

# Denise J. Roth

Strategic Communication Group • Wageningen University & Research • Wageningen, the Netherlands

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*Research interests: politicization of science communication, political communication, computational text analysis, science–society relations, science and race/ethnicity*

## Education

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- 2021 – 2023 **M.Sc. Research Master Societal Resilience** *Amsterdam, the Netherlands*  
*Vrije Universiteit Amsterdam*  
GPA: 8.6 (graduated with distinction). Thesis grade: 9.0/10 — nominated for the Johannes van der Zouwen Thesis Prize, Faculty of Social Sciences. Courses: Data Mining & Text Analysis, Social Network Analysis, Dynamics of Interconnectedness and Polarization, Mixed Methods.
- 2017 – 2021 **B.A. Political Science (minor: Media and Communication Studies)** *Mannheim, Germany*  
*University of Mannheim*  
Thesis (Political Sociology): “Abortion Attitudes and the Evangelical Vote for Donald Trump in the 2016 Presidential Election”. Courses: The Politics of Free Speech and Censorship, Political Communication and Networks, Empirical Political Research.
- Sept 2019 – Feb 2020 **Erasmus+ Exchange — Politics and International Relations** *Sheffield, UK*  
*The University of Sheffield*  
Courses: Contemporary International Relations Theory, Political Theory in Practice, The Political Economy of Global Capitalism.

## Research Experience

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- Sept – Dec 2025 **Visiting Scholar** *New Brunswick, NJ, USA*  
*School of Communication and Information, Rutgers University*  
Host: Dr. Sarah Shugars. Developed a research project on computational analysis of health communication in Black-oriented digital media, examining how health narratives are framed through culturally and historically grounded perspectives on YouTube.
- Oct 2023 – Sept 2027 **PhD Candidate** *Wageningen, the Netherlands*  
*Strategic Communication Group, Wageningen University & Research*  
Supervisors: Dr. Svenja Schäfer, Prof. Dr. Sanne Kruikemeier, Prof. Dr. Rens Vliegthart. Dissertation on the politicization of science communication (five papers): (1) agenda-setting dynamics around climate change adaptation; (2) public perceptions of science–politics interactions across 16 European countries; (3) incivility targeting politicians, journalists, and scientists on social media; (4) rhetorical strategies used to cast doubt on scientific evidence; (5) experiment on the effects of politicization as a communicative strategy.
- Feb 2023 – Sept 2023 **Research Assistant** *Wageningen, the Netherlands*  
*Wageningen University & Research*  
D3-C2 project “Taking climate action in the hustle of policy, politics and (social) media”. Examined dynamic interactions of policy, politics, traditional media, and social media regarding climate change adaptation in the Netherlands and the UK using computational text analysis (newspaper articles, parliamentary debates, Twitter data).

- Aug 2022 – Aug 2023 **Student Assistant — R Helpdesk** *Amsterdam, the Netherlands*  
*Communication Science Department, Vrije Universiteit Amsterdam*  
 Supported teaching of courses in advanced statistics and computational text analysis in R; assisted faculty with R-related queries.
- Aug 2022 – Aug 2023 **Student Mentor** *Amsterdam, the Netherlands*  
*Vrije Universiteit Amsterdam*  
 Mentor for the Research Master program. Organized student events, provided course support, and assisted the program coordinator in teaching “Peer Group Learning”.
- Aug 2020 – Jul 2021 **Student Assistant** *Mannheim, Germany*  
*Mannheim Centre for European Social Research*  
 Project on socioeconomic and educational trajectories of German youth with a migration history. Organized and supervised CATIs; conducted literature research on discrimination in the German education system.
- Oct 2018 – May 2019 **Student Assistant** *Mannheim, Germany*  
*Mannheim Centre for European Social Research*  
 Project on political participation and voting behavior. Organized focus group interviews, created transcripts, applied quantitative content analysis, and combined interview and survey data in a mixed-method design.

## Publications

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### Peer-Reviewed Articles

- 2025 **Roth, D. J.**, Bai, N., Biesbroek, R., Dewulf, A., Kruikemeier, S., de Leur, D., van der Velden, M. A. C. G., de Vries, E., & Vliegthart, R. “Unveiling Climate Adaptation: A Comprehensive Analysis of Agenda-Setting Dynamics in the United Kingdom and the Netherlands.” *Science Communication*, o(o). doi:10.1177/10755470251376576
- 2025 Schrijver, L., **Roth, D. J.**, Jans, E., Vrielink, J., & Guldemon, P. “Effective Ways of Casting Doubt? Examining the Different Effects of Blatant and Suggestive Disinformation.” *International Journal of Communication*, 19, 23. [ijoc.org](http://ijoc.org)
- 2025 Van der Velden, M. A. C. G., López Ortega, A., **Roth, D. J.**, & Guldemon, P. “Populism and Polarization: A Nostalgic Narrative of ‘Us’ and ‘Them’.” *Government & Opposition*, 60(4), 1408–1425. doi:10.1017/gov.2025.10020

### Working Papers & Under Review

- under review Schäfer, S., **Roth, D. J.**, Mede, N., Kruikemeier, S., & Vliegthart, 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.**, & Guldemon, 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., & Vliegthart, R. “Evidence-Informed Policymaking and the Populist Challenge: Public Attitudes Across 16 European Countries.”

in progress	<b>Roth, D. J.</b> , De Vries, E., Schäfer, S., Kruikemeier, S., & Vliegenthart, R. “Targeted Hostility: Hateful Communication in YouTube Comments Toward Journalists, Politicians, and Scientists.”
in progress	<b>Roth, D. J.</b> , Van der Velden, M., & Damstra, A. “The Scientization of Politics: How Politicians Use Science Instrumentally to Depoliticize Conflict.”
in progress	<b>Roth, D. J.</b> , & Shugars, S. “Health Communication in Black-Oriented Media: A Computational Text Analysis of YouTube.”

## Conference Presentations

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2026	ECPR General Conference, Jagiellonian University, Kraków, Poland
2026	76th Annual Conference of the International Communication Association (ICA). Cape Town, South Africa.
2026	8th Annual COMPTTEXT Conference. University of Birmingham, Birmingham, UK.
2026	Etmaal van de Communicatiewetenschap. Wageningen University & Research, Arnhem, the Netherlands.
2025	SCOPE Conference. RPTU Landau, Landau (Pfalz), Germany.
2025	Communicating Planetary Health Conference. LMU Munich, Munich, Germany.
2025	75th Annual Conference of the International Communication Association (ICA). Denver, Colorado, US.
2025	7th Annual COMPTTEXT Conference. University of Vienna, Vienna, Austria.
2025	Etmaal van de Communicatiewetenschap. KU Leuven, Bruges, Belgium.
2024	6th Annual COMPTTEXT Conference. Vrije Universiteit Amsterdam, Amsterdam, the Netherlands.
2024	Etmaal van de Communicatiewetenschap. Erasmus Universiteit Rotterdam, Rotterdam, the Netherlands.
2023	5th Annual COMPTTEXT Conference. University of Strathclyde, Glasgow, UK.
2023	Etmaal van de Communicatiewetenschap. Universiteit Twente, Enschede, the Netherlands.

## Teaching

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October 2026	<b>Instructor — “Computational Text Analysis for the Social Sciences”</b> <i>Wageningen School of Social Sciences (WASS), Wageningen University &amp; Research</i> Graduate-level course on computational text analysis methods for social science research in Python. Course materials will follow soon.
2024 – present	<b>Co-Instructor — “Data Types for Health Promotion”</b> <i>M.Sc. Health and Society, Wageningen University &amp; Research</i> Introductory computational text analysis of social media data in Python. Course materials: <a href="https://github.com/denisejroth/data_types_for_health_promotion">github.com/denisejroth/data_types_for_health_promotion</a>
2024	<b>Workshop Instructor — “Introduction to Computational Text Analysis in R”</b> <i>5th Annual COMPTTEXT Conference, Vrije Universiteit Amsterdam</i> Introductory workshop on computational text analysis using R. Workshop materials: <a href="https://github.com/denisejroth/workshop_compttext2024">github.com/denisejroth/workshop_compttext2024</a>

## Awards & Funding

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2025      **Junior Researcher Grant**  
*Wageningen School of Social Sciences (WASS)*  
€4,000.

2023      **Johannes van der Zouwen Thesis Prize**  
*Faculty of Social Sciences, Vrije Universiteit Amsterdam*  
Nominated.

## Service to Profession

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Peer Review      *New Media & Society*; ICA Annual Conference; Etmaal van de Communicatiewetenschap

## Skills & Languages

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Languages	English (native), German (native), Dutch (fluent), French (intermediate), Spanish (beginner), Hebrew (beginner)
Statistics	R, Stata, SPSS
Programming	Python
Databases	ElasticSearch
Markup	LaTeX, Markdown, HTML, CSS, JavaScript
Systems	Linux, cloud computing

## References

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**Prof. Dr. Sanne Kruikemeier**  
Wageningen University & Research  
[sanne.kruikemeier@wur.nl](mailto:sanne.kruikemeier@wur.nl)

**Dr. Mariken van der Velden**  
Vrije Universiteit Amsterdam  
[m.a.c.g.vander.velden@vu.nl](mailto:m.a.c.g.vander.velden@vu.nl)

**Prof. Dr. Rens Vliegthart**  
Wageningen University & Research  
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**Dr. Svenja Schäfer**  
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