blogs more favorably when bloggers who have a strong social relationship with their readers are open about this form of advertising.

Suzanna J. Opree, Moniek Buijzen and Eva Van Reijmersdal. Advertising’s Effect on Children’s Psychological Well-Being and Life Satisfaction

Abstract:
Although there are several articles investigating how the consumer values in advertising may cultivate materialism in children, so far no studies have looked at the effect of advertising’s social and psychological values on children’s psychological well-being. Psychological well-being is usually defined as ‘positive psychological functioning’. It is commonly believed that psychological well-being during childhood will predict flourishing later in life, making it an important subject to study. After a thorough literature review, Ryff (1989) concludes there are six dimensions of positive psychological functioning: Environmental Mastery, Personal Growth, Purpose in Life, Self-Acceptance, Autonomy, and Positive Relations with Others. In the theory section of the full article, it will be explained how advertising may enhance children’ scores on certain dimensions, and detriment their scores on others. The first aim of this article is to empirically study the effect of advertising exposure across the different dimensions. It’s second aim is to study advertising’s indirect effects on children’s life satisfaction, as research among adults has indicated that the six dimensions of psychological well-being positively predict life satisfaction.

For the purpose of this study, longitudinal survey data were collected among 1,133 children aged 8 to 11. The data were collected in the winter/spring of 2013, during three waves which were administered 6 weeks apart. Validated scales were used to measure children’s advertising exposure, psychological well-being, and life satisfaction. Using structural equation modeling, we estimated a model including the indirect effect of advertising exposure at Time 1 on children’s life satisfaction at Time 3 via the six dimensions of psychological well-being at Time 2. This model had an acceptable fit to the data: $\chi^2(DF = 176, N = 1,133) = 1012.94, p = .00$, CFI = .94, RMSEA = .07 with p-close = .00. Advertising exposure predicted children’s Environmental Mastery ($\beta = .05, p = .04$), Purpose in Life ($\beta = .06, p < .01$), and Positive Relations with Others ($\beta = -.05, p = .06$). Personal Growth ($\beta = .04, p = .10$), Purpose in Life ($\beta = -.05, p = .02$), Self-Acceptance ($\beta = .11, p < .001$), and Positive Relations with Others ($\beta = .12, p < .001$), in turn, predicted children’s life satisfaction.

In sum, advertising has a positive effect on children’s perceived control over their environment. However, by stimulating children to increase their focus on future goals and decrease their focus on interpersonal relationships, advertising causes children to become less satisfied with their current lives. The effect sizes in this study were only small, but this may be attributed to the short time span in which the data were collected. Advertising’s effects are likely to increase over time as exposure accumulates. In previous research, no direct effect of advertising exposure on children’s life satisfaction was found. This study makes an important contribution to the literature by demonstrating that advertising’s effects need to be studied as specific as possible. Advertising changes children’s minds in subtle ways, both positive and negative.

Fabiënne Rauwers and Guda van Noort. Creative media: an evolutionary step in advertising?

Abstract:
Introduction
To cope with the high levels of advertising clutter in traditional media (e.g., television, print and internet) consumers have developed cognitive schema’s to quickly identify a message as advertising (Friestad & Wright, 1995, John & Whitney, 1986). The effect of advertising in traditional media is decreasing because once a message is identified as advertising consumers try to defend themselves against its persuasive influence (Dahlén, 2005; Goodstein, 1993). Advertisers are therefore looking for new advertising formats
which are more difficult to identify as advertising (Dahlén & Edenius, 2007). The use of creative media may be this evolutionary step.

A creative medium is (1) a new, non-traditional advertising medium (i.e., media not previously related to advertising) on which the brand logo and slogan are exposed and (2) is chosen based on a strong associative overlap between brand and medium (Dahlén, 2005). The only two reported studies on advertising in creative media revealed promising results (Dahlén, 2005; Dahlén, Friberg & Nilsson, 2009). However, consumers’ cognitive (e.g., brand awareness) and behavioural (e.g., purchase intention and behaviour) responses to creative media campaigns are not yet investigated which is the first aim of the current study. Further, this study is the first attempt to uncover the underlying psychological mechanisms (i.e., perceived humor, perceived surprise; and persuasion intent) that may explain the success of creative media campaigns. Some of these mechanisms were already suggested in prior research but never empirically tested.

Methods
A field experiment with a 2 (medium: creative vs. traditional) factorial between-subject design was conducted. Participants were recruited in various stores of two large supermarket chains located in four different cities.

The experimental material consisted of two advertisements (creative vs. traditional), created by a professional advertising bureau, for the brand Autodrop, which has a strong association with ‘cars’. Based on the criteria which were set by Dahlén (2005), a shopping cart was chosen as the creative medium because of its resemblances with a car, and because it is a non-traditional advertising medium. The creative ad consisted of a cardboard steering wheel displaying the brand logo and slogan, and a dashboard and brake pedals that were connected on the cart. For the traditional condition a poster was chosen.

In each supermarket either the creative or traditional ad was used, thus participants were assigned to the conditions depending on which supermarket they visited. After shopping, consumers were asked to participate in a study on ‘advertising in supermarkets’. Subsequently, participants filled in a 5-minute long questionnaire.

Results
The data for this research are currently being collected (October 2013). However, the pretest results were promising. The pretest confirmed that participants exposed to the creative ad were able to identify the associative overlap (i.e. fit) between Autodrop and the shopping cart. Furthermore, the experienced fit between brand and medium was significantly higher for the creative ad condition in comparison with the traditional condition. As the manipulation was shown to be effective in the pretest, this experiment is expected to yield successful testing of the hypotheses.
Persuasive Communication #10

Tuesday 10.10-11.10
Room C 3016

Chair: Peeter Verlegh

Tim Smits, Peeter Verlegh and Natalie Van Hemelen. Je schrijft hoe je denkt: Construal level in online consumer reviews

Abstract:
Online reviews vormen een groeiende bron van informatie voor consumenten. Willemsen et al. (2011) toonden aan dat reviews invloed uitoefenen op consumentenattitudes en aankoopintenties. Kenmerken zoals de valentie van de reviews, de lengte, het aantal argumenten en de geloofwaardigheid van schrijver of bron beïnvloeden die effecten. Maar hoe worden deze kenmerken op hun beurt weer beïnvloed door de wijze waarop die reviews zelf tot stand komen?

In deze studie richten we ons op de invloed van het design van reviewwebsites op de inhoud van product reviews. Ons vertrekpunt hierbij is construal level theorie (Trope en Liberman, 2010), die stelt dat het gedrag ten opzichte van mensen en objecten mede bepaald wordt door de psychologische afstand tot deze personen of objecten. Volgens Fujita et al. (2006) beschrijven we gebeurtenissen in meer abstracte termen wanneer de psychologische afstand tot deze gebeurtenissen groter is. Naar analogie onderzoeken wij of de schrijfstijl van de reviewer abstracter zal zijn naarmate de psychologische afstand tussen de schrijver van de review en het gereviewde product vergroot. De abstractie van reviews is relevant omdat abstracte reviews een grotere invloed hebben op attitrudes dan concrete reviews (Schellekens, Verlegh en Smids, 2010, 2012). In dit onderzoek bepalen wij de psychologische afstand tot het product door een aantal kenmerken van de website te inventariseren. We verwachten dat reviews concreter zijn op websites waar de psychologische afstand tot het gereviewde product kleiner is.

Om dit te toetsen werden 400 reviews random geselecteerd uit 8 websites. Voor elke website werden uit tien verschillende categorieën telkens vijf reviews voor eenzelfde product geselecteerd. Reviews werden gecodeerd voor abstractie aan de hand van het linguistic category model (Semin en Fiedler, 1990). Tien procent van de coderingen werden gecontroleerd met een tweede codeur. Als meer objectieve maat van taalabstractie werd ook het aantal voornaamwoorden en de woordlengte van elke review geteld. Deze maten hingen significant ($r = .37$ en $r = .31$) samen met taalabstractie.

We onderzochten drie factoren die van invloed zijn op de psychologische afstand tussen reviewer en product. Allereerst onderzochten we de invloed van het tonen van gebruikersnamen naast reviews. In lijn met het idee dat anonimiteit de psychologische afstand vergroot vonden we concretere reviews voor websites met gebruikersnamen ($t(398) = 3.535$, $p < .001$). De tweede factor is de aanwezigheid van afbeeldingen: door het product af te beelden verkleint de psychologische afstand. We vonden geen effect van afbeeldingen op abstractiescore, maar wel – als verwacht – een toename in aantal woorden ($t(398) = -4.734$, $p < .001$) en voornaamwoorden ($t(398) = -6.627$, $p < .001$). De derde factor is het toekennen van een rating voordat de review geschreven wordt. Hierdoor geraakt de reviewer in een evaluatieve mindset, die volgens Trope en collega’s de psychologische afstand vergroot. Inderdaad vonden we abstractere reviews op sites die eerst een rating vroegen ($t(398) = 5.043$, $p < .001$).

Onze bevindingen suggereren dat reviews inderdaad meer abstract worden naarmate de psychologische afstand tot het gereviewde product toeneemt. Experimentele studies moeten uitwijzen of dit een causaal verband is.

Corné Dijkmans, Peter Kerkhof and Camiel Beukeboom. A stage to engage: social media use, social media engagement and corporate reputation.

Abstract:
Social media have changed the way people interact with each other and with companies. More and more, companies have invested in creating a strong presence in social media, often in order to protect, maintain and expand their corporate reputation. Corporate reputation is a valuable intangible asset for companies, yet it is increasingly difficult to manage in an era with hard-to-control online conversations. Although several studies show that electronic word-of-mouth (e-WOM) influences sales (e.g., Park, Lee, & Han, 2007; Sparks & Browning, 2011; Vermeulen & Seegers, 2009) so far hardly any studies have been able to show effects of corporate attempts to influence e-WOM. In this study, we investigated whether and when a company’s social media activities are related to corporate reputation.

Airlines currently make up the most “online socially devoted” industry, and several airlines are among the most active companies in using social media. Therefore, airlines constitute an ideal setting for studying the relation between engagement with a company’s social media activities and corporate reputation. In our study we chose KLM Royal Dutch Airlines as a case company. In an online survey among customers and non-customers of KLM ($n = 3.531$), we assessed the intensity of social media use,
engagement with the company's social media activities and perception of corporate reputation. The sample was made up of a representative sample of the Dutch population (n = 2,077; 59%), a sample of members of KLM’s loyalty program (n = 974; 28%), and a sample that was approached through KLM’s Facebook and Twitter channels (n = 480; 13%).

The results showed that consumers' intensity of social media use is positively related to their engagement with the airline's social media activities, especially among customers. Engagement with KLM’s social media activities in turn is positively related to corporate reputation, especially among non-customers. Additionally, social media channels score substantially higher than traditional channels when it comes to satisfaction with company contact.

We discuss the meaning and the implications of the different findings among customers and non-customers. This study emphasizes the importance for a company of not only engaging online with its customers, but not the least also with its non-customers. The findings provide evidence that for companies, social media platforms really are a “stage to engage” with both consumer groups, therewith enhancing their corporate reputation.

Stephanie C. M. Welten. Discrete Emotional Threat-appeals: Beyond Fear and Involving the Self

Abstract:
Emotions have the power to motivate behavior (Frijda, 1986; Zeelenberg & Pieters, 2007) and are frequently used in persuasive messages. Persuasive messages using emotions often focus on threat appeals. In such messages, people are shown threatening images of all the negative consequences that can occur when they perform a certain unhealthy behavior or when they fail to use a specific commercial product. The basic idea is that the message evokes negative feelings in the receiver. People can then solve these feelings by performing the recommended behavior in the message (Witte, 1992).

Until now, research on negative emotional appeals has mainly focused on inducing the basic emotion fear (Witte & Allen, 2000). However, people are known to often automatically respond to fear by averting themselves from the source of threat (Ohman, 2008). Though some research has focused on the role of discrete emotions in threat appeals (e.g., Agrawal & Duhachek, 2010; Duhachek, Agrawal, & Han, 2012; Brennan & Binney, 2010; Dillard & Nabi, 2006), a systematical comparison of several types of negative emotional appeals is missing. This is surprising since it can be very fruitful to focus on other, more cognitively complex, negative emotions than the basic emotion fear.

For instance, self-conscious emotions, such as shame and guilt, appeal to people’s self-image (Tracy, Robins, & Tangney, 2007). These emotions involve people by making them reflect on themselves (their own actions and who they are). By involving the self, self-conscious emotions might lead people to process messages more elaborately, possibly also leading to more persuasive effects. Moreover, self-conscious emotions determine our social behavior (Keltner & Buswell, 1996) and therefore might be especially persuasive when trying to influence interpersonal health behaviors such as having safe sex.

Another factor on which emotions can be distinguished is the object of the emotion: self versus other. Again, when emotions have the self as object this might lead to more involvement than when the focus is on another. Self-conscious emotions as well as basic emotions can have a self or other focus. It was hypothesized that self-conscious emotion inducing messages should be more persuasive than basic emotion inducing messages. This should especially hold when the emotion also holds a self-focus.

In an experimental 2 (self-conscious vs. basic emotion) x 2 (emotion object: self vs. other) design these two emotional dimensions were tested using discrete emotional appeals. Appeals inducing fear (basic & self focus), anger (basic & other focus), guilt (self-conscious & other focus), and shame (self-conscious & self focus) were given to 119 students at Hogeschool Utrecht. All messages included an efficacy increasing message to decrease the chance that the negative emotions would backfire (Peters, Ruiter, & Kok, 2013). Discrete emotions and attitude and intentions regarding condom use were measured, while taking efficacy, threat, and demographic factors also into account. It was found that self-conscious emotional appeals led to more positive attitudes towards condom use and higher intentions to use a condom. This effect was especially pronounced for shame appeals, triggering a self-focused, self-conscious emotion.

Joyce Koeman, Paul Ketelaar and Leen D’Haenens. Tuning into bicultural minorities in Europe: Acculturation and advertising avoidance

Abstract:
Understanding the factors that influence consumers’ attention to advertising has become increasingly important in the search for new strategies to break through ‘advertising clutter’ (e.g., Pieters, Warlop & Wedel, 2002). This has become particularly relevant since an increase in clutter has been associated with advertising avoiding behaviors (Cho & Cheon, 2004). Although some advertising avoidance studies entail cross-national comparisons of culturally distinct markets (Zhang & Neelankavil, 1997; Lau-Gesk, 2003), most research encompasses socio-demographic explanations for advertising avoidance and overlooks cultural variances in advertising avoidance and attention. This contribution intends to fill this gap, by focusing on the growing segment of bicultural consumers in Europe (Lau-Gesk, 2003) and their self-reported advertising attention and avoidance.

This study contributes to the ongoing standardization versus adaptation debate in international marketing: while some studies find advertising more effective when symbols, characters and values are drawn from the intended audience’s cultural background and call for targeted advertisements (e.g., Appiah, 2001), other studies show that biculturals develop several cultural dispositions enabling them to switch between cultures (Lau-Gesk, 2003) and making them apt for both standardized and adjusted advertisements appealing to divergent values (Chang, 2006). Moreover, bicultural individuals differ in their ability to create a synergistic, integrated cultural identity (Nguyen & Benet-Martínez, 2007) and are prone to show diverging advertising avoidance behaviors according to their level of acculturation.

By means of an online sample of 4,984 consumers from Germany, the United Kingdom, Spain, France, and the United States of America (MetrixLab, 2013), general comparisons between ethnic minority and majority consumers are made, alongside specific analyses of the acculturation strategies adopted by ethnic minorities. Drawing on dissonance theory (Festinger, 1957) we expect higher levels of advertising avoidance among ethnic minority consumers than their majority counterparts, as they are more likely to encounter difficulty in relating to mainstream advertising messages (cfr. Wang & Mowen, 1997).

Following acculturation theory (Berry, 1997) we focus on various segments of ethnic minority consumers and expect lowest advertising avoidance (and highest attention) among those minorities who perceive their mainstream and ethnic cultural identities as compatible and integrated.

In contrast to our first hypothesis, our analyses indicate that both ethnic minority and majority respondents are equally inclined to physically zap, click away or turn off media and ignore or block commercial information cognitively. However, our second hypothesis is confirmed by a significant effect of acculturation on both physically avoiding and cognitively blocking out advertising, with lowest advertising avoidance among integrated biculturals. Similarly, acculturation strategies significantly affect the attention paid to advertising, with integrated biculturals portraying the highest level of advertising attention.

This study demonstrates that with ongoing globalization and an increase of intercultural contact, current segmentation techniques and reach figures based on socio-demographic variables, need to be revisited in light of the emerging bicultural identities among consumers. Implications for practitioners and further research directions regarding acculturation and advertising avoidance and/or attention are discussed.
Communication, Innovation and Change

Communication, Innovation and Change #1

Monday 13:50-14:50
Room C 3020

Chair: Elly Konijn

Robert A. Paauwe, Johan F. Hoorn and Elly A. Konijn. Designing Realism in Robot Embodiments for Social Interaction

Abstract:
In the near future, human-like social robots will become viable for providing support in various social tasks (e.g., companionship, conversations, or motivation). The perception of realism, in particular human-like features, can help users understand social interaction (Duffy, 2003). However, media effects research has showed mixed results of the role of perceived realism, which appears partly due to how it is defined. Therefore, we define perceived realism as the result of subjective appraisals of realistic features contrasted with those of unrealistic features, based on the designed realism in the stimulus (cf. Hoorn, 2012; Shapiro & Chock, 2003). For social robots, realism manifests itself in form and behavior and both contribute to perceived realism (Bailenson, et al., 2006). Form realism relates to the degree of realism in the robot's embodiment (e.g., modeled after an existing being versus fantasy-like). Behavior realism concerns demeanor, for example, a robot's expression, gestures, and gaze (Sidner et al., 2005; Van Vugt et al., 2007).

To investigate the effects of designed and perceived realism on engagement with social robots and use intentions, we use the model of Interactively Perceiving and Experiencing Fictional Characters (I-PEFiC). I-PEFiC explains how users respond to interactive, fictional characters based on the user’s perception of ethics, affordances, aesthetics, and realism (Van Vugt, et al., 2009). Previous studies empirically validated I-PEFiC in relation to fictional characters (Konijn & Hoorn, 2005) and interface agents (Van Vugt et al., 2007), however not with physically embodied robots, in particular specifying levels of designed and perceived realism.

In a within-subjects design, 29 participants (13 female, 16 male, Mage = 34.5, range: 18 - 56) interacted with 3 different robots built from LEGO Mindstorms (set #8527). These differed in their degree of form realism, resulting in a human-like robot, a crocodile-like robot, and a vehicle-like robot. Participants interacted with each robot in randomized order, in which each robot presented itself as a physiotherapy robot and requested the participant to present one of four colored cards. Each card corresponded with a physical exercise: stretching one arm, hand-eye coordination, clapping, or stretching both arms. Using these cards, participants could determine the sequence of the interaction, presumably reducing test fatigue. After the exercises, each robot asked the participant to complete a questionnaire containing 42 items related to the I-PEFiC factors. Scale analyses showed good scale reliabilities for all 6 factors, ranging from $\alpha = .72$ for Perceived Aesthetics to $\alpha = .97$ for Use Intentions. Contrary to expectations, the results did not show significant differences between the three robot-types. Hence, form realism appears not that important when determining engagement or intentions to use the robot. Furthermore, differences in designed form realism were not reflected in the participants' perceptions of realism; no significant effect was found on distance and only a marginally significant effect on involvement. Results further indicated that affordances are significantly related to use intentions, involvement, and distance. The importance of our findings lies in the implication that the functionality of the robot dominates over possible design features in terms of realism.

Maartje de Graaf, Somaya Ben Allouch and Shariff Lutfi. People's Implicit and Explicit Associations with and Attitudes towards Robots

Abstract:
Robotics researchers predict that robots will enter our homes and become part of our everyday lives as assistants, servants, co-workers and even companions. But are people willing to accept these ‘creatures’ into their private spaces? The acceptability of robotic devices in home settings does not depend only on the practical benefits they can provide, but on complex relationships between cognitive, affective and emotional components of people’s associations with and attitudes towards robots. It is important to study what people assume when they hear the word ‘robot’, before discussing any differences in emotions and attitudes towards robots. However, this important area of research is rather unexplored. Moreover, previous research on people’s associations with and attitudes towards robots have only relied on questionnaires. However, it is not sufficient enough to rely solitarily on these explicit opinions. First because people are not always aware of the attitudes affecting their behavior. Secondly, people can try
to conceal their attitudes and if this results in a desire to conform, it can lead to a self-presentational bias.

Studying both implicit and explicit associations with robots combined with attitudes towards robots makes it possible to provide the field of robotics useful insights into how people perceive robots which will enable designers to incorporate these insights into their creations. Research on the relation between associations and attitudes indicate that the types of robots people experience relate to their associations with robots, and these associations influence their attitudes towards robots.

To clarify this relation between attitudes towards and associations with robots, this study investigated people's implicit and explicit associations with robots and their relation to people's attitudes towards robots. A total of 207 respondents completed an Implicit Associations Test for the implicit associations and open-ended questions for explicit associations together with the Negative Attitudes towards Robots scale.

Overall, people hold stronger positive than negative associations with robots, both implicitly and explicitly. Implicitly, people associate robots more with positive words than negative words, and more with household tasks than industrial tasks. When asked explicitly, people associate robots with both humans and machines or household appliances and not with negative future scenario's. However, this finding might be an effect of the domestic context given to the participants in the study. But, providing a clear description of the type of robot under investigation contributes to more sound research data based on equal forehand images which participants had in mind.

More importantly, this study expands existing literature on attitude research by showing that people’s implicit associations are indeed positively related to people's attitudes towards robots. However, the correlation is weak and future research should further investigate this correlation in different implicit associations and attitudes indicate that the types of robots people experience relate to their associations with robots, and these associations influence their attitudes towards robots.

Nonetheless, this study provided insight into the formation of people's attitudes towards robots in a domestic context.

Marloes Spekman, Elly A. Konijn and Johan F. Hoorn. Easy-to-cope-with emotions make people more optimistic about healthcare robots than emotions that are less easy to cope with.

Abstract:

Emotions in healthcare have most often been studied in a context of coping (e.g., Tugade et al., 2004; Karademas et al., 2010). However, the emotional state in which individuals enter into healthcare has rarely been studied. Furthermore, the future of health care will face the introduction of new technology to solve health care problems, which may not be welcomed by all. Therefore, the current study aims to analyze how different emotional states may affect perceptions of specific healthcare solutions, in particular how induced emotional states affect perceptions of new technologies like social robots in healthcare.

Importantly, leaning on the assumptions of the media equation (Reeves & Nass, 1996), social robots are introduced as interaction partners, not just tools. Therefore, we studied how emotional states affect perceptions of the robots’ utility as well as perceptions of interacting with social robots in applying an often used framework for perceiving interactive characters (Van Vuurt et al., 2009). Additionally, we draw on two rival theories explaining how emotions influence perceptions. First, the Broaden-and-Build Theory (BBT; Fredrickson, 2001), distinguishes negative and positive emotions (i.e., valence) in predicting that positive emotions broaden an individual’s worldview, while negative emotions narrow it down. Hence, we hypothesize that observers in a positive emotional state will be more open to interact with social robots, see greater utility in using them, and perceive more positive aspects than those experiencing negative emotions (H1). Second, the Appraisal-Tendency Framework (ATF; Lerner & Keltner, 2000) suggests that valence is not the only factor that matters. ATF states that every discrete emotion is characterized by a unique set of cognitive appraisals (beyond valence), which can transfer to other situations. For instance, sadness is characterized by situational control while anger is characterized by other-person control, which can transfer to another event in judging the cause of the event to be the situation or another person, respectively. The ATF proposes that differences in a number of appraisals, characteristic for a specific emotion, influence differences in perceptions even within emotions of similar valence (H2). Thus, we tested whether valence (H1) or multiple appraisals (H2) affected perceptions of social robots.

Participants (N=184; Mage=33.03; SDage=14.74) were randomly distributed over five conditions of a between-subjects online experiment (emotion induction: happiness vs. hope vs. sadness vs. frustration vs. neutral). After emotion induction (via recall, cf. Small & Lerner, 2008), situational appraisals and manipulation checks were surveyed. Subsequently, a (fake) newspaper item about a healthcare robot and its social and practical abilities was presented, followed by measuring participants’ perceptions about the healthcare robot.

Results showed that happiness was appraised as being easier to cope with, having a more positive valence, requiring less effort, being more deserved, directing more attention away from the emotion, and more conducive in achieving goals than frustration and sadness. Sadness was also appraised as
significantly more intense than happiness. Of these situational appraisals, intensity and coping were found to positively affect perceptions of the robot. Study design and implications of the results will be further discussed at the Etmaal-conference.
Communication, Innovation and Change #2

Monday 15:25-16:25
Room C 3020

Chair: Barbara van Mierlo

Barbara van Mierlo, Anne-Charlotte Hoes and Pj Beers. A discursive perspective on social learning for transformative change

Abstract:
In Dutch agriculture, we witness a trend of companies and entrepreneurs taking the lead to align innovation with the concerns of citizens as well as to ensure economic viability. Working on such transformations with partners from the value chain and others is extremely challenging, given their vested interests, tight relations and institutionally embedded practices. In this context, there is a need for a better understanding of the social learning process between such ‘regime’ actors that aspire to innovate.

The research focuses on the social learning processes of the two initiatives Sustainable Dairy Chain (DZK) and Market Driven Greenhouse Sector (STAP) that seek to align animal welfare, environmental and economic concerns in innovation. In DZK dairy processing companies and regional agricultural organisations aim to improve sustainability on four major dimensions: climate and energy; animal health and welfare; grazing; and biodiversity and environment. STAP is initiated and supported by growers who want to stimulate farmers to be market oriented and innovative, and alter the relations within the value chain.

Starting from the rich experiences in these initiatives, we explored how the partners develop solutions to tackle challenges encountered on their trajectories of ‘transitions in the making’. This social learning process was studied, while supporting it, with the methodology Reflexive Monitoring in Action. We analysed the communication within the innovating groups to investigate its influence on when and how the participants develop new meanings, new relations and new actions. In our contribution, we will discuss the added value of this discursive perspective and provide suggestions on how facilitated reflection on communication may support private actors in their ambitions of transformative change.

Annabel Georges, Bastiaan Baccarne, Dimitri Schuurman and Sara Logghe. Field observation in a living lab context: constructing a framework for the observers’ role based on a comparative case study analysis

Abstract:
Within innovation research, and particularly for media innovations, there is a growing interest in user involvement for innovation development processes (Bogers, Afuah & Bastian, 2010). This kind of research studies the usage context and the domestication of media innovations to extend the knowledge base regarding these innovations with contextual user feedback (Pierson & Lievens, 2005). To capture these contextual data, social scientists have to systematically involve the user in the innovation research. One way to structure and govern this kind of research and development processes is the Living Lab approach (Almirall, 2008). Livings Labs are defined as open innovation ecosystems adopting a user-centered approach (Schuurman & De Marez, 2012). One of the key assets of Living Labs is the implementation of the innovation in an ‘everyday life’ and ‘real-world’ environment over a longer period of time, as opposed to a single exposure (Følstad, 2008). However, despite the frequent integration of field trials in Living Labs, the observations themselves are under-exposed in Living Lab literature. Therefore, this paper elaborates on the theoretical foundations and practical use of observations during Living Lab field trials, integrating classical ethnographic frameworks with long-term user-centric innovation research.

This is studied by means of a multiple case study comparison, applied to four Living Lab projects, in which observations were conducted during the field trials. These cases are analyzed in two stages. First, each case is mapped on one of the four observers’ roles (complete observer, observer as participant, participant as observer and complete participant) set out by Gold (1958). In the second stage, these cases are being analyzed on multiple levels. More specifically, seven parameters are being analyzed related to the practical organization of the observations (e.g. the methods used by the observer and the maturity of the innovation), nine parameters related to different characteristics of Living Lab research, as defined by Følstad (2008) (e.g. familiar usage contexts and technical testing) and finally, four parameters related to the outcomes of the observation (e.g. generated knowledge and impact on the innovation). This allows an in-depth comparison, provides a deeper understanding of this method within a broader research process (Yin, 1984) and allows to assess the advantages and the disadvantages of the different observatory roles within Living Lab research.
The results show that Living Lab research implements the aspect of observation during Living Lab field trials in different ways. Each of the approaches has a specific impact on the outcomes of the observation. Since each approach has specific advantages and disadvantages, this paper elaborates extensively on each parameter. We can for example conclude that observation is used during the whole new product development process and that observation was mostly used to validate results from past Living Lab research steps. This in-depth analysis is an added value for user-centric innovation researchers who want to conduct ethnographic observations within their Living Lab research since the insights enable to select the most appropriate approach for Living Lab field trial observations and broadens the understanding of this research method.

Karel Vandenbroucke, Bastiaan Baccarne and Dimitri Schuurman. Connecting with citizen journalists. an exploratory living lab study on motivations for using citizen journalism applications

Abstract:
During the past decade, the usefulness of User Generated Content (UGC) in the newsroom has been frequently debated, both from the users’ and the news providers’ point of view. On the one hand, the adoption of UGC in the newsroom is hindered by several contextual factors on different levels of the newsroom organization (Paulussen & Ugille, 2008). On the other hand, UGC has the potential to contribute to the daily journalistic practices, often as a traffic builder or as a supplemental source of information (Lingstone, 2004). Nevertheless, ‘citizen journalism’ projects need to have a user-centric development process, for without an engaged audience the project will not harness this potential. Therefore, profound insights into the motivations to create and share user generated news is essential. This paper aims to explore user motivations (in terms of why and how) for using mobile reporting applications.

The presented study is conducted within a Living Lab project aimed at developing a citizen journalism application for a regional television broadcaster. Data was collected through an online survey (n:500), one focus group (n:9), a field trial (n:25) and in-depth interviews (n:15). The studied population included inhabitants of the Ghent region between 15 and 29 years old. Based on the results of the online survey and the focus group, a prototype application was developed and a field trial was set up. During a two week period, test users were invited for an in-depth interview. The results of the online survey, focus group and the preliminary results of the field trial are discussed below. In the final paper, usability data of the AVS application based on contextual data logging will be included.

Prevalent user motivations for sharing news are ‘creating awareness’, ‘identity construction’, ‘social interaction’ and ‘leisure’. Common drivers for creating news items are ‘expressing creativity’, ‘entertainment’ and ‘improving skills’. A dichotomy exist between two types of users: the ones who think that content delivery should be anonymous (lower barrier) and the ones who think that citizen journalists should always be identified (quality assurance) and mentioned (social reward). The field trial revealed three types of contributors: (1) ‘Gold diggers’ expecting a financial reward for the submitted content although they wish to stay anonymous. (2) ‘Wannabe stars’ approaching the application as a road to stardom. These users find non-monetary personal motivations, e.g. having your name published with your photos, more important than financial rewards. (3) ‘True journalists’ who strongly believe in the civic responsibility of reporting news to the world. They are most likely to use this application as an alternative tool to contribute to the journalistic service. For the latter, motivations for using a mobile reporting application are mostly intrinsic. In contrast to the first two types of contributors who are mostly extrinsically motivated. A solid understanding of these motivational constructs should be taken into account when developing or fine-tuning citizen journalism projects, targeting each profile in a specific way.

Marian Ter Haar, Noelle Aarts and Piet Verhoeven. Sharing Ground in Implementation, towards a Theory of Gradual Commonality

Abstract:
This paper focusses on an empirical study of the communication between several stakeholders in a complex collaboration setting. Stakeholders work together to implement a combined lifestyle intervention, ‘the BeweegKuur’. This intervention promotes sufficient physical exercise and healthy diet among people in the Netherlands who are overweight and have a increased risk of diabetes. Initially, the former Minister for Health, Welfare and Sports wanted the intervention to be included in the Dutch national medical insurance scheme for all people by 2011. A key condition for including an intervention like this in the primary health care package is that it is available nationwide. Developing the BeweegKuur started in 2007, led by Netherlands Institute for Sport and Physical Activity (NISB), based on literature,
experience of existing interventions and interviews with expert panels and people who are overweight and have an increased risk of diabetes.

The intensive collaboration makes it an interesting case, as it is not easy to design a national protocol in a variety of contexts and for diverse groups. In a short period of time, the BeweegKuur protocol was implemented via networks in which various experts developed a joint policy and combined the coordination of the implementation in a single approach. The stakeholders depend on each other for effective implementation. The GP calls in the nursing practitioner to coach participants. With the participant, the nursing practitioner selects an exercise programme, to follow twice a week for ten weeks at an exercise centre. Participants see a dietician and are informed about nutrition. Between 2007 and 2012, multi-disciplinary networks were set up around participating practices as an implementation structure for the BeweegKuur.

The study is based on a three round Delphi research amongst one hundred network participants, people involved in the implementation of the BeweegKuur at regional or local level. The stakeholders in the Delphi systematically and interactively construct a future idea for implementation. In the statistical and qualitative analysis of the feedback in the research we considered: 1. The coordination of the collaboration; 2. Communication during the collaboration; 3. The networks’ ambitions over time; 4. The context of the collaboration. The connections between these elements form ‘cornerstones’ which, interlinked, offer an explanation for the interactions. We observed two connected shifts in this implementation practice leading to, what we call, the theory of gradual commonality: 1. Over time, the coordination in the network gradually shifts from a strict adherence to a protocol towards mutual harmonisation of activities and, based on shared ambition, towards a match with the specific context. This creates scope for differences in opinions, expertise and interests.

2. The better people get to know one another, the closer and more resilient connections between them become. Stakeholders adjust to each other and their activities become more closely linked in a shared approach. The shared ambition is reinforced through the opportunities people create together, which in turn enhances the elasticity and resilience of their interactions with each other and the context. The study shows the importance of time and space to build relationships, to invest in communication and reflection in order to learn together.
Communication, Innovation and Change #3

Monday 16:30-17:30
Room C 3020

Chair: Ivar Vermeulen

Ivar Vermeulen, Anika Batenburg and Camiel Beukeboom. Prevalence of deflated p-values in recent Communication Science literature

Abstract:
Social science scholarly journals are heavily biased towards publishing empirical studies that “worked”, i.e., that provide evidence for predictions at the α=0.05 (significance) level. Researchers, in turn, are (often unknowingly) motivated to provide such evidence – either because of publication pressure, or because of an intrinsic bias to verify their predictions. Both motivations may result in prevalent reporting of low p-values (e.g., below .05), even when such p-values are essentially not supported by the data.
Two known strategies that lead to reporting deflated p-values are (1) misreporting p-values (i.e., report p<.05 while unsupported by test scores; Wicherts e.a., 2011) and (2) p-hacking – exploiting researcher degrees of freedom in order to obtain lower p-values (Simmons e.a., 2011). Note again that researchers often apply these strategies unknowingly.
The current study explores to what extent misreported and/or deflated p-values are prevalent in all Communication Science ISI-rated journals over the period 2010-2012.

Methods
From the 3164 papers that appeared in the 72 journals over 2010-2012, we were able to access and download 2090 (66%) using VU University licenses; 689 of these contained (a total of 5897) F-scores and t-scores – on which we focused our analysis. Based on these test-scores and their degrees of freedom, we recomputed p-values and compared them to reported p-values. We explored (1) to what extent computed p-values are different from those reported, (2) whether deflated p-values are more prevalent than inflated ones, and (3) whether p-values just below the .05 threshold are particularly prevalent.

Results
Of the 5897 reported test scores, 74.1% pertained to significant effects (p < .05), 5.9% to marginal effects (p < .1), and 19.9% to null-effects (p>.1). In 10.1% of the cases, rounding errors were made (7.8% concerned rounding errors in the 2nd digit) – so, reported p-scores often did not coincide with the recomputed p-scores.

Following Masicampo & Lalande (2012), we focused on the p-scores that pertained to effects (i.e., >.1) to assess systematic biases in p-value reporting. Within these 4653 p-scores, 201 (5.9%) 2nd-digit rounding errors were observed. In 162 (81%) of these cases, p was erroneously rounded down (19% was rounded up). In 34% of the deflated p-values, p was “made significant” (reported to be below .05 while in fact it was not). Inflated p’s>.05 occurred only 4 times in total.

Interestingly, rounding errors increased with ISI impact factor (p<.0001), as did deflated p-scores “made significant” (p=.006); p-scores “made significant” were also more prevalent in lower powered studies (p=.015).

Analyses furthermore show that the distribution of p-values has a significant discrepancy around the .05 threshold; p-scores just below .05 are far more prevalent then could be expected based on the remainder of the p-value distribution.

Conclusions
Communication science literature, just like other social science literatures, seems to suffer from biased (deflated) p-scores. In the final paper further analyses on the p-value distribution will be presented, as well as comparisons with neighboring social science disciplines (Social Psychology and Management/Marketing research).

Dimitri Schuurman. Knowledge exchange for innovation development in open innovation systems: Living Labs as innovation intermediaries & knowledge brokers aligning user & stakeholder input

Abstract:
In the transition towards a knowledge economy, innovation is becoming more and more important for companies to remain competitive in an increasingly global economy. However, high rates of failure still
illustrate the need for an adequate management of innovation, which includes selecting the right tools and methods in order to structure and optimize innovation processes (Brem and Viardot, 2013). For companies, it is necessary to attain an optimal level of ambidexterity, or the capability to explore external knowledge and valorize or exploit this knowledge for internal benefit (Andriopoulos and Lewis, 2009).

Traditionally, Europe scored high in terms of research (exploration), but underperformed in terms of market success (exploitation), a phenomenon referred to as the ‘European Paradox’ (Almirall and Wareham, 2011). In order to overcome this paradox, several initiatives were kickstarted on the European policy level, such as the promotion and support of industry-university links and relationships (Perkmann and Walsh, 2007). A specific case of industry-university relationships are so-called Living Labs, which also received considerable support from the European level starting in 2006 (Dutilleul et al., 2011).

Within this paper, we will explore the value of Living Labs as a possible solution for the ‘innovation paradox’, as they facilitate university-industry relationships, but also relationships between large companies and SMEs, start-ups, entrepreneurs, and, last but not least, involve the end-users themselves, commonly referred to as public-private-people partnerships (4P’s) (Westerlund and Leminen, 2011). Such collaboration between different types of actors in a structural way has the opportunity to unlock knowledge on several levels, create value and helps to obtain different goals which would not (as easily) be possible without the existence of such networks, which can be seen as a solution for the innovation management challenges companies have to deal with (Pyka and Küppers, 2002). In order to fully understand the dynamics and benefits of such ecosystems, Perkmann and Walsh (2007) argue that more attention needs to be paid to the specificities and roles of networked inter-organizational relations within these kinds of networks to help resolve the open questions in this area of research. Therefore we will use an open innovation perspective to analyze the roles of the various actors within the Living Lab and the knowledge and technology transfers that occur during the Living Lab operations and cases. We will explore two main aspects. First, we will focus, as defined by Almiral & Wareham (2008), on the transversal role of Living Labs in Systems of Innovation affecting all groups of activities, as they function as innovation intermediaries, mediating the end-user. Second, we will look into Living Labs as knowledge brokers between companies, end-users and other stakeholders in a way that closely resembles the knowledge brokering cycle, as observed by Schuurman et al. (2012). We will explore and analyze this open innovation and systemic view on the Living Lab-phenomenon by means of an in-depth case study analysis of four Living Lab innovation cases carried out with iLab.o, the Living Lab facilitating division of the iMinds research institute (. For this analysis we take an open innovation perspective to study the phenomenon of Living Labs as innovation systems, divergent from any of the previous studies on Living Labs. Case studies are especially suited for investigating new and poorly understood processes, with their emphasis on detailed contextual analysis of a limited number of events or conditions and their relationships (Eisenhardt, 1989). Yin (1984) defines the case study research method as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used. Given the complexity of the studied phenomenon, the multiple levels of analysis (actors, knowledge flows, etc.) and the participation of the author team in the Living Lab itself, this research design seems most appropriate. As data sources we have conducted interviews with both the principal researchers and the principal instigators of the four Living Lab projects.

Cees Leeuwis and Noelle Aarts. Re-configuring the bio-material, the social and the symbolic: Towards the communicative embedding of research in societal change.

Abstract:
Technical research institutes and universities are under pressure to ensure that their work adds value to society and results in innovation. In the Wageningen setting, such ambitions are not new, but ideas on the role of communication in this endeavour have altered considerably. This along with novel theoretical insights in how change and innovation come about in complex societal problem settings. This paper makes a plea for a more deliberate embedding of scientific research in on-going processes of societal change, and elaborates and illustrates new types of corresponding communication professionalism and research.

This paper starts with a brief characterisation of how the thinking about ‘communication and innovation’ has evolved in the 50 years that the Wageningen group exists, along with international trends on the subject. Four past periods are identified: (a) adoption and diffusion of innovations (60-ties); (b) marketing and targetting (70-ties); (c) knowledge and policy systems (80-ties); (d) interactivity and participation (90-ties). We then turn to the current era, which could be termed (e) socio-technical networks and space.
In the current thinking, innovation is regarded as a re-configuration of 'hardware' (the bio-material), 'orgware' (the social) and 'software' (the symbolic). The paper derives useful insights on how re-configuration occurs from innovation studies, complexity theory and political science, and translates these towards issues of communication and meaning making. Coming back to the issue of research impact and valorisation, this leads us to re-conceptualise the role of knowledge in change processes, and argue that research needs to be positioned as a mechanism for adaptation to ever changing conditions, and as a catalyst for the enlargement of bio-material, social and symbolic space. Based on experiences with inter-disciplinary research, we argue that research may already catalyse or influence change while it is still in-the-making – that is, before the science is ready. Hence, we argue that –in order to have impact- we need to more deliberately place science in the ongoing dynamic, rather than maintain the somewhat illusionary idea that scientists are or can be outside observers. Three key research strategies are proposed (and illustrated) as being especially relevant for both natural and social scientists in collaborative settings:

1. Characterising changing selection environments for innovation
2. Creating variation: engaging in societal experimentation with multiple socio-technical options;
3. Studying existing diversity: understanding on-going space creation

It is argued that the embedding research in on-going processes of change, and more in general the supporting of meaningful innovation in complex settings, is something that requires new kinds of communication professionalism as well as new forms of 'communication and innovation' research. In relation to this, we zoom in on the issue of eliciting relevant agenda’s and issues for investigation and research in collaborative settings.

Koen van Swam, Hylke Brunt and Alexander Duyndam. Creating space for innovation: dynamics of innovation processes through facilitation strategies regarding biobased packaging

Abstract:
This research considers communication to be essential in innovation processes. It focuses on packaging initiatives working towards the biobased economy. The biobased economy is a concept that entails the transformation from an economy with petro-chemical input and dependence towards an economy with renewable and organic input. Packaging can also be made from biobased materials. Because of the biobased packaging pilots and solutions, the packaging sector is an exemplary case study regarding innovation towards the biobased economy.

Increased demand for natural resources, different types of pollution and indirect land use are becoming problematic issues. The amount of stakeholders involved in these issues (consumers, farmers, governments, companies, etc.) and the disagreement between them makes the problems complex or even ‘wicked’. The way institutions, companies and citizens deal with these problems is essential in creating solutions. It has a focus on the complete value chain, instead of just production. To cover this aspect, many networks are coalitions of existing and/or new players in the packaging market.

In the Netherlands, part of the packaging sector is in transition towards the biobased economy. In the last five years, several technologies have been developed through public private partnerships (Biobase Westland is a cooperation of small companies and government who made packaging materials from tomato stems), open innovation platforms (Green Chemistry Campus in Bergen op Zoom has pilot facilities for small entrepreneurs with good ideas) and companies (Coca-Cola who develop the Plantbottle). Companies develop new products or approach new markets through collaboration with other companies and institutions.

A multi-level perspective is needed to approach the biobased packaging innovation processes. Composition of network coalitions are the starting point for the innovation process. The networks use facilitation strategies to provide communicative space to enhance innovation processes: articulation of problems and possibilities, network building and support of social learning and negotiation. These facilitation strategies are used -consciously or not- by networks. Actors have representations of problems, solutions and relationships in certain ways. If there is internal controversy about what the problem is that these groups want to solve, it can be difficult to keep moving forward. Facilitation strategies are used to create space to communicate and enhance the innovation process by changing the frames. The research uses a new analytical framework which is threefold. The relation between network coalitions, facilitation strategies and frames represent -the role of communication in- the innovation process.
The research applies a multi-case approach to compare the development of multiple innovation processes. This gives the research the ability to gain insights on the use and effect of facilitation strategies by different networks. As a result innovation networks received feedback on their innovation process and the way how they use communication. The research provides empirical data on communicative dynamics of innovation. Also the research shows how communication science can help innovation by providing analytical concepts and frameworks.

Abstract:
De overdracht van inzichten uit de exacte wetenschappen naar de rest van de samenleving is verstoord. Dit artikel houdt een pleidooi om binnen wetenschapscommunicatie zich te richten op de transfer van wetenschappelijke kennis. Deze vorm van kennisoverdracht is gebaseerd op de hermeneutiek van Hans-Georg Gadamer (1900-2002), en de focus ligt niet op de nieuwswaarde van wetenschappelijke kennis maar op de toepasbaarheidswaarde. De maatschappij heeft behoefte aan exacte kennis, die men zelf interpreteert, en niet al geïnterpreteerd is door de voorlichter of journalist. We zien echter dat de wetenschapsjournalist de maatschappelijke taken gefilterd uitvoert. Fundamentele wetenschappelijk kennis wordt meestal verpakt en vertaald in toegepaste kennis, waarbij de wetenschapsjournalist of voorlichter bepaalt hoe de fundamentele kennis wordt geïnterpreteerd. Zoals op elke communicatieterrein spelen ook in wetenschapscommunicatie diverse actoren een rol. Behalve de onderzoekers zijn dat vooral de voorlichters, journalisten en bloggers (burgerjournalisten). Wetenschapscommunicatie is nodig om wetenschappelijke kennis over te dragen naar het publieke domein. Wetenschapscommunicatie heeft ook als taak om studenten te interesser voor de bèta opleidingen. Tevens zorgt wetenschapscommunicatie ervoor dat bedrijven op de hoogte zijn van nieuwe wetenschappelijk resultaten zodat de bedrijven kunnen innoveren. De huidige aanpak van de wetenschapscommunicatie is niet succesvol: bijgelooft is tijdelijk niet; bèta-studenten aantallen lopen terug en de kloof tussen wetenschappelijk succes en innovaties in het bedrijfsleven neemt toe. Wij vermoeden dat de oorzaken van de gemaneerde overdracht van wetenschap in de eerste plaats gezocht moeten worden in de sfeer van het begrijpen van wetenschap. Preciezer: in het begrijpen - of juist niet-begrijpen - van wetenschappelijke studies, neergelegd in wetenschappelijke teksten. Van die reden wenden we ons tot de filosofie van Gadamer, die zich concentreert op het begrijpen van tekst. Begrijpen van teksten is volgens Gadamer meer dan het opnemen van informatie. Van begrip is pas sprake als de lezer wat hij heeft geleerd kan toepassen.


Bastiaan Baccarne and Dmitri Schuurman. Living Labs as a driver for change in regional television

Abstract:
Traditional television production and distribution organizations are increasingly being challenged by a rapidly changing technological environment. Social media emerged as an alternative and hard to control distribution channel causing audiences to select, annotate and share the content as they like. Also, connected multimedia devices provide access to media content everywhere, anytime. On top of this, the omnipresence of mobile devices has the opportunity to activate a network of citizen journalists, generating bottom-up content. These environmental evolutions force television broadcasters to leave their comfort zone. Nevertheless, regional television broadcasters often lack the resources, knowledge and organizational flexibility to cope with this external pressure (e.g. Paulussen & Ugille, 2008). In this paper, we analyze the use of Living Labs to act as an ‘innovation intermediary’ or ‘change facilitator’, as a framework which enables user-centric innovation development processes, both inside and outside the
organization. This phenomenon is approached from both an open innovation (Chesbrough, 2003) and a user innovation (Von Hippel, 2005) point of view.

By means of an in-depth case study analysis, this paper elaborates on the different forces, roles, motivations, and processes related to the implementation of a Living Lab as an open innovation ecosystem to co-create innovative bottom up news generation services together with the audience. This methodological approach is most suited to explore complex processes on different levels (Yin, 1984) and to analyze new and poorly understood processes (Eisenhardt, 1989). First, the innovation development process itself is described and analyzed. Next, a conceptual model is proposed to make abstraction of these processes and to evaluate the role of user research as a driver for change both on the level of the product and at the level of the organization.

The analysis describes Living Labs as open innovation ecosystems, enabling organizations to reach out and collaborate with the (potential) audience and other external actors, but also as an open ‘battle arena’ for the organization itself. It governs different expectations, enables conflicting opinions to come together and steadily grow towards a central concept. Moreover, the innovation development process within the Living Lab has interesting spill-over effects on the organizational level, catalyzing a broader organizational change. This allows coping with the rapidly changing environment more quickly and more efficiently, as it increases the absorptive capacity (Lówik, 2013) of the organization by facilitating exploration, creation and experimentation. As for the role of user research in this process, this paper distinguishes the Living Lab as an enabling infrastructure and user research as one of the roles within the ecosystem. In this respect, analogies can be made with triple or quadruple helix literature (Etzkowitz, 2008; Arnkil, et al., 2010), with the main difference that the Living Lab itself has a distinct role in the ecosystem, allowing for neutrality and open collaboration. The presented conceptual model and the analysis of the studied dimensions provide extensive insights into the added value of neutrally governed user-centric innovation development ecosystems, such as Living Labs, for both organizational and service innovation.

Sara Logghe, Dimitri Schuurman and Bastiaan Baccarne. Uit passie of voor de poen? Een exploratie van gebruikersmotivaties voor deelname aan innovatie onderzoek in Living Labs

Abstract:
Het snelle tempo van technologische verandering, globalisatie en de toenemende kennis van gebruikers betekent dat meer en meer gebruikers de kans krijgen om zelf te innoveren of om bij te dragen tot het productieproce van innovaties (Bogers et al., 2010). Onderzoek heeft uitgewezen dat gebruikers verschillende noden hebben en dat ze een hogere betalingsbereidheid vertonen voor een product of dienst die deze noden perfect tegemoet komt (Franke & Piller, 2004). Omwille van deze redenen kunnen gebruikers worden geïntegreerd in het innovatieproces door hen de mogelijkheid te geven om producten zelf aan te passen (Franke & von Hippel, 2003). Empirisch onderzoek over gebruikersinnovatie toont bovendien aan dat de meeste producten die door gebruikers zijn ontwikkeld of aangepast, door gebruikers met “lead user” kenmerken zijn ontwikkeld (Luthje and Herstatt, 2004). Lead users zijn gebruikers die bepaalde noden vroeger ervaren dan anderen en hoog verwacht voordeel vertonen door het vinden van een oplossing ervan (von Hippel, 2005). Ondanks het relatief grote aantal publicaties betreffende lead users, blijft een praktische implementatie van het concept en de theorievorming errond problematisch (Trott, Van Der Duin and Hartmann, 2013). Vanuit deze vaststelling zijn we ertoe gekomen de hypothese om te draaien en op zoek te gaan naar de motieven en eigenschappen van eindgebruikers die deelnemen aan gebruikersonderzoek voor innovatie in communicatie.

verwachten zij meer impact te hebben op het innovatietoekomstig proces. Externe motivaaties spelen ook een grote rol, daar deze alfa's hun participatie zien als een mogelijkheid om hun persoonlijke kennis te verrijken met het oog op valorisatie binnen hun bestaande of toekomstige job. Ook de incentives bleken bij deze groep een grotere rol te spelen dan bij de 107 andere testgebruikers.

Aleksander Driesen, Joris Van Ouytsel, Jan T'Sas and Wil Meeus. Media Didactica: een referentiekader voor mediawijsheid voor de lerarenopleiding

Abstract:


Na een bevraging bij tien experten uit de domeinen onderwijs, overheid, jeugdwerk en media, werd de eerste versie van het competentiemodel aangepast en verbeterd. In de daaropvolgende onderzoeksfase werd het competentiemodel uitgewerkt tot een praktisch zelfevaluatie-instrument voor lerarenopleiders. Dit zelfevaluatie-instrument werd op zijn gebruiksvriendelijkheid getest via een bevraging bij lerarenopleiders. Deze paper stelt het eindresultaat van het conceptuele onderzoeksonderzoek voor en gaat dieper in op de vraag wat mediawijsheid betekent voor elke doelgroep in het onderwijs.
Communication, Innovation and Change #5

Tuesday 10:10-11:10
Room C 3020

Chair: Jeana Frost

Jeana Frost and Tilo Hartmann. Performing for our Online Network: The Effect of a Facebook Prime on Situational Self-Awareness

Abstract:
Social media vastly expands the potential audience for our actions beyond those physically present to everyone in and with access to our online social network. In previous research on self-awareness (defined as transient levels of self-consciousness), lab manipulations such as being seated near a large mirror or observed by an audience raise self-awareness. Social media may function in a similar way, heightening self-awareness in users. In this paper, we empirically test how thinking about Facebook affects subsequent levels of situational self-awareness.

In a one-factorial between subjects experiment (N = 102 adult Facebook users, 34 men, 17-67 years, Mage=29 years) we primed participants to think about Facebook and assessed effects on three subscales of the Situational Self-Awareness (SSA) scale: private, public and surrounding awareness. Private self-awareness refers to awareness of one’s inner thoughts and feelings; public self-awareness is the awareness of how others view one’s appearance and actions; and surrounding self-awareness measures awareness of one’s environment (Govern & Marsch, 2011).

We hypothesized that those primed with Facebook would exhibit heightened public self-awareness. In addition, based on previous findings, we explored whether the need for popularity and narcissism moderate the effect of Facebook. Subjects were approached through email, asked to follow a link to an online study and told that they would be completing two studies. After clicking the link, they were randomized into one of two conditions, a Facebook prime (watching a movie about Facebook), or a control condition (watched a similar length movie about a new building being built in China). Subjects were then asked to complete what they thought was a second study, a survey that included demographics and measures of SSA, need for popularity, narcissism and Facebook use.

T-tests reveal that participants in the Facebook prime condition became more aware (either significantly or marginally significantly more so) than participants in the control condition, private (p = .010), public (p = .062), surrounding (p = .002). Furthermore, moderated regressions revealed that Facebook use and narcissism moderated the effect of the experimental treatment on surrounding self-awareness (the effect was stronger for intense Facebook users and among more narcissistic participants), but not on public or private self-awareness. Need for popularity did not moderate the effect of the condition.

In summary, results indicate that social media like Facebook may function like a large mirror, raising self-awareness - even a simple Facebook prime raises Facebook users’ levels of both private and public self-awareness. Narcissistic individuals and people who use Facebook a lot also experience a heightened awareness of their surroundings after being primed with Facebook. These individuals may start surveying their immediate environment in terms of its potential to generate attractive social media posts. Future work should aim to replicate this finding by applying additional Facebook primes.

Renee van Os, Daphne Hachmang and Els van der Pool. Webcare ten behoeve van reputatiemanagement: een casus van conversaties op Twitter door een OV-aanbieder

Abstract:

Inleiding
Voor organisaties spelen conversaties een steeds belangrijkere rol in hun relaties met stakeholders. Volgens van Belleghem (2012) is webcare één van de vier conversatievormen tussen organisatie en stakeholder. Webcare houdt het monitoren van online consumenten reacties in (Kerkhoff, Beukeboom, Utz & de Waard, 2010) met als belangrijke functie reputatiemanagement (van Noort & Willemsen, 2011).

Dit paper gaat in op een casus over webcare-strategieën door een openbaar vervoerder, BRENG. Deze OV-aanbieder is eind 2012 begonnen met het inzetten van social media, voornamelijk Twitter en Facebook, om met stakeholders in contact te treden. Gedurende de beginperiode heeft met name het Twitter-account @BregOV zich ontwikkeld tot ‘jongvolwassen’ communicatiedimension dat steeds vaker wordt ingezet om vragen en klachten van klanten te beantwoorden.
Vanuit deze ontwikkeling kreeg het lectoraat Human Communication Development de vraag om de stand van zaken van het corporate Twitter account in kaart te brengen. In dit onderzoek stonden de volgende vragen centraal: “Hoe verlopen online conversaties tussen Breng OV en stakeholders op Twitter, welke webcare-strategieën worden door Breng OV toegepast, en in welke mate slaagt Breng OV er in om deze conversaties positief af te ronden?”. Het uiteindelijke doel was het ontwikkelen van strategische aandachtspunten voor het optimale gebruik van webcare gericht op reputatiemanagement.

**Methode**

In dit onderzoek zijn 100 tweets van @BrengOV, 100 tweets van stakeholders gericht aan @BrengOV en de tweets die als reactie op deze 200 tweets volgden, geanalyseerd. De tweets zijn geanalyseerd op de volgende drie aspecten:

- type tweet: vraag, antwoord, mededeling, nieuws, promotie, verwijzing naar een bron (Keislair, 2011).
- type sentiment: positief, negatief, neutraal.

Naast deze analyse van individuele tweets van beide ‘partijen’ is ook gekeken naar het verloop van de online conversatie tussen de twee. Wordt een vraag van een stakeholder bijvoorbeeld beantwoord door @BrengOV? En welke webcare-strategie zet @BrengOV hierbij in? Hoe is het sentiment in de conversatie: loopt deze bijvoorbeeld van negatief aan de start tot positief bij afronding.

**Resultaten en conclusie**

Het paper rapporteert over de resultaten van de case-study. Zo leidden de 200 tweets tot 91 conversaties. Verder komt uit het verloop van de conversaties naar voren dat het sentiment van de stakeholder positiever wordt wanneer @BrengOV reageert op de tweet van die stakeholder. Tot slot wordt de betekenis van de resultaten geformuleerd in termen van online reputatiemanagement.

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**Dana Schurmans, Ilse Mariën and Leo Van Audenhove. Digitale mediaprofielen van jongeren in maatschappelijk kwetsbare situaties**

**Abstract:**

Jongeren in maatschappelijk kwetsbare situaties zoals geplaatste en dakloze jongeren, tienermoeders, drugsgebruikers, jongeren die in aanraking zijn gekomen met het gerecht of in armoede zijn opgegroeid, jongeren die niet langer naar school gaan, werkloos zijn of geen bijkomende hogere opleiding volgen, lopen een grotere risico op digitale uitsluiting dan leeftijdgenoten. De nadelige maatschappelijke gevolgen van digitale uitsluiting zijn verstrekkel voor deze jongeren. Door gebrekkige of slechte toegang tot digitale media, weinig opportuniteiten tot een gediversifieerd gebruik, onvoldoende interesse in de e-cultuur of onvoldoende sociale ondersteuning, lopen zij een achterstand op in diverse economische, sociale, culturele en politieke levensdomeinen. Bovendien bestendigt het verschil in toegang, vaardigheden en motivatie sociale ongelijkheden tussen jongeren volgens het Mattheus-effect: zij die digitale media strategisch gebruiken in hun dagelijkse praktijken versterken hun sociale positie ten voordel van jongeren die geen sociaal voordeel halen uit digitale media. Deze structurele sociale kloof is evenzeer van toepassing bij jongeren uit kwetsbare milieus onderling.

Dit onderzoek heeft als doelstelling inzicht te verkrijgen in de wisselwerking tussen digitale en sociale uitsluitingsmechanismen bij jongeren in maatschappelijk kwetsbare situaties. Het wil een antwoord formuleren op de volgende vragen: Wie zijn ‘jongeren in maatschappelijk kwetsbare situaties’? Wat maakt hun situatie maatschappelijk kwetsbaar? Hoe gaan deze jongeren om met digitale media? Welke media gebruiken ze, waar, met wie en waarom? Hoe ervaren deze jongeren digitale ongelijkheden en welke karakteristieken zijn hier bepalende factoren? En welke potentiële meerwaarde brengen e-inclusieve initiatieven gericht naar deze jongeren met zich mee? Theoretisch ligt de focus op het definieren van jongeren in maatschappelijk kwetsbare situaties en het analyseren van de relatie tussen deze jongeren en digitale uitsluiting. Empirisch focust dit onderzoek op de uitwerking van digitale mediaprofielen op basis van het mediagebruik, de sociaal-economische situatie en bijkomende contextuele factoren zoals gezinscultuur en de attitude ten aanzien van leren. Deze profielen, gebaseerd op personae, werden gerealiseerd op basis van vier kwalitatieve semigestructureerde focusgroep-interviews, drie diepte-interviews met jongeren die deelnamen aan e-inclusie initiatieven (n=31), en diepte-interviews met drie begeleiders (n=3).

De onderzoeksresultaten tonen de heterogeniteit tussen jongeren uit kwetsbare milieus in hun gebruik van digitale media aan en benadrukken de contextuele determinanten van uitsluitingsmechanismen. De geïdentificeerde digitale mediaprofielen, met name, de digitale nieuwkomer, de vrijjetijdsklapper, de
functionele gebruiker, de creatieve multi-tasker, de strategische gebruiker, de digitale buitenhuismus en de digitale wannabee, maken duidelijk dat een genuanceerd beeld over digitale ongelijkheden noodzakelijk is. Een gebrek aan toegang of motivationele drempels leiden niet bij alle jongeren tot mechanismen van digitale uitsluiting. Een deel van de jongeren is in staat hun digitale vaardigheden en gebruik op een autonome manier te ontwikkelen en te diversifiëren. Verder maakt dit onderzoek duidelijk dat de manier waarop of de mate waarin jongeren in maatschappelijk kwetsbare situaties digitale uitsluiting ervaren, anders is voor ieder individu. Dit gevoel van uitsluiting hangt samen met het succesvol realiseren van vooropgestelde doelstellingen bij het gebruik van digitale media. Ook de mate waarin jongeren digitale media op een autonome en zelfredzame manier kunnen beheersen, speelt mee bij het al dan niet ervaren van digitale uitsluiting.

Christine Liebrecht, Florian Kunneman and Antal van den Bosch. Deze tweet is sarcastisch, zegt de computer

Abstract:
’Wat is het toch heerlijk weer vandaag.’ Bij een letterlijke interpretatie is deze zin positief, maar de uiting komt ook vaak in de tegengestelde betekenis voor; namelijk wanneer het hard regent. Wanneer een positief geformuleerde evaluatieve uiting een negatieve betekenis heeft, of vice versa, kan gesproken worden van een ironische of sarcastische uiting (zie ook Burgers, Van Mulken & Schellens, 2011; Grice, 1978; Tsur, Davidov & Rappoport, 2010). Een schrijver kan zijn sarcastische boodschap met diverse linguïstische middelen markeren (Burgers, Van Mulken & Schellens, 2012), bijvoorbeeld door een hyperboel te gebruiken (heerlijk weer) of een uitroep ervan te maken (lekker weer!).

Twitteraars markeren de tegengestelde betekenis van hun tweets door hashtags toe te voegen. Op vrijwel inwisselbare wijze gebruiken zij #sarcasme, #ironie en #cynisme; stijlfiguren die nauw aan elkaar zijn gerelateerd (Attardo, 2007; Kreuz & Roberts, 1993; Yoos, 1985). Ook #not komt veelvuldig voor in sarcastische tweets. Dergelijke hashtags zijn een middel voor metacommunicatie: het label hoort niet bij de geschreven tekst maar geeft wel duiding aan de bedoeling van de tekst.

Wij waren nieuwsgierig of het mogelijk is om linguïstische kenmerken in sarcastische tweets te ontdekken waarmee een computer getraind zou kunnen worden op het herkennen van dergelijke uitingen. Daartoe werden 406 duizend Nederlandstalige tweets met een van de vier genoemde hashtags verzameld. Ervan uitgaande dat de twitteraars deze hashtags correct gebruikten (uit eigen annotatie van een gedeelte van deze tweets bleek 90% onderscheid sarcastisch), trainden we een computer (machine learning classifier) op het herkennen van patronen in deze sarcastische uitingen. Om te achterhalen of de computer sarcastische tusschen niet-sarcastische tweets wist te herkennen, lieten we de computer alle tweets (2,25 miljoen stuks) van een doorsnee dag (1 februari 2013) analyseren. Tussen deze tweets zaten 353 berichten die oorspronkelijk de hashtag #sarcasme, #ironie, #cynisme of #not bevatten; nu die hashtag was verwijderd was het de vraag of de computer ze nog kon herkennen als sarcastisch.

Van de oorspronkelijke 353 expliciet gemaakte sarcastische tweets vond de computer er 309 terug (87%). Daarnaast werden andere tweets opgespoord die blijkbaar een vergelijkbaar patroon hadden. De drie auteurs van dit abstract analyseerden de eerste 250 gedetecteerde tweets waarover de computer vrij zeker was dat ze sarcastisch waren. 35% hiervan was volgens ons onderscheid sarcastisch. Het blijkt voor de computer dus niet eenvoudig om dit type berichten te herkennen.

Daarnaast leverde dit onderzoek meer informatie op over de inhoud van sarcastische tweets. Hoewel we in een eerder onderzoek (Liebrecht, Kunneman & Van den Bosch, 2013) inzicht kregen in de onderwerpen waarover twitteraars vaak sarcastische uitspraken doen (schoolgerelateerde onderwerpen, het weer, het openbaar vervoer en televisieprogramma’s), bleek nu uit onze inhoudsanalyse dat bijwoorden (super), positieve adjectieven (interessant, gezellig, slim) en intensiverende adjectieven (geweldig, heerlijk, prachtig) het meest frequent werden genoemd, overeenkomstig met de bevindingen van Burgers et al. (2012). Ook uitroepen (jippie, woehoe, wow) en andere hashtags (#humor, #int, #grappje) komen vaak in sarcastische tweets voor. Dergelijke inzichten in positieve en negatieve (online) teksten zijn waardevol voor bijvoorbeeld bedrijven die word of mouth monitoren.
Organizational Communication

Organizational Communication #1
Monday 13.50-14.50
Room C 3030

Chair: Piet Verhoeven

Toni van der Meer, Piet Verhoeven, Hans Beentjes and Rens Vliegenthart. Framing the crisis: A semantic-network approach to inquire frame alignment among PR, news media, and the public

Abstract:
Societies are frequently confronted with disruptive organizational crises that have a significant impact. Because organizational crises are characterized by a rapid succession of emotional and stressful events in combination with high media attention they are often complex. In organizational-crisis situations, communication is generally acknowledged to play a crucial role to make sense of the situation. Public relation and crisis research is primarily approached from an organization-centric perspective. However, in a media-saturated society, media coverage of crises should not be overlooked. Additionally, the public can be considered of vital importance in crisis communication due to their social-media empowerment.

The key objective of this study is to investigate communication about organizational crises within three domains: organizational public relations (PR), news media and the public, and the mutual relations, or interplay, between these domains.

In order to analyze communication about organizational-crisis situations, this study uses the well-established concept of framing. In the context of a crisis, when time passes, the interplay between the domains PR, news media, and the public might result in what can be labeled ‘crisis-frame alignment’.

This alignment implies an increase in frame linkage, congruency, and complementarity between the domains. The overall research question reads as follows: Does the organizational-crisis framing of the domains PR, news media, and the public align over time?

To empirically analyze frame alignment, the study introduces and applies a method innovation of semantic-network analysis to compare implicit framing between the domains. This method innovation facilitates the identification of implicit frames in texts and statistically determines the level of frame alignment among different domains. This empirical investigation tested the theoretical framework through analyzing crisis-related organizational press releases (PR), newspaper articles (news media), and social-media manifestations (public). Four Dutch crisis cases that occurred over time were systematically obtained: (1) explosion SE fireworks, (2) bankruptcy DSB bank, (3) limited KLM air travel, and (4) explosion Chemie-Pack. This selection procedure resulted in a total of 51,170 messages. In order to explore the development of implicit framing over time, the data were analyzed separately for several research periods.

The results detected a crisis-specific pattern of frame alignment over time among the domains PR, media, and the public. In general, the findings documented alignment in the implicit crisis frames of the three domains over time. The expected impermanence of frame alignment among the domains, and the general norm of frame variation across domains, implies that the alignment was a temporal necessity forced by external circumstances, namely the emergence of an organizational crisis. The temporal alignment advances the sensemaking of the complex crisis situation and potentially avoids uncontrollable crisis magnification and ameliorates the solving of the crisis. Especially the collective character of the process of frame alignment, in terms of the interplay and communicative input of all three domains, may avoid misframing by certain domains and helps the domains to decide how to communicate and act appropriately without intensifying the crisis. Moreover, the results generally document a rise in the level of frame alignment over the years.

Sandra Jacobs and Rens Vliegenthart. Who sets the frame? Organizations and the news in the Dutch banking crisis

Abstract:
‘Crisis’ do not occur as unambiguous phenomena. Instead, they involve a struggle between relevant actors about the actual existence of a crisis, the way it is to be interpreted, the responsibility of parties involved and – last but not least – the range of solutions to deal with the crisis (Boin, ’t Hart and McConnell, 2009). Mass media play an important role in this battle as they constitute the arena in which
this framing ‘contest’ takes place: “Crisis actors need to convince news-makers to pay attention to their particular crisis frame, and, if possible, support it.” (Boin, ‘t Hart and McConnell, 2009: 95).

The framing of crisis in the news has received occasional attention over the past few years. Research to date has tended to focus on content analyses of frames that are used by the media in reports about crises in private companies or on a global scale (An and Gower, 2009; Cottle, 2009). More or less the same holds for the framing of public sector organizations: their framing is understudied (but see Schillelens and Jacobs, 2012). Public and private sector organizations are different, among other things, in their institutional settings and tasks. We wonder whether the framing of public sector organizations differs from the framing of companies in the case of crisis. How do both types of organizations frame a crisis – its nature, responsibilities and solutions – in the news and how are these organizations framed?

We focus on several key incidents in the Dutch banking crisis (e.g. the cases of Fortis Bank, IceSave and the DSB Bank) and the framing by and of public organizations and businesses in these cases. The typology of Semetko and Valkenburg (2000) and further refinements will be used for the frame analysis (De Vreese, 2005). This paper employs first of all qualitative (explorative) methods to specify relevant crisis events and frame indicators. Our focus is on national newspapers. This qualitative analysis is followed by a quantitative content analysis to compare the frames. Our paper thus contributes to the debate on framing differences between public and private sector organizations.

Emilie Holtbach, Joost Verhoeven and Peeter Verlegh. This Is Not Funny: the Use of Self-deprecating Humor in Crisis Communication

Abstract:
While crisis response strategies are goal-directed activities that seek to maintain a favorable reputation (Coombs, 2006), it would seem paradoxical that an organization would engage in a rhetorical practice directed at admonishing itself with humor. However, several organizations have successfully engaged in self-deprecation in response to their organizational crises (e.g. C1000, Neckermann and Hema). Consequently, it is imperative to recognize the rhetorical force of self-deprecation as a crisis response strategy, while not neglecting the risk of backfiring as a result of the misuse of it.

Self-deprecating humor emphasizes salient aspects that are criticized by others, by offering these aspects as the object of a joke. Only if self-deprecating humor is perceived as genuine, it can function as a face saving strategy through which an organization can be seen in a more favorable light. But how does it work, and when can it best be used?

Nowadays there is little scientific research on the persuasive effects of this communication tactic after an organizational crisis. While the use of apology as a primary crisis response in crisis communication is discussed intensively (e.g. Fuchs-Burnett, 2002; Coombs & Holladay, 2008), the effects of apology combined with a secondary crisis response of self-deprecating humor compared to only apology have not yet been analyzed experimentally. We propose however, that since people are aware that organizations organizations are usually keen on maintaining or repairing their favorable reputation, self-deprecation by an organization violates expectations of the audience, which will be perceived as humorous by the audience (McGrav & Warren, 2006), and consequently has a positive impact on evaluations of the organization.

This paper describes an experimental study with a 3 x 2 design, comparing the effects of apology combined with self-deprecating humor to two control conditions: only apology, and no apology. Crisis involvement (high vs. low) was examined as a potential moderator (N=162). Four dependent variables were measured (expectancy violation, perceived humor, perceived organizational human quality, and organizational reputation). OLS regression analyses and mediation analyses were employed to gain information about the underlying mechanisms of the effect of self-deprecating humor on organizational reputation.

Results from this study confirm that self-deprecation is seen as an expectancy violation which is perceived as humorous. Furthermore, perceived humor has a positive effect on perception of human quality, which in turn has a positive effect on organizational reputation. Additionally, a formal mediation analysis indicates that perception of organizational human quality mediates the relationship between perceived humor and organizational reputation.

The key contributions of the paper include expanding self-deprecating humor theories in political communication research to the field of organizational crisis communication and identifying the underlying mechanism of the effect of self-deprecating humor on organizational reputation. Self-deprecating humor was found to mitigate the negative effects of an organizational crisis on the organizational reputation. To
conclude, an organization can save its face by making a joke about a genuine weakness of itself as an attempt to change a crisis situation from damage to sympathy.

Lotte Willemsen, Guda van Noort, Marjolijn Antheunis and Lehr Susanne. Interactivity vs. human voice? The value of webcare as a relationship building strategy

Abstract:
Background
Since the introduction of social media, public relation scholars have emphasized their potential to stimulate organization-public dialogue. As dialogic communication is at the core of mutually beneficial relationships, social media such as Facebook and Twitter, provide opportunities for organizations to build and nurture such relationships. However, being open to dialogue inherently suggests being open to critique. Thus an increasing number of consumers use branded profiles on social media to voice their dissatisfaction with organizations. Such negative electronic word of mouth (NWOM) is cause of great concern, not only because such communications are shared with many other consumers, but also because it is found to be very persuasive in affecting others’ relationships with organizations (Dekay, 2012). Thus, organizations may find themselves caught in a dilemma. Through social media presence organizations can stimulate online interactions with consumers, and as such, build relationships. However, when interactions turn out to be negative, it may damage the relationships with consumers who are observing such interactions.

Aim of the study
This study focuses on the dilemma outlined above, and examines the value of webcare—i.e., the act of engaging in online interactions to address consumer feedback (Van Noort & Willemsen, 2011)—in enhancing relational outcomes. The literature shows that organization-consumer interactions positively affects relational outcomes such as satisfaction, control mutuality and trust (Kelleher & Miller, 2006; Lee & Park, 2013). Yet, it remains unclear whether this holds true when organizations are being critiqued in such interactions. Furthermore, it remains unclear whether previously obtained results can be attributed by the act of merely interacting with organization publics or the communication style used in organization-consumer interactions. Researchers often distinguish between communication with a corporate, more formal tone of voice and a human, more informal tone of voice. Conversational human voice is an engaging and natural style of organizational communication as perceived by an organization’s public, and has been associated with positive relational outcomes as well (Kelleheer, 2009). The aim of this study is to disentangle the effects of organization-public interactivity and communication style on relational outcomes in situations where organizations are facing online critique.

Method
To address the aim of the study, an experiment (n=79) and a survey (n=1132) was conducted. In the experiment, participants were exposed to a NWOM post from a customer. Participants were then randomly assigned to one of three webcare conditions: a webcare response with a human voice vs. a corporate voice vs. no webcare response at all. After exposure, we measured relationship outcomes (Hon & Grunig, 1999), and brand attitudes (Mitchell & Olsson, 1981). The survey was conducted amongst a representative consumer panel, and included measures such as webcare receipt, conversational human voice (Kelleheer, 2009) as well as relationship outcomes.

Results
The results demonstrate that webcare interactions positively influences relational outcomes—i.e., trust, satisfaction and control mutuality—but only when a company responds with a human voice. Moreover, only trust serves as a mediator for any further effects of webcare on brand attitudes. The survey replicated the results of the experiment in a natural setting. Overall, the results further our understanding of the value of webcare as a relation building strategy.
Organizational Communication #2

Monday 15.25-16.25
Room C 3030

Chair: Rens Vliegenthart

David Hollanders and Rens Vliegenthart. The Effect of media-coverage on performance in the financial sector

Abstract:
This paper considers the relationship between media-coverage and a financial stress Index (FSI) for the Netherlands during 2000-2013. A FSI summarizes the stress –e.g. liquidity and solvability- in the financial system in one single statistic.
The paper specifically seeks to improve our understanding of the credit-crisis in 2008 and the possible role of media coverage. We test whether media effects are time-dependent, in particular whether the effect of news-coverage is larger during the credit-crisis than during more stable economic times. We also consider non-linear effects (e.g. thresholds, tipping points).
The paper understands the credit-crisis at least partly as a crisis of confidence, in which media coverage can play a role by influencing the FSI. Asset quality alone has been proven not to be a sufficient explanation of the credit-crisis and media coverage might offer an additional explanation.
The theoretical approach focuses on the role media can play in coordination mechanisms in financial markets. Market participants purchase assets anticipating that assets are liquid, that is that there are sufficient buyers (at a reasonable price) available whenever they want to sell them. This will be the case if new buyers also expect the assets to be liquid. The belief in liquidity is self-sustainable, that is, assets are liquid as long as enough people believe so. If market participants additionally believe that prices will increase, an asset bubble –with market prices exceeding underlying asset value- may arise.
Consequently, two equilibria exist. An equilibrium where participants are optimistic in the sense that they believe assets are sellable and/or prices go up, and a pessimistic equilibrium where the opposite is the case. Market participants (implicitly) coordinate on these equilibria. It is not clear a priori what the coordination devises guiding this process are, but media-coverage can be expected to be a powerful coordination device. Media coverage is common knowledge and is observable for all market participants with no or little costs.
The game-theoretical expectation coordination approach complements the classical efficient market hypothesis framework in which market prices of assets, including bank shares and bank bonds, are always (almost) equal to the present discounted value of current and future cash flows (dividends or interest). In that situation, media coverage is of little or no influence. The classical framework does not attribute an important role to media coverage, that is, by assumption all publicly available information is directly absorbed in asset prices. Several developments in the financial crisis seem to suggest that such an approach is too limited, as it does not satisfactory explain –or even allow for existence of- asset bubbles, high asset volatility, bank-runs and a general confidence-crisis.
We rely on a computer-assisted content analysis of Dutch national dailies, as well as of the main international financial newspapers. The estimation is conducted with daily time series. The time series include media-variables on tone of media-coverage and the FSI-measure that is constructed by the Dutch prudential supervisor DNB.

Anke Wonneberger. Engaged but Guilty? Effects of Involvement and Guilt Arousal in Environmental Campaigns

Abstract:
The arousal of emotional reactions has been found to be effective in inducing attitude change in advertising as well as in social marketing campaigns. Guilt in particular has been found to be a crucial factor mediating the effects of campaigns, for instance, on charity giving. Previous studies have identified specific message characteristics, such as guilt appeals or appeals to empathy and self-efficacy, to be responsible for the level of guilt experienced after campaign exposure. So far, however, knowledge about underlying processes that consider effects of individual characteristics on guilt arousal is limited. Which persons are especially susceptible to guilt arousal and why? This paper studies the process of guilt arousal through exposure to environmental campaigns by examining the role of environmental involvement. According to the Extended Parallel Process Model, high involvement can be assumed to increase the perception of severity of a problem which might, in turn, increase a person’s susceptibility to guilt arousal. Our first hypothesis proposes a mediation model describing the relationships of involvement, guilt and campaign evaluation. H1: Environmental involvement positively affects campaign evaluation by increasing guilt arousal after campaign exposure. Following the “Inverted-U Hypothesis” persuasive effects of guilt appeals are strongest for medium levels of guilt. A message combined with a
negative emotional cue might, therefore, induce lower levels of guilt compared to a message that is combined with a positive emotional cue. H2: The mediation process is stronger for a positive emotional appeal than for a negative emotional appeal.

An online experiment (N = 201) with two experimental groups (positive emotional cue versus negative emotional cue) and one control group (neutral) was conducted. The stimulus material consisted of campaign material of a fictive non-profit organization depicting a slogan, an appeal for donations, a logo of the organization, contact information plus a positive or negative visualization for the experimental groups. Preliminary findings suggest that environmental involvement positively relates to guilt arousal. However, no difference in guilt arousal between the experimental conditions were found. The positive effect of environmental involvement on campaign evaluation was partially mediated by guilt experienced after campaign exposure. The campaign with the positive emotional appeal was evaluated better, that is, it was found to be more beneficial and important. The results, thus, indicate that guilt arousal reinforces persuasive effects when prior issue involvement is high. This process occurs independent from emotional cues provided by a campaign. In other words, however, guilt arousal is the wrong strategy to reach those with a low involvement prior to exposure. The proposed model will be further extended and theoretical implications discussed.

Claartje Ter Hoeven. Workloads resulting from a coworker’s leave: Best organizational and communication practices

Abstract:
New Human Resource Management policies embraced by corporations worldwide offer lengthier and more flexible employee family and medical leaves (Den Dulk & De Ruijter, 2008). Some of these flexible policies are said to herald “new ways of working,” or a more civilized approach to those seeking work-life balance. Indeed, recent research offers tentative support for the link between expanded leave policies and employee and family well-being (Hoffman & Cowan, 2009). Yet, a little discussed but well-known caveat to these policies is the workload born by remaining employees (Halpert & Burg, 1997; Grover, 1991). As one employee expressed, “the work must go on,” and coworkers often must cover the absent employee’s responsibilities (Ter Hoeven, Miller, Peper, & Den Dulk, 2012).

This investigation has two objectives: 1) to identify various workplace policies and challenges associated with family and medical leaves; and 2) to identify best communication practices that enable employees to manage increased workloads resulting from a coworker’s leave. On the one hand, changes in workloads and responsibilities are fundamentally a work design matter, and the successful implementation of increased workloads in part corresponds to employee abilities and motivation (Hoobler, Wayne, & Lemmon, 2009). Some of the difficulties that may arise due to short or long-term employee absence include work overload, stress, role conflict, and burnout. On the other hand, successful implementation of changes in workloads and responsibilities are fundamentally a communication matter (Miller, Jablin, Casey, Lamphere-Van Horn, & Ethington, 1996). Changes in work assignment or workload may require increased role clarification and feedback from the manager to employees, increased coordination between employees, and clarification and follow up with clients and others outside the unit, depending upon the nature of the coverage (Jablin, 2001; Lee, 1998).

It is proposed that units which cope with a leave-taker’s absence in a constructive manner will report higher levels of supervisory role clarification, supervisory openness to feedback, inter-unit coordination and information sharing, role negotiation, and frequency of interaction with clients.

Using panel data that is to be collected in November and December 2013 among 400 employees whose colleagues have taken family and/or medical leave in the past two years, this study examines the effect of leave-taking on non-leave-taking colleagues in organizations. We do this by contrasting communication and organizational approaches used to explain these effects. For example, the fragmented research available in communication studies suggests that in some cases, managers regularly check on how employees are coping with increased workloads, offering support and/or releasing them from extra duties. In other cases, employees form their own informal information networks (Anderson et al., 2002), keeping each other informed of work overload occurrences and passing along or picking up work among each other. From an organizational standpoint, factors such as organizational size and sector are known to impact the ways in which companies manage employee leave-taking and the additional workload this creates. The results of this paper will offer important insights into an understudied side of the increase in family leave availability, that of individuals not taking leave.

Jos Hornikx and Berna Hendriks. Brand-related tweets about goods and services: An analysis of sentiment and valence in word of mouth
Abstract:
Theoretical framework
One of the important factors for reputation is news about companies (e.g., Einwiller et al., 2010; Meijer & Kleinnijenhuis, 2006). Next to journals and televised news, social media present a new source of information for consumers to assess a company’s reputation. Social media platforms, such as Twitter, allow consumers to express and share their opinions about companies and brands (Muntinga et al., 2011). A study conducted by Jansen et al. (2009) demonstrated that in a sample of about 150,000 tweets, 19% mentioned a brand. This means that Twitter is indeed used frequently in relation to brands. Jansen et al. (2009) also showed that 80% of these tweets did not express sentiments. This smaller portion of sentiment tweets can be regarded as information about brands that other consumers may use as input for a company’s reputation. 52% of these tweets were positive about the brand. This paper first aims to replicate Jansen et al. (2009) in the Dutch culture:

RQ1: To what extent do consumer tweets that mention brands express sentiments about brands?

H1: There are more positive than negative sentiment tweets about brands

The exchange of information via Twitter has been claimed to be more relevant for services than for products (e.g., Bansal & Voyer, 2000). Services (e.g., hotels) are relatively intangible and the quality is more heterogeneous than goods, increasing the risk surrounding purchase of the service. Therefore, consumers are more prone to exchange information about services than about products. As that information tends to be negative and as such negative information is likely to be more easily shared (Alexandrova et al., 2013), it can be hypothesized that:

H2: There are more negative sentiment tweets about brands for services than about brands for goods

Method
The corpus consisted of 1920 Dutch tweets about 24 brand names (for goods or services). For each of the 24 brands, 80 unique tweets were selected with the systematic random sampling technique. Each brand tweet was coded by two independent judges.

Results
The analysis showed that 33% of the brands tweets were sentiment tweets with opinions about brands (RQ1). H1 predicted more positive than negative sentiment tweets, but the data did not provide support for this hypothesis (49% of the sentiment tweets were positive). H2 predicted that there are more negative sentiment tweets about brands for services than for goods. Evidence was found in support of this hypothesis.

Conclusion and discussion
The current study replicated Jansen et al.’s (2009) study on brand-related twitter use with a primary interest of examining tweets about goods and tweets about services. This study contributes to our understanding of WOM that stakeholders create and that may affect companies’ reputation. For services, companies should be aware of a larger portion of negative sentiment tweets. These tweets, together with other news reports from newspapers and magazines, allow companies to understand where potential harm to their reputation may be located.
Organizational Communication #3

Monday 16.30-17.30
Room C 3030

Chair: An-Sofie Claeys

An-Sofie Claeys and Verolien Cauberghe. De impact van emotionele communicatie op de gepercipieerde oprechtheid en de reputatie van organisaties in crisis

Abstract:
Dit onderzoek gaat door middel van twee experimentele studies na of woordvoerders van een bedrijf in crisis hun emoties omtrent deze gebeurtenissen kunnen uiten en hoe dit de kijk van de consument op de woordvoerder en op het bedrijf beïnvloedt. Hoewel steeds meer studies binnen het domein van crisiscommunicatie het belang van emoties erkennen, leggen de meeste van deze studies de klemtoon op de emoties die de consument ervaart en wat de impact daarvan is op de reputatie van een bedrijf (bv., Jin, 2010). Hoewel bedrijven in crisis zelf ook vaak hun gevoelens hieromtrent uiten (bv., Jin, Park, & Len-Rios, 2010), is weinig geweten over hoe dit de percepties van de consument beïnvloedt.

Een 2 (crisis timing strategie: thunder vs. stealing thunder) × 2 (rationele vs. droevige boodschap) between-subjects experimenteel design illustreert dat emotionele (i.e. droevige) crisiscommunicatie leidt tot minder reputatieschade dan rationele crisiscommunicatie (N = 168). Dit is echter enkel het geval wanneer het bedrijf pas communiceert nadat de feiten door een derde partij werden bekendgemaakt (i.e., thunder), zal de reputatie niet beïnvloed worden door het al dan niet uiten van emoties. Een mediatie-analyse toont aan dat emotionele crisiscommunicatie een positievere invloed heeft dan rationele communicatie bij stealing thunder doordat de consument een emotionele boodschap meer oprecht vindt.

Elk type emotie heeft echter andere oorzaken en kan daardoor een andere impact teweegbrengen (Nabi, 2010). Onze emoties zijn het gevolg van attributies. Indien we een ander verantwoordelijk achten voor een onaangename gebeurtenis in ons leven zullen we bijvoorbeeld woede ervaren (Weiner, 1985). Een tweede experiment manipuleerde, in een stealing thunder conditie, het type emotie dat door het bedrijf wordt geuit (verdriet vs. woede) (N = 60). De bevindingen tonen dat de consument vindt dat een bedrijf in crisis meer verantwoordelijkheid voor de gebeurtenissen opneemt wanneer een woordvoerder verdiert in plaats van woede uit. Onderzoek naar crisiscommunicatie illustreert dat bedrijven in crisis best hun verantwoordelijkheid opnemen (Coombs & Holladay, 2008). Een tweede bevinding is dan ook dat de consument een bedrijf meer oprecht vindt wanneer de woordvoerder verdriet toont dan wanneer die woede uit, omdat het bedrijf hierdoor meer verantwoordelijkheid lijkt te aanvaarden.

Pytrik Schafraad and Roos Spitteler. Het Nederlands bedrijfsleven in het nieuws

Abstract:
Bedrijven vervullen een belangrijke rol in de Nederlandse samenleving, niet alleen economisch, maar ook maatschappelijk. Bovendien zijn zij belangrijke spelers in het publiek debat. Over de mate waarin en manier waarop zij ook een rol spelen in de nieuwsvoorziening is echter weinig bekend. Dat is in schril contrast tot de hoeveelheid onderzoek onder de mediarepresentatie van het politieke veld. Het schaarse en versnipperde onderzoek naar bedrijven in het nieuws bevestigt de hypothese dat die mediarepresentatie voornamelijk in een economische rol is. De verschillende studies spreken elkaar echter tegen, wat betreft de context waarin bedrijven media-aandacht krijgen: voornamelijk negatieve berichtgeving, of juist meer aandacht voor bedrijven met een goede reputatie (Capiotti, 2009; Verhoeven, 2009). Veelal blijft dit onderzoek ook beperkt tot één type media en een beperkte steekproef. Het eerste doel van dit onderzoek is daarom om op gedegen wijze in kaart te brengen hoe bedrijven in Nederlandse online en offline media geregistreerd worden.

Onderzoek naar nieuwsproductie laat zien dat gebeurtenissen met bepaalde kenmerken meer kans maken op selectie voor de nieuwsagenda. Deze kenmerken worden in de literatuur nieuwsfactoren genoemd (Harcup & O’Neill, 2001; Eilders, 2006). Om de manier waarop Nederlandse bedrijven in het nieuws komen te verklaren, onderzoeken we in deze bijdrage ook welke nieuwsfactoren juist veel en juist weinig voorkomen in de berichtgeving. Zo krijgen we ook inzicht in de redactionele selectiemechanismen achter de mediarepresentatie van bedrijven.
In dit paper beantwoorden we daarom de vraag: In welke contexten komen Nederlandse bedrijven in het nieuws, welke nieuwsfactoren kenmerken die berichtgeving en is er een relatie tussen de mediarepresentatie en aanwezigheid van nieuwsfactoren?

De inhoudsanalyse betreft het nieuws over een representatieve steekproef van 30 bedrijven uit de Elsevier top 500 (een ranglijst op basis van omzetcijfers) in een breed spectrum van landelijke kranten en nieuwsites (De Volkskrant, De Telegraaf, Financieel Dagblad, Nu.nl, NOS.nl, VK.nl, Telegraaf.nl, FD.nl). De steekproef omvat +- 1000 krantenberichten uit het hele jaar 2012. Vijf goed getrainde codeurs codeerden de krantenberichten.

In de analyse onderzochten we in relatie tot welke onderwerpen deze organisaties in het nieuws kwamen en welke nieuwsfactoren (verrassing, controverse, relevantie, gevolgen, referentie aan elites, referentie aan bekende personen, dynamiek) in die berichten aanwezig waren. Vervolgens onderzochten we ook of daarin verschillen waren tussen typen bedrijven (business to consumer vs business to business), tussen verschillende branches en ook tussen online en offline media. Daarbij verwachten we dat er voor bedrijven uit de business to consumer sector een lagere drempel tot de nieuwsagenda is, dan voor ‘business to business bedrijven’ en dat de kranten een diversere representatie van het bedrijfsleven voorzien dan de online nieuwsites, omdat die laatsten vaak een beperkte redactie hebben en zich dus richten op een beperker aantal (voor hun publiek herkenbare) thema's.

Uit die (lopende) analyse kunnen we vervolgens conclusies trekken over (1) de manier waarop verschillende typen bedrijven in verschillende typen media onder de aandacht komen, (2) welke nieuwsfactoren het meest frequent voorkomen en (3) of er een relatie bestaat tussen de portrettering en de nieuwsfactoren in de berichtgeving, ofwel welk patroon er in de selectie van bedrijfsnieuws zit.

Joost Verhoeven and Claartje Ter Hoeven. Waarden@Work

Abstract:
Waardevormen vormen niet alleen het fundament van merken, maar zijn ook een belangrijke drijfveer achter het gedrag van medewerkers. Waardensystemen zijn weliswaar relatief stabiel, maar niet onveranderlijk. Zowel corporate merkwaarden als medewerkerswaarden (werkwaarden) kunnen veranderen door bijvoorbeeld maatschappelijke, technologische of culturele ontwikkelingen. Merkwaarden van een organisatie kunnen van invloed zijn op werkwaarden van medewerkers en vice versa. In dit onderzoek ligt de focus op de relatie tussen organisatiemerkwaarden en individuele werkwaarden en de consequenties van deze relatie. Het doel is om beter te begrijpen hoe organisatiemerkwaarden en werkwaarden met elkaar samenhangen. Begrip van deze relatie kan ervoor zorgen dat (1) medewerkers zich blijven verbinden met het corporate merk en (2) het corporate merk betekenisvol blijft omdat het een uitdrukking is van de waarden die intern en extern daadwerkelijk belangrijk zijn.

Eerst hebben we een meetinstrument voor waarden ontwikkeld. Op basis van de literatuur en brainstormsessies met professionals, hebben we vijf waardentypen geformuleerd. Een panel van 490 medewerkers van verschillende organisaties heeft twee maal een online vragenlijst ingevuld. Er zaten vier weken tussen beide metingen. In deze vragenlijst werd hem gevraagd naar de waarden die volgens hem belangrijk zijn voor de organisatie waarin hij werkt (organisatiemerkwaarden) en naar de waarden die voor henzelf belangrijk zijn als professional (werkwaarden). Ook werd gevraagd in welke mate ze zich betrokken voelden bij hun organisatie en in welke mate ze zich met de organisatie identificeerden.

De resultaten van deze studie benadrukken het nut van waardengedreven merk- en personeelsmanagement. Uit de studie blijkt dat medewerkers zich betrokken voelen bij een organisatie en zich ermee identificeren wanneer het corporate merkwaardensysteem lijkt op hun persoonlijke werkwaardensysteem. Hierbij is het van belang dat het gehele waardensysteem van medewerker en organisatie voldoende overeenkomt, en niet slechts één type waarden. Het afstemmen en expliciteren van waarden biedt organisaties dus de mogelijkheid om de verbintenis met medewerkers te versterken. Door deze afstemming zullen medewerkers bovendien intrinsiek gemotiveerd zijn om een positieve bijdrage te leveren aan het realiseren van die corporate merkwaarden. Kortom, organisaties doen er goed aan om hun bedrijfsvoering te baseren op waarden.

Deze publicatie biedt een aantal nuttige inzichten in de aard en de werking van waarden. Ten eerste moeten corporate merkwaarden niet alleen worden geformuleerd en gedocumenteerd, maar moet er vooral uiting aan worden gegeven in communicatie en gedrag van alle medewerkers van de organisatie. Alleen dan zullen corporate merkwaarden daadwerkelijk bijdragen aan het succes van de organisatie.

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In de tweede plaats is het belangrijk te benadrukken dat waardensystemen zich traag ontwikkelen. Het is dus niet reëel om als organisatie te verwachten dat je, door bijvoorbeeld een communicatiecampagne, op korte termijn corporate merk- en werkwaarden kan veranderen. Communicatie kan wel bijdragen aan
de ervaring van congruentie. Zo kunnen de waarden die de organisatie en haar medewerkers delen in interne merkcommunicatie worden benadrukt. Op die manier zien medewerkers in dat hun persoonlijke waardensysteem lijkt op die van de organisatie. Hierdoor zullen zij zich meer betrokken voelen bij de organisatie en zich meer met haar identificeren.

Pytrik Schaafraad and Joost Verhoeven. Sportsponsoring met wind tegen. Het effect van crisisresponsstrategieën op de bedrijfsreputatie van sportploeg en sponsor

Abstract:
Er gaat veel geld om in sportsponsoring en tegelijkertijd zijn er veel schandalen, zoals hooliganisme, sportieve crises, onsportief wangedrag of dopinggebruik. Deze crises kunnen niet alleen de reputatie van de sporter, of het sportteam in kwestie schaden, maar ook die van de sponsor. Dit leidt tot de paradoxale situatie dat een sponsorprogramma dat bedoeld was om de reputatie van een organisatie te verbeteren, uiteindelijk leidt tot reputatieschade. Deze crises van sporters stellen sponseren voor een communicatie-uitdaging: hoe te communiceren ten tijde van een crisis bij de gesponsorde? In deze studie gaan we op zoek naar het interactie-effect van crisis en crisiscommunicatiestrategie op (1) de reputatie van de het gesponsorde sportteam en (2) op de reputatie van de sponsor.

In een experimentele scenariostudie (N=191, 69 mannen, gemiddelde leeftijd = 37) met een voor- en nameting toetsen we welke crisisresponsestrategie (denial, diminish, en rebuild) het beste reputatieschade van sponsor en sponsortem te voorkomen zijn. De studie had een 4 (denial, diminish, rebuild, en geen reactie) x 2 (pre- en post-crisis) mixed -factorieel design. Na het lezen van een krantenbericht over dopinggebruik bij een wielerploeg lazen respondenten een persbericht waarin door de sponsor van de wielerploeg één van de drie responsstrategieën werd gebruikt, of geen strategie. Vóór het crisisscenario (voormeting) en na de response werd door middel van een vragenlijst de reputatie van de wielerploeg en van de sponsor gemeten.

Uit een repeated measures variantieanalyse bleek dat op beide uitkomstmaten een significant interactie-effect was: De sponsor had aanzienlijke reputatieschade bij het gebruik van de denial-strategie en bij het uitblijven van een reactie. Dit zou kunnen komen doordat een ontkenning van dopinggebruik in de wielsport met veel scepsis wordt ontvangen. Echter, een diminish-strategie maakte de reputatieschade vrijwel ongedaan en een rebuild-strategie zorgde zelfs voor een stijging in de reputatie van de sponsor. Dit duidt op een recovery-paradox: Door doortastend op te treden tijdens een crisis, kan de crissituatie zich ten gunste keren doordat het de sponsor in de gelegenheid stelt om te laten zien welke positieve verandering zij proberen te bewerkstelligen in de wielersport.

De communicatiestrategie die de sponsor hanteerde was echter niet alleen van invloed op de reputatie van de sponsor, maar ook op die van de wielerploeg: De crisis schaadde de reputatie van de wielerploeg sowieso, echter, wanneer de sponsor niet reageerde of wanneer de sponsor het dopinggebruik ontkende, was de reputatieschade van de wielerploeg groter dan wanneer de sponsor een rebuild-strategie of een diminish-strategie gebruikte.

De resultaten suggereren dat ontkenning van een crisis of het uitblijven van een reactie door de sponsor, met scepsis zullen worden ontvangen. De diminish-strategie en met name de rebuild-strategie zijn in staat om de manier waarop het publiek betekenis verleent aan de crisis te veranderen, hetgeen de reputatieschade van de sportploeg (vrijwel) reduceert tot 0, terwijl een sponsor door een uitgekiende communicatiestrategie zelfs baat kan hebben bij een sportieve crisis. Deze bevindingen lijken er op te duiden dat de grotere afstand, die de sponsor heeft tot de crisis, haar mede beschermt tegen reputatieschade, maar ook dat dezelfde crisisresponsstrategieën effectief blijken als in een situatie waarin de crisis bij de eigen organisatie plaats vindt.
Organizational Communication #4

Tuesday 09.00-10.00
Room C 3030

Chair: Mark Van Vuuren

Jos Bartels, Mark Van Vuuren and Jaap Ouwerkerk. My colleagues are my friends. The role of Facebook contacts in employee identification.

Abstract:
The boundaries between work and private life are blurring, and the use of social media is an important driver for that (Mazmanian et al., 2013). Recent scholarship addressed issues of work-life balance in relation to social media use (see Qualman, 2012, for an overview), and stressed the spillover effects between different areas of life (Kinnunen et al., 2003). We want to contribute to this stream of research through exploring the consequences of work-related connections on Facebook. It seems reasonable to assume that befriending colleagues on this online platform may have important implications for identification, especially when these colleagues are perceived as authorities at work. Therefore, the aim of the current study was to investigate the role of Facebook contacts with colleagues in employee identification with the department and with the overall organization.

We conducted an online survey among a convenience sample of Dutch employees (N=126). Contact authority was measured using a three-items scale (Palmatier, 2008), (Cronbach’s α = .90). An example item was: “Colleagues that I am friends with on Facebook deals with the important decision makers in our company.” The quality of the Facebook relationships was measured with a four-items scale (Palmatier, 2008), (Cronbach’s α = .84). An example item was: “I experience colleagues that I am friends with on Facebook as long-term relationships.” To test whether the two constructs were perceived as distinct, we conducted CFA in AMOS 20.0. The two-dimensional model for Facebook contacts with colleagues showed a much better fit (χ2/df = 1.19; CFI = .992; RMSEA = .039) than the one-dimensional model (χ2/df = 12.99; CFI = .466; TLI = .067; RMSEA = .310). Employees’ identification with the department and with the organization was measured with two three-item solidarity scales (Leach et al., 2008), (Cronbach’s αdepartment = .96 and Cronbach’s αorganization= .97). An example item was: “I feel a bond with X”. The two-dimensional model for identification showed a much better fit (χ2/df = 1.22; CFI = .998; TLI = .997; RMSEA = .042) than the one-dimensional model (χ2/df = 35.69; CFI = .689; TLI = .479; RMSEA = .527). The results showed support for our hypotheses. The proposed model had a good fit (χ2/df = 1.17; CFI = .992; TLI = .988; RMSEA = .037). Contact authority had a positive relationship with department identification (β = .30; p < .01) and organizational identification (β = .20; p < .05). The perceived quality of the Facebook relationships with colleagues had a positive effect on department identification (β = .23; p < .05) but not on organizational identification. Finally, department identification had a strong positive effect on organizational identification (β = .61; p < .01). We discuss the findings of this study, stressing a) the underlying identification issues that arise, b) the importance of social media use for the spillover effects between work and private life and c) the significant role of contact authority within the organization, which until now was restricted to contacts with external parties (Palmatier, 2008).

Mark Verheyden and Katie Goeman. Does (Company) Size Matter? Differences in Social Media Usage for Business Purposes

Abstract:
The EU expressed in its latest Digital Agenda communications and JRC reports high hopes regarding the impact of social media on employment, social inclusion and economic growth. Unquestionably, these ICTs offer strategic opportunities to companies, e.g. new means for participation, new grounds for branding and new types of interaction, both for internal and external business processes. Flipside to this are professional organizations’ concerns about security and privacy, the lack of successful business case examples and the investments needed to adopt social media optimally.

In February 2013, the International Data Corporation (IDC) announced findings from a large-scale survey in five western European countries about social media adoption within small and medium enterprises (SMEs). Newsworthy is their prognosis of a swift evolution of social media deployment for business purposes, next to the statement that the level of adoption is strongly related to company size. Such studies offer relevant insights, considering that 99% of all companies in the EU are SMEs, and given that these employ over half of the European workforce. Other recent studies with regard to social media focused significantly more on private than business usage, or were conducted to explore corporate employment of specific applications such as social networking services, microblogging or internal
networks within particular areas such as public relations. Hardly any of these studies provide data about Belgium or one of its regions.

As a result this paper is set up to chart social media adoption in corporate settings within the Flemish region. Firstly, the study seeks to address the following question: How and why are social media adopted for business purposes? To this end, a survey instrument was developed and pretested in order to measure social media usage. We demarcated four business purposes: 1) internal communication, 2) external communication, 3) recruitment and selection, and 4) learning and development. Literature points out one can expect considerable changes within these particular areas. Secondly, the study aims to identify significant differences in social media usage. It was hypothesized that social media adoption differs significantly depending on company size, expressed in number of people employed. In particular, it was expected that the larger the company, the more likely it has already adopted social media and employs a greater diversity of platforms for a larger variety of business purposes. The reasons for this are thought to be related to Nielsen’s 1-9-90 rule, scale advantages and a different cost structure.

115 employees from 86 professional organizations were included in the analysis. The main results are: 1) overall, within the corporate sector most popular social media tools are internal networks and social network services, which are mainly deployed for internal and external communication purposes, 2) there are no significant differences in social media adoption indices according to company size with the notable exception of recruitment and selection. These results refute to some extent previous findings, and indicate further research is needed to test differences in social media adoption between SMEs and large companies. Implications for practice and theory are discussed.


Abstract:
The Internet has reduced temporal and physical constraints in the workplace, resulting in more efficient communication. However, Internet behavior in organizations also has a dark side. As Anandarjan (2002) noted, it provides employees with access to the world’s biggest playground. As access to the Internet has become more common, so has its use for non-work purposes during office hours, or for so-called cyberloafing activities (Lim, 2002). Although Lim and Teo (2005) have suggested that workers may compensate for such activities by using their Internet access at home for work purposes (so-called cybercompensation), most researchers emphasize the potential harmful effects of cyberloafing on productivity. Moreover, every playground has its bullies. Fast-paced computer-mediated interactions may also give rise to uncivil interpersonal behavior that violates workplace norms of mutual respect (Lim & Teo, 2009). This may consist of active behaviors such as using condescending or derogatory remarks in email interaction (cyberincivility) or passive behaviors such as ignoring colleagues in computer-mediated communication (cyberostracism). Uncivil behaviors affect not only targeted individuals, but also the organization as a whole, because victims are reported to decrease their work efforts, thereby reducing productivity.

Given the potential harmful effects of cyberloafing, cyberincivility and cyberostracism, it is important to increase our understanding of its relations with positive and negative behaviors that are investigated more commonly in organizational settings, such as Organizational Citizenship Behaviors directed at other individuals or the organization as a whole (OCB-I and OCB-O, respectively; see Organ, 1988) and Workplace Deviant Behaviors directed at other individuals or the organization as a whole (WDB-I and WDB-O, respectively; see Robinson & Bennett, 1995). Moreover, it is crucial to obtain knowledge about possible antecedents of (Internet) behavior in the workplace. In the present research we focus on organizational identification, and more specifically people’s affective identification or so-called group-level self-investment (Leach, Van Zomeren, Zebeł, Vliek, Pennekamp, Doosje, Ouwerkerk, & Spears, 2008), as a possible antecedent, and make the general prediction that stronger affective identification will increase positive behaviors and decrease negative behaviors, especially when such behaviors are directed at the organization.

To test our hypothesis, we distributed an online survey among 234 employees of an organization specialized in IT-consultancy and training, resulting in 122 completed surveys. Data were analyzed by regressing different organizational behaviors on organizational identification, work role (supervisors versus non-supervisors) and gender. Consistent with our prediction, identification increased positive behaviors directed at the organization (OCB-O, cybercompensation) while decreasing negative behaviors (WDB-O, cyberloafing), whereas, with the exception of cyberostracism, no effect was obtained on behaviors directed at other individuals (OCB-I, WDB-I, and cyberincivility). Furthermore, supervisors reported more cybercompensation and organizational citizenship behaviors, but were also more likely to engage in cyberincivility and workplace deviant behaviors directed at other individuals. Importantly,
additional analyses demonstrate that workers show more cyberloafing than cybercompensation, and that these cyberbehaviors are not significantly correlated. However, cyberloafing was strongly correlated with deviant behaviors directed at the organization, thereby indicating that motives for cyberloafing activities may be more sinister than suggested by some researchers (e.g., Garrett & Danzinger, 2008).

Ward van Zoonen, Joost W. M. Verhoeven and Wim J. L. Elving. Explaining employees' work-related social media use

Abstract:
Public perceptions of organizations and brands are shaped more and more by the content that people encounter on social media (Kietzmann, Hermkens, McCarthy & Silvestre, 2011). On social media we can read about the experiences people had with the services and products of an organization, as well as the experiences of employees from these organizations. The advent of social media has empowered employees with a large share of voice and the ability to influence perceptions of the organization. As such, social media have changed the ways in which organizations and publics relate to one another (Lovejoy & Saxton, 2012). These emergent changes are not centrally controlled, rather they arise unpredictable, triggered by self-organizing characteristics of communities (Macnamara, 2010). While communication departments, PR agencies or webcare teams 'officially' represent organizations on social media, any social-media user can equally influence online conversations about organizations (Macnamara, 2010). As a consequence, by engaging in work-related social media use, any employee may be perceived as representing the organization in the online public arena, and as such, may influence the relations of the public with the organization. However, we lack understanding of the antecedents of work-related social media use. Work-related social-media use is defined as participating in work-related conversations, or producing content on social media that is related to someone’s work or organization. This paper focuses on Facebook, Twitter and LinkedIn as social-media channels as these are most likely to be used in a work-related context (Verhoeven, 2012). In this article, an extended version of the TPB (Ajzen, 1991) is used to explain employees' social-media use. The TPB has been highly influential in explaining attitudes, intentions and ultimately behavior in various forms and various domains. Social media are considered as a means through which individuals can construct, convey and discuss personal identities through expression and dialogue (Kaplan & Haenlein, 2010; Rettenberg, 2009; Smith, 2010). Hence, the TPB will be extended with both self-identity expressiveness and social identity expressiveness.

To test the hypotheses formulated in this study an online questionnaire was developed. The method of data analysis used in this study is structural equation modelling (SEM). A fully latent structural model is estimated using the statistical program EQS (Bentler, 1993). SEM is a confirmatory approach to data analysis (Byrne, 1994). Since the TPB has been widely applied and validated, and there is strong theoretical support for the models specified, this method of analysis is considered highly appropriate. The results show that expressiveness directly influences behavior, corresponding to the notion that work-related social-media use might not be planned, rather it emerges spontaneously in part driven by a need to convey favorable aspects of social and self-identity. As such this behavior can best be characterized in terms of expressing and maintaining identities. Moreover, although attitude and behavioral norm had significant effects with behavioral intention, the TPB provides a weak framework to explain work-related social media use.
Journalism

Journalism #1

Tuesday 10.10-11.10
Room C 3030

Chair: Johannes von Engelhardt

Eline Huiberts and Johannes von Engelhardt. “They don’t deserve that” - Moral responsibility in the face of mediated distant suffering.

Abstract:
This paper explores audience reflections on issues of moral responsibility towards distant others in response to news images of the 2011 humanitarian crisis at the Horn of Africa. It has been argued that globalization processes carry the potential of broadening the scope of solidarity and care of people towards distant others (Chouliaraki, 2008; Linklater, 2007; Appadurai, 1996; Gerbner, 1969; Norris, 2000). In particular, it has been suggested that media representations that are embedded in a ‘cosmopolitan’ discourse can encourage an increasingly global moral horizon in audiences (Chouliaraki, 2006; Linklater, 2007; Beck and Cronin, 2006). It is this line of argumentation that is further explored in our study.

Research on audiences of distant suffering has typically focused on emotional responses such as compassion or care (Höijer, 2004; Kyriakidou, 2008; Moeller, 1999) with only few exceptions exploring cognitive aspects such as denial (Seu, 2010; Cohen, 2001). Our study aims to add to the academic debate by placing the empirical focus on more cognitive aspects of spectatorship.

Based on six focus groups (total of 27 participants), the study investigates audience reflections on moral responsibility in reaction to cosmopolitan representations of distant suffering. One of the starting points of our study – distinguishing it from much of the earlier work in the field – is the proposition that people can become morally engaged by moral reasoning despite (a lack of) emotional responses such as compassion, sympathy or empathy (e.g. Haidt, 2003). The study thereby also answers calls for more empirical efforts to explore spectatorship of distant suffering, voiced by various authors in the field (Joye, 2013; Seu, 2010; Ong, 2009; Höijer, 2004).

Participants were asked to watch and subsequently discuss a 4-minute television news item on the Horn of Africa crisis broadcast by the NOS Journaal. The item included a human interest story of a Somali refugee family, first-hand accounts of a grieving father, as well as background information about the genesis of the crisis. Clearly an instance of what Chouliaraki (2012) would denote as ‘emergency news’, the item features many representational aspects of a cosmopolitan discourse.

We found that after watching the video, discussions quickly gravitated towards possible actions to help. Participants typically expressed both responsibility and willingness to act and were most prepared to donate money to small-scale charity organisations. Yet, most also assigned significant responsibility to bigger (inter-)national (non-)governmental organisations though they did not see themselves play a part in these bigger social structures.

Strikingly, discussions revealed that individual moral responsibility was felt mostly for short-term alleviation of suffering. Responsibility for long-term solutions was attributed to (inter-)national (non-)governmental organisations. By emphasizing such organisations, participants attenuated their own moral responsibilities and feelings of guilt. Surprisingly, representational practices constitutive of a cosmopolitan discourse (e.g. the human interest focus of the news item) did not emerge as pivotal for experiencing moral responsibility.

Kobie van Krieken, Hans Hoeken and José Sanders. From reader to mediated witness: The effects of journalistic narratives about shocking news events

Abstract:
While a growing body of research reports effects of fictional narratives on the engagement of the reader, studies about the effects of journalistic narratives remain scarce. Such studies are, however, called for by the increasing volume of narratives in print journalism and claims about their impact on the audience (e.g., Hartsook, 2007; Berkowitz, 2010). Previous studies on the effects of journalistic versus fictional narratives have showed equal engagement scores for both types of narratives (Green & Brock, 2000; Appel & Malečkar, 2012). However, in these studies, a nonfictional but non-journalistic narrative was presented as either a fictional narrative or a journalistic narrative. In essence, then, the results of these
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studies primarily add to our knowledge about the effects of nonfictional narratives, but leave much to guess about the effects of actual journalistic narratives published in newspapers.

This study tests the claim that journalistic narratives about shocking news events can transform readers into mediated witnesses, a phenomenological experience in which readers identify with actual eyewitnesses of a crime and vicariously observe the crime from up close (Peelo, 2006). An experiment was conducted in which participants read either an original narrative newspaper article about a spree killing or an original non-narrative (hard news) article about the same incident. A third group of participants read an extended version of the non-narrative article in order to control for length effects (total n = 128). Two dimensions of narrative engagement –narrative presence and emotional engagement– were used to operationalize the concept of a mediated witness experience (Busselle & Bilandzic, 2009). A third dimension, attential focus, was included to examine whether journalistic narratives can cause readers to become fully focused on the text.

The results revealed that the narrative newspaper article elicited a stronger sense of being present at the shooting than the non-narrative article. Interestingly, participants considered the narrative to be a less representative example of a journalistic text than the non-narrative article and judged it unlikely that the narrative had actually been published in a newspaper. Hence, despite their suspicions about the actual genre (and possibly the manipulation) of the narrative, readers allowed themselves to become “transported” (Gerrig, 1993) into the world of the news event. The results furthermore indicated that the narrative evoked stronger emotional responses than the original non-narrative article, although this effect may be caused by differences in length. Readers of the narrative newspaper article and the non-narrative article were equally focused on the article.

This study demonstrates that journalistic narratives can engage their readers and enable them to vicariously experience shocking news events from up close, as mediated witnesses. By using an original journalistic narrative instead of a non-journalistic narrative presented as a journalistic narrative, this study is the first to provide reliable evidence for the engaging qualities of journalistic narratives. As such, it makes an important contribution to our knowledge about the cognitive and affective effects of narratives we encounter in our daily lives.


Abstract:
Scholars have argued that most EU citizens are socialised to perceive the nation as the central territorial identity, leading to acceptance of the power and sovereignty of the nation state. But with the increasing political integration of the EU, decision taking power has shifted towards the supranational level, without always a similar development in identification. Given that most citizens are socialised to identify with the nation state, how can we understand the relation between national identity and European identity?

Previous studies have found that the relationship between national and European identities differs between contexts, and explained this as the result of whether the EU advances national interests (i.e., if the EU favours specific national interests, then strong national identities lead to strong European identities). But how do individuals know whether the EU is likely to advance national interests? We argue that the media have an important role here. Individuals learn from the media about these contexts, thus context only affects the relation when individuals are exposed to information in the media.

We further develop our knowledge on the subject in two ways. First, where previous studies focused on individual countries, we take on a comparative perspective and compare different national contexts. Derived from previous literature the contexts we focus on are ethnic, religious and lingual fractionalisation, and economic conditions. Second, we add the media as a source for individuals to know about contextual factors, i.e., individuals are only likely to be affected by contextual factors if they learn about these factors through the media.

We use multilevel modelling techniques on survey data (N = 22806) collected in 21 EU member states (collected during the European Parliament Elections in May 2009) to first assess which contextual variables affect the relationship between national identity and European identity. Preliminary analysis show that, separately, both the degree of fractionalization and economic conditions (both as country variables) affect the relation between national identity and European identity. However, when modelling both country variables simultaneously, the effect of fractionalization is no longer significant. Thus, economic conditions appear more important in predicting the relation between national and European identities. Second, as we argued that individual citizens do usually not personally feel what happening to the economy but need to learn this from media sources, we combine the survey data with data from the content analysis performed in the European Elections Study of 2009. Preliminary analyses show that
exposure. Preliminary analyses show that individual exposure to economic news affects the relation between national and European identities.

These findings are in line with the arguments found in the literature that European identity is a function of national identity, and that the direction of this function depends on whether the EU is perceived as supporting or opposing national interests. Given these conclusions, the legitimacy of the EU is does not so much depend on its own merits, but remains the results of national interests.

Kristin Van Damme and Cédric Courtois. At your (public) service. A radical audience perspective on seniors’ news repertoires

Abstract:
In today’s progressively converging news media environment, audiences are confronted with an abundance of both traditional and online media outlets. Information has become so ubiquitous that news media audiences are constantly challenged to compose a complex pallet of choices; a personalized media diet or repertoire. The latter is defined as the result of the accumulated selective exposure to specific media outlets (Hasebrink & Popp, 2006). Of course, audiences have always been confronted with multiple options, albeit that the number of possibilities has now become virtually unlimited. As such, media scholars are increasingly facing what is referred to as the cross-media challenge in audience research (Schrøder, 2011).

The practice of actively blending various forms of (online) media is commonly associated with younger generations. However, this study explicitly focuses on elderly people, popularly pinpointed as digital immigrants (Lee & Caprini, 2010). The older generations grew up and formed habits in a time characterized by a much less diverse media landscape, in most cases dominated by public service broadcasters. As media habits are often deep-rooted (LaRose, 2010), elderly people still tend to rely on newspapers and television as a primary news source (Lee & Caprini, 2010), the latter often provided by the public service broadcasters’ trusted brands.

Still, older news media consumers are gradually adopting new media technologies, while developing the necessary supporting literacies. At the same time, the notion of public service media has gained ground. This entails content delivery through the widest possible range of distribution platforms to fulfil the PSBs’ historic mission of universal service (Cola & Prario, 2012). PSB’s entering the digital age, embracing alternative dissemination channels, has mainly sparked enthusiasm with regards to recovering so-called lost audiences that are difficult to reach, such as youngsters (Leurdijk, 2006). Unfortunately, this generally comes with the tendency to neglect older generations’ interface with new public service media, rendering it both an enticing area of research.

This study aims to fill this void. It draws upon a mixed-method approach, which involves a Q-sorting task, embedded in much larger in-depth, face-to-face interviews (N = 43). More specifically, participants were requested to sort 36 news media, including public service news media, along a dimension reflecting relevance in their daily lives while thinking aloud. The study’s design, previously applied to news media repertoire research (Schrøder & Kobbernagel, 2010), allowed to transparently deriving patterns of news media consumption, following three dimensions: (1) PSB vs. commercially oriented, (2) consumption on traditional and/or digital platforms and (3) news content preferences. In a subsequent phase of qualitative analysis, these patterns served as analytic tools, guiding the search for an in-depth understanding. As such, our participants offered insight in their position to public service media, and how they incorporate them into their daily (news media) routines.
Journalism #2

Monday 13.50-14.50
Room C 3033

Chair: Celine Klemm

Celine Klemm, Enny Das and Tilo Hartmann. Well-informed or ill-informed: Is news reporting on epidemic outbreaks informative or scaremongering?

Abstract:
The recent years have seen a number of epidemic outbreaks, such as avian flu (bird flu), SARS and H1N1 (swine flu). Characterized by high-risks at stake paired with high uncertainty, rapidly changing facts and immense information demands, such outbreak situations challenge journalists. Following one of the core journalistic principles of ‘informing citizens in a way that enables them to act as citizens’ (Costera Meijer, 2001), journalists need to alert while averting panic. But in the past, journalists were often accused of failing that ideal and criticized for exaggerating risks and emotionalizing news reports (Kitzinger, 1999; Wagner-Egger et al., 2011, Keil et al, 2011). Content-analytical examinations about the validity of such claims, however, provided inconsistent findings (e.g., Dudo et al., 2007, Da Silva Medeiros & Massarani, 2010, Hilton & Hunt, 2010).

Recent research on media sensationalism suggests that emotionalisation manifests itself in a complex interplay of various factors operating at different levels (e.g., Vettehen, Nuijten, & Beentjes, 2005; Grabe, Zhou, & Barnett, 2010). We propose part of the reason for these mixed findings is that earlier studies focused on different factors, or levels of emotionalisation. Accordingly, the present approach aims to scrutinize the emotionalisation of outbreak coverage through the lens of a more comprehensive, multi-dimensional conceptual approach.

Method. Using the 2009 A/H1N1 pandemic case study, we content-analyzed news reporting in 3 European countries (Germany, Spain, Czech Republic). For each country two opinion-leading newspapers, a main evening news show, and weekly news magazine were included. All news items published between April 1, 2009–March 31, 2010 (N=1941) were retrieved and coded on a statement-level, resulting in a huge sample of 49236 statements. Integrating prior research we designed a three-level coding scheme to examine emotionalisation, including (a) the amount of media attention, (b) media content, (e.g., arousing content such as dead bodies, overemphasis of threat while neglecting protective measures), and (c) formal features (e.g., tone, language, images, editing/camera/sound effects).

Results. Regarding (a) we found that media attention was immense, particularly at the start of the pandemic. The highest number of articles was published between April 24 –May 3, 2009, namely 248 news items (1.4 articles/day per medium). Attention came in several news waves triggered by key events. Despite comparable general trends across countries, we found significant differences between countries and media forms. Regarding (b) media content, we found threat information was the most prevalent news topic (77.3% of articles), slightly more prominent than preventive measures (68.7%). Explicitly arousing content was rare (0.04% of articles). Regarding (c) we found that 27% of articles contained emotional cues (e.g., explicitly emotional image, emotionally-charged language). The tone of news was mostly neutral (78.1% of statements), while 12% was explicitly negative. The data showed significant differences between media forms, as well as countries.

Discussion. The present study moved beyond existing content-analyses by examining outbreak coverage based on a more comprehensive operationalisation of emotionalisation. The findings sketch a differentiated picture, according to which emotionalisation of H1N1 differed between media outlets and countries, and dynamically varied over time.

Anna Berbers, Jan Boesman and Leen D’Haenens. The News Framing of ‘Syria-warriors’ in the Low Countries

Abstract:
This article analyzes the issue of ‘Syria-warriors’ in Flanders and the Netherlands as a preliminary step to a multi-level analysis of societal discourse on integration-related issues and the construction of social capital in online and offline networks, with an emphasis on Moroccan and Turkish minorities in the Low Countries. The aim of the overall research is to combine content analysis with social network analysis by looking into frames and counter frames in the mainstream media alongside social media, as well as into the social connectedness among discussion participants.
The issue of young Dutch and Flemish men leaving to fight in the Syrian civil war has received considerable attention in the press. This was especially the case in Flanders, where two native Islam-converts, Brian Mulder and Jejoen Bontinck, left the country to fight alongside the Syrian opposition in January and February 2013 respectively. The comparison between the press portrayal in the Netherlands and Flanders and the coping strategies of the different governments is particularly interesting. Reporting on issues related to Muslim terrorism and radicalization has been shown to function as a prototype function according to which journalists interpret related conflicts. The enduring character of the conflict and its wide coverage make it particularly suitable for analysis.

This paper addresses the framing of the 'Syria-warriors' in an inductive, qualitative study focusing on the discursive shifts in the frames used to interpret the issue over a period of seven months, starting in January and February 2013 respectively. The comparison between the press portrayal in the Netherlands and Flanders and the coping strategies of the different governments is particularly interesting. Reporting on issues related to Muslim terrorism and radicalization has been shown to function as a prototype function according to which journalists interpret related conflicts. The enduring character of the conflict and its wide coverage make it particularly suitable for analysis.

This study seeks an answer to two main questions: 'Which frames are used?' and 'What is the origin of those frames?' An inductive and qualitative content analysis, inspired by a constructionist view on framing, is used to identify the frames. By interviewing journalists in search of the origin of the frames, the researchers' interpretations could be confronted with the frames intended by the news makers themselves. The question how frames arise is largely sidestepped in framing research. Only a few articles studied the production process of framing. Interviews with journalists made it possible to address questions relating to the influence of sources on the frame, the relation between news values and frames, and – when it comes to the choice of topics and angles – journalistic autonomy in the newsroom.

The 'Syria warriors' became huge news in the popular press in Flanders when two recruits, Brian De Mulder and Jejoen Bontinck, turned out to be 'ordinary Flemish boys' converted to Islam. The idea that 'It could have been your child (fighting in Syria)' was used as a frame to bring the news to the Flemish audience. When the story progressed and spread from the popular to the quality press, other frames came into action.

This paper investigates the framing construction of Flemish newspaper journalists regarding the so-called 'Syria warriors', young Belgian Muslims who joined the rebels to fight against the Assad regime.

Jan Boesman, Anna Berbers, Leen D’Haenens and Baldwin Van Gorp. In search of the creation of news frames in Flemish newspapers: The case of the Belgian 'Syria warriors'

Abstract:
This paper investigates the framing construction of Flemish newspaper journalists regarding the so-called 'Syria warriors', young Belgian Muslims who joined the rebels to fight against the Assad regime.

The 'Syria warriors' became huge news in the popular press in Flanders when two recruits, Brian De Mulder and Jejoen Bontinck, turned out to be 'ordinary Flemish boys' converted to Islam. The idea that 'It could have been your child (fighting in Syria)' was used as a frame to bring the news to the Flemish audience. When the story progressed and spread from the popular to the quality press, other frames came into action.

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This case study is part of a broader research project on the origin of news frames in Flemish newspapers, conducted in March and April 2013, the period in which the story of the 'Syria warriors' emerged. It collects material from four newsrooms, belonging to two different media groups (Corelio and De Persgroep), each with a quality newspaper (De Standaard and De Morgen) and a popular newspaper (Het Nieuwsblad and Het Laatste Nieuws). For a six-week period, the output of 20 domestic news reporters – five randomly selected per newspaper – was content analyzed. Semi-structured interviews, supplemented by newsroom observations, led to the reconstruction of 680 articles. Additional interviews were held with copy editors, news managers and editors-in-chief.

Results highlight the influence of certain news values (exclusivity, proximity) on the framing of the 'Syria warriors'. The early framing of Brian and Jejoen as 'ordinary Flemish boys' is seen as a journalistic strategy to create more commitment and identification potential with the complicated Syrian conflict.
Furthermore, in centrally organized and top-down structured newsrooms, the process of frame-building is more guided by factors outside the individual reporter (e.g. decisions of the news manager and/or copy editor). Rather than being pushed to write a story in a certain way, reporters ‘internalized’ their newspapers’ way of news making. Lastly, the article discusses whether interviews with journalists about their concrete output is a useful method to investigate the production side of framing.

Karmen Resman and Penelope Sheets. To be biased or not to be biased? A comparative study of the reporting about the acquittal of war generals Gotovina and Markač in Balkan broadcasters

Abstract:
Scholars have long understood that context affects news content; reporters, citizens, and political elites all operate within the constraints of their own social, political, and national environments. For transitional democracies and countries that have recently become sovereign, such constraints can play a particularly important role in facilitating nation building through the media or undermining it. That is, while some nationalistic bias in news might be important to facilitate nation-building, too much bias can interrupt citizens’ understanding of the world and undermine their ability to critically reflect on current events. Furthermore, intensive nationalistic bias within media might exacerbate regional tensions and instability. With this in mind, this study takes an in-depth look at the presence of nationalistic bias in the national broadcasters of two Balkan nations—Serbia and Croatia—as well as the regional broadcaster—Al Jazeera Balkans—in their reporting of the controversial 2012 acquittals by the International Criminal Tribunal for the Former Yugoslavia of war generals Ante Gotovina and Mladen Markač. A quantitative content-analysis of 177 news stories in three languages was performed, studying the one month period after the acquittals were announced. As expected, both national broadcasters covered the events in ways that greatly favored their nation’s side of the conflict, displaying strong evidence of semantic, source, presentation bias, and bias against understanding. On the other hand, Al Jazeera Balkans displayed remarkable neutrality in the reporting of the conflict, thus pointing to a promising role of trans-national, regional broadcasters in facilitating regional stability. The results provide a deeper understanding of the Balkan media environment and its reporting on transnational justice conflicts, especially in connection to the process of transition to a democratic media sphere.
Journalism #3

Monday 15.25-16.25
Room C 3033

Chair: Liesbeth Hermans

Liesbeth Hermans, G Schaap and Jo Bardoel. Bringing citizens’ perspective in regional news

Abstract:
These are challenging times for regional journalism. Declining financial resources have resulted in shrinking newsrooms which in turn have led to a decreasing presence in parts of the regions. In order to stay relevant and to contribute to local citizenship and democracy, regional newspapers need to develop new strategies to reach and bond with local communities. In an innovation project, a private regional newspaper and public regional broadcasting company collaborated for two years in a joint new newsroom to experiment with new multimedia practices. Main goal was to find new ways to involve citizens in local news production and local media. Using a mobile newsroom they went to local, often previously unvisited communities where citizens were invited to come up with issues and to contribute to news topics. Productions were distributed through contributions in the parent newspaper and the broadcasting news and a dedicated website. This paper’s general research question is does involving citizens in local news production lead to new, participative forms of journalism? More specific, does it result in (1) changing working routines, and (2) changes in news content?

Data were gathered throughout the two years the project lasted, using multiple methods: observations, interviews and content analyses.

Results show that even in an experimental setting it appeared difficult for journalists to change routines in their daily practice. Production schedules of the hosting regional news media still determined the production process. Traditional journalistic standards were the yardstick to judge ideas and implementations. Social media were most often used to pop up questions and to gather information, less to create a dialogue. Towards the end of the project this changed slightly: social media were used to build local network communities to, ensure, continuing input from all over the region. Furthermore, great effort was put into getting news from citizens. However, despite the fact that some citizens contributed enthusiastically, it was difficult to reach a broad range of citizens who potentially wanted to be involved in the news process. Content did change, compared to other ‘mainstream’ regional and hyper local news media: news stories focused more on local communities. Furthermore, citizens were used as news sources to a greater extent, whereas institutional sources had a relatively modest presence compared to other media. However, citizen sources overwhelmingly consisted of ‘vox pop’, instead of more prominent and relevant roles.

Overall conclusion is that innovation is difficult within the context of traditional media. Young journalists want to experiment but are restricted by existing journalistic cultures. Generally, citizens do not participate on their own initiative but should be invited and stimulated by showing how it can work. To thoroughly incorporate the principles of citizen journalism in regional media takes time and a more specific and explicit initial focus.

G Schaap, Liesbeth Hermans and Jo Bardoel. The impact of participatory journalism on audience involvement and evaluations

Abstract:
Pressed by social, economic and professional developments, news organizations are looking for new ways to reach audiences. In many, often innovative, initiatives the solution is sought in audience-directed journalism. Oftentimes, they concentrate on local or hyper local news aiming to increase audience involvement in both their local community and news media. This paper’s question is to what extent such initiatives are able to increase audience participation in local news and to improve citizen ties to the community. From prior research we have some knowledge on which journalistic production features are successful. Much less is known about the other side of the equation: the audience. Main goal of the study is to investigate audience perception on local news and which audience characteristics determine the impact of audience-centered journalistic projects.

The paper investigates the impact of one such an initiative. Backed by government funding, the largest regional newspaper in The Netherlands (De Gelderlander) and regional broadcasting company (Omroep Gelderland) joined forces to regain and enhance audience involvement in regional media. Using a mobile news room to gather local news, and a special focus on multimedia production, the project focused on getting audiences involved in news production, and to bring news from the citizens’ perspective. Using multiple methods – a panel survey (2 waves in 2 years, N = 4.681, and 3.994), focus group discussions, and individual interviews – active audience participation in the project was investigated. Furthermore,
this study reveals how the audience perceived the added value of this project in terms of journalistic quality, community involvement, and involvement with the local media.

It was found that although the project was known among around 80% of the population, very few citizens were inclined to take active part in it. Results paint a somewhat contradictory picture. On the one hand the public wants regional journalism to innovate and to involve, on the other hand, little indicates that the public itself is willing to invest in journalism: they are not easy to involve, and if journalism strays too far from its traditional ways, people are quick to dismiss it as unprofessional.

The paper presents a typology of audience members: who is and who is not participating in the project, which social-structural audience characteristics, media use patterns, media motives, and community orientations predict who is reached and who is becoming more connected to their local media and community? On the whole there was a small positive impact of the project on community involvement or community livability. Most notably, involvement with the regional media and with local communities is determined not by traditional predictors such as surveillance gratifications, news use frequency, and cosmopolitanism, but rather by entertainment, social interaction, and integration gratifications, and localism. In other words, the people who are most effected, are the people least interested in classical news information.

The paper discusses these results in terms of success and fail strategies for audience-centered initiatives, as well as the function these projects have for regional audiences.

Rolien Duiven, Nico Drok and Liesbeth Hermans. MijnZ: hoe een lokaal nieuwsmedium jongeren kan bereiken, boeien en binden

Abstract:
Voor jongeren wordt het steeds minder gebruikelijk om een betaalde, papieren krant te lezen; een proces dat al sinds enkele decennia gaande is (Mindich, 2005). De interesse van jongeren in nieuws en achtergrondinformatie lijkt echter niet gedaald (Drok & Schwarz, 2009). Om te zorgen dat er een toekomst is voor (regionale) nieuwsmedia is het van groot belang de jongeren weer te bereiken, te boeien en te binden. MijnZ is een digitale, lokale nieuwsvoorziening die experimenteert met inhoud, vormgeving en toegankelijkheid waarbij jongeren (15-30 jaar) in Zwolle expliciet als uitgangspunt worden genomen.

Het onderzoek richt zich op de nieuwsinteresse en nieuwsbehoefte van de doelgroep, het gebruik en de waardering van de nieuwsvoorziening en de betrokkenheid bij MijnZ. Het hoofdvraag van het onderzoek naar het bereiken, boeien en binden van jongeren is:

'Hoe kan een digitaal nieuwsmedium het gebruik van, de waardering voor en de betrokkenheid bij lokaal nieuws vergroten onder jongeren tussen de 15 en 30 jaar?'

ONDERZOEKSMETHODE
Het onderzoek bestond uit twee fasen. De eerste fase had twee doelen. Het eerste doel was een beeld te krijgen van de Zwolse jongere qua achtergrondmerken, maatschappelijke betrokkenheid en het gebruik van nieuwsmedia in het algemeen. Het tweede doel was het meten van het gebruik en de waardering van de eerste versie van de website MijnZ. Beide doelen zijn onderzocht met behulp van een online survey (N=670), aangevuld met een focusgroepgesprek (N=7).

Op basis van de resultaten uit de eerste onderzoeksfase is de website vernieuwd. Zo is de vormgeving gemoderniseerd, zijn er meer mogelijkheden het nieuws van MijnZ te volgen via sociale media, en is er gekozen voor een meer serieus nieuwsplatform. Daarnaast is een mobiele (web)applicatie ontwikkeld.

Het onderzoek in de tweede fase had als doel de waardering van de nieuwe website te meten en mogelijke succesfactoren te bepalen. Om dit te achterhalen is een online survey (N=90) uitgevoerd en zijn er focusgroepgesprekken met jongeren gehouden (N=28).

RESULTATEN
Een grote groep jongeren in Zwolle is potentieel gebruiker van MijnZ; zij beschikken over een aantal belangrijke achtergrondmerken die positief samenhangen met nieuwsmediagebruik. Het feitelijke gebruik in de eerste fase van het project was echter gering. De respondenten waren kritisch over de inhoud, de vormgeving en het taalgebruik op de website.

Het aantal unieke terugkerende bezoekers is in de tweede onderzoeksfase sterk gestegen. Bovendien waren de respondenten positiever over de vormgeving (meer visuele elementen), de inhoud (meer
achtergrondverhalen), het taalgebruik (minder populair) en de toegankelijkheid (mobiele (web)applicatie).

CONCLUSIE
Omdat de respondenten in de tweede fase van het project positiever waren en er een toename was in het aantal unieke terugkerende bezoekers, lijkt MijnZ als lokaal nieuwsmedium potentie te hebben. Als de stijgende lijn van het bereiken en boeien van lokale jongeren wordt doorgezet, lijken er zeker ook mogelijkheden te zijn de band tussen lokale journalistiek en jongeren te versterken. Hoe dan ook kost het veel tijd om als nieuw medium een vaste plaats te verwerven in het overvolle nieuwsmenu van jongeren.

Roos Spitteler and Pytrik Schafraad. De invloed van nieuwsfactoren in persberichten van Nederlandse bedrijven op nieuwsselectie bij Nederlandse kranten en onlinenieuwsmedia

Abstract:
In de literatuur over nieuwsproductie en journalistiek wordt dikwijls verwezen naar enkele iconische studies over de invloed van nieuwswaarden op de selectie van gebeurtenissen voor de nieuwsagenda (i.e. Galtung & Ruge, 1965; Harcup & O'Neill, 2001). In slechts een kleine minderheid van al die studies wordt de nieuwswaardentheorie ook daadwerkelijk toegepast of getoetst. Toch is het een waardevolle exercitie om dat wel te doen. In met name de Duitstalige literatuur (zie Eilders, 2006) zijn er bovendien belangrijke uitbreidingen gemaakt op de theorie (ter voorspelling selectie door nieuwsconsumenten bijvoorbeeld) en is de theorie op een aantal nieuwe terreinen toegepast (fotjournalisitiek).

Geïnspireerd door deze eerdere studies toetsen we de theorie in deze bijdrage op een nieuw terrein (nieuws over bedrijven) en toetsen we haar capaciteit om niet de selectie van gebeurtenissen, maar die van persberichten, verzonden door bedrijven, door journalisten te voorspellen. Daartoe zijn twee redenen: Ten eerste komen veel gebeurtenissen daadwerkelijk in de vorm van persberichten op het bureau van de journalist terecht en ten tweede zijn persberichten een belangrijke manier voor organisaties om media-aandacht te verwerven of te sturen.

De onderzoeksvraag luidt: Vergroot de aanwezigheid van bepaalde nieuwsfactoren of de nieuwsfactorenintensiteit in persberichten van grote Nederlandse ondernemingen de kans dat deze persberichten geselecteerd worden door redacties ten bate van de berichtgeving in de nieuwsmedia?

Twee deelvragen daarbij:
Is er een verschil in het effect van de aanwezigheid van nieuwsfactoren in de persberichten tussen online en offline nieuwsmedia?
Is er een verschil in het effect van de aanwezigheid van nieuwsfactoren in de persberichten van verschillende typen bedrijven (business to business vs business to consumer)?

In deze studie toetsen we dus de veronderstelling dat nieuwsfactoren in persberichten de selectie van persberichten als bron voor berichtgeving in nieuwsmedia kunnen voorspellen. Waarbij we in navolging van enkele andere studies (Schwarz, 2006; Maier & Ruhrmann, 2008) veronderstellen dat de aanwezigheid en intensiteit van in de literatuur onderscheiden nieuwsfactoren de kans vergroten dat het betreffende persbericht ‘opgevolgd’ wordt met mediaberichtgeving.

Voor deze studie trokken we een getrapte steekproef van 30 bedrijven uit de Elsevier top 500 (samengesteld op omzetcijfers) en analyseerden al hun gepubliceerde persberichten uit 2012 en de daarop gebaseerde berichtgeving in De Volkskrant, Telegraaf, Financieel Dagblad, NU.nl NOS.nl, Telegraaf.nl, FD.nl en die van het ANP. De totale steekproef betreft 2000 eenheden. Vijf goedgetrainde codeurs codeerden de berichten. Om het selectie-effect van de nieuwsfactoren te kunnen vaststellen vergelijken we de wel en niet door journalisten geselecteerde persberichten met elkaar.

Uit de analyse (die momenteel plaats vindt) van de data kunnen we afleiden en welke mate individuele nieuwsfactoren en de intensiviteit waarmee verschillende nieuwsfactoren samen aanwezig zijn in de persberichten bijdragen aan de kans dat een persbericht in meer of mindere mate leidt tot media-aandacht (selectie). De bevestiging van onze verwachting, dat de aanwezigheid van bepaald nieuwsfactoren in persberichten de kans op selectie door redacties verhoogt, vormt naast de validatie van de nieuwsfactorentheorie ook een bijdrage aan die theorie in de zin dat deze ook toe te passen is op het terrein van bedrijfsnieuws en dat ook de door persberichtschrijvers gemedieerde werkelijkheid voor journalisten kennelijk een voldoende secure weergave van gebeurtenissen vormt om deze te gebruiken om onderwerpen voor de nieuwsagenda te selecteren.
Journalism #4

Monday 16.30-17.30
Room C 3033

Chair: Rens Vliegenthart

Jelle Boumans, Rens Vliegenthart and Hajo G. Boomgaarden. Outsourcing the News

Abstract:
Media’s reliance on sources
The contemporary media market is characterised by severe economic pressure and increased commercial influence. Professional as well as academic concerns are raised about the impact of these developments on the quality of journalism. A key point of critique is that these developments supposedly have led to a greater dependency on ‘subsidized content’ provided by institutional and commercial sources. While it is true that the relationship between sources and news media is characterized by interdependency, recent claims state that the power balance is shifting in favour of the sources. However, empirical data to justify these concerns are absent. Applying automated content analysis on the Dutch debate on nuclear energy over the past fifteen years, this study answers the call for clarification on this alleged decreased autonomy of journalism.

At the same time, the study focuses on another ‘blind spot’ in the literature on news production: the functioning of news agencies. While evidence indicates that news agencies play a central role in the production and dissemination of news, little is known about their performance.

Method
Through innovative computational content analysis, this study has explicited the content similarity between sources, news agencies and newspapers. Established techniques from the fields of information retrieval and artificial intelligence are applied, namely a tf-idf measure - which attributes weight to individual words in order to extract the meaning from texts- and cosine normality, which is a measure that allows for the statistical comparison of the degree of similarity between two (collections of) texts. Aided by these instruments, the press releases of two industrial sources (NRG and EPZ) and one nongovernmental source (Greenpeace) are compared to the content of two national news agencies (ANP and Novum) and a selection of seven newspapers (national papers NRC, Volkskrant and de Telegraaf, free newspapers Metro and Spits, regional papers NHD and PZC). The final dataset comprised all published articles on nuclear energy from the three domains in the Netherlands in the period 2001-2012: a total of 393 source articles, 947 articles from agencies and 2198 newspaper articles.

Results and implications
Literature on media access generally tells us that nongovernmental sources are the least successful type of source. Our results however suggest that of the three selected sources, the content of Greenpeace is overall most in line with both the news agencies as well as the newspapers. In predicting the success of a source in accessing the media, aspects such as media strategies and degree of sophistication of communication important indicators. Regarding news agencies, it is worth noting that Novum scores considerably higher on content similarity with all three sources than its rival ANP. It thus appears that ANP generates more unique content than rival Novum. The study has also assessed trends over time, and found that the content of national newspapers has become increasingly similar to the content of both sources as well as news agencies. In conclusion, the results confirm the significant role of news agencies in the production of news and seem to justify concerns about the influence of sources in this process.

Baldwin Van Gorp. De strategische inzet van frames en counterframes om betekenis aan het ouder worden te verlenen

Abstract:
Dit paper heeft als doel een meer toepaste vorm van het onderzoek naar framing te introduceren. Doorgaans focust framingonderzoek ofwel op het beschrijven van de dominante frames in, bijvoorbeeld, het nieuws, ofwel op het onderzoeken van de effecten van deze dominante framing. In deze studie wordt het onderscheid tussen positieve en negatieve framing eveneens verlaten, om uit te komen bij een specifieke invulling van de concepten ‘frame’ en ‘counterframe’. Een frame wordt gedefinieerd als een mogelijk ‘denkkader’ om een issue te problematiseren. Een counterframe doet het tegenovergestelde: het deproblematiseert het issue. Het voordeel is dat de onderzoeker geen normatieve uitspraken moet doen over welke frames ‘positief’ en welke ‘negatief’ zijn. Het ont-problematiseren van een issue kan immers de aandacht (van het publiek, van het beleid) van het issue wegleiden, waardoor het niet meer
als een issue wordt aangevoeld. Communicatieprofessionals zullen daarom opteren voor een strategische combinatie van frames en counterframes.


Mariska Kleemans, Desi Oudenbroek, Liesbeth Hermans and Gabi Schaap. Meer ‘Miep’ in het journaal? Een longitudinale inhoudsanalyse naar de veranderende rol van geïnstitutionaliseerde bronnen en burgerbronnen in televisienieuws

Abstract:
De visie van journalisten op nieuwsbronnen heeft in de afgelopen jaren opvallende veranderingen ondergaan. Traditioneel richtten journalisten zich bij de selectie van bronnen vooral op formele, institutionele bronnen. Recent echter hebben maatschappelijke ontwikkelingen (groeiende kloof tussen journalistiek en burgers), technologische vernieuwingen (opkomst van digitale media waardoor de interactie tussen journalist en publiek vergemakkelijkt) en economische trends (grotere concurrentie die leidt tot druk om meer aandacht van het publiek te genereren), geleid tot een herwaardering van de burger als bron. Gesteld wordt dat meer moet worden aangesloten bij het perspectief van de burger om de kloof tussen publiek en journalistieke verkleinen en nieuwsgebruikers meer bij het nieuws te betrekken. Dit kan worden bewerkstelligd door meer burgers aan het woord te laten in nieuwsberichten. Er wordt veel beweerd over zowel het voorkomen van burgerbronnen in nieuws als de gevolgen ervan voor het publiek. Het is echter onbekend of de rol van burgers in het nieuws inderdaad is veranderd, en welke gevolgen dit heeft voor het voorkomen van geïnstitutionaliseerde bronnen. Deze studie onderzoekt dan ook het veranderende belang van burgers als bronnen in het nieuws aan de hand van de vragen: (1) of er een trend is naar meer burgers in het nieuws ten koste van geïnstitutionaliseerde bronnen en (2) of de rol van burgers in de loop van de tijd verandert van een willekeurige voorbijganger naar iemand die een meer actieve, inhoudelijke bijdrage levert aan het nieuwsbericht.

Er is een longitudinale inhoudsanalyse uitgevoerd naar typen bronnen in televisienieuwsberichten uit het NOS Journaal (N=209) en het RTL Nieuws (N=194) op drie belangrijke momenten in de ontwikkeling van de journalistiek. De steekproef omvat het begin van het digitale tijdperk en participatieve journalistiek op een moment dat ook de eerste concurrentie op de Nederlandse televisienieuwsmarkt opkwam (1990), de opkomstjaren van internet en participatieve journalistiek in een tijd met steeds meer concurrentie tussen nieuwsprogramma’s (1996), en tenslotte een meetmoment midden in het digitale journalistieke tijdperk en de grote crisis voor de traditionele journalistiek (2012).

Journalism #5

Tuesday 09.00-10.00
Room C 3033

Chair: Piet Bakker

Marco Van Kerkhoven and Piet Bakker. Business approach and motivation of hyperlocals in The Netherlands

Abstract:
Local online news services are expected to play a significant role in adding value to regional political news ecosystems. They supposed to be more flexible, cheaper to operate, and more innovative, especially in terms of production and distribution. There are also high expectations concerning the use of citizen as contributors. Given this, the so-called hyperlocals should be able to take over the role of traditional media altogether. But that’s the theory.

The practical impact of the hyperlocal news business on regional news ecosystem, is a fairly unmapped territory; surely in the Netherlands. To explore hyperlocal ambitions we identified all Dutch hyperlocal news websites that show a professional or semi-professional approach. We selected 123 owners of 350 websites that are more ambitious than the average blogger in terms of scope (local news), frequency (recent updates), business (advertising and other income sources), staff (participation on a regular basis) and journalistic practices (indications of professionalism). We analyzed business model, content, motives and staffing. Data was gathered early 2013 through content analyses and telephone and face-to-face interviews with 64 owners.

Results concerning business approach indicate that practiced models are diverse, ranging from fully staffed professional operations to home-operated websites. Sixty percent of the websites has a one owner - one website model. Dominant are the owners that operate the service on a no staff - no-budget basis, aiming for a small but steady turnover. In terms of revenues, most sites rely on banner advertising. Crowd funding has been tried on a small scale. Investment power seems to be low, as most sites run on a basic content management system that is often reported to be outdated; publication channels are limited to text, photo feeds and the social media Twitter and Facebook. Video news is rare. Many sites rely on aggregated content for their daily news stream. In some cases user generated content is used, only in two cases this is managed and published as editorial content. The option for the public to comment is widely available.

Motivation to start a hyperlocal news website is for the better part grounded in the idea that local democracy is suffering from a perceived news gap. Seconded by commercial objectives of selling paid content in a news environment. Resources consuming political interviews and live reports of key events, however, seem infrequent. This might indicate that a focus on local democracy is mainly paid lip service, rather than practiced. Political news is on average about twenty percent of the content.

We conclude that many sites underperform in terms of efficient use of resources, acquisition of readers and advertisers and connecting with the audience. We are also signalling a discrepancy between ambition and practice.

Kasper Welbers, Wouter van Atteveldt, Jan Kleinnijenhuis and Nel Ruigrok. Media logic in the new media landscape: Do new media share the logic of traditional media?

Abstract:
Journalists follow similar routines for gathering information (Tuchman, 1973; Gans, 1979) and share similar news values by which they decide which information is newsworthy (Galtung and Ruge, 1965; Harcup and O’Neill, 2001). Based on these similarities, it has been concluded that there is a media logic—a logic in news production that is shared by all news media. As a result of this logic, the news is often highly similar, regardless of differences in audiences and formats (Cook, 2006; Soroka, 2012). This raises concerns, because it implies that the way in which the news is made imposes certain constraints on external media diversity (McQuail, 1992).

We investigate to what extent new media share the logic of traditional media. New media are often different from traditional media in their format, organizational structure and communicative goals (Napoli, 2008). Therefore, they might not share the same logic as traditional media, and consequently contribute to media diversity. Although it has been observed that new media content is very similar to
traditional media content (Lee, 2007), several studies suggest that this similarity occurs because imitate 
traditional media due to lack of resources for news-gathering (Reese et al., 2007; Meraz, 2011). It 
therefore remains difficult to assess whether new media share the same logic as traditional media. We 
address this gap in the literature by analyzing to what extent the content of traditional and new media is 
similar after controlling for the effect of imitation.

We compare the issue agendas of traditional and new media based on the attention for issues. In order 
to control for imitation we build on methodology from intermedia agenda-setting studies (McCombs and 
Shaw, 1972; Dearing and Rogers, 1996). Thus, the concrete question that will be answered in this study 
whether the issue agenda of new media is similar to the issue agenda of traditional media, after 
controlling for intermedia agenda-setting.

Our study provides new insights in the potential of new media to contribute to media di- versity. if new 
media do produce different content from traditional media when they conduct their own news-gathering, 
then they could indeed increase the diversity of viewpoints in the media given the resources and/or 
accommodation to conduct their own news-gathering.

We compared six national newspapers and two popular weblogs (GeenStijl and Fok nieuws) from the 
Netherlands, covering four years from 2009 to 2012, based on 96 dif- ferent issues. Intermedia agenda-
setting was analyzed using a Poisson regression model. Issue-agendas were compared based on the 
correlation of issue attention before and after controlling for intermedia agenda-setting.

Results verify that traditional media set the agenda of new media. Moreover, new media were initially 
less similar to traditional media than traditional media to each other, and this difference further 
increased after controlling for intermedia agenda-setting. Still, correlations remain well above .50 (p < 
0.001). We conclude that new media do share the logic of traditional media, but to a lesser extent.

Based on their dependency on traditional media as sources, their potential to contribute to media 
diversity is constrained. This suggests that if new media would have more resources or accommodation 
for news gathering, they might contribute more to media diversity.

Sara De Vuyst and Karin Raeymaeckers. Journalistiek 2.0? Uitdagingen en mogelijkheden voor 
journalisten in de crossmediale en multimediale omgeving.

Abstract:
Op het ritme van een aantal ingrijpende technologische veranderingen is er de laatste jaren heel wat 
veranderd in het mediapladschap. De verschuivingen, die zich hoofdzakelijk hebben voorgedaan onder 
invloed van de digitalisering, hebben gevolgen voor het nieuwsproductieproces en voor de redactionele 
organisatie. In deze paper bestuderen we op basis van de resultaten van drie grootschalige enquêtes bij 
Vlaamse beroepsjournalisten (2003, 2008 en 2013), in welke mate deze transformaties in de media-
industrie een invloed gehad hebben op de journalistieke praktijk. Onze vragenlijst is gebaseerd op 
voorgaande profielstudies onder journalisten in de Verenigde Staten door David Weaver en zijn collega’s 
(1986, 1996, 2007). We peelde naar uiteenlopende aspecten van het journalistieke beroep zoals 
bronnengebruik, loopbaanverloop, beroepsvredevendheid en professionele opvattingen. In totaal vulden 
751 van de 2295 Vlaamse beroepsjournalisten de enquête in, wat overeenstemt met een respons van 
33%. Onze steekproef was representatief voor de hele beroepsgroep wat betreft leeftijd en gender. In 
eerste instantie keerleggen de data het beeld van journalisten die nieuws produceren voor diverse 
traditionele media. We stellen vast dat het aandeel Vlaamse beroepsjournalisten dat activiteiten in 
verschillende media combineert, de laatste vijf jaar gedaald is. Daarentegen is het percentage 
respondenten dat voor internet werkt, aanzienlijk toegenomen. Sociaalnetwerksites en microblogs (bv. 
Twitter) worden frequent gebruikt door een beperkt percentage van de journalisten om informatie te 
verzamelen. Internetplatformen worden veel minder gebruikt om nieuws te verspreiden. Toch tonen de 
data duidelijk dat journalisten steeds meer belang hechten aan specifieke, technische vaardigheden. Tot 
slot is het belangrijk om aan te stippen dat de ervaren werkdruk en de negatieve impact daarvan op het 
privéleven in de opeenvolgende golven van dataverzameling alleen maar gestegen is.

Hille van der Kaa. The validation of external data sets - What social scholars and data 
journalists can learn from one another

Abstract:
More and more universities see the importance of cooperation between social scholars and data 
journalists. In the past two years three European universities started a master programme Data 
Journalism at the intersection of both worlds (Tilburg University, Rey Juan Carlos University Madrid, 
University of Zurich). According to professor Fabrizio Gilardi, initiator of the Swiss education, social
scholars and data journalists strengthen one another. The journalist can help the scholar tell a story, whereas the scholar offers the journalist extra research methods.

The activities of a social scholar and a data journalist show strong similarities. Roughly speaking, both occupational groups often work with data sets and make analyses. However, their work differs in various respects. For instance, a data journalist does not often compose a data set, while a social scholar often aims to create a unique data set. Furthermore, a journalist searches for a story in a data set, whereas a scholar wants to build a certain theory on the basis of data or test a scientific hypothesis.

The validation of a data set is an important part of the job for both a data journalist and a scholar. Current research into the validation of external data sets for social scholars often focuses on the internal validity of a data set (Drost, 2011). Validation criteria are mainly focused on the reliability of the test.

Research into the validation of data sets by journalists is still concise. In various researches, however, a data set in itself is considered to be a possible news source. According to Gans (1980) a journalist prefers using ‘elite’ sources. Related research into the production of news shows that journalists mainly quote sources that are considered to be authoritative (Ericson, Baranek, & Chan, 1989, Tuchman, 1978). Authority here is mainly claimed by ‘positions of power’, such as business representatives, political figures or police representatives.

This article provides an overview of current views on the validation of data sets from a social scientific as well as a data journalistic perspective. Also, Dutch social scholars and data journalists have been asked which steps they take in validating an external data set. It turns out that both journalists and social scholars basically take the same steps.

Although the validation method of both occupational groups shows similarities, there is often a negative judgment on the working method of the other party. Data journalists accuse scholars of staying in their own little world too much. Social scholars say that the working methods of journalists are often too superficial and unreliable.

Furthermore, this article shows the results of an experiment in which Van der Kaa tries to verify that social scholars and data journalists really take the steps they claim to take. In an experimental setting, both groups determine the reliability of various data sets.

The literature research, interviews and the experiment are the basis for this proposed paper on the similarities and the differences in the validation of external data sets by social scholars and data journalists. It also demonstrates from practice what social scholars and data journalists can learn from one another.
Journalism #6

Tuesday 10.10-11.10
Room C 3033

Chair: Claes H. De Vreese

Arjen Van Dalen, Claes H. De Vreese and Erik Albæk. Did they miss it or were we not paying attention? How the economic press covered the start of the Long Economic Recession

Abstract:
The media play an important role in the economy. Economic coverage can influence consumer confidence, the stock exchange and even the chances of political candidates to be elected. Several studies have shown that economic news is not a one-on-one reflection of economic developments. These studies have shown that when the economy declines, economic news becomes more visible and more negative. When the economy moved upwards, no such effect occurs. However, these studies generally stop before the Long Economic Recession, which started in 2007 and has long extended beyond the period of a normal recession.

The way economic journalists covered this crisis has been heavily criticized. Media have been accused of exaggerating the positive state of the economy before the crisis. According to several scholars, the economic press did not foresee the financial crisis and following recession. This paper puts this criticism to an empirical test, studying how the tone of economic news reflects developments of the economy, in particular in the wake of the current economic crisis.

To study this, we conducted an automated content analysis of over 7,000 economic news stories in three Danish newspapers between 1996 and 2012, based on validated search strings of words indicating positive and negative economic developments. In a time series analysis we study how the monthly tone and visibility of economic news reacts to economic developments. In addition, we study economic coverage in 2006 and 2007 in depth.

Our analysis shows that the tone of economic news reflects negative economic developments. A Quandt-Andrews break point test shows a structural break at December 2006, when the tone of economic coverage became significantly more negative. In-depth study of economic coverage around that time shows that journalists gave attention to voices of concern about the economic future before the start of the crisis. However these concerns were presented as separate pieces of information and not combined in a common frame. The visibility of these critical pieces was limited and confined to the business pages. Further analysis shows that the news media were overly optimistic before this data, and overly pessimistic after this date. The visibility of negative economic news grew at the end of 2007, when the crisis- and recession-frames had been established.

Based on these findings we conclude that Danish economic journalists did not miss the crisis. Instead they functioned as a magnifying glass. First, because they spotted early warning signs of the economic crisis as early as December 2006. Second, because they tend to magnify the economic climate. In times of economic prosperity they report more positive than would be expected. In times of economic downturn the tone of the news becomes more negative than predicted.

These findings are discussed in the light of similar patterns of coverage before the Great Recession in the 1930’s and during the Internet bubble at the end of the 1990s.

Friederike Schultz and Jan Kleinnijenhuis. Crisis news, consumer trust and the real economy of housing and unemployment: the Netherlands 2008-2012

Abstract:
Consumer confidence in the Netherlands is low, both in comparison with previous years, and in comparison with neighboring countries. A low consumer confidence resembles a heath fire. Such a fire is possible only after a prolonged period of drought – after a long period of increasing debts. A heath fire is often started deliberately, without realizing what the ultimate costs will be, by pyromaniacs – by investments banks who speculate against each other and each other assets. But ultimately it’s the storm that feeds the fire from hour to hour and from day to day – a role that could be played by the media in the case of a financial crisis.

In the current paper we analyze how television news and newspaper news contributed to the circulation of economic fears and the collapse of consumer confidence. Furthermore we investigate whether
negative economic news and the decrease in consumer confidence were the result of developments in the real economy, as should be the case on the basis of a Marxian view on political ideology as a mere reflection of economic fundamentals, and also on the basis of the Efficient Market Hypothesis which predicts that reliable prophecies will turn out to be self denying prophecies in rational markets because economic agents will act immediately on the basis of such prophecies. Nevertheless we will investigate whether the reverse was presumably the case. Could it be plausible that new waves of negative news resulted after a few months in a further decline of the housing market, in a further decline of the Dutch housing market, and of the further fall of the Dutch stock exchange index AEX as compared to the DOW, the DAX and the FTSE?

The data to provide an answer to these questions come from:
(1) Statistical agencies, most notably CPB and Eurostat
(2) An automated content analysis of Dutch newspapers and (text spoken in) Dutch television news from January 2008 until September 2012. The automated content analysis rests on an ontology of concepts. Especially the concepts of mortgage interest rebate related matters, employment related matters, euro crisis and debt crisis related matters, and recession related matters turned out to be important in the current research.

We use monthly data to estimate the parameters of Vector Auto Regression with a time lag of one month to identify the reciprocal relationships between television news with respect to the concepts mentioned above, newspaper news with respect to the same concepts, consumer confidence, unemployment and the AEX stock exchange index.

The results show surprisingly enough that negative television news starts the negativity chains. Newspapers will follow. The number of houses sold will drop. Consumer confidence will drop. The AEX-index will tend to go downwards. Ultimately, after a few months, unemployment will rise.

In the discussion section of the paper we address the question whether these causal negativity chains were the inevitable result of structural weaknesses in the Dutch economy – housing bubble, debts of households – or whether the news aggravated the crisis indeed.

Anita Van Hoof, Carina Jacobi and Nel Ruigrok. Diverse politics, diverse news coverage? A longitudinal study of diversity of Dutch political news during two decades of election campaigns

Abstract:
Diversity of political news is desirable from a normative perspective on democracy, offering information about the full range of political parties and political issues. It enables citizens to cast a vote that corresponds to their own political preferences, and can therefore be regarded as an indicator for the quality of democracy. In this paper we want to address the question whether and how diversity in the news has evolved over the past two decades in the Netherlands.

Diversity refers to the variety in offer that is presented in the news and to the way this offer reflects political reality. The diversity in offer in the news is measured both on the level of the media system as a whole and on the individual media level (Hellman, 2001). We use two different norms to evaluate the way news coverage reflects diversity of political reality: open and reflective diversity (Van der Wurff and Van Cuilenburg, 2001). We expect that diversity of political news is structurally biased and that this structural bias will increase over time. Structural bias is unintentional and caused by media routines or journalistic preferences for a certain type of news story, which lead the media attention away from an optimal open or reflective diverse coverage of politics (Van Dalen, 2012).

The data stem from a content analysis of all the political news that was published during the election campaign in six national newspapers (both quality and popular) and two television news programs (one of a public broadcaster and one of a commercial broadcaster) during seven elections: the Parliamentary Elections of 1994, 1998 2002, 2003, 2006, 2010 and 2012.

Our study showed that diversity of political news is dynamic. The most important changes in political news were a decrease in news attention for coalition parties and the left-right issue dimension. The focus of the news evolved from this classical focus on coalition parties and the left-right dimension in to a broader spectrum of parties and a change in issue dimensions. These changes in the news offer lead to an increase of diversity for political party types as measured against the standard of open diversity; diversity for political parties almost doubled between 1998 and 2012. Measured against a reflective standard, the news shows an overrepresentation of coalition parties, but also follows the decreasing of the power base of coalition parties in parliament.

The situation is complex with regard to diversity of issue dimensions. The attention for the type of issue dimensions changed over time, but the level of diversity was rather stable. News media make rather
homogeneous choices within the context of an election campaign, which supports the expectation that structural bias does exists, but leads to different outcomes in different election years.

We conclude that the selection process of news media during election campaigns do not hamper news diversity from an open norm. Viewed from this standard, the news now better serves democracy, i.e. the news better reflects the diversity of party types, than it did in the 1990’s.

Stefan Mertens and Leen D’Haenens. Cultural Values in Press Reporting on Islam: The UK and Flanders Compared

Abstract:

This paper presents a quantitative content analysis on the portrayal of Islam and Muslims in the British and Flemish press. Two progressive and two conservative broadsheet newspapers (the progressive ‘The Guardian’ and ‘De Morgen’ and the conservative ‘The Times’ and ‘De Standaard’) are compared. The period of analysis covers three months of newspaper coverage (February, April, and June 2012; 913 articles; 4,676 actors), collating every article with a reference to Islam and/or Muslims. One-month intervals are used to reduce the influence of specific events on the findings.

Four comparative dimensions are identified: 1) focus on violence referred to in the news story (‘focus on violence’); 2) attention paid to Islam in the Western world (‘national’ Islam) versus Islam in non-Western societies (‘foreign’ Islam); 3) contribution of institutional and individual actors, and 4) representation of male and female actors (both Muslims and non-Muslims).

A first set of hypotheses deals with the difference between national and foreign Islam and the relation of this difference with the other three comparative dimensions. Earlier research inspires us to suppose that foreign Islam coverage has more violence in it, and this hypothesis was confirmed. Stronger negativity of foreign Islam coverage was visible in higher underrepresentation of female Muslim actors as well. Furthermore we found that individuals are overrepresented among non-Muslim actors in foreign Islam coverage, but not in national Islam coverage. This might be a consequence of an underrepresentation of Muslims in the area of politics in which organizations are responsible for most major decision-making.

In addition to the study of differences between coverage of national and foreign Islam in the two regions under study, we also investigate, in a second set of hypotheses, whether the ideological biases (right-wing versus left-wing) of the press outlets under study have any influence on the results. No important difference between left- and right wing newspapers was found in the proportion of national/foreign Islam coverage, underrepresentation of Muslim women or in the contribution of individuals and organizations to the analyzed media coverage. This contradicts our hypothesis about more cosmopolitanism in the left-wing press (and hence more foreign Islam coverage) and about more negativity in the right wing press because of larger female underrepresentation and lower contribution of individuals. There was however a marked difference in the amount of violence covered in the left- wing and the right-wing press, with a higher violence rate in the right-wing press.

Finally the data are evaluated from a specific cultural values perspective in a third set of hypotheses. According to Hofstede’s cultural values survey data (1980), the United Kingdom has a lower uncertainty avoiding profile than Flanders. This may hypothetically translate as more openness towards foreign cultures in news reporting, less violence coverage, and a greater representation of both Muslim women and individual actors as opposed to organizations. Three out of four hypotheses are not confirmed, but there is a marked difference in attention to foreign Islam between the Flemish and the UK newspapers: foreign Islam coverage is markedly lower in the Flemish papers.
Edson Gandiwa, Sylvie Sprangers, Severine van Bommel, Ignas Heitkoning, Cees Leeuwis and Herbert Prins. Spill-over effect in media framing: Representations of wildlife conservation in Zimbabwean and international media

Abstract:
Myths and metaphors that occur in media frames play an important role in influencing public perceptions for example in times of war, political conflict, crisis and disaster. This, in turn, can influence policy makers and (inter)national assistance and aid programmes. We investigated whether a metaphoric spill-over of frames used in connection with political events could explain the misrepresentation in the framing of the non-political issue of wildlife conservation in Zimbabwe. Zimbabwe experienced a severe political conflict and economic downturn in 2000 when violent land reforms took place. Using an interpretive research approach, we analysed newspaper articles on Zimbabwe’s wildlife conservation published between 1989 and 2010 from newspapers in Zimbabwe, the United Kingdom and the United States of America. We selected three issues about wildlife conservation in Zimbabwe in the local and international media, namely, the ivory ban, rhino protection, and Communal Areas Management Programme for Indigenous Resources to investigate the spill-over effect. Our results show that in the 1990s, the majority of newspaper articles highlighted that wildlife conservation in Zimbabwe was largely successful. However, two major changes occurred after 2000 following the land reforms in Zimbabwe. First, the international media lost interest in wildlife conservation in Zimbabwe as evidenced by a sharp decline in published articles and second, the frames changed in the international media with the "political unrest and land reform" blame frame becoming more dominant. This transition in reporting, frames, and low frame parity shows that there was a spill-over effect of political frames into wildlife conservation following Zimbabwe’s land reforms in 2000. Metaphoric spill-over effects may thus create myths for the readership, in turn influencing policy-derived actions in a sector that is not or poorly related to the actual disaster.
veelheid aan media-studies waarin kwantitatief onderzoek dominant is, vooral gebruikmakend van vragenlijsten en experimenten. Dergelijk onderzoek is legitiem en succesvol, maar heeft als nadeel dat betrokkenen in communicatie worden losgesneden uit de context waarin de communicatie plaatsvindt en als gescheiden objecten worden onderzocht. Daarmee dreigt de communicatiewetenschap -met een knipoog naar een andere wetenschapsdiscipline- een schei-kunde zonder chemie te worden. Wanneer de wetenschappers binnen de communicatiediscipline een brede conceptualisering van communicatie voorstaan, is het zaak om werk te maken van onderzoek dat de veelzijdigheid van communicatie recht doet. Drie aanbevelingen daarvoor worden gedaan: Allereerst het draagvlak te vergroten voor de legitimiteit van ander onderzoek naast het huidige dominante (post)positivistische onderzoek. In de tweede plaats een heroriëntatie op onze methodiek, die kan leiden tot een herontdekking van het brede arsenaal aan onderzoeksmethoden dat de communicatiewetenschap ter beschikking staat. Het uiterste doel is een dialoog tussen de verschillende soorten vragen en benaderingen van de grote communicatiewetenschappelijke vraagstukken waarvoor deze tijd ons plaats.

Michael Hameleers and Margot Van Der Goot. Transparency in qualitative research: Lessons from studies recently published in communication journals

Abstract:
Introduction and aim
In the academic field “Discourse and society”, qualitative research is conducted to gain insight in structures of text, talk, language use or other forms of communication and their relationship with social, political or cultural structures. Currently, in communication science there are hot debates about transparency in research, and the call for more transparency regarding research procedures may imply specific challenges for qualitative research for two reasons. First, qualitative research is an iterative and flexible process, and it is not self-evident how to report such processes. Second, the results of qualitative research are by definition “wordy”, which in academic articles -with their word limits- may not leave enough room for a detailed description of the procedures of data collection, sampling and analysis. The aim of the current paper is to provide a literature review of qualitative articles recently published in a range of high-ranked communication journals, to describe what good practices are regarding transparency in qualitative studies and to delineate where there is room for improvement.

Method
The sample consists of 64 articles published between January 2010 and May 2013 in nine high-ranked communication journals, among others Discourse and Society and Journal of Communication. To organize the literature review, we used a checklist (Hawker, Payne, Kerr, Hardey, & Powell, 2002) that consists of nine categories, and that is a good representative of the current general standard for empirical articles in high-ranked journals. Per article, we assigned a score ranging from 1 (very poor) to 4 (good) to each of the nine categories: 1) Abstract, 2) Introduction and aims, 3) Method and data, 4) Sampling, 5) Data analysis, 6) Ethics and bias, 7) Results, 8) Transferability, and 9) Implications. This procedure of scoring the articles resulted in a matrix that showed the nine scores and the overall score for each article, including remarks about what each score was based on. This matrix was the focal point of the further (narrative) analysis per category.

Results and discussion
For each category, we outline good practices with the help of two exemplar studies. Differences between journals are discussed when relevant. The category ”results” scored second best (M =3,53), after the category ”abstract”, with 40 out 64 articles scoring a 4. Researchers spent a lot of effort and words on clearly describing their findings. On the other hand, ”ethics and bias” was the most problematic category, with a ”poor” result (M = 1,88) and no articles receiving a good score. The score for the description of the data analysis was also rather poor (M = 2,19). In this category, particularly the journal Discourse and Society distinguished itself in terms of types of analysis, and measures taken to improve the quality of the analysis. Specific recommendations on how to improve the transparency in future studies are discussed.

Annette Klarenbeek. De zaak Vaatstra Een discoursanalyse van burgerfora over de zaak Vaatstra en grootschalig DNA-verwantschapsonderzoek

Abstract:

Inleiding
De moord op Marianne Vaatstra in 1999 had gezorgd voor veel onrust in de directe omgeving van het plaats delict in Noord-Friesland. Politie en justitie slaagden er 13 jaar lang niet in de dader te vinden en
mede dit had geleid tot wantrouwen in de richting van de overheid. Distantie kon het draagvlak om mee te werken aan vrijwillig DNA- verwantschapsonderzoek beïnvloeden. Om inzicht te verwerven in wat er leefde bij mensen is in opdracht van de overheid in de zomer van 2012 een discoursanalyse uitgevoerd onder de inwoners van de betrokken gemeenten. De onderzoeksaanpak vormde tevens een communicatie-interventie omdat de overheid met de omgeving in gesprek ging.

De volgende onderzoeksvraag stond centraal:

Welk type argumenten hanteren inwoners tijdens burgerfora over a) een nieuw perspectief op de moord op Mariannen Vaatstra en b) over grootschalig DNA-verwantschapsonderzoek?

**Methode van onderzoek**

Gekozen is in het onderzoek voor een discoursanalyse die gebaseerd is op de discursive psychologie (Potter & Wetherell, 1987): de discursive psychologie gaat er vanuit dat mensen in gesprekken met anderen altijd (meestal onbewust) een doel hebben. Dit doel is de ander te overtuigen van de vanzelfsprekendheid van een bepaalde werkelijkheid. Specifiek is in deze studie onderzocht de wijze waarop mensen hun afwegingen formuleerden gedurende drie gespreksavonden met een opzet van gemengde focusgroepen. Het gespreksmateriaal dat verzameld is op basis van audio-opnamen bood inzicht in de effecten waarop bepaalde thema’s binnen de gemeenschap onderwerp van gesprek waren en hoe daar in de communicatie op kon worden ingespeeld door politie en justitie. De gesprekken waren gevarieerd in opzet doordat gebruik werd gemaakt van een open checklist van gespreksthema’s.

**Bevindingen**


Op grond van de discoursanalyse kon de communicatiestrategie worden ontwikkeld waarin onder andere gemeenschappelijk taalgebruik werd toegepast. De opkomst bij de DNA-afname was hoog. Van de 8080 mannen die een uitnodiging ontvingen hebben ruim 90% hun DNA afgestaan.
Discourse & Society #2

Monday 15:25-16:25
Room C 3034

Chair: Peter Feindt

Peter H. Feindt. Contested policy narratives and wicked problems: The narrative constitution of the global controversy over biopatents in agriculture

Abstract:
Narrative analysis has recently been established as an important novel approach to understand public policy and in particular policy change. This paper suggests to move one step further and to use narrative policy analysis to explain why policy problems remain intractable, or “wicked” (Webber/Rittel), for long periods of time.

Taking the example of the controversy over patents on biotechnological inventions (biopatents) in agriculture, the paper argues that a focus on the communication dimension of public policy can help to develop a missing micro-analysis (narrative practices) of macro-phenomena (policy paradigms) and to develop practical strategies for policy change.

The notion of narrative policy analysis was introduced by Emery Roe (1989) and has been closely linked to the analysis of policy change. The focus on narrative in policy-making provides important insights into the co-constitution of discourse and society. By providing an understanding of how narrative structures generate the stories told during political communication, narrative policy analysis can also contribute to the explanation of long-standing policy controversies which evolve at the interface of structurally embedded social practices. In contrast to institutionalist approaches, however, narrative policy analysis links social structure to everyday practices of meaning-making.

This paper deploys the NPA approach to analyse the unfolding struggle over the appropriateness of patents on biotechnological inventions in agriculture, widely known as biopatent controversy. The application of patent law to plant and animal breeding has been established through case law and then provoked global resistance from farm, environmental and development groups. By analysing documents and expert interviews in several countries, this paper identifies three competing narratives: innovation, community and nature/life. The three narratives are linked to different types of practice: While the dominant innovation narrative is reproduced through legal and patenting practice and the drafting of patent office guidelines, it is challenged through patent litigation, political protest and legislative initiatives. The three narratives are deeply entrenched in long-standing and complex sets of institutions – the patent regime, the agricultural sector and the environmental movement. As a result, the biopatent controversy constitutes a wicked problem at the structural level and eludes conflict resolution through the construction of an overarching meta-narrative. As the example demonstrates, the analysis of contested narratives helps to understand how groups and institutions reproduce incommensurable perspectives and specialised viewpoints through practices of story-telling.

Maartje van Lieshout. The implications of scale framing for the governance of complex problems: towards scale frame sensitive governance

Abstract:
Complex problems like climate change, global food security, and threats to biodiversity cut across traditional jurisdictions, scopes of organisations, and stretch across local to global scale-levels. For example, policies regarding CO2 storage resolve issues nationally, or at even larger scale-levels, but lead to much insecurity about the consequences locally. In this paper, I take these differences across scale-levels as a starting point. I study how different actors use different scale arguments, which I call scale frames, in their communication and ask the question: What are the implications of scale framing in governance processes about the future of Dutch intensive agriculture?

This research is conducted on the crossroad of the public administration, communication and political geography disciplines. I study scale framing as an interactional phenomenon in various policy settings related to the future of Dutch intensive agriculture. I draw on interactional framing theory, and use discourse and conversation analytic methods to analyse the different scale framing activities in various interactions.

I conclude that scale framing has many implications for the on-going governance process. Furthermore, scale frames are powerful discursive devices to influence the governance process, to achieve power-over the process, and to account for disputable decisions and statements. In addition I state that scale frames can complicate the governance process, but also provide possibilities for different approaches to the
issue. More specifically, my research shows that: 1) A detailed focus on language, more specifically on scale framing in interactions, provides unique and relevant insights into governance processes; 2) Actors construct different scale frames in governance interactions, in which they highlight different scales and levels; 3) Actors in interactions continuously jump from one scale frame to another, leading to scale frame mismatches, resulting in comparing apples to oranges and obscuring the discussion. These processes influence the quality of the discussions; and 4) Governance processes are power plays with different equilibriums in which different actors at different junctures are in the position to have their scale frame prevail.

I end the paper with a discussion about the contributions of an interactional scale framing approach to a more scale-sensitive governance approach of complex problems.

**Rhythmia Kapoor. Reimagining the metropolis: Conceptualizing sense of place in the weblog narratives of expatriates in Europe**

Abstract:
Current discourse on transnational patterns of migration and belonging, calls into question the significance of sense of place, especially for migrants living in urban spaces. Both the experience of moving from one place to another and of having places change around them push people toward a notion of place that is not bounded and permanent but something that is in flux and in need to be constantly recreated. Specifically, for expatriates, a highly cosmopolitan group of transnational migrants, the various practices of ascribing meaning to places in order to foster a deeper sense of place is questioned.

The increasing ubiquity of communications technologies, particularly weblogs has further forced an examination of the relationship between online networks and place. As more and more of our everyday experiences are being mediated by communications technologies, it becomes crucial to question what effect these mediations have on our relationships with online space and geographical place. The present study aims to explore the role weblogs play in connecting individuals, especially migrants, to place in such increasingly globalized urban spaces. Using the context of weblogs maintained by expatriates currently living in Europe, this study engages in understanding the practices of ascribing meaning to place by expatriates and investigate what role expatriate bloggers play in contributing to our sense of place.

For this study, weblogs maintained by expatriates living in different European cities were identified and a qualitative study, drawing from the discourse on phenomenological geography and using a methodology applied by multi-sited ethnography and Grounded Theory approach was used to investigate emergent themes. The findings of this study highlight the formation of individual and collective senses of place by migrants; the significance of sense of place in shaping migrant identity as well as the integral role weblog narratives play in sustaining migrant experience.

This study attempts to position weblogs as a dominant discursive space for mediating a deeper immersion with the city, cultivating a better awareness of place, capturing the essence of the city and finally producing a more recursive experience of the city. This insight can be utilized to facilitate a sustainable and attractive image of the city. Another trajectory this study takes is to yield a better understanding of the pivotal role expatriates play in constructing and influencing the image, distinctness and global perception of a city’s brand. A deeper insight into the attitudes and impressions of expatriates towards a city would further assist in bridging the dissonance between the city’s own brand and its global image.

**Dafni Mangalousi and Lela Mosemghvndlishvili. Arguing for and against the Unitary Patent: a discourse analysis on patent reform in EU**

Abstract:
A reform of European patent system has been discussed and developed by various stakeholders including the European Commission over the years (Mahne, 2012) and was accepted in the European Parliament 11th December 2012. The so-called unitary patent package consists of two regulations and one agreement between the participating states. After its final ratification the unitary patent will centralize the European patent system under the Unified Patent Court (UPC). At present, the unitary patent is awaiting such ratification by the participating member states, as not all member of the European Union (EU) chose to be part of it. Spain and Italy even challenged the plans in the European Court of Justice (ECJ).
Generally, patents as a form of intellectual property rights offer exclusivity and protection over inventions and are considered as legal tools through which extraction of rent from the ownership of immaterial assets is made possible. Software patents, however, have sparked much criticism, regarding to what extent software is patentable at all, and whether software patents actually support innovation (Bessen & Meurer, 2008; Curtis, 2010; Nieh, 2010).

This paper explores the possible implications that the unitary patent will have for software technology/development in the EU. We identified two (opposing) discourses, one attached to (a) the European Patent Office (EPO) responsible for granting European patents and second to (b) April, a non-profit advocacy group for free/libre software. Drawing upon the discourse theory as elaborated by Laclau and Mouffe ([1985], 2001) we conducted a comparative textual analysis of their discursive production. In our interpretations we present the articulation of the unitary patent by the EPO (RQ1) and its rearticulation by April (RQ2) by discussing key signifiers and their chains of meaning (of which the respective web of meanings reveal the discourses).

EPO justifies the need for the unitary patent in terms of cost-benefit analysis, framing the central control and administration of the system as beneficial in relation to the more costly current system. April on the other hand rejects the unitary patent based on deontological ethics and argues for the protection of fundamental rights and freedoms in the EU, which is only possible through the insurance of justice and democracy by direct control from EU law and organs. Following the comparative textual analysis we engage in discussing the differences of the identified discourses and evaluate their implications for code/software development in the prism of the Critical Theory of Technology (Feenberg, 2010).

The discussion that derives from the findings is enlightening for further research. The two discourses differentiate themselves on their perceptions of software patents and innovation, also closely related to their worldview on the role of Europe in the context of globalization and their ideological premises (social democracy vs. neoliberalism). Following our discussion we conclude, that the debate over the unitary patent results from the need for technological development to be the outcome of an inclusively democratic procedure, where technology (and in this case software) is not stripped off its cultural, social and political reference.
Discourse & Society #3

Monday 16:30-17:30
Room C 3034

Chair: Yves Pepermans

Yves Pepermans and Pieter Maeseele. Media, klimaat en democratie: Van consensus tot de/politisering

Abstract:
Uit voorgaand onderzoek blijkt dat het verschijnen van wetenschappelijke rapporten een cruciale rol speelt in mediaberichtgeving over klimaatverandering en vaak tot een tegensprekelijke beeldvorming leidt. De communicatiewetenschappelijke literatuur over klimaatverandering maakt voornamelijk een onderscheid tussen geslaagde en gefaalde discursieve translaties van klimaatwetenschap. Door berichtgeving te beoordelen op basis van haar accurate voorstelling van de wetenschappelijke consensus of bijdrage aan een maatschappelijke consensus, gaat men echter voorbij aan de tegengestelde ideologische voorkeuren die aan de grondslag liggen van het klimaatdebate. Bovendien reproduceert en legitimeert men op die manier bepaalde uitsluitende discursieve processen. Dit is problematisch vanuit het perspectief van democratisch debat en burgerschap.


Uit de resultaten blijkt dat ideologische voorkeuren omtrent de economische organisatie van de samenleving en de relatie met de natuur een bepalende rol spelen in de discursieve (re-)constructie van klimaat(wetenschap). In De Morgen wordt de wetenschappelijke consensus consequent beklemtoond om enerzijds klimaatverandering te problematiseren en de verdere uitbouw van internationaal klimaatt management en eisen in het kader van een ecologische gecorrigeerde markt te legitimeren, en anderzijds actoren en eisen te delegitimiseren die deze visie bekritiseren. De Standaard laat meer ruimte open voor wetenschappelijke onzekerheid omtrent de gevolgen van klimaatverandering en neemt vanuit die positie een meer afwachtende houding aan ten opzichte van de verdere regulering van broeikasgassen. Beide kranten hanteren wetenschappelijke claims om de legitieme, rationele en verantwoordelijke actoren en eisen van de illegitieme, irrationele en onverantwoordelijke te onderscheiden. Door de focus op het wetenschappelijke te houden, wordt klimaatverandering gedepolitisierd waardoor een conflict tussen legitieme alternatieve ideologische visies, de essentie van democratisch debat, onmogelijk wordt gemaakt.


Abstract:
Within the Netherlands, as in several other Western European countries, the pleas for more participatory forms of democracy, combined with governments forced to make major financial cutbacks on public services, has led to a political debate about a further decentralisation of policy-making and a devolution of responsibilities to citizens. These political ambitions are partly embraced by citizens themselves, who, in different organisational forms, ask and take more responsibilities in governing their local environment and everyday life, for instance by planning and maintaining the public green, taking care of the elderly, producing sustainable energy or organizing the education for their children. As hierarchical and ‘well-institutionalized’ modes of governance are (partially) replaced by these self-governing communities, planning and decision-making become an emergent property of dynamic interactions between local
parties involved. Citizens groups, municipal officials, representatives of housing corporations and health care organizations, entrepreneurs; they all try to shift roles, tasks and responsibilities in solving local problems by jointly engaging in negotiations. Although the ambitions for change seem widely shared, these pursued shifts in local governance prove difficult to achieve, often leading to lingering negotiations and sometimes even failure.

Building upon several case studies from the Netherlands, I will reflect upon the ways in which the use of collective identities by the parties involved creates both rigidities and space for change in local governance processes. Constructing a collective identity is an important strategy for parties, such as citizens groups, to position themselves within a pool of other, often very powerful (established) organizations. They use collective identities to reach (or imply) consensus amongst individual group members, to make sense of their own actions (and those of others) and to set boundaries on who they are and who they are not. In that sense, it provides them with a source of stability and legitimacy. But, however useful this may seem for individual parties, I will show how the construction and use of collective identities in negotiation processes may in fact lead to new challenges in reaching the change pursued. The construction of a collective identity can, for instance, provide others the opportunity to challenge the legitimacy of a particular party; create a divide between parties and thereby frustrate mutual relations and; create certain unfulfilled expectations about actions.

In order to study the use of collectives identities and the related consequences, five cases were selected in which parties engaged in negotiation processes on shifting roles, tasks and responsibilities. Through participant observations, data was gathered on the construction of identities during multiple interactions between these parties. In addition, interviews with individual members were held to reflect upon the negotiation process and the developments over time. Through case comparison, different consequences of constructing collective identities were identified. The selection of the cases (on managing the local environment) and the analytical approach (analysing framing-in-interaction) place the research within an interdisciplinary approach, combining Spatial Planning and Strategic Communication.

Albert Aalvanger. The construction of collective identities in local governance: creating rigidity and space for change.

Abstract:
Within the Netherlands, as in several other Western European countries, the pleas for more participatory forms of democracy, combined with governments forced to make major financial cutbacks on public services, has led to a political debate about a further decentralisation of policy-making and a devolution of responsibilities to citizens. These political ambitions are partly embraced by citizens themselves, who, in different organisational forms, ask and take more responsibilities in governing their local environment and everyday life, for instance by planning and maintaining the public green, taking care of the elderly, producing sustainable energy or organizing the education for their children. As hierarchical and 'well-institutionalized' modes of governance are (partially) replaced by these self-governing communities, planning and decision-making become an emergent property of dynamic interactions between local parties involved. Citizens groups, municipal officials, representatives of housing corporations and health care organizations, entrepreneurs; they all try to shift roles, tasks and responsibilities in solving local problems by jointly engaging in negotiations. Although the ambitions for change seem widely shared, these pursued shifts in local governance prove difficult to achieve, often leading to lingering negotiations and sometimes even failure.

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Harrie Van Rooij and Noelle Aarts. In dienst van beleid of in dienst van de democratie?

Abstract:
Ruim twaalf jaar na het verschijnen van het rapport van de commissie Toekomst Overheidscommunicatie is communicatie als verantwoordelijkheid van de overheid een belangrijk gespreksthema en een springlevende vakdiscipline. Met enige goede wil kunnen we concluderen dat communicatie - in de terminologie van het rapport - een plek in het hart van het beleid heeft veroverd. Toch blijft er heel wat onduidelijk over de communicatieve functie van de overheid. Op de normatieve vraag ‘waarom de overheid zou moeten communiceren’, zijn uiteenlopende antwoorden denkbaar. De vraag is in praktijk en wetenschap echter nauwelijks onderwerp van discussie. Hierdoor blijft ook de positionering van overheidscommunicatie als vakdiscipline onvoldoende scherp. Reflectie op de elementaire waarden achter het vakgebied kan thema's laten verschijnen die zich nu aan het oog ontrekken.

In dit artikel onderzoeken we welke waarden en motieven in theorie en praktijk worden verbonden aan communicatie als overheidsfunctie. Daartoe is een inhoudsanalyse uitgevoerd van een aantal jaargangen van vijf Nederlandse tijdschriften (praktijk en wetenschap). Geconcludeerd wordt dat communicatie voor vakprofessionals vooral een instrument is om beleidsdoelen te ondersteunen. De mogelijkheid om met overheidscommunicatie gericht bij te dragen aan democratische waarden, komt mondjesmaat ter sprake, niet zozeer binnen de communicatiwetenschap, als wel binnen de bestuurskunde.
Discourse & Society #4
Tuesday 09:00-10:00
Room C 3034

Chair: Camiel Beukeboom


Abstract:
Imagine being an avid supporter of a sports team. In the game against your biggest rival, a goalie trips over the ball, enabling the other team to score and win. You ironically exclaim: "What a skillful goalie!"

Intergroup-polarization research suggests that people use language to strategically strengthen group identity and foster intergroup competition. We investigate whether ironic remarks about one’s own and rival teams have an in-group serving function in competitive intergroup situations. Two competing theories are advanced to explain this process.

First, studies building on Social Identity Theory (Tajfel & Turner, 1986) presuppose that speakers try to maximize in-group and out-group differences, e.g., by being aggressive towards out-groups to foster intergroup rivalry (Cikara et al., 2011). Irony has also been associated with verbal aggressiveness (Averbeck & Hample, 2008). The irony-as-aggressiveness hypothesis states that speakers find irony more appropriate when referring to out-group (vs. in-group) members, regardless of situational valence.

Second, Linguistic-Bias research (Beukeboom, 2014) presupposes that speakers use language to mitigate expectancy violations. In intergroup contexts, in-group members are desired and expected to behave positively and out-group members to behave negatively. In order to maintain these expectancies, violations (incompetent in-group/competent out-group behavior) are linguistically framed as one-time events. Research on the irony bias (Burgers & Beukeboom, 2013) shows that irony is also used to frame expectancy violations: Irony allows speakers to simultaneously introduce the expectancy (our team is skillful) and signal its violation (the goalie fumbled). The irony-as-expectancy-violation hypothesis states that irony is most appropriate in expectancy-violation situations (incompetent in-group/competent out-group behavior).

We conducted two experiments to test these alternative theories. Experiment 1 (N=91, Mage=30.89, SDage=12.06, 78.0% male) investigated how fans of rival football teams (Ajax/Feyenoord) use irony when discussing in-group and out-group players. Participants rated the appropriateness of comments in situations that varied according to a 2 (in-group/out-group actor) x 2 (competent/incompetent behavior) x 4 (stimulus set) mixed design with fandom (Ajax/Feyenoord) as only between-subjects factor. Results show that speakers find irony more appropriate when discussing out-group (vs. in-group) players, regardless of situations. Effects are stronger for participants with high in-group identification, supporting the irony-as-aggressiveness hypothesis.

Experiment 2 (N=183, Mage=31.15, SDage=14.53, 44.3% male) studied whether neutral addressees recognize this communication pattern. Under the irony-as-aggressiveness hypothesis, listeners should always infer that speakers using irony are out-group members. Under the irony-as-expectancy-violation hypothesis, listeners should infer that speakers using irony about competent behaviors are out-group members, but speakers using irony about incompetent behaviors are in-group members.

Neutral participants overheard remarks about either Manchester City or United players with three distinct communication patterns (always literal, irony about competent behavior, irony about incompetent behavior) and were asked to infer speaker fandom (City/United). Results showed that speakers using irony when commenting on competent behavior are perceived as out-group members, while speakers using irony commenting on incompetent behavior are perceived as in-group members, supporting the irony-as-expectancy-violation hypothesis.

Thus, in competitive intergroup contexts, inferences from irony by neutral addressees are inconsistent with linguistic communicative behavior by in-group members. Implications for intergroup communication are discussed.

Jasper de Vries. When old arguments gain weight, How trust emerges and develops in intergroup contexts in the Baviaanskloof, South Africa
Abstract:
Negotiations and conflicts between groups over land use practices, planning issues and natural resources occur regularly. One of the characteristics of such intergroup conflicts is that the groups involved hold strong diverging perspectives on the issue at stake. In these perspectives, the ideas and members of the own group are strongly favoured over those of other groups. As such, the own group members are regarded as trustful partners in conflicting situations, while members from other groups are approached with distrust. Consequently, trust and distrust are at the heart of intergroup conflicts.

Despite its importance, surprisingly little attention has been paid to the emergence and evolution of trust and distrust in intergroup contexts over time. Studying trust over time is highly relevant as trust is not a static concept but develops between people through series of interactions. In this paper we focus on the question: How does trust emerge and evolve over time in intergroup negotiations?

In studying trust in intergroup negotiations, we make use of the Baviaanskloof case (South Africa). In this area farmers and conservationists have been struggling over the expansion of a nature reserve for over 90 years, and their relation is strongly characterized by distrust. In order to understand how this conflict and the distrust emerged and developed, we used a historical perspective. Such a perspective helps to understand how present day situations emerged, while taking into account previous events and how these influenced each other. Data was gathered through a series of semi-structured interviews with farmers and conservationists. In our analyses we looked at trust, and how people present themselves, construct images of others and their mutual relation in relation to the conflict over time. Based on these analyses we aimed to reconstruct the interaction between the two groups.

We found that in their ingroup discussions, both groups expressed strong distrust towards the outgroup. Seemingly unrelated past events and contextual changes were actively used as arguments as to why the other party could not be trusted. These arguments did not only form the basis of distrust but accelerated this process as well by threatening the identity of especially the farmers. We conclude that intergroup trust develops over time based on the group image of the past. This image is constantly constructed and reconstructed in ingroup discussions under the influence of new events and contextual changes. In this process, old arguments gain weight over time as new events give rise to re-emphasizing these arguments. The strong distrust towards the outgroup can become part of the group and individual identity, especially when the identity of a group is under threat. These findings give interesting insights for future trust research, as it shows that trust between individuals is largely influenced by group trust and distrust.

Tonny Krijnen. Professioneel handwerken? Gender discoursen en fan art

Abstract:
Conceptualiseringen ten aanzien van het mediapubliek zijn de afgelopen jaren onderwerp van discussie, niet op de laatste plaats vanwege voortschrijdende technologische ontwikkelingen. Terwijl actief in ‘actief publiek’ nog steeds refereert aan de originele betekenissen omtrent interpretatie van media als tekst, refereert actief tegenwoordig ook participeren met en in media en produceren van media door leden van het publiek. Beroemd voorbeeld is het door Jenkins geformuleerde idee van textual poaching. Jenkins refereert actief tegenwoordig ook participeren met en in media en produceren van media door leden van het publiek. Beroemd voorbeeld is het door Jenkins geformuleerde idee van textual poaching. Jenkins referentie actief tegenwoordig ook participeren met en in media en produceren van media door leden van het publiek.

We kunnen ten minste drie tradities onderscheiden die zich richten op deze intersectie van technologie en gebruiker. Elk van deze disciplines doet een waardevolle bijdrage: fan studies leert ons de waarde van de fan activiteit begrijpen, U&G benaderingen vertellen ons meer over de motivaties van deze fans, terwijl feministische STS wetenschappers laten zien hoe gender als categorie mede wordt vormgegeven door technologie. In deze studie zijn de inzichten uit deze drie disciplines gecombineerd om gender discoursen omtrent prosumers en populaire cultuur te deconstrueren. De leidende vraag luidt dan ook: Op welke manier zijn discoursen over door fans geproduceerde fan art ’gegendar?’ De term fan art wordt in deze studie gehanteerd voor een divers palet aan fan activiteiten.

Om deze vraag te beantwoorden zijn interviews afgenomen met 22 individuen die ten minste een soort fan art produceren. Er is zoveel mogelijk variatie gezocht in het soort kunst dat deze individuen produceren: fan fiction met betrekking tot een populaire tv serie, fan schilderijen en tekeningen met betrekking tot populaire cultuur, fan trailers - trailers voor niet bestaande verfilmingen van een populaire cultuur product, en producenten van zogenaamde ‘slash video’. Ongeveer de helft van de interviews heeft plaatsgevonden via Skype, de andere helft wilde liever per email geïnterviewd worden. De Skype interviews zijn getranscribeerd. Alle interviews zijn onderworpen aan een Foucaultiaanse discours analyse. Er is aandacht besteed aan de volgende elementen: wat wordt gezien als gelegitimeerde en line activiteiten en hoe relateren deze zich tot gender, welke strategieën door de geïnterviewden gehanteerd

For quality of life
worden om deze status quo al dan niet te behouden, en welke subject posities er door de gehanteerde
discoursen geproduceerd worden.
De analyseresultaten laten zien dat naast de gebruikelijke motivaties van prosumers, bekend uit de U&G
benaderingen, we verschillende discoursen kunnen onderscheiden die door de fan artists ingezet worden.
Enerzijds vinden we het masculiene ‘professioneel discours’, anderzijds het feminiene ‘handwerk-
discours’. Deze studie levert dan ook een (bescheiden) bijdrage op twee vlakken. Ten eerste laten zij
zien dat met nieuwe technologie bestaande gender discoursen niet alleen herhaald worden, maar ook
versterkt. Ten tweede roept de studie vragen op omtrent de huidige ideeën over online en offline
verschillen.

Monique Pollmann and Emiel Krahmer. Do friends communicate better than strangers?
Effectiveness and efficiency investigated.

Abstract:
Studies on political agenda-setting have shown that media coverage leads to parliamentary questions
(PQs) and that these parliamentary questions in turn lead to more media coverage. Political agenda-
setting scholars agree that media and politics influence each other's issue agendas. However, such
studies do not answer the question whether this reciprocity also influences the framing of issue coverage.
Agenda-setting has almost exclusively focused on the salience of issues, and largely ignored the way
these issues are covered. Building on framing and agenda-setting studies, which have been able to
provide a general picture of the mutual influence of media and political agendas, we believe this puzzle
requires an additional micro-perspective. In this paper we will detangle part of the relationship between
politicians and journalists by focusing on patterns of responsibility attribution through a framing-analysis
of oral parliamentary questions and press coverage in four West European countries.

Through a content analysis of oral parliamentary questions and press coverage thereof in these
countries, we study the influence of media on PQs, and of PQs on subsequent media coverage. We used
a binary mediation analysis that computes indirect effects using the product of (standardized)
coefficients approach. We used 500 bootstrapped samples to obtain standard errors for the indirect
effects and to estimate the 95% bias corrected confidence intervals.

Our results show, most importantly, that PQs have some influence on the news media thus suggesting
an influence on the frame building process of journalists. A small amount of the influence that journalists
exert on each other is mediated by the framing of parliamentary questions: when the PQ explicitly holds
the government or a member thereof responsible for a problem, or when the PQ actually accuses the
government or a member thereof to have caused the existing problem. The typical PQ-frame to ask the
government to take action to alleviate the discussed problem is however not adopted in newspaper
coverage.

In line with previous studies, our results also indicate that the ongoing media-cycle is strong. Media
outlets follow each other and strongly influence not just each other’s issue agendas, but also the way
these issues are covered. The idea that journalists need to tap into reality, rely on political sources such as
PQs and are at least partly influenced by their framing, seems however to be true when MPs present a
(potentially) discordant frame. For parliamentarians ‘surfing the wave’ thus seems a valid option, unless
they are willing to point a finger. When an MP adheres to contemporary news standards such as
negativity and conflict, he or she might occasionally influence how media reports on the specific issue at
hand.
Political Communication

Political Communication #1

Tuesday 10:10-11:10
Room C 3034

Chair: Margit van Wessel

Rosa Van Santen. Who sets the frame: journalists or politicians? A mediation analysis of news coverage and parliamentary questions

Abstract:
Studies on political agenda-setting have shown that media coverage leads to parliamentary questions (PQs) and that these parliamentary questions in turn lead to more media coverage. Political agenda-setting scholars agree that media and politics influence each other’s issue agendas. However, such studies do not answer the question whether this reciprocity also influences the framing of issues. Agenda-setting has almost exclusively focused on the salience of issues, and largely ignored the way these issues are covered. Building on framing and agenda-setting studies, which have been able to provide a general picture of the mutual influence of media and political agendas, we believe this puzzle requires an additional micro-perspective. In this paper we will detangle part of the relationship between politicians and journalists by focusing on patterns of responsibility attribution through a framing-analysis of oral parliamentary questions and press coverage in four West European countries.

Through a content analysis of oral parliamentary questions and press coverage thereof in these countries, we study the influence of media on PQs, and of PQs on subsequent media coverage. We used a binary mediation analysis that computes indirect effects using the product of (standardized) coefficients approach. We used 500 bootstrapped samples to obtain standard errors for the indirect effects and to estimate the 95% bias corrected confidence intervals.

Our results show, most importantly, that PQs have some influence on the news media thus suggesting an influence on the frame building process of journalists. A small amount of the influence that journalists exert on each other is mediated by the framing of parliamentary questions: when the PQ explicitly holds the government or a member thereof responsible for a problem, or when the PQ actually accuses the government or a member thereof of causing the existing problem. The typical PQ-frame to ask the government to take action to alleviate the discussed problem is however not adopted in newspaper coverage.

In line with previous studies, our results also indicate that the ongoing media-cycle is strong. Media outlets follow each other and strongly influence not just each other’s issue agendas, but also the way these issues are covered. The idea that journalists need to tap into reality, rely on political sources such as PQs and are at least partly influenced by their framing, seems however to be true when MPs present a (potentially) discordant frame. For parliamentarians ‘surfing the wave’ thus seems a valid option, unless they are willing to point a finger. When an MP adheres to contemporary news standards such as negativity and conflict, he or she might occasionally influence how media reports on the specific issue at hand.

Margit van Wessel. Towards a deeper appreciation of citizens’ understandings of democratic politics

Abstract:
Political disengagement can be seen as an important societal challenge. Where citizens turn away from the institutions and processes we have devised for resolving our differences and charting our common future, the collective meeting the big challenges our societies are faced with is at risk. In recent years, a literature has emerged that addresses the challenges of political disengagement looking into the nature, background and role of citizens’ understandings of democratic politics (Flinders 2012; Hay 2006; Stoker 2006). Authors focus on the construction and circulation of meanings of democratic politics, and how these are implicated in political disaffection and disengagement. A key insight is that citizens by and large have come to underestimate the nature and importance of democratic politics, and that much of this misunderstanding is due to the meanings that political, governmental and media elites present and circulate. This paper seeks to contribute to this discussion.

It analyses how Dutch citizens see the possibility of partaking in democratic politics. What makes partaking possible or impossible? The paper focuses on two interrelated dimensions of democratic politics that articulate relational dimensions central to partaking: responsiveness and voice. Responsiveness is here about the extent and ways in which citizens perceive that government acts in or towards congruence with citizens’ views and needs. Voice is about the perception of the available means to
communicate with government on views and needs, and be recognized and listened to by government, in that.

For this research project, I searched out Dutch citizens who assess government responsiveness and citizen voice as either high or low, to then interview them in order to explore their evaluation. To make a selection, a screening was conducted among a representative sample of 2167 members of an access panel. 76 persons were interviewed in their homes.

The paper argues that ‘understanding’ is to be understood not as an elite-dominated and predominantly cognitive matter, but as tied into social and cultural formations, and as arising from practice. Notably, both positive and negative evaluations are rooted in the forms of (mis)understandings that recent literature focuses to only a limited degree. The study brings out that for positive citizens, their evaluation is hardly rooted in understandings of the elite communications constructing the nature and value of democratic politics, but rather in trust, connected with the experience of a good life. For negatives, evaluations are rooted in specific forms of encounters with government that offer a concrete, directly personally relevant understanding with limited and qualified links to elite communications. Understanding of democratic politics are thus to be seen as embodied and constructed in everyday practice. The paper also argues that these lifeworld-rooted understandings could hardly be compensated or changed by abstract understandings of the value of democratic politics, as authors on ‘understanding’ suggest. The paper thus offers a contribution to current debate on the nature, background and role of communication dynamics at play in citizens’ forms of relating to democratic politics.

Remko van Broekhoven. Waar is de waakhond in het debat?

Abstract:
In de voorbije twaalf jaar vonden in Nederland vijf Kamerverkiezingen plaats. Aan ieder van deze verkiezingen gingen vele debatten vooraf, via kranten en tijdschriften, radio en televisie, en – de laatste twee maal – ook via Twitter. Tv-debatten spelen een prominente rol in Nederlandse verkiezingscampagnes, niet op de laatste plaats omdat ze relatief veel kijkers trekken en de belangrijkste momenten erna veelvuldig besproken worden in andere media.

In diezelfde periode analyseerden communicatiewetenschappers de wijze waarop journalisten de waakhondfunctie belichaamden in andere politiek relevante formaten van de journalistiek: persconferenties en talkshows. Zo ontwikkelden Clayman en Heritage (2002) een methode om de agressiviteit van journalisten te meten in Amerikaanse presidentsiële persconferenties. Hierbij focusten zij op de formulering van vragen door de journalisten ter plekke.

Huls en Varwijk (2011) pasten de methode – in licht aangepaste vorm – toe op interviews met politici in het tv-programma Pauw & Witteman tijdens de campagne van 2006, ditmaal om partijdigheid van de presentatoren in beeld te brengen. Eriksson en Östman (2013) op hun beurt koppelden deze conversation analysis, nu weer van persconferenties in Zweden, aan een eigen methode om aan te geven in hoeverre de erop volgende berichtgeving al dan niet kritisch was over de bronnen in de persconferenties.


Aan de hand van een vijftal dimensies uit de conversation analysis – initiatief, directheid, assertiviteit, confrontatie en verantwoording – worden de interventies van debatleiders geanalyseerd. De beoogde resultaten zijn drieledig. Enerzijds wordt de methodiek van Clayman en Heritage om de waakhondfunctie te operationaliseren, verder ontwikkeld via toepassing op het format van het tv-debat. Anderzijds ontstaat een adequater beeld dan voorheen van de wijze waarop debatleiders in Nederland al dan niet de rol van waakhond vormgeven. Tot slot biedt het onderzoek een empirisch gefundeerd perspectief bij de discussie over de positie van debatten en debatleiders in het Nederlandse politiek-journalistieke landschap.

De voorlopige resultaten wijzen uit dat de betreffende journalisten een uiterst actieve – en vaak agressieve – rol spelen in Nederlandse verkiezingsdebatten. Niet alleen zijn zij erg vaak aan het woord - fors meer dan ieder van de afzonderlijke debaters; in de meeste van de gevallen dat de debatleiders interveniëren, interrumperen zij politici ook. Verder blijken hun vragen vaak directief, suggestief en negatief getoond te zijn. Of het nu gaat om de publieke zender (NOS) of de commerciële (RTL), de regel is dat journalisten in deze debatten politici uitermate kritisch en confronterend tegemoet treden.

Chris Aalberts and Roos Poelman. Daadkrachtig, integer, authentiek en betrouwbaar: Nederlandse politici over personalisering van politiek
Abstract:
De persoon van de politicus speelt binnen politieke verslaggeving regelmatig een belangrijke rol. Personalisering is een breed begrip waarmee verschillende kenmerken van hedendaagse politieke verslaggeving kunnen worden beschreven. Zo besteden de media veel aandacht aan politieke leiders in plaats van hun partijen, waardoor de partijleider steeds meer de belichaming van de politieke partij gaat vormen. Daarnaast besteden media regelmatig aandacht aan zaken als de individuele competenties, het privéleven en de persoonlijke geschiedenis van politici. Personalisering van politiek is weliswaar een veel bediscussieerd, maar ook relatief weinig onderzocht fenomeen.

Onderzoek naar personalisering is vaak gebaseerd op inhoudsanalyses naar de vraag hoe en in welke mate personalisering voorkomt en in hoeverre dit verschijnsel aan importantie toeneemt. In dit onderzoeksveld is relatief weinig aandacht voor de vraag welke rol politici zelf spelen bij dit verschijnsel. De onderzoeksvraag van dit paper luidt daarom: hoe kijken politici aan tegen personalisering van politiek en hoe gaan zij hiermee om?


De interviews laten zien dat politici zich zeer genuanceerd opstellen over personalisering. Voor hen is personalisering simpelweg een politieke realiteit die zij in verband brengen met bekende aspecten van medialogica. Zij zien personalisering als een indirect gevolg van het wantrouwen van burgers in de politiek. Personalisering is voor hen vaak gelijk aan het zichtbaar zijn in de media op zich, wat inhoudt dat zij moeten nadenken over hun persoonlijke profilering. Deze profilering is voor veel respondenten opvallend gelijk. Kernwoorden zijn: daadkrachtig, integer, authentiek en herkenbaar. Vrouwelijke politici voegen daar fermheid en afstandelijkheid aan toe.

Political Communication #2

Monday 13:50-14:50
Room C 3040

Chair: Andreas Schuck

Sophie Lecheler, Linda Bos and Rens Vliegenthart. News Framing Effects on Opinions about Immigration: The Mediating Role of Emotions

Abstract:
Following years of a ‘cognitive bias’ in the field of political communication, recent research has shown that news framing effects are closely related to emotions. Specifically, we know now that news frame exposure can cause emotional reactions with the individual, and that such reactions are likely to function as mediators of news framing effects on political opinions.

The role of emotions in news media framing effects is particularly interesting when considering political topics that are traditionally afflicted with a high level of emotive language in the press and that cause ‘hot’ public debates. One of the most prominent contemporary topics of such kind is the role of immigrants in modern (Western) European democracies in general and the Netherlands in particular. From a political communication standpoint, the Dutch immigration debate reeks of especially negative emotions such as fear and anger. Yet, only very little research has actually directly measured to what extent citizens react emotionally to news frames about immigration, and what role such reactions play in explaining framing effects on opinions about immigration.

To alleviate this shortcoming, we conducted a survey experiment (N = 715) and exposed participants to one of four news frames commonly found in Dutch news reporting: the emancipation, multicultural, assimilation, or victimization frame. After exposure, we measured a relevant selection of both positive and negative emotional responses to each news frame, and tested to what extent these responses mediated the effect of the different frames on opinions about immigration.

Our results show that all news frames (emancipation, multicultural, assimilation, and victimization) caused emotional responses. However, these emotional responses varied between frames and the multicultural and emancipation frame caused the most emotional reactions. We also found that some—but not all—of these emotional reactions functioned as mediators of news framing effects on opinions about immigration and that different immigration frames displayed different mediation patterns. In our study, enthusiasm and anger stand out as the most important emotions when it comes to mediating framing effects on opinions about immigration.

In sum, our findings indicate emotions as powerful mediators, with some mediation models suggesting ‘full mediation’ and medium to large effect sizes for indirect effects via the chosen emotions. Also, against previous assumptions regarding the prevalence of negativity in the Dutch immigration debate, we can show that positive emotions such as enthusiasm will play an important role in shaping opinions about immigration.

Alina Feinholdt, Andreas R.T. Schuck, Sophie K. Lecheler and Claes H. De Vreese. Shifting frames: Conditional indirect effects of contested issues on perceived effectiveness through multiple emotions

Abstract:
News media frequently make use of news frames which are emotionally arousing in order to facilitate the understanding of complex issues but also to attract a greater audience. While there is plenty of evidence that the effects of news frames on political attitudes are influenced by emotional responses, it remains to be seen whether the issue that is framed matters for if and which emotions are sparked and to what extent.

Because issues vary in their level of contestation (i.e. the extent to which the opinion landscape is divided with regard to the issue) and emotions are sensitive to slight variations in external stimuli, it is likely that differently contested issues influence not only which emotions are triggered but also how these channel the effects on individual political perceptions. In this study, we take these facts into account by focusing on how four discrete emotions (anger, disgust, fear and hope) are affected by media stimuli pertaining to two issues that are highly and moderately contested. More specifically, we investigate how these emotions following media exposure function as mediators to influence the audience’s perceived effectiveness, a belief that the policy will be effective. We also examine how two news frames (a human
interest and an economic consequences frame) that differ in their issue presentation and emotionality, may moderate the direct effects of differing contested issues on emotional responses and, subsequently, perceived effectiveness.

Based on this, we hypothesize that: (H1a) a high-contested issue will spark more anger, fear and disgust but less hope than a moderate-contested one; (H1b) these emotions, in turn, will mediate the effects of issue contestation on perceived effectiveness. However, the mediation effects will be stronger under a human interest frame than under an economic consequences frame.

The study is a 2 (issue contestation: high vs. moderate) x 2 (news frame: human interest vs. economic consequences) between-subject experimental survey, in which participants (N = 405) were randomly exposed to constructed news articles dealing either with (1) a high-contested policy for shale gas drilling or (2) a moderate-contested one for the expansion of onshore wind parks. In addition, each issue was embedded either within a human interest or an economic consequences frame.

The conditional indirect effect analysis demonstrated that the impact of issue contestation on perceived effectiveness was mediated by the positive emotion of hope, but not by the other negative emotions. More specifically, the high-contested issue was associated with lower feelings of hope than the moderate-contested one. This effect, however, was only apparent within a human interest frame but not within an economic consequences frame.

In sum, this study shows that the way differently contested issues are framed in the media influences not only which specific emotions are triggered but also how these determine an individual’s issue perception. In particular, the effects of issue contestation on emotions are amplified when the news article emphasizes individual-level rather than economic consequences.

Andreas Schuck and Lukas Otto. Afraid of climate change but don't know why? How implicit negative affect mediates the effect of threat framing on individual risk perceptions and behavioral intentions

Abstract:
This study tests the impact of threat framing in the media regarding the issue of climate change and global warming on citizens’ individual risk perceptions and behavioral intentions. Public debate on this issue is widespread and increasingly intense. Just recently, in September 2013, the new UN Intergovernmental Panel on Climate Change (IPCC) published its assessment of the current state of scientific understanding regarding human-caused climate change and again warned of future consequences of global warming. However, the question how the media cover this debate and how it affects citizens surprisingly has not received a lot of attention by previous research. The present study is one of the first to turn to the effect side of the issue of how media report on global climate change. Central to our investigation is the assessment of a recently introduced instrument to account for implicit positive and negative affect (IPANAT) as a potential mediator of media effects (Qurin, Kazén, & Kuhl, 2009), which we for the first time apply to a political communication context. The IPANAT is an instrument for the indirect assessment of positive and negative affect and draws on participant ratings of the extent to which artificial words subjectively convey various emotions. Asked right after exposure to a media stimulus it provides a way to account for implicit affect which can serve as a mediator in explaining how media messages influence people. It thus provides an alternative to more commonly employed explicit verbal measures of emotions which have been criticized by previous research because they ask respondents to make a rational and reflective judgment of an emotional state. For obvious reasons such explicit verbal measures have disadvantages compared to physiological or implicit measures, however, these are oftentimes difficult to implement. The IPANAT as an implicit verbal measure of positive and negative affect is as easily applicable as other explicit verbal measures of emotions yet has the potential to provide a more accurate account of the underlying mechanisms behind media effects. The present study employs an online survey experiment (N=923) in which respondents are exposed to either a threat frame or a non-threat frame regarding the issue of climate change and global warming and in which we account for both implicit and explicit measures of affective response. Our results show that respondents exposed to the threat frame express stronger negative affective responses to the frame on our implicit negative affect measure than respondents exposed to the non-threat frame, which mediate the effect of threat framing on subsequent risk perceptions and behavioral intentions. Implicit negative affect in our study contributes to the explanation of these effects above and beyond more commonly employed standard measures of explicit emotional response. Thus, our study shows how respondents are affected by threat framing about climate change without themselves being aware of it. We argue that the use of such easily applicable implicit measures of affective responses makes a significant contribution in coming to a better understanding of the underlying mechanisms behind media effects on political or societal issues.
Debby Vos and Julie Sevenans. Which MPs are reactive to the media? How features of individual MPs moderate the political agenda-setting effect.

Abstract:
In recent years, scholars have come to agreement on the existence of the mass media’s political agenda-setting effect. Last week’s news agenda co-determines today’s parliamentary agenda (Walgrave & Van Aelst, 2006), as Members of Parliament base part of their initiatives on media coverage. However, not all political actors are influenced by the media to the same extent. We know, for instance, that the impact of the media is larger on symbolic political agendas than on substantial agendas (Walgrave, Soroka, & Nuytemans, 2008) and that opposition MPs use the media more than MPs of the majority (Thesen, 2012). What we do not know, is how the media’s influence varies across individual political actors. The research to date has tended to focus on macro characteristics, therebylargely ignoring micro level features of MPs.

It is exactly this micro perspective that the current paper addresses. It investigates which features of individual MPs determine their reactivity to mass media information. Which type of MP relies on the mass media as a principal source of inspiration for his/her parliamentary work? And for which type of MP are the mass media of no use at all? Answering this question is relevant for two reasons. First, more knowledge about the conditionality of political agenda setting can help us to adequately assess the power the media have in our democracy. And second, knowing which individual MPs react to the media can help us gain insight in why politicians react to the media.

Concretely, we expect two types of features to affect MP’s media reactivity. First, in line with research of Midtbø et al. (forthcoming) about agenda interactions between parliamentarians and the media more generally, we hypothesize that a range of structural features of individual MPs matter. More specifically, the assumption is that MPs’ age, political experience and degree of specialization impact how frequently they use the media as a source of inspiration. Second, we think that political goals and role perceptions play an important role. Our propositions are that MPs act upon media coverage more often when they aim at getting in the media themselves, when they want other political parties to get negative media coverage, when they view the media as a source of expert information and when representing public opinion is what they deem important.

The paper uses data from a survey with Belgian (federal) MPs. In total, 75 out of 87 (Dutch-speaking) MPs participated in the survey, resulting in a response rate of 86%, which is high for elite research. The dependent variable is “the proportion of parliamentary initiatives, personally raised by the MP, that was inspired by the media”. The independent variables are questions about political goals and role perceptions. These data are complemented with additional factual data about the MPs, gathered from the official website of Parliament. The study shows that, more than structural features, goals and role perceptions are crucial to explain MPs reactivity towards the media. The paper contributes to the broader debate about the relationship between the media and politics.
Political Communication #3

Monday 15:25-16:25
Room C 3040

Chair: ..... Sanne Kruikemeier, Guda Van Noort, Rens Vliegenthart and Claes De Vreese. Explaining the relationship between social media use and political involvement

Abstract:
To reach voters, political candidates and parties increasingly use social media. Social media offer political candidates and parties the opportunity to communicate directly to citizens and allow them to disclose personal information. For citizens, social media offer a platform to get in contact with candidates and discuss politics directly with others. It is, therefore, often believed that social media are an important tool for democracy, as they may foster citizens’ involvement in politics.

Previous research indeed showed that the use of social media by political parties and candidates have positive effects on citizens’ political involvement. However, hardly any research investigates which underlying processes explain these beneficial effects. The current study tries to fill this void by investigating the causal relationship between the style of communication on social media (i.e., personalized and interactive communication) and political involvement, and the mechanisms that explain the effects.

In this study we will focus on the two key characteristics of social media: interactive and personalized communication. Interactive communication refers to direct two-way communication between politics and citizens (i.e., one person can communicate directly to another person and vice versa). Personalization refers to communication that is more focused on the individual politician (individualization) and his/her private life (privatization), than on the party (depersonalization). We examine how these characteristics of social media affect involvement, and which underlying processes mediate the relationship. Moreover, to understand how the processes mediate the relationship, this study integrates theories from marketing and computer-mediated-communication research: social presence and source expertise theory.

The social presence theory and source expertise theory explain that the effect a medium has depends on the "social presence" (or intimacy) it conveys and on the "perceived competence or expertise" of the source. Based on these theories, we expect that individualized communication, privatized communication and the use of interactive features on a social media platform (i.e., Twitter) enhance political involvement through heightened social presence. We, however, expect that privatization negatively affects political involvement, as it lowers source expertise.

To test our expectations, we rely on an experiment (N = 243). A 2 (interactivity: low vs. high) x 3 (personalization: depersonalization vs. individualization vs. privatization) in between-subject design was used. After viewing a Twitter page, respondents’ political involvement was assessed by asking them to indicate whether they would engage in political behavior (e.g., voting and political talk).

The findings show that interactive communication leads to a stronger sense of social presence and source expertise, which positively affects involvement. The effects of personalization differ: Individualized communication positively affects involvement via source expertise. Interestingly, privatized communication has a positive effect on involvement via social presence, but a negative effect on involvement via source expertise.

Taken together, our study emphasizes that social presence and source expertise are important mediators that explain the effects of interactivity and personalization. Both concepts give us more theoretical insight into the question how social media contributes to citizens’ political involvement. Furthermore, the results show that different forms of personalization have negative and positive consequences. Apparently, privatization can also undermine involvement.

Tilo Hartmann and Martin Tanis. Hostile media perception, hostile outgroup perception? Examining the influence of the hostile media effect on polarization

Abstract:
From a normative perspective, mass media may fulfill a number of societal functions. Mass media coverage should foster a mutual understanding between different societal groups and contribute to a mitigation of conflicts by illuminating different viewpoints (e.g., Lasswell, 1948). This prescription resonates with the journalistic norm to provide fair and balanced coverage of conflicts. However, particularly partisans that are involved in a conflict are prone to perceive even objectively balanced mass media coverage as unfairly biased towards opposing sides. This hostile media effect (HME) may substantially diminish potential conflict-mitigating influences of balanced media coverage. Worse still, the HME may actually strengthen the psychological underpinnings of intergroup conflicts by enhancing cognitive and affective forms of polarization (e.g., partisans disdain outgroups even more) and fostering
corrective action (e.g. partisans become more ready to take action). The present study examined this relevant, yet untested, assumption.

Method: 250 US citizens were asked about their position regarding abortion (pro-life or pro-choice), how involved they were with the issue (e.g. familiarity, attitude certainty, willingness to partake in a protest) and how involved they were in the groups sharing vs. opposing their beliefs (e.g., ingroup identification, affective feelings toward outgroup, and anger toward outgroup). After reading a (pre-tested) neutral article (i.e., including pro-life arguments as well as pro-choice arguments), perceived message tendency was measured in order to assess the HME (Gunther & Schmitt, 2004). Subsequently, polarization was measured by following a procedure suggested by Wojcieszak (2011) and Mchloskey (1995). Respondents were asked to indicate whether their opinion had changed after reading the article (for example, more or less certain about their attitude, their willingness to get active, their feelings toward the in- and outgroup).

Results: Results show the expected HME in that pro-life people perceived the article biased toward pro-choice, and vice versa, F(1,223)=11.13, p<.01. HME was positively correlated to an increased willingness to partake in a protest (r=.18, p<.05), colder feelings toward the outgroup (r=.30, p<.01) and increased anger toward the outgroup (r=.16, p<.05), but not with increased ingroup identification, attitude certainty, etc. This suggests that HME increases affective but not cognitive polarization.

To rule out the possibility that the correlations between HME and polarization measures were spurious and affected by a shared underlying factor, we examined zero-order correlations between pre-exposure measures, HME and polarization measures. Of all pre-measures, only ingroup-identification was significantly correlated with both the HME and polarization measures. Ingroup-identification was also a theoretically plausible shared underlying factor of both HME and affective polarization effects. However, when partialling out ingroup-identification, the previously observed correlations between HME and affective polarization measures stayed significant (greater willingness to protest: r=.14, p<.05, colder feelings: r=.20, p<.05, and increased anger: r=.16, p<.05).

Conclusion: These findings suggest that HME is related to affective (but not cognitive) polarization. Because particularly partisans highly involved in a conflict may be prone to perceive objectively balanced content as biased, these findings shed an interesting light on how even balanced mass media overage may fail to mitigate social conflicts and polarization.

Judith Moeller. Political mobilization through social media – Evidence from a panel study among Dutch adolescents

Abstract: This study focuses on the effect of online political participation during adolescence on offline political participation, in particular turning out at the first general election. Research in the field of political communication has demonstrated that using the web to seek information about politics is positively related to political participation online (Bakker & de Vreese, 2011). However, empirical studies linking online political participation to offline participation at a young age, in particular turnout, are still relatively scarce.

Yet, there is a theoretical argument to be made that using the internet to engage in political debates nurtures the development of a political opinion and socializes an active attitude towards citizenship (Chadwick, 2006). Moreover, when social media are used to participate in politics, participation takes place within the context of a social network - a factor which has been proven to be crucial for the development of political participation (Shah, McLeod, & Yoon, 2001). Yet, there is a fundamental difference between online and offline participation, as online participation is often specific to one particular cause or issue whereas turning out at an election is part of a more citizenship oriented repertoire of participation. According to Norris (2003) the latter is becoming less and less attractive among the young generation, whereas the first is gaining support.

In this study we set out to investigate the causal relationship between online and offline participation by relying on data from a panel survey among 612 Dutch adolescents aged 16 to 18. The data was collected in four waves between July 2010 and September 2012. The dependent variable is turnout in the Dutch general election. The independent variable is online participation, indicated by a set of variables (e.g., chatting about politics, joining a political cause on Facebook).

A preliminary analysis of the data indicates that participating in politics online in the two years leading up to the first election increases the likelihood to turn out. This relationship is still significant even when political interest is controlled, thus is not a results of self-selection effects. Interestingly the effects only appear when social media have been consistently used to participate in politics during the two year time span. If young citizens started to participate online a few short months before the election, it had no significant impact on the likelihood to turnout. These results imply that engaging in politics online during
adolescence contributes to the cultivation of active citizenship in adulthood. This means that the more cause-oriented online participation is not a substitute for citizen-oriented participation, but rather a stepping stone in the process of political socialization.

Magdalena Wojcieszak. Perceived versus Factual Minority Status and Political Participation

Abstract:
Most work on individual-level political outcomes as affected by public opinion climate has focused on people’s perceptions of whether or not they are in a minority or a majority or whether their immediate social networks offer cross-cutting political views (e.g. Mutz, 2002; Noelle-Neumann, 1974). This research has generally found that self-expression and political participation decrease if one perceives themselves to be in a minority or encounters dissimilar perspectives during political discussions. The current study extends this work in several ways. Based on a nationally representative survey (N = 2,500) conducted by the Center for Sociological Studies (CIS) in Spain, I test whether it is perceived or real minority or majority status that has ramifications for political engagement. I also examine whether perceived or real minority status differently predicts general political participation versus participation around two controversial issues (i.e., abortion and immigration). General political participation is unrelated to perceiving oneself to be in an ideological minority or majority, yet – above and beyond individual perceptions – both factual minorities as well as majorities participate more than the general ideological middle. For participation around abortion and immigration, perceiving the general Spanish public as holding similar views on these two controversial issues does not matter and it is the factual minority status that predicts engagement around these policies. Theoretical and methodological implications are discussed.
Political Communication #4

Monday 16:30-17:30
Room C 3040

Chair: Andreas Schuck

Sjoerd Stolwijk, Andreas Schuck and Claes de Vreese. The impact of affective poll reporting on vote intention in the 2013 German elections.

Abstract:
Polls become ever more omni-present in election campaigns and campaigns are said to revolve less and less about substantive content. A growing number of studies have evaluated the influence of poll reports (see Holtz-Bacha and Stromback 2012, for an overview), as well as the influence of affective media content on vote intentions (e.g. Brader, 2006). How are these two related? More specifically, does affective poll reporting trigger emotions that mediate its influence on vote intention? Through measuring the use of eight discrete emotions such as anger, fear, hope, surprise, joy, contentment, worry and annoyance, in a content analysis of media reporting of polls, as well as for poll perceptions through a voter panel survey, this study goes beyond existing work that mostly relies on the difference between good and bad polls.

The study draws on appraisal theory to formulate hypotheses on how voters react emotionally to affective poll reporting. Appraisal theory seeks to predict the emotions people experience in response to stimuli based on a set of appraisal components such as novelty, valence, certainty, goal conduciveness, agency, and control (Ellsworth 2013). In this study we focus on valence, novelty and goal conduciveness. The study evaluates whether poll reporting of a certain valence will trigger emotions of similar strength and valence. With regard to novelty, we expect that poll reports which indicate surprise (novelty) will tend to elicit stronger emotions than reports that do not. In the context of goal conduciveness, we expect that voters with different pre-campaign attitudes might perceive poll results in a different light, with positive polls for one’s preferred party, even if reported in a negative tone, eliciting positive emotions, while negative polls elicit negative emotions. Once elicited, different emotions will affect the relation between affective poll reporting and vote intention differently. Following recent work (Lecheler, Schuck & de Vreese, 2013) on the mediating role of some emotions, we expect that anger and hope will mediate the relation between affective poll reporting and vote intention, while contentment and fear do not.

To explore these questions, this study combines a two wave panel survey (1000+ participants in both waves) conducted three weeks before and one week after the 22nd of September 2013 elections to the German Bundestag, and a manually coded content analysis of the period in between these survey waves of all major newspapers and evening TV news broadcasts. By integrating the content analysis and panel data, we can individually specify the exposure to affective poll reporting per panel member. To investigate our hypotheses, the study uses regression analysis with a lagged vote intention variable to control for pre-campaign attitudes and vote intentions (Markus 1979). To further specify our findings, we will compare our results for a set of pre-campaign attitudes, like ideology, party affect and one’s attitude towards polls. A mediation analyses will be used to specify the added value of emotions on the relation between polls and vote intentions.

Jasper van de Pol, Bregje Holleman, Naomi Kamoen, André Krouwel and Claes de Vreese. Beyond young, higher educated males: A typology of VAA users

Abstract:
Voting Advice Applications (VAAs) are web tools that inform increasingly large groups of voters during election time; in the Netherlands, up to 38% of the electorate used a VAA during the 2012 national elections. Hence, they clearly answer to voters’ needs, but up to now it is not clear what needs exactly. VAAs aim at increasing understanding of politics and facilitating voters in making decisions. However, previous research showed that the average VAA user is young, higher educated, often male and very much interested in politics, suggesting that they are not in need of much political guidance. On the other hand, since millions of voters use these applications, it is unlikely that these results paint an accurate picture of all sorts of people using a VAA and the reasons they use them. It is therefore important to switch from the one-dimensional typical user to types of VAA users. To come to a typology, we take into account the characteristics: vote certainty, political efficacy, political interest and usage motivations. To put the typology to the test, we assess how VAA usage over time differs between groups. Literature on the timing of voting decisions suggests that those who are more unsure about their vote and less interested in politics, make their voting decision at a later time than more certain and more interested voters. We argue that the moment at which a VAA is consulted is an important and thus far overlooked factor in understanding VAA usage. Voters who are certain about their party preferences may have different motivations to use a VAA and use them at an earlier point in time than those who make their
decision in the final days before the elections. In other words, VAAs might be decision aids for some, but have another function for others.

For the analysis, we draw on unique user data from Kieskompas, a popular Dutch VAA, online for 29 days during the 2012 national elections campaign (N = 47,974). A latent class analysis resulted in three distinct user types, varying in efficacy, vote certainty, and interest. We dub these: doubters, checkers, and seekers. Doubters have low political efficacy, are not much interested in politics, uncertain about their vote, and have different reasons to use a VAA. Seekers are relatively interested but uncertain about their vote. They have higher efficacy and are particularly interested in the voting advice they receive from the VAA. Checkers are highly interested in politics, often already know whom to vote for, are efficacious and not interested in the voting advice at all, but rather use the tool to check their preferences. As turns out, these different types use the VAA for different reasons at different points in time: Closer to election day, the VAA is increasingly often used by seekers. We conclude that VAAs have different functions for different user types. Next to an informing function, especially in the beginning of a campaign VAAs also seem to have an entertaining function for the efficacious users.

Andre Krouwel, Jan Kleinnijenhuis, Jasper van de Pol and Anita Van Hoof. Advice of Vote Advice Applications (VAAs): mediator and/or moderator of the relationship between prior vote intentions and the vote?

Abstract:
Vote Advice Applications (VAAs) such as Stemwijzer and Kieskompas are the most often used websites during election campaigns, especially in multiparty systems in which many voters feel that they have insufficient information to cast a vote for a specific party. During the Dutch national elections of 2010 and 2012, VAAs were used by almost 40% of the Dutch voters.

Previous research, based on Latent Class Analysis (Van de Pol, Holleman, Kamoen, Krouwel & De Vreese, 2013), shows that VAA websites are used by different types of users for different reasons. “Checkers” are efficacious users with often clear party preferences who use VAAs for or to check whether they got indeed the advice to vote for their preferred party. Another large group (dubbed “seekers”), however, is less interested in politics and less sure whom to vote for and is largely interested in the voting advice. A third group (“doubters”) is equally uninterested but also more cynic and uses VAAs for all sorts of reasons. Efficacious checkers typically use a VAA shortly after it is launched. Seeking doubters typically wait until the elections are close.

What is still unknown, however, is how the advice obtained mediates or moderates the relationship between prior vote intentions and the ultimate vote for each of these user types. For this end the current study uses two unique sets of panel survey data for the 2010 and 2012 election campaigns in the Netherlands with three waves each (with 1159 and 1243 respondents, respectively, who participated both in the prior wave, the wave shortly before the elections and the posterior panel survey wave). In the wave shortly before the elections the respondents were asked whether they used a specific VAA, and if so, which party was recommended by the VAA. We analyze how this advice mediates or moderates the relationship between the party which one intended to vote for before the election campaign according to the prior wave and the party voted for at the elections according to the posterior wave.

Preliminary results show that VAAs contribute to electoral drift since the relationship between the party one intended to vote for and the advice obtained is weaker than the relationship between the advice obtained and the party voted for at the elections. The results show that “seekers” use VAAs more often than “checkers”, who use VAAs more often than “doubters”. The most important conclusion is that VAAs bear an impact on each type of VAA-users. Precisely the doubters are influenced most heavily by VAA-advice, whereas seekers are influenced least heavily, even when controlled for the tone of media content/media exposure. These research results partially confirm John Zaller’s RAS-theory (1992), which maintains that politically aware users use the media most often are often least influenced because they are cognitively able to resist advice which contradicts their political ideology.

Amanda Alencar and Hajo Boomgaarden. “Actors and their Actions in Political Dramas”: Exploiting the Properties of Narrative in News Coverage of Election Campaigns

Abstract:
Narrative is one of the few resources we have to organize sequences of occurrences involving political events and the actions of those involved in the process. The importance of narrative to political TV news escapes the lens of most political communication scholars, and this is problematic for understanding the nature of political television messages as well as the ever-larger significance of establishing the coherence of the narrative plot in politics, with a beginning, middle, and an end. This study sets out to
explore the use of narratives in television news coverage of election campaigns by analyzing the set of actions/events making up the disputes and how they are organized in different news outlets. An institutional approach to the selection of stories is used in order to identify comparable themes in Ireland and Spain. Each “election drama” is described as narrative series of real political events that are structured according to certain basic patterns, in which the action and conflict are essential elements. Methodologically the analysis combines content analysis and quantitative narrative analysis. Focus will be given to a small number of events selected by its importance in the representation of actions of conflict during news coverage of last election campaigns. The multitude of actors involved and affected by the events is also analyzed, since each of them is provided with an unfolding role in the course of the story, as well as with traits and responsibilities. In our study of political disputes that led to the victory of either left-wing or right-wing parties in the two sampling countries at different time points (Ireland, February 2011; Spain, November 2011), we examine the relationships between political actors and their actions and the temporal relations of narrative based on the timing and duration of characters’ actions of conflict during elections. In order to deal with relationships between the different actors and their actions, we develop a network model for the creation of network “matrices” representing the various spheres of participants, actions and circumstances in each of the two plots. For the temporal dimensions of narratives, we consider the times-series plots of candidates’ actions of conflict during election campaigns in order to set out the temporal patterns in each of the plots. Although definitive conclusions cannot be drawn at this point, there appear to be two trends in narrative analysis of political disputes: the number of conflicts taking place during news coverage of elections affects their final results, while actors are labeled different roles by the actions they perform and this is directly related to the conflicts that occurred in the time of election campaigns. The various events analyzed are representative of the central role the media play in developing and regulating this type of political dispute as well as the consequences of such narratives for the development of democratic processes.
Political Communication #5

Tuesday 09:00-10:00
Room C 3040

Chair: Mark Boukes


Abstract:
Opinionated news shows try to build a large community of likeminded viewers using dramaturgical storytelling techniques. Cable news (e.g., Fox News) and opinionated current affairs programs (e.g., PowNews in the Netherlands) are the most prominent examples of this relatively new news genre. Due to its ability to create ideologically likeminded communities, many have worried about the polarizing consequences of opinionated news.

Two well-established theories are frequently linked to opinionated news: the ”Third-Person Effect” (Davison, 1983) and the “Hostile Media Phenomenon” (Vallone, Ross, & Lepper, 1985). These approaches do not formulate expectations regarding direct effects on people’s attitudes, but are naturally linked to other theories that do predict attitudinal effects. We have empirically tested a model of opinionated news based on a concatenation of these theories to understand the mechanisms underlying the effects of opinionated news.

Previous work yielded ambiguous findings on this topic (e.g., Arceneaux, Johnson, & Murphy, 2012; Prior, 2013; Stroud, 2010); however, there are concerns about the internal and external validity of these findings as well as unclarities about the mechanisms underlying the effect we are interested in. We investigate two indirect processes, through which opinionated news may affect citizens’ political attitudes to shed light on the causal chain of this news genre’s effect. We do so using carefully crafted experimental television news material, thereby advancing previous studies that relied on original broadcast materials, which casts doubt about the ability to disentangle effects of source cues and differences in information (Arceneaux et al., 2012; Feldman, 2011b).

To test our hypotheses an online experiment was fielded on 30 and 31 May 2013 among a sample of Dutch adults (N = 234). We used a 2 (reporting style: objective vs. opinionated) x 2 (news source: NOS Journaal vs. PowNews) between-subjects factorial design, and participants were randomly exposed to one manipulated news item: objective NOS condition (n = 61); objective PowNews condition (n = 59); opinionated NOS condition (n = 56); or opinionated PowNews condition (n = 58). Structural equation modeling (SEM) in AMOS 19 with maximum likelihood estimation was used to estimate the direct effect, indirect effects were estimated using 10,000 bias-corrected bootstrap samples and Bayesian estimates.

The analyses have demonstrated that opinionated news affects citizens’ political attitudes via two indirect processes. First, opinionated news has a positive indirect effect on attitudes via a presumed media influence on others and related perceptions of the opinion climate. Second, opinionated news indirectly affects attitudes via hostile media perceptions, which were particularly strong among those who had political preferences incongruent with the opinionated news item. This indirect effect negatively affects attitudes, due to the anger responses evoked by perceptions of bias. These findings altogether illustrate the importance of testing indirect effects (Holbert & Stephenson, 2003; Williams & Mackinnon, 2008), and give insight in two mechanisms that lie behind the effects of opinionated news. We discuss the conditions under which either the positive or the negative indirect effect of opinionated news is likely to dominate.


Abstract:
Most of the interaction between movements and elites nowadays takes place in the media arena. This study deals with reactions of political targets (responsiveness) and third parties (scope expansion) in news reports on protest events. It asks whether targets and third parties respond to protest, how they respond, and when they are more likely to respond. To date, scholars have studied media selection and description of protest events. This study suggests studying reaction to protest in the news as a promising avenue for future research. If the impact of protest is indirect and operates via mass media, the accounts targets and third parties give in the media arena deserve up close investigation. Data spanning eight
years of protest coverage of both the Belgian public and commercial broadcaster (N=564) is used to test hypotheses drawn from journalism and protest impact literature. Results show that protestor voices dominate protest coverage, that political targets are more prominent than third parties, and that accounts of targets more frequently contain negative elements compared to accounts of third parties. Demonstrations that are large, reactive, not staged by unions and which have a domestic and specific target are more likely to trigger responsiveness. Disruptive demonstrations have no consistent impact on responsiveness whatsoever, yet trigger negative third party reactions. Large demonstrations trigger positive third party reactions, union demonstrations trigger negative third party reactions.

Sophie Lecheler, Regula Hänggli, Mario Keer and Andreas Schuck. The Effects of Repetitive Political News Framing on Effect Strength and Persistence

Abstract:
The relevance of news framing effect experiments depends on external validity or the extent to which their designs adhere to a realistic news media use scenario. To bridge any discrepancies between the design of a framing experiment and real-life media use, a growing number of framing studies either use an over-time component in their design and/or expose participants to a number of different and competing frames during the same experiment.

While these improvements to the ‘classic’ news framing experiments are commendable, studies have so far neglected one important aspect of political news media use: the repeated exposure to the same news frame over time. Repetitive frame exposure is a reality in a world of selective news exposure and journalists reliance on a limited number of agency sources to generate the news. Yet, framing scholars are divided as to what effects repetitive exposure might have: Some argue that repetition will lead to stronger and more persistent framing effects, while others suggest that repetition will be ineffectual.

To examine these assumptions, we conducted a framing experiment (N=296), where one group of participants was repeatedly exposed to the same news frame embedded in different news articles over time (immediately, after 1 day, 1 week, and 2 weeks). The framing effect in this group (i.e., how the news frame affected political opinions) was measured at three points in time (immediately, after 2 week, after 6 weeks). A second group of participants was only exposed to one news frame at the beginning of the experiment, and their framing effect was equally traced over time. We also measured whether the framing effect depended on individual levels of political knowledge.

Our results show that repetitive frame exposure leads to both stronger and more persistent framing effects. Once exposed to all news frames, the repetitive framing group showed significantly stronger framing effects on opinions compared to the single exposure group. While the framing effect within the single exposure group was already relatively persistent (traceable up to 2 weeks after exposure), repetitive framing effects where visible up to 6 weeks after the beginning of the experiments. We also find that the stronger and more persistent framing effect following repetitive exposure is most evident for moderately knowledgeable individuals. This moderated effect can be traced back to the argument that moderate levels of political knowledge equal sufficient capability to integrate fresh news frames, paired with the lower propensity to reject these frames.

In sum, our study is one of the first to show empirical and experimental evidence of repetitive framing exposure over time. We find that repeating a news frame does make this frame more ‘persuasive’, and that repetitive framing must be integrated into future models of the psychology of framing effects.


Abstract:
Studying dynamics in issue salience among media, politicians and citizens is a major research area in communication science. Prominent research involving the study of issue salience includes the agenda setting function of the media, media’s priming of voter’s political decisions and questions of whom follows whom among politicians and journalists. All these fields of research have in common that they require scholars to code policy issues in political documents. Appropriate content analysis usually covers large amounts of material, making this type of research a costly enterprise. Therefore, in this paper, we present a computer-aided method for the automatic coding of policy issues, which we apply to news articles and parliamentary questions.

Our method relies on supervised machine learning (SML), which, when applied to content analysis, aims at automatically coding large amounts of text documents according to previously defined content
categories. In doing so, a classification algorithm builds a statistical model to code documents based on the analysis of word usage in human-coded training documents. Our training data consists of front-page news stories of three Dutch daily newspapers as well as parliamentary questions for the period between 1995 and 2011. For each year, a random sample of news articles (total N= 11,074) and parliamentary questions (total N=8,299) has been manually coded for the coverage of 21 policy issues (based on the Comparative Agendas Project).

We compare the performance of several classification strategies. Amongst others, we apply distinct classification algorithms, under which Support Vector Machines (SVM) and an implementations of supervised topic-modelling (L-LDA). Besides, we apply ensemble learning, meaning that we combine the coding decisions of several classification algorithms. Furthermore, we investigate how performance of SML-based issue coding is related to the level of abstractness of the coding scheme. In past research, scholars have applied different schemes for the coding of policy issues in political documents. One dimension in which these schemes differ is their abstractness. Therefore, we evaluate our SML-approaches when using the original coding scheme including 21 issues, and a scheme, in which these issues are collapsed into 5 more general categories.

Comparing computer-based annotations with human annotations shows that our method approaches the performance of human coders. Results, furthermore, show that coding performance strongly depends on the classification algorithm applied. Finally, we find that coding performance increases when using a coding scheme with fewer, but more abstract issue categories. We conclude that SML is well suited to automatically code the primary policy issue of news articles and parliamentary questions, and that it deals with several shortcomings of current approaches towards automating content analysis. Beyond that, we highlight its implications for empirical theory testing.
Political Communication #6

Tuesday 10:10-11:10
Room C 3040

Chair: Wouter van Atteveldt

Wouter Van Atteveldt. News Media: platform or power broker? A study of political quotes in newspaper content using syntactic analysis

Abstract:
Media and politics have a complicated relationship of mutual interdependence, both at the institutional and at the individual level. Modern democratic institutions depend on the mass media to communicate policy and political positions to citizens to allow them to participate, either actively or through voting (e.g. Dahl 1998). Individual politicians (and political parties) depend on the media to be visible to the electorate (Gans 1979, Sheafer 2001). Likewise, the media depends on politics as a source for a large part of its content. Individual actors (reporters but also media outlets) depend on contact with politicians in order to get scoops and in general to get enough information for their daily stories with the limited resources available to a reporter (e.g. Bennett 1990).

An area where the relation between press and politics has been extensively studied is that of Agenda Setting. From a comprehensive survey, however, Walgrave & Van Aelst conclude that “the results are contradictory” (p.89) One factor that is left out of these studies that can explain the mixed evidence is the use of the media by politicians. Agenda setting studies investigate the content of the press and political discourse, and implicitly assume that an influence at the level of content reflects an influence or power relation at the institutional level. In essence, agenda setting studies portray politicians as almost passive objects of media attention, minding their own business in Parliament and hoping that the media take notice. If, however, politicians use the media as one of the tools at their disposal, we need to examine this use of the media as a platform to understand the power relation between press and politics. We have to figure out whether politicians are used by the media as a source to fit their format, as suggested by mediatization (Stromback 2008); or whether politicians use the media to further their own agenda. In the words of Wolfsfeld and Sheafer (2006), we need to examine the issue of “who drives the news” (p. 350).

To work towards answering this question, I apply rule based transformation of syntax graphs to automatically extract quotes, and use a combination of keyword and anaphora resolution to identify political actors (Van Atteveldt 2013). This ‘segments’ the media content into fragments linked to specific politicians and a residual media discourse. In these documents, topic modeling is used to find out whether the topics used by politicians are more similar to the topics these politicians use in parliament (suggesting a mainly political logic) or to the topics used in the recent (residual) media discourse (suggesting media logic).

Although it is hypothesized that powerful actors are more able to use the media as they please, preliminary results show in election times that coalition parties are forced to be more reactive, while smaller parties are more able to talk about their ‘own’ issues. Apparently, the responsibility of government allows (and forces) parties to speak to a broad range of issues, not just owned ones. More research should show whether these results hold outside of election times.

Wouter De Nooy and Jürgen Maier. Does the Message Matter? The Impact of Televised Debate Strategies on Candidate Evaluation by Voters.

Abstract:
Research topic. This paper investigates how voters respond to statements by politicians during a televised election debate. How do attacks, self-acclams, and defensive statements affect viewers’ evaluations of the politician uttering the statement or their evaluation of the politician targeted in the statement? Televised election debates are influential campaign events with high exposure among the electorate and intense coverage and interpretation in the media. Usually, commentators and media research organizations declare a debate winner immediately after the end of the debate. The overall evaluation of the debate may be based on the commentator’s gut feelings or on a quick survey among viewers. Even in the latter case, however, the reasons that viewers pick one of the candidates as the winner remain obscure because debates consist of many statements that may have different and compensatory effects on viewers.
Academic field. This project is situated in political communication, mainly drawing on theories of negative campaigning and televised candidate debates. In contrast to political advertisements, going negative during televised election debates has received little scholarly attention and the results so far are contradictory. This paper introduces a more systematic and fine-grained analysis of viewer responses to debate statements, focusing on the ways in which viewer characteristics moderate the effects of statement and speaker characteristics on candidate evaluation.

Research methods. We combine data from a content analysis of the 2009 debate between the German Chancellor candidates with Real-Time Response (RTR) data among a representative sample of German voters collected while the debate was aired. The RTR data represent evaluations of the candidates by the viewers on a second-by-second basis collected with an electronic sliding device. This enables us to pair candidate evaluations to statements. Our innovation is that we predict changes in the preference for one candidate over the other rather than the (average) preference level for a candidate. We introduce a cross-nested multilevel statistical model to analyse the data.

Results. First, we predict whether the viewer changes his/her preference for a candidate (response model). Strategy seems to matter here; viewers respond more often to attacks and acclaims than to defensive statements. The effect is moderated by party identification of the viewer: Viewers are more likely to respond to an attack by their favourite candidate. Second, we predict the direction of the change: Which candidate receives more support (persuasion model)? The candidate uttering the statement tends to get better evaluations regardless of the type of statement used, so there is a general speaker effect. This effect is stronger for the challenger (the candidate who is not the present Chancellor) among viewers identifying with his party while these viewers change less in favour of the incumbent Chancellor when she is speaking. Among supporters of the incumbent Chancellor's party, however, this partisan effect does not occur. The response to debate statements clearly is a complicated moderation process. Declaring a debate winner oversimplifies this process.


Abstract:
In the Netherlands, over a million small and medium sized businesses (SMEs) regularly have to deal with various types of complex matters imposed by the government. A well-known example in this context concerns managing tax problems. To solve their problems, SMEs have various potential sources such as the Tax Office and independent advisors that they can obtain information from, as well as a wide variety of channels (e.g. website, telephone, face-to-face) to obtain this information with. Despite high expectations of the digital channels (e.g. website), a high demand on the more traditional channels (e.g. telephone) continues to be experienced. Therefore, governments still struggle to contrive suitable strategies for effective and efficient service communication.

Research in the domains of electronic government and communication behavior to date has primarily focused on finding drivers behind channel choice – based on media choice theories. The role of information source has gained little attention. However, the character of communication processes is increasingly networked due to an increase in the amount of channels to choose from, and the growing role of intermediaries as sources in government-business interaction. This calls for an understanding of the specific sources used and its interrelation with channel choice. Although theories on information seeking behavior have incorporated source and channel it generally remains unclear how these concepts are defined, how they interrelate, and which influencing factors affect these choices. It is exactly this gap that this study tries to fill to provide a new point of departure for suitable service delivery strategies for governments.

To meet this goal a vignette study was conducted. A total of 1218 employees from SMEs participated. Vignettes are short descriptions of particular situations in which the respondents need to empathize. Each respondent was asked which source and channel they would use for four out of a total of 32 scenarios. The situations varied, for instance, in terms of task complexity and specificity, and the amount of available time to fulfill a task. Multinomial logistic regression analyses conducted in SPSS uncovered a strong interaction between source and channel choice since various channels are used to retrieve information from various sources. The results also show that both source and channel choices are mainly affected by task specificity. For instance, governments are significantly more often consulted for general tasks via websites and advisors for specific tasks via telephone or face-to-face. Another significant effect for available time on channel choice is observed. When there is little available time to fulfill a task the chance increases that the website is skipped and the telephone is immediately chosen.

Having found that various aspects influence source and channel choice in different manners, plus the discovered source-channel interdependency underline the importance of having a clear understanding of source and channel choices and their interrelation. Further insight into the role of the source is needed.
This study indicates that sources and channels fulfill various roles in the network and information seeking process. Anticipating these roles will help to improve service delivery strategies of governments.

Annemarie Walter and Jan Kleinnijenhuis. Media, issue ownership, issue approval and the vote: fifteen years of stability and change

Abstract:
Communication gurus and political pundits alike tend to state that the latest elections were decided by the newest media such as Facebook and Twitter, newly appointed party leaders, new formats for televised debates (e.g. with immediate visual word graphs of comments on Twitter), and new tools for voters (e.g. Stemwijzer, Kieskompas). Studies in political science and political communication show however that by and large elections are still decided by the political issues that dominate specific election campaigns.

The crudest theory is issue ownership theory, as developed by Budge and Farlie (1983). Issue ownership theory maintains that even a superficial knowledge of the issues that dominate the media during an election campaign (e.g. immigration, social security, climate change, taxes) suffices to predict which party will be rewarded by voters (respectively anti-immigration parties, leftist parties, environmentalists and rightist parties). Issue ownership theory predicts stability in the long run, since vested parties with strong roots in the historical cleavages on which nations rest have a strategic advantage in pushing their issues onto the media agenda.

The other side of the theory starts from Sigelman and Buell (2004), who showed that parties tend to converge on the issues that dominate (the media coverage of) specific campaigns, presumably out of fear of being excluded from the major societal debates of the day, which suggests that considerable change in electoral outcomes is possible in spite of issue ownership.

Whether electoral stability and electoral change are indeed the result of the potentially incompatible demands of sticking to their own issues and convergence on the issues of the campaign has not been investigated thus far over a long period of time.

The current in-depth study uses fifteen years of content analysis data on newspaper and television coverage of election campaigns over the period 1997-2013 in the Netherlands to measure when media reported that parties sticked to their own issues or on the contrary gave in to the issues of the campaign. In addition panel survey data collected during this period will be employed to answer the question whether changes in voters’ perceptions associative issue ownership and issue approval explain indeed a part of the pattern of stability and change in electoral outcomes.

To arrive at a broad overview of media induced electoral change and electoral stability, we first concentrate on variables at the macro-level (e.g. economic growth, incumbency, political fragmentation) and next on variables at the level of individual voters (e.g. age, religion, political knowledge, media exposure). The fifteen years from 1997-2012 in the Netherlands are an interesting case for this longitudinal research, also from an international perspective, among others because of the current political fragmentation and the unprecedented volatility in 2002 due to the rise of the populist anti-immigrant party LPF headed by Pim Fortuyn.
**Culture & Entertainment**

**Culture & Entertainment #1**

Monday 13:50-14:50  
Room C 3042

**Chair: Aleit Veenstra**

Aleit Veenstra, Philippe Meers and Daniël Biltereyst. Screen(ing) Audiences, Questioning Convergence Culture

**Abstract:**

‘Convergence culture’, as coined by Jenkins (2004, 2006), implies ‘story-telling’ - such as in film - no longer to be merely in the hands of professionals, deciding what and when to screen to whom. The concept of convergence culture is part of a rich body of literature, responding to recent changes in technology (use), entailing concepts as ‘produser’ (cf. Bruns, 2008) and ‘web 2.0’ (cf. O’Reilly, 2005). These authors find the Internet to be a platform, meaning no expert knowledge is required to contribute to the content of web pages. As a result, it is argued, the boundaries between user and producer blur, implying a considerable amount of ‘agency’ on the audience side.

Others, however, question this somewhat celebratory stance, bringing ‘structure’ back into the equation. Couldry (2011) for example, directs our gaze at possible hierarchal structures in various convergence cultures, and Bird (2011) problematizes the extent to which produsers are indeed submerged in (and hold power over) a media landscape dominated by producers. However, almost ten years after Jenkins introduced the concept of convergence culture, the discussion remains theoretical, as empirical research of the lived ‘convergence culture(s)’ is confined to case studies.

Our paper will provide an overview of the discussion on convergence culture as it stands today, including theoretical critiques and empirical case studies. Moreover, building on the state of the art, this paper will propose ways to operationalize an in-depth study on convergence culture(s), using film audiences as a vantage point*. Film, as it will be argued, transcends specific media borders, allowing for a cross-media approach surpassing most audience studies (in Europe as well as in the USA), which mostly exclusively focus on television audiences or online media users. In proposing new ways of empirically studying film audiences, rather than merely theorizing on the concept of convergence culture, an important step will be made in truly understanding (converged) audience practices.

Ruud Jacobs, Ard Heuvelman, Somaya Ben Allouch and Oscar Peters. Everybody’s a Critic; Influencability of Motion picture Evaluations from Expert and Consumer Reviews

**Abstract:**

Reviews of movies and other entertainment products are part and parcel of contemporary popular culture. Whereas writing these reviews was previously reserved for professional critics, in recent years consumers have started to voice their critique online. Research on professional and consumer reviews has, for the most part, tried to gauge their influence on entertainment products’ financial success. This means that viewers’ judgments of quality, enjoyment and other experiential factors have gone virtually unexplored in their relation to review effects. Two research questions were posed: Do movie reviews influence their readers’ opinion on a movie? And: Are there differences between professional and consumer reviews in regard to these effects?

Our research focused on developing an experientially-oriented model that included viewer empathy and involvement with the content. After an analysis of the tonal differences between professional and consumer reviews, fake reviews were composed for each style to critique the movie ‘I’m Here’, a 30-minute movie directed by Spike Jonze in 2010. Positive and negative versions were made for each, resulting in four reviews that were otherwise identical in content. 78 participants each read one of the reviews while 12 participants were merely presented with objective information on the movie. The movie was judged as worse by participants that read the negative user review, while the positive reviews did not raise their evaluations above those of the control group. After using SEM to map effects, it became clear that the negative consumer review dampened its readers’ evaluation by reducing their involvement with the movie. This dampening was observed even though the participants found this review version to be the least credible. This research corroborated the scant few studies posing that reviews do in fact influence their readership on how movies are evaluated. However, this was also an exploratory study into how involvement and several types of evaluation can be influenced by the written
opinions of others. Finally, recommendations are made from the data to develop more confirmatory models that can unite disparate fields of research.

Jolien Trekels, Jolien Vangeel, Kathleen Beullens and Steven Eggermont. Personality and adolescents’ movie preferences: a reinforcement sensitivity perspective

Abstract:
Over the past decades, substantial scholarly attention has been devoted to the association between personality traits and media use (e.g., Hall, 2005; Krcomar & Kean, 2005; Weaver 1991). However, there is a lack of structure in this literature due to various conceptualizations of personality (Costa & McCrae, 1989). Following the reinforcement sensitivity theory (Gray, 1977), personality traits often described and examined by different models in research are theorized to result from the interaction of two neurobiological systems: the behavioral activation system (BAS) and behavioral inhibition system (BIS). BAS mediates susceptibility to rewarding stimuli and controls approach behavior. BIS, on the other hand, regulates aversive motivation and is related to sensitivity to signals of punishment. Taking into account these general, underlying mechanisms of personality could bring more structure in research. Yet, personality has been rarely conceptualized in terms of BIS and BAS in media research. The present study therefore aims to expand scholarly knowledge on the relationship between personality and media use, and movie viewing in particular, in three ways. First, in contrast to previous research this study looks at personality differences from the perspective of behavioral inhibition (BIS) and activation (BAS), and links individual differences in the functioning of these systems to movie preferences. Second, this study further extends previous research by using the BIS/BAS scale of Carver and White (1994) and introducing the three BAS-subscales (BAS drive, BAS fun seeking, and BAS reward responsiveness) in media research. Third, attention will be given to the nature of this relationship by examining whether a linear or a curvilinear model best describes the link between BIS/BAS and media use.

Adolescents (N=599) filled out a paper-and-pencil questionnaire concerning their viewing of arousing, violent movie genres (horror, thriller, and action), their viewing of less violent and less arousing genres (comedy, documentary, and fantasy) and BIS/BAS profile. Regression analyses, controlling for age and gender, largely confirmed our hypotheses. Respondents’ BAS appears to be related with a preference for arousing or violent movie genres, while this appears not to be the case for less arousing genres. Furthermore, when considering BIS and BAS dimensions as dependent variables, some of these relationships seemed to be curvilinear. In addition, the results seem to indicate that the relationship between sensation seeking and particular movie preferences disappears when BAS is entered into the relationship.

Taken together, these results have some important implications. First, BIS/BAS seem to be important constructs and should be incorporated in future media research. Second, the relationship between BIS/BAS profile and media use should not only be considered linearly but future research should investigate curvilinearity as well.

Jono Van Belle. Circling the Mountain: Towards an Integrated Cultural Analysis of Film

Abstract:
This theory-driven paper develops a framework to overcome the rigid distinction between author-, audience- and text-oriented approaches in film studies. Instead, it suggests a holistic approach to film that dwells on the key assumption that film - and culture in general - is manifested or experienced through people. By focusing on the (inter)cultural aspect of film analysis, we further build on the encoding/decoding model of Hall (1980) and Schrøder's (2000) response to that, as well as on the dynamic model for intercultural research by Boden (in press). In particular, this paper argues that it is the identity of the people involved that is central within this new theoretical constellation. This identity is constructed in interaction with their surrounding culture. The framework implies a strong emphasis on cultural reciprocity as it is the reaction to the film rather than the film itself that should be seen as a reflection of a wider society.

These theoretical notions and ideas are empirically applied on the case of Brokeback Mountain (2005), following the complex cultural background of the film’s director Ang Lee and the wide cultural response to the film after its release, also in terms of scholarly interest. In popular culture there are numerous examples of intertextual references, mainly parodies. The large body of scholarly response was used as the main source for the reception study, supplemented by existing reception studies on the film. Applying narrative analysis (Keunen,2007), the study explores the creation of a storyworld in the mind of the recipient on three textual levels: action space, plot space and worldview. Each level is complemented with findings from research on the author and the reception of Brokeback Mountain. The main focus is on textual articulations of Eastern versus Western social and cultural positions, in line with the author's and audiences' background. The study shows that underlying views on time and space are related to our
viewing experience, taking into account the different cultural positions of the audience and the author. This builds on the assumption that different identities are employed according to different social and cultural positions (Hong ea, 2001). Contradictory opinions in the reception study around certain textual aspects support the existence of multiple, simultaneous readings, depending on the definition of the Self, and the awareness of and insight into one’s own and other cultures. Remarkably, the differences in reading were largely found to relate to uncertainties in text and discourse. A very outspoken example of this are generic categorizations. Western authors clearly situate Brokeback Mountain in the western and melodrama genre but when contrasted with Eastern traditional concepts such as Confucian family ethics, forbearance, and yaoi, the same textual aspects generate new genres, meanings and possible audience positions. In conclusion, this paper argues that, from a macro-perspective, a story can be constructed differently depending on the author’s and public’s cultural perception of time and space, and one’s own position and self-definition within this.
Marleen J.E. Klaassen and Jochen Peter. Gender (In)equality in Internet Pornography: A Content Analysis of Popular Pornographic Internet Videos

Abstract:
Due to its easy accessibility and omnipresence, the internet has recently become the primary source of pornography consumption. Although researchers have started to investigate the effects of internet pornography’s depiction of gender (in)equality, which is a primary concern in ongoing discussions about the impact of pornography. Moreover, it is unclear whether the depiction of gender (in)equality differs between professionally produced and amateur pornography, a pornographic genre that has become popular through the internet. Some scholars have argued that pornography promotes gender inequality through depictions of women as sex objects and victims of violence. Others have stressed pornography’s diversity and equal opportunities for empowerment and sexual liberation for both women and men, by acknowledging in particular women’s sexual desires and agency.

We conducted a quantitative content analysis of three main dimensions of gender (in)equality that are frequently mentioned in the literature (i.e., objectification, power, and violence). From each of the four most visited pornographic websites (i.e., YouPorn, RedTube, PornHub, and xHamster), the 100 most viewed videos of the month (February, 2013) were selected (N = 400) and coded by four coders. Inter- and intra-coder reliabilities were high.

Our analysis of objectification with its two sub-dimensions, instrumentality and (de)humanization, yielded mixed findings. Women were more often objectified through instrumentality, as the focus was significantly more often on women’s body parts, male-focused sex acts, and men’s orgasms. However, regarding (de)humanization, men and women were equally likely to initiate sex and to have sex for their own pleasure, and dehumanization was actually more likely for men, on whose faces videos rarely focused. As for the distribution of power, men and women did not differ in social or professional status, but during sexual activities men were more often shown as dominant and women as submissive. Violence was overall uncommon. The only relatively common physically violent acts were spanking and gagging. When physically violent acts occurred, women were most likely to be the targets, but they rarely responded negatively. Sexual violence, as in coerced sex, was rare and mostly equally often depicted for men and women, although women were more frequently depicted as being manipulated into having sex.

In contrast to claims made in the literature, objectification of women and an unequal distribution of power occurred more often in amateur than in professionally produced pornography. Compared to professionally produced videos, women in amateur videos were less likely to initiate sex; to have sex for their own pleasure; and to be in a higher social or professional position than men. Inequality in depictions of women being manipulated into sex occurred nearly exclusively in amateur videos.

Overall, this study suggests that gender inequality is relatively uncommon in many popular pornographic internet videos. However, when it occurs, it is most likely, but not exclusively, at the expense of women. Amateur videos, in particular, contradicted ideas of empowering opportunities regarding gender role depictions in pornography.

Balazs Boross and Stijn Reijnders. Coming out with the media: the ritualization of self-disclosure in the Dutch television program Uit de Kast

Abstract:
This paper focuses on mediated coming outs as emerging ritual practices of self-disclosure in the media. The past decades have witnessed the proliferation of popular representations of coming outs in various media spaces and domains: mediated coming outs have apparently become cultural commodities that are constantly being performed, narrated, commented, reflected on and debated in talk shows, tabloid press, reality TV as well as on online discussion forums, social media and video streaming sites. Wherever they take place, mediated coming outs seem to embody the very ethos of interactivity and the wide spread presumption that media participation offers an outlet for creative and democratic ways of self-expression (Andrejevic 2004). Yet, the question remains: how to the increasing popularity of
mediatized coming outs? Why do people in large numbers actually undergo this process and what does this tell us about the role and position of media-related ritual practices in contemporary society?

In attempting to contribute to our understanding of this phenomenon, a study has been conducted into the ritual meanings of a particularly telling instance of mediated coming outs, looking specifically at the Dutch television program Uit de Kast ("Out of the closet"), a successful format that has recently also been adopted in Belgium. Considering rituals as symbolic, patterned actions manifesting pressures towards order (Hillis 2009) and valued ideals in society (Rothenbuhler 2010), the study examined, first, the ritual context that the program creates against the background of broader societal values, by conducting an interpretative-textual analysis of three seasons of the show. Second, the study explored how the participation in the program as a whole functioned as a ritual journey for the 'protagonists', based on in-depth interviews with Dutch and Flemish participants about their experiences – taking this way a post-representational, ethnographic perspective that has rarely been employed in the reality television literature in general, and in the studies focusing on the relationship between television and ritual in particular.

Based on our findings, we argue that mediated coming out is not simply a media presentation of a rite, or the mediated extension of a pre-existing ritual act, but on the contrary: it is precisely the media frame which allows coming outs to fully function as contemporary 'rites of passage'. The analysis will further show how 'media authority' is deployed and appropriated to facilitate the ritual transformation of the participants and their environment, and how the program implicitly reinforces certain societal values and ideologies while channeling and controlling diversity. Ultimately, the paper reveals that as the show unfolds, coming out gradually becomes recognized as a media-patterned ritual also in the life worlds of the participants and in Dutch society at large. This will demonstrate how engagements with the media in the era of 'participatory' media culture become a potential, nevertheless contested practice for members of marginalized groups to create order in their everyday life.


Abstract:
In this study we will focus on how viewers come to moral evaluations of The Sopranos, an existential, character driven crime drama that features a whole cast of morally ambivalent, unlawful main characters engaged in different storylines. The lack of moral closure as well as a range of different storylines based on these different characters, turns The Sopranos into a morally complex series (Mittel, 2006). Our expectation is that the ambivalent moral reasoning in the narrative(s) of the The Sopranos will most likely lead to a greater variation of moral evaluations by viewers, then would be the case with fiction that offers moral certainty in its reasoning.

Contrary to our expectations, the results revealed that viewers belonging to a specific moral subculture devoted to law/criminality, i.e. criminals and law enforcement agents, experienced less closeness with the narrative (mediated closeness) and grounded their moral evaluations in personal experience and (professional) opinions based on their life as a part of the criminal/law enforcement milieu, than respondents without this biographical connection. These opinions, as part of their professional subculture, were rigidly upheld in both groups in coming to their moral evaluations, and were an important factor in creating a certain distance (experiential distance) regarding the morally ambiguous text. The nature of the opinions is what varies between the criminal group and the law enforcement group of viewers. For law enforcement agents, what is morally just is what the law dictates it to be, and for criminals what is morally just has almost nothing to do with the law. Moral justice for criminals is intricately tied up with loyalty, rationality and autonomy. Both criminals and law enforcers evaluate the show based on their subcultural guidelines, except criminals enforce them much more rigidly. Every serious violation of their standards must be answered by brute force; criminals cannot fall back on the law.

Lastly, the results also revealed civilians were less rigid in their moral judgments and showcase more nuance in their grounds for moral reasoning than the criminals and law enforcement agents and civilians
reveal a difference between those who were and were not familiar with the show. For the viewers unfamiliar with the show personal moral opinions formed a more important factor in their moral evaluations, than for viewers familiar with the show.


Abstract:
This study is the fourth part of a research-project on the representation of morality on Dutch television, building upon the results from a previously conducted qualitative and quantitative content analysis (blinded for review, 2012; blinded for review, 2013) and a longitudinal analysis of socio-cultural changes represented on television (Emons, 2011) as well other studies focusing on morality and television (e.g. Bilandzic, 2011; Costera-Meijer & Krijnen, 2007; Grabe, 2002; Selnow, 1986/1990; Sutherland & Sniawsky, 1982). Departing from the theory of cultivation, we conceptualize television as main storyteller and disseminator of accepted norms and moral lessons (Gerbner, 2002), it is interesting to see what different genres contribute to the representation of morality. Genre-differences within the fiction genre have already been explored (Hastall, Bilandzic & Sukalla, 2013). However, these results are not transferable to other genres since the nature of genres like news or reality are very different. Furthermore, recent attention for morally ambivalent characters in television fiction (blinded for review, 2013; Eden, Grizzard & Lewis, 2011; Krakowiak, 2008; Krakowiak and Oliver, 2009; Raney, 2004), leads us to wonder whether moral ambivalence is solely present in fiction, or if it extends to other genres as well.

This study is focused on differences between genres (news & information, reality and entertainment & fiction) in the representation of morality on television. We conducted a quantitative content analysis, based on a sample of Dutch prime-time television programs (2012) (N = 485). Our main research goal and question was: Are there differences between genres in the representation of morality in Dutch prime time television? We propose that morality is represented at two distinct but interwoven levels (blinded for review, 2013), namely on the level of content/stories (what is the story or item about, what moral communities are represented, what moral themes are highlighted etc.) and on the level of characters and persons (i.e. casting and fate).

RQ1: Are there differences between genres in the representation of morality on the level of content/stories (i.e. moral themes, present moralities) ?
RQ2: Are there differences between genres in the representation of morality on the level of characters and persons (i.e. moral nature, perpetration of norm violations)?

Preliminary results point to a genre-crossing dominance of the ‘familial or un-chosen communities’ who judged the actions of the characters in the main storyline, and a genre-crossing thematic focus on ‘issues and problems within organized society’. Genre differences emerge when fiction focuses on the domains of family, romance and friendship, while reality- and entertainment genres focus on the domains of culture and justice.

With regard to characters and persons, two-thirds of the cast for all genres is male, news and entertainment have the most morally neutral persons, while fiction showcases the most ambivalent characters. Of the complete cast of 4,046 people, 1,576 commit at least one violation and of those violations around 75 percent is punished. Proportionally, the most violations happen in fiction and the least in news and information, but violations are most punished in news.
Culture & Entertainment #3

Monday 16:30-17:30
Room C 3042

Chair: Liese Exelmans


Abstract:
A substantial amount of studies have investigated the effects of violent video games on adolescents’ aggressive behavior. However, continuous debate remains on whether there is a relationship and how to investigate it accurately. One of the proposed explanations for the contradictory results in this line of research is that the effect is possibly moderated by personality characteristics (Markey & Markey, 2010). It is thus suggested that not all players are equally susceptible to the effects of violent video games, and that one should consider their preexisting dispositions when conducting research.

The present study addressed two main points of criticism in the literature. First, we addressed the lack of adding control variables to the model when investigating the relationship between violent video gaming and youth aggression by controlling for several confounding variables. In addition to controlling for demographic variables (e.g., gender and age), we added three additional personality characteristics to our final model, namely, aggressiveness, delinquent peer behavior and sensation seeking. Second, although these control variables have all been linked to either aggressive behavior or the consumption of violent media content in the past, previous research insufficiently investigated them as possible moderators in the relationship between violent video gaming and adolescents’ delinquent behavior (Barnow et al., 2005; Gentile et al., 2004). Delinquent peer behavior and sensation seeking in particular are considered to be novel moderators in the study of violent video gaming and adolescent’s delinquent behavior.

An online survey was completed by 3340 Flemish adolescents, aged 12-18 years old. Data were analyzed by means of logistic regression analyses and moderation effects were further probed using Hayes and Matthes’ (2009) MODPROBE macro. Results indicated that adolescents’ delinquent behavior is significantly predicted by violent video game playing (Model χ²= 865.95, df =15, p<.001; Nagelkerke R² = .31). In comparison with non-gamers, moderate gamers were 2.6 times more likely to be involved in a delinquent act (Exp (B) = 2.57, p<.001). For heavy gamers, these odds increased to 3.8 times more likely (Exp (B)= 3.77, p<.001) in comparison with non-gamers. Moreover, these results remained significant after controlling for gender, age, aggressiveness, sensation seeking and delinquent peer behavior. Significant moderation effects were found for aggressiveness (b = -.158, SE = .053, Z = -2.97, p<.01) and delinquent peer behavior (b = .101, SE = .04, Z = 2.41, p<.05), but not for sensation seeking. For aggressiveness, we found that the relationship between violent video gaming and delinquency is stronger for those with low (b = .37, SE = .07, Z = 5.62, 95% CI = 0.25; 0.51) and moderate (b = .25, SE = .05, Z = 4.84, 95% CI = 0.15; 0.35) scores on aggressiveness. For delinquent peer behavior, results indicated a stronger relationship for respondents with moderate (b = .25, SE = .05, Z = 4.94, 95% CI = 0.15; 0.36) to high scores (b = .380, SE = .08, Z = 5.06, 95% CI = 0.23; 0.53) on delinquent peer behavior. Implications in light of future research on the association between violent video gaming and delinquent behavior are discussed.

Jeroen Lemmens and Patti Valkenburg. Development and Validation of an Internet Gaming Disorder Scale

Abstract:
The Diagnostic and Statistical Manual of Mental Disorders (DSM) is used by psychiatrists and psychologists in many countries around the world as the main diagnostic tool for classifying psychiatric disorders. In the DSM-5 (APA, 2013) Internet Gaming Disorder is included in the appendix of this manual as a tentative disorder. This represents a major advance for the study, treatment and prevention of pathological use of computer and video games, more commonly known as game addiction. The crucial next step is to develop a measurement tool for Internet Gaming Disorder (IGD) and empirically determine its psychometric properties so that it may be used for research and diagnostic purposes.

There were three aims to the current study. The first aim was to develop an IGD scale, based on the nine criteria from the DSM-5. An IGD survey-scale consisting of three items for each of the nine criteria (27 items total) was subsequently tested for reliability and validity among a representative sample of 2444 Dutch adolescents and adults aged 13 through 40. The second aim of this study was to experimentally examine the effectiveness of different response options to the IGD-items. Although the DSM adheres to a strict dichotomous form of yes-no answer categories for diagnostic purposes, researchers generally apply
Likert-type quantifiers (e.g., Lemmens, Valkenburg, & Peter, 2009; Salguero & Moran, 2002; Grüsser, Thalemann, & Griffiths, 2007). The current study aimed to experimentally test both answer categories (dichotomous and quantifiers) in order to determine the aptness of both methods.

The third aim is related to the presumed vulnerability of young people to pathological gaming. Although some studies have examined the prevalence of pathological gaming among non-adolescents (Park, Kim, & Cho, 2008; Roberts, Foehr, & Rideout, 2005), larger samples of young adults and even middle-aged respondents in surveys assessing game addiction are sorely lacking (Petry, 2011). More importantly, these age groups have almost never been compared. Therefore, the third and final aim was to determine if adolescents (13-20), young-adults (21-30), and older adults (31-40) differ in their responses to specific IGD-items, and in their vulnerability to this disorder.

First, the dimensional structure of the two IGD scales (quantifier and dichotomous) was examined using confirmatory factor analyses of a second-order factor model in structural equation modeling. Both scales showed acceptable model fits, indicating that a nine-dimension second order solution provided reliable results, regardless of the answer categories. Second, both scales (as well as unidimensional 9-item versions of those scales) proved to be valid, as they all showed significant positive correlations with time spent on games, loneliness and aggression, and negative correlations with life satisfaction, self-esteem, and pro-social behavior. Finally, in accordance with nearly all previous studies on game addiction or similar measures, men showed more signs of IGD than women. However, the presumed vulnerability of younger players was not found, as scores on neither the dichotomous nor quantifier IGD scales differed between age groups.

Karolien Driesmans, Laura Vandenbosch, Steven Eggermont and Michiel Vandepaer. Self-objectification through avatars: an experimental study on the effect of video games on self-objectification among adolescents

Abstract:
Popular media, such as video games, have been criticized for sexualizing the female and male body; they have repeatedly been shown to emphasize the sexual appeal of characters while ignoring their personalities (e.g., Martins et al., 2009). Objectification theory (Fredrickson & Roberts, 1997) hypothesizes that exposure to sexualizing media triggers self-objectification, i.e. the endorsement of an objectified view of one's own body. Self-objectification, in turn, has been identified as a factor in various mental and physical health risks (Moradi & Huang, 2008). The present study examined the influence of sexualizing videogames on adolescents' state self-objectification. It expands prior research on this topic in four ways. First, while objectification studies have particularly examined traditional mass media, such as television and magazines (e.g., Aubrey, 2008), APA (2007) has called for more research on interactive media, such as videogames. Second, although adolescence is a critical period of identity formation, making even a slight increase in self-objectification potentially harmful, this type of research has rarely been conducted among adolescents (Tiggemann, 2011). Third, in contrast to the scholarly focus on sexualized women in media and female media users (e.g., Vandenbosch & Eggermont, 2012), the current experiment extends this research by exploring how male and female adolescents are affected by interacting with sexualized male and female avatars. Moreover, the moderating influence of gender congruency between media characters (i.e. avatar) and media users (i.e. player) on the effect of sexualizing videogames is examined. Fourth, schema theory suggests that repeated activation of sexualized self-schemas by exposure to sexualizing media intensifies the short-term effect of playing a sexualizing videogame (Hansen & Hansen, 1988). The proposed moderating role of media frequency will therefore be explored.

Early adolescents (N=81) participated in a between-subjects experiment with 3 conditions (Mage = 13.35, SD = .68). “The Story of Arado” was selected as game since it can be played with three different avatars. A male and female avatar (condition 1 and 2) are portrayed in a sexualizing manner, while the wizard is shown in a neutral way (i.e. control condition). Adolescents were asked to play the game for 15 minutes with either the wizard, male or female avatar.

A two-way independent ANOVA revealed a main effect of the avatar on self-objectification, but no interaction effect between gender and avatar. It seems that the effect is not limited to the gender of the avatar and/or the gender of the media user. In addition, a significant interaction effect between the avatar and gaming frequency emerged; the avatar only influenced the participants who frequently play games. Frequent players in the control condition (wizard) have lower self-objectification levels compared to the other conditions. These results are in line with the assumptions of schema theory.

Taken together, the study shows that interacting with a sexualizing avatar triggers state self-objectification in male and female adolescents, irrespective of the avatar’s gender, and that this effect is moderated by gaming frequency.
Culture & Entertainment #4

Tuesday 09:00-10:00
Room C 3042

Chair: Eline Frison

Eline Frison and Steven Eggermont. Exploring the relationships between Facebook use, perceived online support, peer-related stress and adolescents' depressed mood

Abstract:
Several studies have shown that depressive symptoms during adolescence have been associated with substance abuse, suicidality and depression later in life (Klein, Torpey, & Bufferd, 2008), and that stress plays an important role in the development of these depressive symptoms. This stress as well as the related level of depressive symptoms, however, have been shown to be under the mitigating influence of perceived social support or “the information that one is cared for and loved, esteemed and valued” (Cobb, 1976, p. 300). Yet, this vital role of perceived social support may now have been changed due to the rise of social networking sites (SNSs), especially Facebook (FB), giving adolescents access to a wider social support network. Various studies have already reported a relationship between SNS use and adolescents' perceived (online) social support (e.g., Oh et al., 2013). Yet it is unclear whether different types of FB use have a similar impact and whether online social support, in turn, is associated with adolescents' perceived stress and depressed mood.

The current study examines relationships between different types of FB use, perceived emotional support through FB, peer-related stress and adolescents’ depressed mood. The study contributes to the existing literature, first, by focusing on adolescents rather than on college students; second, by distinguishing and examining the impact of private FB communication (e.g., chatting with friends), public FB communication (e.g., posting wall messages) and passive FB communication (e.g., visiting others FB profile), and third, by responding to a call for more research on the role of gender in SNS effect studies (e.g., Pujazon-Zazik & Park, 2010).

A cross-sectional survey study was conducted among 12- to 18-year old adolescents (N = 919; Mage = 15.5, SDage = 1.75), who were asked questions about FB use, perceived emotional support through FB, peer-related stress and depressed mood. A structural equation model showed a positive relationship between public FB communication and adolescents’ perceived online social support and between passive FB communication and adolescents’ peer-related stress. Peer-related stress, in turn, was positively associated with boys’ depressed mood. Further, among boys, a significant positive relationship was found between public FB communication and depressed mood. Public and private FB communication were negatively associated with girls’ peer-related stress and online social support negatively affected girls’ depressed mood. Finally, the model indicated that private FB communication was positively related with girls’ perceived online social support and passive FB communication was positively associated with girls’ depressed mood.

Taken together, the findings of the current study contribute to a more complete understanding of the relationships between different types of FB use, perceived online social support, peer-related stress and adolescents’ depressed mood. Discussion interprets these findings in light of the buffering and main-effects hypothesis (Cohen & Wills, 1985) and sets an agenda for future research.

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Dian A. de Vries, Joseph B. Walther, Jochen Peter and Patti M. Valkenburg. The relationships between anticipated online vs. offline interaction, self-presentational efficacy, idealized self-presentation and self-esteem

Abstract:
As internet communication offers numerous venues for self-presentation, studying the effects and underlying processes of online self-presentation has become an important research area. The current study contributes to two important gaps in current knowledge about online self-presentation. First, descriptive research about online self-presentation alludes to the impact of anticipated face-to-face (FtF) contact on the construction and effects of online self-presentations (Gibbs, Ellison, & Heino, 2006). However, comparative research on the impact of anticipated future meetings on online self-presentational processes and effects is scarce. Second, online self-presentation has been linked to self-esteem (Valkenburg, Peter, & Schouten, 2006). However, the processes underlying these effects are still unclear. The current study aims to contribute to these two gaps by testing the applicability of some relevant tenets of the hyperpersonal model of computer-mediated communication (CMC) (Walther, 1996) and the two-component model of impression management (Leary & Kowalski, 1990) to online self-presentation.

The hyperpersonal model predicts that online self-presentation offers more opportunity for idealized self-presentation relative to face-to-face communication (Walther, 2007). However, in many cases, initial
online self-presentation will be followed by subsequent CMC and/or FtF interactions. According to Leary and Kowalski (1990), individuals will take care to only construct impressions which they believe able to maintain in the future. As FtF interactions offer less opportunity for idealized self-presentation than CMC interactions, anticipating future FtF interaction is expected to limit self-presentational efficacy, that is, the degree to which people feel able to present themselves in a way that will make a positive impression on others. When people have higher self-presentational efficacy they are predicted to idealize their self-presentations to a greater extent. Idealized self-presentation, in turn, is expected to be associated with self-esteem, because the positive, idealized self-presentation becomes part of one’s identity (Leary & Kowalski). Therefore, anticipating FtF interaction is predicted to decrease self-esteem through decreased self-presentational efficacy and resulting less idealized self-presentation. The current study tests this proposed mediational chain and its elements, using the construction of an online dating profile as an example.

In an experiment, 92 heterosexual single women constructed a dating profile that included open-ended self-descriptions as well as numerical scales which described potential idealization on a number of characteristics. Participants were led to believe that potential dates would view this profile and would have a meeting with them a few weeks later. Participants were randomized to anticipate either face-to-face or computer-mediated (chat) interaction. After completion of the profile, participants self-reported self-presentational efficacy and romantic self-esteem.

Results and discussion
In line with the hypotheses, anticipated face-to-face interaction, relative to CMC interaction, decreased self-presentational efficacy, which in turn reduced idealized self-presentation. This reduction eventually lowered romantic self-esteem. These findings suggest that characteristics of the ongoing process of impression management over a number of interactions impact individual’s self-presentational content and resulting self-presentational efficacy and self-esteem. In this way, the study affirms and extends existing theories of self-presentation by way of the affordances of CMC.

Annelore Deprez. Twitter als journalistieke tool voor sportverslaggeving

Abstract:
Commercialisering, digitalisering en globalisering hebben ervoor gezorgd dat het medialandschap en de journalistieke praktijk sinds de jaren ‘80 zeer sterk zijn geëvolueerd. Traditionele media zijn op zoek naar nieuwe paradigma’s inzake ‘business modelling’, organisatie van de redacties en redactionele praktijken. In dit artikel zullen we focussen op de veranderingen die zich met betrekking tot de journalistieke praktijk hebben voorgedaan. Meer bepaald onderzoeken we het toegenomen gebruik van sociale media als journalistieke tool. Journalisten beroepen zich op sociale media om te publiceren, informatie te zoeken, te dialogeren met het publiek en zichzelf of hun mediaorganisatie te profileren. Dit artikel stelt heel concreet het gebruik van Twitter voorop door sportjournalisten van de Vlaamse populaire kranten Het Laatste Nieuws en Het Nieuwsblad en de audiovisuele zender Sporza. We kiezen voor deze traditionele media omdat ze in Vlaanderen als de belangrijkste media met een sterk sport georiënteerd profiel worden beschouwd. Hierbij wordt Twitter als potentieel publicatie-, informatie-, profilerings- en communicatieplatform voor journalisten onderzocht. Sportverslaggeving leent zich uitstekend voor twitteronderzoek aangezien het snel evoluerend nieuws betreft. Bovendien is sport ook een van de meest trending topics op Twitter. We maken in deze studie gebruik van een multimethodisch onderzoek dat een klassieke inhoudsanalyse van tweets combineert met een kwantitatieve studie van de followings en de twitterprofieLEN van sportjournalisten. Resultaten tonen aan dat bijna de helft van de onderzochte journalisten een twitteraccount hebben en dat 34% actief tweets post. We merken dat sportjournalisten Twitter zowel professioneel als privé gebruiken. Indien gebruikt voor professionele doelen, fungeert Twitter voornamelijk als informatiekanal om meer over sporters en hun teams te weten te komen. Journalisten publiceren en communiceren ook op Twitter, maar maken er in mindere mate gebruik van om te dialogeren met hun publiek. Tot slot zien we dat Twitter zelden wordt gebruikt als een profileringstool voor zelfpresentatie. We kunnen met andere woorden concluderen dat er nog groeipotentieel is wat betreft het inzetten van sociale media als journalistieke tool voor sportverslaggeving.
Culture & Entertainment #5

Tuesday 10:10-11:10
Room C 3042

Chair: Hilde Van Den Bulck

Nathalie Claessens and Hilde Van Den Bulck. Celebrity Culture Through the Eyes of its Main Protagonists: The Workings of the Flemish Celebrity Industry According to Celebrities and Entourage

Abstract:
Contemporary Western societies show an increasing omnipresence of celebrities and the accompanying cultural industries. These industries are relevant in economic and cultural terms but, unfortunately, there is relatively little research on contemporary celebrity industries and existing studies focus on the large, global US and UK industries. However, local celebrity industries are (at least) as important as they too represent a significant economic power, are important in the construction of local cultural meanings, and have special relevance for audiences (cf. cultural proximity). The lack of academic interest is also surprising given how lower accessibility thresholds provide unique opportunities to reach the main protagonists of those local industries: celebrities and their entourage.

This study wishes to fill this research gap by focusing on the local, small-scale celebrity industry of Flanders from an ‘insider’ perspective by means of a survey with Flemish celebrities (N=111) and celebrity entourage members (N=20). The survey examines respondents’ viewpoints on the definition of celebrity and the relationships between celebrities, media, and audiences.

Results indicate, first, that celebrities and entourage members confirm the theoretical definition of celebrity as a well-known mediated persona as they mainly link celebrity to symbolic and actual public recognition and regular media appearances, next to fans. Attention to the private rather than professional live is considered less important than the literature suggests.

Second, it appears that 40 per cent of Flemish celebrities works with an entourage that performs hybrid roles, combining tasks of agent, manager, and publicist. The division of labour thus appears less in small-scale celebrity industries than in the large industries. Both celebrities and entourage members describe their relationships as collaborative, informal, and trusting with the celebrity considered the more powerful actor.

Third, relationships between celebrities, entourage, and the media are considered to be quite good, but better with general news than gossip media. Strong battles for control as described in the literature appear absent in Flanders. Interestingly, celebrities with an entourage are stricter in their collaboration with the media, which may imply higher awareness of the potential risks. The entourage works as an intermediary between media and celebrity: arranging practicalities and protecting the client.

Finally, celebrities and entourage view relationships with audiences as positive and they mainly use general news media, personal websites, and Facebook to reach them. Compared to media communication, the entourage’s tasks with regard to audiences are limited, focusing on the personal website and arranging face-to-face contacts. Celebrities use general news media and their website to promote work and Facebook and the personal website to reach fans.

In sum, this ‘behind the scenes’ view into the role of celebrities and their entourage in the celebrity industry questions the applicability of some of the key notions in the theory and UK and US based empirical studies of the celebrity industry, in particular with regard to the definition of ‘celebrity’, the division of labour, and the relationship to media and audiences, showing the relevance of the study of small-scale, local celebrity cultures.

Rian Koreman. Legitimating local music. Volksmuziek, hip-hop/rap and dance music in Dutch elite newspapers

Abstract:
This study examines the legitimation of local music. The legitimation of cultural products has been a popular topic among sociologists of culture lately and so has the debate on cultural globalization.

However, only few studies take into account that how culture is valued depends on the time and place. Music products and genres from different places may be evaluated differently, among other things because some genres are more bound to their place of origin than others. Critics from peripheral countries such as the Netherlands often tend to focus on foreign music products. However, the rising popularity of Dutch music among ‘omnivorous’ audiences and increased production of Dutch music, together with the competition in the Dutch media landscape for readers, might lead Dutch so-called elite newspapers to increase their coverage of local music. These media are cultural intermediaries who signal the legitimation of music.
Local music genres thus might succeed in establishing themselves, but little is known about this process and why some genres gain appreciation while others don’t. The increased openness of the elite press to popular cultural genres does not mean that all previously illegitimate genres are accepted, and within genres, domestic products might be held to different standards than foreign ones. This study therefore sets out – by means of a quantitative and a qualitative content analysis - to examine the legitimation of three local genres - volksmuziek, hip-hop/rap and dance - with different histories and reach from the Netherlands, to see how Dutch media classify domestic musical products in comparison to foreign products in the same genre. Volksmuziek is a highly local musical genre, which originated in the Dutch working class. Hip-hop/rap is a glocalized genre that reached the Netherlands from the United States and was adapted to the local market, resulting in the Dutch genre Nederhop. Electronic dance music – an aggregate for electronic genres such as house, trance etc. - can be seen as a more international genre in which Dutch DJ's have gained international recognition.

The findings suggest that the increased amount of coverage devoted to hip-hop/rap and dance music in Dutch elite newspapers between 1955-2012 points to a legitimation of these genres. Their coverage is also increasingly characterized by reviews, which also signals appreciation. Dutch artists occupy a central position in these genres and are covered equal or even more than their foreign colleagues. Volksmuziek however remains at the bottom of the cultural hierarchy. An analysis of reviews furthermore shows that critics classify these genres using the criteria of authenticity and originality. Dutch products are additionally evaluated on their added value to the international music field. Both foreign and domestic music products need to meet both the criteria of authenticity and originality to be deemed legitimate. Volksmuziek is consequently not legitimized, as it lacks originality. When products fail to meet these criteria the media attention is legitimized by their popularity, but they are not appreciated as artistic products in their own right.

Annemarie Kersten. Audience Aesthetics of Game of Thrones: the Intellectualization of Discourse on Highbrow Television Fiction

Abstract:
Due to aesthetic mobility, cultural genres of lowbrow origin may climb the cultural ladder. Today, we witness such emancipation in the realm of television. Whereas TV is traditionally regarded as the ultimate lowbrow pastime, the outlines of an artful segment have grown quite distinct. Starting off with The Sopranos, and recently exemplified by Breaking Bad, this segment of the commercial industry of television fiction is increasingly characterized by a more artistic inclination, resulting in darker, more complex narratives that challenge viewers. Commerce prevails all the same; these critically acclaimed series command sizeable audiences. Therefore, distinguishing a Bourdieusian small-scale TV field from its large-scale counterpart does not tell the whole story. As in film, it seems a hybrid type of cultural field has emerged, whose production takes place on the boundary between art and entertainment (Kersten, 2012).

The legitimization of a cultural form as a highbrow genre involves the intellectualization of discourse. Field-specific aesthetic criteria serve as a rationale for the legitimacy of the cultural field as a whole as well as the classifications within (Baumann, 2001). Whereas professional critics were highly influential in changing discourse on film in the 1960s, in today’s convergence culture (Jenkins, 2006) the audience takes center stage in evaluating television. The fans of these quality series discuss every episode in detail on various online platforms. Thus, the intellectualization of discourse on television fiction may well be in the hands of the viewers. What does this discourse look like? Can we find the foundations of a legitimizing ideology for television art in the online discussions of strongly invested audiences?

In this vein of quality television, the HBO original series Game of Thrones is a particularly hard nut to crack. “Winter is coming” proclaims the motto of the House Stark in this hit series, meaning that one should be constantly vigilant. This reflects the partiality for unpredictable fiction characterizing George R.R. Martin, on whose novels A Song of Ice and Fire the epic fantasy drama is based. While the series continues to build momentum, breaking records in viewing rates and illegal downloads, as well as receiving prestigious prizes and nominations, the author keeps viewers on the edge of their seats with narrative twists. Martin’s tendency to kill off the fans’ most beloved characters has led to much mediatized (e.g. on YouTube and Twitter) shock, dismay and even outrage. However, despite testing the audience’s loyalty with its rather innovative narrative style, Game of Thrones is now one of the most-watched TV series in history. GoT being a great example of a new generation of television fiction, and an intriguing case on its own, this research into highbrow TV and the intellectualization of its discourse focuses on viewers’ online discussions of this particular series. It combines the perspectives of cultural sociology, and culture and communication studies, and evolves around a qualitative discourse analysis that aims to distill the readings (Liebes & Katz, 1993) or aesthetics (Bielby & Bielby, 2004) employed with regard to quality television.
Leonieke Bolderman. Who can live without it? On value attribution in music tourism motivations

Abstract:
Music tourism is the phenomenon of people travelling to places because of a connection with music, a connection brought on either through characteristics of the music itself, the biography of the artist or the place of production. Current research on music tourism is highly fragmented and focusses on eye-catching, Anglo-Saxon examples like the Beatles’ Liverpool and pilgrimages to Graceland. More in general, little is known about why one type of music leads to tourism while another does not, and which musical characteristics play a part in this. Additionally, the effect of these tourist streams on local culture and which groups of people feel attracted to these locations has not been studied in a systematic way. This research project offers the first results from comparative, ethnographic fieldwork into music tours. Focusing on walking tours in U2’s Dublin, ABBA’s Stockholm and Wagner’s Bayreuth, the way music is related to the experience of visited places is explored by observing and interviewing different stakeholders such as tourists and tour guides. The central research question is: what values do tourists attach to their visits to Wagner, U2 and ABBA related locations? Focusing on value attribution not only allows for a meaningful exploration of the complexity of music tourism motivations, but also opens up the research to the possible conflicting or problematic aspects of this process. Methodologically, this project involves a comparison of walking tours related to the genres of pop (ABBA), rock (U2) and opera (Wagner), crossing the stark distinction between the meta-genres of popular and classical music for the first time in music tourism research. Choosing an ethnographic approach to make an in-depth analysis of the process of value attribution in tourists’ experiences possible, participant observation of tourist behavior during the walking tours is combined with semi-structured interviews among tourists, tour guides and relevant tourist policy agents. The first results of this field work show that although accepted explanations for the popularity of music tourism such as nostalgia and a search for authenticity are indeed important factors for some tourists in this type of tourism, music tourism motivations are composed of a complexity of values. For example, dedicated fans search for a deeper understanding of the music, while accidental music tourists value the off the beaten track aspects about their experience most. The results also reveal that the process of value attribution includes problematic or critical aspects to the tourism experience, showing that nostalgia and authenticity are not only positive notions, but prove to be rather ambiguous in practice. This is for example visible in how tourists deal with the nazi history of the Wagners in Bayreuth, and the way the idea of celebrity is connected to the political activities of both ABBA and U2 members. While critically discussing the use of the concept of value by leading music sociologists Simon Frith, Tia DeNora and David Hesmondhalgh, this approach pulls the debate about the way music is used and valued into a hitherto unexplored spatial context.
Culture & Entertainment #6
Monday 13:50-14:50
Room C 3043

Chair: Jolien Arendsen

Jolien Arendsen and Allison Eden. Group Affiliation and Narrative Involvement

Abstract:
Understanding how humans become involved in narratives has been a focus of media psychology researchers. High levels of narrative involvement can lead to higher levels of enjoyment of entertainment media (Green, Brock, & Kaufman, 2004) as well as higher levels of persuasion and learning for "edutainment" messages (Mazzocco, Green, Sasota, & Jones, 2010). Although most individuals enjoy entertaining narratives and expose themselves to them regularly and voluntarily, humans vary in the extent to which they become involved in, or "transported" to a fictional world, by narratives (Green & Brock, 2000; Dal Cin, Zanna, & Fong, 2004). Grizzard and Eden (2013) argue that transportation may be driven by evolutionary motivations to affiliate in groups. These group affiliation motives (GAM) may drive human need to immerse ourselves in fictional groups (see Derrick, Gabriel & Hugenberg, 2009 for support).

One limitation of GAM as an underlying mechanism of narrative involvement is that Grizzard and Eden (2013) failed to consider group identification as a potential mediator, and only used one narrative in their initial exploration of this effect. Across diverse narratives, Gabriel and Young (2011) have shown that narrative exposure can alter identification with fictional groups. Mazzocco et al. (2010) support the notion that group identification may increase transportation into the narrative and subsequent persuasive effects. If group identification is the driving mechanism underlying the relationship of GAM to narrative transportation, then group identification should mediate the path from GAM to transportation. Therefore, the current study extends prior work to examine the role of GAM in predicting transportation and group identification across three different narratives.

Participants (N = 292) were randomly assigned to read a passage from Harry Potter (Rowling, 1997), Twilight (Meyer, 2005) or Total Football (Gibbons, 2004). Next, participants completed measures of implicit and explicit identification with vampires, magicians, and sport players (c.f. Gabriel & Young, 2011), the Transportation scale (Green & Brock, 2000; α .78). Prior to reading the passage, participants completed an in-group affiliation tendency measure based on the Moral Foundations Scale (Graham, Haidt, & Nosek, 2009; α .68).

In line with Grizzard and Eden (2013), GAM was a significant predictor of transportation across all three narratives. However, the mediation models including group identification as a mediator of this relationship were not significant. This is not due to a failure of specific narratives used in this study; a MANOVA testing the effect of narrative type on both implicit and explicit group identification showed main effects for all narratives on implicit group identification, that is, readers of a specific text identified themselves more strongly with the group featured in the reading. However, this could also be due to increased salience of the group after exposure. In total, these findings suggest that the relationship of GAM to transportation is independent of group identification mechanisms identified in past literature, and opens the door for future explorations into the relationship of GAM and other entertainment effects.

Sanne Nikkelen, Helen Vossen and Patti M. Valkenburg. ADHD-related Behaviors and Audio-visual Entertainment Use and Responses: A Media Diary Study

Abstract:
Recently, there has been much scientific interest in the potential relationship between the use of audio-visual entertainment (i.e., watching television and playing video games) and ADHD-related behaviors in children (Huizinga, Valkenburg & Nikkelen, 2013). Although previous studies have offered valuable knowledge and insights into this relationship, several gaps are yet to be filled. First, the majority of studies examined children’s overall exposure to television or video games without differentiating between content types. Although it has been theorized that particularly stimulating (i.e., violent, frightening, and action-adventure) content is associated with ADHD-related behaviors (e.g., Durkin, 2010), empirical research on this is scarce. Second, there is little knowledge about the association between ADHD-related behaviors and children’s responses to certain content. Specifically, these behaviors may be related to differences in (1) attention (e.g., Lorch et al., 2000) and (2) arousal (Sikström & Söderland, 2007).

Knowledge about such responses may help generate hypotheses on the underlying mechanisms of the ADHD-entertainment relationship (Valkenburg & Peter, 2013). Third, previous studies generally conceptualized ADHD as a composite of attention problems, hyperactivity, and impulsivity, without
differentially related to audio-visual entertainment use and responses.

In this study, we aimed to examine (1) the relationship between ADHD-related behaviors and different content types, (2) attention and arousal responses when using audio-visual entertainment, and (3) differences between the three separate behaviors of ADHD. Furthermore, we aimed to examine the moderating influence of child’s sex. To address these aims, we conducted a comprehensive media diary study, combined with survey data (to measure ADHD-related behaviors), in a sample of 865 3-7 year-olds (51.9% girls, Mage = 5.40, SDage = 1.40). During four days, parents reported which television programs, movies, and video games their child viewed or played, for how long, and how attentive and aroused their child was during the exposure. The media diary method has two important advantages (Bryant, Lucove, Evenson, & Marshall, 2007). First, because parents report specific titles, it enables detailed examination of children’s exposure to certain content. Second, by reducing memory bias, it enables measurement of the child’s responses to specific content.

Exposure to content types was measured by coding the titles in the diaries on (a) age-appropriateness, (b) violence, and (c) frightening content using the Dutch television and movie rating system (Kijkwijzer; Valkenburg, Beentjes, Nikken & Tan, 2002) and on (d) genre (for video games) and (e) educational content by trained coders. For each content type, we computed an estimate of weekly exposure. Attention and arousal responses were measured by asking parents to indicate, for each title, (1) how much attention their child paid (2) how excited or active their child was. For each content type separately, we computed an average attention and average arousal response.

Data is currently analyzed and the results will be discussed in the full paper.

Addy Weijers, Serena Daalmans, Merel van Ommen, Michelle van Pinxteren and Rebecca de Leeuw. He’s a bad, bad man: Exploring the power of the story on the moral evaluation of immoral characters

Abstract:
Affective Disposition Theory (ADT), in its simplest form, states that media and other entertainment users function as “untiring moral monitors” who make moral judgments about characters in a narrative, which in turn affects their enjoyment of the narrative (Raney, 2004; Zillmann, 2000). Raney (2004) poses the question whether viewers “come to like characters whose actions and motivations (they) judge as proper or morally correct” (p. 350) or do “viewers also at times judge characters to be good and moral because they like them” (p. 357). This conundrum formed the impetus for the experiment we conducted. It’s striking that long running crime shows featuring anti-hero(es) as main characters, such as The Sopranos, Dexter, Boardwalk Empire, Breaking Bad and The Wire are very popular these days. Lane (2001) refers to this type of dramas as “existential crime drama”. The classical and still very popular crime dramas (whodunits like CSI) always end with the restoring the moral order. On the other hand the narrative in existential crime drama can be characterized by moral uncertainty, ambiguity, and moral discussion (Sumser, 1996, p.155). These dramas do not guide the viewer’s moral evaluation by clear-cut moral solutions in the narrative. The viewer “is confronted with moral dilemmas that are unresolved and which demand some complex judgment on the part of the viewer” (Dant 2005, p. 6). This poses the question what will happen to the moral evaluation of a story if the narrative not only lacks moral closure but the protagonist is a person with severe moral flaws (i.e. is a criminal)?

We conducted an experiment with two types of stories: one with a clear-cut moral closure in the narrative and one in which the last scene is morally ambivalent and offers less moral guidance to the viewers. Using the same storyline from The Sopranos (S03E05, the episode in which Tony gets ticketed for speeding) we created the experimental stimulus by changing the order of the last two scenes. In the open condition, Tony Soprano feels guilt over the immoral actions he has taken, while in the closed version he feels firmly validated in the immoral things he has done.

Our main hypothesis is that the morally open condition will generate more diverse answers (higher difference in standard deviation) on variables commonly used in ADT-guided research such as character liking, perceived character morality enjoyment and moral evaluation. The preliminary results are mixed to say the least. Some variables did not show any differences between the conditions, but one (moral evaluation positive) offered a significant difference between the two conditions. What is most striking is that despite the difference in the stories most respondents evaluated Tony Soprano very negatively in both conditions. Signalling the possibility that different prototypical schemas are at play when it comes to the moral evaluation of a morally bad protagonist in contrast with morally good and ambivalent characters. Significant differences did occur when controlled for familiarity with the TV-series, indicating that these prototypical schemas for moral evaluation might be overruled by emersion in the series as opposed to a single episode.
Nicky van Es. 'Literary Capital Crime Cities'. A study towards contemporary literary tourism in the dark & mysterious metropolis

Abstract:
Contemporary research on literary tourism – people visiting places associated with popular fictive literature – conceives of this practice to originate from an ascribed nostalgic desire to escape the everyday urban environment of the literary tourist, and experience ‘romantic literary landscapes’ and picturesque villages where their admired novels take place. Aiming to scrutinize this conflation with ‘heritage tourism’, this research focuses on the contemporary international popularity of the crime- and detective-fiction genre. As a convention, this genre utilizes an urban setting, celebrated for its geographical realism, and evokes an imagined dark, mysterious and criminal reality underlying life in the city. Fascination for this representation of cities manifest itself in the amounts of tourists which come to the city and actively seek out a confrontation with an imagined gruesome underlying reality. Following this, the central research question of this study will be: What are the motivations and experiences of present-day literary tourists towards their visit to Literary Capital Crime Cities? Engaging in a comparative ethnographical study of present-day literary tourism, this research focuses on three ‘Capital Crime Cities’: Sherlock Holmes’ London, Hard-boiled Los Angeles and Millennium Trilogy’s Stockholm. Participant observation in literary tours organized in the cities under study, as well as in-depth interviews with around 30 participating tourists and 3 organizers/tour guides were conducted. Results are preliminary at this point, show that the added layer of significance provided by fiction provides for a much welcomed experience for the tourists, noting – amongst other things – a perceived ‘more real’ experience than on the surface of the city is otherwise noticeable. In addition, negotiation of meaning proceeds through spotting differences in original, literary and adapted, audio-visual representations of locations with which they are confronted with during the tour. Whereas most tourists are able to conceive of these different layers of meaning as complementary to each other and combine them into a significant experience, some tourist indicate that at times these multiple layers conflicted with their imagination of the city.
Culture & Entertainment #7

Monday 15:25-16:25
Room C 3043

Chair: Guido van Koningsbruggen

Guido M. van Koningsbruggen, Tilo Hartmann, Allison Eden and Harm Veling. The impulsive appeal of social network sites (SNS): Automatic affective reactions to SNS-cues

Abstract:
The use of social network sites (SNS) such as Facebook, Twitter, and Google+ has been incorporated into the media consumption routines of many people. This phenomenon has spurred academic interest into understanding the factors that explain SNS-use. According to contemporary dual-systems models, such as the reflective impulsive model (RIM; Strack & Deutch, 2004), behavior is determined by the interplay between two qualitatively different systems. Impulsive behavior results from an “impulsive” system in which people quickly and effortlessly process stimuli in terms of their affective and motivational significance through the process of spreading of activation in an associative network. In contrast, deliberate forms of behavior are assumed to originate from a slow-acting, low-capacity “reflective” system in which people effortful process stimuli in terms of their significance for long-term goals and personal standards through syllogistic reasoning. While previous SNS-research mainly focused on reflective determinants (see Kuss & Griffiths, 2011), research investigating impulsive determinants of SNS-use is rare. We addressed this gap by examining SNS-users’ immediate, automatic affective reactions to SNS-cues that, according to the RIM, play a crucial role in triggering impulsive behavior. We investigated this in the context of Facebook, the most popular SNS.

The RIM proposes that impulses emerge from the activation of associative clusters in long-term memory. Associative clusters originate from the co-activation of external stimuli and their associated affective reactions and behavioral tendencies (Hofmann et al., 2009). For instance, through repeated Facebook-use, associations can be created between the concept of Facebook, positive affective reactions to the Facebook experience, and the behavior that caused the positive affect (e.g., tapping on the Facebook app icon in the menu of one’s smart-phone). Once associative clusters are established, they are activated easily by perceptual input (e.g., seeing the Facebook app icon) or internal stimuli (e.g., the thought of checking Facebook). For a frequent Facebook user, confrontation with Facebook-cues in a future situation is likely to reactivate this Facebook-cluster and to automatically trigger the corresponding positive affect and approach tendency, resulting in an impulse to use Facebook. The present research investigated whether Facebook-cues indeed automatically trigger positive affective reactions. Because it is assumed that associative clusters form gradually over time (Hofmann et al., 2009), we tested the hypotheses that Facebook-cues would specifically trigger affective reactions among frequent (vs. occasional) and habitual (vs. non-habitual) Facebook-users.

Facebook-users completed the Affect Misattribution Procedure (Payne et al., 2005), which captured participants’ immediate, automatic affective reactions to Facebook and control cues (pictures; e.g. Facebook-logo). Afterwards, Facebook-use and habit were assessed using a questionnaire. Two studies (N=72 and N=128) revealed the expected Facebook-use/habit by cue-type interaction. Frequent and habitual Facebook-users showed more favorable affective reactions to Facebook-cues than control cues, while occasional and non-habitual Facebook-users’ affective reactions did not differ as a function of cue-type. Moreover, automatic affective reactions to Facebook-cues were meaningfully related to self-reported cravings to use Facebook (Study 2). Our findings provide insight into the impulsive aspects of SNS-use, thereby complementing earlier research that mainly focused on reflective determinants of SNS-use.

Crystal R. Smit, Rebecca N.H. de Leeuw and Moniek Buijzen. Protecting Adolescents’ Online Status: The Association Between Media-Specific Parenting and Adolescents’ Privacy Disclosure and Negative Experiences on Social Network Sites

Abstract:
Objective: The current study is the first to examine whether media-specific parenting, namely restrictive and instructive mediation, is related to adolescents’ privacy disclosure and negative experiences on social network sites. Parenting style was taken into account by examining differences between adolescents who experienced their parents to apply these strategies within an autonomy-supportive versus a controlling style.

Methods: The study consisted of 279 adolescents between the ages of 12 and 16 years (M = 13.52, SD = .83), which filled out a paper and pencil questionnaire during school hours. Adolescents’ privacy disclosure was measured by asking whether they share certain private information on Facebook and/or
Hyves. Their negative experiences were measured by the frequency with which adolescent’s encountered unpleasant experiences on social network sites.

Results: Logistic regression analyses showed that adolescents who perceived that their parents applied restrictive mediation, were significantly less likely to share their cell-phone number on Hyves (OR = .07, 95% CI = .01 – .65, p = .020), and marginal significantly less likely to encounter negative experiences on both Facebook (OR = .47, 95% CI = .20 – 1.12, p = .088) and Hyves (OR = .23, 95% CI = .05 – 1.06, p = .060). Additionally, adolescents who perceived that their parents applied restrictive mediation within an autonomy-supportive style were significantly less likely to share their home address on both Facebook (OR = .47, 95% CI = .20 – 1.12, p = .088) and Hyves (OR = .23, 95% CI = .05 – 1.06, p = .060). Additionally, adolescents who perceived that their parents applied restrictive mediation within an autonomy-supportive style were significantly less likely to share their home address on both Facebook (OR = .47, 95% CI = .20 – 1.12, p = .088) and Hyves (OR = .23, 95% CI = .05 – 1.06, p = .060). However, adolescents who experienced restrictive mediation within a controlling style were significantly more likely to post their cell-phone number on Facebook (OR = .26, 95% CI = .05 – 1.22, p = .087). However, adolescents who experienced restrictive mediation within a controlling style were significantly more likely to post their cell-phone number on Facebook (OR = .26, 95% CI = .05 – 1.22, p = .087). Additionally, adolescents who perceived that their parents applied instructive mediation in a controlling style were also more likely to disclose their date of birth on Facebook (OR = 3.62, 95% CI = 1.38 – 9.49, p = .009).

Conclusions and implications: The current findings highlight the importance of parents establishing rules, concerning, for instance, the amount of time their children spent on social network sites, to help adolescents use social network sites wisely. Additionally, when parents explain these rules in an autonomy-supportive way, their children are more likely to follow them. In contrast, parents should not restrict or discuss social network sites use by threatening with punishment as this might result in their children not accepting these rules.

Maria Koutamanis, Helen Vossen and Patti M. Valkenburg. Adolescents’ comments on social network sites: Who receives negative feedback and why?

Abstract:
Social acceptance and approval by peers and close friends is crucial for adolescents’ psychosocial development and wellbeing (Harter, 1999). These days, a large part of adolescents’ daily communication with their peers and close friends takes place through the Internet and, in particular, on social network sites (SNS; Brenner & Smith, 2013). The design and use of SNS stimulate giving feedback, for example through comments and likes on others’ messages and photos. Online peer feedback differs from face-to-face feedback in at least two ways. First, the reduced audiovisual cues in online communication make people feel less inhibited (Walther, 1996) and, therefore, more likely to give more positive but also more negative feedback than in face-to-face communication. Second, online feedback is more persistent and visible to others relatively long after it has been communicated (boyd, 2008). Although previous research suggests that adolescents receive mainly positive feedback, 7.2% always or predominantly received negative feedback (Valkenburg, Peter, & Schouten, 2006). It is, therefore, important to know what the psychosocial consequences are of receiving negative online feedback.

Most previous studies into adolescents’ online communication have focused on adolescents’ own online behavior, but little is known about the reactions they receive on what they do and share online. Only a few studies investigated online peer feedback and showed that positive feedback increased adolescents’ self-esteem and wellbeing (Thomaes et al., 2010; Valkenburg et al., 2006). However, in order to be able to develop hypotheses about the consequences of receiving negative feedback in online communication, we first need to know which adolescents receive negative online feedback and why they receive it.

The Differential Susceptibility to Media Effects Model (DSMM) distinguishes three types of individual susceptibility to media effects, which can moderate effects of adolescents’ media use, but also predict media use (Valkenburg & Peter, 2013). The current study investigates the relative importance of these three types of individual susceptibility for receiving negative feedback: (a) developmentally-based susceptibility (e.g., age), (b) dispositionally-based susceptibility (e.g., social anxiety, narcissism, self-esteem, mood), and (c) socially-based susceptibility (e.g., peer problems, peer attachment, loneliness). In addition, we investigate underlying mechanisms of the relationships between these types of individual susceptibility and receiving negative feedback. First, frequency of SNS use may serve as an explanation for receiving negative feedback, as it may increase the actual possibility of receiving negative feedback. Second, self-disclosure and, in particular, negative self-disclosure (Forest & Wood, 2012; Laghi et al., 2012) might also explain why some adolescents receive negative feedback.

We conducted a study among 1,032 Dutch adolescents between 9 and 14 years old (49.6% girls). We measured three types of individual susceptibility factors (i.e., developmental, dispositional, and social susceptibility). In addition, we measured how often adolescents used SNS, their behavior on SNS (e.g., posting messages or photos, self-disclosure), and how often they received negative comments on SNS. Results will be presented and discussed in the light of the DSMM.

Kathleen Van Royen, Karolien Poels and Heidi Vandebosch. Automatic monitoring of cyberbullying on social network sites: from feasibility to desirability
Abstract:
Cyberbullying frequently occurs on social network sites (SNS) (Lenhart et al., 2011) and has been associated with a negative impact for adolescents (Hinduja & Patchin, 2010; Li, 2007; Ybarra, Mitchell, Wolak, & Finkelhor, 2006). To manage cyberbullying content on SNS, detection has been suggested as a potential strategy to prevent harmful messages for adolescents from remaining online and to provide timely effective responses (Dinakar, Jones, Havasi, Lieberman, & Picard, 2012). However, with millions of user-generated content every day and existing detection techniques being mainly a manual task and ineffective (Delort, Arunasalam, & Paris, 2011), it is unmanageable to monitor all cyberbullying content. Therefore, efforts are being made to develop and optimize the technique of automatic cyberbullying detection (Dadvar, Trieschnigg, Ordelman, & de Jong, 2013; Dinakar, Reichart, & Lieberman, 2011). However, little is known on desirability of and requirements for such a system. Views of different stakeholders are important in this regard. SNS providers must be involved as they should adopt and implement the technology, and also users as they must accept the conditions of use. Furthermore, in order to inform the technical process of automatic monitoring, priorities for detection and follow-up strategies for detected cases may be identified. Experts on cyberbullying can provide valuable insight into this, as they are familiar with the phenomenon and its outcomes.

Opinions of experts in the field of cyberbullying (N=179), involved in research and prevention, were solicited in order to understand their views regarding an automatic detection system for cyberbullying amongst adolescents on SNS. They were contacted through a personalized e-mail with three open-ended questions related to desirability, prioritization and follow-up strategies for automatic detection. Answers were analyzed through a qualitative content analysis.

In total 50 experts responded (28%). The majority was in favor of automatic detection but stated clear conditions under which this system should be operationalized such as effective follow-up strategies, measures to protect the privacy of adolescents and safeguarding the adolescents’ self-reliance. Most respondents suggested priorities for detection including threats, involving physical assault or violence; the misuse of pictures or videos of pornographic, sexual or embarrassing nature; cases in which signs of suicidal ideation by victims are demonstrated; hate speech such as racism and homophobic terms; commands to commit suicide and hate pages and fake profiles. Apart from removal of the content by SNS providers, the severity of the message should be appraised and accompanied by responses towards aggressors and victims, in order to empower them and prevent future cyberbullying.

Results of this study can contribute to the development of an automatic detection system for cyberbullying on SNS, as part of an interdisciplinary project in which we are currently involved. Moreover, results can inform the priority-setting for detection and the establishment of an appropriate follow-up system. Despite the overall positive views, doubts remain among experts about feasibility and desirability and should be further addressed. Appropriate follow-up strategies, in case of detection, must be determined according to severity and be tested for effectiveness. More views from SNS providers, adolescents and parents are required.
Emmelyn A. J. Croes, Marjolijn L. Antheunis and Alexander P. Schouten. Mediation and interpersonal attraction: A comparison of verbal and nonverbal expressions of affection in audiovisual CMC and FtF communication

Abstract:
The notion that online communication relies solely on written messages no longer upholds; new online platforms allow users to communicate with others by a combination of voice, video and text-based messages. Computer-mediated communication (CMC) applications are becoming progressively richer and new innovations even promise the possibility for eye-contact. However, the question arises just how well these novel applications mimic genuine face-to-face (FtF) contact and if they allow for the development of interpersonal relationships to the same extent as FtF contact. Therefore, the first aim of this study is to compare if and how audiovisual CMC with eye-contact differs from FtF communication in its ability to display nonverbal expressions of affection. Second, this study aims to examine whether these nonverbal expressions of affection account for differences in interpersonal attraction. To do so, this study compares nonverbal cues related to involvement, immediacy and tension in both audiovisual CMC with eye-contact and FtF interactions. Therefore, possible differences in the extent to which these cues are displayed in audiovisual CMC and FtF interaction may explain possible differences in interpersonal attraction.

These aims were experimentally investigated among 94 students (Mage = 21.44; SDage = 2.18) who formed 47 cross-sex dyads with an unacquainted partner. Participants were randomly assigned to one of two experimental conditions: audiovisual CMC with eye-contact or FtF communication and were instructed to get to know each other. All conversations were recorded and subsequently transcribed. Participants completed a posttest questionnaire which determined their level of perceived interpersonal attraction towards their interaction partner.

From the video-portion of the recordings, expressions of involvement, immediacy and tension were analyzed by manually coding specific nonverbal cues the participants showed during the interactions. Moreover, automatic audio analyses were performed with a software program called Praat which analyzes vocal cues. Finally, verbal statements of affection were derived through content analyses of the transcripts of the conversations from both experimental conditions. These cues were used as mediators in the relationship between experimental condition and the dependent variable interpersonal attraction. Preliminary findings revealed there was more interpersonal attraction among participants in the audiovisual CMC condition than in the FtF condition. The analysis of nonverbal cues showed participants expressed more involvement in the audiovisual CMC condition in the form of mutual gaze and speech rate. Moreover, participants in the audiovisual CMC condition showed more immediacy cues expressed by increased smiling, forward lean and vocal intensity. Finally, participants expressed more cues related to tension in the FtF condition in the form of increased facial touching. None of these nonverbal cues, however, proved to have an effect on participants’ interpersonal attraction. These preliminary results suggest that in interpersonal communication senders express more nonverbal affection cues when they are more attracted towards someone. However, these nonverbal cues do not cause or enhance interpersonal attraction in the receiver. To further investigate what causes the difference in interpersonal attraction between the two experimental conditions in this study a content analysis of verbal statements of liking is currently being conducted. If this study is accepted for the conference, we will present the full results.

Marjolijn Antheunis and Alexander Schouten. 'Meeting online': Do we disclose more personal information towards same-sex or cross-sex partners in online communication?

Abstract:
Computer-mediated communication (CMC) is becoming increasingly richer. Users can easily add sound, images, and video to their online communications, for example when using applications like WhatsApp, Skype or Instagram. Ample research found that CMC stimulates self-disclosure between cross-sex interactants (e.g., Antheunis, Schouten, Valkenburg, & Peter, 2012; Tidwell & Walther, 2002). However, these studies usually compare text-based CMC with face-to-face interaction and do not take into account richer forms of interaction. Therefore, the first goal of this study is to compare two types of CMC that are very popular: Chat messaging (like WhatsApp) and audiovisual CMC (like Skype or FaceTime) to test whether there is more self-disclosure in rich audiovisual CMC compared to text-based CMC or face-to-face interaction.
Furthermore, women disclose more personal information than men (e.g., Jourard & Lasakow, 1958). Moreover, studies on gender-composition and self-disclosure often find that self-disclosure is the highest in female-female dyads and the lowest in the cross-sex dyads (Hacker, 1981). Although ample research stress the importance of gender in self-disclosure in face-to-face interactions (Dindia & Allen, 1992), the effect of gender composition in online interaction has hardly been studied. The effects of gender might be different in text-based CMC since nonverbal information is lacking, which might reduce the notion of the conversation partner’s gender. After all, research has shown that males disclose more towards females than towards other males (Derlega, Winstead, Wong, & Hunter, 1985). Therefore, the second goal of this study is to test the effects of online communication and gender-composition on self-disclosure.

A total of 264 university students participated in an experiment in which 25 male-male dyads, 26 female-female dyads and 81 cross-sex dyads engaged in a get-acquainted task. After the conversations, participants were asked to indicate how much they told their conversation partner about a number of relatively intimate self-disclosure topics.

Results showed no main effect of communication channel, F(2, 255) = 0.236, p = .790, η2 = .002, or gender composition, F(2, 255) = 0.994, p = .371, η2 = .008. There was no difference in self-disclosure between dyads who engaged in text-based CMC, audiovisual CMC or face-to-face communication, nor was there any difference in self-disclosure between male-male dyads, female-female dyads and cross-sex dyads. However, there was a significant interaction effect between communication channel and gender composition, F(4, 255) = 2.417, p = .049, η2 = .037. Post-hoc analysis showed that within the cross-sex dyads, those who communication using text-based CMC, disclosed more intimate information than dyads communication with audiovisual CMC or face-to-face, F(2, 255) = 7.541, p = .001, η2 = .056. There was no difference in self-disclosure across communication channels for male-male dyads and female-female dyads.

Our results suggest that especially cross-sex dyads benefit from text-based CMC in their self-disclosure. Self-disclosure is especially difficult in cross-sex interactions, more so than in same-sex interactions. Moreover, results showed that there was no difference in self-disclosure between the audiovisual CMC and face-to-face conditions. Therefore, it is most likely the anonymity caused by text-based interaction that enhances self-disclosure.

Cherrie Joy Billedo, Peter Kerkhof and Catrin Finkenauer. Just a Facebook Away: The Use of Social Network Sites for Relationship Maintenance in Long-Distance and Geographically-Close Romantic Relationships

Abstract:
Social networks sites (SNS) play an increasingly important role in maintaining social relationships. SNS enable private and public interactions, and can be used both in a synchronous and as asynchronous manner. In addition, they allow unobtrusive observation of other’s online activities. These affordances make SNS conducive for relationship maintenance. Previous studies have shown that SNS have both positive and negative consequences for geographically-close relationships (GCR), specifically in relationship satisfaction, surveillance and jealousy (Muise, Christofides, & Desmarais, 2009; Papp, Danielwicz, & Cayemberg, 2012; Tokunaga, 2011; Utz & Beukeboom, 2011). However, knowledge on SNS use in long-distance relationships (LDR) is still lacking. The aim of our study was to examine the use of SNS in maintaining GCR and LDR. In LDR, distance hinders daily physical togetherness, which may undermine relationship maintenance. Therefore, in the current study, we hypothesized that SNS will be used more in LDR for relationship maintenance than in GCR.

Method. An online survey was conducted among Facebook users who are in a relationship (N=272). Participants were recruited online by posting a link to a survey on Facebook. Participants in LDR were specifically recruited by posting on Facebook pages of international University students and expats, as well as by sending the link to e-groups of international students. There were 110 participants who self-assigned as involved in GCR and 162 in LDR.

Results. Results show that individuals in LDR are more likely to use SNS for relationship maintenance than those in GCR. Particularly, participants in LDR have higher levels of expression of commitment, passion and intimacy than participants in GCR. Individuals in LDR also show higher levels of SNS-relational maintenance behavior than those in GCR. Furthermore, SNS are utilized more in LDR for partner-surveillance than in GCR. Additionally, participants in LDR experience higher levels of SNS-related jealousy and suspicion of partner infidelity compared to participants in GCR.

Discussion. These findings suggest that SNS play a more crucial role in LDR than in GCR, particularly in 1) expressing the components (commitment, passion and intimacy) that are considered important in romantic relationships; 2) performing relational maintenance behaviors, and 3) obtaining information regarding partner’s SNS activities. It appears that individuals in LDR more than those in GCR rely on information obtained via SNS to gauge their partner’s involvement in the relationship. Compared to those in GCR, individuals in LDR are more likely to experience jealousy and suspicion of infidelity by forming inferences based on partner’s SNS activities. SNS-related jealousy and suspicion of infidelity are ordinarily considered as negative relational consequences. However, these processes may serve
maintenance functions in LDR. This is the first study to include LDR in the investigation of SNS use in relationship maintenance. It provides insights on how SNS are changing and extending relationship maintenance processes. We offer several implications on possible modifications of relational maintenance theories.

Rena Zendedel, Barbara Schouten and Ludwien Meeuwesen. “You don’t want to know this about your mother!” Perspectives and experiences of informal interpreters

Abstract:
Background
More than half of non-western migrant patients in large urban areas in the Netherlands encounter language barriers when communicating with their doctor (Harmsen, 2003). The negative consequences of language barriers are many: poor access to health care (Engelhard, 2007; Stronks, 2001), miscommunication (Flores, 2005; Jacobs, 2006); erroneous diagnoses (Divi e.a., 2007), lower patient satisfaction (Harmsen e.a., 2008;) and a lower quality of care compared to patients with a good language proficiency (Schouten & Meeuwesen, 2006). One way to tackle the language barrier is to make use of interpreters. Until 2012, health care providers in the Netherlands could make use of professional interpreting services, provided by the centralized, government-subsidized system of interpretation. However, due to budget cuts, the free provision of interpreters has ceased to exist. Therefore, the use of informal interpreters, such as family and friends of the patients, which was already high in Dutch general practice (Meeuwesen & Twillt, 2011), will likely increase even more. Therefore, the aim of this study was to get insight into the perspectives and experiences of young adult informal interpreters in the Netherlands. Both their current experiences with informal interpreting, and their experiences with interpreting as a child were assessed.

Method
Fifteen in-depth interviews were conducted with informal interpreters of Moroccan (7), Turkish (4), Azeri (2), Persian (1) and Italian-Colombian (1) backgrounds, aged 19-30 years. The topics covered in the interviews included the technical, communicative and emotional aspects of interpreting and the role of informal interpreters in medical consultations. All interviews were transcribed and (double) coded by the main and a second researcher to elicit the prevailing themes from the interviews.

Results
Respondents reported three times more negative (51) than positive (17) experiences regarding informal interpreting. They felt a heavy emotional burden when interpreting for family members, were embarrassed when discussing sexual matters and were often irritated by the demanding behavior of family members. Although they did the best they could to interpret properly, they often encountered language problems, such as poor knowledge of the medical jargon and difficulties to translate precisely. When asked about their experiences with interpreting as a child, respondents mentioned a total lack of responsibility and interpreting skills; they often (purposefully) omitted information and felt burdened when interpreting for their parents.

Conclusion and research implications
Considering the above-mentioned results of the study, health care providers should be very cautious with using informal interpreters, especially in the case of young children. As there is a lack of research addressing the perspectives of migrant patients themselves (Brisset & Leanza, 2013), a follow-up study will be conducted to get a more complete picture of the causes of communication problems during interpreter mediated medical encounters.
Culture & Entertainment #9

Tuesday 09:00-10:00
Room C 3043

Chair: Wesley Van Haaster

Wesley Van Haaster, Saskia Kanters and Mariek Vanden Abeele. Voorspellers en gevolgen van het checken van werk-email via smartphones, laptops en mobiele tablets buiten werktijd

Abstract:

Door technologische veranderingen is de scheidingslijn tussen werk en privé de afgelopen jaren sterk vervagd. Vooral mobiele media, die kantoormedewerkers de mogelijkheid bieden om buiten hun werktijd altijd en overal in contact te staan met de werkvloer, worden beschouwd als een belangrijke bron van ‘work-life conflict’. Uit eerdere studies is gebleken dat vooral het checken van email buiten werktijd gezien wordt als een belangrijke bron van stress.

Onderzoek naar het checken van email buiten werktijd via mobiele apparaten is tot dusver beperkt tot smartphones. Door de stijging in het gebruik van andere mobiele media, zoals laptops en tablets, nemen de mogelijkheden voor het checken van werk-email buiten werktijd echter toe. Het is dan ook belangrijk om naast smartphones ook laptops en tablets mee te nemen in onderzoek naar het checken van email buiten werktijd. In dit onderzoek is daarom allereerst gekeken naar voorspellers van het checken van werk-email buiten werktijd via smartphones, laptops en tablets. Ten tweede is er gekeken naar mogelijke uitkomsten, door de relatie te onderzoeken tussen de frequentie van en tijd besteed aan het checken van werk-email buiten werktijd en gepercipieerde work-life balance en stress (overload en coping).

Een websurvey uitgevoerd onder 384 kantoormedewerkers van verschillende organisaties. Vijfentachtig per cent van de ondervraagde kantoormedewerkers gaf aan regelmatig buiten de kantooruren werk-email te checken op een smartphone, 52% op een laptop, en 26% op een tablet. Meer dan de helft van de respondenten heeft minstens 1 van deze mobiele apparaten ‘gekregen’ van de werkgever. Email wordt vooral gecheckt tijdens ‘downtime’ (bvb., tijdens het reizen) dan tijdens ‘uptime’ (bvb., tijdens een activiteit met de partner). Kantoormedewerkers met een hogere functie besteden meer tijd aan het checken van email buiten werktijd. Kantoormedewerkers met een hogere subjectieve norm checken ook vaker hun email via hun smartphone. Naast deze voorspellers, is er ook gekeken naar relatie met gepercipieerde work-life balance en stress (‘overload’ en ‘coping’). Uit de resultaten bleek dat vooral een hogere subjectieve norm samenhangt met een negatieve work-life balance, meer overload en minder coping. Er was geen directe relatie met de totale tijd besteed aan het checken van email buiten werktijd. Wat betreft de frequentie van het checken, bleken het gebruik van smartphones, laptops en tablets niet gerelateerd aan gepercipieerde work-life balance en stress. Kantoormedewerkers die vaker een tablet gebruiken om emails te checken buiten werktijd, gaven aan minder ‘coping’ te ervaren.

Deze resultaten van deze studie tonen aan dat, naast smartphones, nu ook tablets een vaste plaats hebben ingenomen als apparaat om ‘altijd en overal’ werk-emails te behandelen. De bevinding dat subjectieve norm checkgedrag voorspelt, wijst op het belang van sociale processen als verklaring voor ‘after-work connectivity behavior’. Hoewel dit onderzoek beperkt is door een cross-sectionele design, suggeren de relaties tussen checkgedrag enerzijds en gepercipieerde work-life balance en stress anderzijds aan dat altijd en overal toegang hebben tot werk-email nefast kan zijn voor de mentale gezondheid van kantoormedewerkers.

Sindy Sumter, Susanne E. Baumgartner, Patti M. Valkenburg and Jochen Peter. Do thoughts make a difference? The relationship between online and offline peer victimization and social anxiety

Abstract:

Peer victimization is a major problem during childhood and adolescence and has been linked to a variety of problems and disorders, including social anxiety. With youth spending an increasing amount of time on the internet, peer victimization also takes place in this new social arena. Although social anxiety has been consistently linked with offline peer victimization, we know less about its relationship with online peer victimization. The lack of research on the issue is striking because specific characteristics of online communication may render experiences with online peer victimization especially hurtful. First, the anonymity afforded by the internet may make bullies less inhibited and more cruel. Second, the a-synchronicity of online communication may provide a bully with more time to craft hurtful remarks. Finally, the internet facilitates accessibility to a large audience. This makes it more likely that the victimization become visible among many people, adding to the embarrassment. In addition to investigating how offline and online peer victimization are related to social anxiety, this paper will
address a second gap in the literature. We aim to identify one possible underlying mechanism that links peer victimization - offline and online - to social anxiety. For this reason, we investigated the role of interpretation biases as one possible mediator.

Data were collected at three primary and three secondary schools in both rural and urban parts of The Netherlands in early 2012. Participants were 1,124 students between 9 and 18 years of age (Mage = 13.28, SDage = 1.90; 48% boys). The questionnaire included measures of offline and online peer victimization, social anxiety, and cognitive processing of social situations. We investigated the relationship between offline and online peer victimization, and conducted meditational analyses with Process® to test whether the relationship between peer victimization and social anxiety was mediated by interpretation biases.

Our results underline that for today’s youth their online and offline social worlds are increasingly intertwined, resulting in a strong relationship between offline and online peer victimization. Furthermore, both types of peer victimization showed small but significant correlations with social anxiety. The strength of this relationship was in line with correlations reported in meta-analyses on offline peer victimization. Finally, the link between both online and offline peer victimization and feelings of social anxiety was mediated by interpretation biases of social situations. Victims of peer victimization reported more negative and less positive interpretations of ambiguous social situations. In line with previous studies these biases were related to higher levels of social anxiety.

As both offline and online peer victimization were related to interpretation biases, we expect that offline and online victims could benefit from cognitive bias modification training. Changing how adolescent victims view their social interactions might be a good starting point to break the vicious cycle where social anxiety and interpretations biases reinforce each other.

Xanthe Plaisier and Elly Konijn. Gender Differences in Media Use Following Social Exclusion

Abstract:
Media research has shown clear differences in media use for boys and girls over the past decades. While girls generally enjoy media content with low arousing features, boys tend to like high arousing media portraying action, sex, aggression and otherwise antisocial behaviors (Kirsh, 2003). Including a developmental perspective may bring important insights to explain why boys and girls differ in their media use. For example, previous research has shown how gender identity development in adolescent boys may explain their preferences for violent games (e.g., Jansz, 2003; Nije Bijvank et al., 2012). While peers play a major role in the lives of youngsters and peer stress becomes one of the major daily life stressors (e.g., La Greca, 2001), a contextual approach including social factors to explain gender differences in media use is understudied. Therefore, in the present study we approach adolescent media use from the developmental perspective of increased sensitivity to social exclusion. Being rejected by peers may lead to detrimental developmental outcomes (e.g., aggression, antisocial behavior; Juvenon, Graham, & Schuster, 2003) and inflames intense negative feelings such as anger and frustration (Davey, Yuce, & Allen, 2008), particularly in boys (Hubbard, 2001). Following mood management theory (Zillmann, 2000), youngsters may use media to regulate these negative feelings. For example, adolescents report higher levels of media use on an evening following an afternoon of negative mood (Kubey & Csikszentmihalyi, 1990). Likewise, we reasoned that rejection-based anger would increase their media use. Furthermore, negative moods increase self-focused moral judgments (Eisenberg, 2000), which may then result in a preference for antisocial media content. In all, the aim of the present study was to test this process, which we expect to hold especially for boys, in view of explaining gender differences in media use.

To test for the assumed gender differences in media use following peer rejection, we conducted two studies differing in how social exclusion was established. In Study 1 (N=331; M=13.75, SD=.99; 180 boys), peer rejection (vs. acceptance) was manipulated using an autobiographical mood induction, while in Study 2 (N=792; M=13.43, SD=1.06; 387 boys) peer rejection was measured using peer nominations. In both studies, media preference and moral judgment were measured. In Study 1, anger and frustration were measured using the STAIX, while in Study 2 negative affect was measured using the brief PANAS-measure.

In line with previous research, peer rejected adolescents in general reported higher levels of anger, more tolerable moral judgments, and stronger preferences for antisocial media content in comparison to their accepted counterparts. Furthermore, gender differences were revealed in boys reporting higher levels of rejection-based anger, instigating more tolerable moral judgments, and stronger preferences for antisocial media content than in adolescent girls. Importantly, boys and girls at a lower educational level did not differ in their media preferences following social exclusion. That is, both boys and girls at a lower education level showed increased preferences for antisocial media content after social exclusion. Gender and educational differences in media use for coping purposes will be further discussed at the Etmaal.
Susanne Baumgartner, Wouter Weeda and Mariette Huizinga. The relationship between media multitasking and executive function in early adolescents

Abstract:
Due to the availability and easy accessibility of ever more media technologies, the way young people use media has changed dramatically. Youth frequently use several media types simultaneously, thereby engaging in ‘media multitasking’. The increasing prevalence of media multitasking is concerning because frequent media multitasking may be negatively related to children’s cognitive control abilities (i.e. executive function). Because media multitasking is characterized by constant switching between several ongoing tasks, the interruptive nature of media multitasking may have negative consequences for executive function. If young adolescents get used to the constant switching between tasks, they may lose their ability to focus and control their attention, and to show adequate, goal-directed behavior. However, the relationship between media multitasking and executive function has not yet been investigated.

The present study investigated the relationship between media multitasking and executive function in 523 early adolescents (aged 11 to 15; 48% girls, from 6 Dutch schools). The three central components of executive functions (i.e., working memory, shifting, and inhibition) were measured using self-reports on daily-life functioning, as well as experimental tasks (Digit Span, the Dots-Triangles Task, and the Eriksen Flankers Task).

Regression analyses (controlling for amount of media use, gender, intelligence) revealed that media multitasking significantly predicted self-reported measures of executive function. Adolescents who media multitask more frequently reported having more problems in the three domains of executive function in their every-day lives. Media multitasking was, however, not related to the performance on the experimental tasks (Digit Span and Dots-Triangles Task). Interestingly, adolescents who engaged more frequently in media multitasking tended to be better in ignoring irrelevant distractions in the Eriksen Flankers Task. Overall, the results suggest that although media multitasking is negatively related to executive function in everyday life, it may be positively related to specific components of cognitive processing.
Culture & Entertainment #10
Tuesday 10:10-11:10
Room C 3043

Chair: Emy Koopman

Emy Koopman. Predictors of empathy when reading suffering: genre and reader variables

Abstract:
Many scholars have made claims concerning the ethical potential of literature. Among other things, reading literature would make us more empathic (e.g. Booth, 1988; Nussbaum, 1995, 1997, 2001; Sontag, 2007). Recent empirical evidence in the field of Empirical Literary Studies supports the hypothesis that reading fiction is related to empathy, while reading non-fiction is not (e.g. Djikic, Oatley, & Moldoveanu, in press; Mar et al., 2006; Mar, Oatley, & Peterson, 2009).

However, the specific contribution of literariness (compared to ‘narrativity’) to reactions like empathy and reflection is still unclear, with only one recent article showing a connection between reading literary (as opposed to popular) fiction and empathic ability (Kidd & Castano, 2013). Also, the specific reader characteristics and processes which are most likely to lead to empathic reactions are in need of further investigation.

The empirical, quantitative study I will present made a comparison between empathic reactions to texts about grief and depression in different genres. With one week between texts, respondents (N= 210) filled out two questionnaires after reading excerpts in one out of three genre conditions: informative, literary narrative, and popular narrative. In addition, the influence of the ‘truth value’ of the narratives was taken into account. People may be more inclined to sympathize and empathize when reading non-fiction than fiction. Thus, half of the respondents received a ‘fiction instruction’, while the other half received the instruction that the excerpt they were about to read was based on true events. Apart from genre, reader variables were expected to influence empathy, namely: personal experience with the subject matter, reading habits, and dispositional empathy. Furthermore, the influence of emotional reactions during reading (e.g. sympathy with the character and finding the text interesting) was explored. The type of empathy measured was real-life empathy: whether respondents showed more understanding for people in similar situations as the characters (as measured by the extent to which they agreed with empathic statements) and whether they were more likely to donate to a related cause.

Results indicate that genre had no effect on empathic statements. On donating behavior, an effect was found of the popular narrative text, but only for depression. However, reading experience was one of the main predictors of empathy with others (as measured by the statements). The other main predictors of empathy were experiencing sympathy/empathy with the character and dispositional empathy. In addition, for the texts about depression, personal experience predicted empathy. Whether one received a fiction instruction or not did not matter, although respondents who thought they had read a ‘true’ story (regardless of the instruction) felt more involved in the story.

These results don’t show any direct effect of literariness on real-life empathy, but suggest that repeated exposure to narrative texts, including literary ones, may lead to more empathic attitudes. The effect of reading literature on empathy is likely to be more complex than leading to straightforward socially desirable responses of feeling for others and coming to their aid.

Abby Waysdorf. My Trip to King’s Landing: Fantasy, Fandom, and Contemporary Television Tourism

Abstract:
#kingslanding reads the hashtag of a picture of a smiling couple atop the walls of the Old City of Dubrovnik, posted on social media site Instagram. This description signifies one of the city’s new identities: that of King’s Landing, the capitol city of the Seven Kingdoms of Westeros from the hit HBO drama Game of Thrones (2011- ). The big-budget high fantasy series has become highly successful both in America and beyond, gaining a vibrant and varied fanbase. This has lead to a related increase in fans looking to visit the “real” places of the fantasy world that the show takes place in. As they do, they share this with friends, family, and other fans across social media, making their experience visible to a potentially wide range of other fans.

In this, the visitors to ”King’s Landing” are participating in a long tradition of film and television-inspired tourism (Beeton 2005, Roesch 2009, Reijnders 2011). Recent years have seen this form of tourism rise
in prominence, yet still little is known about how the fans themselves experience these places, how these visits are incorporated into their other fandom practices, and what in the contemporary media environment makes these trips increasingly appealing. This paper addresses this need by introducing a new framework for understanding the experience of film and television tourism, that of the "mediatization cycle" of mediatization (understanding a place through media), de-mediatization (taking the place out of the media and into the physical experience), and re-mediatization (reincorporating the place back into the media), and uses this cycle to analyze the tourism around Game of Thrones. Based on fieldwork conducted in Dubrovnik and Northern Ireland, it asks how fantasy and fandom affects how and why this cycle is experienced. In doing so, it provides new insights into contemporary fan practice, tourism, and our relationship with fictional worlds.

Mijke Slot. The extended media consumer: a third articulation of media

Abstract:

Media are doubly articulated; they are material objects and symbolic messages at the same time (Silverstone, 1994; Livingstone, 2007). Communication and media scholars focus on the way media messages influence the audience, or how people interpret media messages in different ways (e.g. Lasswell, 1927; Ang, 1985; 1991; Shannon & Weaver, 1963; McLuhan, 1964; Valkenburg, 2000; 2002). A second way to study media is by addressing them as technological artefacts or innovations and the users as consumers. The way media products are designed and the meaning users assign to these technologies, their place in the household and the relationship users have with these technologies are studied in science and technology-oriented studies and innovation studies (e.g. Rosenberg, 1982; Bijker, 1995; 2010; Silverstone, 1995).

This paper shows that media, and the role of the public, can also be articulated in a third way. Around the time the web 2.0 concept was popularized (O'Reilly, 2005), a paradigm shift in academia could be witnessed (Jenkins, 2006; Van Dijck, 2009). In addition to the conceptualization of media as objects or as the providers of messages, new media were conceptualized to provide tools for users to become active themselves. Since then, the concept of active or participating users gained ground – which can be seen as a third articulation of the public. Users were assigned multifarious roles, for example as creators of content or as agents in new and mixed models of labour (Van Dijck, 2009). By creating, uploading and sharing user-created content, amateurs are pushing the boundaries of traditional consumer/producer relations. Online all consumers have become producers of content. Or have they?

Based on a content analysis of 125 online media services and an extensive case study of Habbo, this paper explores the shifts that have taken place in the online media sector, in user roles and user/producer relations. Data gathered in desk research, interviews with the Habbo management, a user survey and online discussion groups are used to explore in more detail how one of the youngest groups of internet users are active within a virtual world. This article shows that consumption roles are still very important in online media services, but that they can be conceptualized as extended: users take on multiple other roles besides consumption, and these roles can be divided into many sub-roles. Secondly, user/producer relations are dynamic and take place on various levels. Whereas producers primarily fulfill facilitating roles, users take on important roles in the production of value. The interaction between users and producers can be characterized as a process of mutual shaping, but, as opposed to conceptualizations in social construction of technology studies, the process of closure is not final. Because of the increased interaction between users and producers and the fact that producers have access to a large amount of user data, online media services are always open to change.
**Culture & Entertainment #11**

Monday 13:50-14:50  
Room C 4030

**Chair: Anouk Den Hamer**

Anouk Den Hamer, Elly Konijn, Xanthe Plaisier, Micha Keijer, Lydia Krabbendam and Brad Bushman. The Need for a Content-based Media Exposure Scale (C-ME): Four Development and Validation Studies

**Abstract:**  
In surveys asking people “what things they can’t live without,” the Internet is ranked very high, ahead of clean drinking water and toilets in some surveys (see note 1). Media certainly play an important part in the lives of today’s adolescents. Adolescents are most heavy media consumers of both traditional media such as television and modern media like digital games, social media, and YouTube, spending more time consuming media than attending school—just under 11 hours a day (Rideout, Foehr, & Roberts, 2010). Among adolescents’ media use, antisocial media content, in which antisocial behavior (e.g., fighting, destroying someone else’s property, reckless driving) is portrayed, seems highly popular (Strasburger, 2009; Strasburger, Jordan, & Donnerstein, 2010). Given the central role media has in the lives of adolescents, it is somewhat paradoxical that there is no standardized measure for assessing the content of media consumed. Problems and inconsistencies exist in accurately measuring media use (Jordan, Trentacoste, Henderson, Manganello, & Fishbein, 2007). Furthermore, most media exposure measurements just ask for frequency of exposure to a particular medium (e.g., watching TV or playing games) without discerning the specific content to which one has been exposed. Obviously, it is important for media scholars to (1) apply a solid measurement device that will make studies comparable, and (2) to measure media exposure based on content given today’s new technology allowing access to media content irrespective of a particular device. Therefore, we developed a measurement device to assess content-based media exposure. In doing so, we focused on adolescents and specifically on antisocial and risk behavior content as portrayed in the media.  
Four studies were conducted, involving over 2000 adolescents, aiming at the development and validation of the Content-based Media Exposure (C-ME) scale. The purpose of Study 1 (N = 892) was to generate and distill a sample of items to reflect antisocial media content and to confirm the underlying factor structure of the items. Study 2 (N = 748) investigated whether the factor structure remained intact in a different sample and examined the predictive and discriminant validity of the scale by analyzing the relationships with individual-differences variables. Study 3 (N = 524) consisted of an only boys sample to analyze whether the factor structure was not gender sensitive and to replicate the predictive and discriminant analyses. In Study 4 (N = 356), the antisocial factor was counterbalanced with a prosocial factor and the predictive and discriminant analyses were replicated.  
In all studies, model fit indices like RMSEA’s and CFA’s showed good fit, both for antisocial and prosocial media content. Furthermore, predictive and discriminant validity was in accordance with expectations, as indicated by correlations and model comparisons with sensation seeking, trait aggressiveness, violent media use, general media use, and empathy. The final version of the C-ME-scale consists of 22 items that reflect antisocial (12 items) and prosocial (10 items) media content and is highly promising for future media-based research.

Laura Vandenbosch and Steven Eggermont. A Prospective Cohort Study on the Role of Appearance Ideals in Adolescents’ Use of Social Networking Sites

**Abstract:**  
Mass media, such as music videos and fashion magazines, have been criticized for disseminating a restricted view on appearance ideals and attractiveness (Thompson & Stice, 2001). Exposure to such sexualizing content (APA, 2007; Fredrickson & Roberts, 1997) may lead to the internalization of the promoted ideals (Tiggemann, 2005) and, consequently, also to self-objectification and body surveillance. The latter factors are related to various mental and physical health risks (Moradi & Huang, 2008).

The internalization of appearance ideals promoted in mass media is also likely to affect how adolescents behave in online social networks (de Vries & Peter, 2013). Adolescents who have internalized mass media ideals may be more focused on the outer appearance of members of their online social network. Such sexualized use of social networking sites may, subsequently, enhance adolescents’ tendency to self-objectify and monitor their own body. However, although such relationships are not unlikely in adolescents who frequently use social networking sites (Livingstone, 2008) and are increasingly aware of their bodies (APA, 2007), they have hardly been studied.

The current study tests an integrative model that examines (a) how internalization of sexualized appearance ideals in mass media relate to an appearance focused use of social networking sites, and (b)
whether an appearance focused use of social networking sites serves as an additional pathway to explain the relationship between the use of sexualizing mass media and an objectified self-concept. This study expands prior research by investigating the association between traditional mass media and social networking sites within the framework of sexualization. It thus builds on objectification theory (Fredrickson & Roberts, 1997), literature on the internalization of appearance ideals (Thompson & Stice, 2001) and a limited number of studies that have suggested such a relationship (e.g., de Vries & Peter, 2013). Furthermore, the study explores how concentrating on the attractiveness of members of one’s online network may affect self-objectification and body surveillance. The study thereby responds to a scholarly call to address the role of social networking sites in the process of self-objectification by using a specific appearance focused measure (Vandenbosch & Eggermont, 2012) that takes account of the importance of other-generated cues (Antheunis & Schouten, 2011).

A three-wave panel study was organized among 1,041 12- to 18-year-olds (M = 15.35; SD = 1.47); 56.6% were boys. The structural equation model revealed that reading sexualizing magazines and watching sexualizing music television related to the internalization of traditional media appearance ideals (all Time 1). In turn, internalization (Time 1) positively predicted appearance focused use of social networking sites (Time 2). Appearance focused use of social networking sites (Time 2) subsequently predicted self-objectification (Time 3) and body surveillance (Time 3). The internalization of traditional media appearance ideals (Time 1) also positively predicted self-objectification (Time 3) and body surveillance (Time 3). Self-objectification (Time 3) positively related to body surveillance (Time 3). The discussion focuses on the use of social networking sites in media effects on adolescents’ objectified self-concept.

Johanna M.F. van Oosten, Jochen Peter and Inge Boot. Investigating Adolescents’ Sexual Uncertainty: the Interplay of Sexual Media Use and Individual Dispositions

Abstract:
The media play an increasingly influential role in adolescents’ sexual development. However, the sexual media content that adolescents encounter may conflict with beliefs about sexuality that adolescents have adopted from families, schools, and peers. According to the sexual-uncertainty hypothesis (Sparks, 2013), the confrontation with media messages that are in conflict with one’s sexual socialization can result in sexual uncertainty. In fact, previous research has shown that adolescents’ use of sexually explicit internet material (SEIM) contributes to their sexual uncertainty (Peter & Valkenburg, 2008, 2010). Although these findings initially support the sexual uncertainty hypothesis, two issues in particular need more attention.

First, whereas research suggests that both SEIM and mainstream TV may present important sources of sexual information for adolescents, only SEIM has been related to sexual uncertainty (Peter & Valkenburg, 2008, 2010). The present study therefore aimed at extending previous research to mainstream TV (i.e., reality TV). Second, based on the disposition-content-congruency hypothesis (Valkenburg & Peter, 2013), sexual uncertainty can be seen as the result of a lack of congruency between sexual content and adolescents’ sexual dispositions (i.e., norms, values and beliefs about sex). Previously, congruency was expected to depend on between-gender differences in sexual socialization (Peter & Valkenburg, 2010), with girls showing less congruency between content and dispositions, and consequently more sexual uncertainty, than boys. However, media effects have also been found to depend on the congruency between sexual content and sexual dispositions that differ within gender (e.g., Kingston et al., 2009). The second aim of this study was therefore to investigate whether gender differences in the relation between sexual content and sexual uncertainty are further moderated by two individual dispositions: impersonal sex orientation (ISO) and hypergendered orientation (HGO). A low ISO (i.e., negative attitudes toward casual sex) and a weak HGO (i.e., a lack of stereotypical gender role beliefs) are incongruent with the predominant messages in SEIM and reality TV and were thus expected to boost the relationship between the use of SEIM/ reality TV and sexual uncertainty, notably among girls.

We used data from a survey among a representative random sample of 2,137 Dutch adolescents (aged 13-17; 50% male) conducted in May and June 2013. Multiple regression analyses with post-hoc probing for interaction effects showed that, for girls with a low ISO, watching reality TV was related to stronger sexual uncertainty. For both girls and boys with a low HGO, SEIM use was associated with stronger sexual uncertainty. No relationships between sexual media use and sexual uncertainty were found for boys and girls high in ISO or HGO. Further, the relationship between sexual media use and sexual uncertainty differed significantly between girls with low and high ISO and HGO.

In line with the sexual-uncertainty hypothesis, our study is the first to show that the relation between the use of sexual media content and sexual uncertainty depends on both between- and within-gender differences in the level of congruency between the content and adolescents’ sexual dispositions. Moreover, these findings hold for both SEIM and reality TV, especially among girls.
Peter Nikken and Marjon Schols. How and why parents guide the media use of infants, toddlers, kindergartners and early childhood children; an exploratory study

Abstract:
Notwithstanding recommendations from the American Academy of Pediatrics (AAP 2001, 2011), children use electronic screens at ever younger ages. In line with Vygotsky's Zone of proximal development (1978) and Bronfenbrenner's Ecological system theory (1994), we assume that parents can scaffold the young child's development as a media user by applying mediation that is developmentally appropriate. Yet, little is known, however, about how parents mediate infants’, toddlers’, pre-schoolers’ and early childhood children’s use of contemporary media in relationship to the child’s developing media skills. Also, little is known about how parents’ stances towards media in the young child’s life relate to their mediation practices and to the young child’s use and ownership of electronic screens in the bedroom. In order to shed light on these two issues, we held an online survey among 896 Dutch parents with children aged between zero and seven years, and asked them about a) five types of parental mediation, b) four types of stances towards media for young children, c) the presence of media devices at home and in the child’s room, d) the extent their children were skilled users of media (i.e. self-reliant and dependent users), e) the extent their children engaged in four types of media content, and f) several child and parent demographics.

Regression analyses showed that children’s time spend on four types of media devices (TV, game consoles, computers and touchscreens) and on having media devices in the bedroom, primarily depends on the young child's media skills and age, rather than on the parent’s views on media in the child’s life. The time spend with touchscreens was, however, significantly predicted by the idea that media provide moments of rest for the child.

The extent to which parents apply five types of mediation (co-use, supervision, active mediation, restrictive mediation, and monitoring) also was consistently predicted by the parent’s views on media for young children, as well as to the young child’s media skills, and the types of media content that the child uses.

Canonical discriminant analysis, finally, clearly captured how the five mediation strategies varied among infants, toddlers, pre-schoolers, and early childhood children, in combination with both children's media skills, and the child’s use of games and passive entertainment. In general, infants are not yet very active media users and were the least akin to either dependent or self-reliant media users and received little active or restrictive mediation, nor co-used the media often with their parents. Toddlers, and to a somewhat lesser extent pre-schoolers, however, were primarily profiled as dependent users who co-used digital entertainment media with help from their parents. At the same time, especially, pre-schoolers were increasingly self-reliant in their use of educational media and also often co-used the media with their parents. Finally, among children in early childhood who were even more self-reliant and thus capable to use media devices and play educational or shooting games on their own, parents decreased their co-use, and instead increased their active and restrictive mediation practices.
Media Systems & Policy

Media Systems & Policy #1

Monday 15.25-16.25
Room C 4030

Chair: Paul Ketelaar

Hilde Voorveld, Claire Segijn, Paul Ketelaar and Edith G. Smit. Investigating the prevalence and predictors of media multitasking across countries.

Abstract:
Today's overwhelming media environment encourages individuals to increasingly engage in one or more media activities at a time, so-called media multitasking (Pilotta et al., 2004). Media multitasking is an important topic for marketing researchers because media multitasking can reduce the persuasive power of marketing communications (Jeong and Hwang, 2012). The current study investigates whether this type of media behaviour differs across countries. This is essential because the existing research on media multitasking has historically been based on data from one country only (the United States). The existing research therefore neglects the perspective that communication and media use can be viewed as part of a national culture (Craig & Douglas, 2006) and can therefore differ across countries. The time use preference of a country, or polychronicity versus monochronicity, could explain the different prevalence levels of media multitasking among countries. Monochronicity is defined as a preference for engaging in one activity at a time (Hall, 1959). Monochrons typically prefer to do things in a structured and linear manner and use a one step at a time approach (Lee et al., 2006). Polychronicity is defined as "the extent to which people prefer to engage in two or more tasks or events simultaneously" (Kaufman-Scarborough and Lindquist, 1999). For polychrons, schedules are less significant, and polychrons are typically more flexible and less regimented, preferring to conduct multiple tasks simultaneously. Polychronicity varies across countries and could therefore explain differences in media multitasking among countries. Therefore, the current study tests whether countries that are characterised as polychronic engage in different amounts and forms of media multitasking than countries that are characterised as monochronic.

The data were collected in July 2012, using an online questionnaire that was simultaneously administered in six countries (N = 5973). According to Hall and Hall (1990), monochronic time is dominant in the United States (n = 999), the United Kingdom (n = 1000), Germany (n = 996), and the Netherlands (n = 989), whereas polychronic time prevails in France (n = 998), and Spain (n = 991). The study was conducted single source; all respondents answered questions for eight media. The question for each medium type was highly comparable, for instance: "When I watch TV, I < always / often / sometimes / never> make use of <medium X>.

Results showed that media multitasking is most prevalent in the United States and least prevalent in the Netherlands. This result is remarkable because the current research concerning the prevalence of media multitasking originates from the United States. The results demonstrated that monochrons tend to media multitask with traditional media and polychrons with new media. An explanation for this could be that the characteristics of new media correspond with the preferences of polychrons because new media offer the possibility to perform multiple tasks within the one medium (Lee et al., 2006). Traditional media, such as television and radio, consist of one task and are more linear in nature, which is more in line with monochronic preferences. Implications for persuasive communication are discussed at the conference.

Linda Bos, Sophie Lecheler, Moniek Mewafi and Rens Vliegenthart. It’s the Frame that Matters: Immigration and Media Framing Effects in the Netherlands

Abstract:
In the past decade-and-a-half the Netherlands has witnessed turbulent debates on immigration and integration of minorities, mainly taking place in mass media. The debates are characterized by high levels of negativity and contain a variety of different interpretations (or frames) of the issue. We argue that this mass media coverage has considerable impact on how citizens think about immigration and immigrants. However, while some evidence on framing effects on immigration on aggregate level voting intentions in the Dutch context exists, little attention has been paid to the question how issue-specific immigration media frames affect individual citizens’ opinions, attitudes and behavioural intentions. Moreover, studies that do, focus more on the consequences of using a certain tone, or valence, than the effects different issue-specific frames can have, irrespective of their valence. Studies addressing those potential media
effects are very relevant, since they might help us understand how public opinion on such an important topic is formed.

The Dutch case has shown the dominance of three issue-specific frames in the media: the emancipation frame, the multicultural frame, and the victimization frame. Because the Netherlands has traded the multicultural tradition for a more assimilationist stance in more recent years, we added a fourth frame: the assimilation frame. We use a 4 (frame) x 2 (valence) between subjects survey experiment conducted among Amsterdam citizens (n=715) to estimate the effects of these issue-specific frames on opinions, attitudes and behavioural intentions regarding immigrants.

Our results show that effects on issue-specific opinions are in line with previous research: negative stories lead people to show less support for the issue under study. However, the opposite is not the case: overall, positively valenced stories do not lead to more support. Additionally, we find that the attitude towards immigrants and the intention to participate in integrating activities is affected by the frame of the story. The less popular multicultural frame exerts positive effects, whereas the more common victimization frame has a negative impact, regardless of the tone (valence) of the story.

What makes our results particularly relevant is the finding that it is the multicultural frame, the frame that has been abandoned by most politicians and opinion leaders in the Netherlands, that has the most positive effects on attitudes and behavioural intentions. This shows that – despite the common popular view that multiculturalism is a phenomenon of the past – people are still willing to adapt their views in line with this frame. This insight might offer political actors that search for alternative framings in the current immigration debate an interesting starting point.

Niels Blom, Renée van der Zanden, Moniek Buijzen and Peer Scheepers. Relating traditional and contemporary media exposure to self-assessed health in a cross-national perspective: Mediators and moderating media systems.

Abstract:
Major overviews of empirical evidence have been provided to explain individual and cross-national differences in self-assessed health, however media exposure has thus far been overlooked. In this study, we set out to contribute to contemporary insights on the relationship between media exposure and self-assessed health, improving several limitations of previous research. First, we looked at more general measurements of health, namely general health and well-being. This provided us with health measurements more in line with the WHO’s definition of health. Second, we contributed to contemporary insights by using a large scope of 25 European countries, which enabled us to look at cross-national variations in media exposure and health, as well as at differential effects of media systems. Last, we simultaneously tested multiple mediating explanations of the relation between media and self-assessed health to improve our understanding of the relationships. Therefore, our research questions read: 1. To what extent is media exposure associated with personal health in cross-national perspective? 2. To what extent is the relation between media exposure and personal health a) mediated by individual characteristics and b) moderated by different media systems?

In studying media exposure, traditional media (television, radio, and newspapers) and contemporary media (internet) were reviewed separately. Within traditional media exposure we distinguished between two types of media content: entertainment and current affairs. We hypothesized that people exposed to entertainment in traditional media, due to displacement of activities that relate positively to health, reported lower levels of self-assessed health. Exposure to current affairs in traditional media was hypothesized to relate positively to health, as a result of the educating role of this type of media content. Contemporary media were taken into account as total time exposed to the internet. Exposure to internet was hypothesized to relate positively to self-assessed health, because of the educating role of internet. Aside from hypotheses about the relationship between media exposure and health, the mediating variables social isolation and mean world syndrome were tested. And finally, the moderating role of different media systems across countries was reviewed and tested.

Using the European Social Survey (2010) covering 25 European countries (N = 45,003), multilevel regression analyses indicated for traditional media that exposure to entertainment and current affairs on television were both negatively related to self-assessed health, but that exposures to radio and newspapers were positively related to general health. For exposure to contemporary media (internet), findings indicated consistent positive relations with self-assessed health across all media systems. Furthermore, limited support was found for the mediating role of social isolation and the mean world syndrome for the link between media exposure and health. We tested for robustness using general exposure to the several types of media exposure, yielding consistent results with our previous findings. Across media systems, findings for the relation between both traditional and contemporary media exposure and self-assessed health were relatively consistent.
Daniëlle Raeijmaekers, Hilde Van Den Bulck, Koen Panis and Pieter Maeseele. The Forgotten Actor in Media Ownership Debates: Audiences and Their Knowledge of Media Ownership In Flanders

Abstract:
This contribution explores the knowledge of media ownership structures amongst a representative sample of the Flemish population, thus turning attention to the forgotten actor in media ownership debates.

Media diversity and a plurality of voices in media is seen as key to a democratic society, and media concentration is believed to interfere with this. Studies related to ownership focus either, from a political economic point of view, on the actual ownership structures and processes or, from a political communication perspective, on the actual diversity in media content. However, little or no attention is paid to audiences and their awareness of media ownership and diversity issues. The topic is further overlooked in media literacy studies, with the exception of some smaller studies on audience awareness of media structures from a critical or holistic approach. This paper wants to help fill this gap by addressing crucial but overlooked questions: to what extent are audiences knowledgeable of the ownership structures behind the media they consume, to what extent do audiences effectively come into contact with a plurality of voices through their media consumption, and how are these issues affected by socio-demographics of media users?

To answer the research questions, an online survey that looked into people’s media use and knowledge of media ownership structures was conducted among a representative sample (N=1100) of the Flemish population in January 2013. Thirteen questions investigated respondents’ knowledge of media ownership structures, by means of multiple choice questions. Respondents were asked to link newspapers, magazines, radio and television stations to the correct media group and to indicate the CEO of media groups and brands from amongst a range of options. Background variables included media use and socio-demographics (gender, age and educational level).

Results indicate that, while for magazines 2 out of 3 respondents indicate to not know which media group owns them, in the case of newspapers this is roughly half. De Persgroep’s newspapers can be linked correctly most often but the company is also the most wrongly given answer, suggesting respondents link newspapers in general to De Persgroep. Audiovisual media brands are more easily linked correctly. With regards to CEO’s, 73.8% of respondents are unable to link any to the right company.

Regression analyses with socio-demographics and media-use as background variables show that men score higher for audiovisual media and CEO’s, older respondents for CEO’s and newspapers and magazines, youngsters for audiovisual brands and higher educated for all types of media. Further, radio and print consumption are related to better link media brands correctly but no relationships with television or online media use was observed.

Overall, these results suggest that the general audience shows limited knowledge of the ownership structure behind the media they consume. We conclude by discussing the implications of these results from the perspective of democratic of citizenship in general, and the role of media literacy education in particular.

Koen Panis, Birte Verschraegen, Hilde Van den Bulck and Miriam van der Burg. Does cross-media concentration translate into cross-promotion? Analysing Flemish newspapers’ coverage of co-owned and competitive television stations

Abstract:
By means of a diachronic quantitative content analysis of Flemish newspapers’ coverage of television programmes, this paper wants to analyse if cross-media concentration results in cross-promotion of press outlets’ co-owned television stations.

Recent developments in the Flemish media landscape, such as VMMa’s (Roularta and De Persgroep) take-over of television station Vitaya in 2010, and De Vijver’s (Vandenhaute & Watté, Sanoma, and Corelio) acquisition of SBS’ television stations in 2011, reinvigorate the question of the impact of ownership concentration on diversity in media content. The focus is usually on hard news while the corporate influence on soft news stories – such as newspapers’ coverage of television programmes – is mostly ignored (Hardy, 2010). However, cross-media concentration raises the question of how media companies cover their co-owned and competitive outlets’ output. Indeed, cross-media promotion has become part and parcel of contemporary media companies marketing strategy (McAllister, 2010) and is believed to extend beyond overt promotional messages into an editorial context (Hardy, 2010). Since distinctive interests between different media groups can be identified, soft news content can unravel
media ownership structures’ impact on news content (Gilens and Hertzman, 2000). Therefore, this paper hypothesises that media groups cover co-owned media outlets more frequently than competitive outlets. More specifically, the paper investigates whether Flemish newspapers more often cover the television stations which belong to the same than those belonging to a competitive media company. This hypothesis was tested by means of a quantitative content analysis of four elite and popular Flemish newspapers’ (De Morgen and Het Laatste Nieuws (De Persgroep), and De Standaard and Het Nieuwsblad (Corelio)) coverage of all main Flemish television stations and its programmes. In total, 1238 articles were analysed resulting in information on 2134 actors (i.e. television stations or programmes) within three time frames (2006, 2009 and 2012), to allow for comparisons before and after media ownership structure shifts.

Results partly support the hypothesis. While there is a significant increase in the coverage of SBS’ television stations by Corelio’s newspapers after it became a shareholder, this tends to be a general tendency, since it can be observed in De Persgroep’s newspapers as well. In general, differences between elite and popular newspapers are more apparent than differences between Corelio and De Persgroep. Within the popular newspapers however, manifest differences between Het Laatste Nieuws and Het Nieuwsblad can be observed. Het Laatste Nieuws does report more often on VMMa’s television stations, which it has shares in, while Het Nieuwsblad does the same for production company Woestijnvis, of which it is a shareholder.

While possible alternative explanations (audience overlap between newspapers and television stations, or programme characteristics making it (and its station) more or less newsworthy) are considered, the existing cross-promotion specifically among popular newspapers raises concerns about audiences’ abilities to look through this effect of media concentration.
Health Communication

Health Communication #1

Monday 16.30-17.30
Room C 4030

Chair: Enny Das

Wendy Jacobs, Enny Das and Sanne Schagen. Understanding and Reducing Stereotype Threat in Breast Cancer Patients: The Role of Stigma Consciousness

Abstract:

Purpose. Recent studies suggest that merely informing breast cancer patients about chemotherapy-associated cognitive problems may increase self-perceived cognitive problems by increasing stereotype threat (Schagen, Das & Vermeulen, 2012; Schagen, Das & van Dam, 2009), i.e. the fear of confirming a stereotype after being confronted with stereotypical information which unconsciously leads to behavior in correspondence with the stereotype (Steele & Aronson, 1995). The current study examined (1) the conditions under which stereotype threat effects occur, and (2) whether an information-based intervention can reduce these effects.

Method. In an online experiment, 175 female breast cancer patients (133 with vs. 42 without chemotherapy experience; 83 currently undergoing endocrine therapy) were randomly assigned to one of three experimental conditions, which contained different information (on paper) about the relationship between chemotherapy and treatment side effects: (1) experimental condition: ‘some patients treated with chemotherapy experience memory- and concentration problems’ (n=56, cf. Schagen et al., 2009; 2012), (2) intervention condition: additional reassuring information explaining that ‘there is still a group of patients that scores well on memory tests’ (n=59; cf. Di Blassi, Harkness, Ernst, Georgiou, & Kleijnen, 2001; Johns, Schmader & Martens, 2005) or (3) control condition: neutral introduction without reference to chemotherapy-related cognitive problems (n=60, Schagen et al., 2009; 2012).

Data were analyzed with analyses of variance with introduction (priming, intervention, control) and chemotherapy experience (yes, no) as independent factors and domain and group identification, stereotype self-relevance and stigma consciousness - i.e., the extent to which patients are aware of and are personally influenced by patient stereotypes (Brown & Pinel, 2003) - as continuous moderators. Main dependent measure was frequency of self-perceived cognitive problems, as measured by the Cognitive Failure Questionnaire (Broadbent, Cooper, Fitzgerald & Parkes, 1982). Mediating processes (e.g., worry) and covariates (e.g., affect) were also examined.

Results. The experimental conditions differentially affected the frequency of self-perceived cognitive problems depending on the level of consciousness of cancer patient stigma (F(7,139) = 4.06, p = .02, np2 = .06). For individuals in the experimental and intervention condition, the frequency of self-perceived cognitive problems increased with higher levels of stigma consciousness (t(1,45) = 4.01, p = .000, b(SEb) = .57(.14), β = .51; t(1,45) = 3.60, p = .001, b(SEb) = .53(.15), β = .47). However, stigma consciousness did not influence self-perceived cognitive difficulties for patients in the control condition, t(1,51) = .75, p = .45, b(SEb) = .11(.14), β = .11. Evidence for other interaction effects or mediation was absent.

Conclusion. The findings suggest that stigma consciousness may partly explain negative effects of treatment information. Moreover, awareness of cancer patient stigma appears to be more important than other factors related to self-relevance such as chemotherapy experience, which did not play a significant role in the present research. Thus, (worrying about) stigmatizing factors of being a cancer patient play an important role in being at risk for negative information effects concerning cognitive problems after a cancer diagnosis and subsequent treatment. Future studies should examine interventions with the potential to reduce these effects, by targeting the felt stigma.


Abstract:

Due to mixed findings in outcome studies on online peer support (Hong, Peña-Purcell, & Ory, 2012; Eysenbach, Powell, Englesakis, Rizo, & Stern, 2004), there is a need for longitudinal studies explaining
when and why online support communities are beneficial. Previous research rarely considered the influence of individual differences, even though patients have different levels of participation in an online support community (Setoyama, Yamazaki, & Namayama, 2011) and cope with illness-related emotions in different ways (Stanton et al., 2000). The current longitudinal study tested the interaction effects of online activity and emotional coping skills on psychological wellbeing among breast cancer patients. Because online communities confront patients with (often emotional) experiences of peers, we expected that patients who actively cope with emotions would benefit more from online peer support than patients who are less apt in approaching emotions.

Breast cancer patients visiting an online peer-led support community filled out a T0 and T1 survey with 6 months in between (n=109). Results showed three way interactions of time (T0-T1), online activity (low -1 SD vs. high +1 SD), and emotional approach coping (low -1 SD vs. high +1 SD) on depression (F(1, 88)=8.160, p=.005, η²ρ=.085) and on emotional wellbeing (F(1, 89)=4.506, p=.037, η²ρ=.048). Online active patients who are already capable of dealing with emotions report the best state of wellbeing at T0, and this remains at the same level over time. Interestingly, however, patients not very apt in coping with emotions benefitted the most from active online participation; they reported the lowest score on wellbeing at T0, but emotional wellbeing increased (p=.029) and depression decreased (p=.073) over time. For patients who are not very active in an online support group the effect of coping skills seems to prevail; active coping with emotions resulted in an increase in emotional wellbeing (p=.005) and a decrease in depression (p=.044), while not approaching emotions caused an increase in depression (p=.080) and no change in emotional wellbeing (p>.10) over time.

The current study is one of the first studies that examined causal effects of peer-led online support group participation, taking into account individual differences in coping and online activity. Results showed that actively participating in an online peer support community is particularly helpful for patients who are less apt in coping with emotions; their wellbeing increases over time. Online peers may serve as role models on how to cope with stressful events and online interactions may intensify emotional disclosure behavior.


Abstract:
In 2008, 13% of all deaths worldwide were caused by cancer (WHO, 2008). This high prevalence of cancer in our society is a considerable cause for concern among lay individuals. With the current emphasis, in health communication research, on viewing the public as active health consumers and the enormous amount of available cancer information (Viswanath, 2005), a growing body of research is investigating cancer information acquisition styles (e.g. Niederdeppe et al., 2007; Kelly et al., 2010; Tian & Robinson, 2008) and cancer information avoidance (e.g. Brashers et al., 2002).

In general, two major information acquisition styles are proposed in the available literature; information seeking (Niederdeppe et al., 2007) and information scanning (Kelly et al., 2010; Shim et al., 2006), which is the incidental acquisition of health information. Furthermore, a distinction between cancer information acquisition and cancer information avoidance has been made (Case et al., 2005; Miller, 1987). According to the Extended Parallel Process Model (Witte, 1994), fear could be a predictor of preventive behavior, such as information seeking. However, fear could also create negative behavior changes, like deliberate information avoidance (Case et al., 2005).

RQ1: Which sources (mediated/interpersonal) are used by diagnosed and non-diagnosed individuals to acquire cancer information?
RQ2: Which variables are determinants of cancer information seeking/scanning and/or avoiding?
RQ3: Is cancer fear related to cancer information seeking/scanning and/or avoiding?

A paper-and-pencil and online survey were administered to a convenience sample. A sample (N=2008) was recruited which included members of the non-diagnosed public (n=1387) and cancer patients/cancer survivors (n=621). Multiple hierarchical linear regression analyses were conducted. In order to compare cancer patients with non-diagnosed individuals, t-tests were calculated.

Scanning occurred more than seeking and cancer patients sought more cancer information but did not scan more cancer information. Avoidance was relatively common in the sample, with no differences between patient and non-diagnosed individuals (t(1993)=1.72, p=0.085). Cancer seeking was done mostly through informative television and scientific and informative websites, whereas cancer scanning occurred through contact with the doctor, friends and family and through informative television shows. The doctor and scientific and informative websites received the highest ranking in terms of trust for cancer information. Scanning was predicted by being female (β=0.11), being younger (β=−0.23) and having a higher income (β=0.06), whereas seeking and avoiding were not influences by socio-demographical variables. Health perception was a negative predictor of seeking and avoiding (both β=−
Having direct experience with cancer was a negative predictor of avoiding (ß=-0.10) and a positive predictor of seeking (ß=0.21). Finally, fear of cancer was strongly associated with cancer information seeking (ß=0.21), scanning (ß=0.10) and avoiding (ß=0.27). The final model explained 32% of the variance for information seeking, 12% for scanning and 11% for avoiding.

This cross-sectional study is one of the first to combine these three information styles and to explore possible differences between cancer patients and non-diagnosed individuals in their seeking, scanning and avoiding behavior. These results have important implications for doctors, policy makers, campaign developers etc. to better understand what motivates information seeking/scanning/avoiding.

Annemiek Linn and Nadine Bol. How to communicate breast self-examination instructions to improve recall of information in women: multimedia versus modality effect.

Abstract:

Introduction

Breast cancer is the most common cancer in women worldwide. Even though early detection of breast cancer improves the chances that breast cancer can be diagnosed at an early stage and treated successfully, adherence rates are often found to be low for breast self-examination (BSE; Campitelli et al., 2011). One of the reasons for these non-adherence rates is that it requires women to recall how to perform BSE (Meyerowitz & Chaiken, 1987). To promote recall of BSE instructions, we need to find effective strategies to communicate BSE instructions. The cognitive theory of multimedia learning (CTML) states that people understand instructional material better when presented in multiple forms, including verbal and visual representations, as compared to singular forms. According to the CTML, messages are expected to be more effective when information is presented with corresponding illustrations, rather than text alone. This is called the multimedia effect (Mayer, 2002). The CTML also posits that people learn information more deeply from audiovisual materials as compared to written materials. This is called the modality effect (Mayer, 2002). The Internet provides an excellent opportunity to communicate information through various forms. Yet, to date it is unknown which of these communication strategies is most effective in improving recall of information. The aim of this study is therefore to identify the most effective way to communicate BSE instructions through the Internet.

Methods

We tested the effects of multimedia and modality by comparing three experimental conditions including text vs. text with illustrations vs. video. In total, 202 women were randomly assignment to one of the three conditions by means of an online survey. This was either 1) textual information about BSE instructions, 2) textual information with illustrations about BSE instructions, or 3) a video about BSE instructions. Conditions were comparable in terms of content and length of information. Directly after exposure, recall of BSE instructions was assessed. An ANOVA was conducted to examine the effects of multimedia and modality on recall of BSE instructions.

Results

There were significant differences across conditions, F(2, 199) = 3.73, p = .026, η² = .04. The video instructions resulted into the highest recall scores (M = 4.06, SD = 2.16) as compared to the text only instructions (M = 3.10, SD = 2.24), and the text with illustrations instructions (M = 3.28, SD = 2.06). The video instructions led to significant higher recall scores than the text only instructions, p = .029, providing evidence for the modality effect. However, the text with illustrations instructions did not lead to significant higher recall scores than the text only instructions, p = .879, not supporting the multimedia effect.

Conclusions

We provided new insights into the effectiveness of comparable multimedia interventions. To promote recall of BSE instructions in women, information should be presented through different modalities. Participants exposed to a video recalled more BSE instructions than participants exposed to text information only or with illustrations. This study reveals interesting implications for developing e-health interventions by better understanding how BSE instructions should be effectively communicated.
Health Communication #2

Tuesday 09.00-10.00
Room C 4030

Chair: Moniek Buijzen

Frans Folkvord, Doeschka Anschutz and Moniek Buijzen. The role of attentional bias in the effect of food advergames on actual food intake in children

Abstract:
Background: Previous studies have focused on the effect of food advertisements on the caloric intake of children. However, the role of attentional bias in this effect is unclear.
Objective: A relationship between BMI and attentional bias for food cues has been found in previous studies, but these studies have not examined whether caloric intake is a consequence of the attentional bias for food cues. The aim of this study is to examine the role of attentional bias in the effect of advergames that promote energy-dense snacks on children's snack intake. We want to investigate whether the motivational salience of food cues increases snack intake among your children.
Design: A randomized between-subject design was conducted with 102 children (age: 7–10 y) who played an advergame that promoted energy-dense snacks or nonfood products. While playing one of the advergames, eye movements and reaction time to food and non-food cues were recorded to assess attentional bias. Children could eat freely after playing the game. Food intake was measured. The children then completed questionnaire measures, and we weighed and measured them.
Results: Overall, playing an advergame containing food cues increased general caloric intake. Furthermore, we found that girls with an attentional bias for food cues ate more after playing the advergame promoting energy-dense snacks than boys with an attentional bias for food cues.
Conclusions: Food cue incentive salience triggers craving and actual eating behavior more among girls than among boys, which assumes that the susceptibility to food advertisements is different for boys than for girls.

Saar Mollen, Susanne Engelen, Loes Kessels and Bas van den Putte. The role of valence and time-frame of health outcomes related to smoking in the effectiveness of health warning labels on cigarette packages.

Abstract:
In an attempt to reduce the number of smokers, in many countries textual health warnings that stress long-term negative outcomes of smoking, such as "smoking can cause a slow painful death", are displayed on cigarette packages. Even though these fear appeals are the norm in many countries the effectiveness of these messages is disputed in academic publications. In contrast to common practice, framing theory postulates that messages that have a positive valence (i.e., stress positive outcomes of smoking cessation) should be more effective than messages that have a negative valence (i.e., stress negative outcomes). This was confirmed in a recent meta-analysis (Gallagher & Updegraff, 2012). In the current study we sought to further examine message valence in the context of textual health warning labels on cigarette packages. In addition, we examined the effects of the time frame in which the outcomes of smoking occur (comparing short-term outcome messages with long-term outcome messages). Because long-term outcomes may be more difficult to relate to, especially in younger populations, as they seem far removed into the future. Lastly, we sought to unveil potential interactive effects between the valence and time frame of the outcomes, as temporal discounting effects may be stronger for positive compared to negative outcomes.

A total of 140 student smokers were randomly assigned to one of four conditions in a 2 (valence: positive/ negative) x 2 (time-frame: short term/ long term) between-subjects design. The participants were informed that the study's aim was to investigate students' smoking preferences. During an ostensible 'brand preference selection procedure' participants were exposed to twelve pairs of cigarette packages containing two pre-tested health warnings matching the specific experimental condition. After this, among other questions, questions pertaining to attitude and intention towards smoking cessation were asked.

With regard to attitudes toward quitting smoking it was found that a positive message resulted in more positive attitudes, compared to a negative message, F(1, 136) = 8.31, p = .005, η² = 0.06). And that messages that focused on short-term outcomes resulted in more positive attitudes, compared to long-term outcomes, F(1, 136) = 5.54, p = .020, η² = 0.04. No interaction between time-frame and valence was found. For intentions to quit smoking, again a positively framed message resulted in higher intentions compared to a negatively framed message, F(1, 136) =31.45, p < .001 , η² = 0.19). And messages that focused on short-term outcomes resulted in higher intentions compared to long-term outcomes, F(1, 136) = 36.64, p < .001, η² = .21. Additionally an interaction-effect of valence and time-
frame was found, $F(1, 136) = 6.19, p = .014, \eta^2 = 0.04$. In line with expectations the discounting effects were stronger for positively than negatively valenced messages.

The results of the current study provide an indication that it may be more beneficial to shift emphasis from long-term negative outcomes to short-term positive outcomes in health warnings. However, more research is needed into actual behavioral effects, as intentions to quit smoking might not lead to actual behavior change.

Nina van der Molen, Loes Janssen and Enny Das. Het Effect van Humor op de Acceptatie en Verwerking van Bedreigende Gezondheidsinformatie

Abstract:
Gezondheidsvoorlichting wordt vaak als bedreigend ervaren, omdat het mensen confronteert met hun ongezonde levensstijl en de gezondheidsrisico’s die daarmee gepaard gaan. Bedreigende gezondheidsinformatie roept doorgaans defensieve reacties op, zoals het ontkennen of negeren van de boodschap. Defensieve reacties vormen een probleem voor gezondheidsvoorlichting omdat ze vaak de overtuigingskracht van een boodschap verminderen (Van ‘t Riet & Ruiter, 2011).

Humor heeft het unieke vermogen om mensen af te leiden van negatieve emoties (Strick et al., 2009). Defensieve reacties ontstaan deels als bescherming tegen negatieve emoties (Aspinwall, 1998) en mogelijk kan afleiding van die emoties de noodzaak voor een defensieve reactie wegnemen. Het huidige experiment heeft getoetst of humor de overtuigingskracht van een bedreigende gezondheidsboodschap vergroot. Het experiment kende een 3 (Aanwezigheid van bedreigende gezondheidsinformatie: hoge bedreiging vs. gemiddelde bedreiging vs. lage bedreiging) x 2 (Aanwezigheid van humor: humor vs. geen humor) tussenproefpersonendesign (N = 196). Er zijn zes versies van een gezondheidsboodschap ontworpen, ogenschijnlijk afkomstig van het Voedingscentrum (www.voedingscentrum.nl), die de aanbeveling bevatten om ten minste twee ons groente en twee stuks fruit per dag te eten. De bedreigende boodschappen benadrukten de mild negatieve gevolgen (gemiddelde bedreiging) of ernstige gevolgen (hoge bedreiging) van het niet eten van voldoende groente en fruit. De boodschap met lage bedreiging benadrukte de positieve gevolgen van het eten van groente en fruit. Humor werd gemanipuleerd door het toevoegen van een grappige cartoon die betrekking had op het onderwerp van de boodschap. De gezondheidsboodschap zonder humor bevatte een neutrale afbeelding van een vrouw die groente at. De cartoon en de afbeelding van de vrouw werden even positief gewaardeerd, maar de boodschap met de cartoon werd vermakelijker gevonden dan de boodschap met de neutrale afbeelding. De hoog bedreigende boodschap leidde tot meer angstgevoelens dan de gemiddelde en laag bedreigende boodschap.

De resultaten toonden aan dat de boodschap met humor sterker overtuigde dan de boodschap zonder humor: proefpersonen in de humorconditie hadden een positievere attitude ten opzichte van het eten van groente en fruit dan proefpersonen in de conditie zonder humor. Ook rapporteerden zij als reactie op de boodschap meer gedachten die de boodschap bevestigden (bijv. “het eten van voldoende groente en fruit lijkt mij inderdaad belangrijk”; cf. Das & Fennis, 2008). Bovendien was er sprake van een significante interactie tussen de mate van bedreiging van de boodschap en humor: bij zowel de boodschappen met gemiddelde en hoge bedreiging zorgde humor voor een hoger aantal bevestigende gedachten met betrekking tot het eten van voldoende groente en fruit, vergeleken met de conditie zonder humor. De overtuigingskracht van de boodschap met lage bedreiging werd niet versterkt door de aanwezigheid van humor. Deze resultaten sluiten aan bij recent onderzoek naar het effect van humor op de waardering van een beangstigende productadvertentie (Mukherjee & Dubé, 2012). Toekomstig onderzoek zal moeten uitwijzen waarom humor met name de persuasiviteit van een bedreigende gezondheidsboodschap vergroot. Wellicht zorgt humor in de boodschap voor afleiding van negatieve emoties (Strick et al., 2009) of een positieve stemming (Das & Fennis, 2008), waardoor de aandacht voor bedreigende, zelfrelevante informatie verhoogd.

Simon Zebregs, Bas van den Putte, Peter Neijens and Anneke de Graaf. Alcoholvoorlichting voor laagopgeleide adolescenten: De invloed van verbindingsteksten op het effect op attitude en intentie

Abstract:
Hoewel adolescenten met een lager opleidingsniveau vaker genotsmiddelen gebruiken, is weinig bekend over hoe voorlichtingsmaterialen zo effectief mogelijk kunnen worden gemaakt voor deze groep. Volgens de literatuur zouden connectiepunten (verbindingsteksten zoals daarom en omdat) voor deze groep een belangrijke rol kunnen spelen, omdat ze de verwering van de tekstinhoud faciliteren. Deze woorden geven namelijk de relatie tussen zinsdelen aan. Wanneer dergelijke woorden ontbreken in een tekst moet de lezer deze relatie zelf interpreteren en dit vergt meer cognitieve inspanning. In veel teksten
voor laagopgeleiden wordt echter geen gebruik gemaakt van connectieven omdat tekstschrijvers korte zinnen prefereren.

Connectieven kunnen ook invloed hebben op het effect van de boodschap, doordat ze overtuigende teksten een duidelijker argumentatiestructuur geven. Hierdoor wordt echter niet alleen dat het betoog duidelijker, maar komt ook de intentie van de schrijver om te overtuigen sterker naar voren. Dit laatste kan leiden tot verzet tegen de poging om te overtuigen. Deze reactance vergt meer cognitieve inspanning dan het verwerken van informatie zonder verzet. Het is de vraag of adolescenten met een lager opleidingsniveau over voldoende capaciteiten beschikken daarvoor. Als zij wel over deze capaciteiten beschikken, zouden connectieven een negatief effect op verandering in attitude en intentie kunnen hebben. Echter, als zij niet over deze capaciteiten beschikken, dan zouden connectieven juist een positief effect kunnen hebben. Dit laatste zou een gevolg zijn van de heldere argumentatiestructuur, die makkelijker wordt verwerkt.

**Methode**

Om het effect van de aanwezigheid van connectieven te onderzoeken, is een experiment uitgevoerd onder eerstejaars leerlingen uit het praktijkonderwijs (12-14 jaar). Leerlingen worden alleen toegelaten tot het praktijkonderwijs wanneer zij een IQ tussen 60 en 75 hebben. Het experiment bevatte een voormeting vier weken voor blootstelling aan de materialen (T1), een directe nameting (T2) en een nameting vier weken na blootstelling aan de materialen (T3). Alle vragenlijsten werden klassikaal afgenomen. Tijdens T2 kregen de leerlingen voorafgaand aan de meting een voorlichtingsboekje met teksten over alcohol dat ze zelfstandig konden lezen. In de ene conditie bevatte de teksten in het boekje wel connectieven en in de andere conditie niet. Op alle overige aspecten waren de boekjes identiek.

**Resultaten**

De resultaten laten zien dat connectieven het beoogde effect hebben op zowel attitude als intentie in T3. Dit betekent dat leerlingen minder positief denken over alcohol en een lagere intentie hebben om alcohol te gaan drinken na blootstelling aan een boekje met connectieven. Tevens laten de resultaten een indirect interactie-effect tussen connectieven en aandacht voor het lesboekje via tekstwaardering zien op attitude en intentie in T3. Uit een nadere inspectie van dit effect blijkt dat aandacht een positief effect heeft op tekstwaardering wanneer een tekst geen connectieven bevat, maar geen effect heeft als een tekst wel connectieven bevat. Dit kan worden verklaard doordat het begrijpen van een tekst zonder connectieven extra aandacht vereist. Waardering heeft vervolgens een positief effect op attitude en intentie.

Op basis van de resultaten concluderen wij dat voorlichtingsteksten met connectieven bij adolescenten die een laag opleidingsniveau volgen tot meer overtuiging leiden dan voorlichtingsteksten zonder connectieven.
Health Communication #3

Tuesday 10.10-11.10
Room C 4030

Chair: Matthijs Pontier

Matthijs Pontier and Guy Widdershoven. Persuasive Robots that Stimulate Patient Autonomy

Abstract:
Robots are increasingly being used to provide a high standard of care in the near future, due to a foreseen lack of resources and healthcare personnel. As their intelligence increases, the amount of human supervision decreases and robots increasingly operate autonomously. With this development, we increasingly rely on the intelligence of these robots. We should be able to rely on a certain level of ethical behavior from machines. Particularly when machines interact with humans, which they increasingly do, we need to ensure that these machines do not harm us or threaten our autonomy. In complex and changing environments, externally defining ethical rules unambiguously becomes difficult. Therefore, autonomously operating care robots require moral reasoning.

In a recent interview in a multimillion copies free newspaper, we presented a humanoid robot for healthcare (a "Caredroid") in which we will implement the moral reasoning system. The caredroid will assist people in finding suitable care, and assist them in making choices concerning healthcare. Caredroids will encounter moral dilemmas. For example, when supporting a patient in making choices, the caredroid should balance between accepting unhealthy choices or trying to persuade the patient to reconsider them.

In previous research, we developed a moral reasoning system that was capable of balancing between conflicting principles. In medical ethics, autonomy is the most important moral principle. Often autonomy is equated with self-determination. However, autonomy can also be conceptualized as being able to make a meaningful, reflected choice, which fits in with well-considered preferences. To be able to reflect this more complex view of autonomy in the moral reasoning system, we decided to expand the moral principle of autonomy.

In medical practice, a conflict between negative autonomy and positive autonomy can play a role. Sometimes, the self-determination of the patient needs to be constrained on the short-term to achieve positive autonomy on the longer term. For example, when a patient goes into rehab his freedom can be limited for a limited period of time to achieve better cognitive functioning and self-reflection in the future.

We present a moral reasoning system including a twofold approach of autonomy. Simulation of legal cases for courts in the Netherlands showed a congruency between the verdicts of the judges and the decisions of the presented moral reasoning system including the twofold model of autonomy. Finally, the experiments showed that in some cases long-term positive autonomy was seen as more important than negative autonomy on the short-term.

The moral reasoning system presented in this paper can be used by robots and embodied conversational agents to prefer actions that stimulate the users’ autonomy. By adding the twofold approach of autonomy, the system can balance between positive autonomy and negative autonomy.

In future work, we intend to integrate the model of autonomy into Moral Coppélia, an integration of the previously developed moral reasoning system and Silicon Coppélia - a computational model of emotional intelligence. Adding the twofold model of autonomy to Moral Coppélia may be useful in many applications, especially where machines communicate with humans in a medical context.

Fam Te Poel and Peter Kerkhof. To tweet or not to tweet: the effect of general nutrition tweets on attitude and intention towards a healthy diet

Abstract:
Objective. Social Network Sites (SNS) such as Facebook and Twitter, have become interesting tools for health organizations to communicate with their target group (Crutzen, et al., 2013). Although SNS hold the specific feature that they allow for interaction with the target group, health organizations are mainly present on SNS reflecting a ‘web 1.0’ strategy (Gold et al., 2011). Instead of delivering health promotion interventions (e.g. Bull et al., 2012; Cavallo et al., 2012; Gold et al., 2012; Lee et al., 2012; Pedrana et al., 2013), health organizations mainly deliver general information regarding their field of expertise. Use of SNS as a communication channel in addition to existing strategies (e.g. websites), is related to amongst others an investment in time and resources (e.g. daily distribution by staff; Thackery et al., 2008). This raises the question whether use of SNS mainly for the delivery of general information rather than health promotion interventions, has meaningful purpose. To this end an experimental study was conducted to explore the potential effect of general information provision through Twitter on attitudes and intention regarding a healthy diet.
Methods. A 2 (Twitter account: general information about a healthy diet vs. topical news facts) X 2 (time of measurement: pretest vs. posttest) mixed within- and between-subjects design tested the effect of tweets on attitude and intention towards a healthy diet. Recruitment took place by means of a call (consisting of a request to take part in a study about twitter use, a link to the questionnaire, and a request to retweet the call) distributed through Twitter. Participants who signed up for the experiment (N=61, 55.6% male, mean age 29 (SD=7.57), 72.2% higher educated) were instructed to follow one of two twitter accounts during the next 14 days (random assignment). Attitudes (6 items on 5-point scale) and intention (3 items on 7-point scale) were measured before and 15 days after (N=54) assignment to one of the twitter accounts.

Results. Linear regression analyses with attitude (posttest) and intention (posttest) as dependent variables, group as independent variable, and attitude (pretest) and intention (pretest) as covariates revealed significant main effects for group. Participants in the healthy diet group had a higher attitude (M=4.00, SD=.26), t(50) = 5.96, p<.001, b(SEb) = .36(.06), β = .43, and intention (M=5.49, SD=.95), t(50) = 3.30, p<.001, b(SEb) = .54(.17), β = .25, compared to participants in the news group (respectively M=3.58, SD=.43 and M=4.82, SD=1.16).Within subjects repeated measures (GLM) revealed significant interactions between group and time of measurement on attitude towards a healthy diet, F(1,52) = 15.96, p<.001, and on intention towards a healthy diet, F(1,52) = 6.39, p<.05. Attitude of participants in the healthy diet group increased significantly between pretest (M=3.63, SD=.48) and posttest (M=4.00, SD=.26; F(23,1)=,p<.001), as did intention (M=4.78 (SD=1.31) and M=5.49 (SD=.95) respectively; F(23,1)=,p<.01). Attitude of the news group did not increase significantly (M=3.54 (SD=.51) and M=3.58 (SD=.43) respectively; F(29,1)=,p=.19). Increase in Intention in this group reached borderline significance (M=4.61 (SD=1.31) and M=4.82 (SD=1.16) respectively; F(29,1)=,p=.05).

Conclusion. Using Twitter as a communication channel to provide general nutrition related information seems promising. Further research is needed to replicate these findings for other types of SNS and to explore how SNS can be utilized for health promotion interventions.

Emma Broekhuizen, Enny Das and Florian Kunneman. Zieke Tweets! Online Berichten over Epidemieën als Proxy voor Publieke Opinie

Abstract:

Theoretisch kader:
Extreem veel of emotioneel geladen berichten kunnen de publieke opinie beïnvloeden (Klemm, Das, & Hartmann, 2013). Dat geldt ook voor gezondheidsnieuws. Veel media-aandacht voor de dreiging van een bepaalde ziekte, kan de publieke angst vergroten, vooral wanneer er geen referentie is aan effectieve oplossingen (Witte, 1992). Eerder onderzoek laat zien dat tweets geschikt zijn om te achterhalen wat mensen bezighoudt (Chew & Eysenbach, 2010). Het meeste onderzoek is gebaseerd op ‘head counts’ en gaat voorbij aan inhoudskenmerken. Dit onderzoek bouwt op twee manieren voort op eerder onderzoek: door te kijken naar de toon en inhoud van tweets en de relatie met klassieke media, én door te achterhalen of inhoudelijke categorieën kunnen worden vastgesteld via machineleren.

Methode:
Dit is een drieledig onderzoek. Allereerst is een tweet-corpus samengesteld via Twiqs.nl; een database met een groot sample van Nederlandse tweets. Zoeken op hashtags van diverse epidemieën leverde ongeveer 500.000 tweets op. Van elke epidemiciteit is een deel handmatig gecodeerd met een codeboek. Er werd zowel gekeken naar toon (emotioneel taalgebruik) als inhoud (bijv. EPPM-variabelen als dreiging). Ten tweede werden de krantenartikelen verzameld die tijdens de epidemieën verschenen. De koppen daarvan zijn geanalyseerd middels een vergelijkbaar codeboek. Tot slot is op de gecodeerde tweets machineleren toegepast, om inzichtelijk te maken in hoeverre typen uitingen automatisch herkend kunnen worden. We trainden een classifier op tweets met de handmatige coderingen als label (7 categorieën), en testen dit middels 5-fold cross-validation. Als classifier gebruikten we Balanced Winnow, als geïmplementeerd door het Linguistic Classification System. De features bestonden uit uni-, bi- en trigrammen.

Resultaten:
Hoewel het aantal tweets het klassieke mediapatroon volgt, zijn er opvallende verschillen tussen beide mediatype wat betreft inhoudelijke kenmerken. Klassieke media berichten met name over tweede-orde gevolgen, zoals het effect van een epidemie op de economie/politiek en ook dreiging komt vaak voor: focus op de ernst van de situatie of het aantal besmettingen/overledenen. In online media komen
daarnaast categorieën voor als humor en nieuwsopinie. Bij EHEC is meer dan 50% van de tweets humoristisch van aard en tweets die het meest worden geretweet, bevatten bijna altijd humor. Ongeveer 11% van de krantenkoppen bevat emotioneel geladen taalgebruik. Wat betreft bronnen noemt 2% een professional en 5% een politicus. Patronen over zektes heen worden op dit moment geanalyseerd. De toepassing van automatische classificatie op de gecodeerde tweets resulteerde in een micro F1-score van 0.57. Deze score ligt sterk boven toevalsclassificatie (een majority- en random-baseline halen respectievelijk een micro F1 van 0.17 en 0.21). De categorieën zijn dus tot op zekere hoogte automatisch te onderscheiden. Wel toont het trainingsmodel aan dat de EHEC-bacterie als domein een behoorlijke invloed heeft op het onderscheiden van categorieën. Wanneer de classifier wordt toegepast op het automatisch categoriseren van tweets in de context van andere epidemiën, dan zijn er extra handmatig gecodeerde tweets nodig uit die domeinen. Bij het opschalen van de hoeveelheid trainingsdata blijkt daarnaast dat extra geannoteerde tweets de kwaliteit van de classificatie nog erg kunnen verbeteren (de hoeveelheid trainingsdata ligt nu op 1966 tweets).

Jelle Van Gurp, Jeroen Hasselaar, Kris Vissers, Evert Van Leeuwen and Martine Van Selm. How technologized care can lead to compassionate professional involvement: a longitudinal, qualitative multiple case study about teleconsultation in palliative home care

Abstract:
Importance: Although ageing Western societies with their increasing numbers of critically ill patients who prefer palliative homecare require innovative community care solutions, telecare has only been sparsely implemented in palliative care. The expectations for palliative telecare - (a) intensification of cooperation between primary care physicians and specialist palliative care teams (SPCT) and (b) involvement of patients in transmural, multidisciplinary palliative care - are high, but both a qualification of the actual ‘fit’ of Telecare Technology (TCT) by its users and an ethical evaluation of palliative home telecare’s responsible contribution to attentive and compassionate care are still lacking.

The theoretical background is based in the theoretical notion that the eventual uses of technologies are a co-product of technologies inducing specific actions by means of implicit “scripts” put in by their designers and their intentional users who have cultural values and communication genres at their disposal.

Objective: This paper provides insight into the nature of palliative home telecare by thoroughly investigating and evaluating a synchronous audiovisual teleconsultation service between a SPCT and patients residing at home. Secondary objectives: to investigate a) the different uses of a TCT by patients and professionals and (b) TCT-mediated communication between patients and professionals, and between their practical environments.

Design: We conducted an embedded multiple-case study built around palliative patients receiving teleconsultation. From November 2010 until March 2013, 18 cases provided (a) 56 interviews and 40 ethnographic conversations with palliative patients and informal carers, General Practitioners (GP), and SPCT-members during the terminal trajectory and (b) 129 observations of actual teleconsultation delivery. Transcribed interviews and ethnographic conversations, and extensive field notes were analyzed using a grounded theory approach.

Setting and participants: In total, 18 home-based palliative patients requiring terminal care were purposefully sampled (16 advanced cancer patients, 2 patients with chronic obstructive pulmonary disease; 10 males, 8 females; age range of 24-85 years). 15 of these patients’ informal carers (14 family members, 1 neighbor) also collaborated in the research, just like the patients’ GPs (18) and 12 members (8 physicians, 4 nurses) of the Expertise Centre for Palliative Care Nijmegen, Radboud University Medical Centre Nijmegen, Netherlands.

Results: Our analysis resulted in three theoretical categories: transcendence, transparence, and enriched contact. Transcendence referred to the findings that teleconsultations neutralized physical distance between home and hospital, thereby ‘demanding’ mutual focused, personal attention. Careless use, however, harmed these condensed, virtual encounters and jeopardized patients’ privacy. TCT’s (lack of) transparency was salient when it poorly fitted the life-worlds of vulnerable patients and reminded them of an approaching death, when it extended but also limited the clinical eye, and when it made professionals experience a lack of physical proximity. Finally, TCT enriched contact as the experience of digital engagement lead to trustful relationships, genuine intimacy, and patient experiences of relief and reassurance.
Conclusion/implications: This study results in a theoretical framework showing teleconsultation technology’s potential to build and maintain high quality patient-caregiver relationships in complex care settings with palliative patients, but also its potential to medicalize homes and technologize care giving. This framework leads to a model for home telecare with truly vulnerable patients, including practical implications and recommendations.
Health Communication #4

Monday 13.50-14.50
Room C 4042

Chair: Moniek Buijzen

Simone De Droog and Moniek Buijzen. "Rabbit Feels Like a Friend"; Presenting Validated Self-Report Character Involvement Scales for 4-to-6-Year-Olds

Abstract:
Animated media characters are increasingly used to shape children's attitudes and behaviors in a positive way (e.g., to promote tolerance or healthy eating). In order for these characters to be effective, literature suggests that a certain amount of "involvement" with the character is needed, referring to the various ways in which people can relate to or interact with a media character (Moyer-Gusé, 2008). Particularly viewing the character as a friend (parasocial interaction) and wanting to be like the character (wishful identification) may increase emulation of the character's attitudes and behaviors (e.g., Hoffner & Buchanan, 2005; Tian & Hoffner, 2010).

Stimulating involvement with positive characters is especially important during the 4- to 6-year-old life span when attitudes and behaviors are developed that tend to last into adulthood (e.g., Rasmussen et al., 2006; Skinner, Carruth, Wendy, & Ziegler, 2002). Nonetheless, research into character involvement among children younger than 7 has been rare. A possible reason could be that researchers are hampered by a lack of suitable self-report scales that account for young children's underdeveloped cognitive abilities (e.g., short attention span, unable to read, limited vocabulary). Therefore, the aim of this study is to develop and validate self-report character involvement scales for 4- to 6-year-old children.

Hoffner's (1996) parasocial interaction and wishful identification scales were adapted for children younger than 7: (a) statements replaced for questions, (b) 5-point Likert scale replaced for 4-point smiley-scale, (c) number of items reduced. In addition to the 5-item parasocial interaction scale (e.g., "How much does character feel like a friend?") and the 3-item wishful identification scale (e.g., "How much would you like to be like character?")), character liking and character similarity were measured because these are considered important precursors of parasocial interaction and wishful identification (e.g., Bandura, 1977; Moyer-Gusé, 2008). 104 Dutch children aged 4-6 years old who were read a picture book (about a character that liked to eat carrots) on five consecutive days, answered the above questions after the first and fifth reading.

Confirmatory factor analyses verified that the parasocial interaction and wishful identification items clustered into two subscales. To increase the utility of these scales, we also developed shortened versions by selecting the two items with the highest factor loadings within each subscale. The full-length and shortened parasocial interaction and wishful identification scales all showed good internal consistencies (full-length: all alpha's > .70; shortened: all r's > .50), excellent to acceptable test-retest reliabilities (full-length: all r's > .50; shortened: r's = .40 to .61), and correlated positively with character liking and character similarity, thereby providing support for construct validity.

Thus, our parasocial interaction and wishful identification scales adapted to young children's limited cognitive abilities prove to be reliable and valid measures, and could be used to assess the impact of characters used in social marketing campaigns. The shortened scales may be particularly useful when assessing involvement with multiple characters or when character involvement is included in a study measuring other variables.

Van Cleemput Katrien, Vandebosch Heidi, Karolien Poels, Sara Bastiaensens, Ann Desmet and Ilse Debourdeaudhuij. A systematic review of studies in which anti-cyberbullying programs are evaluated

Abstract:
When schools were faced with cyberbullying among their students around 2004, they experienced a need for prevention and intervention programs, that were adapted to tackle with this new phenomenon. The first anti-cyberbullying programs were mainly created by non-profit organizations. They approached cyberbullying prevention and intervention from two different angles: 1) as a new type of bullying that should be taken into account in existing bullying programs and 2) as a risky and harmful use of the internet that should be addressed in programs aimed at raising ICT skills (e.g. SaferInternet programs in Europe). During the past few years, academic researchers became more involved in cyberbullying prevention and started developing (or adapting) anti-cyberbullying programs that are theory based and
scientifically evaluated. In this study, we will present the results of a systematic review of scientific documents in which the evaluation of an anti-cyberbullying program is described. To our knowledge, only in one existing systematic review, anti-cyberbullying programs were purposefully included (Mishna, Cook, Saini, Wu, & MacFadden, 2009). Even though a broad range of behaviors was considered, and the authors used an extensive search strategy, only one of these studies, the HAHASO study (Salvatore, 2006), discussed cyberbullying. By studying existing evidence-based anti-cyberbullying programs, we hope to get a better insight in what these programs consist of, in how they were evaluated, and ultimately gain knowledge on how we can increase the effectiveness of anti-cyberbullying programs.

In this paper the following research questions will be addressed:

RQ1. What different approaches can be distinguished in 'evidence-based' anti-cyberbullying programs for 10-18 year olds?

RQ2. What aspects or components of these programs specifically address the role of the technology (in contrast with other aspects or components of the program)?

RQ3. To what extent are theories explaining cyberbullying and theories for learning or behavior change used in different phases of program development and evaluation?

RQ4. To what extent are cyberbullying prevention programs effective in reducing cyberbullying behavior?

Method

Before we started the searches, we set PICOT criteria for inclusion and exclusion of studies in the review (PICOS= population, intervention, comparison, outcomes, Time, (Oliver, Dickson, & Newman, 2012)).

The first searches were conducted in March-April 2013. We performed two Boolean searches (one with key words for cyberbullying and one with key words for internet literacy), in a multitude of scientific databases (e.g. ERIC, Medline, PSYChInfo). We also performed a grey literature search, contacted other researchers, and hand searched eight academic journals.

The initial searches yielded 2295 abstracts (without duplicates). These documents were screened independently by two researches based on title and abstract. After this phase 68 documents were left, for which a full text version was retrieved. Based on the full text, 15 studies that fit the inclusion criteria were selected. In these 15 studies, 11 programs on cyberbullying are discussed in one or multiple versions. In the next month, the searches will be updated, and the studies that fit the criteria will be investigated.

Sara Pabian and Heidi Vandebosch. Developments in (cyber)bullying perpetration and social intelligence: Results from a 2-year longitudinal study

Abstract:

This study focuses on a specific (socio-cognitive) characteristic that has been proposed as a possible regulator of online and offline bullying. Social intelligence (or social competence) develops during childhood and adolescence and refers to a person's ability to understand and manage other people and to engage in social interactions (Thorndike, 1920). Previous research on traditional bullying found, contrary to the popular stereotype, that bullies (and especially those who use indirect forms of bullying) are more social intelligent (e.g., Kaukiainen et al., 1999; Sutton et al., 1999). Traditional bullies who use direct forms such as physical bullying were found to be less social intelligent (e.g., Andreou, 2006). For cyberbullying, results are limited and unclear. For instance, Schulze-Krumbholz and Scheithauer (2009) did not find cyberbullies to be different from non-cyberbullies with regard to social intelligence. On the other hand, Vandebosch and Van Cleemput (2009) showed a positive relation between social competence and performing potentially offensive online practices.

The current paper examines the relation between SI and being a perpetrator of traditional bulling, cyberbullying or both forms. The data stem from a longitudinal survey study in Flanders with 4 waves (fall 2011- spring 2013). The analytic sample consists of 1103 students, aged 10 to 14. Analyses were performed in four steps. First, univariate and bivariate statistics were calculated for SI and bullying perpetration. Second, a latent growth model (LGM) was estimated to investigate how SI develops during the four waves. Third, latent class analysis (LCA) was performed on traditional bullying and cyberbullying perpetration to look for different "profiles". Finally, LCA and LGM were combined to examine in detail the development of SI for each profile.

First results show that about 5 to 8 percent of the adolescents admitted that they had cyberbullied someone at least once in the past six months (more or less stable). For traditional bullying, perpetration decreased during the four waves (Time 1: 21.5%; Time 2: 14.9%; Time 3: 10.4%; Time4: 7.7%). The second part of the analyses showed a linear growth curve with a gradual rise. Thirdly, with regard to bullying, we discovered four profiles: (1) Adolescents who are non-stop traditional bullies; (2) Adolescents who bully (traditional and online) at the beginning of the study, but for whom the perpetration rates decrease over time; (3) Adolescents who are not involved in bullying at the beginning of the study, but for whom the perpetration rates increase over time; (4) Adolescents who are not...
involved in bullying at any moment in time. Finally, we calculated for each profile a LGM (graph could not be added to the abstract due to the restrictions of the submission format).

From the results the following conclusions can be drawn. Cyberbullying seems to "require" a certain level of SI, which is not necessary for traditional bullying. The difference between (cyber)bullies' level of SI and the level of others is important, as it may constitute the "power imbalance" necessary to bully. Adolescents may reach a point where their level of SI is high enough to "realize" that bullying is not the adequate behavior.

Implications and limitations are discussed in the paper.

Ine Beyens and Steven Eggermont. Understanding parental predictors of children’s television viewing

Abstract:
While studies have shown that television, in particular educational programming, may have positive effects on young children, such as the acquisition of language skills (e.g., Wright et al., 2001), most research has demonstrated that watching television, especially in large amounts, is associated with several negative outcomes. Television viewing has been associated, for instance, with decreased fitness (e.g., Tremblay et al., 2011), obesity (e.g., Dennison & Edmunds, 2008), and sleep disorders (e.g., Garrison, Liekweg, & Christakis, 2011). However, these findings, as well as the American Academy of Pediatrics (AAP) recommendations to limit screen time exposure among young children (AAP, 2011), do not prevent that young children spend a substantial amount of time watching television (Rideout, Vandewater, & Wartella, 2003). This indicates that the AAP recommendations may not be sufficiently effective (McCarthy, 2013). There seems to be a need for interventions that encourage parents to limit children’s television exposure.

In order to develop effective interventions to reduce television viewing, understanding parental predictors of children’s television exposure is crucial (Hinkley, Salmon, Okely, & Crawford, 2013). Therefore, building on the framework of Theory of Planned Behavior (Ajzen, 1991) and using structural equation modeling, we investigated how parents’ attitudes, perceived norms and perceived behavioral control are related to children’s television exposure, through parents’ intention to allow (Model 1) as well as their intention to not allow (Model 2) their children to watch television.

Parents (N = 282) of children aged six months to six years (Mean age = 3.81, SD = 1.56; 53.9% boys) completed standardized questionnaires. The findings point to a strong need for interventions dealing with social pressure, because parents’ intentions primarily depend on perceived descriptive (allow: β = .17, B = 0.26, SE = 0.09, p < .01; not allow: β = -.19, B = -.30, SE = 0.09, p < .01) and injunctive norms (allow: β = .18, B = 0.25, SE = 0.08, p < .01; not allow: β = -.12, B = -.18, SE = 0.09, p = .05). The most important parental cognition to target in interventions is self-efficacy, because children watched more television when parents experienced less control (β = -.42, B = -6.19, SE = 0.99, p < .001). Further, while intention to allow children to watch television positively predicted children’s television exposure (β = .24, B = 1.74, SE = 0.40, p < .001), intention to not allow children to watch television negatively predicted children’s television exposure (β = -.20, B = -1.44, SE = 0.36, p < .001). Parents’ positive attitudes were a significant predictor of the intention to not allow (β = -.18, B = -.46, SE = 0.17, p < .01), but not of the intention to allow (β = .09, B = 0.23, SE = 0.15, p = .122). The AIC, BIC and ECVI, with smaller values indicating a better fit (Kline, 2005), and the AIC- and BIC-differences (ΔAICi = 11.903; ΔBICi = 15.531) revealed that the model for parents’ intention to allow children to watch television was the best-fitting model.
Health Communication #5

Monday 15.25-16.25
Room C 4042

Chair: Gert Jan Hiddink

Sonja van Dillen, Janneke Noordman, Sandra van Dulmen and Gert Jan Hiddink. Kwaliteit van adviezen over gezond afvallen: observatie van alledaagse consulten tussen praktijkondersteuners en patiënten

Abstract:

Achtergrond: Wereldwijd is een toename van overgewicht en obesitas zichtbaar. In de huisartsenpraktijk komt dit onderwerp steeds meer ter sprake. Om de werkdruk van huisartsen te verlagen en de kwaliteit van zorg voor chronisch zieken te bevorderen, werden in 1999 praktijkondersteuners geïntroduceerd in de huisartsenpraktijk. Praktijkondersteuners zijn speciaal opgeleide verpleegkundigen, die praktische steun bieden aan huisartsen bij de zorg aan chronisch zieken. Daarbij delegeren huisartsen bepaalde taken, zoals leefstijl advisering, aan praktijkondersteuners. Praktijkondersteuners zien veel patiënten met overgewicht of obesitas op hun spreekuur en geven adviezen over gewicht, voeding en/of lichaamsbeweging. Het is echter onbekend wat de kwaliteit van deze adviezen is. In het huidige onderzoek staan de communicatietijlen die ze toepassen en de gewenste gedragsdoelen die ze formuleren centraal.

Methoden: Het NIVEL heeft video-opnamen gemaakt van consulten tussen praktijkondersteuners en patiënten. Voor het huidige onderzoek van de Wageningen Universiteit/NIVEL werden daaruit 100 alledaagse consulten tussen praktijkondersteuners en patiënten met overgewicht of obesitas geselecteerd. De 100 consulten werden geobservationeerd met behulp van een speciaal ontwikkelde observatielijst (Van Dillen et al., 2013). Om de kwaliteit van adviezen te meten, werden in de observatielijst items opgenomen over communicatietijlen ten aanzien van gewicht, voeding en lichaamsbeweging. Ook werd de kwaliteit van adviezen afgeleid door het 5A’s Model te scoren (Whitlock et al., 2002). Het 5A’s Model bestaat uit vijf stappen (Assess, Advise, Agree, Assist, Arrange), die in een ideale situatie alle vijf door een gezondheidsprofessional in een consult toegepast dienen te worden. Daarnaast werden gewenste gedragsdoelen, die tijdens het consult werden geformuleerd, op de observatielijst genoteerd. Bovendien werd de algemene doelstelling van het consult vastgelegd in een vragenlijst, die na het consult werd afgenomen bij praktijkondersteuners. Op grond van een pilot werd de observatielijst aangepast. Verder werden 10 consulten door een tweede beoordelaar gescoord om de inter-beoordelaar-betrokkenheid te bepalen.

Resultaten: Wanneer er gesproken werd over gewicht of over lichaamsbeweging, dan gebruikten de meeste praktijkondersteuners een motiverende communicatietijl. Ging de discussie echter over voeding, dan gebruikten ze meestal een informerende communicatietijl. Praktijkondersteuners gebruikten minstens één van de 5A’s: het ging met name om het meten van huidig gedrag (Assess) en het maken van vervolgafspraken (Arrange). Het ondersteunen bij belemmeringen kwam echter zelden voor (Assist), Advise en Agree vaker. In de helft van de consulten werden gewenste gedragsdoelen geformuleerd, die vooral betrekking hadden op voeding. Hoe het gewenste gedragsdoel te bereiken, kwam daarbij niet altijd aan de orde. Gezond afvallen werd door praktijkondersteuners minder vaak als algemene doelstelling van het consult genoemd dan leefstijlverandering. Was gezond afvallen de algemene doelstelling, dan werden ook vaker gewenste gedragsdoelen hierover geformuleerd.

Conclusie: De kwaliteit van adviezen over gezond afvallen kan sterk verbeterd worden door verschillende communicatietijlen te combineren binnen een consult. Het is belangrijk dat praktijkondersteuners hun patiënten met overgewicht of obesitas ondersteunen bij het identificeren en benoemen van bevorderende en belemmerende factoren, zoals motivatie en emotionele zaken. Bovendien zouden praktijkondersteuners meer aangemoedigd moeten worden om in samenwerking met hun patiënten gedegen implementatie-intenties rondom gezond afvallen te formuleren, onderbouwd met wanneer-, waar- en hoe-element.

Anneke de Graaf, Bas van den Putte, Peter Neijens and Simon Zebregs. Begrijpelijke en overtuigende gezondheidsvoorlichting voor laagopgeleide adolescenten: De rol van modaliteit.

Abstract:

Jongeren in de laagste niveaus van het voortgezet onderwijs vertonen beduidend meer risicogedrag dan hun leeftijdsgenoten in hogere niveaus. Zo rookt 15,4% van de jongeren in de laagste niveaus van het
VMBO, vergeleken met 0,9% van de jongeren in het VWO (Van Dorsselaer et al., 2009). Voorlichting over deze onderwerpen is echter vaak niet specifiek gericht op laagopgeleide adolescenten, terwijl zij deze voorlichting juist hard nodig hebben. Daarom is het belangrijk meer inzicht te krijgen in effectieve voorlichting voor deze groep. Hoe zorgen we ervoor dat zij de voorlichting begrijpen en erdoor overtuigd worden minder risicogedrag te vertonen?

Dit experiment richt zich op de rol van modaliteit in gezondheidsvoorlichting over roken voor laagopgeleide adolescenten; Is het effectiever om geschreven tekst of filmpjes te gebruiken? Hoewel dit niet eerder onderzocht is voor deze doelgroep, liet een studie met enigszins vergelijkbare participanten een voordeel voor geschreven tekst zien. Uit de resultaten van Campbell et al. (2004) blijkt dat laagopgeleide volwassenen tekst beter onthouden dan video. Dit effect kan verklaard worden door de distraction hypothesis. Hierbij wordt verondersteld dat in film meer sprake is van afleidende elementen, waardoor de aandacht gevestigd wordt op andere zaken dan de primaire boodschap. In geschreven tekst is er daarentegen minder afleiding, waardoor alle aandacht gevestigd wordt op de boodschap. Aangezien onze doelgroep moeite heeft met leren zou juist voor hen de afleiding in film funest kunnen zijn. Daarom verwachten wij dat tekst leidt tot meer begrip en meer overtuiging dan film voor laagopgeleide adolescenten. Daarnaast onderzoeken wij de rol van aandacht in de effecten van modaliteit, omdat aandacht een belangrijke rol speelt in de distraction hypothesis.

Wij hebben een experiment uitgevoerd onder 157 leerlingen in het tweede jaar van het praktijkonderwijs (13-15 jaar), dat qua niveau onder het VMBO komt. Er waren 3 meet-momenten met elk 4 weken ertussen. Op het tweede meetmoment kregen de leerlingen ofwel een voorlichtingsboekje over roken te lezen (n=42), ofwel enkele filmpjes te zien, waarin een acteur de teksten uitsprak (talking head). In deze filmpjes was ofwel sprake van een neutrale achtergrond (n=46) ofwel sprake van een schoolplein op de achtergrond (n=48). Op alle meetmomenten werden vragen gesteld over begrip van de tekst en beliefs, attitude, en intentie over roken (overtuiging). Op T2 werden ook vragen gesteld over aandacht voor de les.

Uit de resultaten blijkt dat er geen hoofdeffect van modaliteit is op begrip, beliefs, attitude of intentie over roken op T2 of T3, gecontroleerd voor deze variabelen op T1 (p's >.30). Ook is er geen effect van modaliteit op aandacht voor de les (p = .42). Er is echter wel een interactie-effect van modaliteit en aandacht op beliefs op T2, gecontroleerd voor beliefs op T1 (p < .05). Bij hoge aandacht is er geen verschil tussen de tekst en de filmpjes (p = .61), terwijl bij lage aandacht de tekst zorgt voor negatieve beliefs over roken dan de filmpjes (p < .05). Deze resultaten laten zien dat de tekst voor meer leerlingen effectief is in het beïnvloeden van beliefs over roken dan de filmpjes.

Anniek Boelijinga, Hans Hoeken and José Sanders. Communicatieve gezondheidsinterventies voor doelgroepen met een lage(re) SES

Abstract:
Het verkleinen van sociaal economische gezondheidsverschillen is een belangrijke doelstelling van het ministerie Volksgezondheid, Welzijn en Sport (Heutink et al., 2010; Kooiker, 2011). Er zijn heel wat cijfers die aantonen dat doelgroepen met een lagere SES en lagere opleiding een slechtere gezondheid hebben dan hoogopgeleiden. Zo hebben personen met een lagere SES een verhoogde kans op gezondheidsrisico’s en een minder gezonde leefstijl: ze roken meer, drinken meer, eten minder groenten en fruit, en bewegen minder (RIVM, 2008). Hoe deze belangrijke doelgroep door middel van communicatieve interventies te bereiken? In het huidige NWO/ZonMw Begrijpelijke Taal project "Prevention and health regulation behavior by understandable personal narratives" beantwoorden wij deze vraag en toetsen wij deze onder een specifieke lagere SES doelgroep, namelijk: vrachtwagenchauffeurs.

De keuze voor de transportsector komt voort uit de arbeidscultuur en werkomgeving van vrachtwagenchauffeurs, die grote uitdagingen voor een gezonde leefstijl vormen. Door een zittende en statische werkhouding, onregelmachtige werktijden en beperkte toegang tot gezonde voeding en sportfaciliteiten bewegen veel vrachtwagenchauffeurs te weinig en hebben zij vaak overgewicht – ondanks verschillende (preventieve) initiatieven op gebied van gezondheidsstimulering. In de eerste fase van het onderzoekproject is door middel van interviews en observatie onderzocht welk betekenis vrachtwagenchauffeurs geven aan 'gezondheid' en 'gezond leven', inclusief hun persoonlijke drijfveren. De semi-gestructureerde interviews (n=20) – getranscribeerd en geanalyseerd met behulp van de Grounded Theory Approach (Corbin & Strauss, 2008) – leveren belangrijke inzichten. Zo blijkt onder meer dat de waardering voor eerdere communicatieve (gezondheids)interventies laag is.

Vrachtwagenchauffeurs geven aan zich niet te herkennen in het stereotye beeld dat doorgaans van hen geschetst wordt. Ook voorgestelde handelingen, bijvoorbeeld beweeg en sport meer, worden als weinig realistisch en effectief beschouwd: "Het is wel heel makkelijk om op papier te zetten van: je moet wat gezonder gaan doen en je moet meer sporten. Maar er moet wel tijd en ruimte voor wezen en dat vind ik
het nadeel van dit werk”. Kortom, de huidige, traditionele interventies die zich doorgaans richten op het vormen van intenties tot gezonder gedrag door middel van pragmatische argumentatie (Schellens & De Jong, 2004) sluiten onvoldoende aan bij de belevingswereld (en mogelijk ook de gezondheidsvaardigheden) van de doelgroep. Deze eerste inzichten leveren belangrijke conclusies op voor de eisen wat betreft de tailoring van communicatieve interventies voor dit type lage SES doelgroepen. Op basis hiervan pleiten wij dan ook voor een alternatieve communicatiesstrategie voor deze doelgroep, namelijk: authentieke verhalen met een focus op postintentionele factoren.

Sanne Schinkel, Julia Van Weert, Edith Smit and Barbara Schouten. Are active patients fulfilling their information needs better? Differences between native-Dutch and Turkish-Dutch patients in the relation between patient participation during GP consultations and unfulfilled information needs

Abstract:

Introduction: According to Street’s patient participation model (2001), higher patient participation leads to better quality of care, such as better quality of the information provided. More active patients inform their doctor more clearly (e.g. by asking questions, asking for clarification) about what matters to them than passive patients (Cegala, Street & Clinch, 2007), and, as a consequence, receive more adequate information from their doctor (Street et al., 1995). These patients thus align GPs’ information provision to their own needs, suggesting that in consultations with more active patients their information needs will be better fulfilled. Since previous research indicated higher unfulfilled information needs among Turkish-Dutch patients compared to native-Dutch (Schinkel, Schouten & Van Weert, 2013) and lower participation among ethnic minority patients (e.g. Meeuwesen, Tromp, Schouten & Harmsen, 2007; Street et al., 2005) the aim of this study was exploring the relationship between patient participation and fulfillment of information needs for native-Dutch compared to Turkish-Dutch patients.

Methods: Pre- and post-consultation questionnaires were filled out by 117 native-Dutch and 74 Turkish-Dutch patients in 6 GP practices. Unfulfilled information needs were calculated using pre-consultation information needs and post-consultation information discussed on 20 information topics (concerning primary and secondary information). 82 Native-Dutch and 38 Turkish-Dutch patients participated with consultation audiotapes. The groups were matched on age and gender because of significant differences on these variables. Audiotapes of the resulting 34 native-Dutch and 34 Turkish-Dutch patients were coded independently by two coders from transcription on patients’ relative talk and dialogues/monologues during the consultation.

Results: In consultations with native-Dutch patients both doctors (t(64) = 2.20, p < .05) and patients (t(64) = 3.45, p < .01) initiate more dialogues and patients have more relative talk (t(66) = 2.8; p < .01) than in consultations with Turkish-Dutch patients. In consultations with Turkish-Dutch patients more monologues are found (t(53,02) = -3.38, p < .01; t(53,19) = -4.19, p < .001). For Turkish-Dutch patients, more relative talk of the patient (b = -.38, t = -2.26, p < .05), more dialogues initiated by patient (b = -.31, t = -1.95, p < .05), less dialogues initiated by doctor (b = .33, t = 2.10, p < .05) and more patient monologues (b = -.48, t = -2.88, p < .01) are related to less unfulfilled information needs on primary biomedical information. More patient dialogues (b = -.35, t = -2.21, p < .05), less doctor dialogues (b = -.28, t = 1.76, p < .09) and more patient monologues (b = -.37, t = -2.11, p < .05) are related to less unfulfilled information needs on secondary information. These relations are not found among native-Dutch patients.

Discussion: In consultations with native-Dutch patients, patients not only contribute more during the consultation, but patients and GPs also react more to each other. For Turkish-Dutch patients, fulfillment of information needs seems to depend more on the patient’s contribution and initiation than on the interaction between doctor and patient. Stimulating Turkish-Dutch patients to be active communicators could thus enhance the communication outcomes.
Health Communication #6

Monday 16.30-17.30
Room C 4042

Chair: Tim Smits

Tim Smits. Overtuigend (on)gezond. De marketing cues van voedselverpakkingen

Abstract:

Doel: Al langer besteden onderzoekers en beleidsmakers aandacht aan het verband tussen de wereldwijde problematiek van kinderobesitas en de persuasieve technieken die voedselproducenten gebruiken om zowel de ouders als de kinderen te bereiken. Een vaak gebruikte techniek die de kinderen lijkt te overtuigen en volwassenen sterk opvalt, is die waarbij endorsers ingezet worden. De laatste jaren hebben tal van onderzoeken aangetoond hoe persuasief deze techniek werkt bij kinderen. Wat echter ontbreekt in onderzoek vandaag is een duidelijk overzicht van het volledige pakket van marketingtools waarmee voedselproducenten producten voor kinderen in de markt zetten. Deze studie had tot doel zo’n overzicht te geven wat betreft de verpakkingen van voedsel. Misschien nog meer dan traditionele reclame is dit een vorm van marketingcommunicatie waar kinderen herhaaldelijk aan blootgesteld worden en dit in een context van onmiddellijke bekrachtiging bij de consumptie van het voedsel.


Resultaten: Een zeer ruime meerderheid aan voedselproducten gericht op kinderen was ongezond (83%). Gemiddeld gebruikt elke verpakking zo’n vier marketingtechnieken. Hoe meer marketingtechnieken gebruikt, des te groter de kans dat het een ongezond product betrof. De marketingtechnieken die het sterkst voorspellen of het om een ongezond product gaat of niet zijn de aanwezigheid van product illustraties en promoties. De vaak onderzochte en persuasieve endorsers waren aanwezig op 65 procent van de verpakkingen. De ruime meerderheid daarvan waren merk-gerelateerde endorsers en gemiddeld namen ze bijna 30% van de voorkant van de verpakking in beslag.


Nadine Bol, Ellen M.A. Smets, Eugene Loos, Jennifer C. Romano Bergstrom, Sifra Bolle and Julia Van Weert. Eyes don’t lie: Using eye tracking data to examine the effect of cognitive and affective illustrations on older adults’ recall of online cancer-related information

Abstract:

Introduction: Cancer-related information is increasingly presented online which poses both possibilities (e.g., fulfillment of information and support needs) and limitations (e.g., poor comprehension of e-health information) for older adults. To overcome these limitations, illustrations can be added to online health information to effectively expand one’s cognitive capacity. Older adults are expected to especially benefit from illustrations in better recall of information because they have a smaller total cognitive capacity. Recall of information plays an important role in adequate disease management and adherence to medical regimes. We distinguish between cognitive illustrations (i.e., an image that complements text and helps
people to understand it) and affective illustrations (i.e., an image that mainly aims to evoke positive feelings and to generate positive emotions). Scarce previous research has shown inconclusive results: some studies have found that cognitive illustrations improve older adults’ recall of information while others have shown no beneficiary effects of adding illustrations. Therefore, this study focuses on how older adults use (illustrated) cancer-related information in an online environment and how this relates to recall of information.

Method
Younger (n = 55, mean age = 44.02) and older (n = 42, mean age = 73.48) healthy adults participated in an eye tracking study, using a 2 (age) × 3 (experimental condition) experimental design. Participants were randomly assigned to a webpage with either text only information, text with two cognitive illustrations, or text with two affective illustrations. An eye tracker measured the attention (i.e., fixation time) participants paid to the text respectively illustrations on the website. The effects on attention to the text and illustrations on the website and recall of information were investigated by conducting ANOVAs. The relation between age, attention, and recall was examined in a simple moderation analysis.

Results
Attention to the text on the website was equal across conditions, indicating that regardless of other information on the webpage (i.e., illustrations) participants spent equally as much time looking at the text. Significantly more attention was paid to cognitive illustrations than to affective illustrations. However, adding cognitive illustrations to the text did not improve recall of information. In all conditions, we found a positive relationship between attention to the text on the website and recall of information. Older adults showed a significantly greater gain in recalling information when paying more attention to the text on the website than younger adults. This reveals that attention to the text on the website improves recall of information especially among older adults.

Conclusions
This study showed that attention to neither cognitive nor affective illustrations contributed to improved recall of information. We found in all conditions that more attention to the text on the website led to increased recall of information, especially for older adults. This indicates that older adults benefit from self-paced information by taking the time they need to learn information and, consequently, to recall information. Future research should focus on other factors that might improve online information to increase recall of information among older adults.


Abstract:
This presentation will be either in Dutch or English depending on the session language. Information about health and disease prevention is widely available (McInnes & Haglund, 2011). However, a critical part of the target audience fails to understand health materials due to insufficient health literacy (Ratzan & Parker, 2000). This is problematic because people with low health literacy are more often chronically ill and less likely to use preventive health services such as cancer screening compared to people with high health literacy (DeWalt, Berkman, Sheridan, Lohr, & Pignone, 2004). Therefore, health information can be especially useful for low health literates.

Over the last years, several interventions have been developed to improve understanding of health materials among low health literates (Sheridan et al., 2011). A limited number of these interventions have focused on the effectiveness of animations to achieve comprehension among low health literates but the results are not univocal. The lack of consistent findings could be caused by the fact that animations differ from written materials in various respects. For example, in animations text is frequently spoken by a voice-over whereas most content on websites is written text (Mazor et al., 2010). This may affect information processing among people with low health literacy as they are often inexperienced readers (Nutbeam, 2000). Furthermore, the visual content of animations is presented in a dynamic way suggesting movement (Rieber, 1990). This dynamic presentation of the visual content can be helpful to people with low health literacy by facilitating information processing resulting in better recall.

The aim of this study is to gain insight into the specific influence of text presentation and visual dynamics on information recall among people with low health literacy. This will be investigated by means of an online experiment using a factorial 2 (written format versus audio format, manipulated) by 2 (dynamic visuals versus static visuals, manipulated) by 2 (low versus high health literacy, measured) between subjects design. Participants will be randomly assigned to one of the four message conditions. By stratifying our sample on basis of education, gender, and age we will make sure that all groups include an approximately equal number of people with low health literacy and high health literacy.
Data collection for this study will be completed in November 2013 using the online sample of a research company. At the Etmaal van de Communicatiiewetenschap 2014 the results of this study will be presented. The findings gain insight into the way in which specific message features affect information recall among people with low health literacy. The outcomes of this study are useful to design messages that comply with people with low health literacy. The final aim is to provide health information that will be better remembered among low health literates which probably makes the information better useful in people’s daily lives.

Emily Swan, Laura Bouwman, Maria Koelen, Noelle Aarts and Gert Jan Hiddink. What predicts healthy eating? Resources that predict healthy eating in Dutch adults

Abstract:
Introduction: Rather than examining ‘pathogenic’ factors which predict unhealthy eating, this research takes a complementary approach and applies a ‘salutogenic’ approach to examine the factors which predict healthy eating in a cross-sectional study of Dutch adults.

Methods: Dutch adults aged 18 years and older were recruited from Tilburg University’s CentERdata LISS research panel to take part in this cross-sectional study. The internet-based survey completed January 2013 by participants (n=703) measured amongst others sense of coherence (SOC); psychosocial factors that support healthy eating; perceptions of food environment; socio-economic factors; general health data; and dietary intake. Dietary score was calculated based on how much participants diets were in line with the Dutch Nutrition Centre recommendations. Multivariate logistic regression analysis was performed to test the association of the individual and contextual-level variables on the dependent variable high dietary score.

Results: In the multivariate logistic regression model, those with a high dietary score were more likely to: be female (p = .005); be living with a partner (p = .037); have a good to excellent perceived health (p = .031); have a strong SOC (p = .028); have a balanced approach to eating (p=.028); and have a high level of self-efficacy for healthy eating (p = .015). These variables were significant even when socio-ecnomic factors were adjusted for in the overall model. Typically assumed predictors for healthy eating such as income; employment status; and nutrition knowledge were not significant factors in the overall model.

Discussion and conclusions: Our findings support previous studies which applied the salutogenic theory and found positive associations between healthier eating patterns and a strong capacity to cope with stress (SOC). Results also suggest that individual and contextual factors such as gender; perceived health; balanced approach to eating; self-efficacy; and living with others act as important resources for healthy eating in Dutch adults. Future research should further explore these ‘salutary’ factors to better understand their origins and mechanisms and how they shape healthy eating practices. Traditionally nutrition promotion strategies emphasize only increasing knowledge and awareness of healthy eating behaviors; nutritional guidelines; and nutritional components to improve dietary choices. However, our results suggest that future strategies should focus more on strengthening and supporting these psychosocial factors which play an important role in consumers’ abilities to accomplish healthy food practices.
Health Communication #7

Tuesday 09.00-10.00
Room C 4042

Chair: Alexandra Dima

Alexandra Dima, Sarah Stutterheim, Ramsey Lyimo and Marijn de Bruin. Investigating the process of disclosing sensitive health information: the case of HIV-status disclosure

Abstract:
Disclosure of sensitive health information is often conceptualized as a single intentional event involving a discloser and a recipient. However, many disclosure processes may involve a series of events, some voluntary and some accidental, that increase the person’s degree of disclosure from absolute secrecy to sharing this information with all members of his/her social network. These events might be stand-alone phenomena, might form one multi-event unidimensional process, or may group into several distinct disclosure dimensions. Before investigating causes and consequences of disclosure, it is necessary to think more deeply about disclosure itself: are we talking about a single event, one process consisting of multiple events, or a collection of distinct processes? We present a method of answering this essential question and illustrate its relevance with an example dataset on HIV status disclosure.

In HIV research, disclosure of HIV status has been conceptualized as either a single event or a unidimensional process. In quantitative studies, researchers have often asked participants to select from a list of actor-categories the ones to whom they have told they are HIV-positive. A disclosure score was then computed by summing up the categories selected, or by dichotomizing these reports into ‘disclosed to no one’ versus ‘disclosed to at least one person’. This procedure assumes that 1) the actor-categories are interchangeable and b) all disclosure is voluntary. Both these assumptions might not hold. Evidence has started to gather in support of the fact that HIV disclosure may have different occurrence rates and different causes and consequences depending on disclosure target and intent. Therefore it is important to test these assumptions and examine the interrelationships between disclosure events before computing total scores.

We performed non-parametric Item Response Theory Analyses (Mokken Scaling) on reports of voluntary and involuntary disclosure from 158 people living with HIV in Kilimanjaro, Tanzania, collected via interviews in the spring of 2010. For voluntary disclosure, we identified two multi-actor clusters, family and community, and two single-category dimensions, partner and children. Involuntary disclosure consisted of several unrelated single- or two-category dimensions. We examined the relationships between the resulting disclosure dimensions and stigma and social support, in comparison to disclosure scores that assume unidimensionality. Correlation analyses revealed distinct relationships for each disclosure dimension.

These findings suggest that treating HIV disclosure as a unidimensional construct is a simplification that may lead to incorrect conclusions about causes and consequences of disclosure. We therefore recommend using this methodology to investigate disclosure processes in general. Understanding the process of disclosure itself prior to examining its relationships with other constructs would increase the quality of our evidence base regarding the process(es) of sharing sensitive information.

Kim Brandes, Annemiek Linn, Julia van Weert and Phyllis Butow. The format and effectiveness of Question Prompt Lists in oncology

Abstract:

Background
Nowadays, cancer patients are supposed to take an active role in their consultations. However, many cancer patients do not participate actively during their consultation (Gattellari, Butow, & Tattersall, 2001). As a consequence many interventions, such as Question Prompt Lists (QPLs), are developed to improve patient participation and interpersonal communication. QPLs are communication tools designed for patients, consisting of a structured list of questions (Dimoska et al., 2012). The format of QPLs (i.e. the way in which they are delivered and used) varies among studies. Whether the effectiveness of QPLs is influenced by their format has not been assessed. In this systematic review the objectives are to 1) review the effectiveness of QPLs on communication, cognitive and psychological outcomes of cancer patients, 2) gain more insight into the different formats of QPLs and 3) investigate to what extent the effectiveness of QPLs is determined by their format. To investigate the format of QPLs, we distinguished the mode of delivering QPLs, the number of questions on QPLs, the content of the questions, the time of
delivering QPLs, manipulation of provider endorsement and whether QPLs were part of a larger intervention.

Method
A literature search was conducted in PsycINFO, Medline and CINAHL. Additional studies were sought via the reference lists of included articles. Further, the methodological quality of studies was assessed using a list with eleven criteria measuring internal validity designed by the Cochrane Collaboration Back Review Group (Van Tulder, Furlan, Bombardier, & Bouter, 2003).

Results
Of the 51 articles that were found, 20 articles met the inclusion criteria. Results showed that QPLs were effective in enhancing communication outcomes, i.e. question asking. QPL use appeared also to be effective in improving cognitive outcomes, i.e. recall of information. However, there was insufficient evidence that QPLs influenced psychological outcomes. Further, the format of QPLs varied between studies. In sum, in the majority of studies QPLs were given to patients before the consultation in hardcopy. QPLs mostly consisted of general questions that can be applied to multiple types of cancer. Results showed that three elements of the format of QPLs influenced their effectiveness; provider endorsement, the content of the questions and whether QPLs were part of a larger intervention.

Conclusion and discussion
QPLs were effective in improving communication outcomes, i.e. question asking, and cognitive outcomes, i.e. recall of information. In the majority of studies there was no evidence found that QPLs could influence psychological outcomes. A possible reason why QPLs are not effective in improving psychological outcomes could be that QPLs have been designed with instrumental questions (e.g. questions regarding treatment). It has been demonstrated that patients have both instrumental communication needs (the need to understand what is going on) and affective communication needs (the need to express worries and to be understood) (Bensing & Verhaak, 2004). None of the QPLs in the review addressed affective communication needs. Further, QPLs were mainly provided in hardcopy. Delivering interventions via audiovisual media may lead to better processing of an intervention and, consequently, increase their effectiveness (Mayer, 2002).

Douwe de Witte and Enny Das. Mad Cows and Melamine Milk

Abstract:
This study examined food safety crises and their impact on general consumer confidence in the safety of food. Specifically, this study analysed the effects of food safety crises on general confidence in food safety amongst Dutch and Chinese consumers. To obtain the necessary quantitative data, field research was conducted in Beijing.

The choice for Dutch and Chinese consumers was purposely made because the average Chinese consumer has experienced a lot of food safety crises whilst the Dutch consumer has experienced relatively few. By making a comparison between two consumer groups in different nations, where one nation has experienced multiple food safety crises, and the other has not, large differences in consumer food perceptions could be attributed to food safety crises.

Multiple factors influence the general confidence that consumers have in the safety of food. Not only will a consumers’ general confidence in food safety be affected by their confidence in food products and their trust in food producing and regulating institutions, they will also be affected by media reports about food safety incidents and their recall of previous incidents. The present research included these factors as predictors of perceptions of food safety in China and The Netherlands based on the framework developed by De Jonge et al. (2007).

Effects of these determinants on general confidence in food safety were tested using regression analysis. The results showed that Chinese consumers (M = 2.25 SD = 6.50) scored significantly lower on general confidence in food safety (t = -13.44; p < 0.01) than Dutch consumers (M = 3.61 SD = 0.78). Trust in institutions (Beta = .25; p < 0.001), confidence in product safety (Beta = .27; p < 0.001) and trait worry (Beta = -.27; p < 0.001) had a significant effect on the general confidence in food safety in both nations where controlled for age, gender, news consumption and media usage. Furthermore, media exposure was found to have a significant effect in The Netherlands (Beta = -0.32; p < 0.01) whilst this effect was found to be mediated by recall in China. Overall, the model also showed a good fit (R2 = 0.741).

The study concludes that food safety crises have a negative effect on general confidence in food safety amongst consumers. Trust in the government was one of the strongest predictors of general confidence.
in food safety which means that consumers see the government as one of the most important institutions when it comes to food safety. Interestingly, concerns about food production did not have a significant effect on general confidence in food safety. It seems that concern does not necessarily imply loss of trust or confidence and might therefore be a weak predictor. Another find was that confidence in food products was lowest for milk products in China suggesting that the 2008 melamine crisis still influenced consumer perceptions about milk products. This could mean that food safety crises have a long lasting effect on how consumers view their food.

Bob Mulder, Merel van Lelyveld, Marijn de Bruin, Anne Marike Lokhorst and Cees van Woerkum. A Preference-Match Analysis of Communication between HIV Patients and their Health Care Providers: A Qualitative Study

Abstract:

Introduction Patient-provider communication serves three goals: exchanging information, establishing a relationship, and involving the patient in treatment decisions. Quality of patient-provider communication influences various patient outcomes, including treatment satisfaction and wellbeing. Communication quality depends on communication preferences of patient, and whether preferences are matched by health care provider communication. Currently, little is known about communication preferences of HIV patients. The goal of our study is to examine communication preferences of HIV patients, and second, to explore patient experiences of (not) matching their preferences through the communication with their health care providers. Patient preferences and experiences are compared with beliefs of their health care providers about patients’ preferred communication.

Methods Semi-structured interviews with 28 HIV patients on HAART from three large ethnic groups (Dutch, African Caribbean) treated at two large HIV clinics in the Netherlands were conducted. Their health care providers (5 internists and 6 nurses) from the same clinics were also interviewed. Interviews were recorded and transcribed verbatim. A data-driven analysis of interviews was carried out, by labeling communication preferences and matching experiences. Emerging themes were continually compared between interviews.

Results We present and discuss a model of how informational, relational and decisional communication needs are intertwined and contingent upon each other, and how matching these communication needs helps patients cope with having HIV. We show that, although there is a tendency towards increasing patient decisional involvement, patients are ambiguous towards high levels of decisional involvement. Rather, for patients, being involved in treatment decisions depends on matching their needs for information exchange and relationship establishment. In addition, information exchange and relationship establishment show a reciprocal association, with a trustful relationship resulting in disclosing personal information. Besides discussing the conditions for this reciprocal process, our results show that patient communication preferences are aimed at increasing their sense of personal control and control by proxy over the threat of having HIV. As such, patient communication preferences are not goals in themselves, but serve the higher order goals of relieving stress and building resources. Patient preferences are compared to health care providers views on communication, noting both similarities and discrepancies. Interviews with health care providers indicate that they are aware of patient communication preferences. However, perhaps because patients seldom communicate their higher order goals, health care providers also do not mention these communication goals.

Discussion Health care communication may benefit from a thorough understanding of patient communication preferences and higher order goals, as well as from how these preferences interrelate to serve these goals. Qualitative studies provide detailed information about specific processes with patient-provider communication, complementing quantitative studies that inform us about the effectiveness of communication methods.
Poster presentations Etmaal 2014:

N.W. Verouden, Dr. M.C.A. van der Sanden and Prof.Dr. N. Aarts. Stilte in de Storm: Strategisch Zwijgen binnen Complexere Positioneringsvraagstukken

Strategisch positionering binnen complexe samenwerkingsverbanden is doorgaans een lastige opdracht voor organisaties, zeker wanneer dit betekent dat verschillende partijen met uiteenlopende achtergronden, doelstellingen en belangen rond een gemeenschappelijke opdracht verbonden moeten worden. De vraag die in deze paper centraal staat is hoe de communicatie verloopt in de positionering van organisaties binnen een complexe, horizontale netwerkomgeving.

Wij sluiten hierbij aan bij literatuur waarin gesteld wordt dat gesprekken constituerend zijn voor de alledaagse realiteit van veranderprocessen binnen organisaties (Ford, 1999). In dit paper is gekozen voor een focus op stilte in plaats van 'verbale' communicatie. Er is momenteel een groeiende aandacht voor stilte op organisatienniveau (Blok & van Riel 2013). Stilte wordt hierin doorgaans gezien als een individueel of collectief fenomeen dat zijn betekenis krijgt binnen de hiërarchische relaties tussen medewerkers en management (Morris & Milliken, 2000). Er is echter nog weinig onderzoek naar stilte in meer horizontale organisaties, waarin weinig tot geen hiërarchische coördinatie geboden wordt. Bovendien is er binnen een dergelijke context weinig bekend over de redenen waarom mensen zwijgen over bepaalde onderwerpen en wat hiervan de gevolgen zijn op het realiseren van organisatiedoelstellingen.

In deze paper bespreken wij de resultaten van een casestudie waarin is gekeken hoe kennisinstituten de interne samenwerking en de contacten met de omgeving vormgeven. Universiteiten bevinden zich onder enorme druk om zich sterker te profileren en moeten voldoen aan allerlei, vaak tegenstrijdige, eisen en verwachtingen uit de maatschappij. Om aan deze maatschappelijke opdracht te kunnen voldoen, is herpositionering ten opzichte van relatiegroepen zoals overheidsorganisaties, industrie en publiek in toenemende mate nodig. In deze casestudy concentreren wij ons op de herpositionering van de expertise rond water bij de Technische Universiteit Delft binnen de maatschappelijke context waarin een integrale aanpak van het water vraagstuk steeds belangrijker wordt. De historische waterexpert rol van de TU Delft is hierin niet langer vanzelfsprekend.

Voor de dataverzameling is gebruik gemaakt van etnografische onderzoeksmethoden. Daarvoor zijn strategische bijeenkomsten geobserveerd; de nadruk lag daarbij op de onderhandelingsprocessen in gesprekken en de rol van communicatie daarin. Daarnaast zijn de betrokken geïnterviewd om achtergronden van de samenwerking te verkennen, en is schaduwwerk, het volgen van één persoon, als methode toegepast om inzicht te krijgen in de interactionele context waarin de dagelijkse praktijk van het positioneren gaat vrijblijvend.

De resultaten van dit onderzoek laten zien dat stilte naast verbale communicatie ook een cruciaal onderdeel is van de strategisch communicatie binnen horizontale organisaties. Dit heeft bedoelde en onbedoelde gevolgen voor samenwerking. Drie strategische redenen waarom mensen stil blijven kunnen op basis van onze resultaten dusver onderscheiden worden. Stilte biedt ten eerste aan mensen bij uitstek de mogelijkheid om verschillen te verbergen en een pseudoconsensus te creëren waardoor samenwerking mogelijk of vergemakkelijkt wordt: stilte als toenadering. Stilte kan echter ook een manier zijn om afstand te creëren en anderen buiten te sluiten, bijvoorbeeld door informatie strategisch voor bepaalde personen te verbergen: stilte als verwijdering. Tenslotte kan stilte, zo blijkt uit onze resultaten, een rol spelen bij het ontlopen van verantwoordelijkheid: stilte als excuus. In de discussie zal kort worden ingegaan op de handvatten die stilte naast verbale communicatie biedt voor communicatieprofessionals die moeten opereren in een complexe, dynamische context.

Chris Aalberts and Janinka Zilverschoon. Een persbericht in 140 tekens? Het gebruik van tweets van Tweede Kamerleden in Nederlandse kranten

Twitter wordt de laatste jaren steeds vaker ingezet door politici om met kiezers in contact te komen. Inmiddels gebruikt een ruimere meerderheid van de Nederlandse Tweede Kamerleden Twitter. Hoewel het directe bereik van Twitter beperkt is, zou het indirecte bereik van Twitter enorm kunnen toenemen als traditionele nieuwsmedia in hun berichtgeving gebruik maken van tweets. Dit is voor Tweede Kamerleden een van de redenen om actief te zijn op dit platform. Er is echter nauwelijks onderzoek in hoeverre Kamerleden dit daadwerkelijk doen. De onderzoeksvraag in dit paper luidt: In hoeverre worden tweets van Tweede Kamerleden overgenomen door Nederlandse kranten en bestaan hierbij verschillen tussen politieke partijen?
Er werd een inhoudsanalyse uitgevoerd van alle tweets van Tweede Kamerleden gedurende twee weken in de winter van 2013. Dit zijn in totaal 4.477 tweets die door een Tweede Kamerlid verstuurd of geretweet zijn. Voor elke tweet werd vastgesteld in hoeverre het betreffende Tweede Kamerlid na het versturen van de tweet in De Telegraaf, De Volkskrant of NRC Handelsblad voorkwam en in hoeverre dit media-optreden verband houdt met de verstuurde tweet. Hierbij wordt onderscheid gemaakt tussen tweets waarna Kamerleden wel en niet in de media verschenen. Bij media-optredens worden vier situaties onderscheiden: (1) media-optredens waarbij geen relatie bestaat met de verstuurde tweet, (2) media-optredens waarbij het globale beleidsterrein van de tweet en het media-optreden overeenstemt (bv. onderwijs), (3) media-optredens waarbij het specifieke thema van de tweet en het media-optreden overeenstemt (bv. een bepaalde beleidsmaatregel) en (4) media-optredens waarbij tweets expliciet worden geciteerd.

In tegenstelling tot het idee dat sociale media kunnen leiden tot aandacht van de traditionele media, laat dit onderzoek zien dat de kans zeer klein is dat politici via hun tweets in de krant komen. Slechts drie van de ruim vierduizend tweets worden expliciet in een krant geciteerd. Ook de mate van overeenstemming tussen de tweets en de inhoud van de kranten is laag. In slechts 2% van de gevallen stemt de specifieke inhoud van tweets overeen met de inhoud van de krant. De meeste tweets worden zelfs verstuurd door Tweede Kamerleden die helemaal niet terugkomen in de krant, zowel niet met het thema uit de tweet als met andere thema’s. Van ruim drie kwart van alle verstuurde tweets komt het Kamerlid van wie de tweet afkomstig is helemaal niet terug in de onderzochte kranten. De kans dat Tweede Kamerleden via Twitter in de krant komen is dus kleiner dan verwacht.

Simone Einhoff, Suzanne Janssen and Joris Van Hoof. Het effect van het gebruik van corporate stories en metaforen op herkenning en attitude ten aanzien van de boodschap en organisatie

Corporate stories worden vaak ingezet als managementtool om het onderscheidende karakter van een organisatie te benadrukken, medewerkers te binden, klanten aan te spreken en producten aan te prijzen. Verwachte effecten van corporate stories, zoals een verbeterde reputatie en het beter kunnen onthouden van kenmerken van de organisatie, zijn echter nauwelijks empirisch getoetst. Doel van dit onderzoek was te achterhalen of corporate stories te prefereren zijn ten opzichte van traditionele mission statements als het gaat om het creëren van een positieve attitude ten aanzien van de organisatie en herinnering van kenmerken van de organisatie. In een online experiment is onderzocht wat de effecten van corporate stories zijn in vergelijking met traditionele mission statements op herinnering, attitude ten aanzien van de boodschap, en attitude jegens de organisatie. Daarnaast zijn de effecten van metafoorgebruik onderzocht en bovendien zijn al deze afhankelijke variabelen in twee momenten in de tijd in kaart gebracht. Een experiment met een 2x2x2-design (mission statement vs. corporate stories; wel metaforen vs. geen metafoor; meting na 2 dagen vs. meting na 7 dagen) onder 287 Nederlandse studenten liet zien dat de afhankelijke variabelen minder positief worden beoordeeld na verloop van tijd. Er werd geen hoofdeffect voor het gebruik van corporate stories gevonden. Het gebruik van metaforen bleek alleen voordelig in combinatie met een bepaald type boodschap: traditionele mission statements zonder metaforen en corporate stories met metaforen behaalde de hoogste scores op alle afhankelijke variabelen. Deze combinaties worden daarom aanbevolen voor corporate communicatie-uitingen. Implicaties voor toekomstig onderzoek en implicaties voor toepassingen van corporate stories worden besproken.

67 Online information sharing: the influence of construing social power as opportunity versus responsibility and the presence of ‘like’ and ‘trust’ buttons

Having a position of power oftentimes is seen as an opportunity to achieve one’s goal but it also means heightened responsibility for the outcomes of others (Sassenberg, Ellemers, & Scheepers, 2012). This paper makes a significant contribution to understanding online information sharing in organizations by investigating how much and what type of information (i.e., public versus private) leaders share, depending on their construals of power (i.e., as either opportunity (PaO) or responsibility (PaR)). Given that more and more organizations use social media for knowledge management and that certain technological features (e.g., (labels of the) buttons) may also play a role, this papers also investigates the impact of the ‘like’ button alone or in co-presence with a ‘trust’ button on information sharing. We expect leaders construing PaR to share more (unique) information than leaders construing PaO. We also expect that a ‘trust’ button shifts the focus more to the social aspects of sharing and increases therefore sharing of (unique) information.

Research Methods
100 respondents (40% males; age: Mage = 31.10, SD = 10.86) participated in an online experiment with a 2 (social power: responsibility versus opportunity) x 2 (button presence: ‘like’ button versus ‘like-
or-trust’ buttons) between-subjects design; information sharedness (public versus private) was varied within participants. Firstly social power was manipulated (Sassenberg et al., 2012) and then participants had to coordinate a team to support a sports event; they could either share or not (public and private) information with the other members.

Results
A main effect of sharedness, F (1, 96) = 14.44, p < .001, η² = .13, showed that more public (M = 8.14, SD = 3.01) than private information (M = 6.95, SD = 3.43) was shared. A main effect of power, F (1, 96) = 13.49, p < .01, η² = .14, showed that more information was shared when construing PaR (M = 8.00, SD = 5.07) than when construing PaO (M = 12.94, SD = 5.19). These results were qualified by an overall significant interaction between sharedness and social power, F (1, 96) = 5.26, p < .05, η² = .05. Construing PaR mainly increased the sharing of private information (M = 8.26, SD = 2.80) compared with when construing PaO (M = 5.47, SD = 3.49). Moreover, construing PaO resulted in sharing significantly more public (M = 7.47, SD = 2.85) than private information (M = 5.47, SD = 3.49). A marginally significant main effect of button presence, F (1, 96) = 3.27, p = .07, η² = .03, revealed that participants tended to share more information when both (‘like-or-trust’) buttons were present (M = 16.04, SD = 6.15) than when only the ‘like’ button was present (M = 14.06, SD = 4.53). This applied only to private information (M = 7.69, SD = 3.71, ‘like-or-trust’ buttons condition, versus M = 6.15, SD = 2.93, ‘like’ button condition); no significant differences were found, in the two conditions, with regard to public information (M = 8.35, SD = 3.20 versus M = 7.92, SD = 2.81, respectively).


Studies of participatory journalism demonstrate that professional journalism can be ‘resistant to change’ (Borger et al., 2013). Journalists and news organizations do wish to encourage audience contribution and digital innovation, but find it difficult to reconcile traditional journalistic values and practices with more participatory ones (Chung, 2007; Deuze et al, 2007; Domingo et al., 2008; Harrison, 2010; Hermida & Thurman, 2008; Jönsson & Örnebring, 2011; Karlsson, 2011; Singer, 2010; Williams, Wardle & Wahl-Jorgensen, 2010). This suggests that participatory journalism puts at stake the definition of ‘what counts as journalism’ and who ‘counts as a journalist’ (Deuze, 2005, 2008; Zelizer, 2004).

In this study, journalism’s ‘resistance to change’ is further investigated by interviewing 22 frontrunners in Dutch journalism who are pioneers in audience participation. How do they make sense of ‘participatory journalism’? Previous studies concentrated on editorial staff in mainstream news organization, the results of which can be considered representative of the norm for what counts as journalism. In this study, however, the focus is on how much the norm can be stretched. Therefore, the emphasis of this article is on frontrunners pioneering with audience participation. This type of journalism practitioner is expected to be more prone to stretching the norm than ‘regular’ editorial staff from mainstream organizations previously studied. Additionally, existing studies provide valuable insight into journalists’ opinions of, and attitudes towards, participatory journalism. This study, however, does not concentrate on the descriptive side of journalists’ language, but on the productive side of their discourse. The goal is to investigate the possibilities and constraints journalistic frontrunners’ language use produces.

The possibilities, constraints and dilemmas frontrunners’ discourse constructs are examined through an interpretative repertoire analysis (Potter & Wetherell, 1987). Frontrunners draw upon six interpretative repertoires: ‘innovation’, ‘craftsmanship’, ‘marketing’, ‘being one’s own boss’, ‘education’, and ‘profitability’. All frontrunners speak the innovation repertoire and at least one of the other repertoires, often in mutual contradiction. This analysis demonstrates the current paradox of how journalism is criticized for its traditional and paternalistic culture of exclusion and at the same time valued and protected as a profession and craft. It is concluded that even ‘innovative’ journalistic frontrunners are subject to this paradox, despite their obvious willingness to realize participatory journalism. By conducting this specific type of analysis, this study demonstrates routine deployments of cultural understandings in journalistic linguistic practices and reveals practical consequences in terms of possibilities and constraints for audience participation and innovation in journalism. This study indicates that journalism may be even more ‘resistant’ to change than previous research suggested. Not only do editorial staff from mainstream news organizations hold on to classical ideas about ‘what counts as journalism’ (Deuze, 2005, 2008; Zelizer, 2004), even pioneering frontrunners endorse traditional notions of ‘what counts as journalism’ and ‘who counts as a journalist’.

Rebeca De Dobbeelaer and Karin Raeymaeckers. What’s up doc? Analyse van de berichtgeving omtrent gezondheidsnieuws in Vlaamse populaire weekbladen en vrouwenmagazines

Verscheidene auteurs wijzen dan ook op sensationaliseren van wetenschapnieuws (Bubela & Caufield, 2004; Weigold, 2001; Nelkin, 1987). Zo stellen Ransohoff & Ransohoff (2004) dat “while most scientific writing is done well, the current level of exaggeration, even if frequent, may discredit good reporting.” Vaak is ook sprake van het creëren van hypes en van een medicaliseringstrend die wordt gevoed (Bubela & Caufield, 2004; Conrad, 2007)

In deze studie gaan we in op de vraag in welke mate de nieuwsberichtgeving van de mainstream-media over gezondheidskwesties de farmaceutische industrie en de academische wereld aan het woord laat. Is er sprake van een kentering in de journalistieke praktijken van nieuwsselectie. Waren er in de berichtgeving indicaties van een verschuiving van de journalist met een focus op elitebronnen naar aandacht voor burgers, patiëntenverenigingen en non-profitorganisaties? Om deze vraag te beantwoorden, opteerden we voor een onderzoekszetel, waarbij we een kwantitatieve inhoudsanalyse van het nieuws in populair magazines en vrouwenbladen combineren met een beperkt kwalitatief luik waar we naar de framing van het gezondheidsnieuws peilen. Het empirische onderzoek beperkt zich tot het gezondheidsnieuws van Vlaamse weekbladen en vrouwenmagazines.

In een eerste fase voerden we een kwantitatieve inhoudsanalyse uit op het thema binnen de periode van maart-juni 2013 waarbij we meer dan 1300 items, inclusief reclameboodschappen konden selecteren. De analyse spitst zich toe op thema’s binnen gezondheidsnieuws maar ook op actoren die aan het woord komen. In welke mate zien we in de mediaberichtgeving de stem van diverse stakeholders: de farmaceutische industrie, de patiënten/patiëntenverenigingen, de sector van de verzorgenden, de actoren die het beleid inzake gezondheid uitstippelen…. We probeerden na te gaan of de informatie in de media sterker top-down is geëxploiteerd dan wel dat er ook aanwijzingen zijn van bottom-up sourcing methodes. Tot slot bestudeerden we of er eerder werd geopteerd voor een ‘medicalisation’ frame, of dat de voorkeur werd gegeven aan een ‘own responsibility/ framing of het nieuws.

Uit de resultaten blijkt dat gezondheidsnieuws in de populaire magazinepers focust op een specifiek aantal thema’s, maar dat ‘soft news’ over een gezonde levensstijl nog steeds primeert boven wetenschappelijk onderzoek.

Jos Bartels, Mark Van Vuuren, Jolien Arendsen and Jessica Schutten. Communication climate and knowledge sharing in an online community: The mediating roles of employee identification and social media usage

The use of new means of communication, like virtual communities, affect the way organizations function (Constantinides & Fountain, 2008). A prominent goal of virtual communities is to facilitate knowledge sharing between employees. While research has identified factors of interest for knowledge sharing in virtual communities (Chiu et al., 2006; Koh and Kim, 2004; Lin et al., 2009), professionals in individualist-oriented cultures tend to be less willing to share their knowledge than in collectivist cultures (Witherspoon et al., 2013). So, the aim of the current study is to investigate potential contributors to knowledge sharing in individualist cultures. We included perceived communication climate (because it explores the experienced treatment of the professional), organizational identification (their attachment to the organization), and new media usage (for private and professional purposes) and tested their respective contributions to knowledge sharing in a virtual community of a Dutch financial service organization.

We conducted an online survey among employees of a Dutch financial service organization (N=137; response rate 47%). Communication climate was measured using a five dimensional 15-item scale based on Dennis (1974). The five dimensional model showed an adequate fit (χ²/df = 1.72; CFI = .951; TLI = .940; RMSEA = .073). The five sub-scales were reliable (Cronbach’s α's between .75 and .91). Organizational identification was measured with the three-item solidarity scale (Leach et al. 2008), (Cronbach’s α = .90). For new media usage, we used two three-items scales focused on professional usage (e.g. Company Intranet) and new media for social usage (e.g. Facebook). The two-dimensional model showed a much better fit (χ²/df = 1.08; CFI = .995; TLI = .991; RMSEA = .024) than a one-dimensional model (χ²/df = 3.91; CFI = .809; TLI = .682; RMSEA = .164). Finally, knowledge sharing in the virtual community of the organization was measured by a six-item scale based on Lin et al. (2009), (Cronbach’s α = .92).
To test the hypotheses, we conducted structural equation modeling in AMOS 20.0. The results showed support for our hypotheses. The model had an adequate fit ($\chi^2/df = 1.57$; CFI = .910; TLI = .901; RMSEA = .064). Communication climate had a strong positive relationship with organizational identification ($\beta = .74$; $p < .01$), in turn organizational identification positively influenced professional new media usage ($\beta = .32$; $p < .01$). Finally, professional new media usage had a positive effect on knowledge sharing in the organization's virtual community ($\beta = .53$; $p < .01$). Besides, new media usage for social purposes significantly influenced professional new media usage ($\beta = .50$; $p < .01$).

From this study the following conclusions can be drawn. First, for employees in an individualistic culture, their perception of communication influences their propensity to share knowledge in a virtual community. Second, this relationship between communication climate and knowledge sharing is fully mediated by organizational identification and new media usage. Finally, while private and professional purposes of new media usage are distinct, there is a strong positive link between these new media usage behaviors.

Sarah van der Land and Daan G. Muntinga. To shave or not to shave? How beardedness in a LinkedIn profile picture influences perceived expertise and job interview prospects

As a sign of fashionable masculinity, the male facial beard has risen and fallen regularly throughout history. Quite consistently, however, it has been associated with divine and political authority (Johnston, 2011). Hence, many kings grew beards and often had themselves portrayed wearing one, in order to emphasize their power and reigning expertise. As evidenced by the many European monarchs currently growing a beard, kings are well aware of the fact that visual cues are essential in forming impressions of others (Goffman, 1959). A strong first impression, in particular, is vital in the context of job recruitment (De Souza, Baiao, & Otta, 2003). Today’s employers are increasingly using Social Network Sites (SNSs; e.g., Facebook and LinkedIn) to screen potential job applicants before inviting them to a job interview (Kluemper & Rosen, 2009). Based on minimal visual cues for online self-presentation (e.g. a candidate’s profile picture or affiliations), employers judge a candidate’s personality and intelligence without ever meeting him/her (Kluemper & Rosen, 2009). Thus, the cues a potential job candidate displays on their online profile may determine interpersonal impression formation and, evidently, job interview success.

This study therefore explores whether wearing a beard in a LinkedIn profile picture affects a candidate’s prospects of being invited for a job interview and whether this is contingent on the type of job vacancy. Based on Guido, Peluso, and Moffa’s (2011) research on the effect of bearded endorsers in advertising, Johnston’s (2011) exploration of beards’ socio-cultural meaning, and Dixon and Brooks’ (2013) recent study of the evolutionary function of beardedness, we hypothesize the following (see Figure 1):

H1: A candidate who is displayed wearing a beard in his LinkedIn profile picture is perceived more as an expert than a candidate who is displayed without a beard.

H2: The more a candidate is perceived as an expert, the more likely he is to be invited for a job interview.

H3: Wearing a beard on a LinkedIn profile picture positively affects expertise perceptions, which in turn increases the likeliness to be invited for a job interview, but only for expertise-jobs.

To test these hypotheses, a 2 (candidate: beard versus no beard) x 3 (job type: attractiveness, trustworthiness, expertise) between subject factorial design was carried out among a convenience sample of 216 adults between 18 and 69 years old (53.2% female, Mage = 29.01, SD = 10.81). Preliminary results suggest that wearing a beard (M = 4.38, SD = .99) versus no beard (M = 4.13, SD = .86) significantly increases a candidate’s perceived expertise, F(1, 215) = 4.01, p < .05. Using Hayes’ (2013) method for assessing mediation and moderated mediation effects, this perceived increase in expertise is in turn shown to be significantly related to the likeliness to be invited for a job interview, such that perceived expertise mediates the relationship between beardedness and job interview invitation intentions ($b^* = .133$, 95% CI = .016 - .290). Moreover, findings suggest that this effect is particularly conducive for jobs that are associated with expertise ($b^* = .130$, 95% CI = .015 - .288). For jobs that are related to attractiveness and trust, beardedness did not significantly improve perceived expertise and invitation prospects.

Our study contributes to research and practice in the following ways. First, although research has shown that SNSs are increasingly popular recruitment tools, there has been very little empirical research into effective personal branding of job candidates on SNSs (Labreque, Markos, & Milne, 2011). Second, in stark contrast to the research attention Facebook has received, very little research has been dedicated to professional SNSs such as LinkedIn (cf. Arnold & Rynes, 2013). Third, from a practical perspective, for jobs seekers today, it is important to know which visual cues in an online profile picture can help create a positive impression on employers, and how these mechanism work in relation to different job categories. Based on this research’s
findings, those pursuing an academic career should question whether it is wise to shave.

Hilde Van den Bulck and Miriam van der Burg. Merger Control of Media Companies: An Analysis Of the Approval Of the Flemish and Dutch Take-Over Of SBS Broadcasting By the National Competition Authorities

This contribution analyses the way in which the Flemish and Dutch Competition Authorities evaluated the sale of SBS Broadcasting as an inroad to discuss the progressive media ownership concentration and the impact of media policy makers and regulators on it.

In recent decades, the information and communications sector has witnessed an increased consolidation of corporate power. This growing ‘media concentration’ was enabled by waves of deregulation during the 1980s and the 1990s (McQuail & Sinué, 1998), but reaches new heights following the current economic climate. Revenues of media companies are thus under pressure, forcing media owners to apply repositioning strategies and fierce efficiency measures in order to keep their businesses viable. This creates new challenges for media policy makers, regulators and competition authorities that need to weigh the advantages of the (dominant) neo-liberal ‘the market will take care of itself’ principle against the apparent inability of the market to guarantee a dynamic, pluralist media landscape.

To better understand this development, we explore how the economic and democratic-societal interests of a merger between media companies is evaluated by national competition authorities. In countries like the Netherlands and Flanders where specific regulation of media ownership concentration is limited, competition authorities perform a key role in safeguarding an economically and democratically healthy mediascape. While media regulators predominantly monitor media performances, these authorities actually define the boundaries of acceptable levels of concentration.

This study is positioned within three complementary fields of study: media law and policy, media economy and political economy of communication. In the literature, much attention is paid to measures developed by media regulators to evaluate the impact of mergers on diversity in media markets (cf. the US ‘diversity index’ (e.g. Hill, 2006), the UK ‘plurality test’ (e.g. Collins & Cave, 2013), Italy’s ‘integrated system of communication’, the German ‘diversity of opinions’ approach) in Germany (e.g. Just, 2009). However, little attention is paid to countries (e.g. Netherlands and Flanders) where media ownership concentration is solely regulated by general competition law and diversity is not formally safeguarded (e.g. Lefever et al., 2012). This warrants our selection of the Flemish and Dutch cases.

The case is further interesting as it consists of a comparison of (the approval of) mergers in very similar circumstances. Previous owner, ProSiebenSat.1, sold the Dutch and Flemish branch of SBS at the same time and buyers in each case were a mix of media companies already active in the market (Woestijnvis, Corelio, Sanoma in Flanders; Talpa, Sanoma in the Netherlands) thus requiring approval of the Dutch and the Flemish competition authority. Such highly similar cases can help to understand how other relevant factors may lead to different criteria used by policy makers and regulators towards media concentration (Picard, 2002).

The empirical section, starts from creating a list of economic and non-economic criteria provided by the literature that can serve as a benchmark. As a further background, the study will map the policy frameworks (i.e. relevant policies with regard to ownership concentration) in Flanders and The Netherlands. Next, the actual criteria used by the Flemish (Raad voor Mededinging) and Dutch (Nederlandse Mededingingsautoriteit) Competition Authorities in their evaluation of the SBS mergers, are analysed and compared against each other and against the benchmark. Special attention is paid to the comparison of the use (or not!) of economic and democratic-societal criteria and arguments. Similarities and differences of both cases are put into a broader explanatory context to better understand the relevance given to certain economic and non-economic arguments for or against media concentration. As such we hope to contribute to a better understanding of the role of policy makers and regulators in the dynamics of media concentration.

Ahmed Al-Rawi. The Arab Public YouTube Response to the Media Campaign of the Digital Outreach Team

The US government has been actively involved in public diplomacy in the Middle East region for over seven decades. Recent declassified documents from the US State Department indicate that the US government was involved in countering the communist threat in Iraq, Iran, and Turkey during the early years of the Cold War with the help of its Information Agency (Al-Rawi, 2012). After 9/11 events, the Bush administration founded the Office of Global Communications (Amr, 2004; Dutta-Bergman, 2006) in
order to win the hearts and minds of people in the Middle East. This was followed by establishing the Hurra channel and Radio Sawa that air in Arabic to cover the whole Arab world region (Dabbous & Nasser, 2009). This paper is focused on the Digital Outreach Team (DOT) that was created in 2006 by the US State Department. One previous study on DOT was focused on analyzing 30 discussion threads on 19 websites in relation to Obama’s speech in Cairo in 2009 (Khatib, Dutton, & Thelwall, 2011). This study, on the other hand, content analyzed over 1000 comments from the 208 videos uploaded into DOT official YouTube channel and categorized the videos uploaded into six main types. The results show that over 70% of the commentators on these videos were negative, while few others were either neutral or positive. The results of the study indicate that there is a need to address the Arab public in a way that is drastically different from what is currently followed by the Obama administration.


Consumenten overwegen tijdens het aankoopproces in toenemende mate de ethische aspecten van een product, naast enkel kwaliteit en prijs. Organisaties proberen daarom steeds vaker hun ethische reputatie op een strategische manier te communiceren (Singh et al., 2012). Bovendien stappen meer merken over op het gebruik van natuurlijke ingrediënten in hun producten, of voegen een "biologische" variant toe aan een bestaande productlijn (Johri & Sahasakmontri, 1998; Nohinek et al., 2009; Prothero & McDonagh, 1992; Todd, 2004). Deze ontwikkelingen leiden tot een toename van het aantal producten met ethische, groene of sociaal verantwoordelijke boodschappen (Singh et al., 2012). Hoewel er recentelijk meer onderzoek wordt gedaan naar consumentengedrag en merkassociaties betreffende biologische voeding (Bartels en Hoogendam, 2011; Bauer et al., 2012), is er weinig onderzoek beschikbaar binnen een context van verzorgingsproducten (Kim & Chung, 2011). Dit terwijl de vraag naar deze producten al jaren toeneemt en steeds meer merken een biologisch of natuurlijk Personal Care Product (PCP) lanceren. Consumenten die milieuvervriendelijke producten overwegen, beoordelen deze vanuit associaties met het producerende merk. Hierbij wordt vaak onderscheid gemaakt tussen de verschillende effecten van Corporate Ability (CA) versus Corporate Social Responsibility (CSR) associaties op consumentenreacties (Berens et al., 2007; Brown & Dacin, 1997). Het huidige onderzoek richt zich op de invloed van merkassociaties op consumentenreacties bij het overwegen van biologische PCP’s en de rol die CA versus CSR associaties spelen in de productevaluatie.

Op basis van een pre-test (N=39) met zes merken die op dat moment het hoogste marktaandeel hadden binnen de Nederlandse PCP markt, zijn drie merken (L’oréal, Palmolive, Rituals) geselecteerd die onderling verschillend scoorden op CA en CSR-associaties. Een online experiment (N=121) toonde aan dat consumenten zich bij het beoordelen van een biologisch PCP laten beïnvloeden door associaties met het merk dat het product lanceert. Wanneer deze associaties positief zijn, heeft de consument meer vertrouwen in het merk. Daarnaast zal de consument zich bewuster zijn van en al dan niet zijn aan het merk en denken dat de producten van goede kwaliteit zijn. Koopintentie van biologische PCP’s werd uiteindelijk de meeste concurrentievoordeel.

De belangrijkste implicatie van de huidige studie is dat zowel CA als CSR kenmerken benadrukt moeten worden om de merkidentiteit effectief te communiceren en zo de gepercipieerde merkwaarde te verhogen. De consument zal een biologisch PCP mede beoordelen op basis van de associaties met het producerende merk. Voor reguliere merken die overwegen een biologisch PCP te lanceren, is het niet zozeer van belang dat zij een zeer "groene" reputatie hebben. Belangrijker is dat een merk zich profileert als een innovatieve en efficiënte marktleider, die rekening houdt met het milieu, verantwoorde productie en het welzijn van de consument. Een evenwichtige balans tussen CA en CSR communicatie biedt uiteindelijk de meeste concurrentievoordelen.

Bob van de Velde and Ivar Vermeulen. What’s a good time to call? Poor alignment in media use by grantees and grantees throughout the application process

Governments worldwide are cutting back on structural project funding, increasing the importance of private—often incidental or project-based—funding for (non-)profit organizations (Kelly & Lewis, 2010; McMahon et al., 2012). Private and incidental grantors are often hard to locate and may apply idiosyncratic guidelines. Consequently, grant-dependent organizations (grantees) spend increasing resources to find, analyze, and apply to grants (Ashley & Faulk, 2010; Kerlin & Pollak, 2010; Lin, 2010), detracting from investment in societal goals.

Prior research (authors, 2013) revealed four phases in the application process: 1) Search, where grantees identify opportunities, 2) Criteria matching, where grantees investigate application criteria, 3) Application, where grantees select from applications received, and 4) Follow-up, where grantors request more detailed information. During the search and application phases, grantees and grantors exchange
large amounts of relatively unambiguous information, requiring lean media use (e.g. web search or standardized forms). During the criteria matching and follow-up phases, grantees and grantors exchange in-depth information to reduce ambiguity, requiring rich media use (e.g. face-to-face or phone conversations). The prior study showed grantors and grantees realize the importance of adapting media use to specific needs in different phases of the application process.

The current empirical study tests to what extent 1) motivations for media use per phase (e.g., need for personal contact, real-time feedback, detail) actually predict media selection, 2) media selection by grantees and grantors align, and 3) media selection by grantees predicts application success.

METHOD
An online questionnaire among 271 grantors and grantees in the Netherlands and US measured: 1) motivations and 2) media use per phase, 3) application success and various controlling variables. We constructed a “focus” measure for media motivations and use, indicating stakeholders’ focus on rich media (relative to lean media), per phase.

RESULTS
Results show motivations significantly differ between phases (F(1,1056)=5.10, p<0.01), and motivations predict media focus (t(1146)=6.27, β(0.02)=0.129, p=<0.001). Secondly, grantors and grantees focus on highly different media across phases (F(1,1056)=4.87, p<0.05), indicating misalignment of media use during the application process. Grantees focus on rich media in the application and follow-up phase, but not in the search and criteria matching phase. Grantors focus on rich media in the search and criteria matching phase, but on lean media in the application and follow-up phase (see Figure 1). Finally, and importantly, lean media use by applicants in the criteria matching phase diminishes application success (p<0.05).

CONCLUSION
Result imply that grantees and grantors adapt media use to particular needs per phase. However, in phases where grantees focus on rich media, grantors focus on lean media, and vice versa. Importantly, applicants that follow their own motivations to use lean media in the criteria matching phase (instead of adapting to grantors’ focus on richer media) are less successful in acquiring grants. Generally, it seems media deployment by grantors and grantees is strongly misaligned, resulting in possibly costly communication inefficiencies in granting environments. For practitioners, careful reconsideration of media choice for specific purposes may increase efficiency. Further research should explore causes and effects of media (mis)alignment.

116 Dilemmas of Participatory and Artistic Qualities of Film making in Community Art Filming for Social Change

The current interest for using film in processes of social change has articulated a search for more precise typologies. This paper describes the use of film in Community Art whereby a community makes a film in collaboration with professional filmmakers. The involvement of the community in the filmmaking process provides specific options for using authentic narratives by recording the way community member’s frame or visualize their issues.

To provide a framework for comparing processes of community art filming we review the typology of community art filming. We use this framework to describe and analyse two community art films with a focus on the relation between the community members and the filmmakers. In this paper we report on the production of the films ‘Small gestures, big effects’ and ‘Student Memoires’ made with university students in Groningen and Wageningen respectively.

Even though the process and films were positively evaluated the filmmaking students had their moments of disappointment upon realizing that the professional filmmakers took over at certain moments in order to achieve an optimal result. Even though the filmmakers had announced in advance that at a certain point they might intervene for the sake of the final quality, some community filmmakers did not appreciate this.

The filmmakers experienced this dilemma of choosing between participatory quality of the production process and artistic quality of the film product as unsolvable because they could anticipate on how to use the footage in the editing while community members couldn’t yet envisage the final product.

After the release of the films, interviews were held with the participating students and filmmakers to further understand their experiences and their re-interpretation of the production. It was questioned whether they are able to recognize the various stages within the production and how they appreciate the resulting film.

So far responses on both film productions show that it enabled the filming community members and artists to frame and visualize the issues reflecting the perspectives of the community as a whole. Involving the community made the professional filmmakers and filming community members familiar with the foreseen audience.

Interviews among the audience make clear how the films contribute to making the issue at stake more understandable and manageable for the audience.
Initial results seem to indicate that community art films can be differentiated by the foreseen role of the audience. The expectation of the film making community regarding the resulting film and the related audience influences the balance between the participatory quality of the process and the artistic quality of the film.

We explore these film processes with the aim to further develop the typology of community art filming and to contribute to good practices in community art filming.

Ellen Hommel, Rico Lie and A. Smelik. Visual interventions with youth in the Netherlands

We live in an age in which new interactive communication technologies have changed processes of participation. Different forms of audio-visual communication have become integrated in all kinds of daily life activities. These new forms or interfaces have opened up new possibilities for interventions, especially with young people. Young people are more familiar with the new possibilities than their predecessors. The contemporary age of new interactive technologies seems to make participation self-evident. In this article we focus on interventions where video-based participatory practices are embedded and implemented in everyday life. We argue that active citizens’ involvement is a prerequisite for learning and sustainable change and that film and video can strengthen this involvement. This is underpinned by two important authors: John Dewey and Paolo Freire.

Taking Dewey’s and Freire’s theories as a starting point, the study focuses on two organizations that conduct participatory film and video projects in the Netherlands; The ‘All About Us Film Factory’ and ‘Bosch Film’. The article analyses four visual-based youth interventions that are designed and implemented by these two organizations. By relating the specific project objectives to the different processes of participation, the study unravels how the projects address youth by using film and video. The aim of the article is to learn about effective forms of youth participation in visual-based interventions.

Edwin Oberjé, Alex Dima and Marijn de Bruin. Development of a Questionnaire to Determine the Content of Care Delivered to Control Groups

Objective

Behaviour change interventions (BCIs) can be effective ways to improve healthy behaviours. In randomised controlled trial reports of BCIs, the intervention content is generally poorly described. It is therefore often unclear what the responsible underlying mechanisms for the observed changes in health behaviour. However, for replication and application of evidence, it is relevant to understand how the content of BCIs relates to effectiveness.

Much research is focussed on identifying and reporting the intervention content. However, the care provided to control groups is largely overlooked. Studies have shown that control groups are typically described using just two words: ‘standard care’. Since variability in the quality of standard care content delivered to control groups can explain differences in effect sizes, controlling for this variability could deliver more precise estimates.

Describing standard care content can be challenging, especially if care entails complex counselling strategies. Counselling content can be identified directly (e.g., live observations or simulated patients) and indirectly (e.g., checklists or patient vignettes). Direct methods are reliable, but also very time-consuming. The opposite is true for indirect measures. These characteristics place large limitations for usefulness in BCI research.

In the present study, a structured open-ended questionnaire to assess care delivered to control groups will be proposed. The questionnaire should overcome limitations of currently available methods.

Method

In total, 76 Dutch HIV-nurses were asked to fill out the questionnaire which contained nine open-ended questions regarding standard support delivered to enhance adherence to HIV-medication (e.g., “How do you motivate patients to be strictly adherent to their treatment?”,” Which strategies do you discuss with patients in order to manage problems with adherence?”). The nine questions covered seven important determinants of adherence to HIV-medication (i.e., knowledge, awareness, attitude, self-efficacy, intention, action control, and facilitation).

A coding manual will be used to determine the standard care content, including a taxonomy of 41 behaviour change techniques (BCTs). All the adherence improving techniques described in the taxonomy are organised under the determinant they are supposed to affect. These determinants are derived from an integration of theoretical constructs from behaviour (change) theories that have been found predictive of a range of different health behaviours. Two health psychologists will code the questionnaires independently (one coder has been finished already; the other coder will be finished before October, 31st).
Planned analyses (the analyses will be finished before December, 6th)
The response rate was 61%. To assess the reliability of the standard of care questionnaire, the statistical analysis will be performed in two steps. First, inter-coder reliability of identification of 41 BCT definitions will be examined, using Cohen’s kappa statistic. Second, Cronbach’s alpha’s will be computed to examine the internal consistency of the total scores on subscales (i.e., the seven determinants of adherence to HIV-medication).
If this method proofs to have low levels of response burden, and if the questionnaire can capture content variances between clinics and health care professionals reliably and validly, (adaptations of) this instrument could be considered for implementation to describe standard care content in BCI research.

Alexander Schouten, Saskia Kanters and Marjolijn Antheunis. Determining attraction of online dating site profiles

Online dating has become the second most popular method of finding a romantic partner (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012). Little research has focused on the ways in which online dating site users form impressions of others based on the information that is available to them on online dating profiles. Therefore, the goal of this study is to investigate which cues available on an online dating site determine romantic and social attraction of a profile owner.

While first impressions in face-to-face interactions are often made based on physical appearance, on online dating sites users have many cues available to form an impression of a potential dating partner, such as demographic and lifestyle characteristics (e.g., Finkel et al., 2012; Gibbs, Ellison, & Lai, 2011). Moreover, many online dating sites provide matching scores based on similarities between dating site users (Schouten, Antheunis, & Kanters, 2012). We expect that these matching scores are positively related to social and romantic attraction. Online dating site users may judge similarity not only from the matching scores, but also from the information that profile owners provide themselves (Arrindell & Luteijn, 2000). Therefore, we also expect that actual similarity between dating site users will affect attraction. As many online dating site profiles include photos of the profile owner, we expect physical appearance to also affect social and romantic attraction (e.g., Dion, Berscheid & Walster, 1972; Walster, Aronson, Abrahams, & Rottman, 1966).

To investigate this, 400 profiles were rated by 40 participants that volunteered to be signed up for an online dating site. Each of the participants rated ten profiles that they thought the matching mechanism of the dating site assigned them to. In reality, profiles were randomly assigned to each participant. The participants rated the profiles on physical attraction, perceived similarity, romantic attraction and social attraction. Furthermore, we coded different cues that were available on the online dating site profile to determine actual demographic and lifestyle similarity between the participants and the owners of the profile they judged. We also coded the matching scores provided by the online dating site algorithm.

Results revealed that physical attraction was the strongest indicator of romantic and social attraction. Similarity also affected attraction. Lifestyle similarity and matching score were related to perceived similarity while demographic similarity was not. No difference was found between real and fake matches, indicating that the matching algorithm on a dating may not function.

In conclusion, online dating site users make use of a range of different cues to determine if they are romantically interested in the profile owner. The cues on which participants rely, do not differ that much from traditional face-to-face impression formation: physical attractiveness and similarity are still the most important determinants of romantic attraction. However, online dating site users do seem take into account a wider range of cues to determine attraction of a profile owner than offline daters do.

Margot Heerkens, Alexander Schouten, Inez Veringa and Marjolijn Antheunis. The effect of online profile pictures on impressions of interpersonal attraction and intelligence: The role of camera distance, camera angle, and facial expression.

The profile picture is one of the most prominent features on social networking sites and, as a result, profile pictures can have a profound impact on the impressions others form of the profile owners (Brand, Bonatsos, D’Orazio, DeShong, 2012). Little is known, however, about how the way one is depicted on a profile picture affects impression formation. Therefore, the goal of this study is to investigate how the type of profile picture affects impressions of interpersonal attraction and intelligence.

Based on earlier research, we focus on three aspects of online profile pictures that may especially affect impression formation (e.g., Bruno & Bertamimi, 2013; Reis et al., 1990). The first aspect is the camera distance, that is, whether the photo is a full body shot, a head and chest shot, or a face only picture (i.e.,
a close-up). The second aspect is the angle of the face and body relative to the camera: frontal or at a 45 degree angle. The third aspect is the facial expression of the profile owner in the photo. Here we compare a picture in which the profile owner has a neutral expression, is smiling, or is trying to look sexy (i.e., a “duck face”).

We conducted an experiment in which 232 participants each rated four profile pictures on social attractiveness, physical attractiveness, and intelligence. The study employed a 3 (camera distance: full body vs. head and chest vs. face only) x 2 (camera angle: frontal vs. 45º angle) x 3 (expression: neutral vs. smiling vs. sexy / duck face) design, resulting in 18 conditions. To create the profile pictures, we asked two male and two female performance art students to serve as models. Each participant was randomly presented one of the 18 conditions for each model.

Our results show that facial expression has the strongest impact on impression formation: profile pictures in which the profile owner is smiling are rated higher than neutral or sexy expressions. Although men found a sexy expression (a “duck face”) equally attractive as a smiling expression, women did not. Moreover, profile owners with a sexy expression on their profile picture are rated lower on intelligence. Close-up pictures were rated as less attractive than pictures taken from farther away. Camera angle seemed to have no effect on ratings of interpersonal attraction and intelligence. In conclusion, this study shows that even relatively minor cues such as facial expression in a photograph or the camera distance can influence ratings of social attractiveness, physical attractiveness, and intelligence.

Maria Haagsma and Bas Dijt. Maria Haagsma and Bas Dijt. Better off online? An exploration of online and offline psychosocial well-being among problematic MMORPG players

Background. Accumulating research evidence shows that a small subgroup of online gamers engages in excessive playing patterns that interfere with daily life (Van Rooij et al., 2011). These problematic gamers are likely to experience numerous psychological and social problems, such as feelings of loneliness and low self-esteem (Lemmens, Valkenburg, & Peter, 2011). Massively multiplayer online role-playing games (MMORPGs) have received most attention with regard to problematic gaming behavior. The combination of powerful rewards, social elements, and never-ending gameplay inherent in this game genre is considered as particularly ‘addictive’ (Chappel et al., 2006; Williams, Yee, & Caplan, 2008).

It is suggested that MMORPGs provide psychosocially vulnerable gamers a safe environment to avoid or overcome their interpersonal problems (Lemmens, Valkenburg, & Peter, 2011). Individuals who are lonely or socially incompetent may experience social interaction in online games as a good alternative for the offline interactions they are longing for. Also, achievements in the game world may boost players’ self-esteem, leading to a situation in which the game world becomes a substitute for real-life. These enhanced feelings can be beneficial to some point, however, relying on the virtual world for social interaction and self-confidence probably lead to excessive playing patterns with serious negative outcomes.

Although many studies focused on offline psychosocial well-being among problematic gamers, the assumption that gamers experience enhanced psychosocial well-being online remains empirically untested. This exploratory study aims to address this issue by examining offline and online psychosocial well-being among problematic MMORPG players.

Method. Invitation messages including the URL to an online questionnaire were posted on international discussion groups of World of Warcraft (WoW), one of the most popular MMORPG’s. In total, 111 WoW players (84% male, M = 24, SD = 8.12) participated in this study. Psychosocial measures included loneliness, social anxiety, and self-esteem. To measure online psychosocial wellbeing, the items of each scale were rewritten to fit the context of WoW. Problematic use of WoW was measured using a modified version of the Generalized Problematic Internet Use Scale (Caplan, 2010). Based on their score on problematic use of WoW, participants were divided in two groups. Participants who scored 3 or lower were considered as non-problematic gamers (N = 80), those who scored higher than 3 were categorized as problematic gamers (N = 31).

Results. As expected, results revealed that problematic gamers reported lower offline psychosocial well-being than non-problematic gamers. The results also show that the group of problematic gamers experienced higher psychosocial well-being online than offline. They were less lonely and social anxious, and felt more self-confident in the virtual game world than in the real world. Furthermore, the difference between online and offline loneliness was larger among problematic gamers than non-problematic gamers. Also, problematic gamers reported a larger difference between online and offline self-esteem than non-problematic gamers. These findings, while preliminary, suggest that problematic gamers experience higher psychosocial well-being in World of Warcraft than in their offline life.
Baukje Stinesen and Reint Jan Renes. De overheid, communicatie en gedragsverandering: een analyse van overheidsbeleid in de domeinen gezondheid, mobiliteit en financiën

Introductie

Methode
We introduceren een framework dat inzicht geeft in hoe de beleidsinstrumenten, via verschillende onbewuste processen, ook impliciet kunnen communiceren. Dit onderzoek neemt aan de hand van dit framework drie casussen onder de loep. Het bekijkt hoe de overheid probeert gezonde voedselkeuzes onder jongeren aan te moedigen, hoe ze automobilisten tijdens de spits van de weg probeert te houden en hoe ze burgers probeert te stimuleren tot verantwoord financieel gedrag. Op basis van interviews, document- en literatuuronderzoek wordt in kaart gebracht welke beleidsinstrumenten worden ingezet en welke processen het uiteindelijke effect op gedrag (bedoeld of onbedoeld) mogelijk mediëren.

Resultaten
De casusbeschrijvingen laten zien dat er tussen de verschillende gedragsdomeinen variatie bestaat in de keuze voor bepaalde beleidsinstrumenten en de mate waarin het beleid aandacht schenkt aan de onbewuste processen die een rol spelen bij gedrag. Zo wordt voor het stimuleren van gezonde voedselkeuzes onder jongeren concreet ingegrepen in de fysieke omgeving (kantines worden aangepast). De overheid erkent dus dat deze omgeving onbewust invloed uitoefent op het etgedrag van jongeren en dicht slechts in beperkte mate verantwoordelijkheid en zelfreguleringscapaciteit toe aan het (jonge) individu. Daartegenover zien we, als het gaat om de schuldenproblematiek, dat de nadruk sterk ligt op informatievoorziening. De omgeving waarin burgers financiële keuzes maken, blijft vrijwel ongemoeid.

Conclusie
Het onderzoek signaleert verschillende vormen van incongruenties: (1) onbewuste gedragsbeïnvloeders (zoals de heersende sociale norm) waarmee burgers te maken krijgen, kunnen overheidsinspanningen onderruinen; (2) door de overheid getroffen beleidsmaatregelen zijn soms incongruent aan elkaar (financiële beloningen om het weggebruik tijdens de spits te ontmoedigen bestaan naast beleid gericht op verbetering van infrastructuur) en (3) beleidsmaatregelen brengen zelf indirect (en vaak onbedoeld) allerlei processen op gang bij de burger (bijvoorbeeld weerstand). Door een sterk rationele aanpak en een gebrek aan aandacht voor de alledaagse realiteit waarin burgers hun keuzes maken, zijn overheidsinitiatieven niet altijd congruent aan de beleidsdoelstellingen.

Peter Lewinski, Tim M. Den Uyl and Crystal Butler. Automatic Facial Coding: Validation of Basic Emotions and FACS AUs recognition in Noldus FaceReader

Introduction
In this paper, we validate automatic facial expression recognition software – FaceReader (Noldus, 2013) on two publicly available and objective datasets of human facial expressions of emotions. We present the matching scores (accuracy) (Ekman et al., 1969; 1987) for recognition of prototypical facial expressions (Ekman, et al., 2002) of basic emotions (Ekman, 1969; 2011) and Facial Action Coding System (FACS) index of agreement (Wexler, 1972; Ekman, et al., 2002) between a pair of certified human coders and FaceReader FACS automatic coding. In previous research, matching scores of 89 percent (den Uyl & van Kuilenburg, 2005; van Kuilenburg, et al., 2005) were reported for FaceReader. However, previous research used FaceReader that had older versions (2.0) of algorithms and did not contain FACS classifiers; in this study, we test the newest, limited-circulation version (5.5).

Method & Results
FaceReader recognized 89.99 percent of the target emotional labels in the 210 unique images in the Warsaw Set of Emotional Facial Expression Pictures (WSEFEP) (Olszanowski, et al., 2008) and 86.12 percent in the 159 unique images in the Amsterdam Dynamic Facial Expression Set (ADFES) (van der Schalk, et al., 2011). It failed to detect a face in 0.95 percent and 3.77 percent of the images, respectively. The software reached FACS index of agreement of 0.69 in the 180 unique images of WSEFEP and an agreement of 0.66 in the 213 unique images of ADFES with the two human coders (inter-coder agreement – 0.80). For WSEFEP and ADFES database, we used all available images of the basic emotions to compute the matching scores and we removed all base-line images to compute the FACS index of agreement.

Discussion
The results of this validation test are meaningful only in relation to human performance rates for both basic emotion recognition and FACS coding. We computed the accuracy of human basic emotions recognition for the two datasets, for ADFES it is 86.66 percent (van der Schalk et al., 2011, Study 1) and for WSEFEP it is 82 percent (Olszanowski et al., 2008, original dataset). It does not come as a surprise, as in the meta-analysis of recognition studies of facial expressions in humans, Russell (1994) and Russell and Nelson (2013), never reported accuracy higher than 90 percent and even, often, as low as 60-80 percent. In order to pass the FACS certification exam, a human coder must reach an agreement of 0.70 with the master (i.e. reference) coding of the final test. Therefore, FaceReader performance has fallen short of reaching the agreement of 0.70 but has performed reasonably well especially in comparison to other automatic systems (for review see Valstar et al., 2012). We recognize the possibility that the FaceReader accuracy could be inflated due to frontal, close-up, posed photographs of superior quality, not normally found in datasets of spontaneous (and more ecologically valid) facial expressions. However, we believe that FaceReader has proved to be a reliable indicator of basic emotions in the past decade and has a potential to become similarly robust with FACS scoring.

Denise van Gerven and Marlies Klijn. reality televisie over gewicht: De rol van positieve representaties van overgewicht bij het veranderen van attitudes en gedragsintenties

Research topic
Mensen met overgewicht ervaren dezelfde emoties en bezitten dezelfde verscheidenheid aan persoonlijke eigenschappen als ieder ander persoon. Ondanks dat is de meerderheid van de representaties in entertainment media eenzijdig, negatief en wordt de nadruk gelegd op het gewicht. Door de aandacht te vestigen op kwaliteiten van mensen met overgewicht ontstaat mogelijk meer acceptatie voor mensen met overgewicht in allereerder vormen van media, zoals op televisie, in tijdschriften en zelfs in de mode-industrie. Acceptatie is van maatschappelijk belang vanwege de manier waarop mensen met overgewicht in de samenleving worden behandeld. Of positieve representaties van mensen met overgewicht kunnen zorgen voor een verandering in de acceptatie en behandeling door de samenleving, is empirisch onvoldoende onderzocht. In het huidige onderzoek wordt middels een experiment onderzocht wat de invloed is van positieve representaties van kinderen met overgewicht, op attitudes en gedragsintenties van de kijker.

Academic field
Uit onderzoek naar de representatie van overgewicht in entertainment media in Amerika, blijkt de meerderheid van de representaties in entertainment media eenzijdig, negatief en wordt de nadruk gelegd op het gewicht. Door de aandacht te vestigen op kwaliteiten van mensen met overgewicht ontstaat mogelijk meer acceptatie voor mensen met overgewicht in allereerder vormen van media, zoals op televisie, in tijdschriften en zelfs in de mode-industrie. Acceptatie is van maatschappelijk belang vanwege de manier waarop mensen met overgewicht in de samenleving worden behandeld. Of positieve representaties van mensen met overgewicht kunnen zorgen voor een verandering in de acceptatie en behandeling door de samenleving, is empirisch onvoldoende onderzocht. In het huidige onderzoek wordt middels een experiment onderzocht wat de invloed is van positieve representaties van kinderen met overgewicht, op attitudes en gedragsintenties van de kijker.

Research methods
In het huidige onderzoek namen 149 kinderen tussen de negen en dertien jaar deel aan de studie. De kinderen werden geworven via vijf verschillende basisscholen in verschillende dorpen en steden in Nederland. Voor de studie is gebruik gemaakt van een quasi-experimenteel between-subjects design. Allereerst kregen kinderen klassikaal beeldmateriaal te zien uit een recent Nederlands televisieprogramma. Dit kon een positief experimenteel fragment zijn uit het televisieprogramma ‘Help, ons kind is te dik’ (n = 49), een negatief experimenteel fragment uit hetzelfde programma (n = 52) of een controle fragment uit het televisieprogramma ‘De giffactor’ (n = 48). Vervolgens werden attitudes tegenover overgewicht gemeten met de Fat Phobia Scale en academische en sociale gedragsintenties met de Shared Activities Questionnaire via een online vragenlijst.

Results
De resultaten toonden aan dat participanten in de positieve conditie significant positievere gedragsintenties hadden, maar attitudes niet significant verschilden tussen de drie condities. Participanten die de positieve video te zien kregen wilden eerder sociale activiteiten en academische taken uitvoeren met een leeftijdgenoot met overgewicht dan participanten die de negatieve video zagen. Uit het huidige onderzoek is gebleken dat een meer positieve representatie van een personage met overgewicht kan zorgen voor een verandering in gedragsintenties van de kijker. Het is daarom van maatschappelijk belang dat de media deze negatieve representaties doorbreken en mensen met overgewicht op een meer positieve manier gaan afbeelden. Op deze wijze kunnen attitudes en gedragsintenties ten aanzien van mensen met overgewicht positief worden beïnvloed.

Carina Jacobi. Tabloid-kenmerken in de politieke berichtgeving van Oostenrijkse kranten tijdens de verkiezingscampagne van 2013

Tabloids en hun bijdrage aan een democratie staan vaak in een negatief daglicht, onder andere omdat hun berichtgeving te sterk gericht zou zijn op personen in plaats van processen en op emoties in plaats van feiten. Ook zouden tabloids meer human interest-elementen en verwijzingen naar emoties bevatten dan kwaliteitskranten (e.g. Esser 1999, Donsbach en Büttner 2005).

In dit paper kijken we of dit beeld correct is voor wat betreft specifiek de politieke berichtgeving in Oostenrijkse media tijdens de verkiezingscampagne van 2013.


Personalisering betreft de mate waarin personen centraal staan in de berichtgeving, ongeacht om welke personen dit gaat. Wanneer een bijdrage minstens één beschrijving bevat van het lot van een nog niet eerder bekende burger, dan is dit gecodeerd als human interest. Bij dramatisering gaat het om de stijl van de berichtgeving: bevat deze elementen die de gebeurtenis dramatiseren, zoals overdrijving. Emotionalisering tenslotte verwijst naar het expliciet noemen van emoties beleefd door personen: angst, woede of verdriet.

Het onderzoek is gebaseerd op handmatige inhoudsanalyse als onderdeel van het AUTNES (AUstrian National Election Study) project. De data omvatten alle politieke berichtgeving in twee tabloids en twee kwaliteitskranten, beiden Oostenrijks, gedurende de twee maanden (augustus en september) van de campagne voor de Oostenrijkse nationale verkiezingen van 2013.

Een eerste analyse laat zien dat het stereotypische beeld van tabloidkranten maar in zeer geringe mate klopt wanneer we specifiek kijken naar de politieke berichtgeving. De verschillen tussen individuele tabloids zijn vrijwel net zo groot als die tussen tabloids en kwaliteitskranten. Zo is de tabloid Heute is sterk gepersonaliseerd en bevat weinig dramatisering en emotie, terwijl dit de tabloid Kronen Zeitung precies andersom is. Human interest in de politieke berichtgeving komt vaker voor in kwaliteitskranten dan in tabloids. Ook de politieke berichtgeving in de zondagsuitgaven is in hogere mate gedramatiseerd en gepersonaliseerd dan de berichtgeving op andere dagen in dezelfde kranten, waarbij kwaliteitskranten op zondag dezelfde waarden bereiken als de tabloids over de gehele week.

Deze uitkomsten suggereren dat het bestaande beeld van tabloids en kwaliteitskranten te simplistisch is waar het gaat om hun politieke berichtgeving. Tussen individuele tabloids bestaan grote verschillen. Ook het verschil tussen zondags- en doordeweekse uitgaven is opvallend. Dit maakt het zinvol om verder te kijken dan de categorieën ‘tabloid’ en ‘kwaliteitskrant’ om de kenmerken van berichtgeving te verklaren: wellicht spelen factoren als commercialisering (McMenamin et al. 2012) alsook de doelbewuste positionering van een krant in de markt een belangrijker rol.

Jeanine Van Kaam, Marjolijn Antheunis and Guda van Noort. The (un)Importance of social in social media

Merken maken vaak gebruik van social media in hun marketingstrategie, met name Facebook (Anderson, Fagan, Woodnutt & Chamorro-Premuzic, 2012). Merken willen zoveel mogelijk consumenten bereiken en daarom streven zij ernaar om zo veel mogelijk leden te krijgen op hun merkpagina om zodoende door interactie een goede klantrelatie op te kunnen bouwen. Of consumenten deze interactie op merkpagina’s ook daadwerkelijk aangaan is echter onduidelijk. Het eerste doel van dit onderzoek is dan ook om inzicht te verkrijgen in het gedrag van consumenten op merkpagina’s. Het tweede doel is om dit gedrag te verklaren door te onderzoeken welke motivaties consumenten hebben voor merkgerelateerd gedrag op Facebook.
De verwachting van het onderzoek is dat consumenten actief zijn op merkpagina’s, omdat het bepaalde behoeftes vervult (Muntinga, Moorman & Smit, 2011). Er zijn zes groepen behoeftes die consumenten mogelijk motiveren tot merkgerelateerd gebruik in social media, anders dan Facebook: entertainment, informatie, persoonlijke identiteit, integratie en sociale interactie, beloning en empowerment (Muntinga et al., 2011). Consumenten blijken andere redenen te hebben om lid te worden van een merkpagina dan om actief te zijn op een merkpagina (Ridings, Gefen & Arinze, 2006). Dit heeft te maken met de mate waarin de consument zich moet inspannen om bepaalde gedragingen te vertonen. Zo kost het bekijken van een bericht (i.e., consumeren) veel meer minder moeite dan het reageren op een bericht (i.e., contribueren) en dat kost weer minder moeite dan zelf een bericht plaatst (i.e., creëren; Muntinga et al., 2011). Daarom wordt verwacht dat verschillende type gedragingen op merkpagina’s gedreven worden door verschillende motivaties.

Om de verwachtingen te toetsen zijn twee studies uitgevoerd. In Studie 1 (N = 248) zijn gebruikers van Facebook gevraagd naar hun gedrag op merkpagina’s en de redenen voor dit gedrag. In Studie 2 (N = 229) zijn de leden van één specifieke merkpagina op Facebook gevraagd naar hun gedrag op deze merkpagina en de motivaties hierachter. Doordat in studie 2 wordt gefocust op de leden van één bepaalde merkpagina, kan er onderzocht worden of merkspecifieke factoren van invloed zijn op merkgerelateerd gedrag op Facebook en de motivaties hiervoor.

De resultaten van Studie 1 laten zien dat de meerderheid van de Facebook gebruikers lid is van één of meerdere merkpagina’s, maar dat het grootste deel van deze groep nauwelijks actief is op de merkpagina’s. De interactieve berichten van het merk is laag en consumenten plaatsen zelden aan zelf berichten of foto’s. Studie 2 laat zien dat merkloyaliteit invloed heeft op het gedrag op de merkpagina: meer loyale leden zijn actiever dan anderen. Uit beide studies blijkt bovendien dat gedragingen die gemakkelijker zijn en minder moeite kosten (e.g., liken van een bericht) vaker voorkomen dan gedragingen waarvoor meer moeite nodig is (e.g., reageren op een bericht). Tot slot, is gebleken dat merkgerelateerd gedrag op Facebook vooral wordt gedreven door vier motivaties: plezier, informatie, beloning en empowerment. Opvallend is dat integratie en sociale interactie geen reden is voor dit gedrag. Hier blijkt dus een discrepantie te zitten tussen de motieven van het merk en de motieven van de consument.

Deze studie heeft onder meer implicaties voor content marketing, welke gericht is op het aangaan van een band met de consument en het versterken van deze band. Op Facebook wordt dit uitgedrukt in informatie, beloning en empowerment. Opvallend is dat integratie en sociale interactie geen reden is voor dit gedrag. Hier blijkt dus een discrepantie te zitten tussen de motieven van het merk en de motieven van de consument.

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Anne Vermeulen, Heidi Vandebosch and Wannes Heirman. “To share or not to share?”: overwegingen van adolescenten bij het al dan niet uiten van emoties via Facebook

Het is een menselijke behoefte om emoties, zeker wanneer deze intens zijn, te delen met anderen (Derks et al., 2008). Adolescenten ervaren, meer dan personen in andere levensfasen, sterke positieve en negatieve emoties (Gilbert, 2012). Eerder onderzoek toont aan dat jongeren hun gevoelens niet alleen face-to-face, maar ook via computer gemedieerde communicatie (CMC), en specifiek op SNS, uiten (Davis, 2012). Hoewel studies rond CMC aantonen dat kenmerken zoals “a-synchroniteit” en “mediëring” kunnen leiden tot een grotere zelf-onthulling, en een impulsiever tonen van (negatieve en positieve) emoties (het zogenaamde “online disinhibetie-effect” (Schouten, Valkenburg & Peter, 2011; Suler, 2004)), blijken jongeren op SNS erg selectief te zijn in de emoties die ze tentoonspreiden. Op basis van hun studie concluderen Qiu et al. (2012) bijvoorbeeld dat men eerder geneigd is om emoties offline te uiten dan op Facebook. Emotionele ervaringen die men wel op Facebook deelt zijn vaker positief dan negatief. Deze “bias” valt wellicht deels te verklaren doordat jongeren voornamelijk met offline contacten verbonden zijn op SNS (boyd & Ellison, 2007; Madden et al., 2013) (en niet “anoniem”, of met “vreemden” interageren) en (daarom ook) aan impressie-management doen op SNS (Davies, 2011; Qiu et al., 2012). Nochtans zou het kunnen onthullen van negatieve emoties (bv. frustratie, verdriet, …) op SNS net zoals bij instant messaging, net ook tot “voordelen” kunnen leiden (bv. steun krijgen van de eigen vriendengroep) (Dolev-Cohen & Barak, 2013).

In deze paper presenteren we de resultaten van een verkennend onderzoek dat wilde nagaan waarom adolescenten bepaalde negatieve of positieve emoties al dan niet uiten via SNS. Daarbij werd gebruik gemaakt van semi-gestructureerde diepte-interviews bij adolescenten. Omdat de online communicatie van jongeren niet uniform is, maar leeftijd en geslacht een rol spelen (Davis, 2012), werd gekozen voor een zeer gevarieerde steekproef. Op deze manier kon een brede range aan ervaringen en
betekenisgevingen worden bestudeerd. In totaal werden 42 respondenten van 12 t/m 18 jaar oud bevraagd, waarbij in elke leeftijdscategorie een opdeling naar geslacht en opleidingsniveau (ASO - TSO/KSO - BSO) werd gemaakt.

Dit onderzoek toont aan dat er op SNS voornamelijk positieve emoties worden geuit. Negatieve emoties worden eerder face-to-face geuit dan online. Een meerderheid van de respondenten vindt het gemakkelijker om hun emoties face-to-face te uiten dan via SNS. Ze vinden dit o.a. persoonlijker, duidelijker, en vinden het fijn de gezichtsuitdrukking van hun gesprekspartner te kunnen zien en meteen face-to-face steun te krijgen. Eén respondent is bezorgd om de mogelijkheid tot kopiëren en verspreiden van SNS berichten. Indien er negatieve emoties worden gedeeld, gebeurt dit voornamelijk via chat/ e-mail en minder via publieke toepassingen op SNS (bv. statusupdate). Emoties worden bijna uitsluitend geuit tegen vrienden, maar een enkeling durft deze ook met onbekenden te delen. Meer dan een kwart van de respondenten heeft al eens spijt gehad van het uiten van emoties op SNS, bijvoorbeeld omdat hun privébericht werd verspreid, omdat hun bericht verkeerd overkwam of omdat ze negatieve reacties ontvingen. Deze negatieve ervaring kan zorgen voor aangepast gedrag m.b.t. het uiten van emoties op SNS.

Gerard Smit, Yael Woortman-De Haan and Laura Buijs. De zoektocht naar een gemeenschappelijke taal: Interdisciplinaire samenwerking bij de productie van informatievisualisaties

De vraag naar visualisaties binnen en buiten de journalistiek is de afgelopen jaren sterk toegenomen (Giardina & Medina, 2013). Dit komt mede door de opkomst van big data, de toegenomen behoefte van vooral jongeren aan snelle en aantrekkelijke vormen van visualisaties (Utt & Pasternak, 2000) en de nieuwe technische mogelijkheden, waardoor data gemakkelijk zijn te ontsluiten en snel en efficiënt gevisualiseerd kunnen worden.

De productie van informatievisualisaties is echter een complex proces, waarbij professionals van verschillende disciplines bij elkaar komen, zoals journalisten, statistici, programmeurs en vormgevers (Giardina & Medina, 2013; Segel & Heer, 2010). De vaardigheden die bij deze disciplines horen, zijn zelden verenigd in een persoon. Om tot een succesvolle informatievisualisatie te komen is samenwerking daarom geboden.

De onderzoeksvraag luidt dan ook: Welke factoren beïnvloeden de effectiviteit van het samenwerken bij de productie van informatievisualisaties?

Om deze vraag te beantwoorden hebben we het productieproces van drie verschillende visualisaties geanalyseerd: één bij een Nederlandse nieuwsorganisatie (media), één bij een commercieel visualisatiebureau (bedrijfsleven) en één bij een instituut voor strategische beleidsanalyses (overheid). Dit hield in dat we het visualisatieproces vanaf het eerste idee of de aanvraag van een opdrachtgever tot het uiteindelijke eindproduct hebben bekeken. Dit hebben we gedaan middels documentanalyse, observaties en interviews. Dit kwalitatieve case studie design leent zich goed voor het analyseren van interdisciplinaire werkproces (Gerring, 2007; Yin, 1989).

De resultaten laten zien dat er drie niveaus zijn te onderscheiden die het samenwerkingsproces beïnvloeden: (1) de vaardigheden (individueel niveau), (2) de mindset (groepsniveau) en (3) de ondersteuning van het management (organisatieniveau).

Op individueel niveau ontbreken vaak specifieke vaardigheden, met name technische vaardigheden zoals programmeren en data-interpretatie.

Op groepsniveau ontbreekt een gemeenschappelijke taal. Informatievisualisaties worden door verschillende disciplines gemaakt, maar zonder goede afstemming of integratie. Niet iedereen heeft de wil om samen te werken en om elkaars expertise te benutten. Dit heeft te maken met de hierarchische structuur. Degenen die verantwoordelijk zijn voor de tekst bepalen vaak hoe het beeld eruit moet komen te zien, welk doel het dient en welk verhaal er wordt verteld, zonder om de expertise van de ontwerpers te vragen.

Op managementniveau ontbreekt vaak commitment. We zien een geringe investering in processen, mensen en middelen. Organisaties vinden het interessant om meer met beeld en visualisaties te werken, maar er zijn er maar weinig die experts ook daadwerkelijk de ruimte geven om hun expertise ten volste te benutten ten behoeve van het eindproduct.
Tot slot zien we dat samenwerking tussen de disciplines beter en efficiënter kan verlopen als er zogenaamde tranformateurs zijn, mensen die niet zozeer over verschillende vaardigheden beschikken, maar wel de vertaalslag kunnen maken tussen de verschillende disciplines en werkprocessen.

Yuping Mao and Lu Shi. Neighborhood Social Environment and Health Communication at Pre-pregnancy and Maternal Stages Between Caucasian and Asian women in the U.S.: Findings From the Los Angeles Mommy and Baby (LAMB) Survey

In the developed nations, racial/ethnic disparities persist in receiving a wide range of health services such as specialty care, pain assessment and treatment, and mental health services (Ryn & Fu, 2003). The racial difference in receiving maternal health service is an important topic in racial/ethnic health disparities, since maternal health affects both women and their children’s health. It is also a health service the majority of women will receive at least once in their lives. Thus, the disparity of receiving maternal health service between Asian women and Caucasian women requires research attention, given the severity of this disparity.

While the association between neighborhood social support and maternal health outcomes has been examined in existing literature, researchers have not examined the role of patient-physician communication as a possible intervening variable between social support and health outcome. This study examines the relationship between social support and women’s health communication with healthcare providers such as whether women make pre-pregnancy and maternal visits with their healthcare providers and to what extent women communicate sensitive issues (e.g. abuse and illegal drug use) as well as mental health issues (e.g. anxiety and depression) with their healthcare providers. Our study also explores the racial difference in prospective mothers’ communication with healthcare providers. To the best of our knowledge, our study is the first to explore social support’s influence on health communication among Asian immigrant women in the U.S.

Method
We use the 2007 Los Angeles Mom and Baby Survey, a random survey that sampled new mothers in Los Angeles County in 2007 (Wakeel, Witt, Wisk, Lu, & Chao, 2013), to study the association between neighborhood social environment and the communication between women and health professionals. In this study, we measure social support by four related key variables: 1. instrumental and emotional support during pregnancy, 2. neighborhood social cohesion, 3. neighborhood social exchange; 4. neighborhood services characterized by safety, friendliness, quietness, cleanliness, and public service. We use six logistic regressions to examine the association between the social environment and women’s communication with health care providers, stratified by race (Caucasians vs. Asians). To control for confounding factors, we use the respondent’s age, education, household income and geographic units as covariates in our logistic models.

Results
Neighborhood social exchange is negatively associated with not talking about sensitive issues in pre-pregnancy visits among Caucasian women and Asian women, while the negative association between neighborhood social exchange and not talking to a health care provider to prepare for pregnancy is only significant among Asian women. Neighborhood social cohesion has a significant positive association with not talking to provider to prepare for pregnancy among Asians, which is a pattern that is not seen among Caucasian women. There is a significant association between neighborhood services and not talking about stigmatized issues in prenatal visit among Asian women, while the pattern is not statistically significant among Caucasian women.

Denis Wegge, Heidi Vandebosch, Steven Eggermont and Michel Walrave. Negative behavior in Facebook networks: a social network analysis of bullying and harassment in adolescents’ online social tie structure.

Social networks sites have an important position in the daily lives of young adolescents. In Europe 73 percent of the people age 13 to 14 have a profile on a social network site.1 Especially young people feel attracted to these network sites, as they allow them to interact with their peers while at home, mark and create their social identity, and engage with a “networked public”, largely unrestricted by adult supervision.2 Facebook, in particular has gradually gained popularity and is now among the most popular websites worldwide.3

While social network sites offer many opportunities, they also give rise to negative experiences and contact-related risks. Privacy issues, sexual solicitation, harassment and electronic forms of bullying (cyberbullying) are among the risks that are being researched.4–7 Depending on the measurement, roughly one out of ten adolescents had recently faced harassment on social network sites.7,8 Characteristic of these experiences is that they occur within the networks of connected individuals. A
systematic analysis of how bully behavior and harassment shape the network of Facebook connections is lacking however. Such an approach would ask respondents who their Facebook friends are and analyze this network to assess how negative behaviors can explain its structure. For instance, it is hypothesized that Facebook friends influence each other’s behavior, which would lead to similarity among them (homophily). Such influence effects were found for traditional forms of bullying and aggression by studying the structure of school friendship networks.9,10 The present paper adapts this social network perspective as a starting point and studies negative behavior in young adolescents’ online social network. For this purpose, 1456 secondary school pupils completed a questionnaire on Facebook friendship and negative experiences. In eleven Flemish schools the entire 8th grade of 13 to 14 year old pupils was surveyed. The questionnaire featured questions on cyberbully behavior and hurtful actions through social network sites, as well as peer-nomination questions on offline friendship and Facebook friendship. By allowing the students to indicate who their Facebook friends are, the online social network within a single grade could be reconstructed. With 85 percent of the respondents having a profile on Facebook, this network was an extensive and useful source for analysis. The data are analyzed using statistical models for social network data. For an overview of exponential random graph models (ERGMs), refer to Lusher, Koskinen and Robins (2013).11

The results show that 14 percent of the surveyed adolescents was involved in incidents of cyberbullying during the past six months, with 5 percent being involved more than once. The perpetrators originated from the same grade in most of the cases (61%). For these instances, 67 percent were committed through Facebook (i.e. 3.6 percent of the studied population). When asked about specific instances of hurtful behavior on Facebook, 16 percent of the pupils who had a profile reported experiencing such situations in the past six months. Preliminary analysis indicates that perpetrators of hurtful behavior tend to be friends on Facebook, which would confirm the hypothesis that homophily in terms of negative behavior is present in Facebook networks. The final results for the statistical modeling of Facebook networks are forthcoming.

Mariek Vanden Abeele. Emancipatie of overbescherming? Een exploratief onderzoek naar de relatie tussen mobiele telefoon-bezit en de verplaatsingsautonomie van jonge tieners

De gemiddelde leeftijd waarop kinderen en jonge tieners hun eerste mobiele telefoon verwerven, ligt vandaag in de meeste Westerse landen rond de 10-11 jaar. De bestaande literatuur suggereert dat de toename in mobiele telefoon-bezit rond deze leeftijd deels kan worden toegeschreven aan de grotere verplaatsingsautonomie (‘independent mobility’) van deze leeftijdsgroep. Tieners die ouder worden, brengen in toenemende mate tijd door buitenshuis, zonder toezicht van hun ouders of andere volwassenen. In een risicosamenleving die gekenmerkt wordt door bezorgdheid over de veiligheid van kinderen in publieke ruimtes (cfr. ‘stranger danger’), lijkt de mobiele telefoon dus een zeker emancipatorisch potentieel te vervullen, in die zin dat hij wordt verondersteld bij te dragen aan een ‘veilige verplaatsingsautonomie’. Onderzoek naar de relatie tussen mobiele telefoon-bezit bij jonge tieners en hun verplaatsingsautonomie is uitermate schaars, en heeft zich tot dusver beperkt tot kwalitatief onderzoek. Om die reden is een eerste doelstelling van deze studie om dit verband kwantitatief te toetsen (H1).

Naast het bovenstaande emancipatorische perspectief kan ook het ‘surveillance’ perspectief onderscheiden worden in de literatuur. Dit perspectief stelt dat de mobiele telefoon voor sommige overbeschermende ouders een instrument is om de autonomie van hun kinderen te controleren en beperken. Het lijkt waarschijnlijk dat dit type ouders het mobiele telefoon-gebruik van hun kinderen eerder restrictief zal mediëren, bijvoorbeeld door op te leggen dat de telefoon enkel en alleen dient om met de ouders te communiceren. Een tweede doelstelling van dit onderzoek is dan ook om na te gaan of binnen de groep van jonge telefoon-bezitters, restrictieve mediatie van de mobiele telefoon negatief samenhangt met de verplaatsingsautonomie van jonge tieners (H2).

Voor dit onderzoek werden 1144 jonge tieners (10-12 jaar) kwantitatief bevraagd. De vragenlijst omvatte zeven vragen over de verplaatsingsautonomie van het kind (bvb., of het kind zonder de aanwezigheid van een volwassene van/naar school mocht). Restrictieve mediatie werd gemeten door te vragen of de tieners hun mobiele telefoon enkel mochten gebruiken om hun ouders te contacteren of niet. Geslacht, leeftijd, etniciteit, aantal oudere broers en zussen, SES en de burgerlijke staat van de ouders werden meegenomen als controlevariabelen. Iets meer dan de helft van de tieners (53.6%) had een eigen mobiele telefoon op het tijdstip van de studie. Meervoudige regressie-analyse toonde aan dat tieners met een mobiele telefoon een significant grotere verplaatsingsautonomie rapporteerden (H1 ondersteund). Tieners die hun telefoon enkel mogen gebruiken om met de ouders te communiceren, rapporteerden een significant kleinere verplaatsingsautonomie (H2 ondersteund).

De resultaten van deze studie geven aan dat mobiele telefoons een rol spelen in de verplaatsingsautonomie van jonge tieners, maar dat het belangrijk is om verder onderzoek te verrichten naar de voorwaarden waaronder deze relatie standhoudt. Oudersche mediatie lijkt daarbij alvast 1
belangrijke voorwaarde te zijn. Gezien de cross-sectionele aard van deze studie kunnen geen uitspraken over causaliteit gedaan worden. Verder longitudinaal onderzoek is bijgevolg noodzakelijk om na te gaan of mobiele telefoon-bezit daadwerkelijk een katalysator kan zijn van verplaatsingsautonomie, en, zo ja, onder welke omstandigheden.

Sanne Hille. Vruchten uit de menigte: de oogst van crowdsourcing in de Nederlandse journalistiek

In 2009 liet het Britse dagblad The Guardian op hun website 20,000 lezers 456,000 documenten naluizen op declaraties van members of parliament. Het naluizwerk, waar de redactie van The Guardian zelf nooit de tijd en mankracht voor had gehad, bezorgde The Guardian interessante informatie over exorbitante bedragen die de Britse parlementsleden declareerden bij het rijk en waaraan de Britse burgers meebetaalden.

Dit bovengenoemde voorbeeld is uniek in zijn soort en dient dan ook regelmatig als illustratie voor succesvolle vormen van crowdsourcing in de journalistiek (Pleijter, 2013). Daarnaast zijn er ook een aantal Nederlandse, vooral regionale, voorbeelden te noemen. Het Brabants Dagblad bijvoorbeeld die opriep tot het melden van inbraken waardoor het dagblad het aantal inbraken in kaart kon brengen. De Stentor riep het publiek op kapot asfalt te melde om daarvan een top 10 van slechtste wegen in Apeldoorn samen te stellen.

Van crowdsourcing als vorm van publieksparticipatie wordt in de Nederlandse journalistiek nog maar weinig gebruik gemaakt. Het zou een interessante vorm van publieksparticipatie kunnen zijn omdat crowdsourcing, meer dan online publieksreacties, voor journalistiek interessante en inhoudelijke bijdragen kunnen zorgen van het publiek (Singer et al., 2011; Hille en Bakker, 2013). Het is echter ook een kostbare en tijdroevende vorm van publieksparticipatie in de journalistiek.

Empirisch onderzoek naar crowdsourcing in de journalistiek ontbreekt nog in Nederland en is buiten Nederland ook schaars (Vehkoo, 2013). Om meer inzicht te krijgen in crowdsourcing als vorm van publieksparticipatie wordt in dit onderzoek antwoord gegeven op de tweeledige vraag: wat zijn de faal- en succesfactoren van crowdsourcing in de Nederlandse journalistiek en wat zijn de kosten en de baten van deze vorm van publieksparticipatie?

Om antwoord te krijgen op de centrale vraag zijn drie casussen onderzocht. Dit zijn De Altijd Wat Monitor (NCRV) waar per thema om informatie wordt gevraagd aan de crowd, NOS Net, een netwerk van mensen die hun kennis en ervaring met de NOS delen en NUfoto, het platform van Nu.nl en ANP waarop de crowd nieuwswaardige foto’s kan uploaden. Er is gebruik gemaakt van een multimethode waarbij inhoudsanalyses zijn uitgevoerd op de platformen, bestaande documenten zijn onderzocht en interviews afgenomen met de verantwoordelijke redacteuren.

De voorlopige resultaten wijzen op een sterke overeenkomst in de visie op crowdsourcing. Zowel bij NOS Net als de Altijd Wat Monitor wordt expliciet gesproken over het feit dat de crowd van bepaalde zaken meer verstand heeft dan een journalist en daarom de journalistiek kan helpen interessante verhalen tot stand te brengen. Het blijkt echter kostbaar en tijdroevend om een goed werkend platform te ontwikkelen waarop informatie gedeeld kan worden door het publiek. Crowdsourcing gebeurt bij de Altijd Wat Monitor, NOS Net en NUfoto op verschillende manieren en zorgt voor uiteenlopende resultaten. Een thematische en gerichte sturing vanuit de redactie blijkt het meest succesvol. De Altijd Wat Monitor heeft daardoor al voor diverse scoops gezorgd.


Consumenten overwegen tijdens het aankoopproces in toenemende mate de ethische aspecten van een product, naast enkel kwaliteit en prijs. Organisaties proberen daarom steeds vaker hun ethische reputatie op een strategische manier te communiceren (Singh et al., 2012). Bovendien stappen meer merken over op het gebruik van natuurlijke ingrediënten in hun producten, of voegen een “biologische” variant toe aan een bestaande productlijn (Johri & Sahasakmontri, 1998; Nohinek et al., 2009; Prothero & McDonagh, 1992; Todd, 2004). Deze ontwikkelingen leiden tot een toename van het aantal producten met ethische, groene of sociaal verantwoordelijke boodschappen (Singh et al., 2012). Hoewel er recentelijk meer onderzoek wordt gedaan naar consumentengedrag en merkassociaties betreffende biologische voeding (Bartels en Hoogendam, 2011; Bauer et al., 2012), is er weinig onderzoek
beschikbaar binnen een context van verzorgingsproducten (Kim & Chung, 2011). Dit terwijl de vraag naar deze producten al jaren toeneemt en steeds meer merken een biologisch of natuurlijk Personal Care Product (PCP) lanceren. Consumenten die milieuvriendelijke producten overwegen, beoordelen deze vanuit associaties met het producerende merk. Hierbij wordt vaak onderscheid gemaakt tussen de verschillende effecten van Corporate Ability (CA) versus Corporate Social Responsibility (CSR) associaties op consumentenreacties (Beren et al., 2007; Brown & Dacin, 1997). Het huidige onderzoek richt zich op de invloed van merkassociaties op consumentenreacties bij het overwegen van biologische PCP’s en de rol die CA versus CSR associaties spelen in de productevaluatie.

Op basis van een pre-test (N=39) met zes merken die op dat moment het hoogste marktaandeel hadden binnen de Nederlandse PCP markt, zijn drie merken (L’oréal, Palmolive, Rituals) geselecteerd die onderling verschillend scoorden op CA en CSR-associaties. Een online experiment (N=121) toonde aan dat consumenten zich bij het beoordelen van een biologisch PCP laten beïnvloeden door associaties met het merk dat het product lanceert. Wanneer deze associaties positief zijn, heeft de consument meer vertrouwen in het merk. Daarnaast zal de consument zich bewuster zijn van en loyaler zijn aan het merk en denken dat de producten van goede kwaliteit zijn. Koopintentie van biologische PCP’s werd uiteindelijk beïnvloed door de ‘brand equity’ van het merk. Verder bleek uit het experiment dat consumenten die zich sterk identificeren met andere biologische consumenten meer geneigd zijn biologische PCP’s te kopen.

De belangrijkste implicatie van de huidige studie is dat zowel CA als CSR kenmerken benadrukt moeten worden om de merkidentiteit effectief te communiceren en zo de gepercepeerde merkwaarde te verhogen. De consument zal een biologisch PCP mede beoordelen op basis van de associaties met het producerende merk. Voor reguliere merken die overwegen een biologisch PCP te lanceren, is het niet zozeer van belang dat zij een zeer “groene” reputatie hebben. Belangrijker is dat een merk zich profileert als een innovatieve en efficiënte marktleider, die rekening houdt met het milieu, verantwoorde productie en het welzijn van de consument. Een evenwichtige balans tussen CA en CSR communicatie biedt uiteindelijk de meeste concurrentievoordelen.

**Mariek Vanden Abeele. Emancipatie of overbescherming? Een exploratief onderzoek naar de relatie tussen mobiele telefoon-bezit en de verplaatsingsautonomie van jonge tieners.**

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Naast het bovenstaande emancipatorische perspectief kan ook het ‘surveillance’ perspectief onderscheiden worden in de literatuur. Dit perspectief stelt dat de mobiele telefoon voor sommige overbeschermende ouders een instrument is om de autonomie van hun kinderen te controleren en beperken. Het lijkt waarschijnlijk dat dit type ouders het mobiele telefoon-gebruik van hun kinderen eerder restrictief zal medieden, bijvoorbeeld door op te leggen dat de telefoon enkel en alleen dient om met de ouders te communiceren. Een tweede doelstelling van dit onderzoek is dan ook om na te gaan of binnen de groep van jonge telefoon-bezitters, restrictieve mediatie van de mobiele telefoon negatief samenhangt met de verplaatsingsautonomie van jonge tieners (H2).
Voor dit onderzoek werden 1144 jonge tieners (10-12 jaar) kwantitatief bevraagd. De vragenlijst omvatte zeven vragen over de verplaatsingsautonomie van het kind (bv., of het kind zonder de aanwezigheid van een volwassene van/naar school mocht). Restrictieve mediatie werd gemeten door te vragen of de tieners hun mobiele telefoon enkel mochten gebruiken om hun ouders te contacteren of niet. Geslacht, leeftijd, etniciteit, aantal oudere broers en zussen, SES en de burgerlijke staat van de ouders werden meegenomen als controlevariabelen.

Iets meer dan de helft van de tieners (53.6%) had een eigen mobiele telefoon op het tijdstip van de studie. Meervoudige regressie-analyse toonde aan dat tieners met een mobiele telefoon een significant grotere verplaatsingsautonomie rapporteerden (H1 ondersteund). Tieners die hun telefoon enkel mogen gebruiken om met de ouders te communiceren, rapporteerden een significant kleinere verplaatsingsautonomie (H2 ondersteund).

De resultaten van deze studie geven aan dat mobiele telefoons een rol spelen in de verplaatsingsautonomie van jonge tieners, maar dat het belangrijk is om verder onderzoek te verrichten naar de voorwaarden waaronder deze relatie standhoudt. Ouderlijke mediatie lijkt daarbij alvast 1 belangrijke voorwaarde te zijn. Gezien de cross-sectionele aard van deze studie kunnen geen uitspraken over causaliteit gedaan worden. Verder longitudinaal onderzoek is bijgevolg noodzakelijk om na te gaan of mobiele telefoon-bezit daadwerkelijk een katalysator kan zijn van verplaatsingsautonomie, en, zo ja, onder welke omstandigheden.

Nicoleta Balau and Sonja Utz. Online information sharing: the influence of construing social power as opportunity versus responsibility and the presence of ‘like’ and ‘trust’ buttons.

Having a position of power oftentimes is seen as an opportunity to achieve one's goal but it also means heightened responsibility for the outcomes of others (Sassenberg, Ellemers, & Scheepers, 2012).

This paper makes a significant contribution to understanding online information sharing in organizations by investigating how much and what type of information (i.e., public versus private) leaders share, depending on their construals of power (i.e., as either opportunity (PaO) or responsibility (PaR)). Given that more and more organizations use social media for knowledge management and that certain technological features (e.g., (labels of the) buttons) may also play a role, this papers also investigates the impact of the 'like' button alone or in co-presence with a 'trust' button on information sharing. We expect leaders construing PaR to share more (unique) information than leaders construing PaO. We also expect that a 'trust' button shifts the focus more to the social aspects of sharing and increases therefore sharing of (unique) information.

Research Methods

100 respondents (40% males; age: Mage = 31.10, SD = 10.86) participated in an online experiment with a 2 (social power: responsibility versus opportunity) x 2 (button presence: 'like' button versus 'like-or-trust' buttons) between-subjects design; information sharedness (public versus private) was varied within participants. Firstly social power was manipulated (Sassenberg et al., 2012) and then participants had to coordinate a team to support a sports event; they could either share or not (public and private) information with the other members.

Results

A main effect of sharedness, F (1, 96) = 14.44, p < .001, η² = .13, showed that more public (M = 8.14, SD = 3.01) than private information (M = 6.95, SD = 3.43) was shared. A main effect of power, F (1, 96) = 15.49, p < .001, η² = .14, showed that more information was shared when construing PaR (M = 17.00, SD = 5.07) than when construing PaO (M = 12.94, SD = 5.19). These results were qualified by an overall significant interaction between sharedness and social power, F (1, 96) = 5.26, p < .05, η² = .05. Construing PaR mainly increased the sharing of private information (M = 8.26, SD = 2.80) compared with when construing PaO (M = 5.47, SD = 3.49). Moreover, construing PaO resulted in sharing significantly more public (M = 7.47, SD = 2.85) than private information (M = 5.47, SD = 3.49).
A marginally significant main effect of button presence, $F (1, 96) = 3.27$, $p = .07$, $\eta^2 = .03$, revealed that participants tended to share more information when both (‘like-or-trust’) buttons were present ($M = 16.04$, $SD = 6.15$) than when only the ‘like’ button was present ($M = 14.06$, $SD = 4.53$). This applied only to private information ($M = 7.69$, $SD = 3.71$, ‘like-or-trust’ buttons condition, versus $M = 6.15$, $SD = 2.93$, ‘like’ button condition); no significant differences were found, in the two conditions, with regard to public information ($M = 8.35$, $SD = 3.20$ versus $M = 7.92$, $SD = 2.81$, respectively).

**Margriet Goris and Loes Witteveen. Dilemmas of Participatory and Artistic Qualities of Film making in Community Art Filming for Social Change.**

The current interest and practice of using film in processes of social change has not yet attracted ‘much attention from sociologist and other students of society and culture’ as stated by Knoblauch (2009) in his introduction to ‘Video analysis: methodology and methods’. Authors like Lie (2009) and Aguayo (2005) also indicate the limited number of publications on the practice and theory of filming for social change and elaborate typologies to promote comparative research. In the same line Witteveen (2009, p.168) questions the legitimization of processes using film for social change where the underlying assumptions are not made explicit and not evaluated thoroughly.

In an attempt to contribute to the field, this paper deals with a type of film whereby a community makes a film in collaboration with professional filmmakers in order to achieve a visualization of concerns and issues of the involved community members. The paper explores the relation between the filmmaking community members and the professional filmmakers to question aspects of friction and congruency in the process of filmmaking. By doing so it aims to problematize an often-ignored aspect of basic film quality requirements for which reason the professional filmmakers take over in certain stages of the process without explicit acknowledgement, as this seems not compatible with the assumed characteristics of ‘community’ or participatory production. Shaw (2012, p. 52) also indicates that there are substantial implicit but often unacknowledged challenges in balancing group content control, with the promised video.

This paper emerged from the evaluations of the community art film ‘Student Memoires’. The process and film were positively evaluated in the 17 evaluation forms and 7 written reflections by the students who co-created with artists 'Student Memoires'. Yet the filmmaking students (or community filmmakers) had their moments of disappointment when the professional filmmakers took over at certain moments in order to achieve an optimal result. Even though the professional filmmakers had announced in advance that they might intervene for the sake of the final quality, some community filmmakers did not appreciate this as their artistic ambitions were awakened and envisioned great quality of their work.

The professional filmmakers experienced this dilemma of choosing between participatory quality of the production process and artistic quality of the film product as unsolvable. The professional filmmakers were able to foresee the result of editing the footage while filmmaking community members couldn’t yet envisage the final product for lack of production experience.

This paper reflects on this dilemma, as it is characteristic for the kind of issues arising in process of community art filming. Unraveling the process aims to better understand this type of filming in processes of social change. It is foreseen that gained insights also contribute to the practice of finding a balance between participatory and artistic qualities in Community Art Filming.