

Curriculum Vitae

Martin Jansen

Duisburg, Germany/Nijmegen, Netherlands

m.p.jansen@icloud.com

Website: <http://martinpjansen.github.io>

ResearchGate: <https://www.researchgate.net/profile/Martin-Jansen-5>

Open Science Framework: <https://osf.io/crhn5/>

LinkedIn: <https://www.linkedin.com/in/martinpjansen/>

Research interests

During my bachelor education, which focused on marketing and sales, my interests for the underlying psychological mechanisms in these areas started to grow. Therefore, I have chosen to broaden my vision and started a master degree in communication science. During my master studies I have developed a particular interest in research, consumer behavior and culture and innovations in communication, and this motivated me to start working as a research assistant while finishing my master. Given this background, I am now advancing my understanding of consumer behavior, innovations in communication and their impact on society through a PhD at the University of Duisburg-Essen in which I investigate the effects of transparency measures regarding microtargeting in the political environment.

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 Student, 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
- 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
- 2018 Sales Agent, responsible for direct sales for museums and not for profit organizations
Fonky Sales Nijmegen
- 2012-2015 Bar/team responsible, active at professional soccer club N.E.C. Nijmegen
68 Degrees

Peer reviewed articles

Jansen, M., Meier, Y., & Krämer, N.C. (In review) Time for transparent targeting: Effects of disclosing microtargeting on coping mechanisms, credibility, and political attitude. *Communication Research*.

Jansen, M., & Krämer, N.C. (In review) The effects of targeting disclosure labels on credibility and trustworthiness for micro-targeted political advertisements. *Weizenbaum Journal of the Digital Society*.

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

Ngo, T., Wischnewski, M., Bernemann, R., **Jansen, M.**, & Krämer, N.C. (In review). Spot the Bot: How Users Detect Social Bots and Use Profile Verification Tools on Twitter. *Computers in Human Behaviour*.

Academic conferences

Conference presentations

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

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

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

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

Conference panels

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

Research Experience

2020-present	Researcher/PhD Candidate <i>Social Psychology: Media and Communication. University of Duisburg Essen</i> 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 <i>Radboud University</i> Responsible for preparation, organization, and data collection of three studies: one experimental study on the influence of stereotypes on teacher evaluations in higher education, 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 trough 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 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.

Society memberships

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

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 (SMA)

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

Certificates

Data Science: R Basics, Harvard University via edX

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)