

CURRICULUM VITAE
Margot J. van der Goot

PERSONAL INFORMATION

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Date and place of birth September 24, 1978; Amsterdam, the Netherlands



MISSION STATEMENT

We are now in a Summer of Communication Science, aligning with the present Summer of Artificial Intelligence (AI). Advances in AI and the availability of big data lead to fundamental changes in how people communicate, and in how communication scholars can analyze communication. One of the most profound turns is that social AI enables us to communicate with machines as *communicators* (so-called human-machine communication), instead of technology merely acting as a medium in human-human communication. This turn has also fueled a turn in my research focus. Throughout my career, my research has centered on theorizing individuals' responses to various forms of communication. Applying this research approach to human-machine communication helps to advance theoretical notions in this new field, simultaneously resulting in practical recommendations for digital communication technologies that are beneficial for differential target groups. Within the study of human-machine communication, my current research project about chatbot communication in a customer service context can be seen as a case. Because of my belief in research-based teaching, I have integrated this chatbot project in the obligatory Bachelor course Qualitative Research/Kwalitatief Onderzoek. Overall, my approach to research and teaching aims to result in much-needed insights in people's interactions with social AI systems, and in the effects of this communication on various outcomes.¹

EMPLOYMENT

Sep 2015 - present² **Assistant Professor** in Persuasive Communication
University of Amsterdam, Amsterdam School of Communication Research
ASCoR (0.7 fte: 0.28 fte research; 0.42 fte teaching)
*In chair group "Persuasion and new media technologies", led by prof.dr.
Guda van Noort (Jan 2019 - present)

Aug 2010 - Aug 2015 **(Senior) Lecturer** in Persuasive Communication
University of Amsterdam, Department of Communication Science

Oct 2010 - Mar 2011 **Postdoctoral researcher** NWO program *Begrijpelijke Taal* (0.3 fte)

2008 - 2010 **Lecturer**
Radboud University Nijmegen, Department of Communication Science

2003 - 2007 **PhD candidate**
Radboud University Nijmegen, Department of Communication Science

2002 - 2006 **Junior lecturer**
Radboud University Nijmegen, Department of Communication Science

¹ Elements in this Curriculum Vitae that are related to human-machine communication are indicated with a *

² Incl. pregnancy and maternity leaves for two children: Celia (2016) and Maja (2018)

2000 - 2001 **Editorial assistant** for ISI-ranked journal *New Media and Society*
Radboud University Nijmegen, Department of Communication Science

EDUCATION

2009 PhD
Radboud University Nijmegen, Faculty of Social Sciences
Dissertation: *Television viewing in the lives of older adults*
Promotor: prof. dr. J. W. J. Beentjes. Co-promotor: prof. dr. M. van Selm

2009 Teaching Qualification (BKO), Radboud University Nijmegen

1996 - 2001 Bachelor and Master of Science: cum laude, with honours
Communication Science, Radboud University Nijmegen

INTERNATIONAL RESEARCH VISITS

Feb - May 2007 Visiting scholar, University of Wisconsin-Madison, Department of
Communication Arts, USA

Jan - July 2000 Exchange student, Media and Cultural Studies, University of Sunderland, UK

GRANTS, HONORS & AWARDS

2019 *Logeion's Strategic Communication Challenge (€ 25,000 euro) for
qualitative interview study on chatbot communication

2018 - 2019 Van Reijmersdal Aspasia Fund, research time (0.1fte; 6 months) awarded to
women to increase their chances of promotion to higher positions in
academia

2018 Funding by Commissariaat voor de Media (€ 25,000 euro) for interview
study on youngsters' experiences of sponsored YouTube videos
(with Eva van Reijmersdal and Esther Rozendaal) [research report + journal
article in progress]

2016 - 2017 Research grants from ASCoR for project on emotional appeals [published in
International Journal of Communication; accepted at
Communications: The European Journal of Communication Research]

2015 Top Paper Award, International Communication Association, ICA,
conference theme Lifespan communication [published in
International Journal of Advertising]

2015 Top Paper Award, International Communication Association, ICA,
conference theme Lifespan communication [published in
Communications: The European Journal of Communication Research]

2015 Research grant from ASCoR for expert interviews with stakeholders on
resistance to persuasion (with Marieke Fransen)

2014 Teaching Award, College of Communication, for Bachelor course Qualitative
Research

Sep 2013 - Aug 2015	Research time (0.2 fte) awarded to lecturers by the College of Communication and Graduate School of Communication
Feb 2012 - Jan 2013	Research time (0.2 fte) awarded to lecturers by the College of Communication and Graduate School of Communication
2012	Collaboration in research project using data provided by SPOT (the Dutch knowledge centre on TV advertising) (with Hilde Voorveld) [published in <i>Journal of Broadcasting & Electronic Media</i>]
2010	Dissertation Award nomination, Netherlands School of Communications Research
2009	Collaboration in research project funded by King Baudoin Foundation (with Baldwin van Gorp) [research reports + book chapter + published in <i>Communication, Culture & Critique</i> and <i>Tijdschrift voor Communicatiewetenschap</i>]
Apr - Sep 2009	Research time (0.2 fte) awarded to talented young scholars by the Faculty of Social Sciences, Radboud University Nijmegen
2006	Dr. I.B.M. Frye Stipend, annually awarded to ten promising female PhD candidates (€ 3500), Radboud University Nijmegen

TEACHING

Communication Science, University of Amsterdam, 2010 - present

PhD	Convener of PhDclub Persuasive Communication and Entertainment Communication *Some of the PhD students work on human-machine communication, particularly Carolin Ischen on chatbot communication, Chiara de Jong and Caroline van Straten on social robots
MA	Research Methods Tailored to the Thesis: Qualitative Research *Theme 2019-2020: perceptions of chatbot communication in a customer service context Marketing Communication Media Strategies Message Strategies Master thesis supervision Supervision Research master students' research participation and internship *Project 2019: anthropomorphism and social presence in chatbot communication Tutor for Research Master students
BA	Qualitative research/Kwalitatief Onderzoek *Theme 2019-2020: perceptions of chatbot communication in a customer service context
Other	Coaching of new colleagues in persuasive communication group (Ewa Maslowska; Stephan Winter)

Communication Science, Radboud University Nijmegen, 2002 - 2010

MA	Master thesis supervision
BA	Research seminar- content analysis and qualitative research: Portrayal of older adults on television Research seminar- content analysis and qualitative research: Political communication Bachelor thesis supervision Skills in Communication Science Organizational communication- research project Supervision of students selected for the Radboud Honours Academy

SUPERVISION OF PHD CANDIDATES

Kim Brandes (ASCoR, January 2017). *Communicating about concerns in oncology*.
Supervisor of project based on focus groups.

Membership of doctoral committee (membership of reading committee)

Anne Kroon (ASCoR, September 2017). *Images of older workers: Content, causes, and consequences*.

MEMBERSHIP EDUCATION-RELATED COMMITTEES**Communication Science, University of Amsterdam**

Member of the Thesis Quality Master committee (2012 - present)

Member of the Research Methods-committee (2012 - present)

*I am a member because of my methodological expertise on qualitative research. Education related to for instance automated content analysis, big data, and digital analytics is also discussed.

Invited participation in meeting regarding self-scan research-based teaching (Mar 2018)

Member (2012 - 2014) and vice-chair (2014 - 2015) of the program committee (Opleidingscommissie, OC)

Communication Science, Radboud University Nijmegen

Student member of the program committee (Opleidingscommissie) (1999 - 2000)

SERVICES IN ACADEMIA

Board member of [NeFCA](#) (The Netherlands-Flanders Communication Association): secretary (Jan 2017 - Jan 2020) and vice-president (current)

*Member of the program committee for CONVERSATIONS 2019, 3rd international workshop on chatbot research (Amsterdam, November 2019)

*Member of the Conversational Agents Group (2019, initiated by Theo Araujo), in which we present and discuss ongoing research. One of my presentations was entitled "Conceptualizing social presence and anthropomorphism in human-chatbot communication in a customer service context"

Qualitative research consultant for ASCoR researchers. Providing feedback on for instance: *open-ended questions in experiment on chatbots; *qualitative project in VIDI proposal on robotics and employees' well-being; qualitative project in VENI proposal on political fiction; focus groups in VENI project on alcohol-related posts on social media; focus groups on interactions with sexual content on social media

Reviewer for journals: Human Communication Research; New Media and Society; Communications: The European Journal of Communication Research; International Journal of Advertising; Journal of Marketing Communications; Psychological Reports; The Gerontologist; Tijdschrift voor Communicatiewetenschap

Reviewer for conferences: Annual conference of the International Communication Association (ICA); International Conference on Research in Advertising (ICORIA); Etnaal van de Communicatiewetenschap

Reviewer for grants and awards: Swiss National Science Foundation; Dissertation Award 2014, International Communication Association (ICA), Division Journalism Studies

Moderating focus group on virtual buddies and cyberbullying, TU Delft, Oct 2012

Expert in the European Dementia workshop, invited by King Baudoin Foundation, Stirling, Scotland, May 2011

Representing the PhD candidates of the Department of Communication Science, Radboud University Nijmegen during the evaluation of *The Netherlands School of Communications Research* (NESCoR), Amsterdam, October 2004

Editor and editor-in-chief, *Freem*, student journal for Communication Science, Radboud University Nijmegen, 1997 - 2000

INVITED LECTURES

*Van der Goot, M. J. (2019, November). *Hoe ervaren mensen chatbots als communicatiepartners?* [How do people experience chatbots as communication partners?] Presentation at the symposium “Conversational agents in gezondheidscommunicatie”, organized by the Amsterdam Center for Health Communication (ACHC), Amsterdam, The Netherlands.

*Van der Goot, M. J. (2019, September). *Klantenservice via chatbots: Hoe ervaren mensen chatbots als communicatiepartner? Projectupdate* [Customer service through chatbots: How do people experience chatbots as communication partners? Project update]. Presentation at Logeion’s partner meeting, Amsterdam, The Netherlands.

*Van der Goot, M. J. (2019, September). Presentation at Logeion’s event “Onder Professoren”, Amsterdam The Netherlands.

Van Reijmersdal, E. A., Rozendaal, E., Van der Goot, M. J., & Metske, E. (2018). *Hoe ervaren minderjarigen gesponsorde YouTube video’s met een sponsorvermelding?* [How do youngsters experience sponsored YouTube videos?] Presentation at event organized by Commissariaat voor de Media about Social Code: YouTube, Amsterdam, The Netherlands.

Van der Goot, M. J. (2012, September). *Drukke reclames: wel voor jong, maar niet voor oud?* [Arousing commercials: Good for young, but not for old?]. Presentation at the SWOCC Symposium 2012, Amsterdam, The Netherlands.

Van der Goot, M. J. (2010, June). *Televisiekijken in het leven van ouderen* [Television viewing in the lives of older adults], InCompanyMedia-Seminar, Maastricht, The Netherlands.

Van der Goot, M. J. (2009, September). *Televisiekijken in het leven van ouderen* [Television viewing in the lives of older adults], Probus-club (Club of retired academics), Berg en Dal, The Netherlands.

Van der Goot, M. J. (2008, November). *Interviewen in onderzoek* [Interviewing in research], Fontys Hogeschool Journalistiek, Tilburg, The Netherlands.

Van der Goot, M. J. (2008, April). *Ouderen en media* [Older adults and media], Postgraduaatopleiding diversiteitsmanagement, Katholieke Universiteit Leuven, Belgium.

MEDIA APPEARANCES

*With my research project on chatbot communication, I won Logeion’s Strategic Communication Challenge (April 2019). This news has been communicated on Logeion’s [website](#) (which has been referred to elsewhere online), and has led to an interview with me in Logeion’s magazine [C](#).

The interview study on youngsters’ experiences of sponsored YouTube videos (with Eva van Reijmersdal and Esther Rozendaal, funded by Commissariaat voor de Media) has appeared in among others television programs (*EenVandaag*, *Kassa*) and print outlets (*Financieel Dagblad*, *Kidsweek*, *Parool*). The interview study has also been used in the development of the [Social Code: YouTube](#).

Articles and interviews about my work on older adults and media have appeared in several Dutch newspapers (*Spits*, *Nederlands Dagblad*), magazines (*NCRV gids*, *Plus*), on the radio (*Radio 1*, *Radio 5*, *Radio*

538, *Omroep Friesland, Radio Gelderland*), and on websites (e.g., *50plusexpertisecentrum, Kennislink, In Media Res*).

SERVICES OUTSIDE OF ACADEMIA

Expert in round table discussion in meeting for marketers interested in the 50+market, Route 50plus, Amsterdam, May 2010

Expert advisor for *BureauVijftig*, marketing company directed at the 50+ audience, 2009 - 2010

Volunteer for *Stichting Welzijnswerk Ouderen Nijmegen* [local organization providing social services to older adults], 2003 - 2010

Volunteer for *de Zonnebloem* [national charity devoted to (mostly older) people with physical impairments], Nijmegen, 2006

Teacher of Internet course for older people, *Oud Burgeren Gasthuis* [old people's home], Nijmegen, 2002

PUBLICATIONS³

Peer-reviewed journal articles

Van der Goot, M. J., Bol, N., & Van Weert, J. C. M. (accepted for publication). Age differences in preferences for emotionally-meaningful versus knowledge-related appeals. *Communications: The European Journal of Communication Research*.

Van der Goot, M. J., Bol, N., & Van Weert, J. C. M. (2019). Translating socioemotional selectivity theory into persuasive communication: Conceptualizing and operationalizing emotionally-meaningful versus knowledge-related appeals. *International Journal of Communication*, 13, 1416-1437.

Linn, A. J., **Van der Goot, M. J.**, Brandes, K., Van Weert, J. C. M., & Smit, E. G. (2019). Cancer patients' needs for support in expressing instrumental concerns and emotions. *European Journal of Cancer Care*. doi:10.1111/ecc.13138

Van der Goot, M. J., Rozendaal, E., Oprea, S. J., Ketelaar, P., & Smit, E. G. (2018). Media generations and their advertising attitudes and avoidance: A six country comparison. *International Journal of Advertising*, 37, 289-308. doi:10.1080/02650487.2016.1240469

Brandes, K., **Van der Goot, M. J.**, Smit, E. G., Van Weert, J. C. M., & Linn, A. J. (2017). Understanding the interplay of cancer patients' instrumental concerns and emotions. *Patient Education and Counseling*, 100, 839-845. doi:10.1016/j.pec.2017.02.002

Van der Goot, M. J., Van Reijmersdal, E. A., & Kleemans, M. (2015). Age differences in recall and liking of arousing television commercials. *Communications: The European Journal of Communication Research*, 40, 295-317. doi:10.1515/commun-2015-0013

³ Research time in months since PhD (2009):

(Apr - Sep 2009: 0.2 fte × 6 months = 1.2 months) + (Feb 2012- Jan 2013: 0.2 fte × 12 months = 2.4 months) + (Sep 2013-Aug 2015: 0.2 fte × 24 months = 4.8 months) + (Sep 2015- Mar 2016: 0.28fte × 7 months = 2.0 months) + (Apr-Jul 2016 = 4 months × 0 fte (pregnancy leave) = 0 months) + (Aug 2016-Mar 2018: 0.28fte × 20 months = 5.6 months) + (Apr-Jul 2018 = 4 months × 0 fte (pregnancy leave) = 0 months) + (Aug 2018-March 2020: 0.28fte × 20 months = 5.6 months) + (ASPASIA 0.1fte × 6 months = 0.6 months) = total months of research = 22.2.

As researcher for NWO-program *Begrijpelijke Taal*: 1.8 months.

- Van der Goot, M. J.**, Beentjes, J. W. J. , & Van Selm, M. (2015). Older adults' television viewing as part of selection and compensation strategies. *Communications: The European Journal of Communication Research*, 40, 93-111. doi:10.1515/commun-2014-0025
- Voorveld, H. A. M., & **Van der Goot, M. J.** (2013). Age differences in media multitasking: A diary study. *Journal of Broadcasting & Electronic Media*, 57, 392-408. doi:10.1080/08838151.2013.816709
- Van der Goot, M. J.**, Beentjes, J. W. J., & Van Selm, M. (2012). Meanings of television in older adults' lives: An analysis of change and continuity in television viewing. *Ageing & Society*, 32, 147-168. doi:10.1017/S0144686X1100016X
- Van Gorp, B., & **Van der Goot, M. J.** (2012). Sustainable food and agriculture: Stakeholders' frames. *Communication, Culture and Critique*, 5, 127-148. doi:10.1111/j.1753-9137.2012.01135.x
- Hoeken, H., Van der Geest, T., **Van der Goot, M. J.**, Hornikx, J., Jongenelen, M., & Kruijkemeier, S. (2011). De rol van begrijpelijke taal in een digitale context: Ontwikkelingen op de domeinen Leven Lang Leren, complexe financiële producten, bestuur en politiek, en gezondheid. *Tijdschrift voor Taalbeheersing*, 33, 266-286.
- Van der Goot, M. J.** (2009). Televisiekijken in het leven van ouderen: een literatuuroverzicht. *Tijdschrift voor Communicatiewetenschap*, 37, 162-175.
- Van Gorp, B., & **Van der Goot, M. J.** (2009). Van Frankenstein tot de Goede Moeder: De inzet van frames in de strategische communicatie over duurzaamheid. *Tijdschrift voor Communicatiewetenschap*, 37, 303-316.
- Peer-reviewed book chapters**
- Van Reijmersdal, E. A., Rozendaal, E., Van der Goot, M. J. (forthcoming). Children's perceptions of sponsorship disclosures in online influencer videos. In M. Waiguny & S. Rosengren (Eds.), *Advances in Advertising Research Series (Vol. XI)*.
- ***Van der Goot, M. J.**, & Pilgrim, T. (2020). Exploring age differences in motivations for and acceptance of chatbot communication in a customer service context. In A. Følstad et al. (Eds.), *Chatbot Research and Design: Third International Workshop, CONVERSATIONS 2019* (Lecture Notes in Computer Science; Vol. 11970, pp. 173-186). Cham: Springer. doi:10.1007/978-3-030-39540-7_12
- Van der Goot, M. J.** (2016). Older adults' mediated communication: Current perspectives among communication scholars. In J. F. Nussbaum (Ed.), *Communication across the life span* (pp.79-89). New York, NY: Peter Lang.
- Van der Goot, M. J.**, Van Reijmersdal, E. A., & Kleemans, M. (2016). The effects of emotional television advertising on older and younger adults. In P. W. J. Verlegh, H. A. M. Voorveld, & M. Eisend (Eds.), *Advances in advertising research (Vol. VI)* (pp.115-124). Wiesbaden: Springer Gabler.
- Van Gorp, B., & **Van der Goot, M. J.** (2011). Talking about sustainability: Responses to frames in persuasive messages about sustainable agriculture and food. In T. van Haaften, H. Jansen, J. de Jong, & W. Koetsenruijter (Eds.), *Bending opinion: Essays on persuasion in the public domain* (pp. 373-393). Leiden, The Netherlands: Leiden University Press.
- Van der Goot, M. J.** (2009). Older widows' television viewing: An interview study. In R. P. Konig, P. W. M. Nelissen, & F. J. M. Huysmans (Eds.), *Meaningful media: Communication research on the social construction of reality* (pp. 106-118). Nijmegen, The Netherlands: Tandem Felix.

Van der Goot, M. J., Beentjes, J. W. J., & Van Selm, M. (2006). Older adults' television viewing from a lifespan perspective: Past research and future challenges. In C. S. Beck (Ed.), *Communication yearbook 30* (pp.431-469). Mahwah, New Jersey: Lawrence Erlbaum Associates.

Van der Goot, M. J., Beentjes, J. W. J., & Van Selm, M. (2004). Elderly people's media use in the context of personal meaning. In K. Renckstorf, D. McQuail, J.E. Rosenbaum & G. Schaap (Eds.), *Action theory and communication research: Recent developments in Europe* (pp. 163-176). Berlin: Mouton de Gruyter.

Encyclopedia entries

Van der Goot, M. J., & Beentjes, J. W. J. (2015). Media use across the life-span. In W. Donsbach (Ed.), *The international encyclopedia of communication (update)*. Oxford/ Washington: Blackwell/ICA.

Van der Goot, M. J., & Beentjes, J. W. J. (2015). Media use across the life-span. In W. Donsbach (Ed.), *The concise encyclopedia of communication*. Oxford/ Washington: Blackwell/ICA.

Van der Goot, M. J., & Beentjes, J. W. J. (2008). Media use across the life-span. In W. Donsbach (Ed.), *The international encyclopedia of communication*. Oxford/ Washington: Blackwell/ICA.

Dissertation

Van der Goot, M. J. (2009). *Television viewing in the lives of older adults*. Dissertation, Nijmegen.

A review of this dissertation, including my response, has appeared in *Tijdschrift voor Gerontologie en Geriatrie* (2010), p. 104-106.

Editorials

Van Selm, M., Klinkenberg, I., **Van der Goot, M. J.**, & Peters, O. (2009). Het Etmaal van de Communicatiewetenschap 2009: Een gelegenheid tot ontmoeting. *Tijdschrift voor Communicatiewetenschap*, 37, 271-273.

Research reports & professional publications

Van Reijmersdal, E. A., Rozendaal, E., **Van der Goot, M. J.**, & Metske, E. (2018). *Hoe ervaren minderjarigen gesponsorde YouTube video's? Een kwalitatieve studie onder 10-16 jarige kinderen* [How do youngsters experience sponsored YouTube videos? A qualitative study among 10-16 year old children]. Report for the Commissariaat voor de Media.

Van der Goot, M. J. & Van Reijmersdal, E. A. (2012, September). *Arousal en product placement* [Arousal and product placement]. *Clou*, 59, p. 34.

Van der Goot, M. J. & Van Reijmersdal, E. A. (2012, April). *Geen kouwe drukte graag* [Not too wild please]. *MarketingRendement*, 13, p. 23.

Hoeken, H., Van der Geest, T., **Van der Goot, M. J.**, Hornikx, J., Jongenelen, M., & Kruikemeier, S. (2011). *Digitalisering en begrijpelijke taal: Ontwikkelingen op de domeinen Leven Lang Lereren, complexe financiële producten, bestuur en politiek, en gezondheid*. Available at nwo.nl.

Sikkel, D. & **Van der Goot, M. J.** (2010). *Internet* (Serie Route 50plus Consumer Studies). Amsterdam: Route 50plus.

Sikkel, D. & **Van der Goot, M. J.** (2010). *Televisie* (Serie Route 50plus Consumer Studies). Amsterdam: Route 50plus.

Van Gorp, B. & **Van der Goot, M. J.** (2009). *Framing duurzame landbouw in België: Strategieën om de boodschap van duurzaamheid effectief naar alle belanghebbenden te communiceren*. Brussels: King Baudoin Foundation.

Van Gorp, B., & **Van der Goot, M. J.** (2009). *Framing en matière d'agriculture durable en Belgique. Stratégies en vue de communiquer efficacement à tous sur la notion de durabilité*. Brussels: King Baudoin Foundation.

Manuscripts in progress

Van der Goot, M. J., Zandbergen, S., & Van Reijmersdal, E. A. (submitted). Sponsorship disclosures in online sponsored content: Practitioners' considerations. *Journal of Media Ethics*.

Van der Goot, M. J. (data collected; analysis ongoing). Chatbots as communication partners in customer service: How do the concepts "source orientation", "anthropomorphism" and "social presence" help to understand this new communication phenomenon?

Academic conference papers

***Van der Goot, M. J.** & Pilgrim, T. (2019, November). *Exploring age differences in motivations for and acceptance of chatbot communication in a customer service context*. Paper accepted for presentation at CONVERSATIONS 2019, 3rd international workshop on chatbot research, Amsterdam, The Netherlands.

Van Reijmersdal, E. A., Rozendaal, E., **Van der Goot, M. J.** (2019, June). *Children's perceptions of sponsorship disclosures in online influencer videos*. Paper presented at the International Conference of Research in Advertising (ICORIA), Krems, Austria.

***Van der Goot, M. J.**, Rodriguez Hidalgo, C., & Pilgrim, T. (2019, May). *Conceptualizing anthropomorphism and social presence in human-chatbot communication in a customer service context*. Paper presented at the Preconference "Communicating with Machines: Boundless Imagination" of the Annual Conference of the International Communication Association (ICA), Washington, United States.

Van der Goot, M. J. & Van Weert, J. C. M. (2019, May). Age differences in preferences for emotionally-meaningful versus knowledge-related appeals. Paper presented at the International Communication Association Conference, Washington, United States.

Van der Goot, M. J., Zandbergen, S., & Van Reijmersdal, E. A. (2019, May). Sponsorship disclosures in online sponsored content: Practitioners' considerations. Paper presented at the International Communication Association Conference, Washington, United States.

Van der Goot, M. J., Bol, N., & Van Weert, J. C. M. (2019, February). Differences between older and younger adults in preferences for emotionally-meaningful versus knowledge-related appeals. Paper presented at the Etmaal van de Communicatiewetenschap, Nijmegen, The Netherlands.

Brandes, K., **Van der Goot, M. J.**, Smit, E. G., van Weert, J. C. M., & Linn, A. J. (2018, September). *A framework for developing interventions to support cancer patients in expressing concerns*. Paper presented at the EACH International Conference on Communication in Health Care, Porto, Portugal.

Van der Goot, M. J., Zandbergen, S., & Van Reijmersdal, E. A. (2018, February). *What's in it for me? Practitioners' (un)willingness to use sponsorship disclosures in online sponsored content*. Paper presented at the Etmaal van de Communicatiewetenschap, Ghent, Belgium.

- Van der Goot, M. J., Bol, N., & Van Weert, J. C. M.** (2017, June). *Translating Socioemotional Selectivity Theory into persuasive communication: Conceptualizing and operationalizing emotionally-meaningful versus knowledge-related appeals*. Paper presented at the International Conference on Research in Advertising (ICORIA), Ghent, Belgium.
- Van der Goot, M. J., Bol, N., & Van Weert, J. C. M.** (2017, January). *Translating Socioemotional Selectivity Theory into persuasive communication: Conceptualizing and operationalizing emotionally-meaningful versus knowledge-related appeals*. Paper presented at the Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands.
- Kniep, A., **Van der Goot, M. J.**, & Fransen, M. L. (2017, January). *Experts' views on resistance towards persuasion*. Paper presented at the Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands.
- Brandes, K., **Van der Goot, M. J.**, Smit, E.G, Van Weert, J. C. M, & Linn, A. J. (2016, March). *Patients' descriptions of concerns during and after cancer and sources they use to communicate about concerns: New possibilities for the VR-CoDES?* Paper presented at the Verona network on sequence analyses XIV invitational workshop, Verona, Italy.
- Brandes, K., **Van der Goot, M. J.**, Smit, E. G, Van Weert, J. C. M, & Linn, A. J. (2016, February). *Patients' concerns during and after cancer: How can online and offline communication offer support?* Paper presented at the Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- Van der Goot, M. J.**, Rozendaal, E., Ketelaar, P., & Smit, E. G. (2015, May). *Media generations and their advertising attitudes and avoidance: A six country comparison*. Paper presented at the International Communication Association (ICA) conference, San Juan, Puerto Rico. [TOP PAPER AWARD]
- Van der Goot, M. J.**, Van Reijmersdal, E. A., & Kleemans, M. (2015, May). *Age differences in recall and liking of arousing television commercials*. Paper presented at the International Communication Association conference (ICA), San Juan, Puerto Rico. [TOP PAPER AWARD]
- Van der Goot, M. J.**, Rozendaal, E., Ketelaar, P., & Smit, E. G. (2015, February). *Media generations and their advertising attitudes and avoidance: A six country comparison*. Paper presented at the Etmaal van de Communicatiewetenschap, Antwerp, Belgium.
- Van der Goot, M. J.**, Van Reijmersdal, E. A., & Kleemans, M. (2014, June). *The effects of emotional television advertising on older and younger adults*. Paper presented at the International Conference on Research in Advertising (ICORIA), Amsterdam, The Netherlands.
- Van der Goot, M. J.**, Rozendaal, E., Ketelaar, P., & Smit, E. G. (2014, June). *Age differences in advertising avoidance and attitude toward advertising across media: A six country comparison*. Paper presented at the International Conference on Research in Advertising (ICORIA), Amsterdam, The Netherlands.
- Hameleers, M., & **Van der Goot, M. J.** (2014, February). *Transparency in qualitative research: Lessons from studies recently published in communication journals*. Paper presented at the Etmaal van de Communicatiewetenschap, Wageningen, The Netherlands.
- Van der Goot, M. J.**, & Voorveld, H. A. M. (2013, June). *Age differences in media multitasking: A diary study*. Paper presented at the International Communication Association (ICA) conference, London, UK.

- Van der Goot, M. J.**, Van Reijmersdal, E. A., & Kleemans, M. (2013, February). *Differences between younger and older adults in responses to emotional television commercials*. Paper presented at the Etmaal van de Communicatiewetenschap, Rotterdam, The Netherlands.
- Van der Goot, M. J.**, & Van Reijmersdal, E. A. (2012, February). *Age differences in liking and recall of arousing television commercials*. Paper presented at the Etmaal van de Communicatiewetenschap, Leuven, Belgium.
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