



UvA-DARE (Digital Academic Repository)

Personalization: a theoretical and historical account

van Santen, R.; van Zoonen, L.

Publication date

2011

Document Version

Submitted manuscript

[Link to publication](#)

Citation for published version (APA):

van Santen, R., & van Zoonen, L. (2011). *Personalization: a theoretical and historical account*. Paper presented at 6th ECPR General Conference, University of Iceland. <https://ecpr.eu/Events/PaperDetails.aspx?PaperID=8912&EventID=1>

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

Personalization: A theoretical and historical account

Rosa van Santen

Amsterdam School of Communication Research

University of Amsterdam

Liesbet van Zoonen

Department of Social Sciences, Loughborough University

R.A.vanSanten@uva.nl

Paper to be presented at the ECPR General Conference 2011.

Please do not cite without permission of the author.

Abstract

In this paper we report on a 4-year research project about the history and culture of Dutch political television journalism. Our analyses show that Dutch public (and commercial since 1989) television has carried ever more ‘informative’ programs such as news, current affairs and documentaries. Airtime for infotainment, programs in which information is mixed with entertainment and often public participation such as, for instance talk shows and magazines, has stayed relatively stable. This suggests that television has not offered many easy options for personalized political communication. It may be the case, however, that within the category of ‘information’ changes have taken place that can be typified as ‘personalization’, referring to coverage of individual competence, private lives and emotions of individual politicians. To examine that possibility we performed a qualitative content analysis of 23 televised portraits of Dutch politicians that were broadcast between 1961 and 2006. Results from this study show that personal narratives were present as early as 1961, and cannot be considered a mere product of contemporary television culture. Our results also show that these personal narratives have always comprised of individual and private stories, with emotional accounts only slightly increasing in the recent period. Finally, we observed that personal narratives are always primarily articulated with the political ideas, activities and goals of the guest politicians, and embedded in the political and societal affiliations of the politician. We conclude that our conceptualization of personalization adds to the literature a refined instrument for analysis without taking an a priori, normative position. Applying it in content analysis has shown that personalization seems a historical continuity, rather than the effect of the alleged contemporary video malaise, and that personalization has not become ever more dominant to the detriment of substantial attention for political issues.

Introduction

In this paper we report on a 4-year research project about processes of personalization, with a focus on the history and culture of Dutch political television journalism. Media are the key sources of public information and opinion forming for citizens in modern democratic societies. Consequently, well functioning media are a precondition for a well functioning democracy, in which citizens are informed, involved and participating. Over the past decades, developments in political communication across many Western democracies have led to a long lasting discussion about its consequences for democracy, with many authors focusing on television since it has gradually become the most important mass medium. Some authors are quite fearful of the detrimental influence of particularly television on the quality and viability of democracy and public debate (Elchardus, 2002; Hart, 1994; Postman, 1985). Others, conversely, claim that citizens have more opportunities to learn about public affairs, that news media use is positively associated with political trust and knowledge (Norris, 2000) and that the influence of television is grossly overstated (Newton, 2006).

Different phenomena such as an increasing focus on emotions, people, appearance, 'faits divers', scandals and entertainment, arguably at the expense of attention for 'true' politics, have been discussed using various terms like entertainization, popularization, tabloidization, personalization, etc. We focus on the latter in this paper, because the term is widely used, but rarely defined clearly and studied in very different ways leading to contradictory conclusions. In the next three sections of the paper we briefly report on three separate studies. First, studying television as the most important information channel, we show how the structural supply of informative programs has developed over time, compared to infotainment

and entertainment. This gives us an idea if developments in this arena of mass communication might have (increasingly) enabled processes of personalization. Second, we present the result of a literature review with a conceptualization of personalization, which we used, thirdly, in a qualitative content analysis of television portraits of politicians.

Television programming

Television is now believed to be the most important channel through which people become informed, and this role as main information provider lead academics, politicians and journalists to debate the virtues of the medium. These discussions are, however, rarely addressed with empirical research on a structural level. We therefore study trends in the supply of political information on TV and shifts in the proportion of broadcast time for information, infotainment and entertainment. More specifically we analyze various television genres, during the entire television era of the Netherlands, a country exemplifying the democratic corporatist model (Hallin & Mancini, 2004), with a dual broadcasting system, but with a strong public broadcasting history. In 1956 Dutch television started with the first broadcast of a daily news program, but since there was too little data for this year to include in our analysis, our research period starts in 1957. Looking at a post-war period of almost fifty years, our research period ends with the parliamentary elections in 2006. Information about title, date, duration in minutes (start and end time), channel and broadcast organization of all television broadcasts (24 hour), broadcasted on all Dutch public and commercial channels⁵ in the three months preceding national election dates was collected. To balance the campaign bias in this material, two midterm months

between all elections were also selected. This led to a selection of 30 periods in total (appendix A).

Each program was assigned a genre by the authors, distinguishing various forms of information (programs that solely aim to provide politically relevant information), infotainment (genres that - often - provide politically relevant information combined with entertainment) and entertainment. We chose to combine existing categorizations, resulting in a classification of 40 genres in total. The allocation of programs into a specific genre category was based on the program information we received from national viewing research companies, and for older data (1957-1988) on secondary information about the content and/or format of the programs originating from the Netherlands Institute for Sound and Vision, program or broadcaster websites, or in some cases Wikipedia (see appendix B).

Several multiple regression analyses were run on aggregated data, with average scores per selected period as the main interest. From the total number of 30 periods, the last 10 periods contain both public and commercial channels. Time trends are being captured by a variable that has a value of '1' for the first period in our dataset and increases each time by '1' for the subsequent periods. For those instances where we expect differences for a certain time-span, we create dummy variables: all periods that fall within that time span get assigned a '1', other periods a '0'.

Results

Overall (not counting the minutes of broadcasted commercials), public channels broadcasted more information than commercial channels, and commercial channels broadcasted more entertainment and slightly more infotainment programs than public channels (figure 1).

Figure 1 Sum of absolute amount of broadcasted minutes

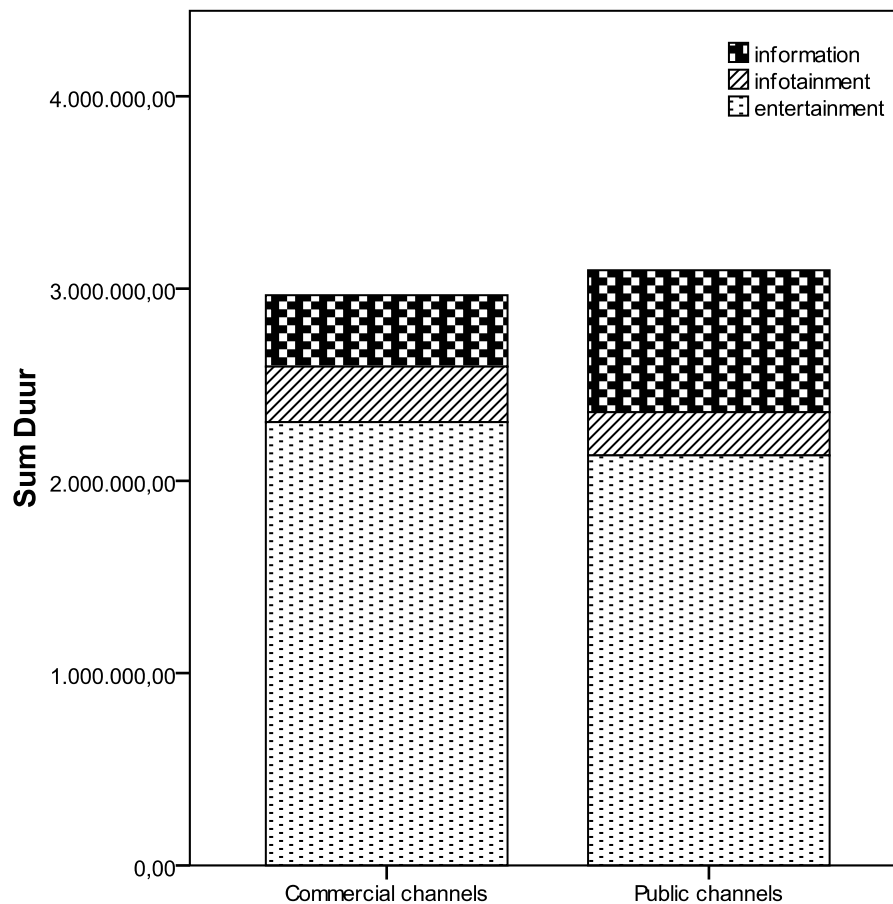


Figure 2 shows the overall trends in the presence of information, infotainment and entertainment, both on public and commercial channels. For both type of channels, we see a slight increase in the presence of the information meta-category at the expense of entertainment (public television) and infotainment (commercial television). Table 1 confirms that overall information indeed significantly increases over time: if we move one period further the share of information increases .42 percent. To test whether infotainment increased especially in the third age of communication (Blumler & Kavanagh, 1999), or the media logic phase (from the 1990s till now) (Brants & Van Praag, 2006), we added the interaction variable of ‘trend’ and ‘media logic’ and see a significant additional increase of information, but not of infotainment in the media logic phase.

Figure 2 Relative presence of meta-categories per period of time

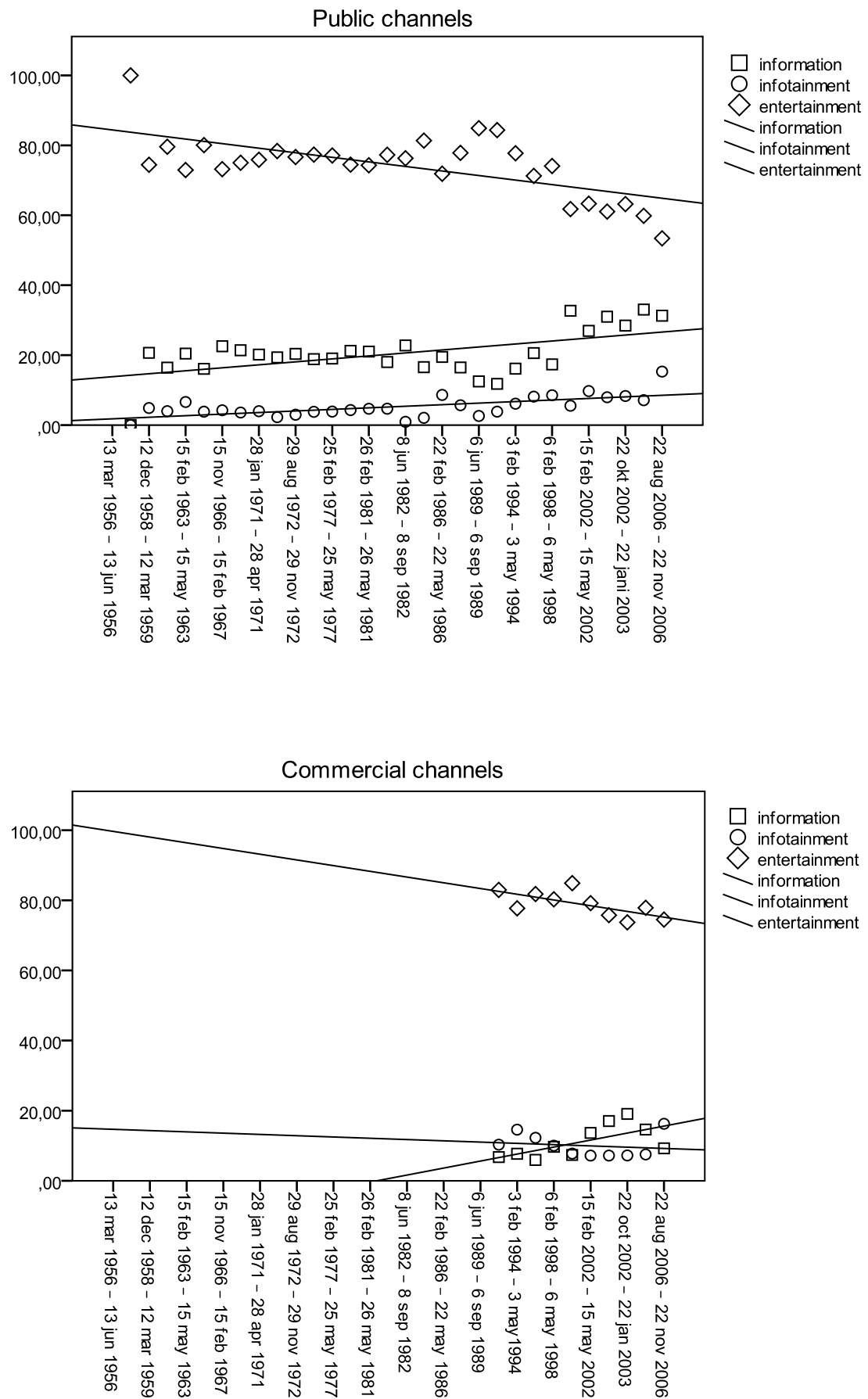


Table 1 Information and infotainment for all periods

		B	Std. Error	Beta
Information				
% Share	constant	-1,142	3,531	
	Trend	,423	,190	,505*
	Public channel	13,827	2,429	,814***
	Election periods	1,243	1,728	,085
	Media logic	,406	3,538	,028
	constant	-11,443	4,237	
	Trend	,866	,207	1,033***
	Public channel	13,827	2,110	,814***
	Election periods	,801	1,506	,054
	Media logic	-6,226	3,604	-,423 ⁺
Trend*Media logic	1,450	,412	,449**	
Infotainment				
% Share	constant	4,236	1,623	
	Trend	,067	,087	,160
	Public channel	-1,959	1,117	-,231 ⁺
	Election periods	1,674	,794	,228*
	Media logic	3,182	1,627	,434 ⁺
	constant	3,032	2,256	
	Trend	,118	,110	,283
	Public channel	-1,959	1,123	-,231 ⁺
	Election periods	1,622	,802	,221 ⁺
	Media logic	2,407	1,919	,328
Trend*Media logic	,169	,219	,105	

Note. R² information = .723***/.806***. R² infotainment = .771***/.775***. N=40.

⁺ p < .10

* p < .05

** p < .01

*** p < .001

With regard to prime-time (6 PM to 10 PM), we see in table 2 that although infotainment significantly increases over time, the decrease of information over time is not significant. This means that although infotainment does seem to increase at the expense of information, these results are not significant.

Table 2 Prime-time for all periods

		B	Std. Error	Beta
Information				
% Share	constant	13,014	3,007	
	Trend	-,153	,097	-,219
	Public channel	7,537	1,957	,535***
	Election periods	2,118	1,477	,174
Infotainment				
% Share	constant	-4,240	1,745	
	Trend	,327	,056	,787***
	Public channel	3,811	1,136	,453**
	Election periods	1,012	,857	,139
Entertainment				
% Share	constant	91,226	3,597	
	Trend	-,174	,116	-,216
	Public channel	-11,348	2,342	-,697***
	Election periods	-3,130	1,767	-,222 ⁺

Note. R² information = .690***. R² infotainment = .710***. R² entertainment = .662***. N=40.

⁺ p < .10

* p < .05

** p < .01

*** p < .001

These analyses thus show that Dutch public (and commercial since 1989) television has carried ever more ‘informative’ programs such as news, current affairs and documentaries. Airtime for infotainment has stayed relatively stable, although overall

there are more infotainment genres since the beginning of television. We do see a barely significant increase of infotainment specifically in the media logic phase, but only of around 3 percent. A decrease of information at prime-time is again not significant. Overall, in line with common knowledge, public channels spend relatively more broadcasting time on news programs, and there is relatively more infotainment and entertainment on commercial channels.

Concerns about the quality of journalism and the viability of public debate have led to many discussions, but whether the space for personalization of politics was and is available, and has expanded over time, has not been previously studied in a structural way. For personalization to occur, media need to offer a 'stage'. With regard to television this means that genres that are open or vulnerable to these developments need to be increasingly available. This has not been the case. The relative presence and proportion of infotainment on television has not significantly changed over the years. This suggests that television has not offered many easy options for personalized political communication. It may be the case, however, that within the content of specific programs changes have taken place that can be typified as 'personalization'.

Personalization defined

As said before, various concepts that deal with changes in political communication are rarely defined clearly and are often studied in very different ways leading to contradictory conclusions. This is also very much the case with the term 'personalization'. So before adding another content analysis to the body of literature on personalization, we provide first a clear conceptualization based on selected

publications of the concept.¹ We deducted seven different meanings of personalization from the literature, which are summarized in table 3.

Table 3 Forms of personalization

1	Focus on (top) leaders	Increased media attention for politicians instead of parties
2	Individual political competence	Increased media attention for individual politicians' political traits & skills
3	Privatization	Increased media attention for private life of politicians
4	Personal narrative	Media focus on personal emotions/experiences of individuals
5	Giving parties a face	Politicians and/or parties positioning the party-leader as the 'face of the party'
6	Institutional personalization	Institutional adaptation that puts more emphasis on individual politicians ('presidentialization')
7	Behavioral personalization	Increase in individual political behavior and a decline in party activity (private member bills)

First, dominant and least explanatory, there is an approach in which authors study the difference in media attention for political leaders compared to the attention for political parties. This approach profits from a clear and simple operationalization of the research question: one counts the number of times the name of a political party is mentioned in the media and compares this to the number of references to a party leader. When the latter prevails, personalization, defined as a *focus on (top) political leaders* (nr. 1 in table 3), is proved (Blumler & Kavanagh, 1999; Kaase, 1994; Morris & Clawson, 2005; Vliegenthart, Boomgaarden, & Boumans, 2008; Vliegenthart, Kleinnijenhuis, Van Hoof, & Oegema, 2007; Wattenberg, 1984). What that attention

¹ A reading list was compiled by an electronic search in the ISI Web of Knowledge database and Google Scholar, searching for the presence of key words (e.g. celebrity politics, emotionalization, human interest, individualization, personalization) in the title, abstract or list of key words. This list was then screened to reduce the number of publications to a manageable amount, focusing on publications referring to the Dutch/European context, and on overview and review publications that were very explicit in their definitions. This selected literature was analyzed thematically, and based on a bottom-up, one-by-one comparison, common terms and approaches were identified.

contains or what relation between party and party leader is presented, remains unknown in this kind of research.

In an analysis of the evolution of personalization in British politics and media Langer (2007) offers a more nuanced approach, distinguishing three types of personalization. First, *institutional personalization* (nr.6 in table 3) is proposed mainly by British scholars to label the so called presidentialization of politics (Bartle & Crewe, 2002). With this they mean a shift of political power away from parliament towards the prime minister who controls both the political agenda as the administration. This shift in the distribution of power also implies an increased visibility of political leaders, i.e. a ‘presidentialization of presentation’ (Langer, 2007). Related to this are studies that focus on communication in which party leaders present themselves as *the face of the party* (nr. 5 in table 3) (Stanyer, 2008; Van Holsteyn & Irwin, 1998). The *increased attention for the competence of individual politicians* (nr. 2 in table 3) is the second type of personalization identified by Langer which fits with the influential study of American political scientists Miller, Wattenberg and Malanchuck (1986) on ‘candidate schemata’. The authors show that voters prefer personality traits over political arguments, and deduced five aspects that voters appreciate in candidates: political competence, integrity, reliability, charisma and sex or demographics. The first three aspects were consistently the most important, making the authors conclude that such personal schemata’s indeed do contain substantial, politically relevant evaluations.

Personalization as a focus on professional but personal qualities can thus also coincide with Langer’s third type of personalization: *an increased attention for the private lives and characteristics of individual politicians* (nr. 3 in table 3). Most authors are concerned especially with this type of personalization, because, they

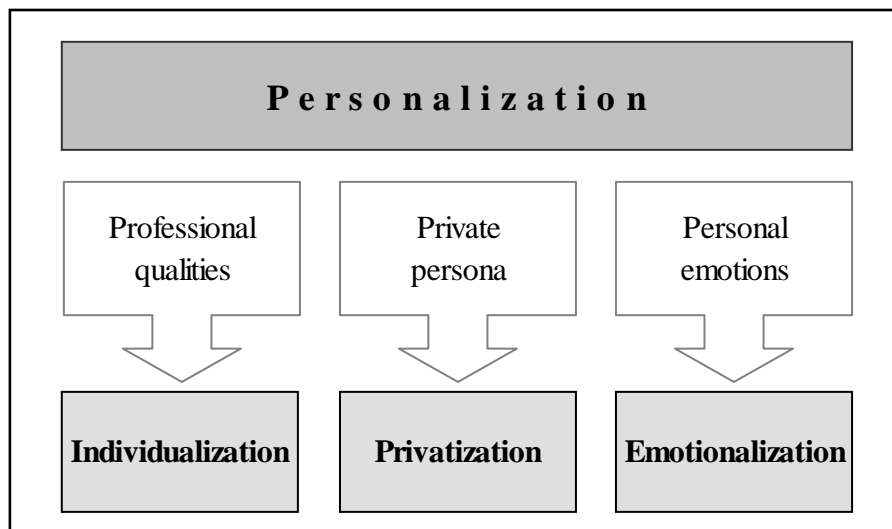
argue, it closely fits with the supposedly damaging developments of tabloidization and media logic, leading to a model of political and public knowledge in which the *experience and emotions of individual politicians and citizens are regarded as the most meaningful ways of making social reality understandable* (nr. 4 in table 3) (Hendriks Vettehen, Nuijten, & Beentjes, 2005, 2006; Macdonald, 1998; Machin & Papatheoderou, 2002; Uribe & Gunter, 2004).

The categorization of Langer (2007) has also been identified by other authors, sometimes with alternative additions. Rahat and Sheafer (2007), for instance, differentiate between institutional personalization (nr. 6) and media personalization, and within the latter further distinguish between a focus on political characteristics and activities (what they call media personalization; nr. 2), and a trend to focus on the personal life and characteristics of individual politicians (called media privatization; nr. 3). In addition to institutional and media personalization, Rahat and Sheafer identify *behavioral personalization* (nr. 7 in table 3), when individual politicians dissociate themselves from party activities and aspire to an individual profile. Finally, the authors make a distinction between personalization that occurs in unpaid media as a consequence of free publicity, and personalization in their own political advertising and marketing strategies. This latter type again strongly resembles the idea of “giving parties a ‘face’”.

Now, for the study of political communication, in particular television, mainly personalization that (can) occur(s) in the mediated public and popular sphere is important, which coincides with the first four rows of table 3. Politicians, in particular front-benchers, have to create a consistent and credible political persona from their performances in this sphere, in order to be a convincing embodiment of their own opinions, their parties, or a broader ideology. However, we already argued that the

minimal definition of personalization as an increased attention for leaders (nr. 1) offers little insight neither into the content of that attention nor into whether or not it significantly influences politics and democracy. For media research the attention for competencies, private lives and personal narratives are thus of particular importance, which we labeled individualization (focus on traits and skills of politicians), privatization (focus on private persona of politicians), and emotionalization (focus on personal experiences and emotions of politicians). This conceptualization is visualized in figure 3. We argue that whenever studying personalization, this distinction should, explicitly, be made.

Figure 3 Personalization



Personalization in TV portraits

Finally, although television has not offered many easy options for personalized political communication, it may be the case, however, that personalization has become ever more dominant in the content of programs, which we analyze using the above presented conceptualization. To provide a detailed and empirically grounded

understanding of personalization, we performed a qualitative content analysis of televised portraits of Dutch politicians, a program genre in which personal narratives of and about politicians have appeared in the past 50 years (see Van Santen & Van Zoonen, 2010 for the article on this study). Personalization is often approached as a recent development driven by competitive forces in print and television journalism, by the influence of American style campaigning, or by the imperatives of television (Brants, 1998; Newton, 2006), but we pay particular attention to processes of personalization from a historical perspective.

A qualitative content analysis of 23 portraits of Dutch politicians, broadcast during the last five decennia on public television channels in the Netherlands, was conducted. This genre aims to provide a combined picture of the public and private persona of politicians and has been around since the advent of television. It thus provides good material to trace historical developments. As a *television* genre particularly, it is useful to assess whether and how personalization can contain politically relevant information: portraits offer opportunities for politicians to strategically present themselves and their ideas, but they also enable the discussion of political issues. Broadcasts were selected that aimed to ‘paint a portrait’ of an individual, in which the guest him or herself was present, in which the guest was a (former) politician, and in which an interviewer or host was present. The selection of portraits consists of politicians at the national political level or higher, from various political parties, interviewed by a wide range of journalists, in a diversity of programs, broadcast by different networks (appendix C).

The analysis followed three stages: first, conversation, camera motions, program elements and audio-/ visual characteristics were literally transcribed and described. Second, these transcripts were coded, identifying topics, themes and

technical characteristics that emerged from the data. Finally, an interpretative analysis of the programs took place, linking the codes with the theoretical concepts of personalization as presented in figure 3.

Results

Results from this study show that personalization occurred as early as 1961, and cannot be considered a mere product of contemporary television culture. What is striking however is that most portrayed politicians in the sixties, seventies and eighties were no longer playing central roles in their respective parties or had retired from office; as if the person behind the politician thus only became known to the public after he or she was out of the public eye and had a well-founded political reputation. In material from the early 1990s, we found the first portraits of active politicians. Especially in the portraits of electoral contenders, political and personal narratives come together, resulting in conversations between interviewer and guest about political ideologies and concrete issues but also about the politician's upbringing and his or her feelings about politics and the election campaign.

The historical development of personalization in television portraits is thus twofold: first, personal narratives in their individual, private and emotional dimensions were already present in the early television period and are still present in current television portraits; second, these personal narratives became part of *active* political careers and activities only in the early 1990s. However, personalization has always comprised of individual and private stories, with emotional accounts only slightly increasing in the recent period. And personalization always primarily occurs in combination with stories about the political ideas, activities and goals of the guest politicians, and is embedded in the political and societal affiliations of the politician.

Distinguishing between the three different forms of personalization proved to be useful because they have different relevance for the political content of television portraits. Individualization focused on the competence of politicians, such as rhetorical capacity, leadership and experience, which are relevant for the political performance of politicians. A lack of competence is rarely discussed in these programs. Over time, politicians seem to have started to foreground their own specific competence for strategic reasons, rather than as a reflection on their personal qualities.

Privatization is an all-time favorite issue in the portraits and included very often how the politician's upbringing informed his political motives and behavior, thus adding a sense of historical continuity to his or her performance. Also the issue of combining a political career with a private life, especially while being a good parent to your children, is a recurring topic, but politicians are and have always been, very reluctant to talk about their actual family life.

Finally emotionalization, relatively rare in the portraits, was not only included but also continuously reflected upon, thus joining the controversy about it rather than making emotions acceptable in current political culture. Typically, the interviewer is the one who asks about emotions and feelings, and the degree to which politicians feel at ease with these kinds of questions seems to differ more between politicians than between time periods.

Although changes in the style of the genre and the nature of the conversations are visible, and the mere amount of portrait programs increased over time, personalization in its three different manifestations seems a historical continuity rather than a recent development driven by competition, or 'Americanization' or tabloidization, etc. Personalization has also not become ever more dominant to the detriment of

substantial attention for political issues, at least not in television portraits, a genre that would be susceptible to it.

Discussion

Television programming has increasingly consisted of informative programs such as news and current affairs programs. Although infotainment programs slightly increase over time, these results were not significant. This may however not reassure those who worry about a deterioration of informative content. Personalization is often discussed as a development signaling the decreasing quality of politically relevant information. Our study has shown, however, that personalization not only is a historical continuity, it has also not developed at the expense of attention for political and public affairs.

Appendix A

Table A Overview selected periods

	Period	Period type	Phase	Data source
1	13 September 1957 – 12 November	Non-election	Partisan logic	Hand coding
2	12 December 1958 – 12 March 1959	Election		
3	15 March 1961 – 15 May 1961	Non-election		
4	15 February 1963 – 15 May 1963	Election		
5	1 March 1965 – 30 April 1965	Non-election		
6	15 November 1966 – 15 February	Election		
7	15 February 1969 – 15 April 1969	Non-election		
8	28 January 1971 – 28 April 1971	Election	Public logic	
9	15 January 1972 – 15 March 1972	Non-election		
10	29 August 1972 – 29 November 1972	Election		
11	15 January 1975 – 15 March 1975	Non-election		
12	25 February 1977 – 25 May 1977	Election		
13	15 April 1979 – 15 June 1979	Non-election		
14	26 February 1981 – 26 May 1981	Election		
15	15 December 1981 – 15 February	Non-election		
16	8 June 1982 – 8 September 1982	Election		
17	15 June 1984 – 15 August 1984	Non-election		
18	22 February 1986 – 22 May 1986	Election		
19	15 December 1987 – 15 February	Non-election		
20	6 June 1989 – 6 September 1989	Election		
21	15 December 1991 – 15 February	Non-election		
22	3 February 1994 – 3 May 1994	Election		
23	15 April 1996 – 15 June 1996	Non-election		
24	6 February 1998 – 6 May 1998	Election		
25	15 April 2000- 15 June 2000	Non-election		
26	15 February 2002 – 15 May 2002	Election		
27	15 August 2002 – 15 October 2002	Non-election		
28	22 October 2002 – 22 January 2003	Election		
29	15 November 2004 – 15 January 2005	Non-election		
30	22 August 2006 – 22 November 2006	Election	Dutch Audience Research Foundation	

Appendix B

Table B Television genres

C	Genre	Example programs
I N F O R M A T I O N	News	Journal, Van geweest tot geweest, 5 in het land, Hart van Nederland, RTL Nieuws
	Current affair program	Achter het nieuws, Brandpunt, Netwerk, NOVA, Ontbijt TV, Het Capitool, Buitenhof
	Political program	Verkiezingsuitzendingen, Gesprek met de Minister-president, Vragenuurtje, Debatten
	Political party broadcast	Verkiezingsspotjes
	Financial-economic program	Business update, Aktua in bedrijf, Over de balk, Orde op zaken, RTL Z
	Documentary	Zembla, Uur van de Wolf, Reporter, RTL Dossier, Dokument
I N F O R M A T I O N	1-to-1/1-to-few talk show	Om met Ischa te spreken, Remmers ontmoet, Aad van den Heuvel en..., Felderhof ontmoet
	Public discussion program	Catherine, Het Lagerhuis, Rondom 10, Vragenvuur, Koos Postema op woensdag
	Chat show	Karel, Barend&Witteman, De wereld draait door, Barend & van Dorp, Mies en scene,
	Consumer magazine	Tineke, Vijf uur show, Koffietijd, Life&Cooking, Jos op 1, BV de wereld
	General consumer information	Kassa, Radar, Ombudsman, Ben je belazerd, Breekijzer, Koning Klant
	Other talk show	Vrije gedachte, Kaarten op tafel, Tegenpolen, Thuis bij, Onder vuur, Gastenboek
	Human interest	Vrouw zijn, Spoorloos, Willibrord, Jammers, Man bijt hond, Hart in actie, Taxi
	Portrait	Silhouet, Profiel, De show van je leven, Markant, Ischa, Beeldspraak, Andries
Show business/royalty	RTL Boulevard, Shownieuws, Blauw bloed, Showtime	

C	Genre	Example programs
E N T E R T A I N M E N T	Justice/law/order – non fiction program	Opsporing verzocht, Peter R. de Vries, Ooggetuige, Rijdende rechter, De rechtbank
	Traffic/transport	Stapel op auto's, Blik op de weg, Blij dat ik rij, Autoxperience, Heilige koe
	Health, care & upbringing	Vinger aan de pols, TV dokter, Ziekenhuisverhalen, Spreekkamer
	Nature/travel/holiday	Toerisme, Helse vakanties, Puur natuur, Vakantie TV, Verassend Nederland
	(Popular) science & technology	Jules Unlimited, Noorderlicht, Hoe zit dat?, Waarom? Daarom!, Wetenswaardevol
	Music/art/culture/media	Museumschatten, Bios, Beeldenstorm, Lekker lezen, Top 40, Boekenbus, 2 meter sessies
	Religion/proclamation/philosophical/ideological	Zondagse kerkdienst, Dagsluiting, Achtergronden van de bijbel
	Anthropology/ sociology/ history/archeology	20° eeuw, Andere tijden, Bewogen betrekkingen, Landgenoten
	Cooking	Wijnwereld, Koken met sterren, Kookgek, Lombok kookt, Reistafel
	Decorating/interior design/gardening/hobby/DIY	Eigen huis & tuin, In Holland staat een huis, Klussen en wonen, Mijn hobby, Tuinruimers
	Animals	Dierenmanieren, Paardensport, Alle dieren tellen mee, Natte neuzen
	Beauty/life style/exercising/appearance	Health & beauty, Style & beauty, Modepolitie, Nederland in beweging
	IT/new media/games	Game time, Computer magazine, Informatica, Gamequest
Reality series	Big Brother, 112 weekend, Explosief, Big diet, Expeditie Robinson, Vet's, Airport	
Series	Goeie tijden, slechte tijden, Zeg 'ns A, Pleidooi, Baantjer, Flodder, Kees & Co	
Movie/television play/theatre		

C	Genre	Example programs
E N T E R T A I N M E N T	Knowledge quiz	Voor een briefkaart op de eerste rang, 2 voor 12, Per seconde wijzer
	Game show	Wie van de drie, Lingo, Zo vader zo zoon, Over de rooie, Get the picture
	Big game show	Ted show, NCRV Stedenspel, Zeskamp, Een van de acht, Wedden dat, Love letters
	Show/amusement/ entertainment	Andre van Duin, Bananasplit, Mooi weer de Leeuw, Circusfestival, All you need is love
	Cabaret/satire	De Lama's, Kopspijkers, Farce majeure, Andermans veren, Bert Haanstra, Koefnoen
	Sport	voetbalwedstrijden, Studio Sport, Sportjournaal, etc.
	Children and youth program	Sesamstraat, Stuif es in, Telekids, tekenfilms
	Other recreation/advice/ service/information/education	Lotto, Staatsloterij, horoscoopjournaal, Teleac cursussen
	Other	Reclame, PB51, continuity, storing, tekstuele informatie, ideële reclame, teleshop, erotiek

Appendix C

Table C Selected television portraits

	Title of broadcast	Date	Portrayed politician	Network	Interviewer
1	Profile of Mr. Dirk Uipko Stikker	15-5-1961	Stikker (VVD - ex-member of the Upper Chamber; ex-minister; NATO secretary)	KRO	Henk Neuman
2	Face to face (Onder vier ogen)	20-1-1963	Roolvink (ARP - State secretary)	NCRV	Kees van Langeraad
3	Profile of Mr. J.M.A.H. Luns	25-4-1963	Luns (KVP - minister)	AVRO	Joop van Tijn
4	Silhouette (Silhouet)	14-8-1967	Van Riel (VVD - ex-member of the Upper Chamber)	KRO	Henk Neuman
5	Profile of Hans van Mierlo	19-3-1970	Van Mierlo (D66 - member of the Lower House)	VPRO	Joop van Tijn
6	Striking (Markant)	11-3-1973	Stikker (VVD - ex-member of the Upper Chamber; ex-minister; ex-NATO secretary)	NOS	Unknown
7	Striking (Markant)	19-8-1973	Algra (ARP - ex-member of the Upper Chamber)	NOS	Unknown male
8	Striking (Markant)	23-9-1973	Luns (KVP - ex-minister; NATO secretary)	NOS	Max van Rooy
9	Ivo Samkalden, profile of a departing mayor (profiel van een scheidend burgemeester)	28-2-1977	Samkalden (PvdA - ex-minister; departing mayor)	AVRO	Jaap van Meekren
10	Marga Klompé	6-5-1984	Klompé (KVP - ex-minister)	KRO	Hilde van Oostrum
11	In de lead (In de hoofdrol)	2-2-1985	Wiegel (VVD - ex- member of the Lower House; ex-minister; Lord Lieutenant)	AVRO	Mies Bouwman
12	Striking (Markant)	11-2-1986	Bakker (CPN - ex-member of the Lower House)	NOS	Herman van Run
13	Striking (Markant)	9-8-1988	Schakel (CDA - ex-member of the Lower House; ex- mayor)	NOS	Herman van Run
14	In de lead (In de hoofdrol)	6-12-1992	Terpstra (VVD - member of the Lower House)	AVRO	Mies Bouwman
15	The show of your life (De show van je leven)	17-1-1998	Jorritsma (VVD - minister)	VARA	Astrid Joosten
16	The show of your life (De show van je leven)	7-1-2001	Zalm (VVD - minister)	VARA	Astrid Joosten
17	Face to face (Oog in oog)	14-12-2001	Balkenende (CDA - member of the Lower House; party leader)	VARA	Astrid Joosten
18	Face to face (Oog in oog)	18-9-2003	Halsema (GroenLinks - member of the Lower House; party leader)	VARA	Astrid Joosten
19	Paul Rosenmöller and...	25-10-2006	Marijnissen (SP - member of the Lower House; party leader)	IKON	Paul Rosenmöller
20	Andries	28-10-2006	Pechtold (D66 - ex- mayor; ex-minister; party leader)	EO	Andries Knevel
21	Andries	4-11-2006	Rouvoet (CU - member of the Lower House; party leader)	EO	Andries Knevel
22	Andries	11-11-2006	Rutte (VVD - ex-state secretary; member of the Lower House; party leader)	EO	Andries Knevel

23	Paul Rosenmöller and...	15-11-2006	Bos (PvdA - ex-state secretary; member of the Lower House; party leader)	IKON	Paul Rosenmöller
----	-------------------------	------------	--	------	------------------

Bibliography

- Bartle, J., & Crewe, I. (2002). The impact of party leaders in Britain: Strong assumptions, weak evidence. In A. King (Ed.), *Leaders' personalities and the outcomes of democratic elections* (pp. 70-95). Oxford: Oxford University Press.
- Blumler, J. G., & Kavanagh, D. (1999). The third age of political communication: Influences and features. *Political Communication*, 16(3), 209 - 230.
- Brants, K. (1998). Who's afraid of infotainment? *European Journal of Communication*, 13(3), 315-335. doi:10.1177/0267323198013003002
- Brants, K., & Van Praag, P. (2006). Signs of media logic: Half a century of political communications in the Netherlands. *Javnost-The Public*, 13(1), 25-40.
- Elchardus, M. (2002). *De dramademocratie*. Antwerpen: Lanoo.
- Hallin, D. C., & Mancini, P. (2004). *Comparing media systems. Three models of media and politics*. New York: Cambridge University Press.
- Hart, R. P. (1994). *Seducing America: How television charms the modern voter*. New York: Oxford University Press.
- Hendriks Vettehen, P., Nuijten, K., & Beentjes, J. (2005). News in an age of competition: The case of sensationalism in Dutch television news, 1995-2001. *Journal of Broadcasting & Electronic Media*, 49(3), 282-295.
doi:doi:10.1207/s15506878jobem4903_2
- Hendriks Vettehen, P., Nuijten, K., & Beentjes, J. (2006). Research note: Sensationalism in Dutch current affairs programmes 1992-2001. *European Journal of Communication*, 21(2), 227-237.

- Kaase, M. (1994). Is there personalization in politics? Candidates and voting behavior in germany. *International Political Science Review / Revue internationale de science politique*, 15(3), 211-230.
- Langer, A. I. (2007). A historical exploration of the personalisation of politics in the print media: The british prime ministers (1945-1999). *Parliamentary Affairs*, 60(3), 371-387. doi:10.1093/pa/gsm028
- Macdonald, M. (1998). Personalization in current affairs journalism. *Javnost-The Public*, 5(3), 109-126. Retrieved from <http://www.javnost-thepublic.org>
- Machin, D., & Papatheoderou, F. (2002). Commercialization and tabloid television in southern europe: Disintegration or democratization of the public sphere? *Journal of European Area Studies*, 10(1), 31-48.
- Miller, A. H., Wattenberg, M. P., & Malanchuk, O. (1986). Schematic assessments of presidential candidates. *The American Political Science Review*, 80(2), 521-540.
- Morris, J. S., & Clawson, R. A. (2005). Media coverage of congress in the 1990s: Scandals, personalities, and the prevalence of policy and process. *Political Communication*, 22(3), 297-313.
- Newton, K. (2006). May the weak force be with you: The power of the mass media in modern politics. *European Journal of Political Research*, 45(2), 209-234. doi:10.1111/j.1475-6765.2006.00296.x
- Norris, P. (2000). *A virtuous circle. Political communications in postindustrial societies*. Cambridge: Cambridge University Press.
- Postman, N. (1985). *Amusing ourselves to death. Public discourse in the age of show business*. New York, NY: Viking.

- Rahat, G., & Sheaffer, T. (2007). The personalization(s) of politics: Israel, 1949 - 2003. *Political Communication*, 24(1), 65 - 80.
doi:10.1080/10584600601128739
- Stanyer, J. (2008). Elected representatives, online self-presentation and the personal vote: Party, personality and webstyles in the united states and united kingdom. *Information, Communication & Society*, 11(3), 414 - 432.
- Uribe, R., & Gunter, B. (2004). Research note: The tabloidization of british tabloids. *European Journal of Communication*, 19(3), 387-402.
doi:10.1177/0267323104045265
- Van Holsteyn, J., & Irwin, G. A. (Eds.). (1998). *De wilde frisheid van limoenen*. Leiden: DSWO Press.
- Van Santen, R., & Van Zoonen, L. (2010). The personal in political television biographies. *Biography*, 33(1), 46-67. doi:10.1353/bio.0.0157
- Vliegthart, R., Boomgaarden, H. G., & Boumans, J. W. (2008). *Personalisation in political news coverage: Uk and the netherlands, 1990 - 2007*. Paper presented at the Leeds-Amsterdam conference "Challenging the primacy of politics: Political communication in post-modern democracy", Amsterdam.
- Vliegthart, R., Kleinnijenhuis, J., Van Hoof, A. M. J., & Oegema, D. (2007). *Politicians mold parties. Effects of news about candidates and parties on their perceived performance and on party preference*. Vrije Universiteit (unpublished). Amsterdam.
- Wattenberg, M. P. (1984). *The decline of american political parties 1952-1980*. Cambridge, MA: Harvard University Press.