

## Curriculum Vitae

### Martin Jansen (Martin-Pieter)

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### Research interests

My current research has a focus on political microtargeting and how platforms are able to improve transparency regarding microtargeting through the use of disclosures to inform receivers about the targeting taking place. Moreover, I investigate what this means in terms of receivers' cognitions and perceptions about the platforms as well as the sender of the message. Besides my PhD work I am involved in multiple interdisciplinary workgroups with researchers from different chairs investigating Influencer marketing, trends on social platforms and social bots on Twitter. In all my work, I try to approach these subjects from a perspective of persuasive and online communication.

### Education

2020-present	Doctor of Philosophy, Social Psychology: Media and Communication <i>University of Duisburg-Essen</i>
2019-2020	Master of Science, Communication Science (Specialization: Commercial Communication) <i>Radboud University Nijmegen</i>
2017-2019	Pre-master, Communication Science <i>Radboud University Nijmegen</i>
2019	Post-Bachelor, Sales and Account management (post-hbo) <i>Your Ability Business School</i>
2012-2017	Bachelor of Commerce (Commercial Economics) <i>HAN University of Applied Sciences</i>
2008-2012	Secondary Vocational Education, Facility Management <i>ROC Nijmegen</i>

### Work Experience

- 2020-present      Researcher/PhD Candidate, Social Psychology: Media and Communication, Department of Computer Science and Applied Cognitive Science, Faculty of Engineering. Part of the Research Hub for Human-Centered Media and Technology  
*University of Duisburg-Essen*
- 2023-2023      Visiting researcher, Behavioural Science Institute, Communication Science.  
*Radboud University*
- 2020      Research assistant for the Behavioural Science Institute, Communication Science.  
*Radboud University*
- 2018-2019      Account manager, responsible for analytics, customer contracts, appointments with clients, and lead nurturing  
*Suez Recycling and Recovery Netherlands*
- 2018      Tutor for high-school students in Mathematics, English, Economics  
*Maakwijzer Nijmegen*

### Peer-reviewed articles

- Dreston, J., Sümer, C., Decker, H., Bernemann, R., **Jansen, M.-P.**, & Ain, Q. (In development). Study with me digitally, in presence or alone? The effect of social presence on perceived learning.
- Jansen, M.-P.**, Decker, H., Borchert, A., & Brünker, F. (In development). Effects of Influencer Gender on Brand Attitudes and Purchase Intention in Social Media Marketing.
- Jansen, M.-P.**, & van Ooijen, I. (In review). For your eyes only? An eye-tracking experiment investigating microtargeting transparency, visual attention and critical processing.
- Jansen, M.-P.**, & Krämer, N.C. (In revision). Balancing perceptions of targeting: An investigation of political microtargeting transparency through a calculus approach. *PLOS ONE*.
- Jansen, M.-P.**, Meier, Y., & Krämer, N.C. (Revision resubmitted). Time for transparent targeting: an investigation of targeting disclosures, coping mechanisms, credibility, and political attitude. *Behaviour and Information Technology*.
- Jansen, M.-P.**, & Krämer, N.C. (2023). Empty Transparency? The effects of targeting disclosure labels on credibility and trustworthiness for micro-targeted political advertisements. *Weizenbaum Journal of the Digital Society*. 3(1), <https://doi.org/10.34669/WI.WJDS/3.1.5>
- Ngo, T., Wischnewski, M., Bernemann, R., **Jansen, M.-P.**, & Krämer, N.C. (2023). Spot The Bot: How Users Detect Social Bots and Use Profile Verification Tools on Twitter.

*Computers in Human Behaviour*, 146, 107819.

<https://doi.org/10.1016/j.chb.2023.107819>

Wischnewski, M., Ngo, T., Bernemann, R., **Jansen, M.-P.**, & Krämer, N. (2022). "I agree with you, bot!" How users (dis)engage with social bots on Twitter. *New Media & Society*. 0(0), <https://doi.org/10.1177/14614448211072307>

### Peer-reviewed Conference presentations

**Jansen, M.-P.**, & van Ooijen, I. (2023, September). For your eyes only? An eye-tracking experiment investigating microtargeting transparency, visual attention and critical processing. Paper presented at the 13<sup>th</sup> bi-annual Media Psychology Conference, Esch-sur-Alzette Luxembourg.

**Jansen, M.-P.**, & Krämer, N.C. (2023, May). Balancing perceptions of targeting: An investigation of political microtargeting transparency through a calculus approach. Paper presented at the 73<sup>rd</sup> annual conference of the International Communication Association, Toronto, Canada.

**Jansen, M.-P.**, Meier, Y., & Krämer, N.C. (2023, May). Time for transparent targeting: an investigation of targeting disclosures, coping mechanisms, credibility, and political attitude. Paper presented at the 73<sup>rd</sup> annual conference of the International Communication Association, Toronto, Canada.

**Jansen, M.-P.**, Meier, Y., & Krämer, N.C. (2023, May). Time for transparent targeting: an investigation of targeting disclosures, coping mechanisms, credibility, and political attitude. Paper presented at the 25<sup>th</sup> annual 24 hours of Communication Science of the Netherlands - Flanders Communication Association (NeFCA), Enschede, The Netherlands.

**Jansen, M.-P.**, & Krämer, N.C. (2022, May) *The effects of targeting disclosure labels on credibility and trustworthiness for micro-targeted political advertisements*. Paper presented at the 72<sup>nd</sup> annual conference of the International Communication Association, Paris, France.

**Jansen, M.-P.**, & Krämer, N.C. (2022, February) *The effects of targeting disclosure labels on credibility and trustworthiness for micro-targeted political advertisements*. Paper presented at the 24<sup>th</sup> annual 24 hours of Communication Science of the Netherlands - Flanders Communication Association (NeFCA), Brussels, Belgium.

Wischnewski, M., Ngo, T., Bernemann, R., **Jansen, M.-P.**, & Krämer, N.C. (2021, September). *"I agree with you, bot!" How users (dis)engage with social bots on Twitter*. Poster presented at the 12<sup>th</sup> Media Psychology Conference, Aachen, Germany.

Ngo, T., Wischnewski, M., Bernemann, R., **Jansen, M.-P.**, & Krämer, N.C. (2021, September). *Spot the Bot: How Users Detect Social Bots and Use Profile Verification Tools on Twitter*. Poster presented at the 12<sup>th</sup> Media Psychology Conference, Aachen, Germany.

### Invited Academic Presentations, Lectures, and Panel Participation

*Time for Targeting Transparency? The role of disclosures and user attitudes*. Invited presentation for a colloquium at the Behavioural Science Institute, Radboud University, November 2022.

*DGPuk Panel: Political Targeting During the German Federal Election.* Panel at the 72<sup>nd</sup> annual conference of the International Communication Association, Paris, France, May 2022.

### **Research Experience**

- 2020-present      Researcher/PhD Candidate  
*Social Psychology: Media and Communication. University of Duisburg Essen*  
 During this occupation I plan, carry out and complete studies, teach/support teaching activities and contribute to interdisciplinary workgroups (Social Bots on Twitter; Influencers in Social Media).
- 2020-2020      Research assistant of Dr. B. Müller  
*Radboud University*  
 Responsible for preparation, organization, and data collection of three studies: one experimental study on the influence of stereotypes on teacher evaluations in higher education that led to a peer-reviewed publication: <https://doi.org/10.1080/02602938.2023.2213422>, a study on the influence of non-verbal imitation on resistance in a virtual reality context and a study on the influence of attitude (un)certainly on self-persuasion.
- 2019-2020      Master Thesis  
 The effects of personalization through augmented reality on perceived value and users buying intentions in retail.  
 Supervised by Prof. Dr. T. Bosse.  
 Conducting an experimental study on the effects of personalization on perceived benefits and perceived privacy risks and the effect of value on buying intention.
- 2019-2020      Research in a Professional Context (Master course)  
 Together with 3 fellow students, I conducted a focus group study on the recruitment of new students for Helicon schools.  
 Supervised by Dr. P. Nelissen.
- 2017      Bachelor Thesis focused on market research on modular part-time education for the faculty of education at the HAN University of Applied Sciences. Supervised by F. Croes, MSc.

### **Teaching experience**

- 2020- present      Teaching multiple courses in the applied cognitive and media sciences bachelor and master, supervising bachelor theses.  
*University of Duisburg-Essen*

2020- 2020                      Teaching a bachelor course on quantitative research methods and how to start and conduct research to a group of first year communication students.  
*HAN University of Applied Sciences.*

### **Courses/Summer schools**

Introduction to R programming, July 2022  
*Data Science Summer School – Hertie School Berlin*

Statistics and probability for data science, August 2022  
*Data Science Summer School – Hertie School Berlin*

Data Science: R Basics, September 2020  
*Harvard University via edX*

### **Society memberships**

2022- present                      Member of the Netherlands-Flanders Communication Association (NeFCA)

2021-present                      Member of the Communication and Technology division of the International Communication Association (ICA)

2019-2020                      Member of the sponsor committee of student basketball association N.S.B.V. Trajanum

2016                                  Member of the sounding board group for the design of the minor: Sales and key account management for the HAN University of Applied Sciences

2012-2017                      Student member of the Sales Management Association, NL (SMA)

### **Grants/External funding**

*Erasmus+ Staff mobility*, 2023, visiting research stay, two months. Hosted at Radboud University: €5.500, granted

*Deutscher Akademischer Austauschdienst*. 2022, Travel grant: €700, not granted.

### **Service to the field**

2022- present                      PhD Representative for the Media Psychology division of the Netherlands-Flanders Communication Association (NeFCA)

***Conference reviewer***

Media Psychology Conference (DGPs), 2023

International Communication Association Annual conference, 2021-2023

Annual 24 hours of Communication Science of the Netherlands - Flanders Communication Association (NeFCA) 2022-2023

**Certificates**

Basic principles of online marketing, Google

Senior Sales Professional, Sales Management Association

Customer oriented phone contact, Kenneth Smith

Referee (F), Dutch Basketball Association

**Software**

SPSS, R, Jamovi, JASP, MAXQDA, Inquisit, Excel, Microsoft PowerBI,

**Languages**

Dutch (mother tongue), English (fluent), German (moderate)