DENISE J. ROTH

ORCID: 0009-0005-6951-2930

Bluesky: deniseroth.bsky.social

WoS: MGB-3800-2025

PERSONAL DETAILS

Address:	Amstelveenseweg 611A, 1081JD Amsterdam
Telephone/Email:	+31627547163, denise.roth@wur.nl
Date of birth:	12.16.1997
Place of birth:	Landau in der Pfalz, Germany
Nationality:	German

PERSONAL PROFILE

I am a PhD candidate at the Strategic Communication Group at Wageningen University & Research. My research focuses on issues relating to the politicization of science communication and the relationship between science and society from a political communication perspective. In my research, I make use of various methods such as computational text analysis, experimental designs, and time-series analysis. I quickly adapt to new environments, and I am looking forward to deepening my profile as a responsible and multi-method researcher who bridges approaches from various research fields in collaboration with others.

CAREER DEVELOPMENT

Wageningen University & Research

PhD Candidate | October 2023 – September 2027 (Expected)

- I am a PhD Candidate under the supervision of Dr. Svenja Schäfer, Prof. Dr. Sanne Kruikemeier and Prof. Dr. Rens Vliegenthart, focusing on the politicization of science communication. My dissertation includes five papers: (1) agenda-setting dynamics around climate change adaptation; (2) public perceptions of science-politics interactions across 16 European countries; (3) hateful communication targeting politicians, journalists, and scientists on social media using computational text analysis; (4) rhetorical strategies used by societal actors to cast doubt on scientific evidence, applying machine learning methods; and (5) an experiment on the effects of politicization as a communicative strategy, considering individual socio-demographic moderators.

Wageningen University & Research

Research Assistant | February 2023 – September 2023

- I worked as a Research Assistant on the D3-C2 project "Taking climate action in the hustle of policy, politics and (social) media" where I assisted in examining the dynamic interactions of policy, politics, traditional media, and social media regarding the attention and framing of climate change adaptation in the Netherlands and the UK. In the project, computational methods to analyze textual data from various sources (e.g. newspaper articles, parliamentary debates, Twitter data, etc.) were used.

Vrije Universiteit Amsterdam

Student Assistant | August 2022 – August 2023

- I was one of the team members of the R helpdesk at the Communication Science Department where I supported the teaching of courses using R and helped staff members with any issues they have while using the program. The courses that I supported are focused on both advanced statistics as well as text analysis.

Vrije Universiteit Amsterdam

Student Assistant | August 2022 – August 2023

- I worked as the student mentor of my Research Master program. I was responsible for organizing events and offering first year students support with their courses. Furthermore, I assisted the program coordinator in teaching the course "Peer Group Learning".

Mannheim Centre for European Social Research

Student Assistant | August 2020 – July 2021

- I worked in a team of sociologists that investigates the socioeconomic, political attributes, education trajectories, and experiences of German youths with a migration history. I helped organizing and supervising CATIs (computer-assisted phone interviews). I conducted literature research on issues related to education trajectories and discrimination in the German education system.

Mannheim Centre for European Social Research

Student Assistant | October 2018 – May 2019

- I worked in a team of two political sociologists where we studied reasons why people vote and engage politically. I helped organizing focus group interviews and oversaw creating written transcripts of all interviews. In addition, I applied quantitative manual content analysis and combined the interview data with survey data in a mixed-method design.

EDUCATION

Vrije Universiteit Amsterdam

Research Master Societal Resilience, Master of Science | August 2021 – July 2023

- GPA: 8.6 (graduated with distinction), Thesis awarded with a 9.0 (out of 10) and nominated for the Johannes van der Zouwen Thesis price of the Faculty of Social Sciences

- Courses include Data Mining & Text Analysis, Social Network Analysis, Dynamics of Interconnectedness and Polarization, and Mixed Methods. I am particularly interested in issues related to political polarization, political communication, and conspiracy ideologies

University of Mannheim

Bachelor of Arts Political Science, Minor in Media and Communication Studies | August 2017 – February 2021

- *Thesis in Political Sociology with the title: Abortion Attitudes and the Evangelical Vote for Donald Trump in the 2016 Presidential Election*
- Courses included The Politics of Free Speech and Censorship, Political Communication and Networks, Empirical Political Research

The University of Sheffield

Erasmus+ Exchange (Politics and International Relations) | September 2019 – February 2020

- Courses included Contemporary International Relations Theory, Political Theory in Practice, and The Political Economy of Global Capitalism

PUBLICATIONS

Roth, D. J., Bai, N., Biesbroek, R., Dewulf, A., Kruikemeier, S., de Leur, D., van der Velden, M. A. C. G., de Vries, E., & Vliegenthart, R. (2025). Unveiling Climate Adaptation: A Comprehensive Analysis of Agenda-Setting Dynamics in the United Kingdom and the Netherlands. *Science Communication*, *0*(0). https://doi.org/10.1177/10755470251376576

Schrijver, L., **Roth, D.J**., Jans, E., Vrielink, J., & Guldemond, P. (2025). Effective Ways of Casting Doubt? Examining the Different Effects of Blatant and Suggestive Disinformation. *International Journal of Communication, 19*, 23. Retrieved from https://ijoc.org/index.php/ijoc/article/view/23276

WORKING PAPERS

Van der Velden, M., López Ortega, A., **Roth, D.J.**, & Guldemond, P. (accepted). "Populism and Polarization: A Nostalgic Narrative of 'Us' and 'Them'". *Government & Opposition*

Schäfer, S., **Roth, D.J.,** Mede, N., Kruikemeier, S., & Vliegenthart, R. "Playing it smart: Can gamification and alarmist framing improve public understanding of zoonotic diseases?" [Under Review]

Van der Velden, M., López Ortega, A., **Roth, D.J.**, & Guldemond, P. "Do We All Long for the Past? Investigating Nostalgia as a Persuasive Political Rhetorical Strategy". [Under Review]

Roth, D.J., Schäfer, S., Kruikemeier, S., & Vliegenthart, R. "Public Attitudes Toward Science and Politics: Understanding Public Perceptions in 16 European Countries". [Under Review]

Roth, D.J., De Vries, E., Schäfer, S., Kruikemeier, S., & Vliegenthart, R. "Targeted Hostility: Hateful Communication in YouTube Comments towards Journalists, Politicians, and Scientists".

Roth, D.J., Van der Velden M., & Damstra, A. "The Scientization of Politics: How Politicians Use Science Instrumentally to Depoliticize Conflict".

CONFERENCE PRESENTATIONS

| **SCOPE Conference 2025** | RPTU Landau, 2025 |
| **Communicating Planetary Health Conference '25** | LMU Munich, 2025 |

75th Annual Conference of the ICA '25	Denver, Colorado, 2025
7th Annual COMPTEXT Conference '25	Vienna, University of Vienna, 2025
Etmaal van de Communicatiewetenschap '25	Bruges, KU Leuven, 2025
6th Annual COMPTEXT Conference '24	Amsterdam, Vrije Universiteit Amsterdam, 2024
Etmaal van de Communicatiewetenschap '24	Rotterdam, Erasmus Universiteit Rotterdam, 2024
5th Annual COMPTEXT Conference '23	Glasgow, University of Strathclyde, 2023
Etmaal van de Communicatiewetenschap '23	Enschede, Universiteit Twente, 2023

TEACHING

Teacher of the course "Data Types for Health Promotion"

- Master of Science in Health and Society, WUR

SKILLS

- **Languages**: English (native), German (native), Dutch (fluent), French (intermediate), Spanish (beginner), Hebrew (beginner)

- **Statistical Software**: R, STATA, SPSS

- **Programming**: Python

- **Databases**: ElasticSearch

- **Markup Languages**: Markdown, LaTex, HTML, CSS, JavaScript

- **System administration**: Linux, cloud computing

AWARDS & FUNDING

- **Junior Researcher Grant of the Wageningen School of Sciences 2025**

    o €4000

- **Johannes van der Zouwen Thesis price of the Faculty of Social Sciences, Vrije Universiteit Amsterdam 2023**

    o Nominated

SERVICE TO PROFESSION

- **Reviewer for:**

    o Journals: *New Media & Society*

    o Conferences: ICA

REFERENCES

- Prof. Dr. Sanne Kruikemeier: sanne.kruikemeier@wur.nl

- Prof. Dr. Rens Vliegenthart: rens.vliegenthart@wur.nl

- Dr. Mariken van der Velden: m.a.c.g.vander.velden@vu.nl

- Dr. Svenja Schäfer: svenja.schaefer@wur.nl