

Genomineerden Johannes van der Zouwen masterthesisprijs 2017



(Communicatiewetenschap) Tom de Buck - Over the past years, social media have become vital for every political campaign. In Tom de Buck's thesis, the relationship between popular tweets and the election results and whether this relationship is mediated by newspaper coverage is examined. Data regarding Twitter use was collected from 205 politicians in the three months prior to the Dutch national elections, newspaper coverage data from eight daily newspapers and voting data from the *Kiesraad*. Moreover, the present study dives into the content of tweets and examines which type of tweets are able to make it to the headlines in the newspapers. A varying slopes regression model with random effects for time (weekly) and candidate was used to examine the relationship. The results show that popular tweets are indeed influential to a candidate's number of preferential votes. This relationship is mediated by newspaper coverage. Thus, popular tweets may help a candidate receive more preferential votes because they have a higher chance of getting covered in the news media. Moreover, the results show that tweets containing criticism and tweets that are in agreement with current events in the media are influential to gain newspaper coverage.

[Thesis](#)



(Organisatiewetenschappen) Joeri Buitink – Joeri Buitink onderzoekt hoe de autonomie van managers de implementatie van het corporate social responsibility (CSR) beleid beïnvloedt. Onder druk van stakeholders worden steeds meer organisaties actief op het gebied van CSR. Het blijkt soms echter moeilijk om het CSR beleid te implementeren. Als managers veel autonomie hebben, kunnen zij veel invloed hebben op de implementatie van CSR beleid. In een casestudie onderzoek, waarvoor interviews zijn uitgevoerd, maatschappelijke jaarverslagen en nieuwsberichten zijn geanalyseerd, is onderzocht hoe supermarktmanagers het CSR beleid op het gebied van voedselverspilling implementeren. Uit de

resultaten blijkt dat de supermarktmanagers met veel spanningsvelden worden geconfronteerd. Het commerciële belang staat eigenlijk altijd op de eerste plaats, waardoor het maatschappelijke belang regelmatig naar de achtergrond verdwijnt.

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(Bestuurskunde) Sjouke Elsmann - *In hoeverre gaat de politiek-bestuurlijke redzaamheidsnorm vergezeld van toerusting van burgers?* Sjouke Elsmann begon de thesis met de bevinding dat toerusting vooral de betekenis heeft van houvast; houvast in een maatschappij die onvoorspelbaarder is dan ooit. Houvast is in ieder geval op twee vlakken nodig: bestaanshouvast in een onzekere en flexibele economie en normatieve houvast, te vertalen als gemeenschapszin. Zij stelden vast dat de redzaamheidsnotie vergezeld gaat van dergelijke houvast. Economische welvaart is een gemeenschappelijk streven, en indien ieder zich hiervoor inspant is er hoop voor iedereen om welvarend oud te kunnen worden. Deze aanname voorziet ook in normatieve houvast. Maar normatieve houvast wordt ook gevonden in de ingebeelde neutraliteit van markten in het publieke domein. Markten zijn gewoonweg neutrale verdelingsmechanismen: een aanname die in een gedeelde grond voorziet.

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(Organisatiewetenschappen) Diana Hoilu-Fradique -

Reacting upon an advisory report of the Dutch Council for Culture, which emphasized the importance of aiming for cultural diversity in audiences, the higher management of the Dutch National Opera and Ballet (NO&B) in Amsterdam understood that the organization is not as diverse as could be expected from its multicultural demographic surrounding, and seeks for clarification. The lack of diversity within

opera and ballet is analysed and presented as a complex issue. But however complex, it turns out not completely untameable. With the analysis provided in this thesis, based on organizational, institutional and societal discursive dimensions, NO&B may understand where the 'complex' problem could or should be tackled.

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(Sociale Antropologie) Jochem Kootstra - This anthropological research re-evaluates technological engineering in the current *Entanglement Age*, in which the engineers are getting more entangled with technology by colliding the natural-artificial, human-nonhuman, subject-object; think of bioengineering or constructing self-driving cars. Now, objects are able to make autonomous decisions *with us*, and even *for us*; which brings about new ethical dilemmas. To understand such emerging technological and ethical challenges, ethnographic research is done at prestigious engineering universities in Boston, such as MIT. Jochem Kootstra argues that to channel such environmental perturbations that now touch the natural-artificial, a transdisciplinary approach is more appropriate than working from within silos.

[Thesis](#)



(Sociologie) Timo Korstenbroek - If the recent Dutch elections have shown us anything, it is that the appeal of populism has not lost its power. Although many journalists and scholars alike speak of its dangers and try to unravel what undergirds the populist movement, almost no research has been done

aimed at understanding those constituents making populism the force it is. This research argues their identity to originate in nativism: a sense of loss of their native homeland and root-culture. However, for it is presumed that this root-culture is predominantly viewed as a white culture, this study operationalizes a concept called 'white anger' to address this nativism. Furthermore, insofar, no research at all has been undertaken that takes into regard the context wherein these white angry citizens increasingly express their opinion: the virtual community. Timo Korstenbroek argues that a perceived wrongful distribution drives the nativist discourse on the Dutch national identity. Additionally, three distinct typical users will be introduced differing in both their modes and goals of expression. Finally, it is shown how these users' online behaviour ironically reinforces a divide they themselves want to overcome.

[Thesis](#)



(Politologie) Filip Lazarevski - On 3rd of April 2014, the European Parliament voted in favour of a trilogue deal that continued "Stop the Clock" on the Aviation Directive, effectively exempting foreign airlines from participating in the EU Emission Trading Scheme and paying for their emissions. The study examines why the trilogue deal took the form it did, as the initial European Parliament's position and inter-institutional strategic circumstances did not (seem to) favour it. Four logics of action produce four hypotheses that are put to four falsificationist tests while employing the method of process tracing. The study finds that it was the rapporteur who steered the European Parliament away from its original position, but only in order to be seen as a responsible co-legislator. The study shows that this responsibility practice was even stronger than the rapporteur's commitment to the lead Committee and the European Parliament's trilogue team.

[Thesis](#)
