

Mariska Kleemans

Curriculum Vitae

Personal Information

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📅 January 11, 1985



Employment

Sept. 2016 - present	Assistant Professor Communication Science Radboud University, Nijmegen
Dec. 2012 - Aug. 2016	Postdoctoral Researcher Behavioural Science Institute, Radboud University, Nijmegen
Dec. 2012 - Aug. 2016	Lecturer Communication Science, Radboud University, Nijmegen
Sep. 2012 - Jan. 2014	Researcher Media and Civil Society Windesheim University of Applied Sciences, Zwolle
Sep. 2013 - Dec. 2013	Visiting Scholar Indiana University, Bloomington, USA
Aug. 2011 - July 2012	Lecturer Communication Science, University of Amsterdam
Feb. 2010 - Apr. 2010	Visiting Scholar Indiana University, Bloomington, USA
Dec. 2008 - Nov. 2010	Lecturer Communication Science, Radboud University, Nijmegen
Aug. 2007 - July 2009	Lecturer Pedagogical & Educational Sciences, Radboud University, Nijmegen

Education

Dec. 2007 - Nov. 2012	Ph.D Faculty of Social Sciences, Radboud University, Nijmegen <i>Dissertation title: Arousing Television News: Concept, Causes, & Consequences (defended on July 2, 2013)</i>
Sep. 2006 - Nov. 2007	Research Master Social and Cultural Science Radboud University, Nijmegen <i>Graduated Cum Laude after 15 instead of 24 months</i>
Sep. 2005 - July 2007	Interdisciplinary Honours Program Radboud University, Nijmegen
Sep. 2003 - July 2006	Bachelor Communication Science Radboud University, Nijmegen <i>Graduated Bene Meritum</i>

Sep. 2003 - July 2006	Bachelor Educational Science Radboud University, Nijmegen
Sep. 1997 - July 2003	Gymnasium (Grammar School) C.S.G. Johannes Calvijn, Barendrecht/Rotterdam

Professional Development

Sept. 2015 - Feb. 2017	Academic Leadership Radboud University, Nijmegen
Nov. 2016	UKO (Senior Teaching Qualification) Radboud University, Nijmegen
Sep 2015 - May 2016	Participant in mentoring program for female academic talents Women in Science, Radboud University, Nijmegen
March 2012	BKO (University Teaching Qualification) Radboud University, Nijmegen
March 2010	Cambridge certificate in advanced English (C1)

Scholarships and Prizes

2018	Comenius Senior Fellowship from the Dutch Ministry of Education, Culture and Science for an educational innovation project (€100,000; 2-year grant)
2018	Top Paper Award (First Place) by the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Washington, USA (\$250)
2018	Top Paper Award (Honorable Mention) by the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication, Washington, USA
2017	University Education Award for best senior lecturer at Radboud University (€3,000)
2017	Teacher of the Year award 2016-2017, initiative from Study Association Mycelium
2017	Top Reviewer Award by the Children, Adolescents and the Media Division of the International Communication Association
2016	Senior Teaching Award Faculty of Social Sciences, Radboud University (€5,000)
2016	Teacher of the Year award 2015-2016, initiative from Study Association Mycelium
2015	Top Paper Award by the International Communication Association, San Juan, Puerto Rico
2013	International travel grant Radboud University (€1,500) and Faculty of Social Sciences (€1,500)
2012	Teaching award in recognition of excellent teaching in Communication Science, University of Amsterdam
2010	Co-applicant and junior researcher in research project on behalf of the Flemish Government (Ministry of Culture, Youth, Sports, & Media), entitled: Journalism Education in Flanders (€ 44,000)
2010	International travel grant Radboud University (€1,500) and Faculty of Social Sciences (€1,500)

Faculty and Honorary Positions at Radboud University

2019 - present	Managing Director Communication Science
2019 - present	Co-founder and co-chair Media Literacy and Empowerment Centre
2018 - present	Member of the steering committee Radboud Teaching and Learning Centre
2018 - present	Member of several committees related to education at Radboud University (e.g., working group 'Studentbegeleiding', selection committee for position in Teaching Information Point (TIP) at the Faculty of Social Sciences, several selection committees for new staff members Communication Science).
2017 - present	Co-chair Young Consumers Labgroup, Behavioural Science Institute
2017 - 2019	Chair bachelor program Communication Science
2017 - 2019	Coordinator visitation Communication Science (Bachelor and Master)
2015 - 2019	Member of several committees related to the restructuring of the Communication Science curriculum (e.g., steering group operation refresh, taskforce didactic principle, taskforce challenging education and examination, working group restructuring master program Communication Science, working group restructuring methods program Communication Science).=
2015 - 2017	Program coordinator bachelor, pre-master, master Communication Science
2015 - 2017	Advisory member examining board Communication Science
2014 - 2017	Chair assessment committee Communication Science
2014 - 2016	Chair research spearhead group 'News and Information'
2014 - 2015	Member program committee Communication Science
2009 - 2011	Member Ph.D committee Nijmegen Institute for Social and Cultural Research

Teaching and Supervision

Courses at Communication Science, Radboud University

Coordinator and/or lecturer of several courses at the bachelor's and master's levels, including Research Methods, Information professional: Theory and practice, Academic writing, Young consumers, Master thesis supervision (present), and Introduction communication science, Integration seminar 1: Content analysis and survey, Interdisciplinary reflection minor, Integration seminar 3: Quantitative survey research, Research methods 2, Information explosion (past).

Courses at Pedagogical and Educational Sciences, Radboud University

Lecturer bachelor courses Introduction educational science and Education and society

Courses at Communication Science, University of Amsterdam

Lecturer bachelor courses Introduction communication science, Media landscape

Guest Lectures

I have given several guest lectures at Radboud University (Communication Science, Psychology), Utrecht University, Windesheim University of Applied Sciences, and at the NHTV (University of Applied Sciences, Breda). Moreover, I was recently involved as teacher in the Radboud University Interdisciplinary Honours program (Honourslab).

Supervision

- Co-promotor and daily supervisor of PhD project Sanne Tamboer, titled 'Stimulating news literacy in early adolescents: Building a theoretical framework for research and practical APPLication'
- Supervisor of more than 20 master thesis projects Communication Science
- First supervisor of 5 major research projects Research Master Behavioural Science
- First supervisor of 2 minor research projects Research Master Behavioural Science
- First supervisor of 1 disciplinary honours program student Societal Sciences
- Co-supervisor of 1 minor research project Research Master Social and Cultural Science
- Co-supervisor of 1 master thesis project Educational Science
- Co-supervisor of 1 master thesis project Journalism, University of Groningen

Other Academic Activities

2019 - present	Member of the advisory and assessment committee Comenius Teaching Fellowships
2019 - present	Member of the scientific advisory board 'Netwerk Mediawijzer'
2019 - present	Member of the editorial board Journal of Children and Media
2018 - present	Board member and co-founder of the Educational Network of the Netherlands-Flanders Communication Association (NeFCA)
2018 - present	Member Comenius Network, a platform focusing on innovation in higher education. It is part of the Royal Netherlands Academy of Arts and Sciences (KNAW). <i>(After a year of active participation in several activities, I will become the chair of the 'tracé vorming van studenten' in October 2019).</i>
2018 - present	Member of the Top Paper Award committee of the Children, Adolescents and the Media Division (CAM) of the International Communication Association
2016 - present	Member of the scientific advisory board 'Nationaal Media Paspoort'
2012 - present	Reviewer for several (inter)national journals <i>(most recent: Journalism Practice, Journal of Communication, New Media and Society, Communication Research, Communications, Journalism Studies, Journal of Children and the Media, Journalism and Mass Communication Quarterly, Tijdschrift voor Communicatiewetenschap, Pedagogische Studien)</i>
2012 - present	Reviewer, session chair, discussant at several international conferences <i>(e.g. International Communication Association, Etmaal van de Communicatiewetenschap, Audience turn in journalism colloquium)</i>
2018 - 2019	Member of the advisory and assessment committee NWO-Veni

- 2015 - 2018 Member of the advisory board study association Mycelium
- 2008 - 2009 Member (2008) and chair (2009) of the Netherlands School of Communication Research (NeSCoR) dissertation award committee

Publications

Median ISI Impact factors for Communication 2018 = 1.495 (based on 88 journals)
ISI Impact factors of Q1 journals 2018 range from to 1.653 to 4.671

International peer-reviewed publications

- Hendriks Vettehen, P.G.J. & **Kleemans, M.** (2019). How camera changes and information introduced affect the recognition of public service announcements: A test outside the lab. *Communication Research*, 46(7), 908-925. doi: 10.1177/0093650215616458. [IF: 3.087]
- Kleemans, M.**, Dohmen, R., Schlindwein, L.F., Tamboer, S.L., Leeuw, R.N.H., de & Buijzen, M. (2019). Children's cognitive responses to constructive television news. *Journalism*, 20(4), 568-582. doi: 10.1177/1464884918770540. [IF: 2.119]
- Riet, J.P. van 't, Schaap, G.J., & **Kleemans, M.**, Veling, H.P., & Lecheler, S. (2019). On different sides: Investigating the persuasive effects of anger expression in political news messages. *Political Psychology*, 40(4), 837-857. doi: 10.1111/pops.12554. [IF: 2.782]
- Kleemans, M.**, Daalmans, S., Carbaat, I. & Anschutz, D.J. (2018). Picture perfect: The direct effect of manipulated Instagram photos on body image in adolescent girls. *Media Psychology* 21(1), 93-110. doi: 10.1080/15213269.2016.1257392. [IF: 3.125]
- Kleemans, M.**, Schaap, G.J. & Suijkerbuijk, M. (2018). Getting youngsters hooked on news: The effects of narrative news on information processing and appreciation in different age groups. *Journalism Studies*, 19(14), 2108-2125. doi: 10.1080/1461670X.2017.1324316. [IF: 1.927]
- Driel, I.I. van, Pavelko, R., Myrick, J.G., Grabe, M.E., Hendriks Vettehen, P.G.J., Schaap, G.J., & **Kleemans, M.** (2018). The role of media use in the genderization of disease: The interplay of sex, culture, and cultivation. *International Journal of Communication and Health*, 13, 1-10.
- Hendriks Vettehen, P.G.J. & **Kleemans, M.** (2018). Proving the obvious? What sensationalism contributes to the time spent on news video. *Electronic News*, 12(2), 113-127. doi: 10.1177/1931243117739947
- Riet, J.P. van 't, Schaap, G.J., & **Kleemans, M.** (2018). Fret not thyself: The persuasive effect of anger expression and the role of perceived appropriateness. *Motivation and Emotion*, 42(1), 103-117. doi: 10.1007/s11031-017-9661-3. [IF: 1.837]
- Schaap, G.J., **Kleemans, M.**, Van Cauwenberge, A. (2018). Second screening for news: Effects of information processing and program liking. *Computers in Human Behavior*, 84, 76-85. doi: https://doi.org/10.1016/j.chb.2018.02.006. [IF: 3.435]
- Kleemans, M.**, Eden, A., Daalmans, S., Ommen, M.E. van, & Weijers, G.W.M. (2017). Explaining the role of character development in the evaluation of morally ambiguous characters in entertainment media. *Poetics*, 60, 16-28. doi: 10.1016/j.poetic.2016.10.003. [IF: 1.080]
- Kleemans, M.**, Hendriks Vettehen, P.G.J., Eisinga, R.N., Beentjes, J.W.J. & Janssen, L. (2017). How sensationalist features affect television news preferences and recognition among young viewers. *Poetics*, 63, 1-10. doi: 10.1016/j.poetic.2017.07.001. [IF: 1.080]
- Kleemans, M.**, Hendriks Vettehen, P.G.J., Beentjes, J.W.J., & Eisinga, R.E. (2017). The influence of sensationalist news features on perceptions of TV news performance. *Studies in Communication Sciences*, 17(2), 183-194.
- Kleemans, M.**, Leeuw, R.N.H. de, Gerritsen, J. & Buijzen, M.A. (2017). Children's responses to negative news: The effects of constructive reporting in newspaper stories for children. *Journal of Communication*, 67(5), 781-802. doi: 10.1111/jcom.12324. [IF: 3.914]
- Kleemans, M.**, Schaap, G.J. & Hermans, E.A.H.M. (2017). Citizen sources in the news: Above and beyond the vox pop? *Journalism*, 18(4), 464-481. doi: 10.1177/1464884915620206. [IF: 1.287]

- Kleemans, M.**, Schlindwein, L.F. & Dohmen, R. (2017). Preadolescents' emotional and prosocial responses to negative TV news: Investigating the beneficial effects of constructive reporting and peer discussion. *Journal of Youth and Adolescence*, 46(9), 2060-2072. doi: 10.1007/s10964-017-0675-7. [IF: 3.284]
- Daalmans, S., **Kleemans, M.** & Sadza, A.J.C. (2017). Gender representation on gender-targeted television channels: A comparison of female- and male-targeted TV channels in the Netherlands. *Sex Roles*, 77(5-6), 366-378. doi: 10.1007/s11199-016-0727-6. [IF: 1.582]
- Grabe, M.E., **Kleemans, M.**, Bas, O., Myrick, J.G. & Kim, M. (2017). Putting a human face on cold, hard facts: Effects of personalizing social issues on perceptions of issue importance. *International Journal of Communication*, 11, 907-929.
- Kleemans, M.** & Eggink, G. (2016). Understanding news: The impact of media literacy education on teenagers' news literacy. *Journalism Education*, 5(1), 74-88.
- Driel, I.I. van, Grabe, M.E., Bas, O., & **Kleemans, M.** (2016). Demographic differences in memory for social and inanimate visuals in a mediated environment. *Politics and the Life Sciences*, 35(1), 61-73. doi:10.1017/pls.2016.3.
- Goot, M.J. van der, Reijmersdal, E.A. van, & **Kleemans, M.** (2015). Age differences in recall and liking of arousing television commercials. *Communications: The European Journal of Communication Research*, 40(3), 295-317. [IF: 0.297]
- Leeuw, R.N.H. de, **Kleemans, M.**, Rozendaal, E., Anshütz, D.J., & Buijzen, M. (2015). The impact of prosocial television news on children's prosocial behavior: An experimental study in the Netherlands. *Journal of Children and Media*, 9(4), 419-434. doi: 10.1080/17482798.2015.1089297
- Kleemans, M.**, Hendriks Vettehen, P.G.J., Eisinga, R., & Beentjes, J.W.J. (2014). Enjoyment of arousing television news: The role of age and sensation seeking. *Communications: The European Journal of Communication Research*, 39(1), 89-99. [IF: 0.297]
- Kleemans, M.**, Hendriks Vettehen, P.G.J., Beentjes, J.W.J., & Eisinga, R. (2012). The influence of age and gender on preferences for negative content and tabloid packaging in television news stories. *Communication Research*, 39(5), 679-697. [IF: 2.594]
- Hendriks Vettehen, P.G.J., Zhou, S., **Kleemans, M.**, d'Haenens, L., & Lin, T. (2012). Competitive pressure and arousing television news: A cross-cultural study. *Asian Journal of Communication*, 22(2), 179-196. [IF: 0.362]

Dutch peer-reviewed publications

- Kleemans, M.**, Bosma, N.W.J. & Leeuw, R.N.H. de (2017). Prosociale muziek in de Top 2000: Een inhoudsanalyse naar prosociale uitingen in Engelstalige en Nederlandstalige songteksten. *Tijdschrift voor Communicatiewetenschap*, 45(1), 4-18.
- Kleemans, M.**, Schaap, G.J., & Hermans, E.A.H.M. (2015). Van politiek centrum Binnenhof naar Albert Cuypmarkt. Een longitudinale inhoudsanalyse van bronnen in televisienieuws. *Tijdschrift voor Communicatiewetenschap*, 43(2), 151-168.
- Leeuw, R.N.H. de, Rozendaal, E., **Kleemans, M.**, Anschutz, D.J., & Buijzen, M.A. (2014). Prosociaal nieuws en sociaal gedrag in kinderen: Een experimentele studie naar sociaal televisienieuws voor kinderen en sociaal gedrag. *Tijdschrift voor Communicatiewetenschap*, 42(4), 342-357.
- Hendriks Vettehen, P.G.J. & **Kleemans, M.** (2012). De invloed van camerawisselingen op de herkenning en waardering van Postbus 51 spotjes. *Tijdschrift voor Communicatiewetenschap*, 40(2), 157-171.
- Kleemans, M.**, Cauwenberge, A. van, d'Haenens, L., & Hendriks Vettehen, P. (2008). Op zoek naar verklaringen voor sensatie in het nieuws. Een vergelijking tussen Nederlandse, Vlaamse, Waalse en Franse televisiejournals. *Tijdschrift voor Communicatiewetenschap*, 36(4), 301-319.

Books, book chapters, and reports

- Schaap, G.J., **Kleemans, M.**, & Hermans, L. (2016). Inhoudsanalyse. In: P. Scheepers, H. Tobi, & H. Boeije (Eds.), *Onderzoeksmethoden* (pp. 275-307). Amsterdam: Boom uitgeverij.
- Veenstra, L., Zaalberg, R., **Kleemans, M.**, & van 't Riet, J. (2016). Experiment. In: P. Scheepers,

- H. Tobi, & H. Boeije (Eds.), *Onderzoeksmethoden* (pp. 207-241). Amsterdam: Boom uitgevers.
- Goot, M.J. van der, Reijmersdal, E.A. van, & **Kleemans, M.** (2016). The effects of emotional television advertising on older and younger adults. In: *Advances in Advertising Research (Vol. VI)* (pp. 115-124). Springer Fachmedien Wiesbaden.
- Kleemans, M.** (2013). *Arousing Television News. Concept, Causes, & Consequences* (Doctoral Dissertation). Nijmegen: Eigen beheer.
- Grabe, M.E. & **Kleemans, M.** (2012). Tabloid Press. In W. Donsbach (Ed.), *The International Encyclopedia of Communication*. Oxford / Washington: Blackwell / ICA.
- Bardoel, J., Hermans, L., & **Kleemans, M.** (2011). Journalistieke opleidingen in Vlaanderen. Een inventarisatie van journalistenopleidingen en aanbevelingen voor het mediabeleid (rapport in opdracht van het Vlaams Ministerie van Cultuur, Jeugd, Sport en Media). Nijmegen: Eigen beheer.
- Kleemans, M.**, & Hendriks Vettehen, P.G.J. (2009). Sensationalism in television news: A review. In R.P. Konig, P.W.M. Nelissen & F.J.M. Huysmans (Eds.), *Meaningful media: Communication research on the social construction of reality* (pp. 226-243). Nijmegen, the Netherlands: Tandem Felix.

International conference publications

- Kleemans, M.**, Ebbinkhuijsen, M., & Daalmans, S. (2019). Children's fear responses to news: A survey on fear evoked by children's television news. Paper presented at the AEJMC Conference 2019, Toronto, Canada.
- Kleemans, M.** & Tamboer, S.L. (2019). Consolation strategies in children's television news: A longitudinal content analysis. Paper presented at the AEJMC Conference 2019, Toronto, Canada.
- Kleemans, M.** (2019). Children as mobile news audience: How mobile devices may contribute to children's news engagement. Research presented as part of a panel at the IAMCR Conference 2019, Madrid, Spain.
- Vlaanderen, A., **Kleemans, M.**, & Van den Berg, Y. (2019). Empowering digital citizenship: A digital media literacy intervention to reduce cyberbullying intentions. Paper presented at the 2019 ICA Conference, Washington, U.S.A.
- Vlaanderen, A., Chakarova, D., **Kleemans, M.**, Daalmans, S., & Buijzen, M. (2019). A media literacy intervention: Changing gender stereotypical attitudes. Paper presented at the 2019 ICA Conference, Washington, U.S.A.
- Riet, J. van 't, Schaap, G., **Kleemans, M.**, Veling, H., & Lecheler, S. (2019). Investigating the persuasive effects of anger expression in political news messages. Paper presented at the 2019 ICA Conference, Washington, U.S.A.
- Ebbinkhuijsen, M., **Kleemans, M.**, & Daalmans, S. (2019). Children's fear responses to news: A survey on fear evoked by child television news. Paper presented at the Etmaal van de Communicatiewetenschap 2019, Nijmegen, The Netherlands.
- Tamboer, S.L., **Kleemans, M.**, & Daalmans, S. (2019). News literate news consumers? A focus group study of news and news literacy with early adolescents. Paper presented at the Etmaal van de Communicatiewetenschap 2019, Nijmegen, The Netherlands.
- Vlaanderen, A.D., Chakarova, D., **Kleemans, M.**, Daalmans, S., & Buijzen, M. (2019). A media literacy intervention: Changing gender stereotypical attitudes. Paper presented at the Etmaal van de Communicatiewetenschap 2019, Nijmegen, The Netherlands.
- Hermans, L., Prins, T., & **Kleemans, M.** (2018). Millennials' responses on constructive news: The impact on emotions and engagement. Paper presented at the ECREA Conference 2018, Lugano, Switzerland.
- ^{*}Daalmans, S., **Kleemans, M.**, Eden, A., & Weijers, A. (2018). Exploring character development as a central mechanism in viewer responses to morally ambiguous characters. Paper presented at the AEJMC Conference 2018, Washington, USA.
- ^{*}Venrooij, I. van., Sachs, T., & **Kleemans, M.** (2018). The effects of constructive television news reporting on prosocial intentions and behavior in children. Paper presented at the AEJMC Conference 2018, Washington, USA.
- Schaap, G.J., **Kleemans, M.**, & Cauwenberge, A.M. van. (2018). Second screening for news: Effects of presentation on information processing and program liking. Paper presented at the 2018 ICA Conference, Prague, Czech Republic.

- Kleemans, M.**, Tamboer, S.L., Dohmen, R., Schlindwein, L.S., Leeuw, R.N.H. de (2018). Children's cognitive responses to constructive television news. Paper presented at the 2018 ICA Conference, Prague, Czech Republic.
- Kleemans, M.**, Venrooij, I. van, & Sachs, T. (2018). The effects of news reporting on prosociality in children. Paper presented at the Etmaal van de Communicatiewetenschap 2018, Ghent, Belgium.
- Kleemans, M.**, Gerritsen, J., Leeuw, R.N.H., de & Buijzen, M. (2017). The effects of constructive news reporting on children's responses to negative news. Paper presented at the 2017 ICA Conference, San Diego, U.S.A.
- Schlindwein, L.F., Dohmen, R., **Kleemans, M.**, & Leeuw, R.N.H. de (2017). Looking through rose-colored glasses: How constructive news and peer-discussion influence children's reactions to news. Paper presented at the 2017 ICA Conference, San Diego, U.S.A.
- Riet, J. van 't., Schaap, G.J., & **Kleemans, M.** (2017). Perceived appropriateness mediates a negative persuasive effect of anger expression. Paper presented at the 2017 ICA Conference, San Diego, U.S.A.
- Kleemans, M.**, Rozendaal, E., & Notten, N. (2017). Te jong voor het nieuws? Een exploratief onderzoek naar de nieuwswijsheid van kinderen uit groep 3 en 4. Paper presented at the Etmaal van de Communicatiewetenschap 2017, Tilburg, The Netherlands.
- Riet, J. van 't., Schaap, G.J., & **Kleemans, M.** (2017). Perceived appropriateness mediates a negative persuasive effect of anger expression. Paper presented at the Etmaal van de Communicatiewetenschap, 2017, Tilburg, The Netherlands.
- Kleemans, M.**, Daalmans, S., & Anschütz, D.J. (2016). Picture-perfect: The effect of manipulated Instagram pictures on the body image of girls. Paper presented at the ICA Conference 2016, Fukuoka, Japan.
- Kleemans, M.**, Schaap, G.J., & Suijkerbuijk, M. (2016). Getting youngsters hooked on news: The effects of narrative news on news processing, appreciation, and quality perception in different age groups. Paper presented at the ICA Conference 2016, Fukuoka, Japan.
- Sillekens, S., Toebe, D., **Kleemans, M.**, & Notten, N.J.W.R. (2016). What makes the young read the news? A study on characteristics at the individual, school, and country level that affect traditional and online news reading behavior among the youth. Paper presented at the ICA Conference 2016, Fukuoka, Japan.
- Quint, C.M.A. & **Kleemans, M.** (2016). De sandwichformule in het Jeugdjournaal: Effecten van de volgorde van nieuwsberichten op emotionele en cognitieve reacties van kinderen. Paper presented at the Etmaal van de Communicatiewetenschap 2016, Amsterdam, The Netherlands.
- Kleemans, M.** & Sanden, F. van de (2016). De effecten van constructief nieuws voor kinderen op hun emoties en herinnering. Paper presented at the Etmaal van de Communicatiewetenschap 2016, Amsterdam, The Netherlands.
- Sadza, A., Daalmans, S., & **Kleemans, M.** (2016). Television still a man's world? A content analysis of gender representation on gender-targeted television channels. Paper accepted for presentation at the Etmaal van de Communicatiewetenschap 2016, Amsterdam, The Netherlands.
- Driel, I.I. van, Myrick, J.G., Pavelko, R., Grabe, M.E., Hendriks Vettehen, P.G.J., **Kleemans, M.**, & Schaap, G.J. (2015). The entanglement of sex, culture, and media in genderizing disease. Paper presented at the 2015 AEJMC Conference, San Francisco, USA.
- Kleemans, M.**, Hendriks Vettehen, P.G.J., Beentjes, J.W.J., Eisinga, R., & Janssen, L., (2015). How arousing features affect TV news preferences and recognition among young viewers. Paper presented at the 2015 AEJMC Conference, San Francisco, USA.
- Kleemans, M.**, Daalmans, S., Ommen, M. van., Eden, A., & Weijers, A. (2015). Under pressure: Explaining the role of character development in the evaluation of morally ambiguous characters in entertainment media. Paper presented at the 2015 AEJMC Conference, San Francisco, USA.
- Driel, I.I. van, **Kleemans, M.**, Bas, O., & Grabe, M.E. (2015). Gender differences in memory for social and inanimate visuals in a mediated environment. Paper presented at the 2015 ICA Conference, San Juan, Puerto Rico.
- *Goot, M.J. van der, Reijmersdal, E.A. van, & **Kleemans, M.** (2015). Age differences in recall and liking of arousing television commercials. Paper presented at the 2015 ICA Conference, San Juan, Puerto Rico.

- Hendriks Vettehen, P.G.J. & **Kleemans, M.** (2015). What negative content and a tabloid production style contribute to the success of television news. Paper presented at the 2015 ICA Conference, San Juan, Puerto Rico.
- Kleemans, M.**, Schaap, G.J., & Hermans, E.A.H.M. (2015). Citizen sources in the news: Above and beyond the vox pop? Paper presented at the 2015 ICA Conference, San Juan, Puerto Rico.
- Hendriks Vettehen, P.G.J. & **Kleemans, M.** (2015). The impact of negative content and a tabloid production style on TV news viewing. Paper presented at the Etmaal van de Communicatiewetenschap 2015, Antwerp, Belgium.
- Myrick, J.G., **Kleemans, M.**, Grabe, M.E., Bas, O., & Kim, M. (2014). Putting a human face on cold-hard-facts: Effects of emotional personalization on perceptions of issue importance. Paper presented at the 100th Annual Convention of the National Communication Association (NCA), Chicago, USA.
- **Goot, M.J. van der, Reijmersdal, E.A. van, & **Kleemans, M.** (2014). The effects of emotional television advertising on older and younger adults. Paper presented at the 13th International Conference on Research in Advertising (ICORIA), Amsterdam, The Netherlands.
- Hendriks Vettehen, P.G.J. & **Kleemans, M.** (2014). How camera changes affect the recognition of public service announcements: A test outside the lab. Paper presented at the 2014 ICA Conference, Seattle, USA.
- Kleemans, M.**, Bas, O., Driel, I.I., van., & Grabe, M.E. (2014). Parsing gender gaps on news memory making and decay. Paper presented at the 2014 ICA Conference, Seattle, USA.
- Kleemans, M.**, Riet, J. van 't., Kleemans, M., Schaap, G., Hendriks Vettehen, P.G.J., & Hermans, L. (2014). Anger in the news: The effect of appropriateness of anger expressions on attitudes. Paper presented at the 2014 ICA Conference, Seattle, USA.
- Kleemans, M.**, Oudenbroek, D., Hermans, L., & Schaap, G. (2014). Meer 'Miep' in het journaal? Een longitudinale inhoudsanalyse naar de veranderende rol van geïnstitutionaliseerde bronnen en burgerbronnen in televisienieuws. Paper presented at the Etmaal van de Communicatiewetenschap 2014, Wageningen, The Netherlands.
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* Top paper award

** Paper invited for publication in EAA Advances in Advertising Research Series (Springer Gabler)

***Paper invited for publication in special issue about the conference (*Tijdschrift voor Communicatiewetenschap*)

Voluntary Work (Recent Activities)

- 2019 - present Chair Donor Advisory Council, Sanquin Blood Supply Foundation
- 2015 - 2018 Member Donor Advisory Council, Sanquin Blood Supply Foundation
- 2013 - 2017 Volunteer Vereniging Nederland-Davos
Chair organization committee summer holiday for teenagers with asthma, eczema.
Volunteer at yearly holiday week in Davos, Switzerland.
- 2015 - 2016 Member organization committee World Blood Donor Day 2016, World Health Organization (WHO) / Sanquin Blood Supply Foundation
- 2003 - 2013 Volunteer Stichting de Luchtballon
Volunteer at yearly summer camps for children with asthma, eczema in The Netherlands.
Member (since 2006) and Chair (since 2010) organization committee summer camps.