# May I have your responsible attention please!

Dr. Deike Schulz
Professorship Organisations and Social Media

16 November 2026 - NWO SHIFT 2026 - Zeist

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Professorship Organisations and Social Media

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# Hello, my name is... Deike Schulz



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# Professorship Organisation en Sociale Media



Investigating social media–mediated communication and its online and offline impact

Exploring the opportunities and limitations of a values-driven influencer economy

Building learning communities around responsible leadership and digital media literacy

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Professorship Organisations and Social Media

# Connecting the dots

EenVandaag Actueel Opiniepanel Uitzendingen Doe mee Contact




Influencers in Dubai moeten zich aan strenge regels houden over wat ze posten

Binnenlands Bestuur

bestuur en organisatie financiën ruimte en milieu sociaal digitaal carrière juridisch abonneer nu

digitaal / nieuws

## Helft gemeenten geraakt door desinformatie, zorgen over verkiezingen

Met name gevoelige dossiers zoals de komst van azc's zijn een vliegwiel voor desinformatie.

Sjoerd Hartholt 18 februari 2026

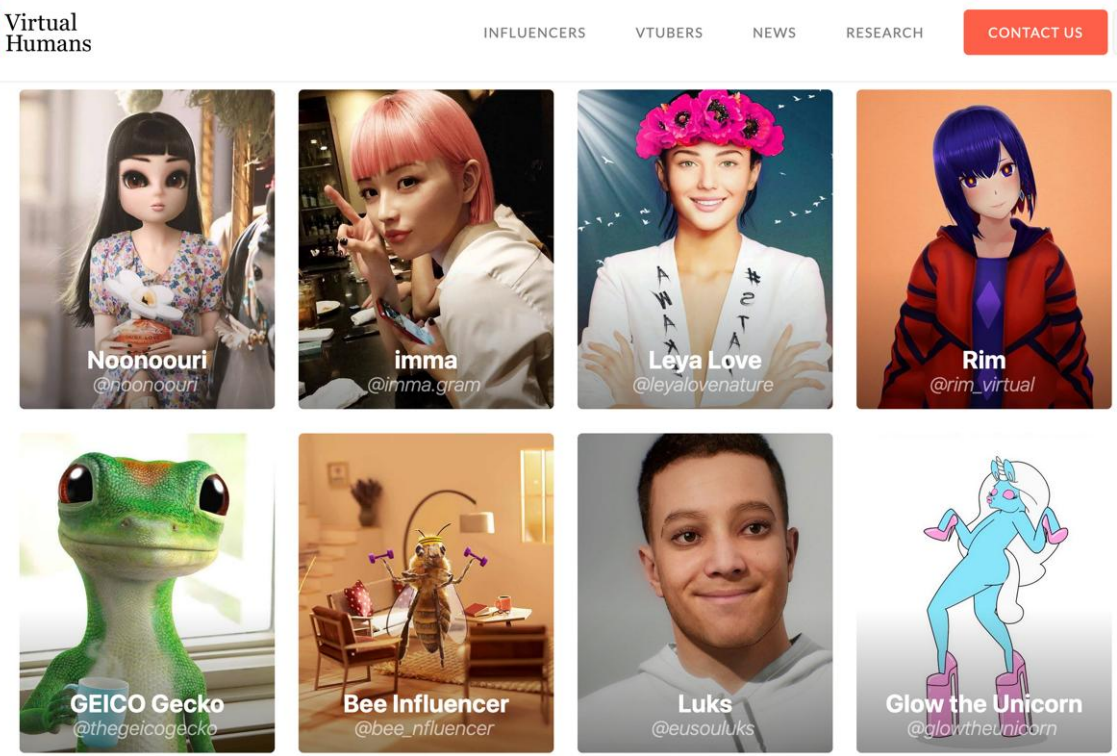
**Influencers in Dubai and the spread of disinformation during municipal council elections.**

# How do

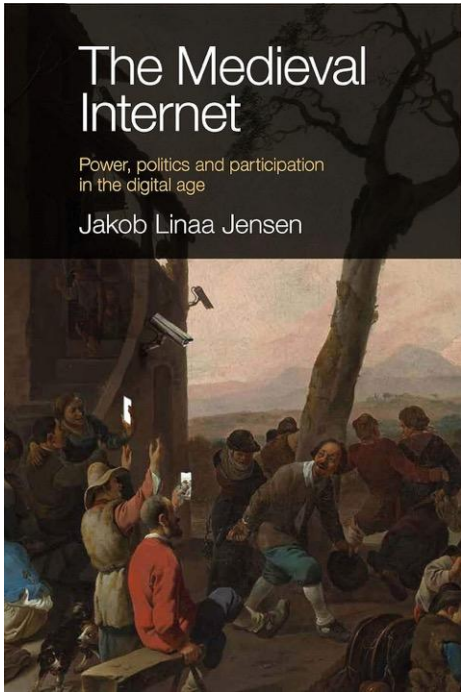
Influencers are c ce through
platforms such a ent (text,
images, audio, a Through
interactions suc nmunity of
recurring follow

Influencers can marketing, and
product collabo o promote,
comment on, ar etal issues..

Based on Schulz, 2020, 20
Build on definitions by:
Abidin, C. (2015). Commur
Hund, E. (2023). The Influe



# Mixing hate and attention, rage bait avant la lettre...



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Home / News / Economy / Competition / Council strengthens call to make influencers accountable for their actions

# Council strengthens call to make influencers accountable for their actions

By Théophane Hartmann | Euractiv Est. 3min 18 mrt 2024 (updated: 21 mrt 2024)

Content-Type: News

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NEWS

Letzte Aktualisierung: May 15, 2024

## Influencers: How the Council wants them to take responsibility



BBC

De Telegraaf

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Artikelen over: influencers



13 sep. | Buitenland

**Ophef om misleidende actie Insta-tweeling**



16 jul. | Buitenland

**Gruwelijke dood internetmeisje schokt Amerika**



21 mei | Opmerkelijk

**Insta-model onder vuur na respectloze actie**



09 mei | Buitenland

**Insta-modellen zien luxe-reis veranderen in drama**

Het Parool

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## 'Influencers zijn de modetijdschriften van nu'

Koppel influencers aan producten en je hebt de millennial te pakken, zeggen Emilie Tabor en Maddie Raedts van Influencer Marketing Agency. Ze haalden er de Forbes-lijst mee.

VERDIEPING

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## Who is Andrew Tate? The self-proclaimed misogynist influencer

12 March 2024

By Antoinette Radford, BBC News



## Instagram: beware of bad influencers...

The picture-sharing site and its ilk are full of celebs peddling products and not being open about what they get in return. Will regulation help?



SWR AKTUELL



Diskussion über Fakten, Fake News, Meinung

## Gefahr oder Vorbild: So viel Macht haben Influencer

Stand: 8.9.2023, 18:43 Uhr

Von Simone Steffen

BBC

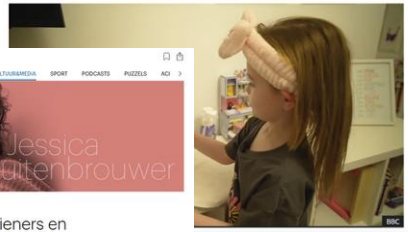
Register

## Growing skincare use by children is dangerous, say dermatologists

27 January 2024

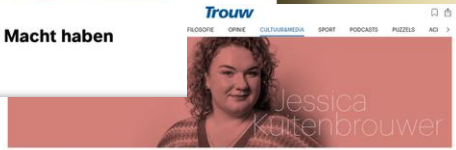
By Annabel Rackham, Health reporter

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Trouw

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Column

Hoe skinfluencers tieners en gen-Z'ers serums aansmeren die hun huid verpesten

## Twee derde jongeren laat financiën beïnvloeden door influencers

Ongeveer twee derde van de jongeren tussen de zestien en negentien jaar laat zich bij het nemen van een financiële beslissing weleens beïnvloeden door een influencer. Dat meldt Wijzer in geldzaken, een initiatief van het ministerie van Financiën, op basis van onderzoek.

NOS | Nieuws | Sport | Live | Programma's



NOS Nieuws • Vrijdag 19 mei 2023, 06:37

**Influencers overtreden regelmatig reclameregels, sancties blijven uit**

Professional Organisation and Social Media

# Why do influencers need responsible attention?

- Content creation has become professionalized
- Responsible leadership within the influencer economy is lagging behind
- Regulations fall short in protecting users and influencers
- Research into value-driven communication and communities remains limited

# It's time for offline attention!

**2022 – Present**

Focus on the influencer economy and the responsibilities of influencers in business and society.

How can we support influencers in their professional development, awareness, and responsible behavior?

How can we help students (and educators) critically engage with the influencer economy and understand the impact of influencers on society?



# SWIPE UP WEEK

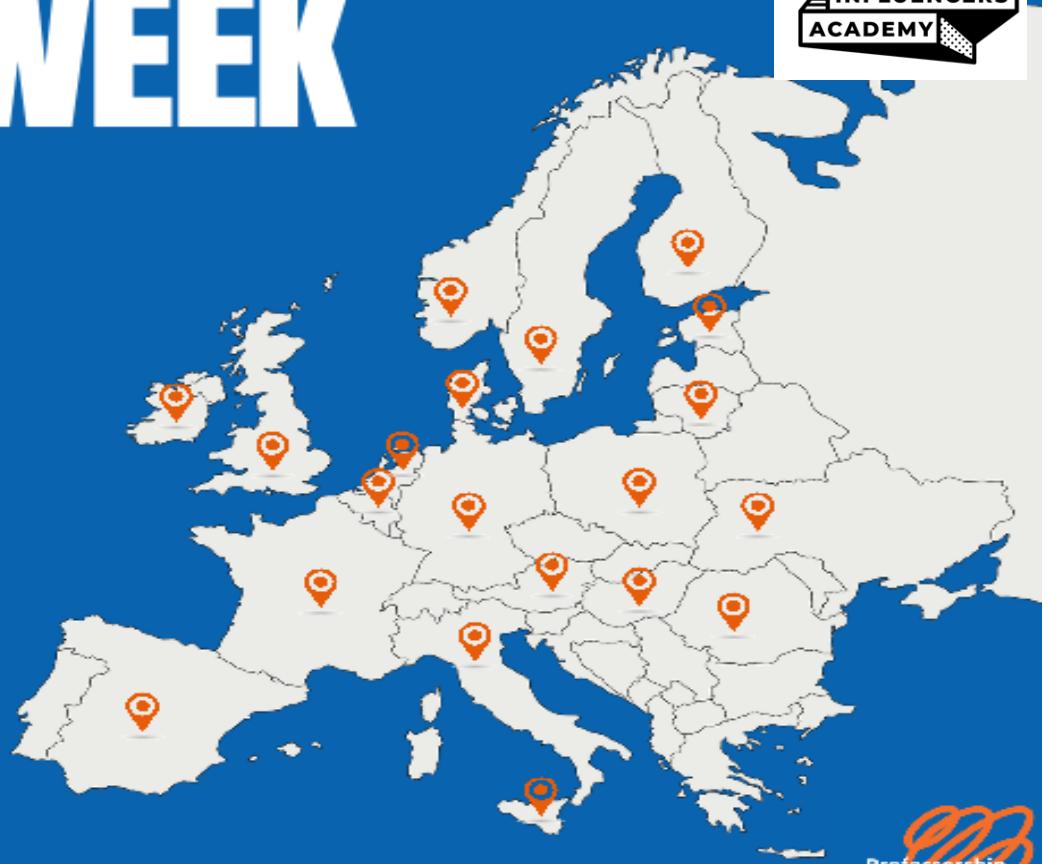
since 2022

**10** editions

**25** countries

**75** influencers

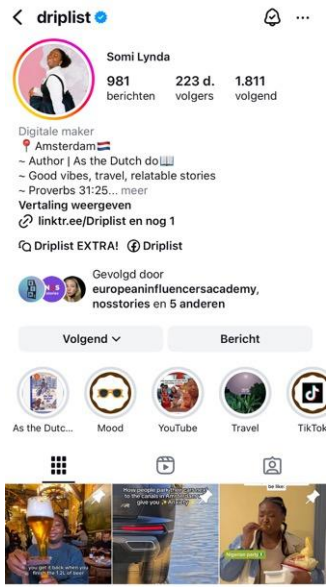
**14+ MILLION** reach

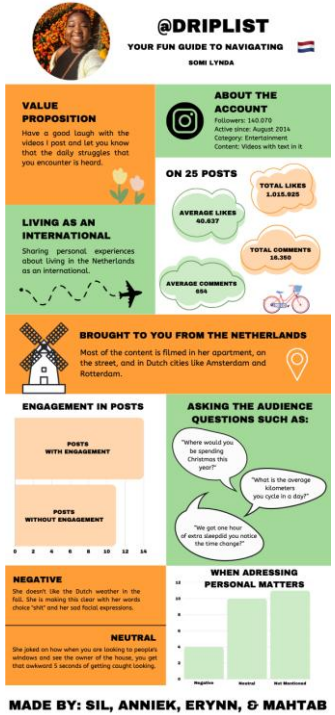


EUROPEAN INFLUENCERS ACADEMY

Professorship Organisations and Social Media

# Turning offline connection into responsibility







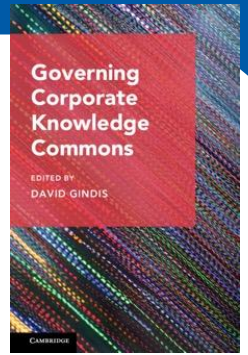


# An impactful change of perspective

"It seems to me like a baseline minimum that we as content creators should meet, because we've all seen what happens on the internet when things aren't transparent. Things can be manufactured, things can be manipulated, things can be interpreted entirely differently from what was intended. When you come with a real source, something grounded in real arguments and actual facts, you immediately earn credibility and trust. And that's what matters most in the connection you have with your community and the people around you.."*

*Citation by a SUW particpant from ongoing research (shortend). (Dragomir en Schulz, 2026)

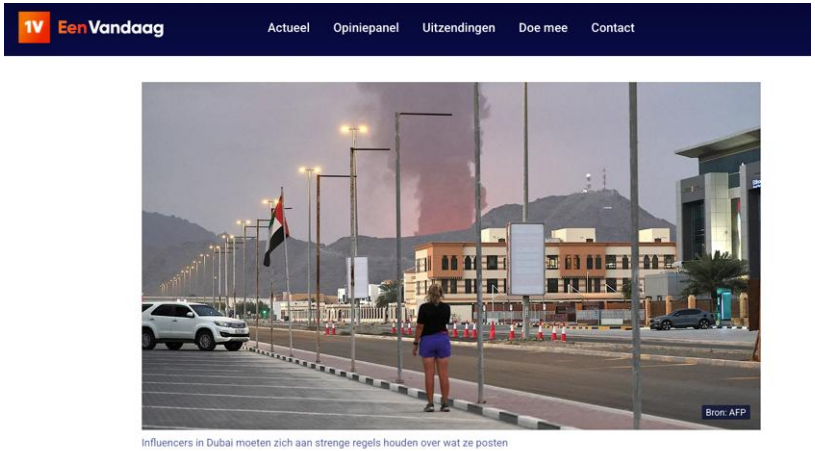
# Influencers as role models?




"Whether it's about appearance or other aspects, there's a pressure to conform with. However, social media presents a curated version of people's lives – it's not the full reality. As a young person bombarded by this content, you might start believing it represents the entire truth. It's crucial to consume this image consciously and critically. We need extensive education on this, and content creators can play a role in shaping awareness because they have a voice on these platforms. For me, this is the most critical issue."

Schulz, D. (2026). Commoning through Interactions: Governing Offline and Online Communities in the German Video Game Influencer Industry. In D. Gindis (Ed.), Governing Corporate Knowledge Commons (Forthcoming Edited Volume). Cambrigde University Press.

# Connecting the dots (again)

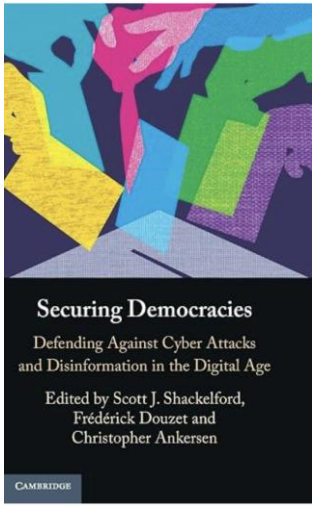


Influencers in Dubai moeten zich aan strenge regels houden over wat ze posten




**Influencers in Dubai and the spread of disinformation during municipal council elections.**

# Connecting the dots (again) with students






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Getting a Grip on Disinformation

*From Distrust to Trust within Learning Communities*

*Deike Schulz, Joyce Kerstens, and Dustin Sajoe*

This chapter examines how citizens – individually and as part of their community – can be empowered to fight disinformation from the ground up. An experimental pilot project was carried out with three separate regional learning communities in the northern part of the Netherlands (hereafter the Frisian Area) between September 2022 and September 2023 and comprised citizens from different backgrounds and age groups who jointly engaged in investigating and exposing disinformation. These three communities operated as independent entities, with the participants developing their own rules and roles of investigation and information sharing.

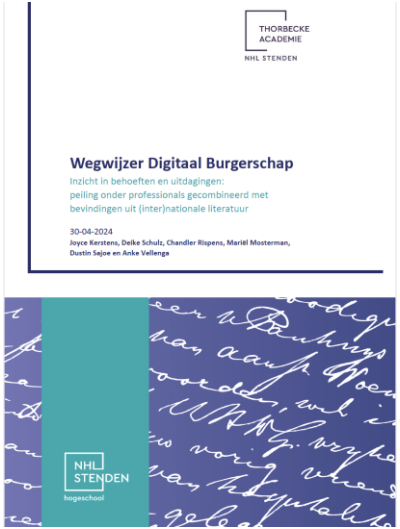
The goal of the project, called "De Pit," was to experiment with methodology to empower communities to recognize and fight disinformation. Our main hypothesis for this experiment was that there is no "silver bullet" or panacea (a common lament from Elinor Ostrom). By comparing the three communities we have learned that citizens will develop their own and different kinds of solutions. Following this approach, the central question of our research was how participants of learning communities develop their own ground rules, roles, and agreements to critically collect, analyze, understand, and report on the information surrounding them in online and offline spaces.

To answer this question, we present a multiple (experimental) case study to discuss and compare the aforementioned aspects of the three different learning communities. Our aim was to provide as much autonomy as possible to these communities so that they could create their own solutions. Considering the different backgrounds, level of education, ages, and geographical locations enabled us to learn if people create similar or different solutions to fight disinformation.

Additionally, Ostrom's Institutional Analysis and Development (IAD) framework (2005) has supported us in understanding these learning communities and how the participants have developed a research approach enabling them to interpret the facts behind information circulating in the public sphere. More importantly, key aspects

345

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# Creating responsible attention offline with students

- Interdisciplinary learning community working on Digital Media Literacy
- Students, lecturers, media professionals & experts
- Disinformation: real-life challenges
- Investigative newsroom
- Training in OSINT and investigative journalism methods

THORBECKE ACADEMIE
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CLICK CHECK CONTROL

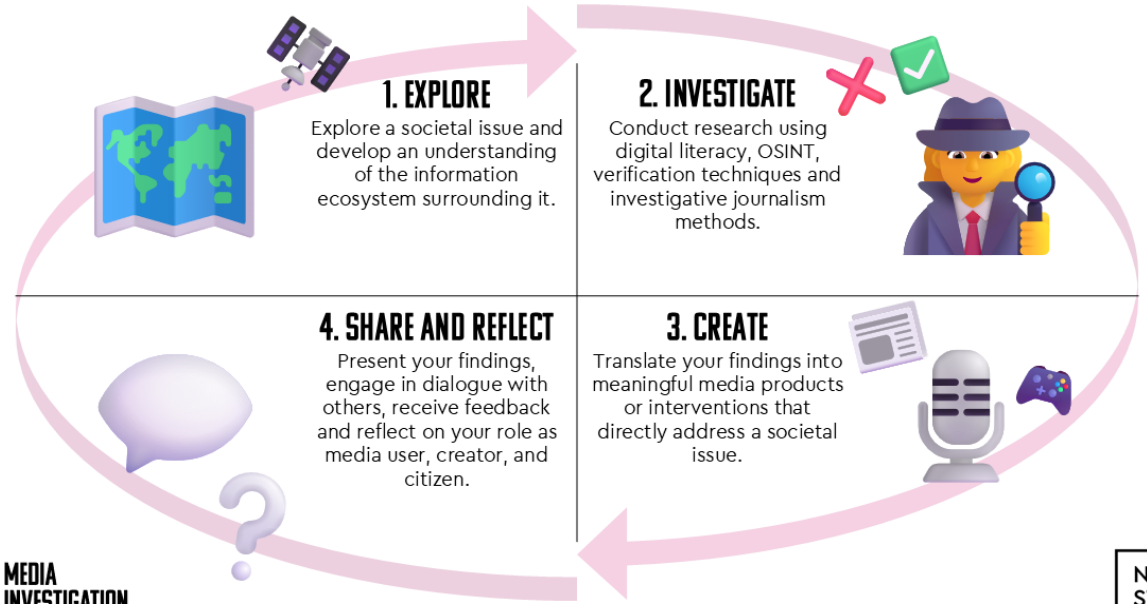
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MEDIAHUIS

# Creating a cycle of responsible attention (and action!)




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## Fact-Checking Marathon during the national and local elections in November 2025 and March 2026.







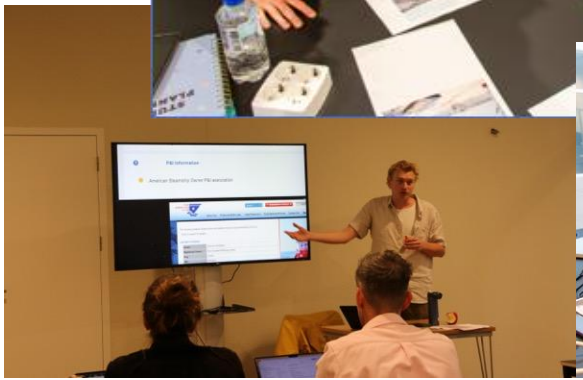
https://www.factcheckmarathon.nl/factchecks

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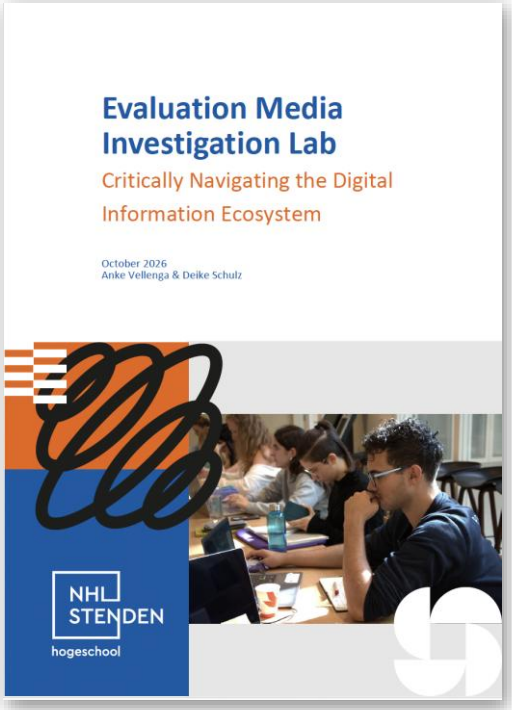
# Turning responsible attention into action

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# Con



- Platfo
- Persp
- Offlin
- Deve de approach

- We v

# Thank you for your responsible attention!

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16 November 2026 - NWO SHIFT 2026 – Zeist
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