

Klaus Schönbach

Chair of General Communication Science,
Department of Communication, University of Vienna, Austria

Honorary Professor of Zeppelin University, Friedrichshafen, Germany

Honorary Fellow of the Amsterdam School of Communication Research
(ASCoR), University of Amsterdam, The Netherlands



Email: klaus.schoenbach@univie.ac.at

<http://www.univie.ac.at/publizistik/Schoenbach.htm>

Professional Experience

Schoenbach studied mass communication, sociology and German literature at the University of Mainz, Germany. He gained his PhD in 1975 with a thesis about the journalistic norm to separate facts and opinion (advisor: Elisabeth Noelle-Neumann). Between 1975-78 he was Director of the content-analysis department of the University-of-Mannheim-based Center for Surveys and Methods (ZUMA) of the German National Science Foundation. Between 1978-83 he was Associate Professor, Department of Communication, University of Muenster, Germany. In 1982 „Habilitation“ in Muenster with a thesis on the political effects of newspapers and television. Between 1983-85 he was a (full) Professor for Applied Communication Science at the University of Munich. Between 1985-98 he was Professor and Chair of Journalism and Communication Science at the Hanover University of Music and Drama, Germany. Between 1990-97 he was Chairman of the Department of Journalism & Communication Research in Hanover. He has been a visiting professor at several U.S. universities.

In 1998 he joined the University of Amsterdam. Between 2000-3 he was the Director of Graduate & Undergraduate Studies in Communication and chairman of the Department of Communication. Between 2005-8, and in addition to his chair in Amsterdam, Schoenbach held the endowed BBDO Chair of Media Studies at Zeppelin University, Friedrichshafen, Germany.

More recently between 2006-8 he was the Dean of the Faculty for Communication & Cultural Management, Zeppelin University. In 2008 he became vice president of Zeppelin University, responsible for the Research School and for international relations. Since 2009 he has been honorary Professor of Zeppelin University. In 2010 he was appointed to the Chair of General Communication Science at the University of Vienna.

Major Research and Teaching Interests

- Production, audience and effects of political communication
- Journalism
- Media marketing
- Persuasive communication
- Methods of communication research

Ken Benoit

Professor and Head of the Methodology Institute,
London School of Economics and Political Science, London UK

Permanent Visiting Lecturer,
Central European University Budapest

Email: kbenoit@lse.ac.uk

<http://www.kenbenoit.net/>

<http://www2.lse.ac.uk/methodologyInstitute/whosWho/benoit.aspx>



Professional Experience

Benoit received his PhD in 1998 from Harvard University, Department of Government. Currently Professor and Head of the Methodology Institute, London School of Economics and Political Science, Benoit recently held the position of Professor of Quantitative Social Sciences at Trinity College Dublin and Permanent Visiting Lecturer at the Central European University Budapest. He regularly teaches social science methodology at summer schools, including the ECPR Summer School in Methods and Techniques (Ljubljana) and in 2011, the Essex Summer School in Social Science Data Analysis.

Research interests

His substantive research interests include comparative party competition, the European Parliament, electoral systems, and transitions to democracy. Much of his recent work involves estimating the electoral effects of campaign spending. He is also a leading specialist on Hungarian elections and the Hungarian electoral system. His methodological interests include statistical methodologies for the social sciences, especially those relating to measurement and quantitative text analysis. Recent data large-scale measurement projects in which he has been involved include estimating policy positions of political parties through expert surveys, manifesto coding, and text analysis.

Recent projects

- Quantitative Analysis of Textual Data for Social Sciences
- World Database of Parties, Elections, and Governments
- Globalisation and Party Competition
- Domestic Structures of European Integration

Professor Benoit also works occasionally as a consultant for political parties, governmental organizations, and media for all business related to elections, especially computer modeling and forecasting of election outcomes.

Rachel Gibson

Professor at the Institute for Social Change,
University of Manchester, UK

Email: rachel.gibson@manchester.ac.uk

<http://www.manchester.ac.uk/research/rachel.gibson/personaldetails>

Professional Experience

Gibson joined the Institute for Social Change in December 2007 having held previous appointments as Professor of New Media Studies at the University of Leicester, Senior Research Fellow in the ACSPRI Centre for Social Research (ACSR) in the Research School of Social Sciences at the Australian National University and Lecturer in politics at the University of Salford. She completed her PhD thesis on the rise of anti-immigrant parties in Western Europe in the late 20th century at Texas A&M University in the US.

Gibson also held visiting research positions at the Mannheim Centre for European Social Research (MZES) and at the Department of Politics, University of Durham. She has been a Principal Investigator on the Australian Election Study (AES) and the Australian Survey of Social Attitudes (AuSSA) and on a series of Economic and Social Research Council (ESRC) and Australian Research Council (ARC) funded projects dealing with the impact of the new media on politics. She is a member of the Editorial Board of a range of political science and new media journals including the Journal of Elections, Public Opinion and Parties, the Journal of Information Technology and Politics, Information Polity and the Australian Journal of Political Science.

Research interests

- New media, political parties and citizen participation
- The professionalisation of political campaigning
- Web linkage analysis and methodologies to map online political networks
- Design and analysis of social attitude surveys and election studies

Current research projects

Gibson's current research projects include development of my ongoing research into the use of new media by political organisations and candidates in campaigns and elections. She is currently examining the Australian election of 2007 and also the US Presidential election of 2008 and plan to present my work at a series of conferences and workshops during 2008.

She continues to promote the international collaborative project to establish a Virtual Observatory for the Study of Online Networks (VOSON) with colleagues in Australia, the US and the UK. The aim being to pilot a new software for social scientists to study the structure, evolution and implications of political organisations' online networks. The project is designed to bring together key centres of e-Social Science in the US and UK and develop the web network analysis tool for remote use by researchers overseas. Finally, with her colleague Andrea Römmele at the University of Mannheim, Gibson is in the process of developing a Political Campaigns study network. This project is designed to promote more systematic study of the uptake and effects of new campaign techniques by political parties in elections around the world.



Jan Kleinnijenhuis

Professor of Communication Science,
Vrije Universiteit Amsterdam, The Netherlands



Email: j.kleinnijenhuis@vu.nl

<http://www.fsw.vu.nl/en/departments/communication-science/staff/kleinnijenhuis/index.asp>

Professional Experience

Jan Kleinnijenhuis (PhD Vrije Universiteit Amsterdam, 1990) is professor of Communication Science at the Vrije Universiteit Amsterdam. His research addresses the nature of political and economic news, news selection and agenda building, news effects, and methods for automated and semi-automated content analysis.

Kleinnijenhuis wrote a series of Dutch books about Dutch election campaigns from 1994 until the present, which are based on a content analysis of newspaper and television news coverage of the political campaigns on the one hand and panel survey data about biweekly or weekly changes in media consumption, news impressions, and political preferences on the other hand. Together with Wouter van Atteveldt he worked at the development of automated and semi-automated methods for content analysis, that are subsumed in AMCAT (the Amsterdam Content Analysis Toolkit, cf. amcat.vu.nl; www.content-analysis.org). Together with Paul Pennings and Hans Keman he wrote the book "Doing research in Political Science" (Sage publishers: first edition 1999, second edition 2006, internet edition 2011).

Kleinnijenhuis published his research findings in the Journal of Communication, Harvard International Journal of Press/Politics, Communication Research, European Journal of Communication, Public Relations Review, Journal of Advertising Research, Acta Politica, Gazette, Quality and Quantity, British Journal of Political Science, the European Journal of Political Research, Journal of Information Technology and Politics, and Political Analysis.

Research interests

- News effects
- Economic news and political news, patterns of agenda-building
- Content Analysis, Semantic Network Analysis

Peter Neijens

Dean of the Graduate School of Communication
Full Professor of Persuasive Communication,
The Amsterdam School of Communication Research ASCoR,
University of Amsterdam, The Netherlands



Email: P.C.Neijens@uva.nl

<http://pneijens.socsci.uva.nl/>

Professional Experience

Peter Neijens studied Political Sciences at the University of Amsterdam. After he graduated cum laude, he worked at the Research Methods Department of the Vrije Universiteit in Amsterdam for ten years. In 1993 he was visiting professor at the University of Michigan. He was the first Christian Schubert Professor at the Zeppelin University in Friedrichshafen (2006). He served as scientific director of The Amsterdam School of Communication Research ASCoR from 1998 to 2005, and The Netherlands School of Communications Research NESCoR from 2000 to 2005. Neijens was director of the Foundation for Fundamental Research on Commercial Communication SWOCC and deputy director of the Dutch Press Institute.

Peter Neijens is editor-in-chief of the International Journal of Public Opinion Research. He is associate editor of the Journal of Marketing Communications. He is a member of the editorial board of the Journal of Advertising, the International Journal of Advertising, the Journal of Advertising Research, and the Journal of Current Issues and Research in Advertising. He is past president of the European Advertising Academy (EAA).

Research interests

His research interests include media and advertising, public information campaigns, public opinion, political communication and research methods. He published widely in national and international journals and books.

His research has received several awards, such as the Worcester Prize for the best article in the International Journal of Public Opinion Research (1997), the Top Paper Award of the International Communication Association (2000, 2006, 2010), the Top Paper Award of the International Conference on Research in Advertising (2003, 2009, 2010), the Best Reviewer Award of the International Journal of Advertising (2009), the Teaching Award of the Student Association Communication Science, and the Dutch EMMA Award for the best research in the field of Media & Advertising (in 1996 and 1999).