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Philippe De Vries obtained his PhD in Political and Social Sciences from the University of Antwerp in 2007. In his PhD-thesis he investigated the impact of candidate image consisting of personality traits and physical appearance cues in Belgian politics. His research focusses on the domains of political communication, political marketing, social media and political psychology.

Philippe is responsible for different teaching-modules within the Master program in Political Communications at the University of Antwerp such as: *political marketing* and *new media and politics*.

He is a member of the Research Unit Political Communications and active in numerous international research networks. He is also a member of the Executive - IPSA RC 21 Political Socialization and Culture, Executive Board Member and IPSA RC 29 Psycho-Politics and treasurer of both IPSA RC 21 and RC 29.

A selection of Philippe De Vries' publications: De Landstheer, C., De Vries, Ph., & Vertessen, D. (2008). Political Impression Management: How Metaphors, Sound Bites, Appearance Effectiveness, and Personality Traits CAN Win Elections. *Journal of Political Marketing*: vol 7 (3/4); De Vries, Ph, De Landtsheer, C., & Kesteloot, S. (2009). Political Marketing in Belgium. Image Supremacy? Lifting the Veil. In J. Lees-Marshement (Ed.). *Political Marketing: principles and applications*. Routledge; Ormrod, R., Zaefarian, G., Henneberg, S. & De Vries, Ph. (2013). Strategy, market orientation and performance: the political context. *Journal of Public Affairs*, 14/1: p.1-16, De Vries, Ph. (2016). De participatiegetuigen. *Politeia*: p148.

