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**Open Science Framework (OSF):** <https://osf.io/qkfet/>

**Research areas:** Communication; media psychology; developmental/moral/political psychology; adolescence; morality and values; ethics; social media; content creators; well-being; quantitative methods; open science.

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### EDUCATION AND ACADEMIC DEGREES

2020 – 2025	<p><b>PhD in Social Sciences</b>, specialization in Communication Sciences  <i>Media Psychology Lab, Department of Communication Science, KU Leuven, Belgium</i>          Thesis: <i>Politics Undercover: Understanding the role of social media personalities in the development of adolescents' political self</i>          Supervisor: Prof. Dr. Laura Vandenbosch   Defended: 22 September 2025</p>
2018 – 2019	<p><b>Master's Degree in Political Psychology of International Relations</b> (with Distinction)  <i>University of Birmingham, United Kingdom</i></p>
2017 – 2018	<p><b>Bachelor's Degree in Psychology</b> – Year 3 Exchange (with Distinction)  <i>University of Calgary, Canada</i></p>
2015 – 2018	<p><b>Bachelor's Degree in Psychology</b> (Top of cohort – ranked 1st over 4 consecutive semesters out of 800 students)  <i>University of Tours, France</i></p>
2013 – 2015	<p><b>Advanced Technician's Certificate (BTS)</b> in Interior and Space Design (with Distinction)  <i>École Supérieure des Arts Appliqués et du Textile, Roubaix, France</i></p>

### SCIENTIFIC CAREER

10/2025 – present	<p><b>Postdoctoral Researcher</b> (Postdoctoral Mandate PDM Type 2, Special Research Fund – BOF, KU Leuven)</p> <p><i>Media Psychology Lab, Department of Communication Science, KU Leuven, Belgium</i></p> <p>Competitive personal fellowship funding one year of postdoctoral salary and a bench fee of 3,800€, awarded for the development of an independent research program on the risks and opportunities of social media influencers and platforms as contexts and agents of adolescents' moral socialization.</p> <p>Project: <a href="#">Influencers as moral agents</a></p>
01/2020 – 09/2025	<p><b>Doctoral Researcher</b> – MIMiC Project (European Research Council Starting Grant)</p> <p><i>Media Psychology Lab, KU Leuven, Belgium (PI: Prof. Dr. Laura Vandenbosch)</i></p> <p>Project: <a href="#">Youth Media Use and Effects</a></p> <p><b>Key responsibilities:</b></p> <ul style="list-style-type: none"> <li>– Coordination of the French component of the project</li> <li>– Full operational management of fieldwork (school and institution recruitment, logistical coordination, participant follow-up)</li> <li>– Development, translation, and validation of measurement instruments</li> <li>– Design of quantitative content analyses (development of original codebooks)</li> <li>– Implementation of a digital data donation study, qualitative interviews, a three-wave longitudinal panel study, and an Experience Sampling Method study, including data collection, processing, and advanced analysis</li> <li>– Advanced statistical analyses (Structural Equation Modelling, longitudinal models, multilevel analyses)</li> <li>– Coordination and supervision of research assistants</li> <li>– Organization of the project's closing study day in France, bringing together researchers, policymakers (DSA officer), associations, field actors, and parents</li> </ul>
2018 – 2019	<p><b>Volunteer Research Assistant</b></p> <p><i>Institute for Conflict, Cooperation and Security, University of Birmingham, United Kingdom</i></p> <p>Contribution to projects in international political psychology, developing expertise in the analysis of political identities and conflict dynamics during my Master.</p>
2017 – 2018	<p><b>Volunteer Research Assistant</b></p> <p><i>Neurocognitive Disorders Lab, University of Calgary, Canada</i></p> <p>Participation in cognitive neuroscience projects, acquiring quantitative and experimental methodological rigor during my 3<sup>rd</sup> Bachelor.</p>

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## GRANTS, COMPETITIVE AWARDS AND DISTINCTIONS

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2026	<p><b>Best Published Article Award</b> – <i>Children, Adolescents, and Media (CAM) Division, International Communication Association (ICA)</i>. International distinction for the co-authored article “The Perfect Li(f)e: A Longitudinal Study on Positive Social Media Content and European Adolescents' Perfectionism” (<i>Communication Research</i>).</p>
2025	<p><b>Postdoctoral Mandate</b> (PDM Type 2) – Special Research Fund (BOF), KU Leuven. Highly competitive personal fellowship (97 000€, acceptance rate: 26.7%), awarded on my name based on external evaluation of the proposed research program and scientific profile.</p>
2025	<p><b>Societal Impact Award</b> (Maatschappijprijs) – Humanities and Social Sciences Group, KU Leuven. Collective distinction recognizing the societal impact of the lab's work, with active personal contribution through science communication, participant debriefing,</p>

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|      | policy contributions related to the Digital Services Act, and the <i>Mediawijs</i> vision text on youth and social media.  |
| 2025 | Two published articles ranked among the <b>most cited papers</b> of the past three years in the leading international journals <i>Information, Communication &amp; Society</i> and <i>Environment &amp; Behavior</i> . |
| 2025 | Third place – <b>One Health Day Art Competition</b> (Leuven One Health Institute). Distinction for the poem-collage <i>The Object</i> , exploring the links between digital technologies, health, and the environment. |

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## PUBLICATIONS

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### Doctoral Dissertation

1. **Gonzalez, A.** & Vandenbosch, L. (supervisor) (2025). *Politics Undercover: Understanding the role of social media personalities in the development of adolescents' political self*. Doctoral dissertation. KU Leuven.  
[https://kuleuven.limo.libis.be/discovery/fulldisplay?docid=alma9995884962701488&context=L&vid=32\\_KUL\\_KUL:KULeuven](https://kuleuven.limo.libis.be/discovery/fulldisplay?docid=alma9995884962701488&context=L&vid=32_KUL_KUL:KULeuven)

### Peer-Reviewed Articles in International Journals

1. **Gonzalez, A.**, Maes, C., & Rousseau, A. (2026). Investigating the Role of Social Media and News Media in Pro-Environmental Behaviors Over Time: An Application of the General Learning Model. *Journal of Children and Media*. <https://doi.org/10.1080/17482798.2026.2624805>
2. **Gonzalez, A.**, Lissens, M., & Vandenbosch, L. (2025). Politically-Influenced by Non-Political Actors? Longitudinal Reciprocal Associations Between Social Media Personalities' Political Social Media Posts and Political Interest in Adolescence. *New Media & Society*, 1–22. <https://doi.org/10.1177/14614448251382485>
3. **Gonzalez, A.**, Akgün, I. I., & Vandenbosch, L. (2025). The Values of Fame: Exploring the Visual and Textual Representations of Basic Values in Influencers' Instagram Content. *Social Media + Society*, 11(2), 1–12. <https://doi.org/10.1177/20563051251339035>
4. Vanhoffelen, G., **Gonzalez, A.**, Schreurs, L., Giraudeau, C., & Vandenbosch, L. (2025). The Perfect Li(f)e: A Longitudinal Study on Positive Social Media Content and European Adolescents' Perfectionism. *Communication Research*. <https://doi.org/10.1177/00936502251337650>
5. **Gonzalez, A.**, Cingel, D. P., & Vandenbosch, L. (2024). A Systematic Content Analysis of the Moral Foundations Featured in Celebrities', Influencers', and Athletes' Instagram Content. *Mass Communication and Society*, 27(6), 1580–1608. <https://doi.org/10.1080/15205436.2024.2317764>
6. **Gonzalez, A.**, Schmuck, D., & Vandenbosch, L. (2023). Posting and Framing Politics: A Content Analysis of Celebrities', Athletes', and Influencers' Instagram Political Content. *Information, Communication & Society*, 27(8), 1605–1627. <https://doi.org/10.1080/1369118X.2023.2285495>
7. **Gonzalez, A.**, Vandenbosch, L., & Rousseau, A. (2023). A Panel Study of the Relationships Between Social Media Interactions and Adolescents' Pro-Environmental Cognitions and Behaviors. *Environment and Behavior*, 55(6–7), 1–34. <https://doi.org/10.1177/00139165231194331>

### Peer-Reviewed Articles in National Journals

8. Pastor, E. M., Blanco-Ruiz, M. A., **Gonzalez, A.**, & Rosič, J. (2026). Young People, Digital Media, and Mental Health: Practices, Representations, and Contemporary Challenges. *DOXA Comunicación*, 42, 361–372. <https://doi.org/10.31921/doxacom.n42a3511>

### Working Papers

9. Bekbolotova, B., & **Gonzalez, A.** (n.d.). Mapping Kyrgyzstani Digital Feminism on Instagram: A Quantitative Content Analysis. Manuscript in preparation, KU Leuven.
10. Dedecker, L., **Gonzalez, A.**, Maes, C., Schreurs, L., & Vandenbosch, L. (n.d.). Linkage Study: Examining Sexualization Practices of Youth's Favourite Famous Figures and Youth's Body Image. Manuscript in preparation, KU Leuven.

11. Fitzgerald, K., **Gonzalez, A.**, Rakinić, K., Lobe, B., & Vandenbosch, L. (n.d.). Moral Foundations in Adolescents' Social Media Posts: Insights from a Cross-National Data Donation Study. Manuscript in preparation, KU Leuven.
12. **Gonzalez, A.**, & Vandenbosch, L. (n.d.). The Multilayered Model of Experiences with Influencer Morality (MMEIM). Manuscript in preparation, KU Leuven.
13. **Gonzalez, A.**, & Vandenbosch, L. (n.d.). Politics in the background: the role of social media personalities in the construction of the political self in adolescence. Findings and research perspectives. Doctoral note, manuscript in revision by a French academic journal, KU Leuven.
14. **Gonzalez, A.**, Hahn, L., & Vandenbosch, L. (n.d.). The Longitudinal Links between Social Media Personalities' and Adolescents' Moral Values in a Social Media Context. Manuscript in preparation, KU Leuven.
15. **Gonzalez, A.**, Harff, D., & Vandenbosch, L. (n.d.). The Reciprocal Links Between Exposure to Mediated Role Models' Political Content and Adolescents' Political Self-Efficacy. *PsyArXiv Preprint*. [https://doi.org/10.31234/osf.io/tv4x6\\_v1](https://doi.org/10.31234/osf.io/tv4x6_v1)

### Book Chapters

- Gonzalez, A.** (2022). Inward and outward expansions. In S. Eggermont & P. Vermeersch (Eds.), *An everyday miracle*. Leuven: LannooCampus.

### CONFERENCE PRESENTATIONS (PEER-REVIEWED) (22)

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1. **Gonzalez, A.**, Hahn, L., Vandenbosch, L. (2026). The Longitudinal Links between Social Media Personalities' and Adolescents' Moral Values. European Association for Research on Adolescence (EARA) 20th conference, Utrecht, Netherlands, 18-21 August 2026.
2. Vigil, S., Shawcroft, J., **Gonzalez, A.**, Sandoval Valdez, J., Cingel, D. (2026). Social Media News Consumption and Anxiety Among Adolescents Preceding the 2024 U.S. Presidential Election. Biennial meeting of the Society for Research on Adolescence (SRA), Toronto, Canada, 15–18 April 2026.
3. **Gonzalez, A.**, & Vandenbosch, L. (2026). A Multi-Method Approach to Capture Multilayered Experiences with Influencer Morality. Moral Media Conference, University of Florida, Gainesville, USA, 20–21 February 2026.
4. **Gonzalez, A.**, Hahn, L., Vandenbosch, L. (2026). The Longitudinal Links between Social Media Personalities' and Adolescents' Moral Values. Etmaal van de Communicatiewetenschap, Papendal, Netherlands, 5–6 February 2026.
5. Vandenbosch, L., **Gonzalez, A.**, Vanhoffelen, G., Carbone, L., Rosič, J. (2025). Malleability in Mediated Ideals (MIMic): Overarching Conclusions and Policy Implications. International Meeting of the Scientific Research Network, Leuven, Belgium.
6. Vigil, S., Shawcroft, J., **Gonzalez, A.**, Sandoval Valdez, J., Cingel, D. (2025). Social Media News Consumption and Anxiety Among Adolescents. Fourth Annual Trust & Safety Research Conference, Stanford University, CA, USA, 25–26 November 2025.
7. **Gonzalez, A.**, Vandenbosch, L. (2025). AI, Youth, and Influencer Morality: A Multilayered Approach. Social Sciences and Humanities Research Day 2025, KU Leuven, Belgium.
8. Fitzgerald, K., **Gonzalez, A.**, Rakinić, K., Lobe, B., Vandenbosch, L. (2025). Moral Foundations in Adolescents' Social Media Posts: Insights from a Cross-National Data Donation Study. Moral Media Conference, Buffalo, New York, USA, 12–13 April 2025.
9. **Gonzalez, A.**, Hahn, L., Vandenbosch, L. (2025). The Moral Influence of Adolescents' Favorite Influencers and TV Characters: A Three-Wave Panel Study. Moral Media Conference, Buffalo, New York, USA, 12–13 April 2025.
10. **Gonzalez, A.**, Vandenbosch, L. (2025). Politically-Influenced by Non-Political Actors? Longitudinal Reciprocal Associations. Etmaal van de Communicatiewetenschap, Bruges, Belgium, 3–4 February 2025.
11. Dedecker, L., **Gonzalez, A.**, et al. (2025). Linkage Study: Examining Sexualization Practices of Youth's Favourite Famous Figures and Youth's Body Image. Etmaal, Bruges, Belgium, 3–4 February 2025.
12. **Gonzalez, A.**, Vandenbosch, L. (2024). Politically-Influenced by Non-Political Actors? 12th International Meeting of the Scientific Research Network, Leuven, Belgium.

13. Vanhoffelen, G., **Gonzalez, A.**, et al. (2024). The Perfect Li(f)e. ECREA 2024, Ljubljana, Slovenia, 24–27 September 2024.
14. **Gonzalez, A.**, Vandenbosch, L. (2024). Adolescents' Political Empowerment on Social Media. ECREA 2024, Ljubljana, Slovenia.
15. **Gonzalez, A.**, Kwan, P.S.M., Vandenbosch, L. (2024). Panel Influencer Research Across Communication Sub-Fields. European Communication Science Event 2024, Nijmegen, Netherlands.
16. **Gonzalez, A.**, Vandenbosch, L. (2024). Exploring Adolescents' Engagement with Influencers' Political Content. Etmaal, Rotterdam, Netherlands, 8–9 February 2024.
17. **Gonzalez, A.**, Schmuck, D., Vandenbosch, L. (2023). Posting and Framing Politics. 73rd Annual ICA Conference, Toronto, Canada, 25–29 May 2023.
18. **Gonzalez, A.**, Cingel, D.P., Vandenbosch, L. (2023). A Systematic Content Analysis of the Moral Foundations. Etmaal, Enschede, Netherlands, 2–3 February 2023.
19. **Gonzalez, A.**, Vandenbosch, L., Rousseau, A. (2022). Disentangling the Links between Social Media Interactions and Adolescents' Pro-Environmental Cognitions. 72nd Annual ICA Conference, Paris, France, 26–30 May 2022.
20. **Gonzalez, A.**, Vandenbosch, L. (2022). A Content Analytical Study on Celebrities, Influencers and Athletes' Political Content on Instagram. Etmaal, Online, 10–11 February 2022.
21. **Gonzalez, A.**, Vandenbosch, L., Rousseau, A. (2021). Disentangling the Links between Differential Social Media Interactions and Pro-Environmental Cognitions. Etmaal 2021, Online, 4–5 February 2021.
22. **Gonzalez, A.** (2020). Women's Politicised Identities in the Brexit Context: Gender Yes, But Not Only. Annual Meeting of the International Society of Political Psychology (online), 14–16 July 2020.

### INVITED TALKS (13)

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#### Invited Academic Talks

2026	<b>Invited symposium contributor</b> , “ <i>Distal Yet Relevant: Can Broad Macro-Contextual Factors Shape Adolescents' Development?</i> ”, European Association for Research on Adolescence (EARA) Conference, Utrecht. Invited by Dr. Beatrice Bobba, Utrecht university.
2026	<b>Invited speaker</b> , 2-hour methodological workshop “ <i>Using online resources as research data: from publicly available videos to donated social media content</i> ,” Methods Club, Leuven Child & Youth Institute. Audience: doctoral students, postdoctoral researchers, and junior researchers in social sciences and psychology; 20 in-person participants with recording made available for asynchronous viewing.
2025	<b>Invited panelist on research ethics</b> , Faculty of Social Sciences Science Research Day, KU Leuven. Contributed expertise on ethical challenges in research with minors and ethical frameworks for digital data donation.
2024	<b>Invited research seminar</b> , “ <i>Politics undercover: Understanding the role of social media in the development of the political and moral self in adolescence</i> ,” Department of Communication, University at Buffalo, USA.
2022	<b>Invited research seminar</b> , “ <i>Growing up in a digital world: understanding the role of media and social networks in adolescents' lives</i> ,” PAVEA research lab, Department of Psychology, Université de Tours, France.
2021	<b>Invited research seminar</b> , “ <i>Politics Undercover: Understanding the Role of Social Media and Entertainment Series in Adolescents' Political Socialization</i> ,” Institute for Conflict, Cooperation and Security (ICCS), International Political Psychology (IPoPsy) working group, University of Birmingham, UK.

#### Invited Talks for Professional Audiences (Health, Education, Policy and Industry)

06/2026	<b>Invited speaker</b> (remunerated), “ <i>(Un)ethical Technology in Practice</i> ,” Digital Ethics course, DigiSoc, KU Leuven. Lecture covering research evidence on social media effects,
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	youth well-being, platform-specific dynamics, and the moral and political dimensions of social media. Audience: professionals from government, industry, academia, law, policymaking, technology, and research.
05/2026	<b>Invited panelist</b> (remunerated), “ <i>Let’s talk... about How Social Media Shapes our Views on Masculinity and Femininity</i> ,” Maastricht University. Contributed expertise on social media influencers, gendered role models, online communities, algorithmic amplification, and youth vulnerability in relation to gender norms, the manosphere, and platform responsibility. Audience: 180+ attendees including students, civil society representatives and parents; <a href="#">link</a> .
05/2026	<b>Invited speaker</b> , interdisciplinary workshop “ <i>Designing for Meaningful Choice: Protecting Children and Their Rights in Algorithmic Recommender Systems</i> ,” Centre for IT & IP Law (CiTiP), KU Leuven. Presented a media psychology perspective on influencers, morality, and long-term value in recommender systems, focusing on young users’ moral socialization, meaningful content, and methodological challenges in measuring portrayed values. Audience: 30+ attendees from research, professional organizations, and civil society.
11/2022	<b>Invited speaker</b> (remunerated), “ <i>What are the effects of media use on children’s and adolescents’ mental well-being?</i> ”, IZIDOK conference, Académie en Médecine Générale, Genk, Belgium. Audience: health professionals. Recurring invitation.
05/2022	<b>Invited speaker</b> (remunerated), “ <i>Towards a nuanced view of media use and well-being</i> ,” IZIDOK conference, Académie en Médecine Générale, Genk, Belgium. Audience: health professionals. Recurring invitation.
02/2022	<b>Invited speaker</b> , “ <i>Navigating adolescence in the digital age: lessons from the MIMIC project on the impact of (social) media on young people</i> ,” INSPE, Lille, France. Audience: educational students and professionals.
06/2021	<b>Invited speaker</b> (remunerated), “ <i>Towards a nuanced view of media use and well-being</i> ,” IZIDOK conference, Académie en Médecine Générale, Genk, Belgium. Audience: health professionals.

## OVERVIEW OF SCIENTIFIC ACTIVITIES

### International Research Stays

2017 – 2025	International education and academic trajectory including an exchange year at the University of Calgary (Canada, 2017–2018), a master’s degree at the University of Birmingham (UK, 2018–2019), and a PhD at KU Leuven (Belgium, 2020–2025).
10 – 11/2024	<b>Moral Media Lab, University at Buffalo, New York, USA, Research Stay</b> (two months). Host: Prof. Dr Lindsay Hahn (expert in moral media psychology).
06/2022	<b>Department of Psychology, University of Tours, France, Research Stay</b> (one month). Host: Prof. Dr Caroline Giraudeau (developmental psychologist).

### External and Internal Academic Service

#### *Ad-Hoc Reviewer for Journals and Conferences*

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| 1. <i>Annals of the International Communication Association</i> | 7. <i>Environment and Behavior</i>                   |
| 2. <i>Communication Theory</i>                                  | 8. <i>Behaviour &amp; Information Technology</i>     |
| 3. <i>Media Psychology</i>                                      | 9. <i>Business Research</i>                          |
| 4. <i>New Media &amp; Society</i>                               | 10. <i>BMC Psychology</i>                            |
| 5. <i>Information, Communication &amp; Society</i>              | 11. <i>Cogent Arts &amp; Humanities</i>              |
| 6. <i>Journal of Media Psychology</i>                           | 12. <i>Journal of Environmental Psychology</i>       |
|   | 13. <i>International Journal of Tourism Research</i> |

14. *Journal of Digital Social Research* 16. Annual International Communication Association (ICA) – Conference
15. Annual Etmaal van de Communicatiewetenschappen (NeFCA) – Conference

### ***International Responsibilities***

- 2026 – present | **Steering Committee Member**, Children, Adolescents and Media Division, Netherlands-Flanders Communication Association (NeFCA).
- 2025 – present | **Social Media Editor**, *Journal of Children and Media* ([LinkedIn](#) and [BlueSky](#)).
- 2023 – 2025 | **Steering Committee Member**, Political Communication Division, Netherlands-Flanders Communication Association (NeFCA).
- 2023 – 2024 | **French Translator**, *AEJMC* journals Translation Fellowship Programme.

### ***Internal Academic Service, Event Organization, and Community Building***

- 2025 – present | **Co-organizer**, Media Psychology Lab Seminars, KU Leuven. Co-design and facilitate monthly seminars for scientific discussion, regularly hosting invited international researchers.
- 2021 – present | **Founder and Organizer**, weekly writing group, Faculty of Social Sciences, KU Leuven. Writing group for doctoral students, visiting researchers, and postdoctoral researchers, strengthening ties across the faculty and providing a productive space for writing and sharing research progress.
- 2020 – present | **Events Coordinator**, Social Activities Committee, Media Psychology Lab, KU Leuven. Co-organize community-building activities including two two-day Lab writing retreats, annual team-building events, and a weekly running group. **Development and facilitation** of structured discussion modules for the writing retreats, addressing (1) contemporary challenges in communication science and (2) challenges of academic life at different career stages.
- 2025 – 2026 | **Invited Co-editor**, Special Issue “*Digital environments and mental health in young people: challenges and opportunities*” for the Spanish academic journal *Doxa Comunicación*, coordinated with Esther Martinez Pastor, Marian Blanco Ruiz, and Jasmina Rosič; monographic issue comprising 12 contributions.
- 2024 – 2025 | **Web and Communication Team Member**, Etmaal 2025 conference, KU Leuven, Bruges.
- 2024 | **Panel Organizer and Chair**, “*Influencer Research Across Communication Sub-Fields*,” European Communication Science Event, Nijmegen. Panel bringing together researchers from KU Leuven, University of Twente, Tilburg University, Ghent University, Wageningen University & Research, and University of Vienna.
- 2021 – 2024 | **Web and Communication Team**, Media Psychology Lab, KU Leuven. Contributed to the communication and visibility of lab activities, publications, and academic achievements.
- 2021 – 2022 | **IDEAS Working Group Member**, Faculty of Social Sciences, KU Leuven. Contributed to discussions on reducing divisions between research groups and departments, including mapping onboarding practices for new doctoral students.
- 2020 – 2024 | **Elected Well-being and Mental Health Ambassador**, Media Psychology Lab, KU Leuven. Elected to provide a listening space for colleagues, promote team cohesion, and contribute to the destigmatization of mental health issues in academia. Organization of activities supporting the integration of new (notably international) colleagues. Completion of Active Bystander Intervention Training (KU Leuven).

**Memberships and Affiliations**

<b>Current</b>	International Communication Association (ICA) CNRS – Centre Internet et Société (CIS), ‘Digital Participation and Citizenship’ group Netherlands-Flanders Communication Association (NeFCA) Digital Society Institute (DigiSoc), KU Leuven Child & Youth Institute, KU Leuven European Association for Research on Adolescence (EARA) Société Française des Sciences de l’Information & de la Communication (SFSIC)
<b>2018 – 2021</b>	International Society of Political Psychology (ISPP)

**PUBLIC OUTREACH****Expert Contribution (Policy)**

2025	<b>Expert feedback</b> submission to the <i>European Commission Art. 28</i> draft guidelines on minors under the <i>Digital Services Act</i> (as part of Media psychology Lab)
2025	<b>Expert feedback</b> contribution to the <i>Mediawijs</i> (Flemish media literacy organization) <a href="#">vision text</a> “Children and young people on social media: how can we guide and protect them?” (as part of Media psychology Lab)
2025	<b>Expert feedback</b> contribution for the advisory report of the Belgian Superior Health Council (no. 9877) on the effects of use of screens and social media on young people (as part of Media psychology Lab)
2024	<b>Expertise solicited</b> by <i>Collectif AVI</i> (live public discussion on Twitter, 150+ listeners) and by <i>Collectif Educ</i> (now MEER – Minor Ethics and Social Media) for risk assessment of harmful commercial influencing practices.

**Science Communication**

05/2026	<b>International Media Interview for Explanatory Video</b> , Deutsche Welle (DW), on the “Decline Porn” phenomenon. Provided expert commentary for a <a href="#">video segment</a> disseminated across DW’s digital and broadcast channels, including social media (700,000+ combined views on <a href="#">TikTok</a> , <a href="#">Instagram</a> , and <a href="#">YouTube</a> ), German broadcast television, and Brazilian online news media partner <i>Metropolis</i> ( <a href="#">17,000 views</a> ); DW reaches 337 million weekly users worldwide.
04/2026	<b>Press Interview</b> , BRUZZ – Vlaams-Brusselse Media, on far-right YouTubers and anti-migrant influencer content. Provided expert commentary on how extremist and xenophobic content creators use Brussels and other urban spaces as backdrops for provocative, fear-based social media content designed to generate engagement ( <a href="#">URL</a>   in Dutch).
03/2026	<b>Science Communication</b> , blog post, <i>Mediapunt Vlaanderen</i> ( <a href="#">URL</a>   in Dutch).
2026	<b>Collective Science Communication</b> publication presenting results of the ERC MIMiC project, ‘ <i>European Teens and Digital Media: Key Insights from the MIMiC Research</i> ’ ( <a href="#">URL</a>   in English).
02/2026	<b>Science Communication</b> , blog post, <i>Mediapunt Vlaanderen</i> ( <a href="#">URL</a>   in Dutch).
12/2025	<b>Organization and Coordination of a Stakeholder Event</b> for the ERC MIMiC project, <i>Growing up in the digital age: five years of European research on screens and adolescent mental health</i> (Paris and online). Event with more than 120 registered participants (researchers, education professionals, policymakers, parents, youth organizations).
2025	Team presentation of ERC MIMiC project at <b>ERC Expo Osaka 2025</b> , Japan.

2025	<b>Science Communication</b> , blog post, <i>Mediapunt Vlaanderen</i> ( <a href="#">URL</a>   in Dutch).
2025	Media Psychology Lab <b>exhibition</b> ‘Children and digital media: good or bad?’ at KU Leuven Inside, Leuven.
05/2024	<b>Press Interview</b> , <i>Causette</i> online magazine, <i>Can the #Blockout2024 movement really have an impact?</i> ( <a href="#">URL</a>   in French).
04/2024	<b>Press Interview</b> , <i>20 Minutes</i> (online), <i>Influencers, parasocial interactions and sectarian behavior</i> , ( <a href="#">URL</a>   in French).
03/2024	<b>Press Interview</b> , <i>DNA</i> (online), <i>Sephora Kids and the broader question of child influencers</i> , ( <a href="#">URL</a>   in French).
2024	Two appearances on Mouv’, Radio France, on social media personalities and their potential political influence.
2023	<b>Guest speaker</b> , DigiSoc podcast, <i>Social Media and the Political Self</i> ( <a href="#">URL</a>   in English).
2023	<b>Guest speaker</b> , Collectif AVI Twitter Space, <i>State of research on influencers and their influence</i> ( <a href="#">URL</a>   in French).
06/2023	<b>Guest speaker</b> , ICA Growing Up Comm podcast, <i>Insecurities and rejection</i> ( <a href="#">URL</a>   in English).
06/2022	<b>Guest speaker</b> , KU Leuven Mental Health Matters podcast, <i>How to deal with perfectionism and fear of failure?</i> ( <a href="#">URL</a>   in English).
07/2020	<b>Blog post</b> , International Society of Political Psychology website, <i>Women’s Politicised Identities in the Brexit Context: Gender Yes, But Not Only...</i> ( <a href="#">URL</a>   in English).
2021 – 2023	Design of <b>debriefing materials</b> for adolescents, parents, and partner schools within the MIMic project.

## TEACHING AND SUPERVISION

### Academic Teaching

2025 – 2026	<b>Co-instructor</b> , <i>Introduction to Digitalization</i> (master’s level, ±55 students), KU Leuven; nominated for the Voordracht Prijs van de Onderwijsraad 2025–2026 (Teaching Council Award). Co-responsible with Dr. Jasmina Rosič for the design, coordination, and delivery of an interdisciplinary course on complex digital issues. The course combined critical social science perspectives with design-based co-creation methods, ending with a Designathon where students translated conceptual knowledge into concrete artefacts. Responsibilities included seminar facilitation, ongoing group supervision, and assessment of student work.
2026	<b>Guest lecturer</b> , <i>Digitalization</i> (bachelor’s Year 1, ±427 students), KU Leuven Development and delivery of a module on influencers and social media as agents of political and moral socialization, with a particular focus on AI-generated virtual influencers.
2024	<b>Guest lecturer</b> , <i>Psychology of Social Media</i> (master’s level, ±90 students), KU Leuven Development and delivery of a theoretical and empirical module on the role of influencers and entertainment personalities in the political socialization of audiences.
2023	<b>Teaching assistant</b> , <i>Research Design for Communication Science</i> (master’s level, ±25 students), KU Leuven Responsible for the quantitative content analysis module, directly linked to students’ thesis projects. Teaching covered: construction and justification of a content analysis protocol, codebook development and validation, systematic coding and intercoder

	reliability training, statistical analysis of coded data, critical appraisal of existing methodological designs, and open science practices.
2022	<b>Guest lecturer, <i>Media Effects</i></b> (Bachelor's Year 2, ±100 students), KU Leuven Development of a complete module on Framing Theory and its application in content analysis, illustrated with recent empirical studies.

### Doctoral and Research Assistant Mentoring

02/2026	Invited as a <b>mentor</b> in the <i>Mentor–Mentee session</i> organized by the Young Scholar Network of the Netherlands–Flanders Communication Association (NeFCA) at the Etmaal 2026 conference.
2020 – 2026	Organization of <b>internal training sessions</b> in quantitative content analysis and multilevel modelling. Development of standardized methodological codebooks, used as reference materials within the lab and in an international collaboration with UC Davis (USA).
2020 – 2026	Sustained engagement in <b>doctoral mentoring</b> . Regularly invited as a <b>discussant</b> at doctoral seminars and PhD mock defenses (12+ times).
2020 – 2025	<b>Recruitment, training, and supervision of five research assistants</b> within the MIMic (ERC) project. Coordination of digital data collections, training in coding and intercoder reliability, and supervision of quantitative coding.

### Supervision and Examination of Master Theses

2025 – 2026	Exploring the Link Between Adolescents' Moral Values and Those of Their Favorite TV Characters: A Cross-Sectional Study	Isik Gök	Supervisor
2025 – 2026	Politics in the Feed: Political Exposure on TikTok and Instagram in Relation to Adolescents' Political Self-Concept	Romeo Calini	Supervisor
2025 – 2026	Favorite TV Characters as Political Socialization Agents. Linking Their Attitudes on Islam and Civil Liberties to Adolescents' Political Attitudes	Ari Razeghi	Supervisor
2025 – 2026	A Content Analysis of the Moral Foundations Portrayed in YouTubers' Videos	Lesther Guillemin	Supervisor
2025 – 2026	Positive Self-Presentation on Social Media and Adolescent Psychological Well-Being! Identity Distress, Performance Anxiety, and Gender Differences in adolescents aged 13 to 19 years old	Anaïs Ahadji	Supervisor
2024 – 2025	A Replication Study of a Content Analysis of Influencers' Political Social Media Posts During the 2024 US Presidential Election	Dalia Murauskaitė	Co-supervisor
2024 – 2025	Quantitative Content Analysis of Kyrgyzstani Digital Feminism on Instagram	Begimai Bekbolotova	Co-supervisor
2023 – 2024	From Profile to Politics. A quantitative investigation of European adolescents' political expression on Instagram, TikTok and Snapchat	Marthe Jansen	Co-supervisor
2023 – 2024	Framing Political Content on Instagram: An Investigation of Social Media Personalities' Political Talk	Pheobe Kwan	Co-supervisor
2022 – 2023	A qualitative investigation of adolescents' understanding of politics and social media political engagement	Mia Medojević	Co-supervisor

2022 – 2023	The Memetics of War: Understanding Internet memes through the prism of a full-scale Russian Invasion of Ukraine	Anastasiia Khrapchun	Co-supervisor
2022 – 2023	A quantitative content analysis of Northern and Southern Italian micro-influencers' political content and framing practices on Instagram	Bianca Maria Siracusa	Co-supervisor
2021 – 2022	Learning from politics on Instagram: A content analytical study on Influencers' news sharing	Marina Garcia Martin	Co-supervisor
2020 – 2021	TikTok Influencers as Agents of Youth's Political Socialization: A Content Analytical Study	Yue Wang	Co-supervisor
2020 – 2021	A Content Analytical Study: the Role of Influencers in Simultaneous Display of Post-feminist Narratives, Feminist Narratives and Self-objectification on TikTok	Isra Irmak Akgün	Co-supervisor
2020 – 2026	Approximately 15+ students evaluated as a reporter		Reporter

### ADDITIONAL TRAINING AND SKILLS

#### Completed Courses

2026	<b>Leadership for Postdocs</b> with Stefan Wellens, KU Leuven (12 hours)
2023	<b>Digital Ethics Programme</b> , KU Leuven Digital Society Institute (24.5 hours)
2022	<b>Advanced Summer school in Structural Equation Modelling</b> (Mplus), Utrecht University (10 days)
2023	<b>Leadership for PhDs</b> with Dr Karolien Notebaert, KU Leuven (12 hours)
2021	<b>Introduction to Leadership</b> , KU Leuven (8 hours)
2020	<b>Doctoral project management</b> , KU Leuven (8 hours)
2020	<b>Networking for researchers</b> , KU Leuven (8 hours)
2020	<b>Qualitative interview methods</b> , FLAMES (6 hours)
2020	<b>Academic writing</b> , KU Leuven (18 hours)
2020	<b>Statistical modelling with R</b> , FLAMES (8 hours)
2020	<b>Introduction to R</b> , FLAMES (8 hours)

#### Skills

<b>Languages:</b>	French (native) English (bilingual, C2) Dutch (intermediate, B1) Spanish (elementary, A2)
<b>Software:</b>	R, Mplus, SPSS, Ethica-Avicenna (Experience Sampling)