



# Dr. Roel O. Lutkenhaus

DIGITAL ACTION  
RESEARCHER

**Contact details:**

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[linkedin.com/in/rlutkenhaus](https://www.linkedin.com/in/rlutkenhaus)

**Core competences:**

Media strategy  
Programming & data visualization  
Action research  
Public speaking & workshops  
Grant writing

**Interests:**

Media, technology, arts, and popular culture.

**H-index:** 5

Hi! I am Roel (he/him, 1985) a media researcher/strategist, specialized in (digital) research to design, monitor and evaluate social and behavioral change interventions. After my Ph.D., I founded New Momentum – a social enterprise that helps organizations investigate and leverage internet culture to solve complex societal issues.

## EDUCATION

2016 - 2020

**Ph.D. in Digital Entertainment-Education (cum laude)**

Center for Media & Health; Gouda, the Netherlands.

Erasmus University Rotterdam; Erasmus School of History, Culture and Communication; Rotterdam, the Netherlands.

- Dissertation title: *‘Entertainment-Education in the New Media Landscape: Stimulating Creative Engagement in Online Communities for Social and Behavioral Change’* (<https://repub.eur.nl/pub/131186>)
- Exploring opportunities for innovative edutainment strategies to promote social and behavioral change in the digital media landscape.
- Developing digital methods and tools for formative research (e.g., mapping discourse around health topics) and monitoring and evaluation (e.g., track shifts in online conversations and social norms).
- Providing lectures, workshops, and professional education on digital edutainment, digital research methods, and collaborations with social influencers.
- Contributing to the design and the continuous improvement of interventions such as the [Dutch DNA Dialogue](#) and the Indian edutainment initiative [Main Kuch Bhi Kar Sakti Hoon](#) (‘I – a woman – can achieve everything’).
- Co-organizing, teaching, and grading the annual seminar series ‘Entertainment media and social change’.

2009 - 2011

**MSc. in Communication Studies**

Twente University; Faculty of Social Sciences; Enschede, the Netherlands.

- Track: Marketing communication and consumer behavior.
- Erasmus exchange in Ljubljana, Slovenia.
- Thesis on a mixed-methods approach to measure perceptions of city brands.

2002 - 2007

**Ba. in Applied Arts & Technology**

Saxion University of Applied Sciences; Faculty of Creative Technology; Enschede, the Netherlands.

- Track: Cross-media and format development
- Graduation project on a leftist shock blog as a digital playground for journalists of de Volkskrant, a Dutch national daily newspaper.

1997 - 2002

**HAVO**

Twents Carmel College, locatie de Thij; Oldenzaal, the Netherlands.

- Profile: Economics and society

**WORK EXPERIENCE**

2024 – NOW

**Assistant Professor**

University of Twente, Faculty of Behavioral, Management and Social Sciences (BMS), Dept. of Communication Science, Enschede, the Netherlands

2024 – NOW

**Guest researcher**

Erasmus Medical Center, department of Public Health, Rotterdam, the Netherlands

2020 – NOW (full-time from 2021 to 2024)

**Founder and Digital Action Researcher**

New Momentum, Rotterdam, the Netherlands

- New Momentum is a social enterprise for research and consultancy on social media and social change. We develop digital methodologies to map societal undercurrents in digital media networks to create, monitor, and evaluate (online) social and behavioral change interventions.

- We work for governmental organizations and institutions (e.g., Municipality Rotterdam, Ministry of Social Affairs), media and communication agencies (Touzani FC, Perron14, Hitch), and development communication organizations (GiZ, Oxfam/Novib, RNW media). We initiate collaborations with and between academics, artists, journalists, and grassroots organizations. For more case work, see [www.newmomentum.net](http://www.newmomentum.net).
- New Momentum's research tools and systems have been released as open-source software. See [www.newmomentum.org](http://www.newmomentum.org) and [medium.com/@newmomentum](https://medium.com/@newmomentum).
- We provide social media workshops to youth in Rotterdam-South to increase media literacy and digital resilience via the MDT program.

2021 - 2022 (part-time)

**Researcher and Liaison Manager**

Erasmus University Rotterdam,

Erasmus School of Social and Behavioral Sciences

- Creating and implementing #INFLUENCE! – a 'digital action research' program for disadvantaged youth in Rotterdam.
- Managing #Alcon: an interdisciplinary project to explore the societal value of Artificial Intelligence using participatory action research and art.

2012 – 2016

**Content marketing strategist and data analyst**

New Media Search Marketing, Enschede, the Netherlands

- Creating content strategies to drive more traffic to websites and increase conversion.
- Pioneering big data research strategies and methodologies to better understand customer demand.

2010 - 2012

**IT project manager**

DD&H, Enschede, the Netherlands

- Managing the development of portal websites of high-ranking brands in the Netherlands.
- Pioneering systems for online community management.

2008 - 2010

**Marketing strategist and copywriter**

BuroMax, Beuningen, the Netherlands

- Developing creative concepts and writing copy for a wide range of international clients.
- Pioneering social media advertising.

2006 - 2008

### **Multimedia journalist**

De TC Tubantia, Enschede, the Netherlands

- Editor of the online portal of a regional newspaper.
- Pioneering innovative journalism formats, such as live football coverage via a text feed.

## **ACADEMIC PUBLICATIONS**

Lutkenhaus, R.O., Entertainment-Education in the New Media Landscape. (Forthcoming). In G-J, de Bruijn & H. Vandebosch (Eds.), *Handbook of Health, Media, and Communication*.

Lutkenhaus, R. O., McLarnon, C., & Walker, F. (2023). Norms-Shifting on Social Media: A Review of Strategies to Shift Norms among Adolescents and Young Adults Online. *Review of Communication Research*, *11*, 127–149.

<https://rcommunicationr.org/index.php/rcr/article/view/187>

Lutkenhaus, R.O., Meijberg, A., Ali, A, Mölenberg F.J.M., Been, J., & Bouman, M.P.A. (2023). Discourses On Smoke-Free Policies on Dutch Twitter: A Social Network Analysis [Unpublished manuscript]. New Momentum.

Lutkenhaus, R. O., Wang, H., Singhal, A., Jansz, J., & Bouman, M. P. A. (2022). Using markers for digital engagement and social change: Tracking meaningful narrative exchange in transmedia edutainment with text analytics techniques. *Digital Health*, *8*, 205520762211078.

<https://doi.org/10.1177/20552076221107892>

Lutkenhaus, R. O. (2022). *Entertainment-Education in het nieuwe medialandschap*. Tijdschrift Voor Communicatiewetenschap, 50(1), 27–55. <https://doi.org/10.5117/TCW2022.1.003.LUTK>

Lutkenhaus, R. O. (2020). *Entertainment-Education in the New Media Landscape: Stimulating creative engagement in online communities for social and behavioral change [Doctoral Dissertation]*. ERMeCC (Erasmus Research Centre for Media, Communication and Culture).

<https://doi.org/10.13140/RG.2.2.21204.42885>

van Eldik, A. K., Kneer, J., Lutkenhaus, R. O., & Jansz, J. (2019). Urban Influencers: An Analysis of Urban Identity in YouTube Content of Local Social Media Influencers in a Super-Diverse City. *Frontiers in Psychology*, *10*. <https://doi.org/10.3389/fpsyg.2019.02876>

- Lutkenhaus, R. O., Jansz, J., & Bouman, M. P. A. (2019). Toward spreadable entertainment-education: leveraging social influence in online networks. *Health Promotion International*, 1–10.  
<https://doi.org/10.1093/heapro/daz104>
- Lutkenhaus, R. O., Jansz, J., & Bouman, M. P. A. (2019). Mapping the Dutch vaccination debate on Twitter: Identifying communities, narratives, and interactions. *Vaccine: X*, 1, 100019.  
<https://doi.org/10.1016/j.jvacx.2019.100019>
- Lutkenhaus, R. O., Jansz, J., & Bouman, M. P. (2019). Tailoring in the digital era: Stimulating dialogues on health topics in collaboration with social media influencers. *Digital Health*, 5.  
<https://doi.org/10.1177/2055207618821521>
- Lubjuhn, S., Bouman, M., Lutkenhaus, R., & Krumme, K. (2019). Communicating sustainable logistics innovations to various consumer groups. In *Innovative Logistics Services and Sustainable Lifestyles: Interdependencies, Transformation Strategies and Decision Making*.  
[https://doi.org/10.1007/978-3-319-98467-4\\_6](https://doi.org/10.1007/978-3-319-98467-4_6)

## PROFESSIONAL RESEARCH REPORTS

- Lutkenhaus, R. O., van Ette, C., Dekkers, J. (2023). *Formative research and strategy 'benefits scandal'. Bottom-up edutainment to empower young victims of the benefits scandal to leave their past behind and move ahead*. New Momentum for the Municipality of Rotterdam. New Momentum for the Municipality of Rotterdam.
- IRH (Institute for Reproductive Health) (2022). Norms-shifting on Social Media: A Landscaping of Programming. Institute for Reproductive Health, Center for Child and Human Development, Georgetown University for the U.S. Agency for International Development (USAID).  
<https://www.irh.org/resource-library/social-media-landscaping/>
- Lutkenhaus, R. O. (2022). *YouTube and Instagram Discourses around Toxic Masculinity*. New Momentum for Hitch Marketing and the Greater Manchester Combined Authority.
- Lutkenhaus, R. O. (2022). *YouTube Networks around (Counterfeit) Football Jerseys*. New Momentum for Hitch Marketing and the Intellectual Property Office (UK).
- Lutkenhaus, R. O. (2022). *Media Networks around Freestyle Football on YouTube and Instagram*. New Momentum for Touzani FC.

- Lutkenhaus, R. O. (2022). *The Digital Networks of Rotterdam-Bloemhof*. New Momentum for the Municipality of Rotterdam.
- Lutkenhaus, R. O., Legerstee, J., Meijberg, A. (2021). *Online Discourses on Smoke-Free Policies: Mapping Discourses on Smoke-Free Policies on Twitter, YouTube and the Open Web*. New Momentum for the Dutch Lung Foundation, the Dutch Cancer Society, the Dutch Diabetes Fund, the Dutch Heart Foundation, and the Dutch Thrombosis Foundation.
- Lutkenhaus, R. O. & Legerstee, J. (2021). *Does Drill Rap Promote Knife Possession? Mapping Knife Violence on YouTube and Instagram*. New Momentum for the Municipality of Rotterdam.
- Lutkenhaus, R. O. (2021). *#BLM in Rotterdam. The Discourse on Discrimination on Twitter and the Influence of Bots, Trolls and Disinformation Networks*. New Momentum for Municipality of Rotterdam.
- Lutkenhaus, R. O., Wang, H., Singhal, A., & Bouman, M. P. A. (2020). *Using Markers for Digital Engagement with the Audience of "Main Kuch Bhi Kar Sakti Hoon 3": A transmedia edutainment initiative for hygienic sanitation, family planning, and gender equality in India*. Center for Media & Health for the Population Foundation of India.
- Lutkenhaus, R. O., & Bouman, M. P. A. (2019). *De medianetwerken rond kiembaanmodificatie*. Center for Media & Health for the Dutch Ministry of Health, Welfare & Sports.
- Lutkenhaus, R. O., & Bouman, M. P. A. (2018). *#Donorwet: Conversatienetwerken op Twitter*. Center for Media & Health for the Dutch Kidney Foundation.
- Lutkenhaus, R. O., & Bouman, M. P. A. (2018). *#Vaccinatie: Conversatienetwerken op Twitter*. Center for Media & Health for the advisory committee 'vaccine hesitancy', commissioned by the RIVM.

## GRANTS

2023

### **"Reading between the lines" (€ 863.419 granted)**

Call: NWA: Vulnerability and resilience in the online society. ZonMW, Den Haag; the Netherlands  
*Co-initiator & societal partner*. A proposal to study health disparities at the interface of the offline and online society. Using existing survey data and a unique blend of digital methods and action research. Peer-led interventions to stimulate digital resilience.

2023

### **"WeCare" (€ 30.000)**

Resume of Dr. Roel O. Lutkenhaus (April 2023)

Call: Innofun-d. RNW Media, Haarlem; the Netherlands

*Co-applicant.* Formative research and consultancy for adaptive management of WeCare, a social media campaign that addresses mental health among youth in South-Africa.

2022

**“Becoming a Rotterdammer” (€ 99.862)**

Call: City Lab 010. Municipality of Rotterdam; the Netherlands

*Main applicant.* Using a unique blend of digital research methods and the Positive Deviance Strategy, *Becoming a Rotterdammer* seeks to empower communities of migrants to help each other. See: <https://www.citylab010.nl/initiatieven/becoming-a-rotterdammer-bar>

2021

**“Charlois en de Sterren” (€ 6.000)**

Call: Charlois Speciaal. Verhagestichting & WOLk. Rotterdam; the Netherlands

*Co-applicant.*

Artistic research project around capital forms in the neighborhood Charlois in the South of Rotterdam. Posters, billboards, minidocumentary, 360 video, and glow-in-the-dark experience. See: [www.charloisendesterren.nl](http://www.charloisendesterren.nl)