

# DIGITAL MEDIA RESEARCH CENTRE

## visitor seminar



with visiting fellow

**DR. NEL RUIGROK**

Co-owner of LJS MediaResearch



**THURSDAY**

16 MAY 2024



**TIME**

10:30 AM - 12:30 PM

LUNCH PROVIDED



**VENUE**

OUT KELVIN GROVE,  
Z9-607

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## *Polarization and balance: Analysing the Dutch 2023 elections*

Elections for the Dutch Parliament were held in November 2023, as a result of which the biggest party is now the radical/populist right party PVV led by Geert Wilders. In recent decades, the open nature of the Dutch electoral system (PR, single member districts, no threshold) has resulted in a fractured parliament and high volatility, to which this election was no exception. Although the campaign started substantively with a focus on immigration and the cost of living crisis, the final weeks were dominated by horse race news and, intriguingly, a claim by the PVV leader that he had become more moderate: "Geert Milders", as the joke ran. At the request of the Dutch public broadcaster and building on a long tradition of election coverage effects research, we have analysed the TV, news- and online media coverage of the elections using a combination of video and audio processing, automatic text analysis, and a multi-wave panel survey. In my presentation I will showcase some of the methodological choices and results.

**Biography | Dr. Nel Ruigrok** is co-owner of LJS MediaResearch and ultimately responsible for the project. She studied Policy, Communication and Organization at the Free University and obtained a European Master in Human Rights and Democratisation (University of Padua). In 2005 she obtained her doctorate on the role of Dutch journalists during the war in Bosnia. From 2005-2014 she headed the research of The Dutch News Monitor.

She teaches at Erasmus University in Rotterdam within the Bachelor and Master Journalism and Communication Studies as well as at Leiden University in the Master of Science Communication. In recent years she has gained extensive experience in leading projects involving the coding and analysis of news reports. These assignments were carried out for ministries (BZK, BZ, OCW) and organizations such as the WODC, ICTU, the Stimulation Fund for Journalism and the NPO and resulted in different types of (online) reports. She also gained experience in designing a dashboard with analyses for the Ministry of Foreign Affairs.



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